



Brand Reaction Index 2025 Results

5th Wave



Why & how do we
test emotional
connection?

REDC

Which brands have the strongest emotional connection with Irish consumers?

How have the scores changed since 2024?

176
Brands

21
Sectors

5th
year

RED C's Brand Reaction Index (BRI) methodology is rooted in key behavioural science principles



“*Humans make ‘fast and frugal’ decisions to arrive at ‘good enough’ choices*”

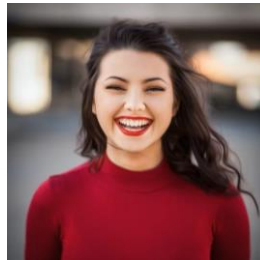
- Gerd Gigerenzer, Behavioural Economist

The three shortcuts used to arrive at ‘good enough’ choices are:



Availability
Heuristic

The brand easily comes to mind



Affect Heuristic

The brand evokes positive feelings



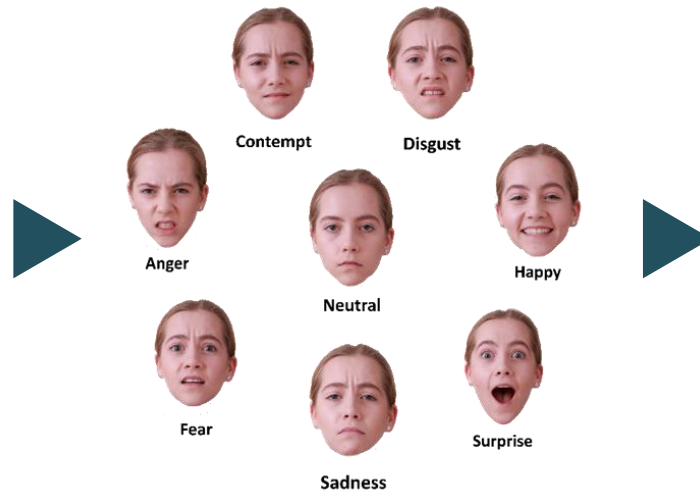
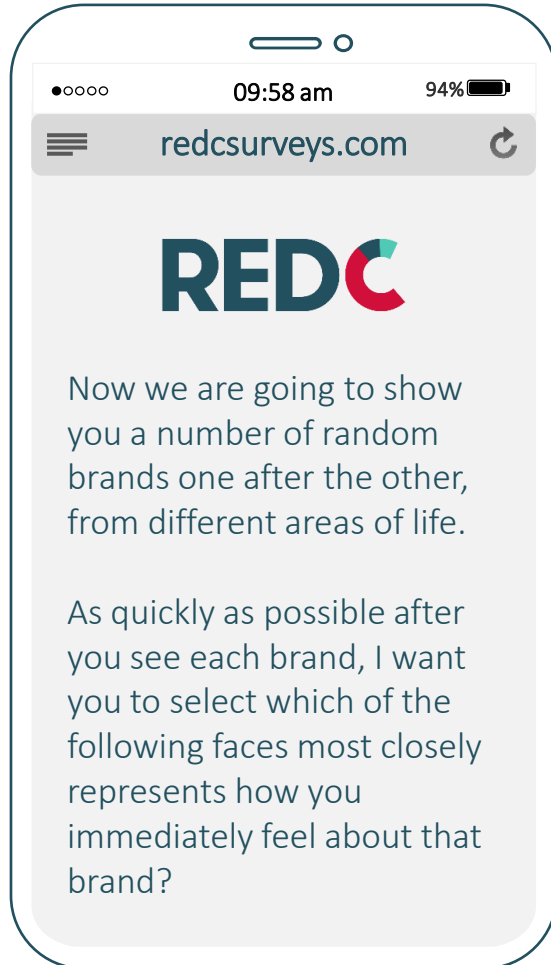
Processing
Fluency Heuristic

The brand is easily recognised in-store/online, etc

The BRI methodology captures how consumers feel about brands



How is it asked?



How is it calculated?

- The BRI score is then calculated for each brand:

$$\begin{array}{lcl} \text{\% Positive Emotion} & - & \text{\% Negative Emotions} = \text{BRI score} \\ \text{(Happy)} & & \text{(Contempt, Disgust, Anger, Fear, Sadness)} \end{array}$$

(Scores range from +100 to -100)

Neutral and Surprise are considered 'neutral' and are not included in the final score

- Where ties have occurred, we look at the results to two decimal places to break the tie.
- The report analyses the BRI result at both a total level and at an industry/sector level among brands tested.
- Fieldwork was conducted from June 5th to 25th 2025

This year's BRI report includes results from 21 different sectors



Airports & Aviation



Alcohol



Electrical Retailers



Entertainment



Fashion Retailers



Financial Services



FMCG



Food Outlets



Home & DIY



Insurance



Logistics



Mobile



Motor



Private Hospitals



Social Media



Sports Bodies



Supermarkets



Technology



Tourism



Transport



Utilities





Most emotionally
connected brands

Top 10 ROI brands



#1



+59

BRI = vs '24

Ranked #2 in '24

#2



+57

BRI -12 vs '24

Ranked #1 in '24

#3



+55

BRI +2 vs '24

Ranked #8 in '24

#4



+54

BRI +1 vs '24

Ranked #6 in '24

#5



+53

BRI -1 vs '24

Ranked #4 in '24

#6



+53

BRI -1 vs '24

Ranked #3 in '24

#7



+51

BRI +3 vs '24

Ranked #14 in '24

#8



+49

BRI -5 vs '24

Ranked #5 in '24

#9



+47

BRI -2 vs '24

Ranked #13 in '24

#10



+47

BRI -5 vs '24

Ranked #10 in '24



take the top spot after
years of being #2

	2022	2023	2024	2025
Score	+59	+59	+58	+59
Rank	2 nd	2 nd	2 nd	1 st

With the support of a fresh ATL campaign, Credit Union leaned even further into what makes them unique: ‘Not for Profit’, re-connecting stronger than ever with consumers in Ireland.



Credit Union successfully engaged on the three shortcuts used to drive brand growth:

1

Availability Heuristic

The brand easily comes to mind

- The new campaign boosts awareness of their products, doubling mortgage recall
- Trust and modern credentials have improved
- Deeply embedded trust amongst consumers

2

Affect Heuristic

The brand evokes positive feelings

- A refreshed, emotionally connected campaign
- Campaign visuals focused on the everyday life of consumers
- They established themselves as part of everyday life in Ireland

3

Processing Fluency Heuristic

The brand is easily recognised

- Doubled down on brand assets
- Effective, and consistent use of ‘For You, Not Profit’
- Relentless use of colour and logo

Top performing brands in Ireland play on at least one of the following elements - if not all!



Nostalgia & Heritage

1



- Brands that tap into deep-rooted cultural memories and national identity, tapping into distinctive assets like 'Today's Bread Today, and 'A Glass & A Half in Everyone'.

Trust & Community

2



- Brands people rely on. They are embedded in daily life and local value. These brands stand for people and are customer centric in approach.

Value & Accessibility

3



- Brands that support daily life by offering quality and choice. With a value driven consumer back drop, brands that connect on value, connect on emotion.

Sense of Place/ Identity

4



- Rooted in Irish culture, landscape, and national character. Experiential through experiences, be that a coastline or a crisp sandwich.

Comfort & Familiarity

5



- Brands that feel like home, part of the daily or family rhythm. A sense of place providing comfort through familiarity.



Value is particularly key
as almost 2 in 3 ROI
consumers (65%)
expect to have less
disposable income in
the next 6 months

Overall, scores have remained relatively stable vs 2024, but some brands have seen big movements



BIGGEST IMPROVEMENT



BRI Score: +4

Up 22 points

BIGGEST DECLINE



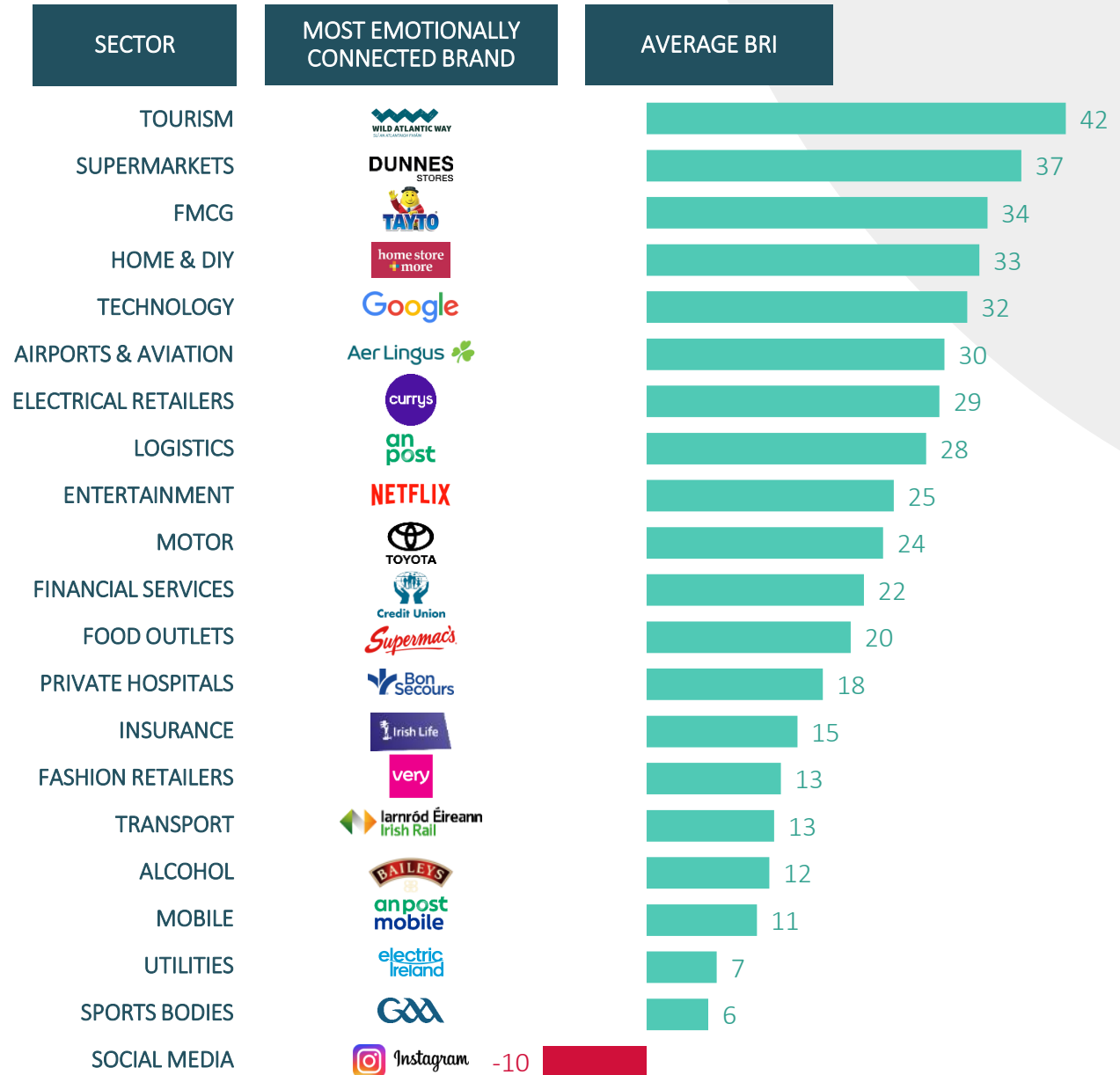
BRI Score: -38

Down 13 points

ROI results by sector

Tourism,
supermarkets and
FMCG generate
the strongest
emotional
connection, while
social media is the
only category to
land in the
negative

Average BRI Score by Industry Sector



Despite small declines, consumer sentiment towards Irish Tourism brands remains extremely positive, with the category garnering the highest average BRI score and the Wild Atlantic Way ranking 5th in the overall standings.

Rank	Brand	BRI score	Movement vs '24
5	 WILD ATLANTIC WAY	+53	-1
55	 Ireland's Hidden HEARTLANDS	+30	-5

★ New brand for 2025 +xx -xx At least +/- 5pp movement on score
Some movement is +/- 5pp on the slide but not highlighted – this is because of rounding
Source: RED C ROI 2025 BRI survey

Supermarkets

Category average BRI Score: +37

In an emotionally charged category, where almost all brands crack the top 50 overall, Dunnes emerges as Ireland’s most emotionally connected supermarket, outpacing discounters Aldi and Lidl who see declines.

Rank	Brand	BRI score	Movement vs '24
4	DUNNES STORES	+54	+1
8		+49	-5
10		+47	-5
21	TESCO	+43	+2
42	M&S	+33	+1
53		+30	-2
65		+26	-2
100		+17	-1

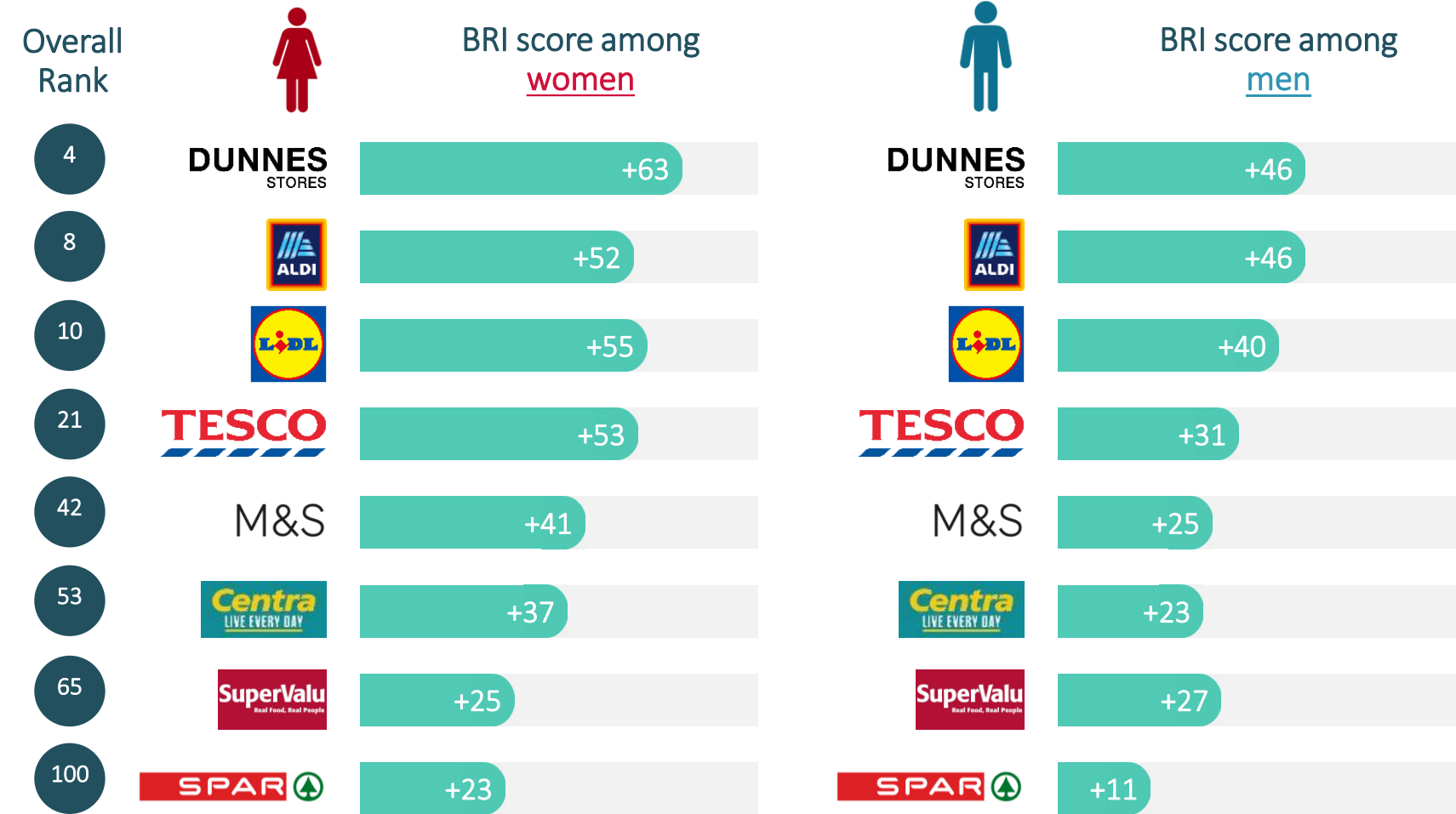
☆ New brand for 2025 +xx/-xx At least +/- 5pp movement on score
Some movement is +/- 5pp on the slide but not highlighted – this is because of rounding
Source: RED C ROI 2025 BRI survey





4 in 10 ROI
consumers expect
their spending on
groceries to
increase in the next
6 months

Overall, women exhibit greater positivity towards supermarket brands



Category average BRI Score: +34

FMCG brands continue to evoke strong emotional connections with consumers, dominating the rankings with the top 2 brands overall and the majority landing inside the top 50. However, this year has seen a dip in scores for several FMCG brands, particularly within confectionary, where historical leader Cadbury has slipped into #2 allowing Tayto to claim the title of Ireland's most emotionally connected brand for the first time.

★ New brand for 2025

+xx -xx least +/- 5pp movement on score

Some movement is +/- 5pp on the slide but not highlighted – this is because of rounding
Source: RED C ROI 2025 BRI survey

Rank	Brand	BRI score	Movement vs '24	Rank	Brand	BRI score	Movement vs '24
1		+59	=	30		+37	-6
2		+57	-12	31		+37	-9
6		+53	-1	34		+36	n/a
14		+46	-7	37		+35	-7
15		+46	-2	39		+35	★ n/a
16		+45	n/a	40		+35	-4
18		+45	+2	50		+31	-4
19		+44	-5	57		+30	-12
20		+44	=	71		+24	=
27		+39	-4	103		+17	=
28		+38	-2	172		-19	=
29		+37	-2	175		-27	-6

Rising cocoa bean costs,
coupled with surge in craft
chocolatiers, suggests a more
challenging environment for
everyday chocolate brands



BRI Score: +57

down 12 points



BRI Score: +44

down 5 points



BRI Score: +30

down 12 points



Home & DIY

Category average BRI Score: +33

Despite a decline, Home Store + More narrowly maintain their lead within Home & DIY with little now separating the top brands in the category.

Rank	Brand	BRI score	Movement vs '24
22		+43	-5
24		+42	-4
26		+40	-2
46		+32	+1
136		+10 ★	n/a

★ New brand for 2025 +xx/-xx At least +/- 5pp movement on score
Some movement is +/- 5pp on the slide but not highlighted – this is because of rounding
Source: RED C ROI 2025 BRI survey



Technology

Category average BRI Score: +32

Increased negativity for tech giants Samsung, Microsoft and Apple seeing them fall down the ranks. In tandem, modest gains for Google sees them claim the #1 spot in the sector this year.

Rank	Brand	BRI score	Movement vs '24
13	Google	+46	+2
17	SAMSUNG	+45	-7
85	Microsoft	+21	-8
101	Apple	+17	-3

☆ New brand for 2025 +xx/-xx At least +/- 5pp movement on score
Some movement is +/- 5pp on the slide but not highlighted – this is because of rounding
Source: RED C ROI 2025 BRI survey



Airports & Aviation

Category average BRI Score: +30

Aer Lingus maintains a strong lead. Shannon Airport breaks into the top 50, with Dublin Airport just outside. Ireland West sees stronger connections, likely driven by route expansion and rising passenger numbers.

Rank	Brand	BRI score	Movement vs '24
12	Aer Lingus 	+46	+2
48	shannon AIRPORT 	+32	+2
52	DublinAirport 	+31	+1
54	Ireland West Airport 	+30	+5
73	 CORK AIRPORT	+24	=
107	 RYANAIR	+16	-2

☆ New brand for 2025 +xx/-xx At least +/- 5pp movement on score
Some movement is +/- 5pp on the slide but not highlighted – this is because of rounding
Source: RED C ROI 2025 BRI survey



Electrical Retailers

Category average BRI Score: +29

Currys maintains its lead among electrical retailers, climbing to #25 overall. Category scores remain mostly stable, with Expert enjoying a notable uplift and cracking the top 100 brands.

Rank	Brand	BRI score	Movement vs '24
25		+40	+1
41		+34	-1
56		+30	-2
76		+23	+1
91		+19	+5

☆ New brand for 2025 +xx/-xx At least +/- 5pp movement on score
Some movement is +/- 5pp on the slide but not highlighted – this is because of rounding
Source: RED C ROI 2025 BRI survey



Logistics

Category average BRI Score: +28

An Post remains the clear frontrunner in the logistics sector, with a rebound in scores following last year’s decline seeing them re-enter the top 10 brands overall.

Rank	Brand	BRI score	Movement vs '24
7		+51	+3
61		+27	+2
81		+22	+1
129		+12	-4

☆ New brand for 2025 +xx/-xx At least +/- 5pp movement on score

Some movement is +/- 5pp on the slide but not highlighted – this is because of rounding

Source: RED C ROI 2025 BRI survey



Entertainment

Category average BRI Score: +25

Netflix continues to dominate the entertainment sector, this year cracking the top 10 brands overall. RTÉ, this year's most improved brand, rebounds from last year's decline to return to positive BRI territory.

Rank	Brand	BRI score	Movement vs '24
9	NETFLIX	+47	-2
32	Spotify	+36	+3
49	4	+31	=
58	TOPSY	+29	+3
59	TG 4	+28	+5
64	Disney+	+26	=
88	BBC	+20	=
89	Virgin media	+20	+4
106	sky	+16	-2
122	newSTALK	+13	-3
151	RTÉ	+4	+22

☆ New brand for 2025 +xx/-xx At least +/- 5pp movement on score
Some movement is +/- 5pp on the slide but not highlighted – this is because of rounding
Source: RED C ROI 2025 BRI survey



Motor

Category average BRI Score: +24

Toyota continues to lead the Motor category, though overall positive sentiment has softened, with most brands seeing a decline in BRI scores.

Rank	Brand	BRI score	Movement vs '24
33	 TOYOTA	+36	-2
66		+26	-4
77	 Mercedes-Benz	+23	+4
95		+18	-2
110		+15	-6



☆ New brand for 2025 +xx/-xx At least +/- 5pp movement on score
Some movement is +/- 5pp on the slide but not highlighted – this is because of rounding
Source: RED C ROI 2025 BRI survey

Financial Services

Category average BRI Score: +22



A modest uplift sees The Credit Union not only retain its position as the leading financial services brand but also rise to sit within the coveted top 3 brands overall. Meanwhile, gains for Revolut and An Post Money boost their standings within the category, with Revolut now just outside the top 10 brands overall.

Rank	Brand	BRI score	Movement vs '24	Rank	Brand	BRI score	Movement vs '24
3	 Credit Union	+55	+2	120	 AIB	+14	=
11	Revolut	+47	+5	123	 Bank of Ireland	+13	+8
35	VISA	+36	-6	128	 ptsb	+12	+5
45	 anpost money	+32	+7	140	 Standard Life	+8	+4
47	 Irish Life	+32	+1	145	 EBS	+7	+3
62	 AVIVA	+27	-2	161	 NEW IRELAND ASSURANCE	+1	-3
63	 mastercard	+26	-3	165	 Avant Money	--2	=
96	 ZURICH	+18	-4				

☆ New brand for 2025 +xx/-xx At least +/- 5pp movement on score

Some movement is +/- 5pp on the slide but not highlighted – this is because of rounding

Source: RED C ROI 2025 BRI survey

Food Outlets

Category average BRI Score: +20

Irish owned Supermac's retains the top spot among food outlets, with modest gains seeing them re-enter the top 50. Notable uplift for Just Eat sees the online food delivery brand surpass household names McDonalds & Domino's.

Rank	Brand	BRI score	Movement vs '24
43		+32	+3
69		+24	+5
83		+21	-1
86		+21	-1
109		+15	+2
139		+8	+2

☆ New brand for 2025 +xx/-xx At least +/- 5pp movement on score
Some movement is +/- 5pp on the slide but not highlighted – this is because of rounding
Source: RED C ROI 2025 BRI survey



Private Hospitals

Category average BRI Score: +18

Emotional connection has grown notably across the sector, most specifically for Bon Secours and Mater Private who overtake St. Vincent's to lead the category.

Rank	Brand	BRI score	Movement vs '24
79		+22	+8
82		+21	+9
102		+17	+1
111		+15	+5
124		+13	+1

☆ New brand for 2025 +xx/-xx At least +/- 5pp movement on score

Some movement is +/- 5pp on the slide but not highlighted – this is because of rounding
Source: RED C ROI 2025 BRI survey



Insurance

Category average BRI Score: +15



Irish Life maintains its leading position in the insurance sector and remains the only insurance brand to rank among the top 50 overall. VHI sees a significant rise, securing a spot in the top 100.

Rank	Brand	BRI score	Movement vs '24	Rank	Brand	BRI score	Movement vs '24
47	Irish Life	+32	+1	123	Bank of Ireland	+13	+8
62	AVIVA	+27	-2	128	ptsb	+12	+5
72	Irish Life health	+24	+2	132	FBD INSURANCE	+11	+2
75	AXA	+23	+3	133	Laya healthcare	+11	+3
78	AA	+22	+6	135	Chill A great deal, easier	+10	=
84	Allianz	+21	+1	138	123.ie	+9	-2
92	Vhi	+19	+10	146	AIG	+6	=
96	ZURICH	+18	-4	158	Redc (ic) genertel	+1	n/a
119	anpost insurance	+14	-6	163	OUT INSURANCE	☆	-1
120	AIB	+14	=				n/a

(Previously Liberty Insurance)

☆ New brand for 2025 +xx/-xx At least +/- 5pp movement on score

Some movement is +/- 5pp on the slide but not highlighted – this is because of rounding

Source: RED C ROI 2025 BRI survey

Fashion Retailers

Category average BRI Score: +13

In an industry of more muted BRI scores, little separates Very and ASOS, with Very narrowly maintaining the lead.

Rank	Brand	BRI score	Movement vs '24
117		+14	+1
125		+13	=



☆ New brand for 2025 +xx/-xx At least +/- 5pp movement on score
Some movement is +/- 5pp on the slide but not highlighted – this is because of rounding
Source: RED C ROI 2025 BRI survey

Transport

Category average BRI Score: +13

A rising score propels Iarnród Éireann into the top 50 brands and extends their lead in the transport sector. Having also improved in 2024, Dublin Bus further cultivate positivity among consumers seeing them rise to #2 in the sector.

Rank	Brand	BRI score	Movement vs '24
44	 Iarnród Éireann Irish Rail	+32	+7
105	 Dublin Bus	+16	+6
108	 Bus Éireann	+16	-2
137	 citylink Linking Ireland's Major Cities & Towns	+9	+2
156	 FREE NOW	+2	-3
160	 Uber	+1	-3



★ New brand for 2025 +xx/-xx At least +/- 5pp movement on score
Some movement is +/- 5pp on the slide but not highlighted – this is because of rounding
Source: RED C ROI 2025 BRI survey

Alcohol

Category average BRI Score: +12

Baileys and Guinness dominate the alcohol category, forging significantly stronger emotional connections vs alcohol other brands.

★ New brand for 2025

+xx -xx least +/- 5pp movement on score

Some movement is +/- 5pp on the slide but not highlighted – this is because of rounding

Source: RED C ROI 2025 BRI survey

Rank	Brand	BRI score	Movement vs '24	Rank	Brand	BRI score	Movement vs '24
36		+35	+1	142	 BOMBAY SAPPHIRE	+8	-2
38		+35	+4	143	 ORCHARD THIEVES	+7	-5
80		+22	=	144	 Captain Morgan	+7	-7
87		+21	+5	148	 ABSOLUT	+5	+1
93		+19	+3	149	 Asahi	+5	+2
94		+18	-3	150	 GORDON'S	+5	-1
98	★ 	+18	-1	152		+3	+2
99		+18	-5	153		+2	-4
104		+16	+2	154		+2	-7
112		+15	+2	155		+2	-6
130		+12	-1	164		-2	-10
141		+8	+4				



Mobile

Category average BRI Score: +11

An Post Mobile retains the #1 spot, likely supported by the halo effect of the An Post Masterbrand, as several mobile brands see uplifts in scores.

Rank	Brand	BRI score	Movement vs '24
90		+19	+3
114		+15	+4
115		+15	+5
116		+15	+4
118		+14	+4
131		+11	+4
147		+6	-1
168		-10	+1

☆ New brand for 2025 +xx/-xx At least +/- 5pp movement on score
Some movement is +/- 5pp on the slide but not highlighted – this is because of rounding
Source: RED C ROI 2025 BRI survey



Utilities

Category average BRI Score: +7



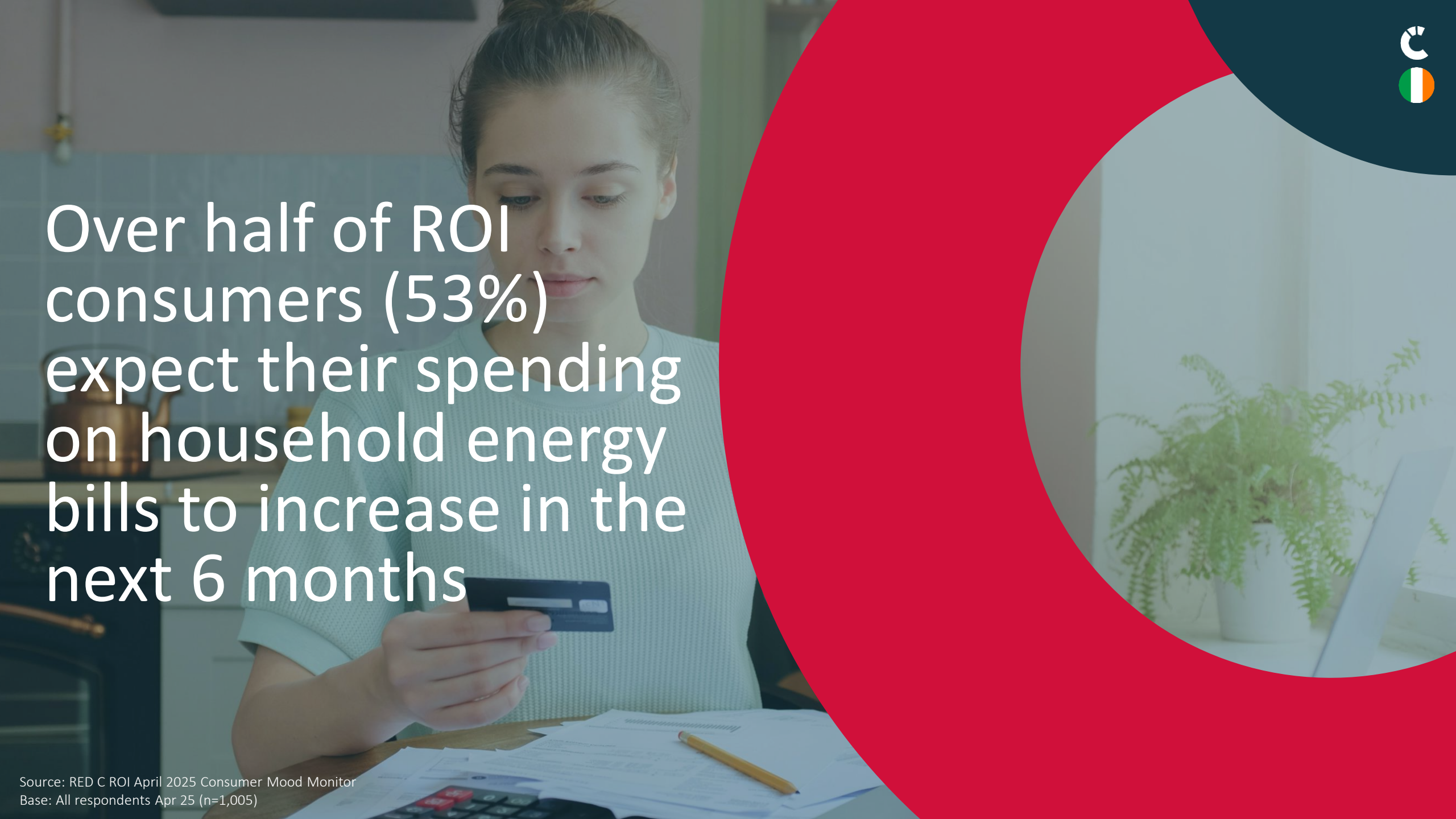
In a sector marked by divided consumer sentiment, Electric Ireland maintains its position as the #1 utility brand. An increase for Flogas, perhaps linked to their 'Gas Man' campaign see them attain double digit score.

Rank	Brand	BRI score	Movement vs '24	Rank	Brand	BRI score	Movement vs '24
51	electric Ireland	+31	-2	134	FLO GAS	+10	+7
60	ESB Energy for generations	+28	-5	157	yuno energy	+1	+2
68	Bord Gáis Energy	+25	-1	159	EirGrid GROUP	+1	-6
97	seai SUSTAINABLE ENERGY AUTHORITY OF IRELAND	+18	n/a	171	Pinergy	-13	+1
113	sse Airtricity	+15	+1	173	Uisce Éireann Irish Water	-23	-3
126	Gas Networks Ireland	+12	+6	174	Prepay Power	-26	-1
127	enèrgia	+12	+1				

☆ New brand for 2025 +xx/-xx At least +/- 5pp movement on score

Some movement is +/- 5pp on the slide but not highlighted – this is because of rounding

Source: RED C ROI 2025 BRI survey

A young woman with her hair in a bun, wearing a light blue sweater, is looking down at a credit card she is holding in her right hand. She is sitting at a desk with several papers, a yellow pencil, and a calculator. In the background, there is a kitchen area with a copper teapot on a stove and a potted plant on a shelf. The right side of the image is partially covered by a large red circle.

Over half of ROI
consumers (53%)
expect their spending
on household energy
bills to increase in the
next 6 months

Sports Bodies

Category average BRI Score: +6

Following strong gains last year, the IRFU and Golf Ireland slip back, with the IRFU dropping to #2 and Golf Ireland falling into the negative. The FAI, while remaining in negative territory, shows improved sentiment.

Rank	Brand	BRI score	Movement vs '24
67		+25	-3
70		+24	-6
162		-1	-7
167		-7	+12
169		-11	-1

☆ New brand for 2025 +xx/-xx At least +/- 5pp movement on score
Some movement is +/- 5pp on the slide but not highlighted – this is because of rounding
Source: RED C ROI 2025 BRI survey



Social Media

Category average BRI Score: -10

Social media brands continue to generate a lot of negativity, making it the least emotionally connected sector. A substantial decline sees X land even further in the negative.

Rank	Brand	BRI score	Movement vs '24
121	 Instagram	+13	-1
166	 facebook	-5	-6
170	 TikTok	-11	-1
176		-38	-13

☆ New brand for 2025 +xx/-xx At least +/- 5pp movement on score

Some movement is +/- 5pp on the slide but not highlighted – this is because of rounding
Source: RED C ROI 2025 BRI survey



Social media isn't just for the young!

With the exception of X, each social media platform resonates uniquely across diverse demographic groups.

Social Media Brands BRI Scores by Age Demographics

 Instagram

facebook

 TikTok



	All adults	16 – 24	25 – 34	35 – 44	45 – 54	55 – 64	65+
Instagram	+13	+14	+11	+27	+16	+9	-2
facebook	-5	-14	-29	+2	-4	+2	+6
TikTok	-11	+17	-14	-4	-6	-36	-19
X	-38	-25	-40	-45	-37	-43	-35



THANK YOU

Let us help your brand build emotional connection!

Get in touch – info@redcresearch.ie

Ciara Clarke, Gavin Costello, Maria Gonzalez

REDC

www.redcresearch.ie



How the 176
brands in the test
performed against
each other

ROI brands #1 to #20



Rank	Brand	BRI score	Movement vs '24
1	TAYTO	+59	=
2	Cadbury	+57	-12
3	Credit Union	+55	+2
4	DUNNES STORES	+54	+1
5	WILD ATLANTIC WAY	+53	-1
6	Brennans	+53	-1
7	an post	+51	+3
8	ALDI	+49	-5
9	NETFLIX	+47	-2
10	LIDL	+47	-5

Rank	Brand	BRI score	Movement vs '24
11	Revolut	+47	+5
12	Aer Lingus	+46	+2
13	Google	+46	+2
14	MYRLES Digestives	+46	-7
15	MAGNUM	+46	-2
16	FLAHAVAN'S	+45	n/a
17	SAMSUNG	+45	-7
18	PRINGLES	+45	+2
19	Twix	+44	-5
20	Hunky Dorys	+44	=

☆ New brand for 2025 +xx/-xx At least +/- 5pp movement on score

Some movement is +/- 5pp on the slide but not highlighted – this is because of rounding

Source: RED C ROI 2025 BRI survey

ROI brands #21 to #40



Rank	Brand	BRI score	Movement vs '24
21		+43	+2
22		+43	-5
23		+42	n/a
24		+42	-4
25		+40	+1
26		+40	-2
27		+39	-4
28		+38	-2
29		+37	-2
30		+37	-6

Rank	Brand	BRI score	Movement vs '24
31		+37	-9
32		+36	+3
33		+36	-2
34		+36	n/a
35		+36	-6
36		+35	+1
37		+35	-7
38		+35	+4
39		+35	n/a
40		+35	-4

☆ New brand for 2025 +xx/-xx At least +/- 5pp movement on score

Some movement is +/- 5pp on the slide but not highlighted – this is because of rounding

Source: RED C ROI 2025 BRI survey

ROI brands #41 to #60



Rank	Brand	BRI score	Movement vs '24
41	Harvey Norman®	+34	-1
42	M&S	+33	+1
43	<i>Supermac's</i>	+32	+3
44	 Iarnród Éireann Irish Rail	+32	+7
45	 anpost money	+32	+7
46	 B&Q	+32	+1
47	 Irish Life	+32	+1
48	 shannon AIRPORT making it easy	+32	+2
49	 4	+31	=
50	Lucozade®	+31	-4

Rank	Brand	BRI score	Movement vs '24
51	 electric Ireland	+31	-2
52	 Dublin Airport	+31	+1
53	 Centra HAVE EVERY DAY	+30	-2
54	 Ireland West Airport	+30	+5
55	 Ireland's Hidden HEARTLANDS	+30	-5
56	 DID ELECTRICAL	+30	-2
57	 Mars	+30	-12
58	 TODAY fm	+29	+3
59	 TG 4	+28	+5
60	 ES3 Energy for generations	+28	-5

☆ New brand for 2025 +xx/-xx At least +/- 5pp movement on score

Some movement is +/- 5pp on the slide but not highlighted – this is because of rounding

Source: RED C ROI 2025 BRI survey

ROI brands #61 to #80



Rank	Brand	BRI score	Movement vs '24
61		+27	+2
62		+27	-2
63		+26	-3
64		+26	=
65		+26	-2
66		+26	-4
67		+25	-3
68		+25	-1
69		+24	+5
70		+24	-6

Rank	Brand	BRI score	Movement vs '24
71		+24	=
72		+24	+2
73		+24	=
74		+23	+5
75		+23	+3
76		+23	+1
77		+23	+4
78		+22	+5
79		+22	+8
80		+22	=

☆ New brand for 2025 +xx/-xx At least +/- 5pp movement on score

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Source: RED C ROI 2025 BRI survey

ROI brands #81 to #100



Rank	Brand	BRI score	Movement vs '24
81	dpd	+22	+1
82	Mater Private Network	+21	+9
83	McDonald's	+21	-1
84	Allianz	+21	+1
85	Microsoft	+21	-8
86	Domino's	+21	-1
87	SMIRNOFF	+21	+5
88	B B C	+20	=
89	Virgin media	+20	+4
90	anpost mobile	+19	+3

Rank	Brand	BRI score	Movement vs '24
91	expert	+19	+5
92	Vhi	+19	+10
93	BIRA MORETTI	+19	+3
94	BULMERS	+18	-3
95	BMW	+18	-2
96	ZURICH	+18	-4
97	sea SUSTAINABLE ENERGY AUTHORITY OF IRELAND	+18	n/a
98	HEINEKEN	+18	-1
99	PERONI NAZIONALE AZZURRO	+18	-5
100	SPAR	+17	-1

☆ New brand for 2025 +xx/-xx At least +/- 5pp movement on score

Some movement is +/- 5pp on the slide but not highlighted – this is because of rounding

Source: RED C ROI 2025 BRI survey

ROI brands #101 to #120



Rank	Brand	BRI score	Movement vs '24
101		+17	-3
102		+17	+1
103		+17	=
104		+16	+2
105		+16	+6
106		+16	-2
107		+16	-2
108		+16	-2
109		+15	+2
110		+15	-6

Rank	Brand	BRI score	Movement vs '24
111		+15	+5
112		+15	+2
113		+15	+1
114		+15	+4
115		+15	+5
116		+15	+4
117		+14	+1
118		+14	+4
119		+14	-6
120		+14	=

☆ New brand for 2025 +xx/-xx At least +/- 5pp movement on score

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Source: RED C ROI 2025 BRI survey

ROI brands #121 to #140



Rank	Brand	BRI score	Movement vs '24
121	Instagram	+13	-1
122	newSTALK	+13	-3
123	Bank of Ireland	+13	+8
124	Beacon Hospital	+13	+1
125	ASOS	+12	=
126	Gas Networks Ireland	+12	+6
127	enÉrgia	+12	+1
128	ptsb	+12	+5
129	DHL	+12	-4
130	BACARDÍ	+12	-1

Rank	Brand	BRI score	Movement vs '24
131	48 Mobile	+11	+4
132	FBD INSURANCE	+11	+2
133	laya healthcare	+11	+3
134	FLO GAS	+10	+7
135	Chill A great deal, easier	+10	=
136	CASH & CARRY KITCHENS IRELAND'S BEST SELLING KITCHENS	+10	☆ n/a
137	citylink Linking Ireland's Major Cities & Towns	+9	+2
138	123.ie	+9	-2
139	deliveroo	+8	+2
140	Standard Life	+8	+4

☆ New brand for 2025 +xx/-xx At least +/- 5pp movement on score

Some movement is +/- 5pp on the slide but not highlighted – this is because of rounding

Source: RED C ROI 2025 BRI survey

ROI brands #141 to #160



Rank	Brand	BRI score	Movement vs '24
141		+8	+4
142		+8	-2
143		+7	-5
144		+7	-7
145		+7	+3
146		+6	=
147		+6	-1
148		+5	+1
149		+5	+2
150		+5	-1

Rank	Brand	BRI score	Movement vs '24
151		+4	+22
152		+3	+2
153		+2	-4
154		+2	-7
155		+2	-6
156		+2	-3
157		+1	+2
158		+1	n/a (Previously Liberty Insurance)
159		+1	-6
160		+1	-3

☆ New brand for 2025 +xx/-xx At least +/- 5pp movement on score

Some movement is +/- 5pp on the slide but not highlighted – this is because of rounding

Source: RED C ROI 2025 BRI survey

ROI brands #161 to #178



Rank	Brand	BRI score	Movement vs '24
161	 NEW IRELAND ASSURANCE	+1	-3
162	 GOLF IRELAND	-1	-7
163	 OUT SURANCE	☆	n/a
164	 HOP HOUSE 13 LAGER	-2	-10
165	 Avant Money	-2	=
166	facebook	-5	-6
167	 FAI	-7	+12
168	 eir	-10	+1
169	 HORSE RACING IRELAND	-11	-1
170	 TikTok	-11	-1

Rank	Brand	BRI score	Movement vs '24
171	 Pinery	-13	+1
172	 Red Bull	-19	=
173	 Uisce Éireann	-23	-3
174	 Prepay Power	-26	-1
175	 MONSTER ENERGY	-27	-6
176	 X	-38	-13

☆ New brand for 2025 +xx/-xx At least +/- 5pp movement on score

Some movement is +/- 5pp on the slide but not highlighted – this is because of rounding

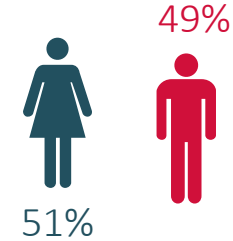
Source: RED C ROI 2025 BRI survey

Methodology

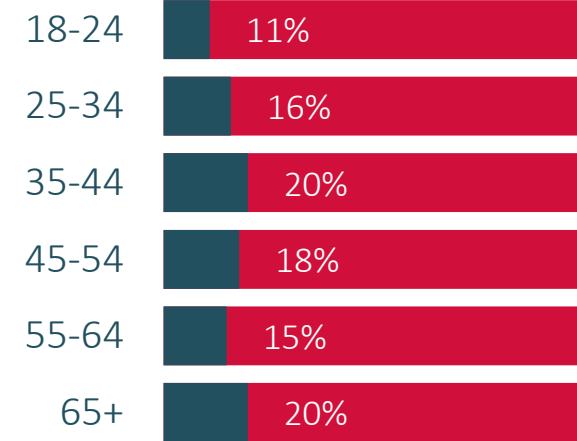
- Research was conducted using RED C's online omnibus, the RED Line.
- Through an online panel of over 45,000 members, RED Line allows us to reach a representative sample of the adult population 18+ across Ireland in a cost effective and timely manner.
- Quota controls are used to ensure a nationally representative sample of ROI adults aged 18+, with interlocking quotas to provide extra confidence in sample profile
- Data was weighted across gender, age, region and social class so as to ensure a nationally representative sample based on latest CSO projections.
- 2,015 respondents took part in this survey during the 5th – 25th June 2025.
- Weighted to be representative of all adults aged 18+ using the latest CSO census data on the following demographics.



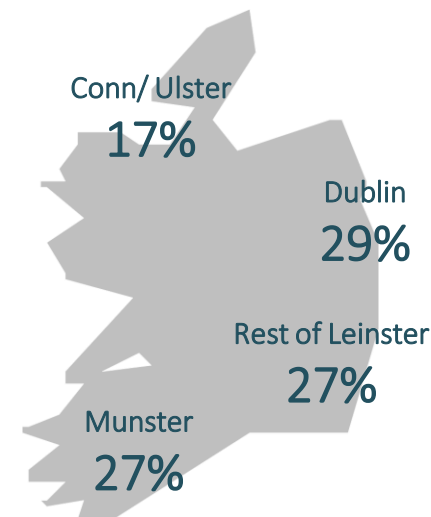
Gender



Age



Region



Social Class

