



Ipsos Marketing



THE  
**MOST**  
**INFLUENTIAL**  
**BRANDS** **2016**  
IN CANADA

Results from Ipsos' 2016 Study

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# Creating Brand Influence

Which banks do you trust? Where do you get your news? Which organizations are truly shifting paradigms? Brands play a huge role in our lives and around the globe—and that influence is growing, accelerated by the rise of social networking. From streamlining our daily routines to improving our wellbeing, brands are transforming the communities and societies we live in. A number are using their economic clout to solve social ills and better the planet.

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 that establishes stronger emotional connections with people. For the brands that choose to listen, new technologies have enabled ways to capture consumer feedback. Brands that use this data to their benefit are more relevant than ever before—and their influence cannot be overstated.

Our comprehensive study measures and ranks today's most influential brands in Canada and around the world. We look at why they are leading, which generations they are influencing most, how they impact us and what makes them influential—essential insights that apply to any business, **large or small.**

# Defining Influence

Being **influential** means having an impact on people's lives.

We place a tremendous degree of trust in these brands, allowing them 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. This explains why a number of technology brands rank so highly.

The most influential brands are important and relevant in the world. Consumers identify with these brands and have an emotional reaction to them—and really, couldn't imagine their lives without them. But becoming an influential brand is **no easy task.**

# The Power of Influence

This is the sixth year Ipsos has assessed Canada's most influential brands. But beyond our own measures, there are other related factors. Influential brands invest, and this investment pays off—they consistently outperform the rest of the stock market reflecting their perceived value.

## Driving Influence

Being influential takes work. People are busy and interact with many brands in their lives, often not noticing the brand names themselves. But then there are those that stand out. **Why?**

It's complex. We have identified five key factors that build influence.



# Dimensions of Influence

## TRUSTWORTHY

Trust is the cornerstone of any healthy relationship. And the most influential brands instill trust in spades. When people really trust a brand, they'll listen to what it has to say—and spread the word.

## ENGAGEMENT

A brand is a relationship, and the more vested people are, the more influence it will have in their lives. Today, that means interacting with the brand in more ways than just at the point-of-sale. People talk about influential brands, love them and want to know more about them.

## LEADING EDGE

Leaders zig when all the others zag. They're iconic, edgy, unconventional, innovative and original. They set an example, model behaviour and shape the landscape. That's why others want to be just like them.

## CORPORATE CITIZENSHIP

People expect brands to make a difference in the community, especially now. Some top performers are committed to doing the right thing. They're environmentally and socially responsible, active members of the community and even inspire a sense of national pride.

## PRESENCE

To make an impact, you have to be seen, heard and known. That means being out there or inspiring an army of ambassadors to do the job for you. This is where the biggest, boldest and paid marketing efforts come in—promotion, placement and people.



# The Top Ten Countdown

To assess **100+ leading brands** for the **sixth year** in a row, we canvassed the country, gathering input from **6,000+ Canadians** who reflect the Canadian population at large.

Although the Top 10 have remained relatively stable over the past six years, technology-focused companies are rising to the top as social media drives brand influence, demonstrating influence takes time to build. Facebook has slowly moved up the rankings to second place this year and e-tail giant Amazon is now fifth.

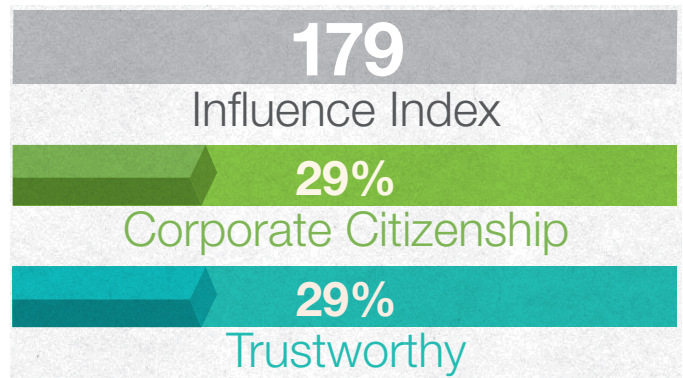
Our Top 10 countdown follows, along with the overall index score and primary influence drivers associated with each brand. We also include our analysis about why these brands performed so well this past year.

## 10. CBC



### A trusted source for online consumers

CBC makes its return to the Top 10 after a three-year hiatus. The influence of Canada's largest broadcaster is driven by Trust and Corporate Citizenship. Its decision to broadcast the final concert of the iconic Canadian Band The Tragically Hip was widely praised by Canadians, and allowed millions of people in Canada and around the world to pay tribute together. Our national public broadcaster continues to improve the viewer experience, maintaining its status as a reliable source of local, regional, and national news. CBC bolstered its online content with audio/video streaming and on-demand podcasts—essential for today's mobile audiences.

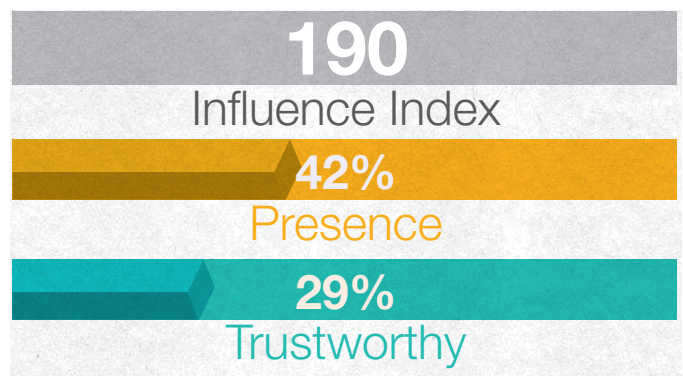


## 9. Tim Hortons



### Making the world better one coffee at a time

Canadians adore iconic Tim Hortons, a consistent Top 10 performer with 4,000+ restaurants in several countries and, at the same time, a genuine neighborhood brand that inspires pride. A huge proportion of coffees to-go sold in Canada are from “Timmy’s,” likely with Timbits, too. The widely known fast-food chain with popular cash prize marketing campaigns is influential in no small part due to its Presence and good Corporate Citizenship— spearheading popular charitable initiatives supporting kids and sports in the U.S. and Canada.

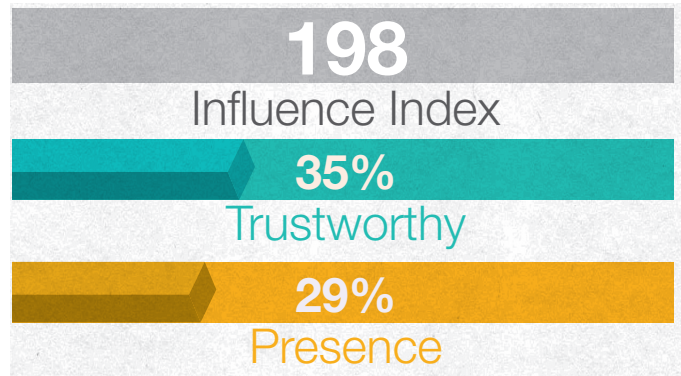


## 8. Visa



### Ubiquitous and security-focused

Nearly everyone knows Visa in Canada—and in the rest of the world as well. With 2.5 billion credit cards in global circulation, there is a lot of good faith and trust associated with the Visa brand. The company puts huge effort into efficient, secure transactions with advanced fraud monitoring and detection systems, and continues to enhance customer experience through innovation, such as the new Visa-powered wearable payment ring introduced at the Rio Olympics.

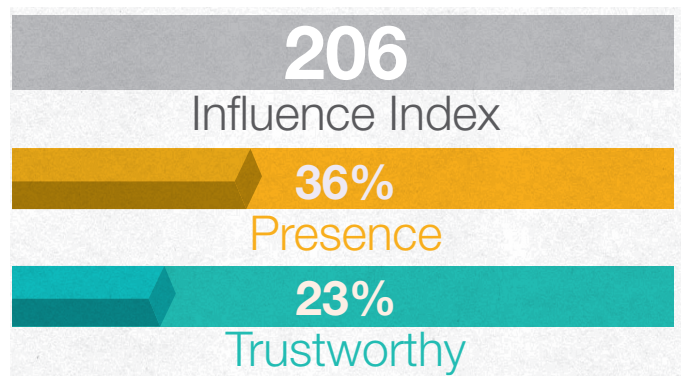


## 7. Walmart



### On a expansion roll, adding convenience

Walmart is a consistent top 10 brand. Not only has the world's largest retailer with a low-price, high-value reputation expanded its Canadian footprint in 2016 to 400+ Canadian stores, including 300 Supercentres, it now offers timesaving online grocery pickup at many locations. Walmart's high-profile Children's Miracle Network has raised \$100 million+ in 20 years, further boosting its profile.

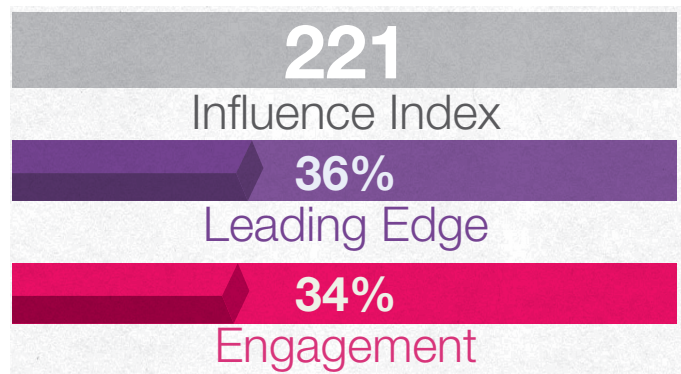


## 6. YouTube



### Riding the mobile tsunami

Mobile reigns and YouTube rules the kingdom. Some 1 billion highly engaged unique users visit the planet's largest online video site each month, uploading 300+ hours of footage *per minute*, or watching for 40-minute sessions or longer—the majority via a mobile device. Driven partly by the explosive and continuing growth of mobile, and partly by improved live streaming and a vast array of subject matter. Whether it's the U.S. presidential debate or goofy cat tricks, it's on YouTube.

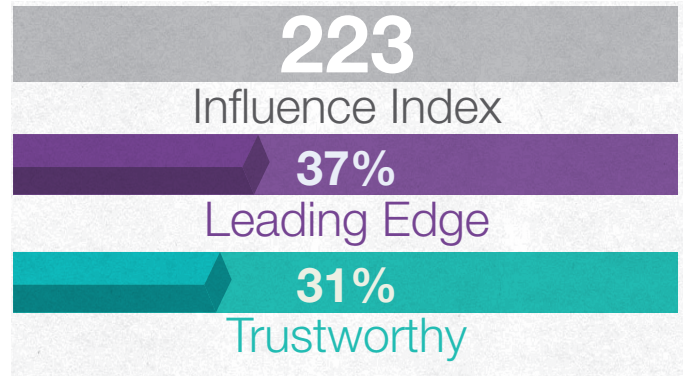


## 5. Amazon



### Cutting-edge, reliable and customer service-oriented

Amazon has been moving up the ranks over the years. It is a Leading Edge, Engaging and increasingly Trustworthy brand. These are the attributes that have allowed the e-commerce giant's new Amazon Prime video service launched in December 2016 and same-day premium delivery for Vancouver and Toronto customers to enjoy early success. Even last year's Amazon distribution centre unveiling in Brampton, Ontario proved a high-profile event.

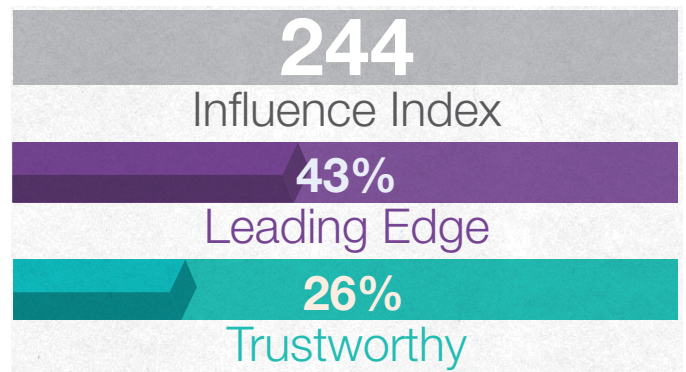


## 4. Apple



### Exploring new horizons, pushing tech boundaries

Despite fierce competition and flat sales in the tech market, the multinational tech trendsetter maintains its reputation as a maverick, bucking the status quo by making wireless headphones—AirPods—the new norm in 2016. The pioneer established user-friendly, mobile Apple Pay with five major Canadian banks and is now into stylish wearable technology with the new Apple Watch 2.

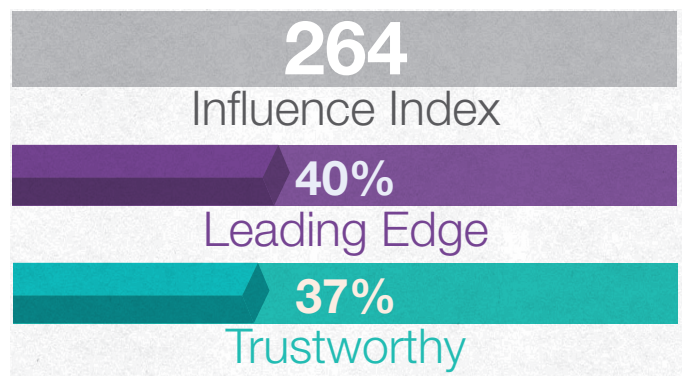


## 3. Microsoft



### Growing in Canada, taking on social networking

A trusted powerhouse computing brand for years, Microsoft continues to be a Leading Edge trailblazer committed to R&D. The global technology corporation is also breaking into the business social networking market with its strategic acquisition of LinkedIn. In 2016, Microsoft began amping up its Canadian presence, debuting a state-of-the-art tech incubator in Vancouver and two new Canadian data centres catering to domestic enterprises.

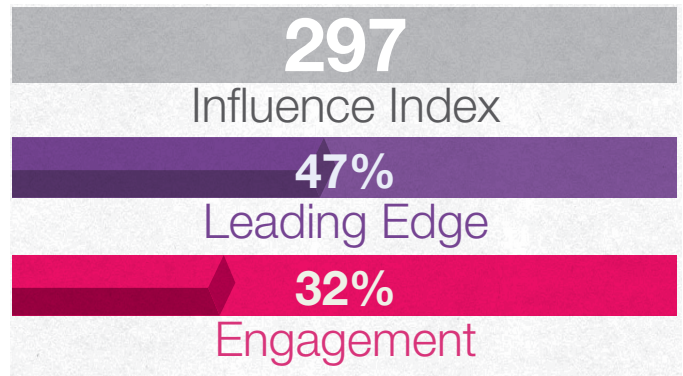


## 2. Facebook



### Revamping offerings, researching the Next Big Thing

The social network of choice with 1 billion+ Messenger users a month, Facebook has steadily climbed the ranks. The company has catered to customer preferences by expanding its offering: enhancing the “Like” reaction buttons for users responding to posts by adding options such as “Love,” Haha,” “Wow,” “Sad” and “Angry.” Facebook also launched a livestreaming service in 2016 so users can broadcast live video streams in their news feeds. And, the company continues to research emerging technologies, in particular virtual reality and Artificial Intelligence.

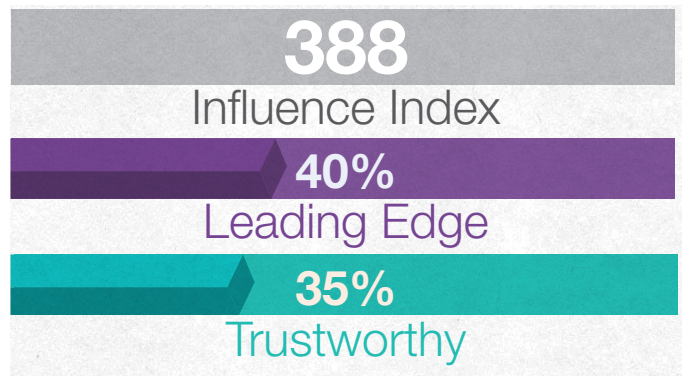


## 1. Google



### From search to household hardware

Google once again ranks No. 1 for the fifth consecutive year. Who doesn’t “Google” something once, if not dozens of times, every day? The world’s most popular Internet search site is beefing up its hardware division, using its household name to branch out into captivating new products along the lines of the Google Home voice-activated digital assistant, Google Wifi, Daydream View virtual reality headset, not to mention the smartphone market.





# Generations

We form our core values early in life, and different generations tend to retain these values as they age. That's why it is useful to understand how brands impact different age groups—so marketers can deliver products and services catering to generational tastes.

Despite varying attitudes and inclinations, Google is still tops in influence for **Millennials, Generation X** and **Boomers**, only scoring second with **Generation Z**. Outside of Google's generation-spanning dominance, though, there are marked differences when it comes to many other brands.

Information seekers who depend on websites, Google and social media, **Generation Z** is coming of age in a time of political and economic turbulence. They tend to be more conservative than Millennials and are driven by a desire to leave the world a better place. YouTube is their brand of choice, followed by tech big names, plus Netflix, Twitter, Instagram and Snapchat—their grandparents' quintessentially Canadian brands don't hold much cachet for them. In pursuit of quality, Gen Z researches carefully and bargain hunts on- or offline before buying. They care more about what they think versus others' opinions and support brands that reflect their own values—especially earthy-friendly, ethical and socially conscious brands.



Similar to Gen Z, the digital age defines **Millennials**: advanced technology, the Internet, mobile devices, social media and the instant gratification that comes with that, including video watching, shopping online, and easy e-pay via Pay Pal and Visa. It's all one click away—info, entertainment, shopping and social networks—and these are the brands they love (Google, Facebook, Netflix, YouTube, Instagram). They are also the first to delay adulthood, putting off moving out, career, marriage and childbearing longer than any generation before.

The first to embrace the Internet and original online brands of their youth, **Generation X** is comfortable melding the offline and online worlds, including emerging technologies and brands. Most have embraced all things digital, including online banking, buying, media and YouTube how-to videos. Fans of the early tech pioneers (Apple and Microsoft), Gen Xers are also value-conscious (Walmart, President's Choice), prefer Amazon-style "one-stop-shopping" and buy on credit, seeking a mix of reliability and convenience to simplify their busy lives.



Like most people, **Boomers** gravitate toward technologies and brands they grew up with. Many have adopted new technology, such as Google search, but this generation prefers traditional cable TV, getting the forecast on The Weather Network and shopping at brick-and-mortar stores such as Walmart. Boomers are far more likely to listen to CBC than watch YouTube. They are also less swayed by digital brands than the younger set and more loyal to their standbys—Visa, Tim Hortons and Canadian Tire.

# Defining the generations

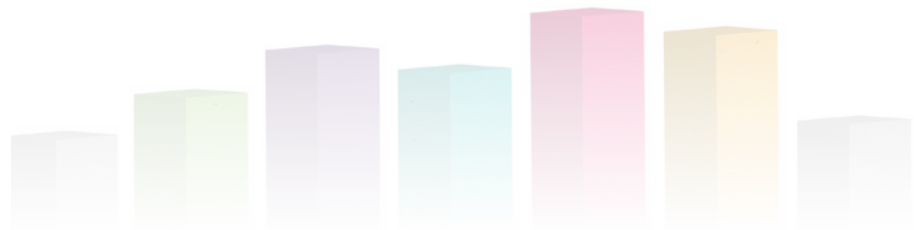


# Putting it all together

Since we began our annual analysis of the **Most Influential Brands in Canada**, we have learned a lot about the brands that have the biggest impact on our lives. One common thread is that influence is somewhat tied to the nature of the brand category, explaining why leading technology, digital and social media brands dominate the list. It is difficult, perhaps impossible, to imagine our lives without them. While every brand must discover its own formula for success, those that deliver on the five key pillars (trustworthy, engagement, leading edge, corporate citizenship and presence) will be well on their way to exerting influence.

## Methodology

Our Ipsos online panel conducted “The Most Influential Brands in Canada 2016” survey from Oct. 24 to Nov. 15, 2016, interviewing 6,030 Canadians. We then used weighting to balance demographics to ensure the sample composition reflected Canada’s adult population according to Census data and results approximated the sample universe. Ipsos uses a credibility interval to measure online polling precision, accurate within +/- 1.4 percentage points had we polled all Canadian adults. All sample surveys and polls may be subject to other sources of error, including, but not limited to, coverage error and measurement error.



## ABOUT THE AUTHOR



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Steve Levy is a frequent public speaker at conferences and client events, and talks on an array of topical issues, including the future of marketing, the changing digital landscape, and the transition from the big screen to the small screen.

As Ipsos COO, Steve directs the company's Marketing and Loyalty research business. He manages a staff of almost 200, including specialists in marketing and research, local product development, innovation and R&D. Steve also oversees publishing and promotion of white papers, studies and reports in the marketing and loyalty space, as well as a number of key research programs.

## ABOUT IPSOS

Ipsos is a leader in Canadian market intelligence and global survey-based market research. Not only is Ipsos Canada's foremost provider of public opinion research, we are a research partner for loyalty, forecasting and modelling insights. With operations in eight cities, Ipsos employs more than 500 research professionals and support staff in Canada. Ipsos marketing research and public affairs practices offer Canada's premier suite of research vehicles, giving clients 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, technology and telecommunications.

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