

IPSOS MRBI BRANDSHOUT

TOP BRAND TREND

SEPTEMBER 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	 LIDL
2	↑	8	 GUINNESS
3	↓	2	 ALDI
4	↓	1	 VODAFONE
5	↑	8	 VIRGIN MEDIA
6	↑	11	 COKE/DIETCOKE
7	↓	4	 BANK OF IRELAND
8	↑	15	 SUPERVALU
	↑	12	 HSE/COVID-19
10	-	NEW	 AIB
11	↓	10	 SKY (ANY)
	↓	7	 MCDONALDS
13	↓	6	 TESCO
14	-	NEW	 DUNNES STORES
	-	NEW	 123.IE
16	-	NEW	 AN POST
	-	NEW	 PADDYPOWER
	↓	15	 NATIONAL LOTTERY
	-	NEW	 FAIRY LIQUID

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