

OMA RoI Q1 January - March 2010 Top 10 Reports – Rev. 2

Total spend for Period 2010: €25,254,705

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

2010 - Categories

Category	Revenue
DRINK	4,349,408
FOOD	4,059,835
ENTERTAINMENT & THE MEDIA	3,622,889
TELECOMMS	2,942,210
RETAIL	2,223,780
FINANCE	1,739,658
MOTORS	1,610,517
TRAVEL & TRANSPORT	1,172,513
GOVT,SOCIAL,POLITICAL ORGANIS	1,035,941
COSMETICS & TOILETRIES	840,897

2010 - Agencies

Agencies	Revenue
MINDSHARE IRELAND	5,227,447
CARAT IRELAND	4,240,387
VIZEUM IRELAND	2,191,166
MEDIABRANDS LTD.	1,557,276
OMD IRELAND	1,409,842
MEDIAWORKS	1,279,369
MEDIACOM - DUBLIN	911,482
ZENITH OPTIMEDIA	891,037
MEDIAVEST IRELAND	690,609
UNIVERSAL MCCANN DUBLIN	652,162

Compiled from OMA Industry Spend Records



2010 - Advertisers

Advertiser	Revenue
HEINEKEN IRELAND	1,461,451
DIAGEO	1,139,796
VODAFONE	945,568
UNILEVER	875,232
KELLOGGS IRELAND	861,462
MCDONALDS	815,660
UPC IRELAND	648,376
WARNER BROS	560,833
CADBURY SCHWEPPE'S PLC	547,890
UNIVERSAL PICTURES	541,945

2010 - Brands*

Brands	Revenue
MCDONALDS	815,660
GUINNESS RUGBY SPONSORSHIP	669,252
UPC IRELAND	648,376
COORS LIGHT	454,724
SPECSAVERS	444,869
COCA COLA	411,533
HEINEKEN RUGBY SPONSORSHIP	367,128
METEOR MOBILE BROADBAND	344,289
VHI	340,617
CADBURY CREME EGGS	338,334

* Brand Sponsorship campaigns reported as separate brand