

OMA RoI Q4 October - December 2009 Top 10 Reports

Total spend for Period 2009: €30,141,225

Total spend for Period 2008: €27,954,957



2009 - Categories

| Category | Revenue |
|-------------------------------|-----------|
| DRINK | 7,949,810 |
| TELECOMMS | 4,621,797 |
| FOOD | 3,678,613 |
| ENTERTAINMENT & THE MEDIA | 2,821,233 |
| RETAIL | 2,446,493 |
| FINANCE | 1,722,958 |
| HOUSEHOLD STORES | 1,530,974 |
| PHARMACEUTICAL | 1,040,875 |
| TRAVEL & TRANSPORT | 956,101 |
| GOVT,SOCIAL,POLITICAL ORGANIS | 872,395 |

2009 - Agencies

| Agencies | Revenue |
|-------------------|-----------|
| MINDSHARE IRELAND | 7,313,406 |
| CARAT IRELAND | 4,314,622 |
| VIZEUM IRELAND | 2,687,531 |
| MEDIABRANDS LTD. | 1,881,890 |
| OMD IRELAND | 1,390,240 |
| MEDIAWORKS | 1,255,633 |
| YOUNG EURO RSCG | 1,179,425 |
| ZENITH OPTIMEDIA | 1,079,153 |
| MEDIAVEST IRELAND | 1,073,568 |
| MEDIAEDGE:CIA | 1,031,618 |

2009 - Advertisers

| Advertiser | Revenue |
|----------------------|-----------|
| UNILEVER | 2,105,786 |
| DIAGEO | 1,779,508 |
| HEINEKEN IRELAND | 1,750,409 |
| VODAFONE | 1,234,871 |
| METEOR | 1,165,139 |
| BULMERS LTD | 1,047,393 |
| GLAXOSMITHKLINE | 1,047,165 |
| NESTLÉ | 886,477 |
| EIRCOM | 854,011 |
| CADBURY SCHWEPPE PLC | 688,469 |

2009 - Brands*

| Brands | Revenue |
|---------------------|-----------|
| UNILEVER PRICE CUTS | 1,217,002 |
| METEOR CHRISTMAS | 1,017,522 |
| BULMERS ORIGINAL | 706,499 |
| VODAFONE CHRISTMAS | 689,808 |
| MCDONALDS | 633,375 |
| O2 | 565,579 |
| COCA COLA | 534,031 |
| LYONS TEA | 498,098 |
| COORS LIGHT | 479,162 |
| MILLER | 468,728 |

Compiled from OMA Industry Spend Records

* Brand Sponsorship campaigns reported as separate brand