



Ipsos Canadian Reputation

Every year the Ipsos Canadian Reputation study examines reputation and trust in depth for more than 100 iconic companies operating in Canada. This work is at the cornerstone of what we do to guide our clients in improving their reputation, and increasing their trust with clients, stakeholders, consumers and the public.

While there has been an ongoing trend of declining trust in corporations over the past few years, our most recent data reveals that just 10% of the companies we examined this year have experienced declining trust of at least 5 percentage points. In fact, 20% showed increased levels of trust of five percentage points or higher. Do you know whether your company is improving its trust scores? And where does your organization stand relative to its competitors?

We believe that navigating in today's era of social and economic transformation requires companies to know the current context in which they are operating; understand the public's future hopes and expectations; and have the trust of their stakeholders and clients. We continuously monitor the Canadian environment and examine future scenarios through other ongoing Ipsos studies, including the Ipsos Canadian Context and Ipsos CanadaNext.

Through Canadian Reputation we provide clients with a measurement of their reputation in the marketplace and determine a path for strengthening and protecting their most important asset—their good name—and the reputation behind it.

We know that launching new products, moving to adjacent sectors, and weathering crises (especially those that flare up in today's social media driven environment), requires people to trust an organization and have confidence in the credibility of its messaging. We use the results of Canadian Reputation to help our clients develop a plan of action designed to improve their reputation. And by examining their corporate messaging, marketing, and corporate social responsibility strategies, we can propose an evidence-based strategy to use these activities and other public touchpoints to drive improvement.

Companies that were included in the latest Canadian Reputation Study:

- Air Canada • Airbnb • American Express (AMEX)
 - Aphria • Apple • Aurora • Bell • Best Buy
 - BlackBerry • BMO (Bank of Montreal)
 - Bombardier • Campbell's
 - Canadian Broadcasting Corporation (CBC)
 - Canadian Tire • Canopy • Chrysler
 - CIBC (Canadian Imperial Bank of Commerce)
 - Coca Cola • Costco • Direct Energy • Enbridge
 - Facebook • FedEx • Ford Motor Company
 - Freedom Mobile • Frito-Lay
 - GE (General Electric) • General Mills
 - GM (General Motors) • Google • Great West Life
 - Home Depot • Honda • HP • HSBC
 - Hudson's Bay • Hyundai • IBM
 - Imperial Oil (Esso) • Instagram • Intact Insurance
 - Johnson & Johnson • Kellogg's • Kraft Heinz
 - Labatt • Loblaws Superstores • Lowe's
 - Lululemon • Lyft • Manulife Financial
 - Maple Leaf • Mark's • MasterCard • McDonald's
 - Metro (Grocery) • Microsoft • Molson • Mondelez
 - National Bank • Nestle • Netflix • Nikon
 - P&G (Procter & Gamble) • Petro-Canada
 - Porter Airlines • President's Choice
 - Purolator Courier • Quaker • Red Bull
 - Rexall Pharma Plus • Ricoh
 - Rogers Communications • RONA • Samsung
 - Shaw Communications • Shell
 - Shoppers Drug Mart • Sobeys • Sony
 - Starbucks • Subway • Sun Life Financial
 - Suncor • Tangerine • Telus • Tesla • Tilray
 - Tim Hortons • Toyota • Twitter • Uber • Unilever
 - UPS (United Parcel Service) • VIA Rail • VISA
 - Volkswagon • Wal-Mart • Wendy's • Westjet
 - Weston's Limited • Xerox



In addition, we also show our clients how their reputation impacts consumers' propensity to do business with your company and, given that much of today's world unfolds on social media, we also provide you with the percentage of the population that is talking about your company online, what they think about you, and how they are influencing others.

Our CanadianReputation clients receive five hours of strategic advisory services at the start of our engagement so that we can best understand your objectives and your key challenges and opportunities. Following this, we'll provide you with a custom report that summarizes what we know about your organization's reputation, how it compares to others in the marketplace, and provide recommendations for how to improve it.

One of the most valuable benefits of research is to provide evidence to drive change, so after a presentation of our findings, we will facilitate an activation session with your key internal stakeholders to determine how they feel they can best use the results to make a difference throughout your organization.

Following the activation session, we will deliver a short road map that outlines the proposed next steps and provides an overview of potential longer-term threats and opportunities that might be on the horizon for your organization.

The typical cost of our CanadianReputation engagement is between \$20,000 and \$35,000 depending on the level of consultation, size and scope of the activation session, number of presentations, etc. Please contact us for a discussion or quotation.

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GAME CHANGERS

