


















IPSOS MRBI BRANDSHOUT

TOP BRAND TREND

APRIL 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	BRAND
1	↑	(2)		LIDL
2	↑	(3)		ALDI
3	↓	(1)		HSE / COVID-19
4	↑	(14)		TESCO
5	↓	(4)		SUPERVALU
6	-	NEW		GAS NETWORKS IRELAND (CARBON MONOXIDE)
	↑	(16)		PADDY POWER
8	↓	(4)		VODAFONE
9	↓	(8)		SKY (ANY)
10	↑	(11)		MCDONALDS
11	↓	(10)		VIRGIN MEDIA
12	-	NEW		CADBURY
	-	(14)		NIKE
14	↑	(16)		GUINNESS
	-	NEW		ARIEL
16	↓	(6)		AIB
	↓	(6)		COKE / DIET COKE
18	-	NEW		VOLKSWAGEN
	-	NEW		HEINEKEN
	-	NEW		TAYTO

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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