



Ipsos Marketing

THE MOST INFLUENTIAL BRANDS IN CANADA

2015

Results from Ipsos' 2015 Study

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Creating Brand Influence

The role brands play in our lives and the world at large is becoming more important. From improving our personal well-being to transforming the communities and societies we live in, many brands today are driven to make a dent in the universe.

Some, of course, have a bigger impact than others. These visionary brands go well beyond selling a product or service. They are founded on a sense of purpose—or ‘why’—that establishes stronger emotional connections with people. In addition, new technologies have opened up ways to listen to what consumers want. Brands that use the troves of data to their benefit have more relevance than ever before. Their influence in our lives, and in our world, cannot be overstated.

Which brands are these and what does it take to build this kind of influence? We conducted a comprehensive program of research to measure and rank the Most Influential Brands in Canada and around the globe. With a wealth of data to draw upon, we have much to share about what brands have influence, and where, why, and how they are trending.

There are important lessons to learn for all brands – both **big** and **small**.

Defining Influence

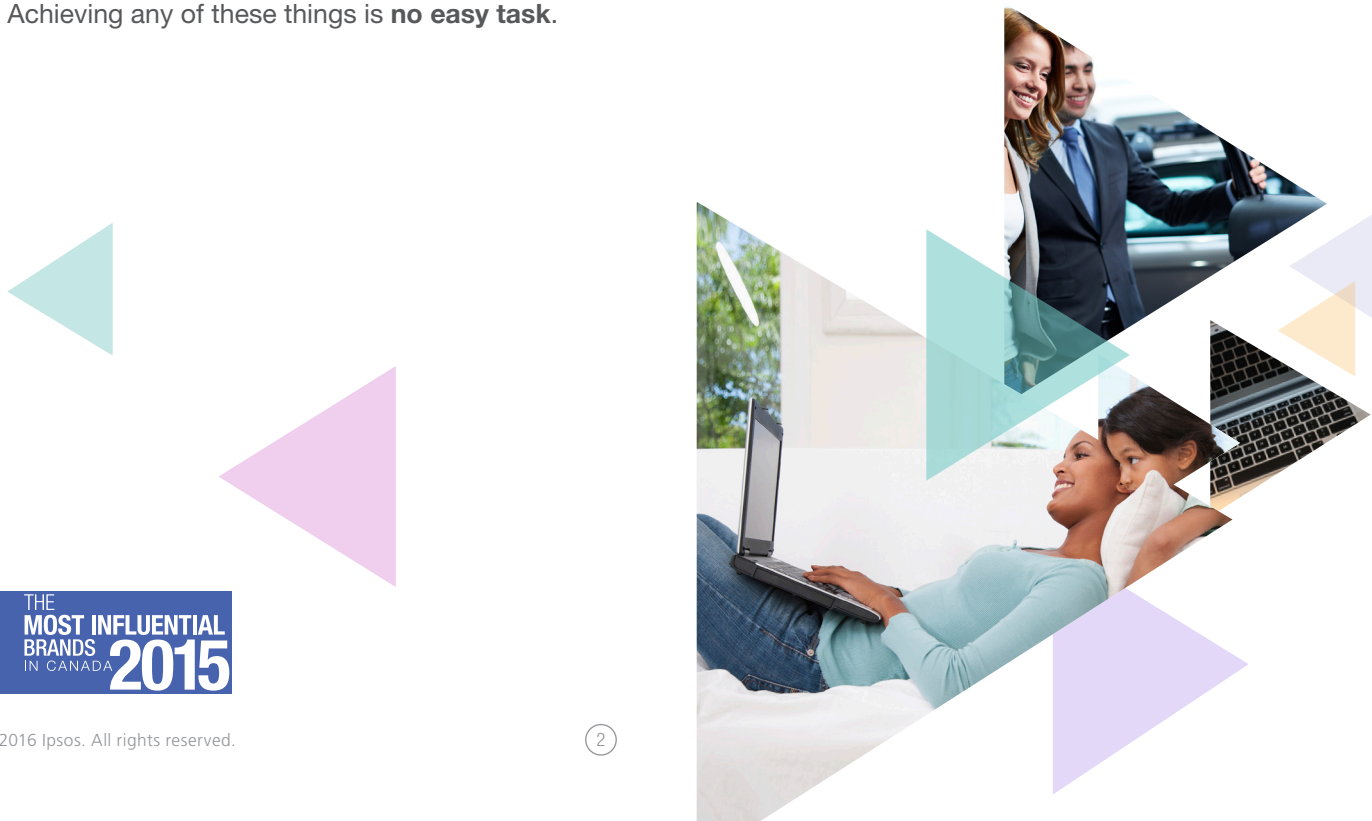
What is **influence**? And how do we **define and measure it**?

Being influential means having an impact on people’s lives. We place a tremendous degree of trust in these brands, and give them the power to guide how we shop, interact, and behave.

Influential brands have aspirational qualities, too. They offer a gateway to a better, more interesting life by giving people the tools to make smart choices. Indeed, this explains why a number of technology brands appear in the Top Ten.

The Most Influential Brands are important and relevant in the world. Consumers identify with these brands and have an emotional relationship with them. They couldn’t imagine their lives without them.

Achieving any of these things is **no easy task**.



The Power of Influence

This is the fifth year that Ipsos has assessed the Most Influential Brands in Canada. But beyond our own measures, metrics, and surveys, there are a number of other factors very much related to brand influence. Influential brands invest, and this investment pays dividends. A number of the Most Influential Brands have healthy media spend levels.

Influential brands also show positive trends in share price. When comparing the growth of the DOW/NASDAQ over the past several years with the stock of our Top Ten Most Influential Brands, it is clear that influential brands have more value and that this is consistently the case.

Driving Influence

Influence is a difficult thing to achieve. People are busy and they turn to many, many brands in their lives—sometimes unaware of which ones they are using. But then there are those that stand out.

What drives that success?

The answer is not as simple as you may think. Influence is complex, and there are several factors that come into play. For our study, we have identified five key dimensions that contribute to influence.



Dimensions of Influence

Trustworthy

Trust is the cornerstone of any great relationship. And the most influential brands have this in spades. People use them, rely on them, and believe in them. When they really trust a brand, they'll listen to what it has to say and will tell others about it.

Engagement

A brand is a relationship and the more vested people are in that relationship, the more influence it will have in their lives. In today's world, that means connecting and interacting with the brand in more ways than just at the point-of-sale. Influential brands are talked about, loved and people want to know more about them.

Leading Edge

Influential brands zig when all the others zag. They are iconic, edgy, unconventional, innovative, and unique. Being the trendsetters that they are, they set an example, shape behaviour, and change the landscape. Other brands aspire to follow them because of this.

Corporate Citizenship

People expect brands to make a difference in the community. Some of the brands that rank as most influential are committed to doing the right thing. They are environmentally and socially responsible, an active member of the community, and even inspire a sense of national pride.

Presence

To be influential, you have to be seen, heard, and known. That means being out there and/or inspiring an army of advocates to do the job for you. This is where your biggest, boldest, and paid marketing efforts get to work—promotion, placement, and people. You have to be seen in order to create influence.



The Top Ten Countdown

For the **fifth year**, we canvassed the country to ask more than **6,000 Canadians** to assess **100+ brands**.

In 2015, there was some modest shuffling in the upper echelon and one new entry in the Top Ten. Indeed, this proves that influence does not come quickly. It often takes time to build the degree of influence that these brands wield.

What follows is our Top Ten countdown along with their overall influence index score and the primary influence drivers associated with each brand. We also include some of our own high-level thoughts about why these brands performed so well in this year's study.

10. Samsung

Year after year, rising in influence

Samsung's performance in our study has been impressive: the South Korean tech giant climbed 37 places since it began in 2011. It continues to focus on creating authentic connections with consumers, which is important for any technology company today. Its ascent could also be a function of increased advertising and its focus on innovating across a range of categories, including smartphones, wearables, and appliances.

Influence Index:

201

Trustworthy:

39

Leading Edge:

33



9. Amazon

Continues to deliver a different retail experience

This is Amazon's first year in the Top Ten. Low prices, wide selections, one-click ordering, and a great delivery experience are just a few of the ways Amazon simplifies lives and instills trust. Among the company's newest innovations are grocery delivery, the Dash Button, a category expansion into clothing and shoes, and the soon-to-happen drone delivery. What will the future hold for this innovator?

Influence Index:

203

Leading Edge:

36

Trustworthy:

32



8. Tim Hortons

Warming the hearts of Canadians

With over 4,000 locations and a hefty ad budget, Tim Hortons is omnipresent. We would certainly be hard-pressed to find a Canadian who doesn't know what a Timbit or double-double is! With the Burger King merger now complete, the company's footprint will continue to expand in the U.S.

Influence Index:

205

Presence:

38

Trustworthy:

32



7. Walmart

High on presence, low on price

The retail chain has invested a lot of resources in its fresh food and e-commerce offering, is on the leading edge of wage reform, and has started an entire overhaul of the in-store experience. Presence is also a big driver for Walmart, one that's expected to increase with their recent decision to open a number of new supercenters in Canada.

Influence Index:

211

Presence:

32

Trustworthy:

29



6. Visa

Trust pays off for this brand

When you're a key player in the financial services market, you know that trust is going to make or break your company. Visa is laser-focused on delivering efficient, reliable measures for credit card security that consumers feel confident in. The newly launched Visa Checkout, for instance, keeps account information secure so consumers can pay faster by avoiding lengthy forms.

Influence Index:

223

Trustworthy:

37

Presence:

33



5. YouTube

Dancing to their own tune

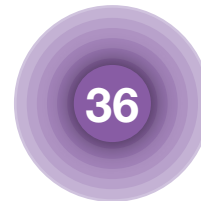
YouTube may have only reached its 10th birthday, but its influence is vast. With over a billion users, it is the world's largest online video site. YouTube has staying power as a key cultural, societal, and political force for its ability to provide access to videos on virtually any topic. The brand scores particularly well for online interaction.



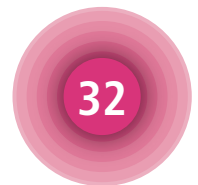
Influence Index:



Leading Edge:



Engagement:



4. Facebook

There's a lot to 'like' here

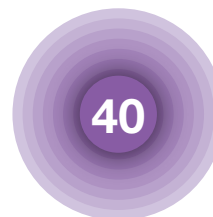
Facebook has changed the way people communicate, and the way brands advertise. With an innovative prowess that outmatches many others, it's continually rolling out solutions that make the lives of its audience easier. Last year, it announced a decision to launch 'buy' buttons that allow the shopping experience to occur entirely within its network.



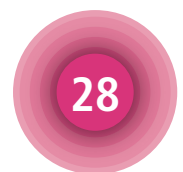
Influence Index:



Leading Edge:



Engagement:



3. Microsoft

Excelling in the realm of truth

Microsoft delivers tools that enable Canadians to feel empowered. It invests an astounding amount in R&D, and as a result, continues to stay at the forefront of the tech industry. The brand is leading the charge on cloud computing services; in fact, it announced two new data centers this past summer.



Influence Index:



Trustworthy:



Leading Edge:



2. Apple

A brand that knows the **ABC's of innovating**

Apple is perceived as being leading edge more so than any other brand. The tech giant continually builds its following with sleek, user-friendly products that deliver on their promise of helping to improve people's lives. The arrival of one of Apple's newest products, the Apple Watch, could be the next to do just that by further blurring the lines between technology and lifestyle.



Influence Index:

306

Leading Edge:

42

Trustworthy:

28

1. Google

The search engine knows how to **rank at the top**

Need to know when a holiday falls? Who invented the Internet? Search medical symptoms? Google it! By redefining the way society thinks with access to near limitless and always-relevant information, Google has cemented its place as the Most Influential Brand for the fourth year. Beyond Internet search, the brand has been exploring areas like wearable technology, smart contact lenses, and driverless cars.



Influence Index:

440

Trustworthy:

38

Leading Edge:

37

Generations

Values are formed early in life, and they tend to stick with generations as they age. Because of this, it's useful for marketers to understand how different age groups are influenced by brands so they can deliver products that cater to their tastes.

For **Millennials**, **Generation X**, and **Boomers**, Google continues to reign as the most influential brand in their lives. However, there are some interesting differences for other brands.

Social, technology, and digital brands tend to influence **Millennials** more than their elders. Being a generation that grew up in a high-tech and hyper-connected world, they rank three social platforms in the Top Ten. Millennials also love to watch video content on an array of devices, which explains why YouTube and Netflix significantly impact them. They want convenient online shopping, and appreciate brands such as Visa and PayPal that offer simple, safe transactions, and retailers like Amazon that let them make purchases swiftly.



Generation X has made a smooth transition into the digital age, allowing social and online retailers to play a big role in their daily lives. The generation is known for juggling responsibilities at work and home, and they value brands that simplify their lives. That's why they turn to retailers, like Walmart and Amazon, which help them cross off every item on their checklist in one place. It is also not surprising that YouTube appears in the Top Ten for this cohort. The platform answers their most pressing questions with insightful how-to videos.

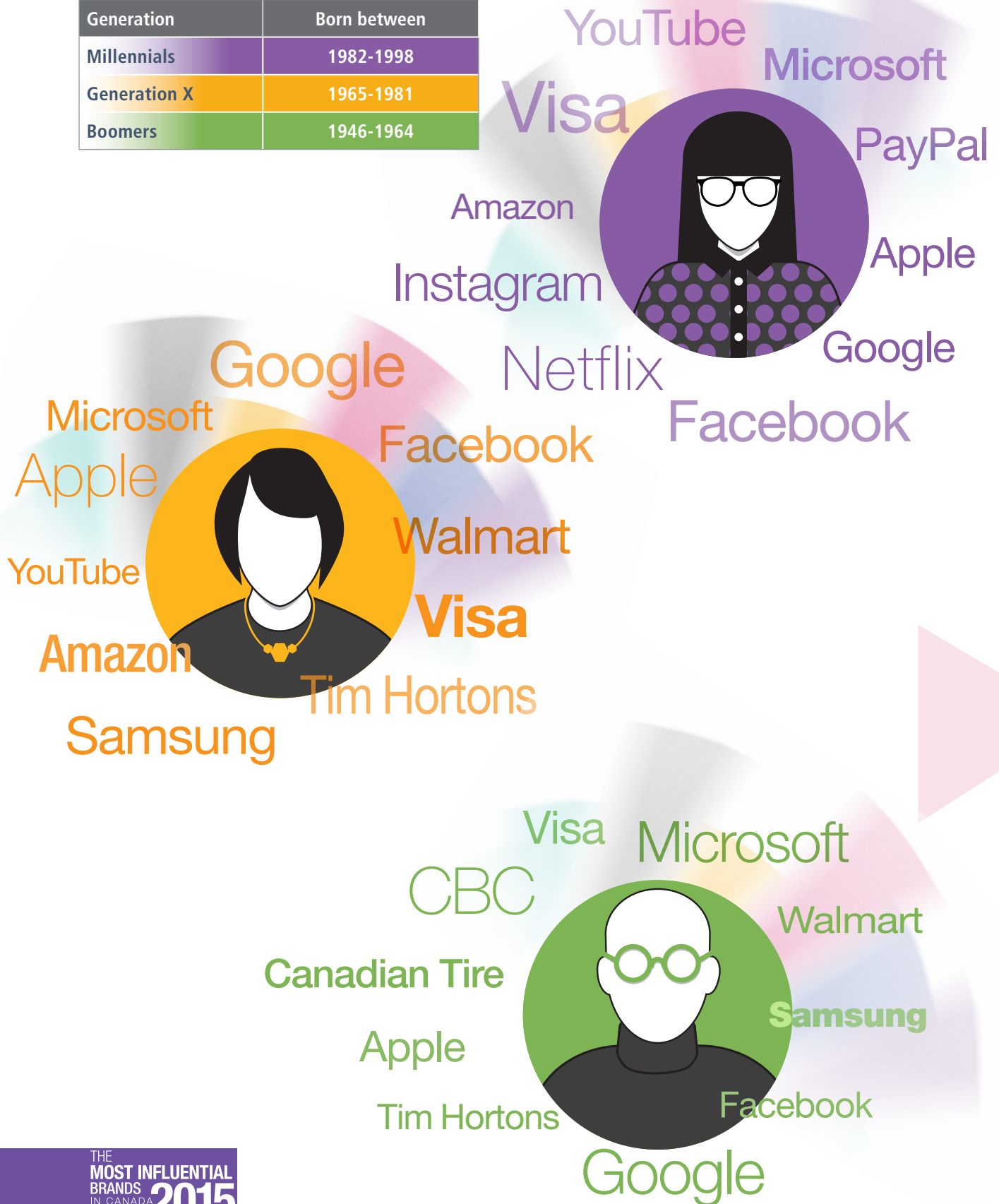


For **Boomers**, we see an interesting mix of innovative newcomers and traditional legacy brands. Brands that are part of our culture and heritage like the CBC, Canadian Tire, and Tim Hortons fare better with this generation. Compared to their more fiscally responsible and debt-averse younger counterparts, Visa tends to influence them slightly more. And fitting the Boomer mold of being hesitant to embrace digital, they are less influenced by online retailers and entertainers, such as YouTube, Amazon, and Netflix.



Defining the generations

Generation	Born between
Millennials	1982-1998
Generation X	1965-1981
Boomers	1946-1964



Regions

Provinces across the **country** have **differing preferences** in the **brands** that **influence** them.

While Tim Hortons ranks in the Top Ten in Ontario and the Atlantic, the brand hasn't exerted as much influence for Canadians in the West, where it ranks #19. Indeed, this signals that it could benefit by ramping up its physical and digital presence in the West.

Cord-cutting and traditional TV trends tend to vary by region. That may explain why Netflix is more popular in the West and Ontario, and why the CBC has more influence in Quebec and the Atlantic.

When it comes to payment solutions, MasterCard ranks in the Top Ten in the West, but not in any other region. PayPal only appears in the Top Ten in Quebec.

Putting it all together

Since we started our annual quest for the **Most Influential Brands in Canada**, there has been much learned about the brands that have the biggest impact in our lives.

One theme we see is that a brand's ability to generate influence is somewhat tied to the nature of the category it lives in. This is why leading technology, digital, and social media brands dominate the list. It would be difficult, or perhaps impossible, to imagine our lives without them.

While each and every brand must discover their own unique formula to success, those that deliver on the five key pillars (trust, engagement, leading edge, corporate citizenship, and presence) will be well on their way to achieving influence.

Methodology

The Top 10 Most Influential Brands study was conducted in November, 2015. For this survey, a sample of 6,006 Canadians from Ipsos' Canadian online panel was interviewed online. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within +/- 1.4 percentage points had all Canadian adults been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.



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Steve Levy is a frequent public speaker at both conferences and client events, and talks on a number of topical issues including: the Future of Marketing, the changing digital landscape, and the move from the big screen to the small screen.

As COO of Ipsos, Steve Levy directs the company's Marketing and Loyalty research business which involves a number of specific responsibilities including managing a staff of almost 200 marketers and researchers, local product development, innovation, and R&D. He also oversees the publication and release of white papers and publications in the marketing and loyalty space, as well as a number of significant research programs.

ABOUT IPSOS

Ipsos is Canada's market intelligence leader, the country's leading provider of public opinion research, and research partner for loyalty and forecasting and modelling insights. With operations in eight cities, Ipsos employs more than 500 research professionals and support staff in Canada. The company has the biggest network of telephone call centres in the country, as well as the largest pre-recruited household and online panels. Ipsos marketing research and public affairs practices offer the premier suite of research vehicles in Canada, all of which provide clients with actionable and relevant information. Staffed with seasoned research consultants with extensive industry-specific backgrounds, Ipsos offers syndicated information or custom solutions across key sectors of the Canadian economy, including consumer packaged goods, financial services, automotive, retail, and technology & telecommunications. Ipsos is a leading global survey-based market research group.

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GAME CHANGERS

