

BRAND**SHOUT**

TOP BRAND TREND

MARCH 2023

Ipsos Ireland Omnipoll asked 1,000 adults aged 15+ to recall an advertisement they

SHIFT

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1

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LIDL

ALDI

TESCO

GUINNESS

SUPERVALU

VIRGIN MEDIA

PADDY POWER

COKE/DIET COKE

SKY (ANY)

HEINEKEN

THREE/3

AVIVA

EIR

123.IE

AIB

HYUNDAI

belinda.norton@ipsos.com

NATIONAL LOTTERY

ISLAND'S EDGE

DUNNES

JUST EAT

VODAFONE

MCDONALDS

POSITION

2

3

4

5

6

8

10

12

13

117

18

+353 (0)1 4389000

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

LAST

MONTH

5

2

3

7

4

6

8

NEW

9

NFW

14

11

NEW

14

NEW

NEW

19

9

NEW

19

 \parallel

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

BRAND

GUINNESS

SuperValu

DUNNES

JUST EAT

PADDYPOWER

(oca Cola

Sky

Heineken

AVIVA ISLAND'S

EDGE 🚳

123.ie

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