

OMA NI January - June 2010 Top 10 Reports

Total spend for Period 2010: £13,627,031

Total spend for Period 2009: £12,307,643



2010 - Categories

Category	Revenue
GOVT,SOCIAL,POLITICAL ORGANIS	2,496,428
RETAIL	2,190,892
DRINK	2,091,009
FINANCE	1,431,689
ENTERTAINMENT & THE MEDIA	1,141,840
TRAVEL & TRANSPORT	1,032,874
FOOD	757,199
MOTORS	749,788
TELECOMMS	468,178
COSMETICS & TOILETRIES	321,001

2010 - Agencies

Agencies	Revenue
MINDSHARE IRELAND	911,373
MEDIABRANDS LTD.	819,746
MEDIACOM [UK]	705,936
OMD UK	680,513
ARDMORE ADVERTISING & MARKETING LTD.	663,909
LYLE BAILIE	615,227
WALKERS MEDIA	614,119
MEDIAVEST UK	511,216
UNIVERSAL MCCANN DUBLIN	495,426
MEDIACOM - DUBLIN	457,736

Compiled from OMA Industry Spend Records

2010 - Advertisers

Advertiser	Revenue
DIAGEO	713,913
KENTUCKY FRIED CHICKEN	565,712
COCA COLA IRELAND LTD.	495,426
ULSTER BANK	464,041
MCDONALDS	412,842
UNILEVER	403,746
DANSKE BANK GROUP	388,023
TRANSLINK	248,082
OXFAM	242,785
BELFAST CITY COUNCIL	195,217

2010 - Brands*

Brands	Revenue
KENTUCKY FRIED CHICKEN	565,712
ULSTER BANK MORTGAGES	323,654
MCDONALDS	309,335
COCA COLA	255,894
OXFAM	242,785
HARP	232,884
AIRTRICITY	167,538
NORTHERN IRELAND TOURIST BOARD	165,096
SPECSAVERS	162,895
SPAR	156,749

* Brand Sponsorship campaigns reported as separate brand