

THE BEST B2B BRANDS IN CANADA 2021

2021 marks the inaugural year of a joint venture between Ipsos and The Globe and Mail to determine the Best B2B Brands operating in Canada, based on the opinions of a community of peers.

Comprehensive B2B Study

A first of this nature in Canada, this study captures the coveted perspective of Canadian business executives and their views of B2B partners in Canada. The focus is on B2B partners that deliver services that enable, optimize and help organizations operate.

This includes consultancies, communications partners like Shopify and Rogers, as well as Legal & Accounting partners and more. The study evaluates 74 providers of B2B services across seven categories.

74

- ACCOUNTING
- BANK
- COMMUNICATIONS
- CONSULTING
- GROUP BENEFITS
- LEGAL
- ENTERPRISE SOFTWARE

Brands included were selected based on size of organization, market share and national reach.

Dimensions of B2B Service

Over 400 Canadian executives participated, and each evaluated ten familiar Brands on 42 attributes. A model distilled the attributes into five distinct dimensions that define B2B service which are used to explain the ranking.



© Ipsos 2021



After a year of remote business interactions many B2B Brand marketers have missed the opportunity of hearing, firsthand, how the market sees their Brand relative to the competitive set.

This study was developed to address this chasm and deliver an understanding of what makes a B2B Brand best in Canada in today's context.

This study determines the impact of each dimension of service on a Brand's rank and assesses performance on the attributes that roll into each dimension.

This delivers diagnostic information for each Brand and sheds light on what propels Brands like Shopify, Microsoft, Amazon Web Services & Salesforce to the top of the best Brands list.



Reasons to Subscribe

Discover which dimensions of service are most responsible for your Brand's position in the rank, and uncover where your Brand leads & trails your closest competitors, your category and the market.

Insights from this study will help:

- Cultivate your Brand story by understanding your strengths
- Feed your marketing strategy by considering where you lead the B2B market or your competitive set most
- Optimize your Brand position by uncovering your competitors' weaknesses

Subscription

Accessed via a Tableau Dashboard. Each subscription includes:

- Full rank of B2B Brands list (Overall & Top 3 per category)
- Impact of the 5 dimensions of service on rank position
- Brand Performance on the dimensions that matter most
- All within a competitive lens. The dynamic functionality of the Dashboard allows the subscriber to set & see any combination of Brand comparisons

Also available, an Executive level 30-minute presentation of results by a senior Ipsos leader

Investment: **\$20,000CAD**

Additional fees apply for brands looking to promote results publicity

SUBSCRIPTION FORM

Company	<input type="text"/>		
Name	<input type="text"/>	Title	<input type="text"/>
Mailing address	<input type="text"/>	City	<input type="text"/>
Province	<input type="text"/>	Postal Code	<input type="text"/>
Phone	<input type="text"/>	Email	<input type="text"/>
PO (if required)	<input type="text"/>		

ADDITIONAL DETAILS

Subscription includes one Tableau license, additional available at an incremental cost.

All prices are quoted in Canadian dollars.

Billing is 100% upon approval. HST is applicable to all study costs.

NOTE: Contents of this study and deliverables constitute the sole and exclusive property of Ipsos Corporation. Ipsos retains the rights, title, and interest in or to any Ipsos' trademarks, technologies, norms, models, proprietary models, methodologies and analyses, including, without limitation, algorithms, techniques, databases, computer programs and software, used, created or developed by Ipsos in connection with its preparation of the Study. No license under any copyright is hereby granted or implied. The contents of the Study may be used only for the internal business purposes of the subscriber, its officers and employees. No other use is permitted and the contents of the Study deliverables, whole or in part, may not be delivered or disclosed to any third party nor published in the public domain without the prior written consent of Ipsos Corporation.

MaryBeth Barbour

MaryBeth.Barbour@ipsos.com

Steve Levy

Steve.Levy@ipsos.com