

















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	↑	4	 GUINNESS
2	↑	5	 LIDL
3	-	3	 DUNNES STORES
4	↑	6	 ALDI
5	↓	1	 COKE/DIET COKE
	↓	2	 SUPERVALU <small>Real Food, Real People</small>
7	-	7	 TESCO
8	-	NEW	 PADDYPOWER.
9	↓	8	 VODAFONE
	-	NEW	 VHI HEALTHCARE
	↑	16	 HARVEY NORMAN
12	↓	11	 MCDONALDS
	↑	14	 HYUNDAI
	-	NEW	 NIKE
15	-	NEW	 HSE
	-	NEW	 EIR
	↑	16	 NATIONAL LOTTERY
	-	NEW	 SPECSAVERS
18	-	NEW	 PAMPERS
	↑	21	 VIRGIN MEDIA
	-	NEW	 ULSTER BANK
21	-	NEW	 RYANAIR
	↓	16	 SKY (ANY)

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