

## OMA RoI Q1 January - March 2009 Top 10 Reports

Total spend for Period 2009: €26,502,243

Total spend for Period 2008: €30,858,285



### 2009 - Categories

Category	Revenue
DRINK	4,464,328
ENTERTAINMENT & THE MEDIA	4,033,492
TELECOMMS	4,002,211
FOOD	3,653,777
FINANCE	2,250,252
RETAIL	1,628,653
TRAVEL & TRANSPORT	1,506,921
GOVT,SOCIAL,POLITICAL ORGANIS	1,316,192
MOTORS	1,219,992
BUSINESS & INDUSTRIAL	610,624

### 2009 - Agencies

Agencies	Revenue
MINDSHARE IRELAND	5,627,685
VIZEUM IRELAND	3,277,084
CARAT IRELAND	2,654,948
DIRECT	1,717,476
MEDIABRANDS LTD.	1,696,632
MEDIAVEST IRELAND	1,308,979
UNIVERSAL MCCANN DUBLIN	1,240,358
OMD IRELAND	1,160,555
STARCOM	1,071,424
ZENITH OPTIMEDIA	965,355

Compiled from OMA Industry Spend Records

### 2009 - Advertisers

Advertiser	Revenue
DIAGEO	1,301,543
HIBERNIAN AVIVA GROUP	1,169,489
HEINEKEN IRELAND	965,091
O2	882,332
EIRCOM	728,239
CADBURY SCHWEPPES PLC	685,223
KELLOGGS IRELAND	677,199
COCA COLA IRELAND LTD.	666,568
UPC IRELAND	580,411
UNILEVER	568,523

### 2009 - Brands\*

Brands	Revenue
HIBERNIAN AVIVA	1,155,293
GUINNESS	664,291
UPC IRELAND	580,411
COCA COLA	563,709
EIRCOM DIRECTORY ENQUIRIES	519,557
BUDGET TRAVEL	506,057
3 IRELAND	450,851
4FM	419,647
METEOR NEXUS	408,792
CADBURY CREME EGGS	397,890

\* Brand Sponsorship campaigns reported as separate brand