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Ipsos announces eleventh annual Top 10 Most Influential Brands in Canada

As the study enters a new decade, Google, Amazon, YouTube, Apple and Facebook retain their spots in the top 5; Microsoft and Canadian-grown PC Optimum climb up to 6 and 9, respectively.

Toronto, ON, February 9, 2022 — The [Association of Canadian Advertisers](#) (ACA) and Ipsos, in partnership with [Publicis](#) and The [Canadian Media Directors' Council](#) (CMDC) unveiled today the *Ipsos Most Influential Brands in Canada* – a comprehensive study measuring and ranking today's brands in Canada – at an exclusive event hosted by [The Globe and Mail](#), and held virtually with almost 1000 marketing professionals in attendance . The *Most Influential Brands* study has been conducted since 2010, evaluating 100+ brands and ranking their influence. Steve Levy from Ipsos announced the ranking, discussing how this year's brands achieved their status and why brands are influential.

Most Influential Brands in Canada 2021

1. Google (-)
2. Amazon (-)
3. YouTube (-)
4. Apple (-)
5. Facebook (-)
6. Microsoft (+2)
7. Netflix (-1)
8. Visa (-1)
9. PC Optimum (+1)
10. Walmart (-1)



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“Canada’s most influential brands have needed to adapt, be resilient and provide assistance in new and different ways. Their edgy, unconventional and in some cases supportive nature is what makes them stand out in a crowded, competitive marketplace,” observed Mr. Levy. “They influence how we dress, communicate, shop, spend our free time, celebrate, socialize and since 2020 stay safe.”

The only Canadian brand in the Top Ten, Loblaws-owned PC Optimum climbed up one spot to 9. The program now has broad reach with 2021 being the year it was fully deployed across all of the LCL retail assets and e-commerce offerings ensuring it was there for customers during the pandemic. Moreover, PC Optimum’s partnership with Esso gave it even further reach.

The *Most Influential Brands* study examines five key dimensions that drive the most influential brands in Canada: trustworthiness, presence, being leading edge, corporate citizenship and engagement. With the unprecedented shift in consumer behaviour driven by COVID-19, a sixth dimension was added in 2020 and retained in 2021– COVID which reflected the help, sincerity and caring that some brands demonstrated. The study ranks brands according to their influence; this year’s study polled a representative sample of over 6,000 Canadians. Survey findings were analyzed geographically, by gender and across generations including Boomers, Gen X, Millennials, and Gen Z.

Study highlights

While the Top 10 brands have remained relatively stable over the past ten years, those that are technology-focused continue to be very influential—in fact, 2021 was a spectacular year for big tech. Influence continues to be a factor that takes time to build, is hard to get and relatively easy to lose. To the extent that there were changes this year, they were likely driven by the fact that, even as the economy re-opens, Canadians continue to maintain pandemic routines such as watching more, buying more (online) and seeking help and comfort more from their couch. The rankings continue to be a combination of digital service/social media, technology, retail and credit card brands. The one factor that many of these have in common is the frequency with which they are used, which results in them being firmly entrenched in day to day life. The most influential brands are important and relevant; consumers identify with and have an emotional relationship with these brands and couldn’t imagine living their life without them.

Google, Amazon, YouTube, Apple and Facebook retained their top 5 rankings from the previous year. In fact, **Google** has maintained the No. 1 rank for a decade, driven in the current year by increased hardware offerings and building on its search engine capabilities. **Amazon** remained grounded at No.2, even as Jeff Bezos lifted off into space. **YouTube**, at No.3, continued to draw Canadians – seeking more lighthearted content in the second year of the pandemic. **Apple** retained No. 4 and **Facebook**, announcing a rebrand to Meta Platforms, stayed put at No. 5. Cresting on a wave of significant growth, **Microsoft** moved up 2 spots to No. 6, unseating **Netflix** and **Visa**, respectively No.7 and No.8, and Canadian loyalty drove **PC Optimum** up one spot to No. 9, shifting down **Walmart** to No. 10.



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Several differences were found to exist by generation; it is important to understand how brands impact generations, so marketers can deliver products and services that cater to generational tastes. Despite varying attitudes and inclinations, Google maintains a clean sweep for influence across Gen Z, Millennials, Gen X and Boomers.

Generation Z comes of age in a time of political and economic turbulence and for whom technology is paramount. Technology brands such as Instagram and TikTok are among the most influential brands for this generation, ranking No. 4 and No. 9 respectively. Similarly, the digital age defines **Millennials** who love brands like Google, Amazon, Netflix, and YouTube. **Gen X** are comfortable melding offline and online worlds, as Amazon and Apple rank highly, along with PC Optimum and Walmart. **Boomers** gravitate to technologies and brands they grew up with and while they have adopted search technology such as Google, they also prefer traditional brands such as Home Depot and Canadian Tire. They are also more influenced by credit card brands such as Visa and MasterCard. Meet Canada's Top 10 Most Influential Brands and learn the secret to their success by reading Ipsos' [new POV](#).

"It is an exciting time as we reach the 11th year of the Most Influential Brands study. Over the past two years, we've seen consumers increasingly expect brands to exert more influence beyond sharing their beliefs and values to contributing to the greater social good. This year's brands highlight what brands are doing it right and provide insight into where consumer expectations could be headed." – Andrew Saunders, Chief Revenue Officer, the Globe and Mail

"Brands themselves are not inherently influential; it's the relevance, authenticity and trust that they build with their customer base that determines their influence. The brands featured on this year's list possess these qualities in spades – qualities that people today not only expect, but demand." – Ron Lund, President & CEO, Association of Canadian Advertisers (ACA)

"2021 was a year of continued transition for brands. Those that make a meaningful commitment to help consumers in a way that is both relevant and aligned with their brand's DNA have a better opportunity to influence behaviour. I expect we will see this continue through 2022." – Brett McIntosh, President, Publicis Toronto

"Brands today are redefining why they exist. Whether it's creating a more equitable world or protecting consumer privacy, companies are redefining how they make an impact. The Ipsos long-standing 'Most Influential Brands' study is incredibly valuable because it shows us how these shifts are being viewed by consumers." – Shannon Lewis, President, Canadian Media Directors' Council (CMDC)



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About the Study

The Most Influential Brands study was conducted in October 2021. The online survey of 6,700 Canadians was conducted using the Ipsos iSay Panel. The results are based on a sample where weighting was employed to balance demographics and ensure that the sample's composition reflects Canada's adult population according to Census data and results approximated to the sample universe. The precision of Ipsos online polls is measured using a credibility interval, accurate within +/- 1.3 percentage points, had the entire population of adults in Canada been polled. All sample surveys and polls may be subject to other sources of error, including but not limited to coverage error and measurement error. [Subscriptions to the study are available](#). Contact Steve Levy (steve.levy@ipsos.com) for details.

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 fourth in the global research industry.

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.

For more information, visuals, or to arrange an interview with an Ipsos spokesperson, please contact:

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About The Globe Media Group

The Globe Media Group is the advertising arm of The Globe and Mail, Canada's top publisher. It offers an expanded portfolio of products and services, built on the same values and integrity of The Globe and Mail and designed for a modern 360° marketing experience. Through the Globe Media Group, advertisers can connect with 21 million Canadians monthly through The Globe and Mail newspaper print and digital properties, Globe Alliance Network, programmatic display, custom content, and Globe events. Learn more about the Globe Media Group at globelink.ca.

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About Association of Canadian Advertisers (ACA)

ACA is the indispensable advocate and thought leader for Canadian marketers, and the champion of a transparent and accountable marketplace. A national, not-for-profit association, it speaks on behalf of more than 200 companies and divisions. As marketers' only independent voice, we fight for members' interests and positive social change to maximize ROI. For more information, visit www.acaweb.ca.

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About Publicis Canada

Publicis Canada is one of the largest and leading communications groups in the country with over 625 employees. We harness the power of creativity and exist to create an unfair advantage for our clients by making brands relevant and meaningful to our people's lives. Publicis Canada is part of Publicis Worldwide, one of the three worldwide advertising networks within the Publicis Groupe SA.

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About Canadian Media Directors' Council

The Canadian Media Directors' Council is an association that plays a proactive role in the media industry as advocates, leaders and advisors, to ensure a fair and progressive marketplace on behalf of our clients, our agencies and our media partners. We operate as a collective, influential voice, promoting the advertising sector as a driver of growth.

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About Ipsos

Ipsos is the world's third largest Insights and Analytics company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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