

OMA RoI January – September 2009 Top 10 Reports

Total spend for Period 2009: €84,924,127

Total spend for Period 2008: €100,297,466



2009 - Categories

Category	Revenue
DRINK	19,426,758
TELECOMMS	13,427,667
FOOD	12,637,505
ENTERTAINMENT & THE MEDIA	9,881,483
RETAIL	7,049,739
GOVT,SOCIAL,POLITICAL ORGANIS	5,021,104
FINANCE	4,945,859
TRAVEL & TRANSPORT	3,795,661
MOTORS	1,854,348
COSMETICS & TOILETRIES	1,834,545

2009 - Agencies

Agencies	Revenue
MINDSHARE IRELAND	16,476,326
CARAT IRELAND	11,750,542
VIZEUM IRELAND	7,342,185
MEDIABRANDS LTD.	7,054,608
OMD IRELAND	5,854,809
UNIVERSAL MCCANN DUBLIN	4,206,932
MEDIACOM - DUBLIN	3,978,107
STARCOM	3,078,320
MEDIAVEST IRELAND	2,624,448
ZENITH OPTIMEDIA	2,419,023

Compiled from OMA Industry Spend Records

2009 - Advertisers

Advertiser	Revenue
DIAGEO	6,080,939
HEINEKEN IRELAND	3,904,078
EIRCOM	2,991,052
UNILEVER	2,935,374
VODAFONE	2,789,694
TESCO STORES HOLDINGS LTD	2,603,561
KELLOGGS IRELAND	2,469,021
COCA COLA IRELAND LTD.	2,254,882
GLAXOSMITHKLINE	2,069,853
METEOR	2,057,363

2009 - Brands*

Brands	Revenue
GUINNESS	2,095,956
EIRCOM DIRECTORY ENQUIRIES	1,712,830
TESCO PRICING	1,526,954
WRIGLEY'S GUM DISPOSAL	1,361,022
HIBERNIAN AVIVA	1,165,986
LUCOZADE ENERGY	1,101,599
UPC IRELAND	1,072,447
EIRCOM BROADBAND	1,062,641
COCA COLA	1,033,729
HEINEKEN	990,173

* Brand Sponsorship campaigns reported as separate brand