


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	↑	2	 LIDL
2	↑	5	 ALDI
3	↓	1	 VODAFONE
4	↑	9	 TESCO
5	↑	17	 SUPERVALU
6	↑	8	 THREE/3
7	-	7	 BANK OF IRELAND
8	↑	11	 DUNNES STORES
9	↓	3	 MCDONALDS
10	↓	3	 SKY (ANY)
11	-	NEW	 APPLE
	↑	13	 NATIONAL LOTTERY
13	↑	14	 COKE/DIET COKE
14	↓	10	 NIKE
	-	14	 JUSTEAT
16	-	NEW	 VHI
	↓	6	 GUINNESS
18	-	NEW	 AIB
	-	NEW	 QUOTE DEVIL
	-	NEW	 HEINEKEN

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