

# IPSOS MRBI BRANDSHOUT

TOP BRAND TREND

MARCH 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	↑	(4)		HSE / COVID-19
2	=	(2)		LIDL
3	↓	(1)		ALDI
4	↓	(3)		SUPERVALU
	↑	(5)		VODAFONE
6	↑	(13)		AIB
	↑	(13)		COKE / DIET COKE
8	↓	(7)		SKY (ANY)
9	↑	(11)		BOI
10	↓	(6)		VIRGIN MEDIA
11	↑	(12)		MCDONALDS
12	-	NEW		HYUNDAI
13	-	NEW		ASOS
14	↓	(8)		TESCO
	-	NEW		NIKE
16	↓	(9)		GUINNESS
	↓	(10)		AVONMORE
	-	NEW		AN POST
	-	NEW		PADDYPOWER
	↓	(13)		NATIONAL LOTTERY

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

+353 (0)1 4389000

[www.ipsos.com/en-ie](http://www.ipsos.com/en-ie)

[hollie.power@ipsos.com](mailto:hollie.power@ipsos.com)