

IPSOS MRBI BRANDSHOUT

TOP BRAND TREND

NOVEMBER 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	↑	6		ALDI
2	↓	1		LIDL
3	-	NEW	MARKS & SPENCER	M&S
4	↑	10	DUNNES STORES	DUNNES STORES
	↓	2		VODAFONE
6	↓	5		VIRGIN MEDIA
7	↓	4		BANK OF IRELAND
	-	NEW		HSE / COVID-19
9	↓	7		SKY (ANY)
10	↑	11		COKE / DIET COKE
11	↑	15		TESCO
	↓	9		SUPERVALU
13	↓	11		EIR
14	-	NEW		JD SPORTS
15	↓	3		GUINNESS
16	-	NEW	John Lewis	JOHN LEWIS
	↓	13		AIB
	-	NEW		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.

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