

... 11TH YEAR OF THE STUDY

TOP 100
...CONTINUED

The MOST INFLUENTIAL BRANDS in Canada 2021



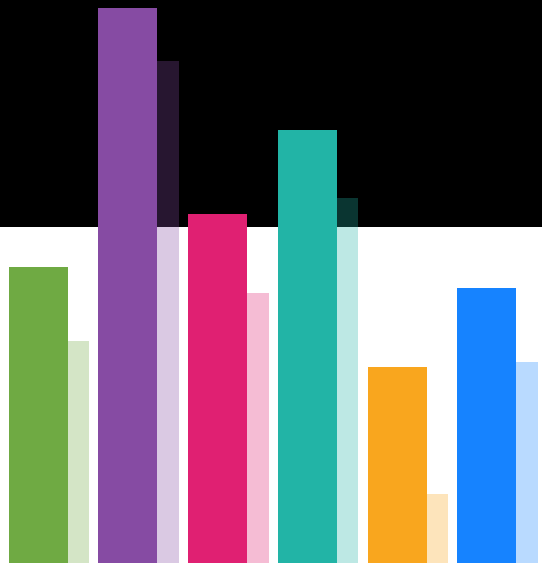
- 1 Google
- 2 Amazon
- 3 YouTube
- 4 Apple
- 5 Facebook
- 6 Microsoft
- 7 Netflix
- 8 Visa
- 9 PC Optimum
- 10 Walmart

The pandemic started in 2020 but most certainly continued through 2021 with its ups and downs. 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. They influence how we dress, communicate, shop, spend our free time, celebrate, socialize and since 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 of **trustworthiness**, **engagement**, being **leading edge**, **corporate citizenship**, having **presence** and playing an important role during **covid** will truly make an impact.



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



Curious to learn more? Subscribe!

Subscriptions to the study are available to understand your brand vis-a-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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CANADIANS INTERVIEWED



18

 CATEGORIES TESTED