

OMA RoI January - December 2010 Top 10 Reports

Total spend for Period 2010: €111,658,018

Total spend for Period 2009: €115,065,351



2010 - Categories

| Category | Revenue |
|-------------------------------|------------|
| DRINK | 25,281,246 |
| TELECOMMS | 17,403,908 |
| FOOD | 16,545,505 |
| ENTERTAINMENT & THE MEDIA | 14,681,153 |
| RETAIL | 8,328,572 |
| FINANCE | 7,378,260 |
| GOVT,SOCIAL,POLITICAL ORGANIS | 4,789,426 |
| TRAVEL & TRANSPORT | 3,988,408 |
| MOTORS | 3,543,314 |
| COSMETICS & TOILETRIES | 2,959,498 |

2010 - Agencies

| Agency | Revenue |
|-------------------------|------------|
| MINDSHARE IRELAND | 22,020,306 |
| CARAT IRELAND | 13,374,516 |
| VIZEUM IRELAND | 12,728,732 |
| MEDIABRANDS LTD. | 9,306,395 |
| OMD IRELAND | 7,750,428 |
| ZENITH OPTIMEDIA | 4,147,818 |
| UNIVERSAL MCCANN DUBLIN | 4,132,857 |
| MEDIACOM - DUBLIN | 4,023,075 |
| MEDIAVEST IRELAND | 3,897,138 |
| MEDIAWORKS | 3,565,379 |

Compiled from OMA Industry Spend Records

2010 - Advertisers

| Advertiser | Revenue |
|------------------------|-----------|
| DIAGEO | 7,306,964 |
| METEOR | 5,435,306 |
| HEINEKEN IRELAND | 5,151,392 |
| UNILEVER | 3,757,479 |
| VODAFONE | 3,373,827 |
| NESTLÉ | 2,676,980 |
| COCA COLA IRELAND LTD. | 2,641,154 |
| UPC IRELAND | 2,613,846 |
| GLAXOSMITHKLINE | 2,078,108 |
| WARNER BROS | 2,043,406 |

2010 - Brands*

| Brand | Revenue |
|----------------------------|-----------|
| UPC IRELAND | 2,613,846 |
| METEOR PAY AS YOU GO | 2,147,581 |
| HEINEKEN | 1,696,051 |
| MCDONALDS | 1,681,570 |
| GUINNESS | 1,634,607 |
| BUDWEISER ICE COLD | 1,616,395 |
| COCA COLA | 1,530,932 |
| METEOR | 1,463,465 |
| SPECSAVERS | 1,286,270 |
| GUINNESS RUGBY SPONSORSHIP | 1,208,398 |

*** Brand Sponsorship campaigns reported as separate brand**