

## OMA NI Q4 October - December 2009 Top 10 Reports - Rev. 2

Total spend for Period 2009: £7,153,058

Total spend for Period 2008: £6,467,403



### 2009 - Categories

Category	Revenue
RETAIL	1,712,416
DRINK	1,299,123
GOVT,SOCIAL,POLITICAL ORGANIS	1,108,460
TELECOMMS	619,824
ENTERTAINMENT & THE MEDIA	464,429
FINANCE	433,100
MOTORS	429,742
TRAVEL & TRANSPORT	355,789
FOOD	279,864
COSMETICS & TOILETRIES	219,602

### 2009 - Agencies

Agencies	Revenue
MEDIABRANDS LTD.	543,895
OMD UK	375,125
LYLE BAILIE	357,567
STARCOM	349,728
MEDIAEDGE:CIA	324,031
MINDSHARE IRELAND	305,883
UNIVERSAL MCCANN DUBLIN	269,475
WALKERS MEDIA	241,497
GENESIS ADVERTISING LTD.	224,398
MEDIABRANDS LTD.	543,895

Compiled from OMA Industry Spend Records

### 2009 - Advertisers

Advertiser	Revenue
DIAGEO	336,880
BRITISH TELECOMMUNICATIONS	314,613
N.I. FIRE & RESCUE SERVICE	310,894
COCA COLA IRELAND LTD.	267,921
MCDONALDS	245,932
KENTUCKY FRIED CHICKEN	235,631
TESCO STORES HOLDINGS LTD	222,677
UNILEVER	197,802
DANSKA BANK GROUP	178,605
ULSTER BANK	175,924

### 2009 - Brands\*

Brands	Revenue
FIRE PREVENTION	268,270
COCA COLA	267,921
KENTUCKY FRIED CHICKEN	235,631
BT CONSUMER BROADBAND	228,582
TESCO	222,677
SURE FOR WOMEN	197,802
MCDONALDS	181,108
SPAR	158,663
ULSTER BANK MORTGAGES	140,687
SMIRNOFF	135,037

\* Brand Sponsorship campaigns reported as separate brand