



Press Release

Ipsos Reveals BC's Most Loved Brands

London Drugs, Save-on-Foods and YVR top this year's list

Vancouver, BC, June 1, 2018 — It is something every company strives for, but it is difficult to create. It is Brand Love. How much people love a brand is difficult to determine. However, each year, Ipsos teams with BC Business to uncover which brands British Columbians love. And, the results are in:

BC's Top 5 Most Loved Brands for 2018

1. London Drugs
2. Save-on-Foods
3. YVR
4. A&W
5. White Spot

London Drugs tops the list for the second year in a row. Ipsos' Executive Vice President in Western Canada, Michael Rodenburgh, explains why the retail chain elicits such a positive reaction from the public.

"Trust is one of the biggest drivers of Brand Love, and people in BC feel like they can trust London Drugs. Because of its vast selection of items, people will visit the store frequently, which helps build trust. And, because many people use their pharmacy and photo developing services, they are trusting London Drugs with their well-being and personal memories, which also strengthens the relationship."

A brand people should take notice of in the Top 5 is A&W. Rodenburgh says the fast-food giant has done something many companies struggle to do, they read the needs of their customers and successfully executed an effective marketing strategy through mainstream and social media.

"A&W tapped into the larger healthier eating trend. Despite being fast-food, they engaged consumers in conversations around better ingredients by offering hormone and steroid free products. This clever switch in positioning allowed A&W to differentiate themselves from their competitors, and to increase their resonance with consumers."

Although companies like London Drugs and Save-on-Foods are used to being at the top of BC's Most Loved Brands list, there are some companies who are growing in our hearts and quickly moving up the rankings. TransLink had the biggest increase from last year, shooting up 23% to take 24th spot. And despite the chatter that people are moving away from traditional media sources, The Province is well loved in BC. The newspaper sits in the 23rd spot, thanks to a 13% increase.

Address: 1075 West Georgia Street, 17th Floor
Vancouver, BC, V6E 3C9
Tel: +1 778 373-5000

Contact: **Michael Rodenburgh**
Executive Vice President, Canada, Ipsos Marketing
Email: michael.rodenburgh@ipsos.com
Tel: +1 778 373-5010



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“Because of what is going on in politics around the world and the continuing growth of social media, traditional media has come under fire as to its accuracy and relevance in today’s world. This makes The Province’s 13% Brand Love growth, at this time, impressive. It shows there is strong and trusted relationship between readers and the paper.”

There are also brands British Columbians are losing love for. Kit and Ace experienced the biggest slip, with a 32% drop, followed by ICBC and Flight Centre.

About the Study

The Most Loved Brands study was conducted by Ipsos between February 7 and February 15, 2018. A total of 1,301 interviews were conducted using an online survey. Respondents were asked to rate 65 brands across a wide variety of dimensions. Brand Love is a proprietary composite metric based on several questions and is used by Ipsos to determine the extent to which a brand resonates with consumers at both an emotional as well as functional level. All Brand Love scores for all brands are standardized against each other, with the average BC-based brand receiving a brand love score of 100.

The Most Loved Brands study ranked 65 BC-based brands using a measurement approach inspired by Ipsos’ Brand Value Creator model. This model scores each brand based on respondent ratings for Relevance and Brand Closeness. The study also examined eight key dimensions linked to how we interact with and actually love brands, including: Contribution to BC, Engagement, Innovation, Presence, Relevance, Social Responsibility, Trust and Uniqueness.

For more information on this news release, please contact:

Michael Rodenburgh
Executive Vice President, Canada
Ipsos Marketing
+1 778 373-5010
michael.rodenburgh@ipsos.com

About *BCBusiness*

BCBusiness, winner of the 2007 BC/Yukon Magazine of the Year, is British Columbia’s foremost business authority and the most widely read business publication in the province.

By focusing exclusively on business in British Columbia, *BCBusiness* provides unparalleled behind-the-scenes coverage, chronicling major deals and putting faces to the major players. Our annual all-star print editions — B.C.’s Top 100 Companies, Entrepreneur of the Year, and the Best Companies to Work for in B.C. — are must-reads for all decision-makers.

Published for more than thirty years, *BCBusiness* continues to evolve. We remain a leader in the magazine market, consistently earning kudos on the local and national stages. Our objective is to provide readers with relevant, comprehensive, and provocative commentary on the issues, trends, and people shaping business in British Columbia.

BCBusiness is published by Canada Wide Media Limited, the largest independent magazine publisher in Western Canada. Canada Wide Media Limited provides a diverse range of media services and products, ranging from high-end printed publications to the latest in digital media.

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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.

With offices in 89 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

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.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,780.5 million in 2017.

GAME CHANGERS

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At Ipsos we are passionately curious about people, markets, brands and society.
We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.
We deliver with security, speed, simplicity and substance. We are Game Changers.

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www.ipsos.com

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