

OMA NI Top 10 Reports Q1 January - March 2010 – Rev. 3

Total spend for Period 2010: £7,291,288

Total spend for Period 2009: £6,516,478



2010 - Categories

Category	Revenue
GOVT,SOCIAL,POLITICAL ORGANIS	1,579,586
RETAIL	1,328,273
FINANCE	729,553
DRINK	724,430
ENTERTAINMENT & THE MEDIA	647,532
TRAVEL & TRANSPORT	570,270
FOOD	443,025
TELECOMMS	401,251
MOTORS	349,761
COSMETICS & TOILETRIES	127,101

2010 - Advertisers

Advertiser	Revenue
KENTUCKY FRIED CHICKEN	391,403
MCDONALDS	267,549
ULSTER BANK	229,581
DIAGEO	222,266
COCA COLA IRELAND LTD.	211,721
UNILEVER	203,963
DANSKA BANK GROUP	158,070
OXFAM	145,360
BRENNANS BREAD	142,268
ORANGE	140,429

2010 - Agencies

Agencies	Revenue
MINDSHARE IRELAND	524,707
OMD UK	450,649
ARDMORE ADVERTISING & MARKETING LTD.	443,523
WALKERS MEDIA	415,773
MEDIACOM [UK]	333,408
LYLE BAILIE	305,636
MEDIABRANDS LTD.	300,932
MEDIAEDGE:CIA	288,414
NAVIGATOR BLUE LTD.	256,227
MEDIACOM - DUBLIN	229,581

2010 - Brands*

Brands	Revenue
KENTUCKY FRIED CHICKEN	391,403
MCDONALDS	202,003
COCA COLA	176,534
ULSTER BANK MORTGAGES	153,530
OXFAM	145,360
BRENNANS BREAD	142,268
HEALTH & SAFETY EXECUTIVE NORTHERN IRELAND	130,242
FIRE PREVENTION	127,373
HARP	114,025
ORANGE	106,895

Compiled from OMA Industry Spend Records

* Brand Sponsorship campaigns reported as separate brand