


# Most Loved Brands

Ipsos' BC research team is proud to present our **2025 Most Loved Brands Study**, offering unparalleled insights into the brands that British Columbians love and engage with daily.



"In these uncertain times, beloved brands serve as anchors of trust and comfort for consumers. Regional brands play a crucial role in the day-to-day lives of British Columbians, offering a sense of familiarity and local connection that's more valuable than ever. By identifying how these brands truly connect with BC consumers, businesses can build enduring customer relationships and achieve success."

Cameron McFadyen, Vice President Western Canada

## MEASURING BRAND LOVE

Our comprehensive study tracks brand performance across 48 attributes related to brand love. Our methodology includes:



An online survey with over 2,000 consumers across British Columbia participating.



Each brand's performance is assessed on the seven dimensions of **brand love**: Influence, Trust, Presence, Empathy, Leading Edge, Engagement and Corporate Citizenship.



Results are then benchmarked overall and relative to each brand's industry peers.

This approach not only measures current brand performance but also provides **actionable strategies** to cultivate deeper consumer connections and drive sustainable business growth.

## EXCLUSIVE SUBSCRIPTION OPPORTUNITY

Gain a competitive edge with our customized subscription packages:

01.

Access detailed analysis of your brand's performance. Receive a tailored report identifying the key drivers of brand love for your brand and its performance across all study measures.

02.

Benefit from a formal presentation and interactive session with our expert research team to explore your brand's strengths and opportunities.

03.

Receive marketing rights to "merchandise" your brand's status of as one of "BC's Most Loved Brands."

Unlock the power of brand love to drive your marketing strategy and business success. Subscribe to the 2025 BC Most Loved Brands study today!

## DID YOU KNOW

The drivers of **Brand Love** vary from brand to brand. Each individual brand's path to generating love from consumers is unique. What works for one brand doesn't necessarily work for another!

Subscriptions to the study are available to understand your brand's performance vis-à-vis our study norms. Subscriptions include a formal presentation customized to include your brand and your competitors.

These customized reports further review the drivers of influence for your brand, as well as relative performance on all measures included in the study.

## Subscription Price: \$15,000

Name:	<hr/>		
Title:	<hr/>		
Company:	<hr/>		
Mailing Address:	<hr/>		
Country:	<hr/>	Postal Code:	<hr/>
Phone:	<hr/>	Email:	<hr/>

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

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Approving Signature: 

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 Date: 

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Please Return The Completed Subscription Form To:

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# BRAND LIST

The strength of locally led brands (based in BC) is measured and ranked by Brand Love.

A&W	Lululemon
Accent Inns	MEC
Arc'teryx	Milestones
BC Ferries	Moxies
BC Hydro	Mr. Mikes Steakhouse Casual
BC Lions	Mr. Lube
BCAA	OK Tire
BCLC	Pacific Blue Cross
Beem Credit Union	Pacific National Exhibition
Boston Pizza	Pharmasave
Browns Social House	Port of Vancouver
Cactus Club Café	Purdys
Coast Appliances	Sandman Hotel Group
Coast Capital Savings	Save-On-Foods
Coast Hotels	T&T Supermarket
Craftsman Collision	The Keg Steakhouse + Bar
Cypress Mountain	Thrifty Foods
Earls Kitchen & Bar	Trail Appliances
Evo	TransLink
Fortis BC	Urban Barn
Fresh Prep	Vancity
Freshslice	Vancouver Canucks
Grouse Mountain	Vancouver International Airport
Herschel Supply	Vancouver Whitecaps FC
ICBC	Whistler Blackcomb
Kal Tire	White Spot
London Drugs	WorkSafeBC
Lordco	
Lululemon	