

**POSITION** 

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+353 (0)1 4389000

## BRAND**SHOUT**

## **TOP** BRAND TREND

## FEBRUARY 2022

e. Below is a chart of the most recalled brands.

**ALDI** 

TESCO

LIDL

**MCDONALDS** 

GUINNESS

VODAFONE

VIRGIN MEDIA

**BANK OF IRELAND** 

**COKE/DIET COKE** 

HYUNDAI

**SUPERVALU** 

HSE/COVID-19

SKY (ANY)

**QUOTE DEVIL** 

**PADDY POWER** 

**DUNNES STORES** 

eoin.cotter@ipsos.com

AIB

NATIONAL LOTTERY

idults aged 15+ to recall an advertisement they

LAST

MONTH

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NEW

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NEW

NEW

NEW

13

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

www.ipsos.com/en-ie

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J.	have seen or heard recently anywher

SHIFT

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**BRAND** 

L÷DL

National Lottery

GUINNESS

(oca:Cola

HYUNDAI

SuperValu

HF 🚳

SKY

OUOTE SEVIL

PADDYPOWER.

DUNNES

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