

OMA NI Top 10 Reports January - December 2010

Total spend for Period 2010: £28,108,666

Total spend for Period 2009: £26,263,001



2010 - Categories

Category	Revenue
DRINK	5,088,134
GOVT,SOCIAL,POLITICAL ORGANIS	4,988,316
RETAIL	4,978,899
FINANCE	2,816,867
ENTERTAINMENT & THE MEDIA	2,809,545
TRAVEL & TRANSPORT	1,770,474
MOTORS	1,407,774
FOOD	1,127,506
TELECOMMS	1,050,964
COSMETICS & TOILETRIES	512,646

2010 - Agencies

Agencies	Revenue
MEDIABRANDS LTD.	1,970,596
ARDMORE ADVERTISING & MARKETING LTD.	1,959,257
MINDSHARE IRELAND	1,424,420
MEDIACOM [UK]	1,387,526
OMD UK	1,221,599
WALKERS MEDIA	1,213,496
LYLE BAILIE	1,140,080
MEDIAEDGE:CIA	984,276
MEDIAVEST UK	984,159
MEDIACOM - DUBLIN	954,683

Compiled from OMA Industry Spend Records

2010 - Advertisers

Advertiser	Revenue
DIAGEO	1,717,211
COCA COLA IRELAND LTD.	1,171,010
KENTUCKY FRIED CHICKEN	1,128,049
ULSTER BANK	1,077,921
MCDONALDS	805,455
DANSKE BANK GROUP	772,388
UNILEVER	622,370
N.I. FIRE & RESCUE SERVICE	612,294
TRANSLINK	608,154
MOLSON COORS BREWING COMPANY (UK)	496,470

2010 - Brands*

Brands	Revenue
KENTUCKY FRIED CHICKEN	1,128,049
COCA COLA	663,974
MCDONALDS	657,658
SKY TELEVISION	486,849
GUINNESS	432,774
HARP	424,359
ULSTER BANK	414,846
ULSTER BANK MORTGAGES	412,315
FIRE PREVENTION	384,543
OXFAM	383,377

* Brand Sponsorship campaigns reported as separate brand