

TOP BRAND TREND

MARCH 2023

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	=	1		LIDL
2	↑	5		VODAFONE
3	↓	2		MCDONALDS
4	↓	3		ALDI
5	↑	7		TESCO
6	↓	4		GUINNESS
	=	6		SUPERVALU
8	=	8		DUNNES
	-	NEW		VIRGIN MEDIA
10	↓	9		JUST EAT
	-	NEW		PADDY POWER
12	↑	14		COKE/DIET COKE
13	↓	11		SKY (ANY)
	-	NEW		HEINEKEN
	↑	14		THREE/3
	-	NEW		NATIONAL LOTTERY
17	-	NEW		AVIVA
18	↑	19		ISLAND'S EDGE
	↓	9		EIR
	-	NEW		123.IE
	↑	19		HYUNDAI
	↓	11		AIB

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