



Ipsos Marketing

THE
MOST
INFLUENTIAL
BRANDS
IN DENMARK

2017



Creating Brand Influence

Which banks do you trust? Where do you get your news? Which organizations are truly shifting paradigms? Brands play a huge role in our lives and around the globe — and that influence is growing, accelerated by the rise of social networking. From streamlining our daily routines to improving our wellbeing, brands are transforming the communities and societies we live in. A number of brands are using their economic clout to solve social ills and better the planet.

Some, of course, have a bigger impact than others. These visionary brands go well beyond selling a product or service. They are founded on a sense of purpose that establishes stronger emotional connections with people. For the brands that choose to listen, new technologies have enabled ways to capture consumer feedback. Brands that use this data to their benefit are more relevant than ever before — and their influence cannot be overstated.

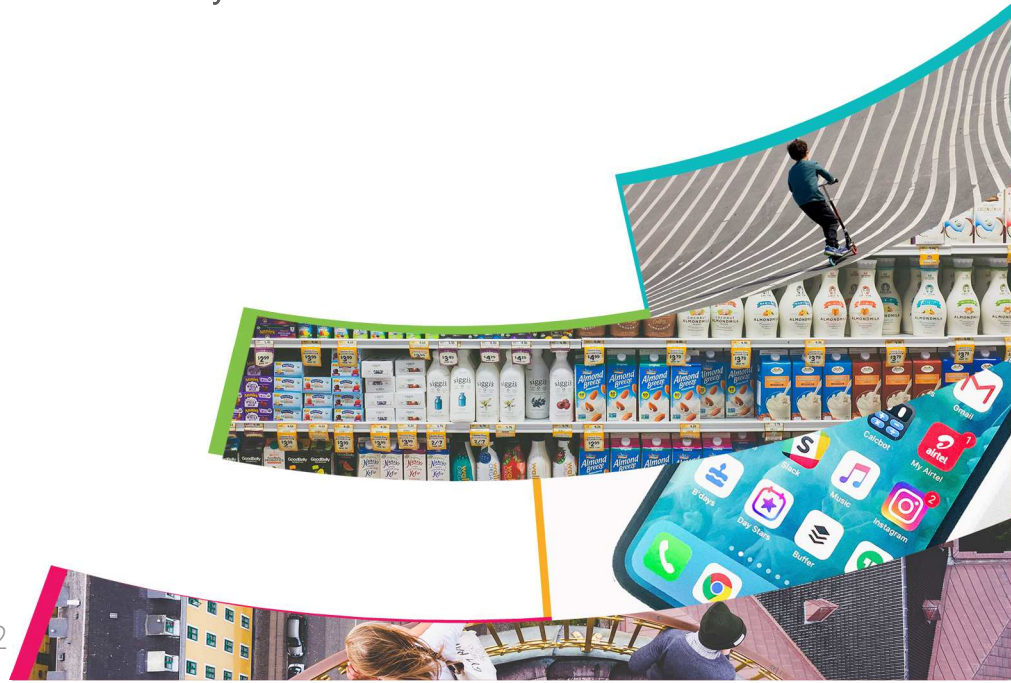
Our comprehensive study measures and ranks today's most influential brands in Denmark and around the world. We look at why they are leading, which generations they influence the most, how they impact us and what makes them influential — essential insights that apply to any business, **large** or **small**.

Defining Influence

Being influential means having an impact on people's lives.

We place a tremendous degree of trust in these brands, allowing them to guide how we shop, interact and behave. Influential brands have aspirational qualities, too. They offer a gateway to a better, more interesting life by giving people the tools to make smart choices. This explains why a number of technology brands rank so highly.

The most influential brands are important and relevant in the world. Consumers identify with these brands and have an emotional reaction to them — and really couldn't imagine their lives without them. But becoming an influential brand is **no easy task**.



Dimensions of Influence

TRUSTWORTHY

Trust is the cornerstone of any healthy relationship. And the most influential brands instill trust in spades. When people really trust a brand, they'll listen to what it has to say—and spread the word.

ENGAGEMENT

A brand is a relationship, and the more invested people are, the more influence the brand will have in their lives. Today, this means interacting with the brand in more ways than just at the point-of-sale. People talk about influential brands, love them and want to know more about them.

LEADING EDGE

Leaders zig when all the others zag. They're iconic, edgy, unconventional, innovative and original. They set an example, model behaviour and shape the landscape. That's why others want to be just like them.

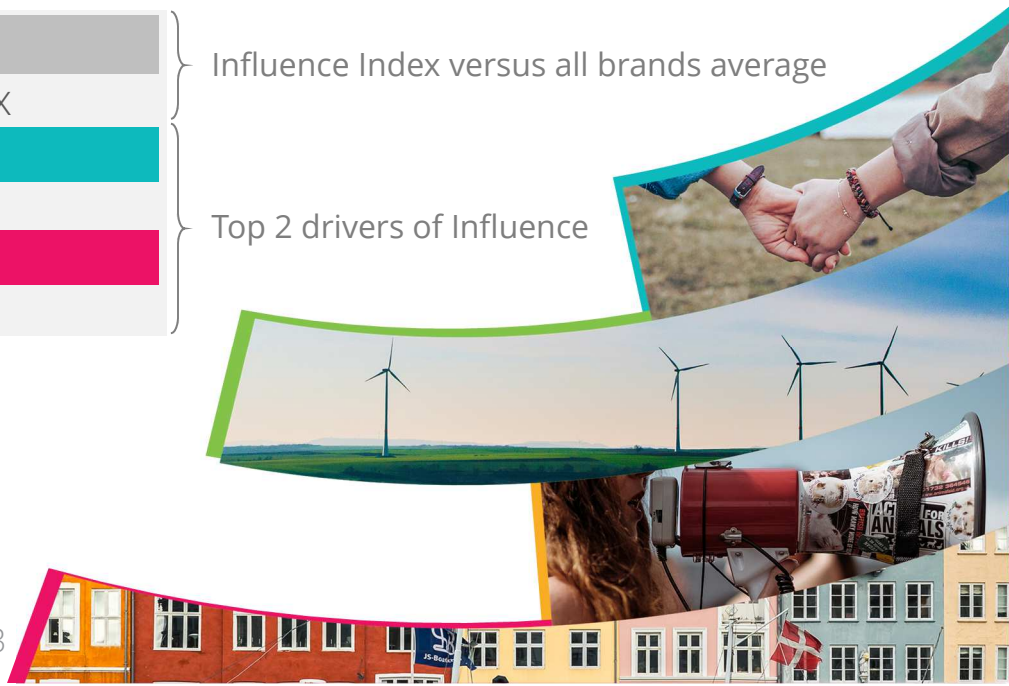
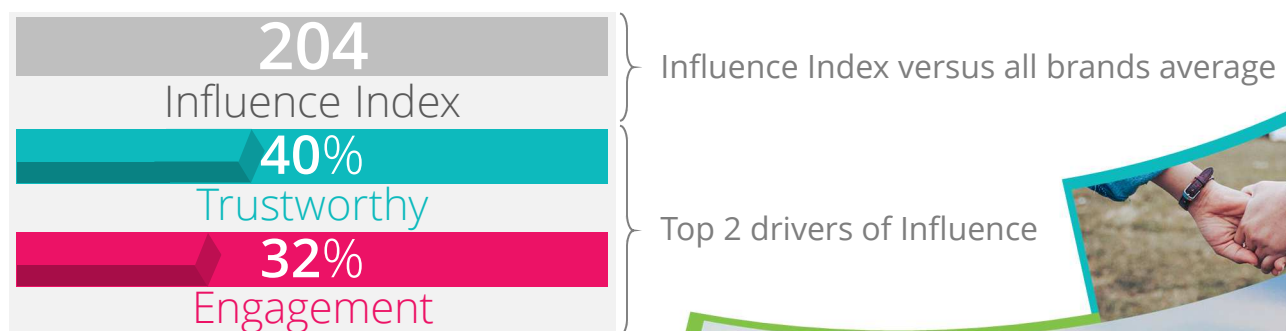
CORPORATE CITIZENSHIP

People expect brands to make a difference in the community, especially now. Some top performers are committed to doing the right thing. They're environmentally and socially responsible, active members of the community and even inspire a sense of national pride.

PRESENCE

To make an impact, you have to be seen, heard and known. This means being out there or inspiring an army of ambassadors to do the job for you. This is where the biggest, boldest and paid marketing efforts come in — promotion, placement and people.

How to read the scores?



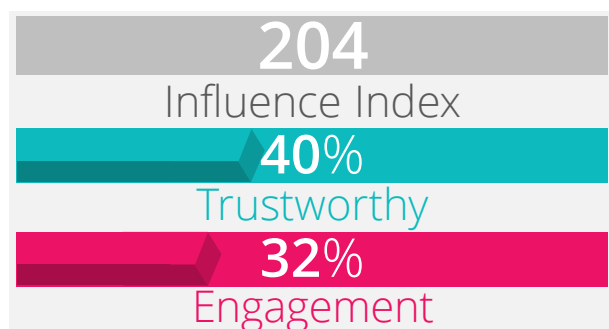
The Top Ten countdown

10. MasterCard



Trusted and engaged

MasterCard is the 10th MIB in Denmark. Trust is the first driver of influence and Engagement the second one. MasterCard evolved from a financial services corporation to a consumer-centric company offering more than payment cards, but also deals & exclusive offers.

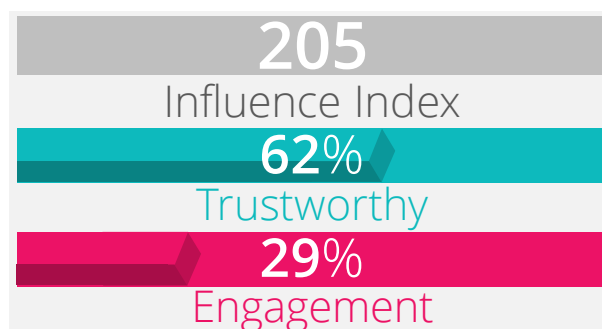


9. Rema 1000



Trust has first influence driver

The Norwegian Rema 1000 discount stores brand has an influential index more driven by trust than any other brand in Denmark. It is seen as a highly recommended brand, and understands consumer needs. Rema 1000 owns 314 stores in Denmark.

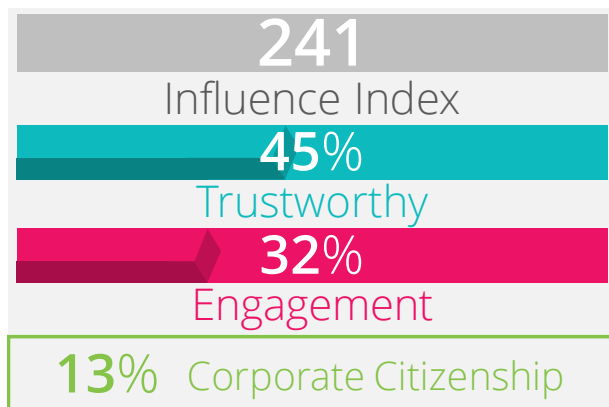


8. Coop



Only citizenship performer in top10

Coop Cooperative, co-owned by 1.7M Danes, is the only brand to perform on Corporate Citizenship among the top 10 most influential brands. Coop is seen to support communities, inspire pride and act socially responsible.

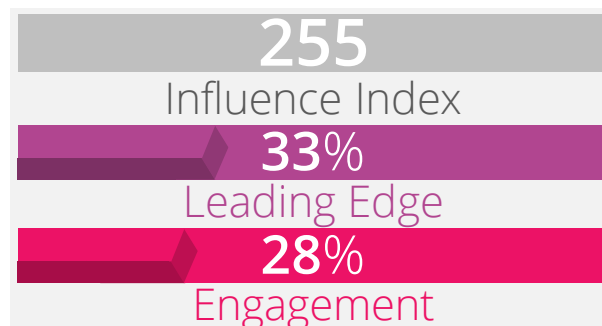


7. Microsoft



Reaching Apple on Leading edge

Microsoft is a Leading Edge computing brand, committed to R&D. After opening its new 18,000 square meters HQ in Lyngby in 2015, Microsoft is well established in Denmark and now breaks into the business social network with its acquisition of LinkedIn.

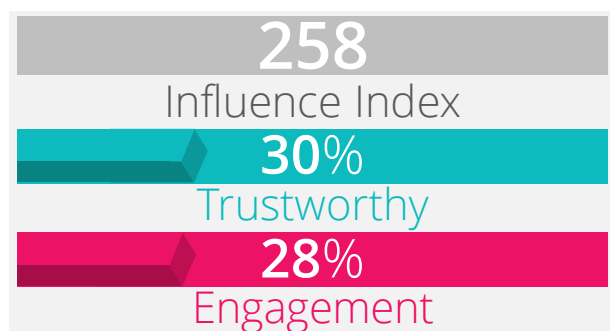


6. IKEA



An influent furniture retailer

The Swedish-founded ready-to-assemble furniture multinational made about 4 billion kr. revenue in Denmark in 2016. In the next few years, IKEA will open a new department store even closer to Copenhagen City center. More to hear in the coming years.

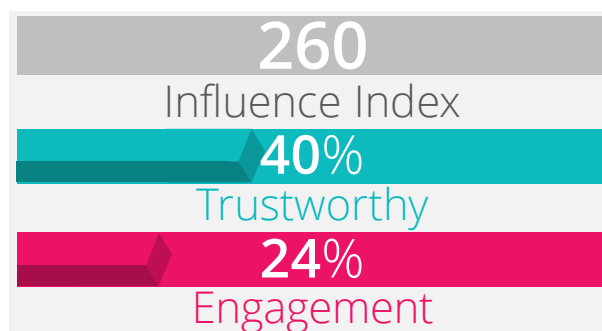


5. Visa



A trusted actor

Visa is well known in Denmark. With its partnership with *Dankort*, Visa offers payment cards usable in Denmark but also all around the world. Visa puts huge efforts into secure transactions, which is certainly why its first influence driver is trust.



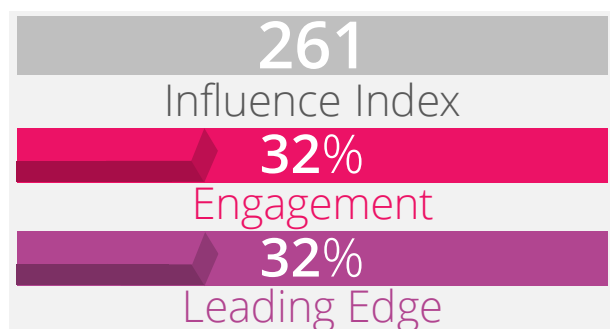
4. YouTube



YouTube

Creating engagement

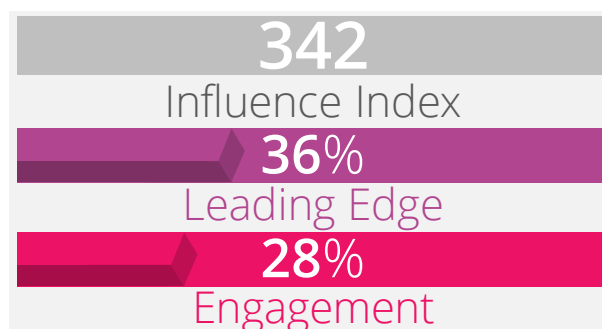
YouTube is one of the most visited websites in Denmark. Driven partly by the growth of mobile usage, people all around the world upload 300+ hours of video *every minute*. From 5 billion views Despacito music video to dogs in costume, you can watch anything!



3. Facebook

1st on Leading edge in top10

With 1 Dane out of 2 active on Facebook, the biggest social network in the world is very influential in Denmark. If Danes think that Facebook shapes consumer behavior, it is because Facebook is expanding its offering: new like buttons, live streaming, Messenger...





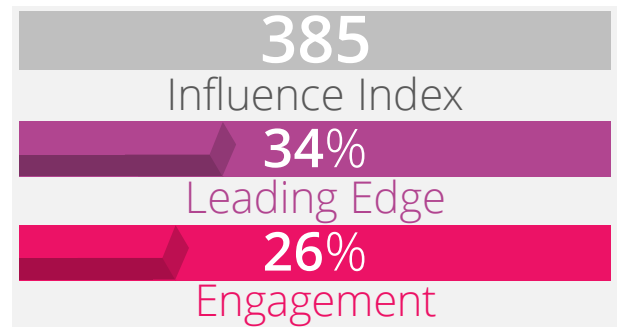
2. Apple

Exploring new horizons, pushing tech boundaries

Apple ranks second in the MIB in Denmark. Almost 2/3 of its influence is driven by its Leading Edge dimension and its Engagement.

Despite competition in the tech market, the multinational tech trendsetter maintains its reputation as a colossus as it launches increasingly famous products: iPhone 8, iPhone X, iPad with Apple Pencil, AirPods, Apple Music, Apple Watch Series 3...

The pioneer established user-friendly, mobile Apple Pay with 2 major Danish banks.



1. Google

From search to household hardware

Google is the Most Influential Brand in Denmark. Its influence is almost equally driven by Trust, Engagement and Leading Edge (28%) dimensions.

Who doesn't "Google" something once, if not dozens of times, every day? The world's most popular Internet search site is boosting its hardware division, creating captivating new products. Even though the product is still not officially launched in Denmark, almost everyone has heard about the Google Home voice-activated digital assistant or the Google smartphone.

