

THE
MOST
INFLUENTIAL
BRANDS
IN NEW ZEALAND **2017**



Creating Brand Influence

Brands play a huge role in our lives and the lives of people all around the globe. Some brands increasingly have the power to shift paradigms of behaviours. Other brands have a strong sense of purpose — clear ideals and shared values that consumers relate to. These brands engender a strong emotional connection with people. Brands with influence have the power to transform the communities and societies we live in.

Our comprehensive study measures and ranks today's most influential brands in New Zealand and around the world. What makes these brands lead the pack? Which generations do they influence most? What elements make them influential? For the third year Ipsos has assessed the most influential brands in New Zealand.

**AN UNDERSTANDING OF THIS PROVIDES IMPORTANT LESSONS FOR ALL BRANDS
— FROM SMALL LOCALS TO GLOBAL POWERHOUSES.**

Defining Influence

BEING INFLUENTIAL MEANS HAVING AN IMPACT ON PEOPLE'S LIVES.

We place a tremendous degree of trust in these brands. These brands guide us in how we shop, interact with others and behave. These brands often provide us with the tools to make smarter choices, which somewhat explains why a number of technology brands rank so highly.

The most influential brands are important and relevant in the world. These brands are instrumental in how we live our lives. But becoming an influential brand is no easy task.

Driving Influence

Influence is a difficult thing to achieve. People are busy and they turn to many brands in their lives, sometimes unaware of which ones they are using. But then there are those that stand out from the pack. What makes them influential?

**INFLUENCE IS COMPLEX.
WE HAVE IDENTIFIED FIVE KEY FACTORS THAT BUILD INFLUENCE.**

Dimensions of Influence



ENGAGEMENT

Brands can't exist without relationships, and the more vested people are in that relationship, the more influence that brand will have in their lives. In today's world, that means connecting and interacting with the brand in more than a transactional sense. Influential brands are talked about, loved, and people want to know more about them.



LEADING EDGE

Leading brands have edge. They are unconventional, iconic, innovative and unique. They set an example for others to follow, shape behaviours and change category landscapes. They are brands that other brands aspire to be more like.



TRUSTWORTHY

Trust is the cornerstone of any great relationship. Brands that people trust are brands that people rely on, believe in and listen to. Trusted brands are brands that are talked about and recommended to others.



CITIZENSHIP

People expect brands to make a difference in the community, possibly more so than ever before. Top brands are environmentally and socially responsible, they engage in their communities and support community causes.



PRESENCE

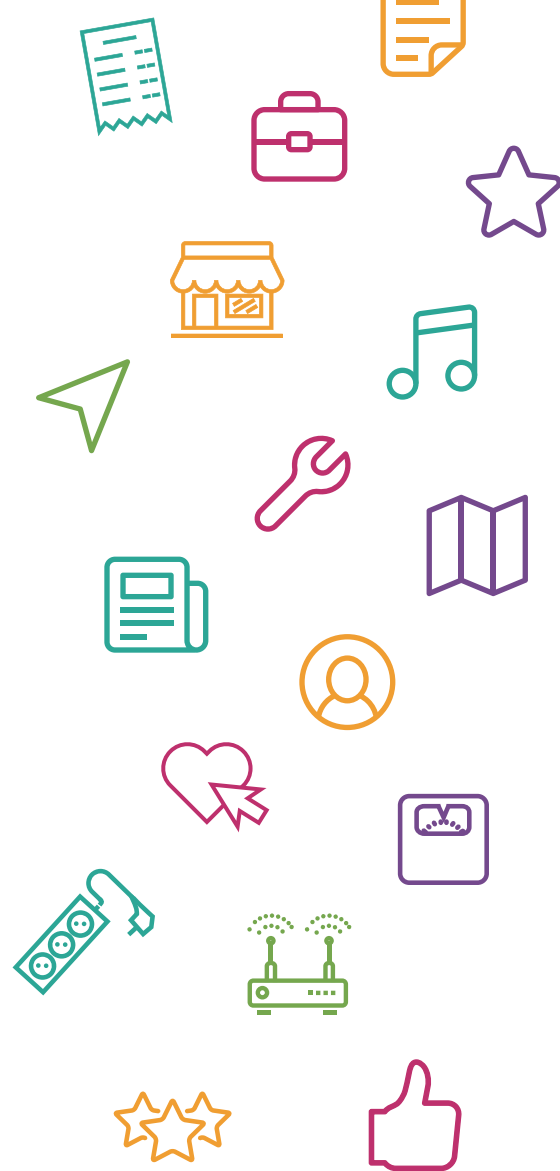
To have an impact you have to be seen, heard and known. This is where the biggest, boldest marketing efforts get to work. You have to be seen in order to create influence.

The Top Ten Countdown, 2017

FOR THE THIRD YEAR, WE CANVASSED THE COUNTRY, GATHERING INPUT FROM 1,000 NEW ZEALANDERS TO ASSESS 100 LEADING BRANDS.

Although the top 10 have remained relatively stable over the years, technology focused companies are rising further and further up the rankings, with 7 out of the top 10 brands in New Zealand being technology focused companies. Technology enables companies to connect with people, and connected brands are influential brands.

Our top 10 countdown follows, along with the primary influence drivers associated with each brand. We have included some of the insights that the research has revealed about why these brands performed so well.

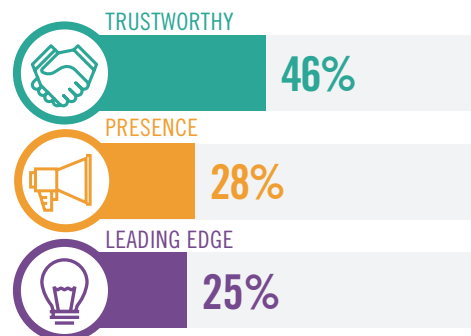


10. Pak'nSave

TRUSTED, USED AND ALWAYS THERE

While the weekly supermarket shop can be a drudge for some, Pak'nSave remains in the top 10 for understanding customer needs and being a strong part of New Zealanders' lives. Trust is the key driver of Pak'nSave's influence.

PAK'nSAVE
OUR POLICY: NZ'S LOWEST FOOD PRICES

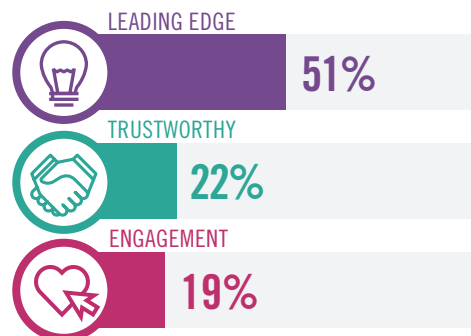


196
INFLUENCE INDEX

9. Apple

WHAT WILL APPLE INTRODUCE NEXT?

For the third year in a row, Apple leads as the trendsetter brand. Apple leads all other brands in the Top 100 on the dimension of Leading Edge. Every new Apple launch continues to see streams of Apple devotees desperate to be one of the first to get their hands on Apple's latest device.

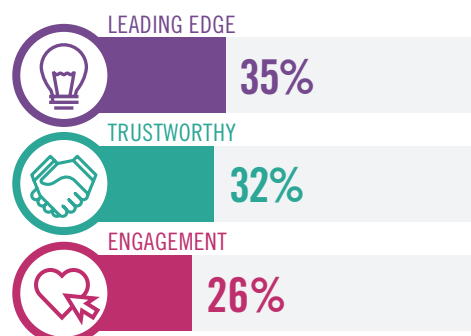


198
INFLUENCE INDEX

8. TradeMe

ALWAYS INNOVATING

TradeMe certainly changed the consumer landscape in New Zealand but it is not resting there, still being highly rated for innovation. TradeMe is unusual in that it is rated almost equally across three key facets on influence — Trust, Engagement and being Leading Edge.

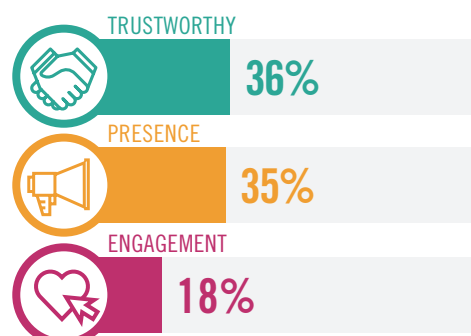


218
INFLUENCE INDEX

7. The Warehouse

INCREASINGLY ONLINE

Like Pak'nSave, the Warehouse earns influence through being a trusted, regularly used brand, but has improved its influence ranking through growing its online presence and keeping a high advertising profile.

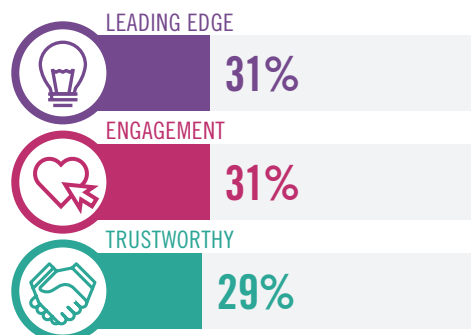


231
INFLUENCE INDEX

6. Samsung

UPSETTING THE APPLE CART

Leapfrogging Apple into the top 10 this year, Samsung may not have the cachet of Apple but does have many more users and as a result greater Engagement and influence.



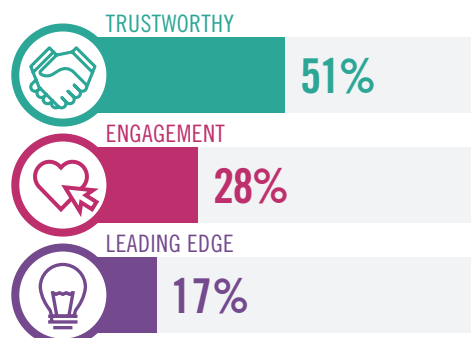
234

INFLUENCE INDEX

5. Air New Zealand

THE BRAND THAT KIWIS LOVE TO CALL THEIR OWN

The most influential New Zealand brand, Air New Zealand scores well on most factors but exceptionally well for 'inspiring a sense of New Zealand pride'.



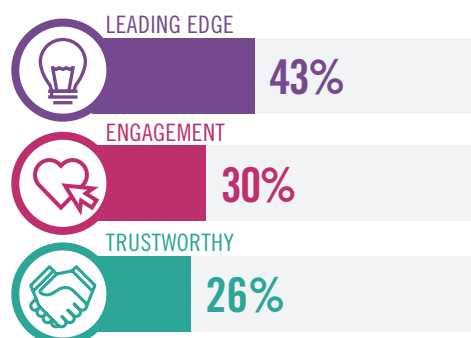
237

INFLUENCE INDEX

4. YouTube

THE CASE STUDY IN HOW TO CREATE EMOTIONAL ENGAGEMENT

New Zealanders have told us in this study that YouTube is influential because it has made our lives more interesting. YouTube is fun, entertaining and, amongst our millennials, is described as being awesome. It has increasingly become the go-to place, not only for light-hearted relief from everyday life stresses, but also a source of up-to-date relevant information — 'how-to' guides being a particularly popular form of YouTube content.



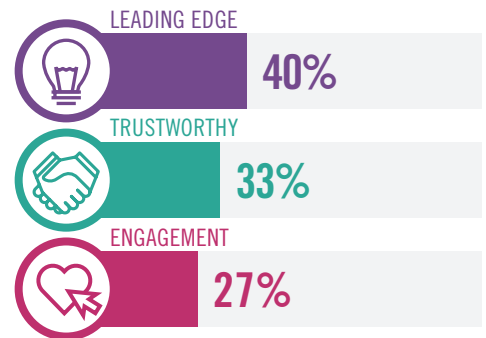
278

INFLUENCE INDEX

3. Microsoft

UNWAVERING IMPORTANCE IN OUR LIVES

Microsoft has maintained its strong position in this study over the last three years. Microsoft has influence as it continues to be a brand that is really important in our lives. Microsoft's ability to continue to innovate in a meaningful way has earned its leading position as *the benchmark brand I compare other competitive brands against*.



292

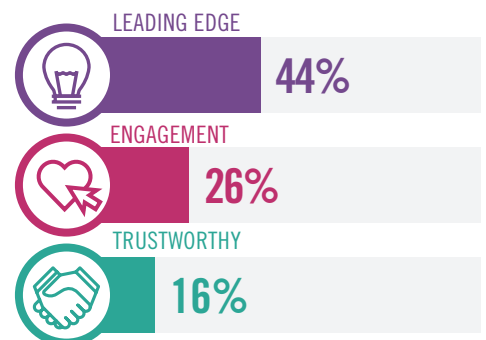
INFLUENCE INDEX

2. Facebook

ESTABLISHED AS A PART OF OUR EVERYDAY LIFE AND LANGUAGE

Over the past three years in this study we have seen Facebook's presence and strength grow amongst all generations. As Facebook continues to launch new services and lead initiatives into new technologies such as Augmented Reality and Artificial Intelligence, the gap between Facebook and Google in this study appears to be starting to narrow.

facebook



335

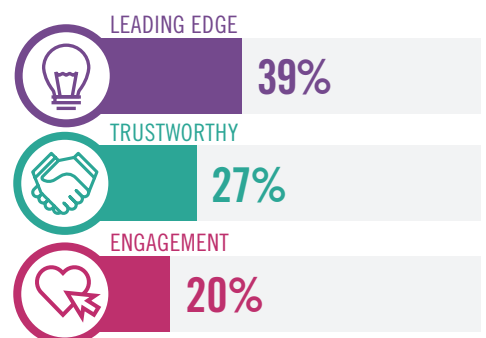
INFLUENCE INDEX

1. Google

FROM SEARCH TO HOUSEHOLD HARDWARE

Google is the most influential brand for the third year in a row — in New Zealand, across the globe, and amongst all generational groups. Google continues to lead in Innovation, Originality and Reliability. Of course it is the brand that sets the benchmark for all other brands. With Google beefing up its hardware division, we can't wait to see what direction Google will go in next.

Google



432

INFLUENCE INDEX

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About the study

This study is based on an online survey of 1,000 New Zealander adults. The same survey was conducted in 18 other countries with 40,000+ respondents.

About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks third in the global research industry. With offices in 86 countries, Ipsos delivers insightful expertise across six research specialisations: advertising, customer loyalty, marketing, media, public affairs research, and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

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GAME CHANGERS

