



The MOST INFLUENTIAL BRANDS in Canada 2020

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



10th

2020 marks the **10th consecutive year** of the study and results were unveiled on the afternoon of February 2nd at the Ipsos Most Influential Brands event.

100+

Each year Ipsos studies **over 100 brands** that spend the most on advertising in Canada on an annual basis and ranks their influence.

14

In 2020 the study was conducted simultaneously in **14 markets:**

Brazil	Colombia	Egypt	Mexico	UK
Canada	Denmark	Germany	Saudi Arabia	US
Chile	Ecuador	Hong Kong	Taiwan	

2020 TOP 10 MOST INFLUENTIAL BRANDS IN CANADA [Overall]

- 1
- 2
- 2
- 4
- 5
- 6
- 7
- 8
- 9
- 10

2020 TOP 3 MOST INFLUENTIAL BRANDS BY GENERATION

 GEN Z 	 MILLENNIALS 	 GEN X 	 BOOMERS
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DID YOU KNOW

This is a global study that was conducted in 14 markets around the world in 2020.

Findings were released on February 2nd at an online event hosted by Ipsos and our partners The Globe and Mail, Publicis and the ACA.

Subscriptions to the study are available to understand your brand vis-à-vis the competitive category set.

Customized Reports review the drivers of influence for your brand, as well as performance on all measures included in the study. Additional analytics are available at an incremental cost.

Subscriptions include a management presentation customized to include your brand and your competitors.

Customized reports are available now.

SUBSCRIPTION PRICE: \$17,500 for 8 brands
+\$1,000 for each brand beyond 8

SUBSCRIPTION FORM

Name: _____

Title: _____

Company: _____

Mailing Address: _____

Country: _____ Postal Code: _____

Phone: _____

Email: _____

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

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