

IPSOS MRBI BRANDSHOUT

TOP BRAND TREND

MAY 2021

Q. Ipsos MRBI Ominipoll 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	=	(1)		LIDL
2	=	(2)		ALDI
3	=	(3)		HSE COVID-19
4	-	NEW		BANK OF IRELAND
5	↓	(4)		TESCO
6	↓	(5)		SUPERVALU
	↑	(8)		VODAFONE
	↑	(9)		SKY (ANY)
	↑	(16)		COKE/DIET COKE
10	↑	(11)		VIRGIN MEDIA
11	↓	(10)		MCDONALDS
12	-	NEW		PERMANENT TSB
	↑	(14)		ARIEL
14	-	NEW		FAIRY LIQUID
15	-	NEW		SPOTIFY
16	-	NEW		JUSTEAT
	↓	(14)		GUINNESS
	-	NEW		LUCOZADE
	-	NEW		NATIONAL LOTTERY

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