

OMA NI Top 10 Reports – Q2 April - June 2009

Total spend for Period 2009: £5,785,310

Total spend for Period 2008: £7,318,148



2009 - Categories

Category	Revenue
DRINK	1,202,657
RETAIL	1,060,205
GOVT,SOCIAL,POLITICAL ORGANIS	898,725
ENTERTAINMENT & THE MEDIA	554,532
TELECOMMS	512,110
TRAVEL & TRANSPORT	447,133
FINANCE	335,625
MOTORS	253,341
FOOD	247,200
HOUSEHOLD STORES	78,671

2009 - Agencies

Agencies	Revenue
MEDIABRANDS LTD.	413,547
ARDMORE ADVERTISING & MARKETING LTD.	371,722
MINDSHARE IRELAND	283,936
CARAT UK	274,941
UNIVERSAL MCCANN DUBLIN	250,066
VIZEUM UK	246,842
GENESIS ADVERTISING LTD.	241,042
WALKERS MEDIA	223,177
MEDIACOM [UK]	218,741
OMD UK	212,071

Compiled from OMA Industry Spend Records

2009 - Advertisers

Advertiser	Revenue
DIAGEO	391,403
COCA COLA IRELAND LTD.	250,066
COORS BREWERS	233,588
VODAFONE	204,018
BRITISH TELECOMMUNICATIONS	190,865
KENTUCKY FRIED CHICKEN	179,437
C&C GROUP Plc.	178,760
TRANSLINK	154,501
N.I. FIRE & RESCUE SERVICE	140,992
MCDONALDS	133,805

2009 - Brands*

Brands	Revenue
COORS FINE LIGHT	233,588
HARP ICE COLD	226,296
KENTUCKY FRIED CHICKEN	179,437
FIRE PREVENTION	140,992
ULSTER BANK MORTGAGES	132,362
BT BUSINESS	131,518
INVEST NI	124,642
SPAR	100,988
DIET COKE	98,135
LUCOZADE ENERGY	95,499

* Brand Sponsorship campaigns reported as separate brand