

IPSOS MRBI BRANDSHOUT

TOP BRAND TREND

OCTOBER 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	=	1	 LIDL
2	↑	4	 VODAFONE
3	↓	2	 GUINNESS
4	↑	7	 BANK OF IRELAND
5	=	5	 VIRGIN MEDIA
6	↓	3	 ALDI
7	↑	11	 SKY (ANY)
8	↑	11	 MCDONALDS
9	↓	8	 SUPERVALU
10	↑	14	 DUNNES STORES
11	-	NEW	 EIR
	↓	6	 COKE/DIET COKE
13	↓	10	 AIB
	-	NEW	 HEINEKEN
15	↓	13	 TESCO
	-	NEW	 APPLE
	↑	16	 NATIONAL LOTTERY
18	-	NEW	 DOMINOS PIZZA

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

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