

OMA RoI Q2 April - June 2010 Top 10 Reports

Total spend for Period 2010: €25,803,974

Total spend for Period 2009: €26,920,239



2010 - Categories

Category	Revenue
DRINK	5,960,191
TELECOMMS	4,640,855
FOOD	4,290,869
ENTERTAINMENT & THE MEDIA	2,953,923
RETAIL	2,121,359
FINANCE	1,585,537
TRAVEL & TRANSPORT	1,410,356
COSMETICS & TOILETRIES	771,115
GOVT,SOCIAL,POLITICAL ORGANIS	768,194
MOTORS	377,868

2010 - Agencies

Agencies	Revenue
MINDSHARE IRELAND	4,998,993
CARAT IRELAND	3,035,061
MEDIABRANDS LTD.	2,867,187
VIZEUM IRELAND	1,974,846
OMD IRELAND	1,657,879
MEDIAWORKS	1,215,087
MEDIAVEST IRELAND	1,134,147
STARCOM	1,000,139
MEDIACOM - DUBLIN	964,417
ZENITH OPTIMEDIA	743,006

Compiled from OMA Industry Spend Records

2010 - Advertisers

Advertiser	Revenue
DIAGEO	2,325,014
HEINEKEN IRELAND	1,213,641
VODAFONE	1,005,989
UPC IRELAND	897,514
UNILEVER	786,367
HUTCHINSON 3 IRELAND	739,741
METEOR	709,562
MCDONALDS	570,819
O2	552,094
BULMERS LTD	535,384

2010 - Brands*

Brands	Revenue
BUDWEISER ICE COLD	909,610
UPC IRELAND	897,514
VODAFONE MOBILE BROADBAND	806,774
MCDONALDS	570,819
METEOR PAY AS YOU GO	524,942
3 IRELAND	467,122
HUNKY DORY CRISPS	457,444
CARLSBERG	453,173
HEINEKEN	384,628
O2 - PREPAY	356,270

* Brand Sponsorship campaigns reported as separate brand