

IPSOS MRBI BRANDSHOUT

TOP BRAND TREND

JANUARY 2021

Q. Ipsos MRBI Omnipoll asked 1,000 adults aged 15+ to recall an advertisement they have seen or heard recently anywhere. Below is a chart of the most recalled brands.

POSITION	SHIFT	LAST MONTH	BRAND	
1	↑	(8)		HSE COVID-19
2	↓	(1)		SUPERVALU
3	-	NEW		RYANAIR
4	↓	(2)		ALDI
5	↓	(3)		COKE/DIET COKE
6	↓	(4)		LIDL
7	↓	(5)		TESCO
8	↓	(6)		MCDONALDS
	↑	(9)		GUINNESS
10	↑	(13)		SKY (ANY)
11	↑	(12)		VODAFONE
12	↓	(9)		DUNNES STORES
	-	NEW		BANK OF IRELAND
	-	NEW		AVONMORE
15	↓	(6)		WOODIE'S
	-	NEW		VIRGIN MEDIA
	-	NEW		ASOS

Ipsos MRBI Omnipoll is an telephone omnibus survey which interviews a fresh, nationally representative sample of 1,000 adults aged 15+ every two weeks.

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