

OMA RoI January - June 2010 Top 10 Reports

Total spend for Period 2010: €51,058,679

Total spend for Period 2009: €53,422,482



2010 - Categories

Category	Revenue
DRINK	10,426,734
FOOD	8,350,703
TELECOMMS	7,583,066
ENTERTAINMENT & THE MEDIA	6,576,812
RETAIL	4,345,139
FINANCE	3,325,194
TRAVEL & TRANSPORT	2,582,869
MOTORS	1,988,385
GOVT,SOCIAL,POLITICAL ORGANIS	1,687,000
COSMETICS & TOILETRIES	1,612,012

2010 - Agencies

Agencies	Revenue
MINDSHARE IRELAND	10,226,440
CARAT IRELAND	7,275,448
MEDIABRANDS LTD.	4,424,462
VIZEUM IRELAND	4,166,012
OMD IRELAND	3,067,722
MEDIAWORKS	2,494,456
MEDIACOM - DUBLIN	1,875,899
MEDIAVEST IRELAND	1,824,756
ZENITH OPTIMEDIA	1,634,043
UNIVERSAL MCCANN DUBLIN	1,381,788

Compiled from OMA Industry Spend Records

2010 - Advertisers

Advertiser	Revenue
DIAGEO	3,464,810
HEINEKEN IRELAND	2,675,091
VODAFONE	1,951,557
UNILEVER	1,661,599
UPC IRELAND	1,545,890
MCDONALDS	1,386,479
KELLOGGS IRELAND	1,233,139
HUTCHINSON 3 IRELAND	1,206,890
METEOR	1,129,610
GLAXOSMITHKLINE	955,847

2010 - Brands*

Brands	Revenue
UPC IRELAND	1,545,890
MCDONALDS	1,386,479
GUINNESS RUGBY SPONSORSHIP	952,953
BUDWEISER ICE COLD	940,210
VODAFONE MOBILE BROADBAND	806,774
SPECSAVERS	794,787
3 IRELAND	731,285
HEINEKEN	692,986
HEINEKEN RUGBY SPONSORSHIP	645,054
COORS LIGHT	610,878

* Brand Sponsorship campaigns reported as separate brand