

OMA RoI January - June 2009 Top 10 Reports

Total spend for Period 2009: €53,422,482

Total spend for Period 2008: €64,705,856



2009 - Categories

Category	Revenue
DRINK	10,795,519
TELECOMMS	8,667,474
FOOD	7,353,444
ENTERTAINMENT & THE MEDIA	7,048,574
FINANCE	3,989,350
RETAIL	3,461,055
GOVT,SOCIAL,POLITICAL ORGANIS	3,178,848
TRAVEL & TRANSPORT	2,409,432
MOTORS	1,760,158
COSMETICS & TOILETRIES	1,345,195

2009 - Agencies

Agencies	Revenue
MINDSHARE IRELAND	11,298,130
CARAT IRELAND	6,340,472
VIZEUM IRELAND	5,051,145
MEDIABRANDS LTD.	3,764,214
OMD IRELAND	3,180,972
UNIVERSAL MCCANN DUBLIN	2,699,348
STARCOM	2,346,781
MEDIAVEST IRELAND	2,046,648
MEDIACOM - DUBLIN	1,913,470
ZENITH OPTIMEDIA	1,799,101

Compiled from OMA Industry Spend Records

2009 - Advertisers

Advertiser	Revenue
DIAGEO	3,091,866
HEINEKEN IRELAND	2,222,073
EIRCOM	2,020,961
UNILEVER	1,900,380
KELLOGGS IRELAND	1,669,429
COCA COLA IRELAND LTD.	1,445,687
HIBERNIAN AVIVA GROUP	1,324,780
TESCO STORES HOLDINGS LTD	1,304,551
O2	1,243,969
VODAFONE	1,173,289

2009 - Brands*

Brands	Revenue
HIBERNIAN AVIVA	1,165,986
EIRCOM DIRECTORY ENQUIRIES	1,106,092
GUINNESS	1,098,209
HEINEKEN RUGBY SPONSORSHIP	810,371
UPC IRELAND	770,779
COCA COLA	746,142
HEINEKEN	741,932
4FM	721,118
EIRCOM BROADBAND	704,796
SAMSUNG	673,062

* Brand Sponsorship campaigns reported as separate brand