

Q. Ipsos Ireland Ominipoll 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	↑	6		TESCO
3	↑	4		LIDL
4	↑	11		MCDONALDS
5	↑	15		NATIONAL LOTTERY
6	↓	1		GUINNESS
7	↓	5		VODAFONE
8	↑	17		VIRGIN MEDIA
9	↑	12		BANK OF IRELAND
	↓	8		COKE/DIET COKE
11	-	NEW		HYUNDAI
12	↓	3		SUPERVALU
	↓	9		HSE/COVID-19
14	↓	9		SKY (ANY)
	-	NEW		AIB
16	-	NEW		QUOTE DEVIL
	-	NEW		PADDY POWER
18	↓	13		DUNNES STORES

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