

POSITION

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17

BRAND**SHOUT**

SEPTEMBER 2022

VODAFONE

MCDONALDS

SKY (ANY)

GUINNESS

THREE/3

TESCO

NIKE

DUNNES STORES

VIRGIN MEDIA

NATIONAL LOTTERY

COKE/DIET COKE

JUST EAT

123.IE

AMAZON

SAMSUNG

SUPERVALU

belinda.norton@ipsos.com

HARVEY NORMAN

BANK OF IRELAND

ALDI

LIDL

have seen or heard recently anywhere. Below is a chart of the most recalled brands.

SHIFT

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BRAND

GUINNESS

Bank of Ireland

TESCO

NIKE

DUNNES

National Lottery

(oca Cola

JUST EAT

123.ie

amazon

Harvey Norman

SAMSUNG

SuperValu

LAST

MONTH

2

3

7

9

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4

11

16

8

16

12

NEW

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5

NEW

NEW

13

NFW

NEW

9

representative sample of 1,000 adults aged 15+ every two weeks.

Ipsos Ireland Omnipoll is an telephone omnibus survey which interviews a fresh, nationally

www.ipsos.com/en-ie

0 adults aged 15+ to recall an advertisement they