

IPSOS MRBI BRANDSHOUT

TOP BRAND TREND

JANUARY 2022

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	BRAND
1	↑	5		GUINNESS
2	-	NEW		VHI
3	↓	1		SUPERVALU
4	↓	3		LIDL
5	↑	8		VODAFONE
6	↓	2		ALDI
	↑	7		TESCO
8	↓	4		COKE/DIET COKE
9	↑	12		SKY (ANY)
	↑	12		HSE COVID-19
11	=	11		MCDONALDS
12	-	NEW		BANK OF IRELAND
13	↓	6		DUNNES STORES
14	-	NEW		JD SPORTS
15	-	NEW		HARVEY NORMAN
	=	15		NATIONAL LOTTERY
17	=	17		EIR
	↓	12		VIRGIN MEDIA

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