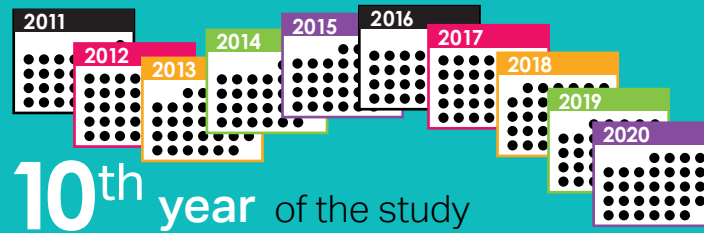


The MOST INFLUENTIAL BRANDS in Canada 2020



1 Google	6 NETFLIX
2 amazon	7 VISA
3 YouTube	8 Microsoft
4 Apple	9 Walmart
5 Facebook	10 optimum

While 2020 will surely go down as a unique year, it continues to be the case that Canada's **Most Influential Brands** march to their own drums: their edgy, unconventional nature is what makes them stand out in a crowded, competitive marketplace. They influence how we dress, communicate, travel, shop, spend our free time, celebrate, socialize, and in 2020 "stay safe". Moreover, the Most Influential Brands don't just sell a product or service. They promote a strong sense of purpose and shape our world while connecting emotionally with people. Only those that strike the right balance between **trustworthiness**, **engagement**, being **leading edge**, **corporate citizenship** and having **presence** will truly make an impact with consumers and indeed on the world.



Steve Levy | Ipsos Canada

11 Mastercard	56 Sony
12 Canada Post	57 CAA
13 Tim Hortons	58 RBC
14 PayPal	59 Pepsi
15 Samsung	60 Rogers
16 Shoppers Drug Mart	61 Snapchat
17 Canadian Tire	62 TD Canada Trust
18 The Weather Network	63 CIBC
19 President's Choice	64 Starbucks
20 McDonald's	65 SUBWAY
21 Instagram	66 A&W
22 CBC	67 General Mills
23 Lysol	68 Metro
24 Zoom	69 LG
25 Wikipedia	70 SkipTheDishes
26 Disney	71 Air Canada
27 Air Miles	72 TikTok
28 Purell	73 Ford
29 Amazon Prime Video	74 Uber
30 Kraft	75 Lottery Brands
31 Advil	76 Sobeys
32 Kijiji	77 Heinz
33 Coca-Cola	78 Intel
34 IKEA	79 Toyota
35 Pinterest	80 Adidas
36 Spotify	81 Petro Canada
37 WhatsApp	82 Bank of Montreal
38 CTV	83 Desjardins
39 Winners	84 Nestlé
40 Dove	85 FedEx
41 Twitter	86 Disney +
42 Global TV	87 Scotiabank
43 TELUS	88 LinkedIn
44 Bell	89 Uber Eats
45 Chapters/Indigo	90 Honda
46 Loblaws	91 McCain
47 Kellogg's	92 Tesla
48 eBay	93 General Motors
49 Nike	94 Tripadvisor
50 Procter & Gamble (P&G)	95 Expedia
51 Nintendo	96 L'Oréal
52 No Frills	97 Hudson's Bay Company
53 Tide	98 Esso
54 The Home Depot	99 Whole Foods
55 Colgate	100 The Globe and Mail

8

languages

العربية

dansk

français

español

中文*

Deutsch

português

Arabic
Chinese*
Danish
English
French
German
Portuguese
Spanish

English

*Traditional and Simplified Chinese

Curious to learn more? Subscribe!

Subscriptions to the study are available to understand your brand vis-à-vis the competitive category set. It includes a customized report with the drivers of influence and performance metrics for your brand and competitors.

In addition, reports will highlight where your brand needs to focus in order to increase your influence among Canadians.

Ranks for your brand and competitors in other countries are available upon request.

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14 markets worldwide



789 brands worldwide



25,800
people interviewed worldwide