

IPSOS MRBI BRANDSHOUT

TOP BRAND TREND

JULY 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	↑	NEW		BANK OF IRELAND
2	↓	1		ALDI
	=	2		VODAFONE
4	↑	6		LIDL
5	=	5		HSE/COVID-19
6	↓	4		VIRGIN MEDIA
	↑	11		MCDONALDS
	↓	3		COKE/DIETCOKE
9	↑	17		GUINNESS
10	-	NEW		AIB
11	↓	10		SKY (ANY)
12	↓	8		TESCO
	-	NEW		NIKE
14	-	NEW		AMAZON
	=	14		HEINEKEN
16	-	NEW		JUSTEAT
17	-	NEW		SUPERVALU
	-	NEW		HARVEY NORMAN
	-	NEW		EIR
	↓	11		HYUNDAI
	↓	14		PADDYPOWER

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