

IPSOS MRBI BRANDSHOUT

TOP BRAND TREND

AUGUST 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	↑	2		VODAFONE
2	↑	4		LIDL
	=	2		ALDI
4	↓	1		BANK OF IRELAND
5	-	NEW		SPECSAVERS
6	↑	12		TESCO
7	↓	6		MCDONALDS
8	↓	6		VIRGIN MEDIA
	↑	9		GUINNESS
10	↑	11		SKY (ANY)
11	↓	6		COKE/DIET COKE
12	-	NEW		THREE/3
	↓	5		HSE COVID-19
14	-	NEW		CADBURYS (GENERAL)
15	↑	17		SUPERVALU
	-	NEW		NATIONAL LOTTERY
17	-	NEW		SPOTIFY
	-	NEW		SWAPPIE
	↓	12		NIKE

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