

OMA NI Q2 April - June 2010 Top 10 Reports

Total spend for Period 2010: £6,335,742

Total spend for Period 2009: £5,785,310



2010 - Categories

Category	Revenue
DRINK	1,366,579
GOVT,SOCIAL,POLITICAL ORGANIS	916,842
RETAIL	862,620
FINANCE	702,136
ENTERTAINMENT & THE MEDIA	494,308
TRAVEL & TRANSPORT	462,604
MOTORS	400,027
FOOD	314,174
BUSINESS & INDUSTRIAL	227,552
COSMETICS & TOILETRIES	193,900

2010 - Agencies

Agencies	Revenue
MEDIABRANDS LTD.	518,814
MINDSHARE IRELAND	386,666
MEDIACOM [UK]	372,528
LYLE BAILIE	309,591
MEDIAVEST UK	299,867
UNIVERSAL MCCANN DUBLIN	283,705
A.V. BROWNE ADVERTISING	232,033
OMD UK	229,864
MEDIACOM - DUBLIN	228,155
CARAT IRELAND	227,047

Compiled from OMA Industry Spend Records

2010 - Advertisers

Advertiser	Revenue
DIAGEO	491,647
COCA COLA IRELAND LTD.	283,705
ULSTER BANK	234,460
DANSKE BANK GROUP	229,953
UNILEVER	199,783
KENTUCKY FRIED CHICKEN	174,309
AIRTRICITY	167,538
VAUXHALL UK	147,769
MCDONALDS	145,293
TRANSLINK	125,208

2010 - Brands*

Brands	Revenue
KENTUCKY FRIED CHICKEN	174,309
ULSTER BANK MORTGAGES	170,124
AIRTRICITY	167,538
HARP	118,859
NORTHERN IRELAND TOURIST BOARD	117,560
NORTHERN BANK SAVINGS	113,886
COORS LIGHT	109,746
MCDONALDS	107,331
GUINNESS BLACK LAGER	100,000
OXFAM	97,425

* Brand Sponsorship campaigns reported as separate brand