

IPSOS MRBI BRANDSHOUT

TOP BRAND TREND

JUNE 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	↑	2		ALDI
2	↑	6		VODAFONE
3	↑	6		COKE/DIET COKE
4	↑	10		VIRGIN MEDIA
5	↓	3		HSE COVID-19
6	↓	1		LIDL
	-	NEW		SUPERMACS
8	↓	5		TESCO
	-	NEW		THREE/3
10	↓	6		SKY (ANY)
11	-	NEW		HYUNDAI
	=	11		MCDONALDS
	-	NEW		CADBURY'S (GENERAL)
14	-	NEW		HEINEKEN
	-	NEW		FANTA
	-	NEW		PADDYPOWER
17	-	NEW		DUNNES STORES
	-	NEW		WOODIE'S
	-	NEW		SPECSAVERS
	↓	16		GUINNESS
	↓	12		ARIEL
	-	NEW		PERSIL

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