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BRAND**SHOUT**

SUPERVALU

GUINNESS

VODAFONE

DUNNES STORES

VIRGIN MEDIA

COKE/DIET COKE

ISLAND'S EDGE

SKY (ANY)

SPECSAVERS

BANK OF IRELAND

BRENNANS BREAD

CADBURYS (GENERAL)

HARVEY NORMAN

MCDONALDS

PADDY POWER

belinda.norton@ipsos.com

FAIRY LIQUID

SPOTIFY

KIA

AIB

TESCO

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NIKE

LIDL

APRIL 2023

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

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

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

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

BRAND

SuperValu

GUINNESS

DUNNES

NIKE

ISLAND'S

EDGE 🥸

SKY

AIB

Bank of Ireland

FAIRY

Spotif

Casbury

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PADDYPOWER.