

OMA NI Q3 July – September 2009 Top 10 Reports – Rev. 2

Total spend for Period 2009: £6,792,865

Total spend for Period 2008: £6,390,061



2009 - Categories

Category	Revenue
DRINK	1,634,357
RETAIL	1,359,670
GOVT,SOCIAL,POLITICAL ORGANIS	955,781
ENTERTAINMENT & THE MEDIA	761,632
TRAVEL & TRANSPORT	445,410
TELECOMMS	412,701
FOOD	249,662
MOTORS	232,983
FINANCE	217,177
COSMETICS & TOILETRIES	208,433

2009 - Agencies

Agencies	Revenue
MEDIABRANDS LTD.	696,608
ARDMORE ADVERTISING & MARKETING LTD.	459,140
MINDSHARE IRELAND	411,092
OMD UK	409,856
UNIVERSAL MCCANN DUBLIN	301,164
MEDIACOM [UK]	291,063
LYLE BAILIE	284,338
WALKERS MEDIA	271,428
MEDIAEDGE: CIA	256,255
GENESIS ADVERTISING LTD.	238,223

Compiled from OMA Industry Spend Records

2009 - Advertisers

Advertiser	Revenue
DIAGEO	674,464
MCDONALDS	310,628
COCA COLA IRELAND LTD.	301,164
UNILEVER	247,899
C&C GROUP Plc.	225,075
KENTUCKY FRIED CHICKEN	196,453
TRANSLINK	191,730
GLAXOSMITHKLINE	182,800
ORANGE	177,572
BELFAST CITY COUNCIL	134,185

2009 - Brands*

Brands	Revenue
GUINNESS	232,917
HARP ICE COLD	206,238
KENTUCKY FRIED CHICKEN	196,453
DIET COKE	153,157
MCDONALDS	151,532
STENA	132,423
SURE	124,101
SPAR	123,243
ORANGE	110,723
MAGNERS PEAR	109,496

* Brand Sponsorship campaigns reported as separate brand