

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	 SUPERVALU
2	↓	1	 LIDL
3	↑	6	 GUINNESS
	↓	2	 VODAFONE
5	=	5	 TESCO
6	↑	8	 DUNNES STORES
7	↓	4	 ALDI
	↑	8	 VIRGIN MEDIA
9	↑	18	 EIR
10	↑	12	 COKE/DIET COKE
11	-	NEW	 NIKE
12	↑	18	 ISLAND'S EDGE
	↑	13	 SKY (ANY)
	-	NEW	 SPECSAVERS
15	↑	18	 AIB
	-	NEW	 BANK OF IRELAND
	-	NEW	 BRENNANS BREAD
	-	NEW	 FAIRY LIQUID
	-	NEW	 SPOTIFY
20	-	NEW	 CADBURYS (GENERAL)
21	-	NEW	 HARVEY NORMAN
22	-	NEW	 KIA
23	↓	2	 MCDONALDS
24	↓	10	 PADDY POWER