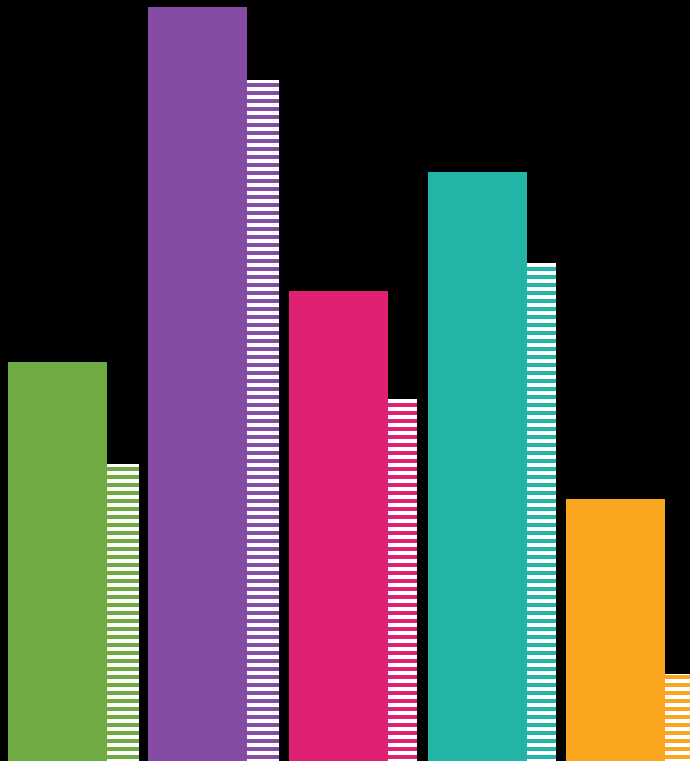


The

**MOST**  
**INFLUENTIAL**  
**BRANDS**

in Saudi Arabia

2018



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# Chapter

# 01

## INTRODUCTION



Welcome

Ipsos **MOST**  
**INFLUENTIAL**  
**BRANDS** 2018

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 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 sentiment and feedback. Brands that use this data to their benefit are more relevant than ever before—and their influence cannot be overstated.

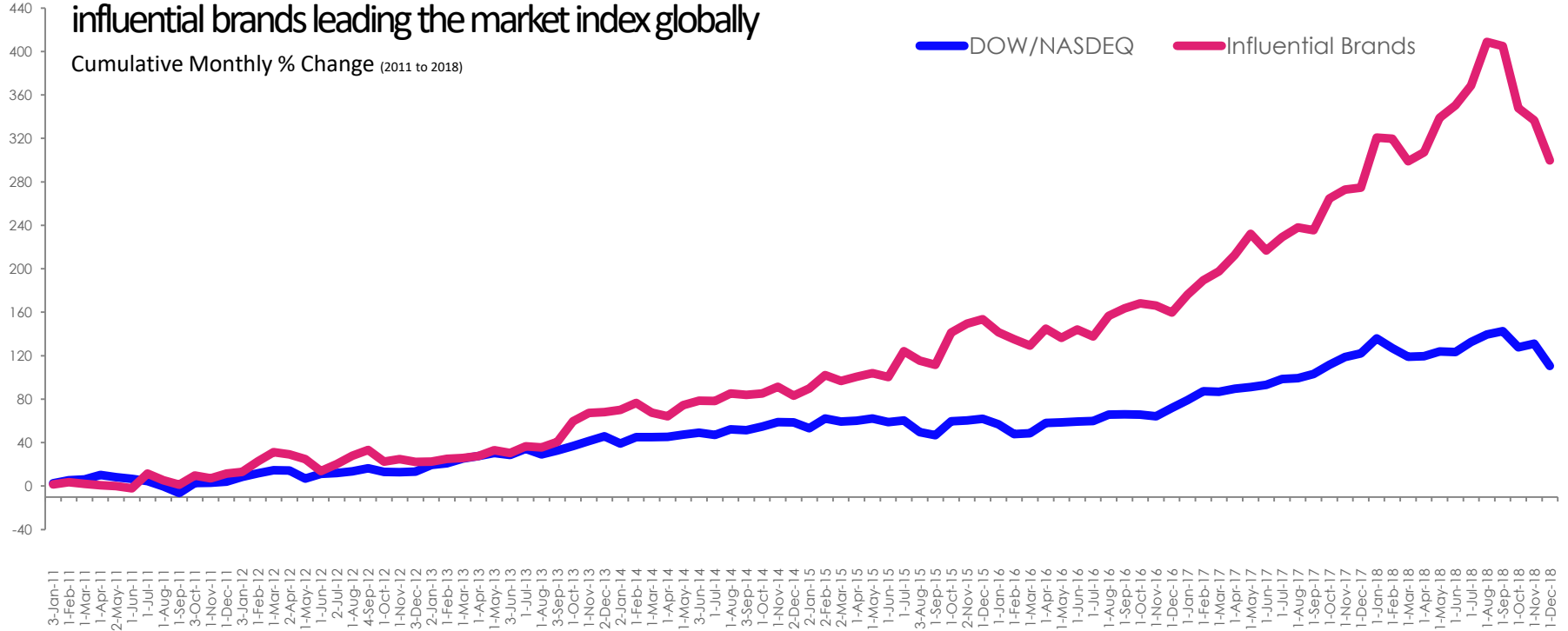
The MIB (Most Influential Brand) study measures and ranks today's most influential brands in KSA and around the world. We consider why they are leading, how they impact us and what makes them influential - essential insights that apply to any business, large or small. The 2018 edition represents the eighth year for this initiative globally, with 17 countries participating around the world, but the first in KSA, where 120 national and global brands were evaluated across 13 categories.

# SO, WHAT IS INFLUENCE?

Saudi Arabia's most influential brands march to their own drums: their edgy, unconventional nature is what makes them stand out in a crowded, yet a competitive marketplace cluttered by this globalized economy and behemoth brands. They **influence** how we dress, communicate, travel, shop, spend our free time, celebrate and socialize.

Only those that strike the right balance between **trustworthiness**, **engagement**, being **leading edge**, **corporate citizenship** and **presence** will truly make an impact with consumers and indeed on the world.

# INFLUENCE MATTERS



# WE DEFINE INFLUENCE WITH 11 KEY METRICS

## NATURE OF INFLUENCE



has changed the way you shop  
is fundamental to your life

has changed what you do in everyday life

has encouraged you to make smarter/better choices

has made your life more interesting

is really important in the world today

has had an impact on the way you interact with people  
you identify with

is relevant to your life

have an emotional relationship with

is part of everyday language

THEN MEASURE WHAT DRIVES IT ACROSS 5 DIMENSIONS...

THE 5 DIMENSIONS USED TO MEASURE INFLUENCE





# FUELED BY AN IN-DEPTH ANALYSIS WITHIN EACH DIMENSION

## ENGAGEMENT

---

- You would watch or click on ads for this brand if you saw them on a website
- Have ads you have emailed to friends, or shared via a Social Networking site
- Have you searched online for more information related to this brand
- You would like to interact with more
- You are happy to support/"Like" within a Social Networking site
- I have viewed ads/videos for this brand using online video sites like YouTube
- I have interacted with this brand in some way online
- You can't wait to see what they will introduce next

## LEADING EDGE

---

- Is a trendsetter
- Is unique
- Stand-out
- Is innovative
- Is an original
- Are ahead of its time
- Lead its competitors
- Are Sexy
- Is the benchmark I compare other competitive brands against
- Set an example for other brands
- Have forever changed the consumer landscape
- Are edgy
- Are unconventional
- Shapes consumer behaviour
- Introduced me to something I never knew I needed

## TRUSTWORTHY

---

- You buy/use today
- Are dependable
- I have confidence in them
- You trust
- Consistently send the same message about what it stands for
- You feel are iconic
- Are a reliable resource
- You highly recommend
- Have a strong future
- Understand consumers' needs
- Continues to get better
- You are willing to defend
- Consumers want to hear from

## CORPORATE CITIZENSHIP

---

- Actively cares about and supports my community
- Are socially responsible
- Are represented by someone well known that you respect
- Are environmentally responsible
- Inspires a sense of Saudi pride
- Represent characteristics you want to have/reflect

## PRESENCE

---

- Most of your friends & family use/buy
- Advertises a lot
- You see everywhere
- Is established

# Chapter

# 02

## Overview Of Key Findings



# THE IPSOS INFLUENCE INDEX: OVERVIEW

The influence index that we calculate for each brand is a normalization of the degree of influence among brands in KSA, where an index of 100 represents the influence of an average brand, with the highest brand achieving a score of 261, and lowest scoring 24.



# THE INFLUENCE DRIVERS OF THE SAUDI MARKET

Trustworthiness, Leading Edge were evidently the biggest drivers on brands tested in KSA, followed by Presence and Corporate Citizenship.

**32%** **TRUSTWORTHY**

**26%** **LEADING EDGE**

**20%** **PRESENCE**

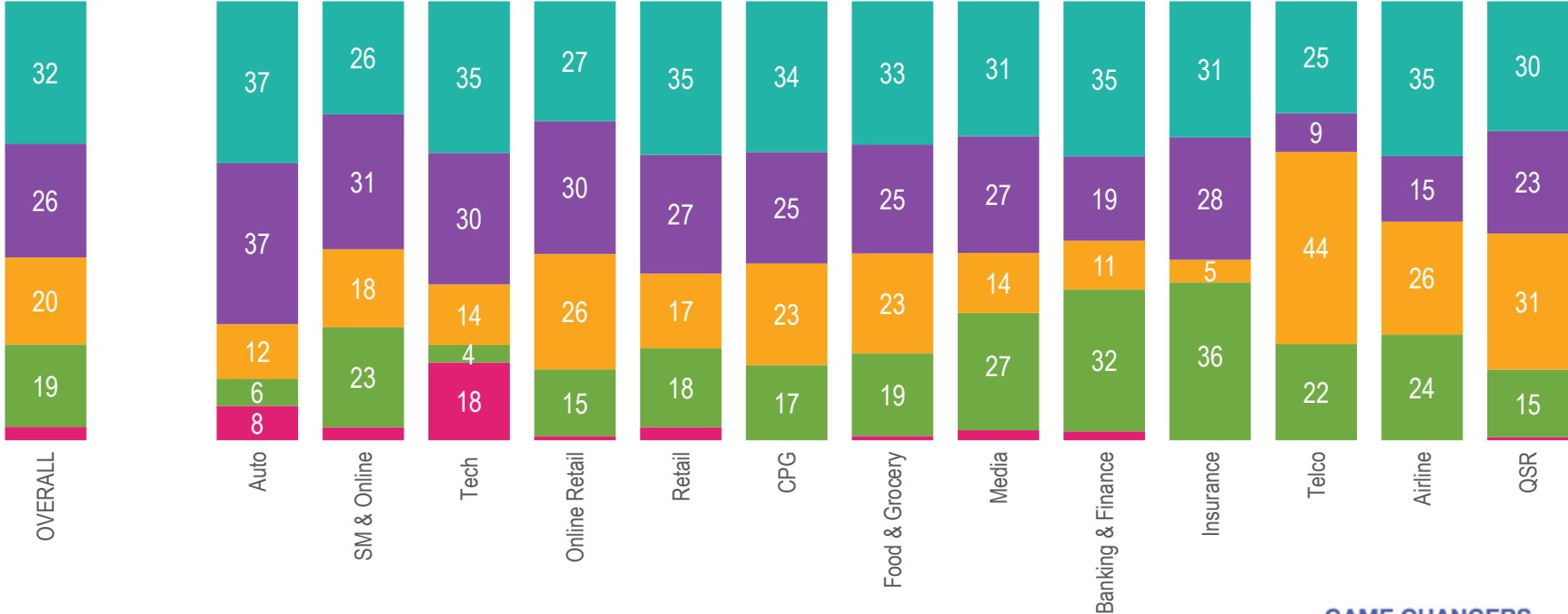
**19%** **CORPORATE CITIZENSHIP**

**3%** **ENGAGEMENT**

# INFLUENCE DRIVERS IN KSA – BY CATEGORY

The impact of each dimension, varies considerably by category and by brand reflecting the fact that each and every brand is somewhat unique.

Trustworthy    Leading Edge    Presence    Corp. Citizenship    Engagement



# ONLY THE BEST LOCAL BRANDS MANAGE TO ENTER THE TOP 10 LISTS ACROSS THE WORLD



# BUT IT APPEARS THAT THERE IS MORE ROOM FOR LOCAL BRANDS **AMONGST THE TOP 20**



# Chapter

# 03

## Top 10 Brands In KSA



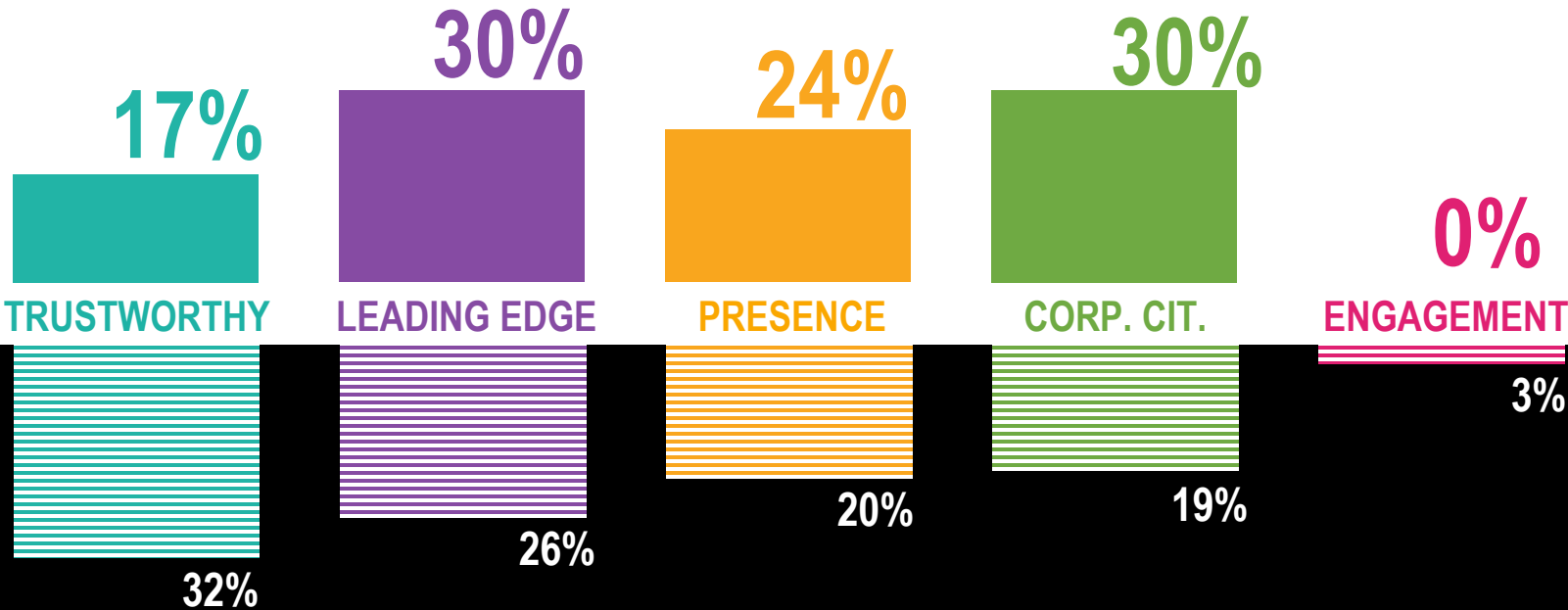




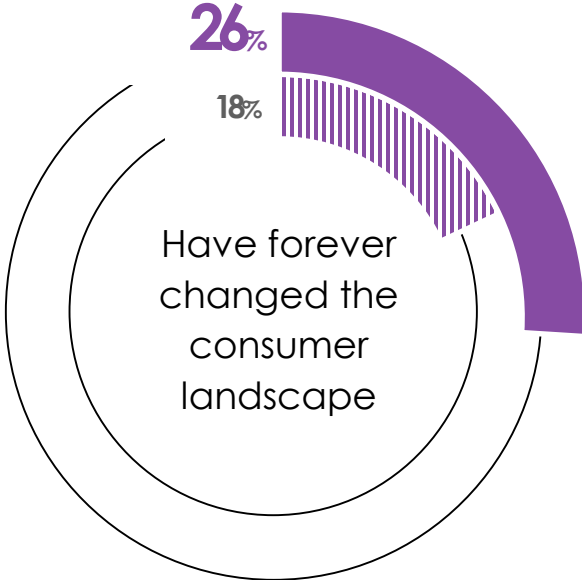
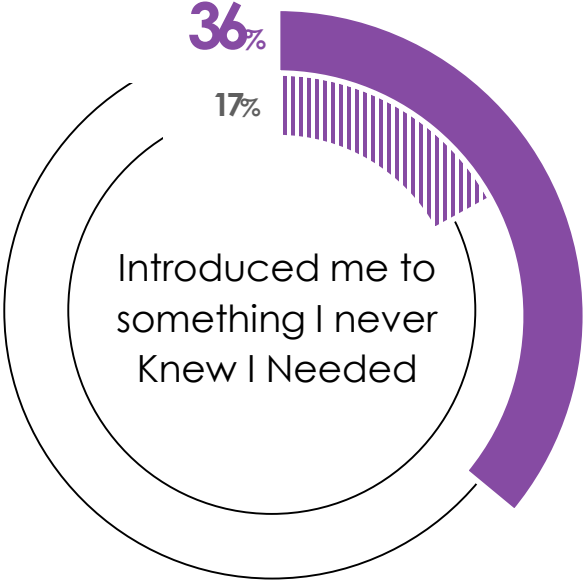
facebook®

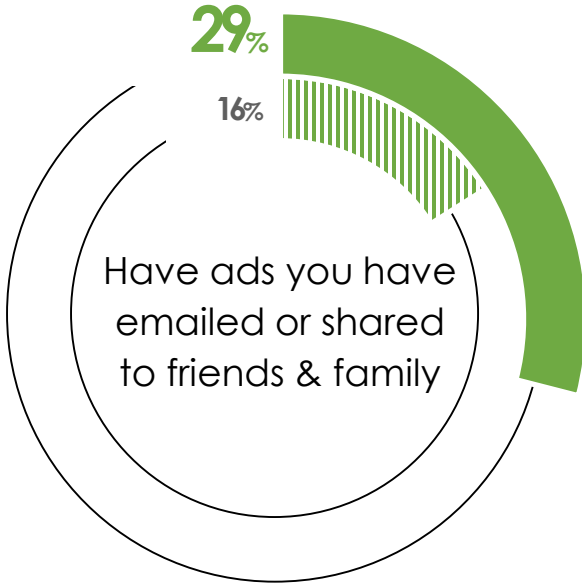
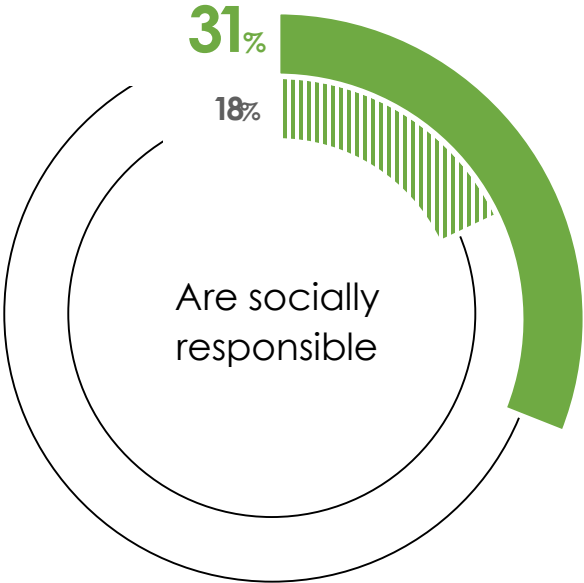
Ipsos Influence Index Score **162**

#10



overall





CORP. CITIZENSHIP – Top 2 Attributes

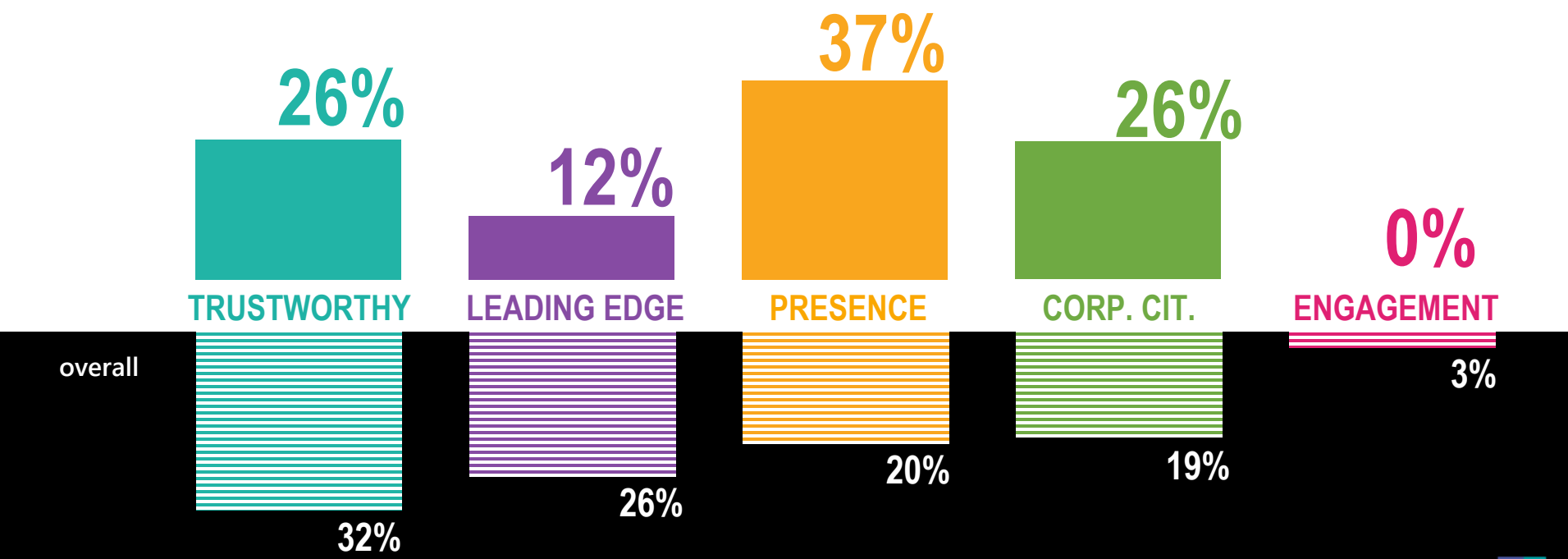


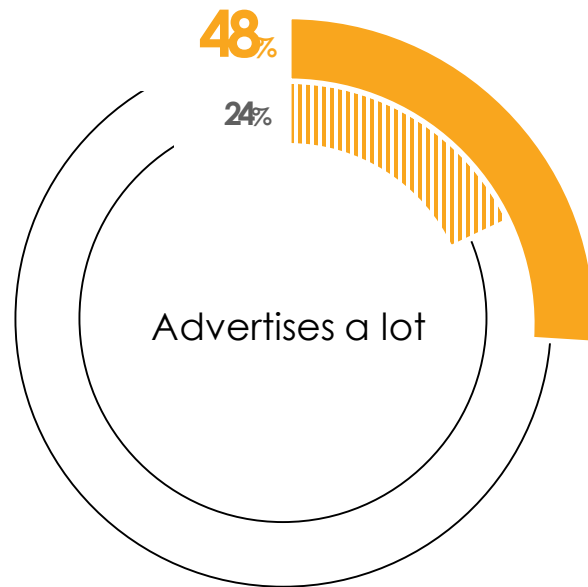
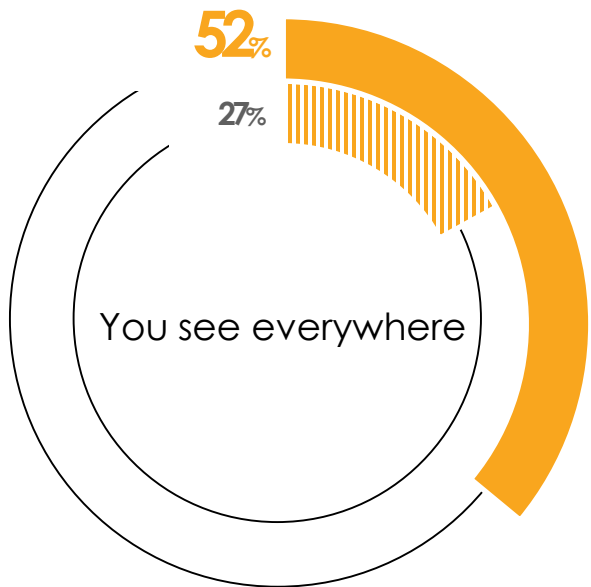
**STC**  
الاتصالات السعودية



Ipsos Influence Index Score **168**



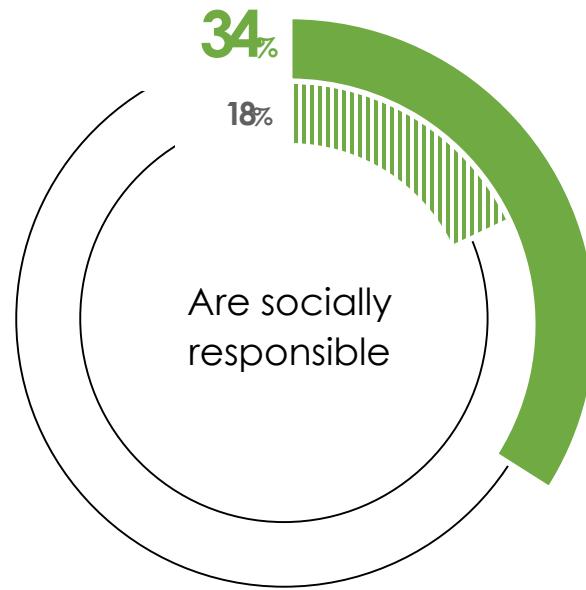
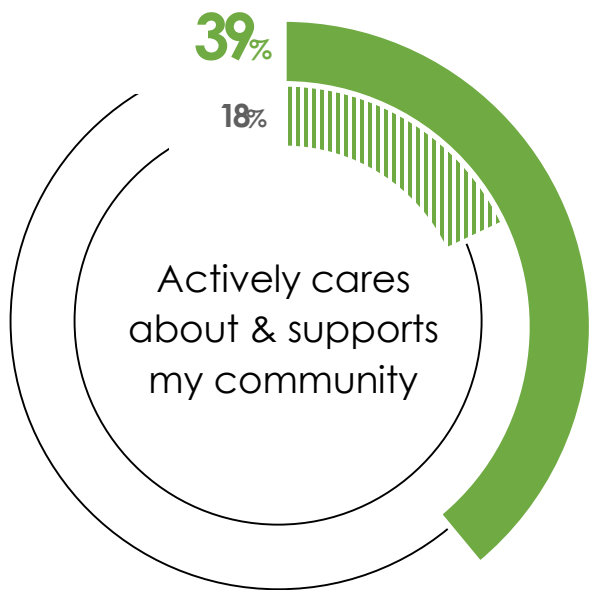




## PRESENCE – Top 2 Attributes

Brand

Overall



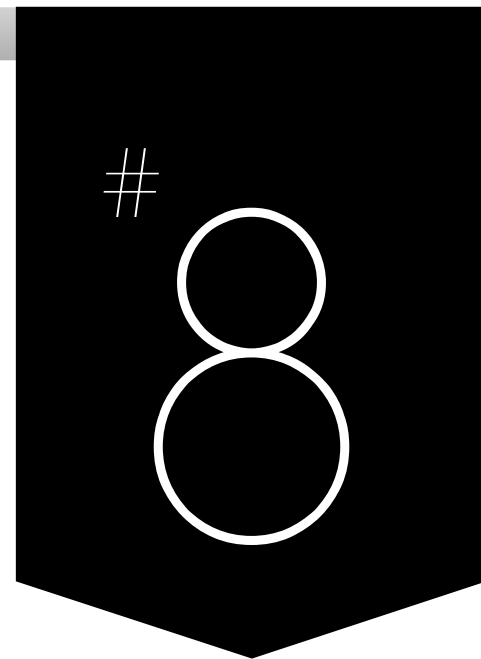
# CORP. CITIZENSHIP – Top 2 Attributes

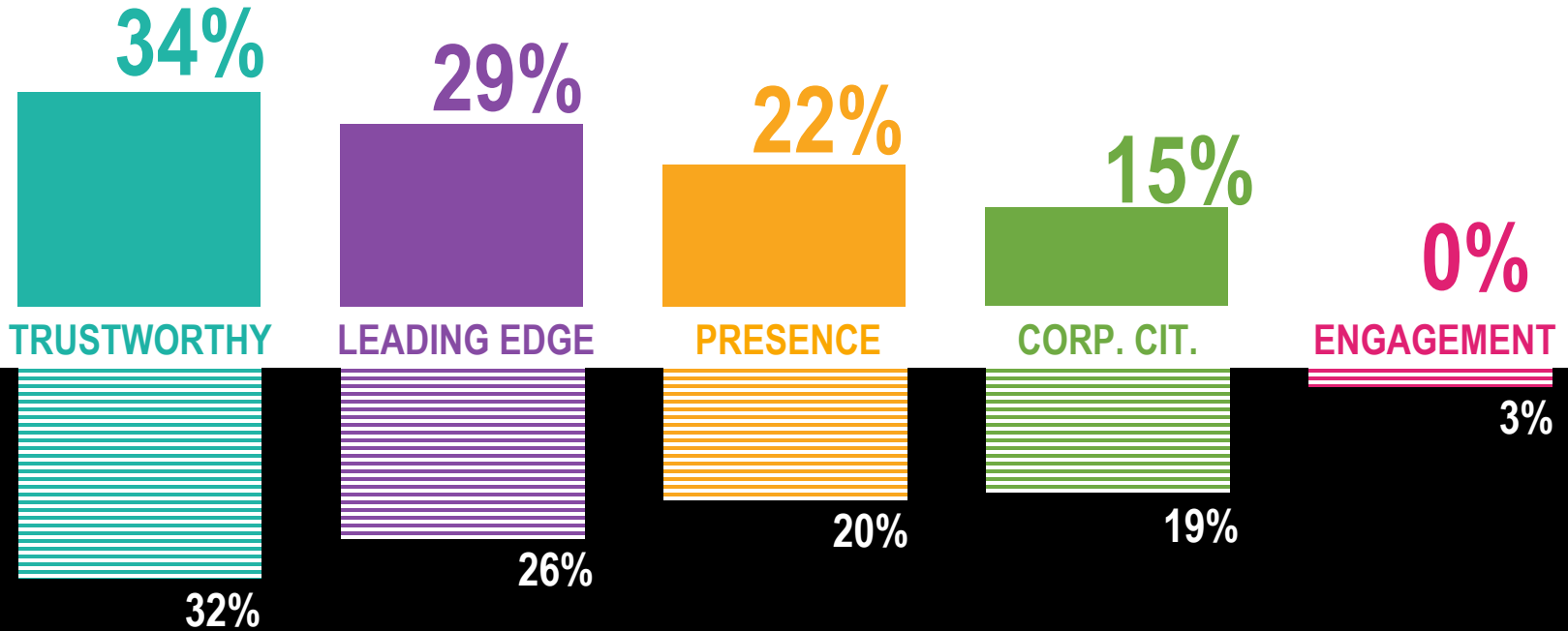




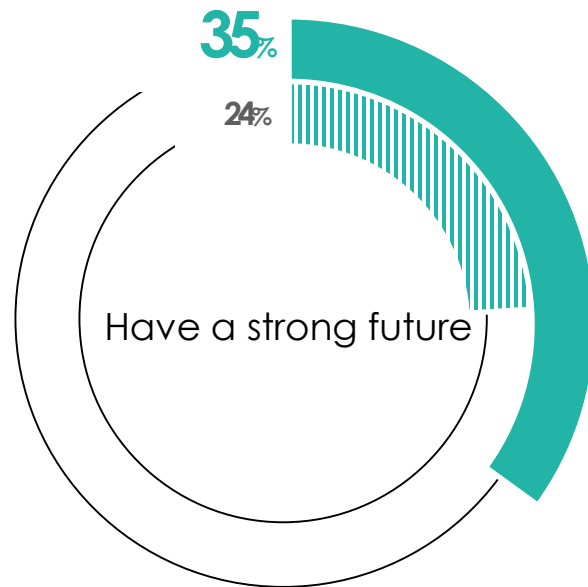
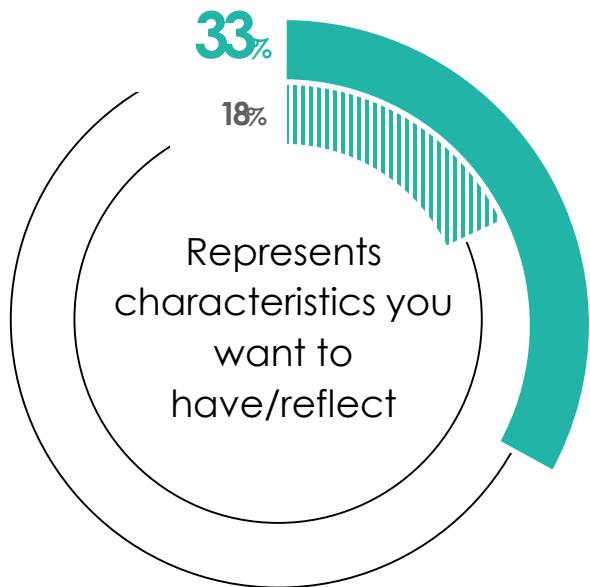
**VISA**

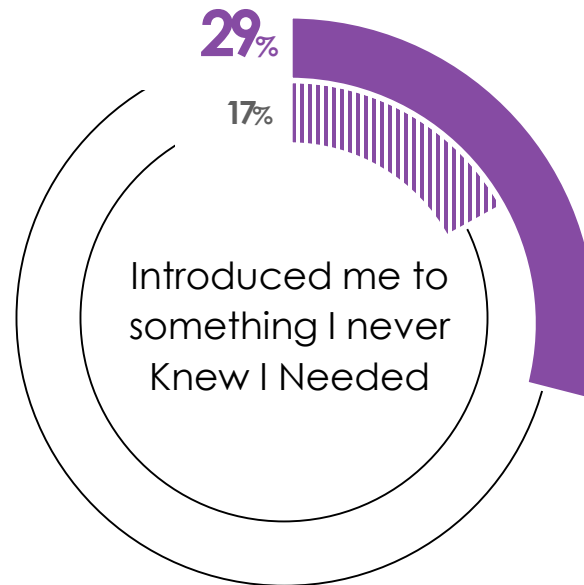
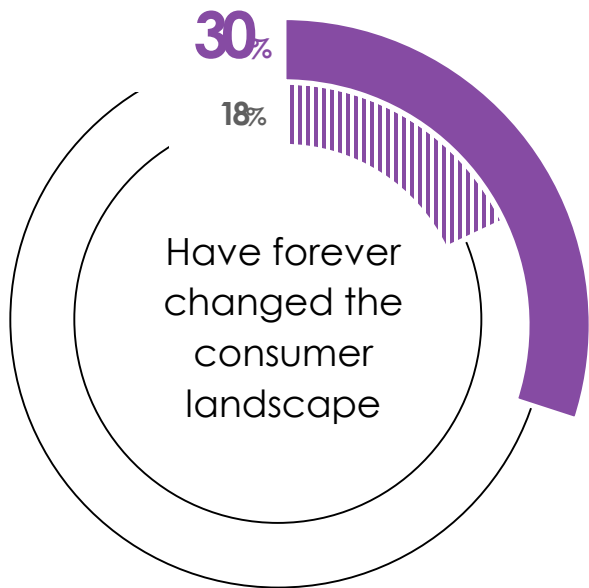
Ipsos Influence Index Score **176**





overall







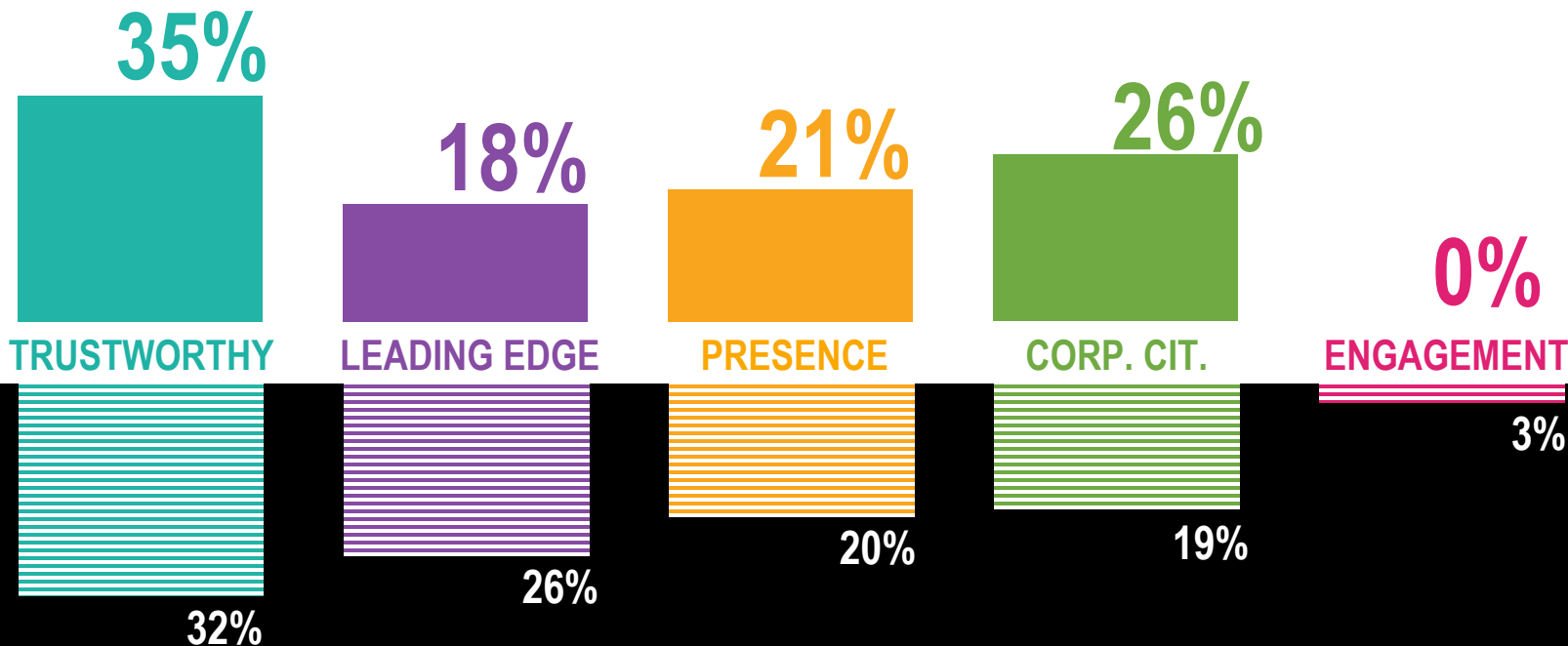
مصرف الراجحي  
Al Rajhi Bank



Ipsos Influence Index Score **183**



#



overall

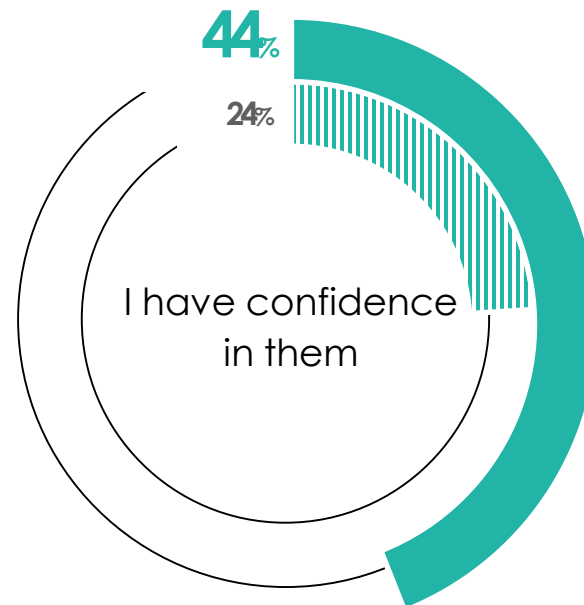
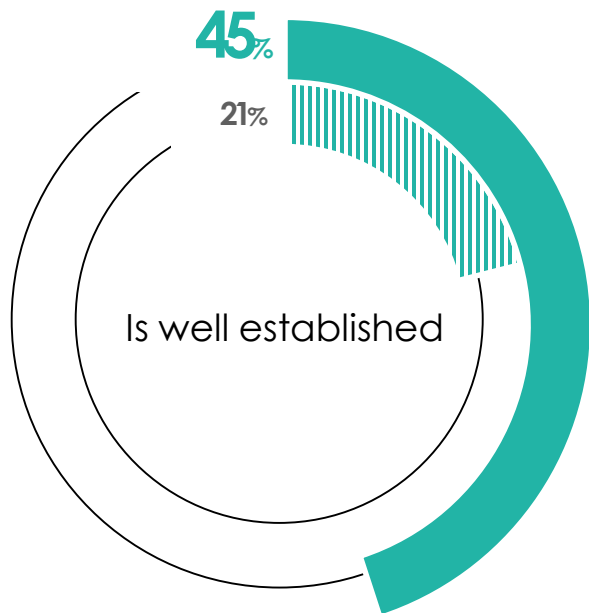
TRUSTWORTHY

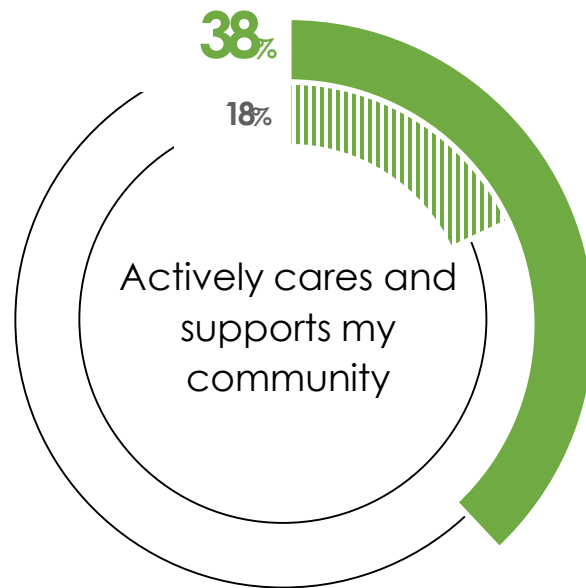
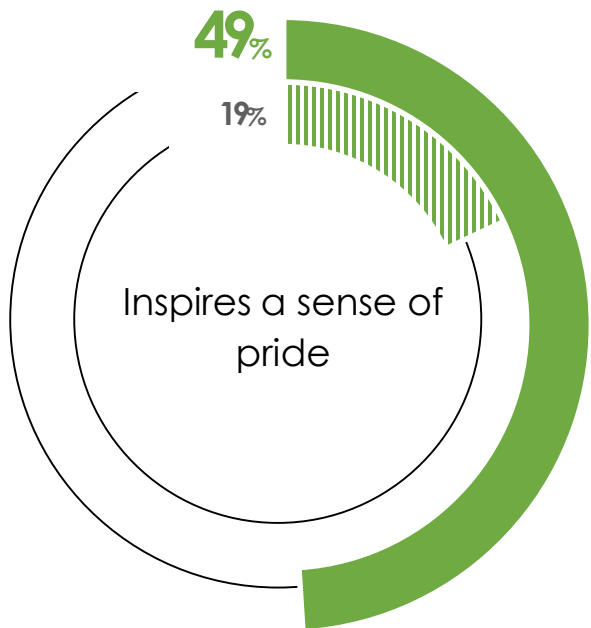
LEADING EDGE

PRESENCE

CORP. CIT.

ENGAGEMENT







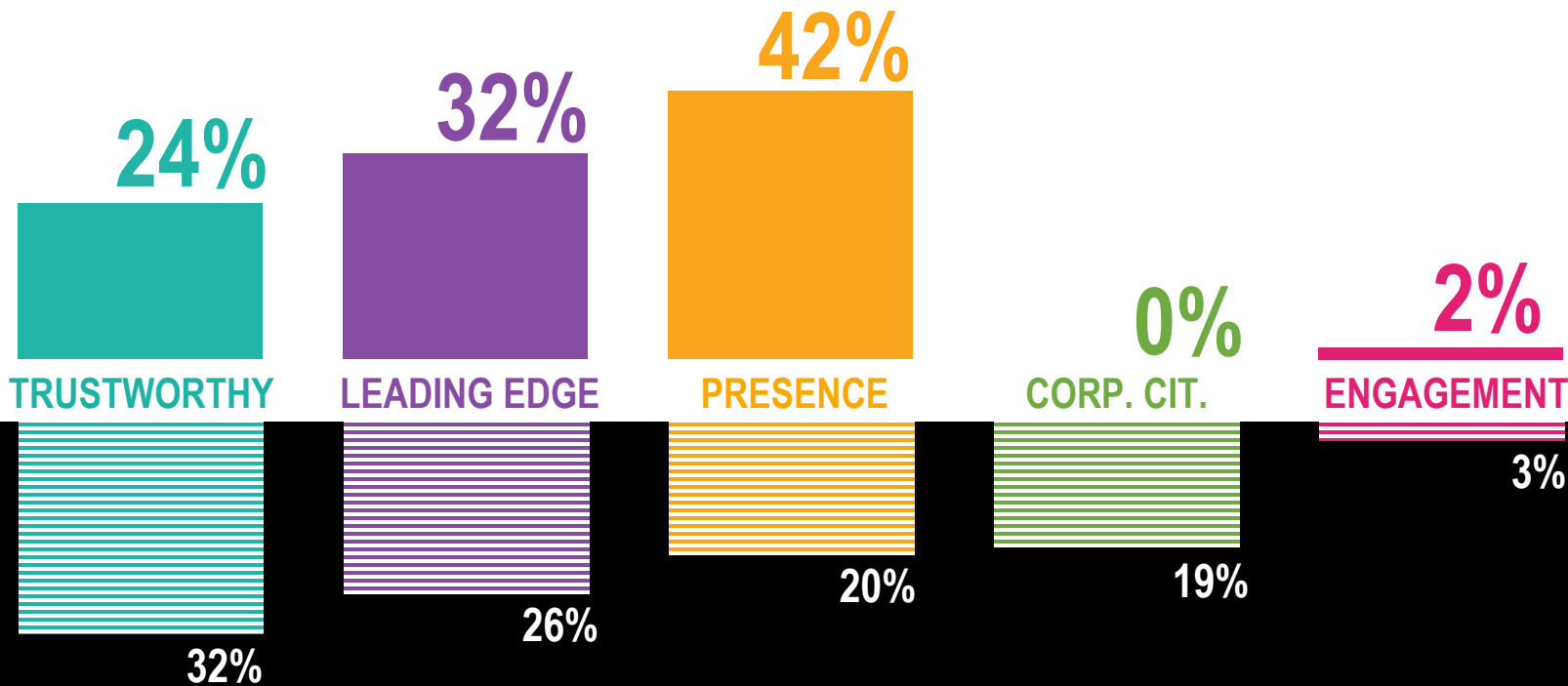


**SOUQ**

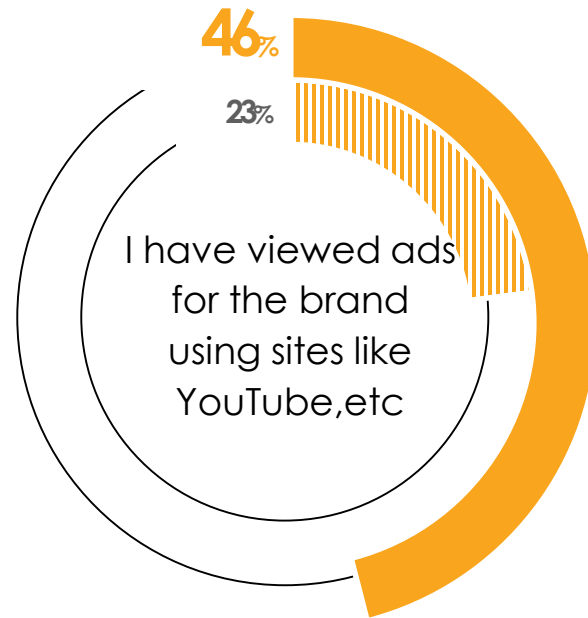
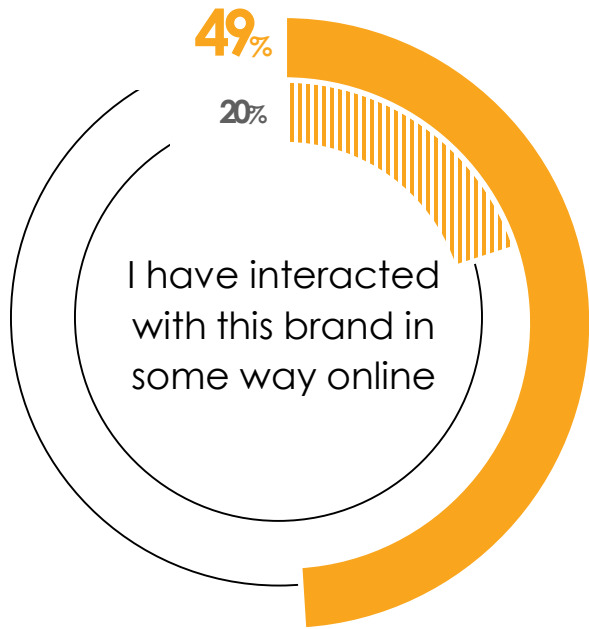
an  company

Ipsos Influence Index Score **186**





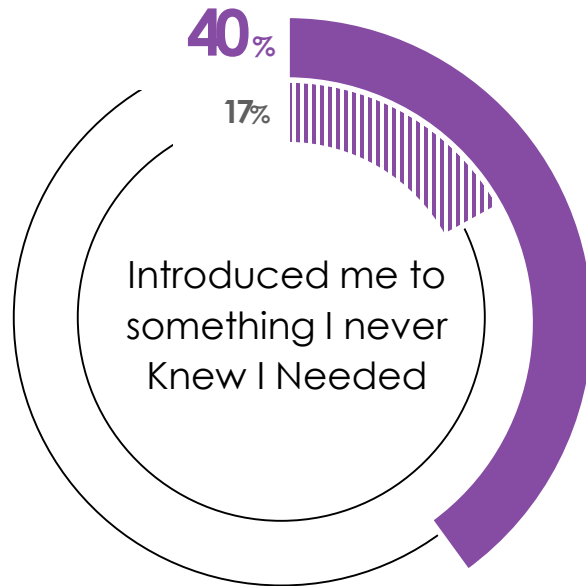
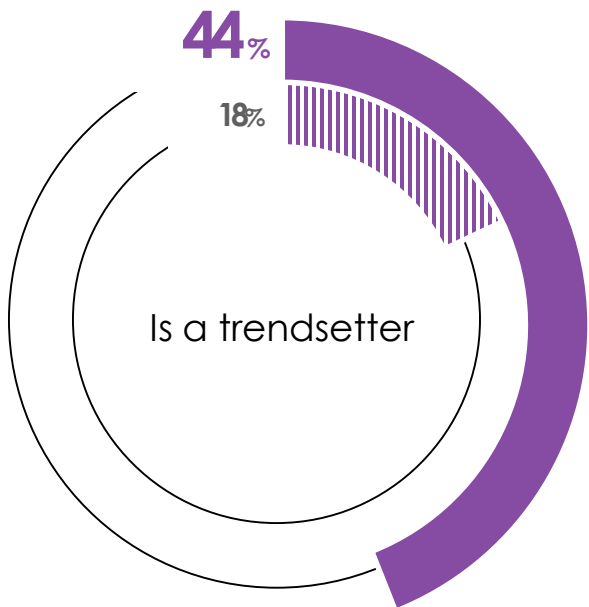
overall



## PRESENCE – Top 2 Attributes

Brand

Overall

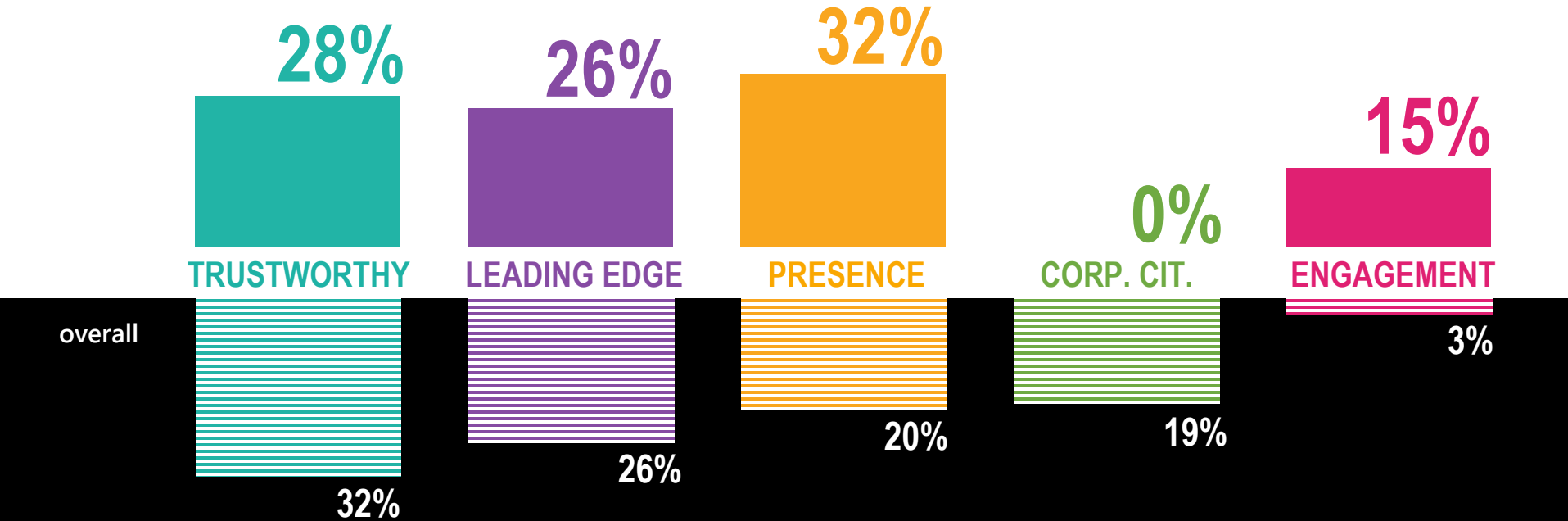


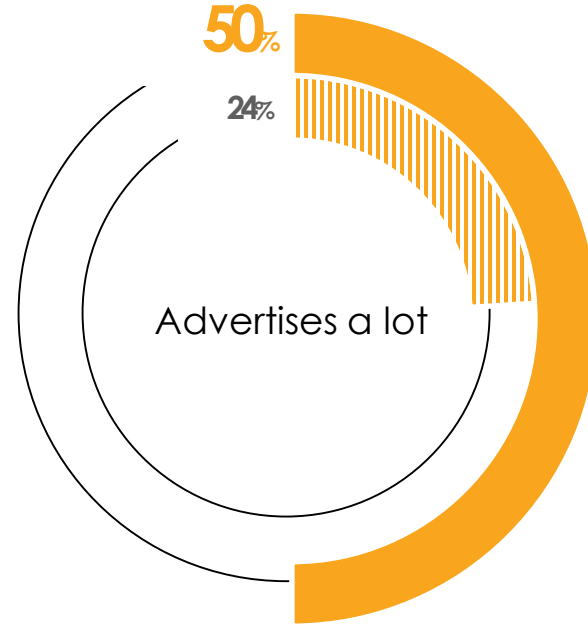
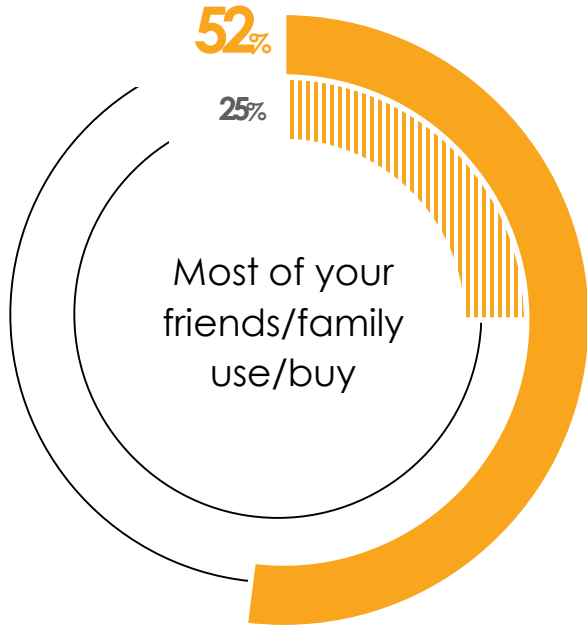


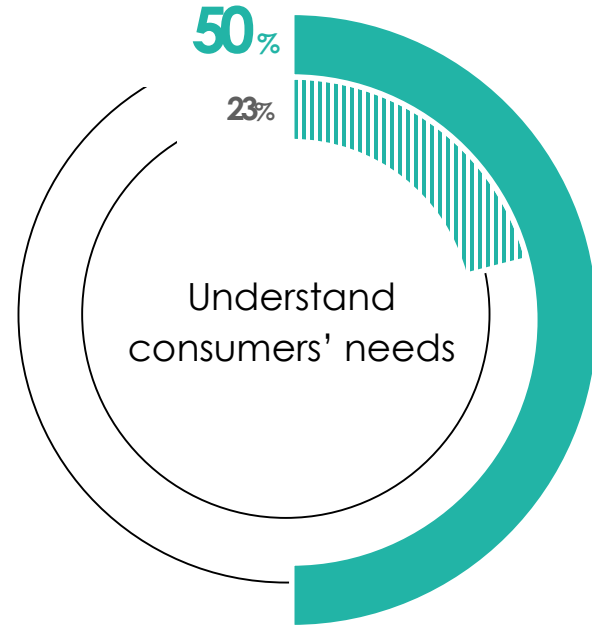
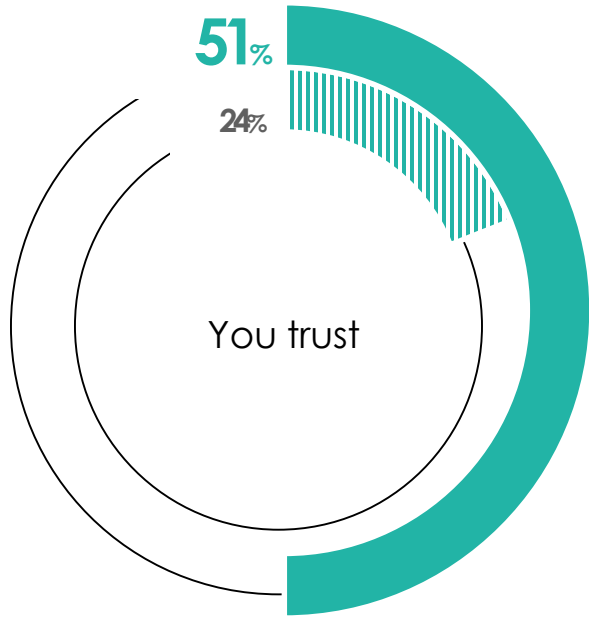
# SAMSUNG

Ipsos Influence Index Score **199**

#  
5





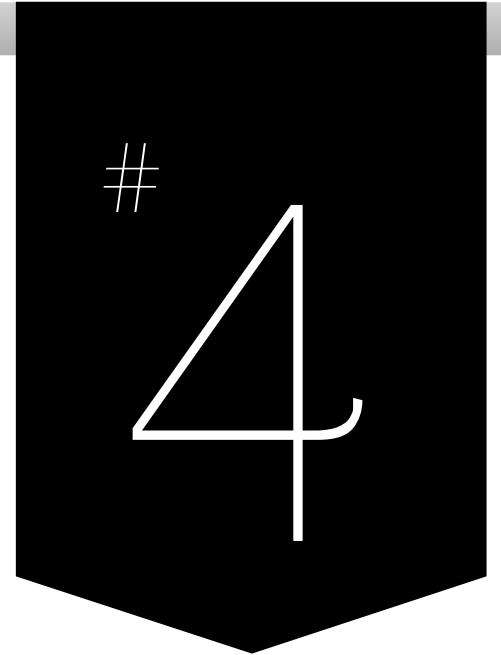


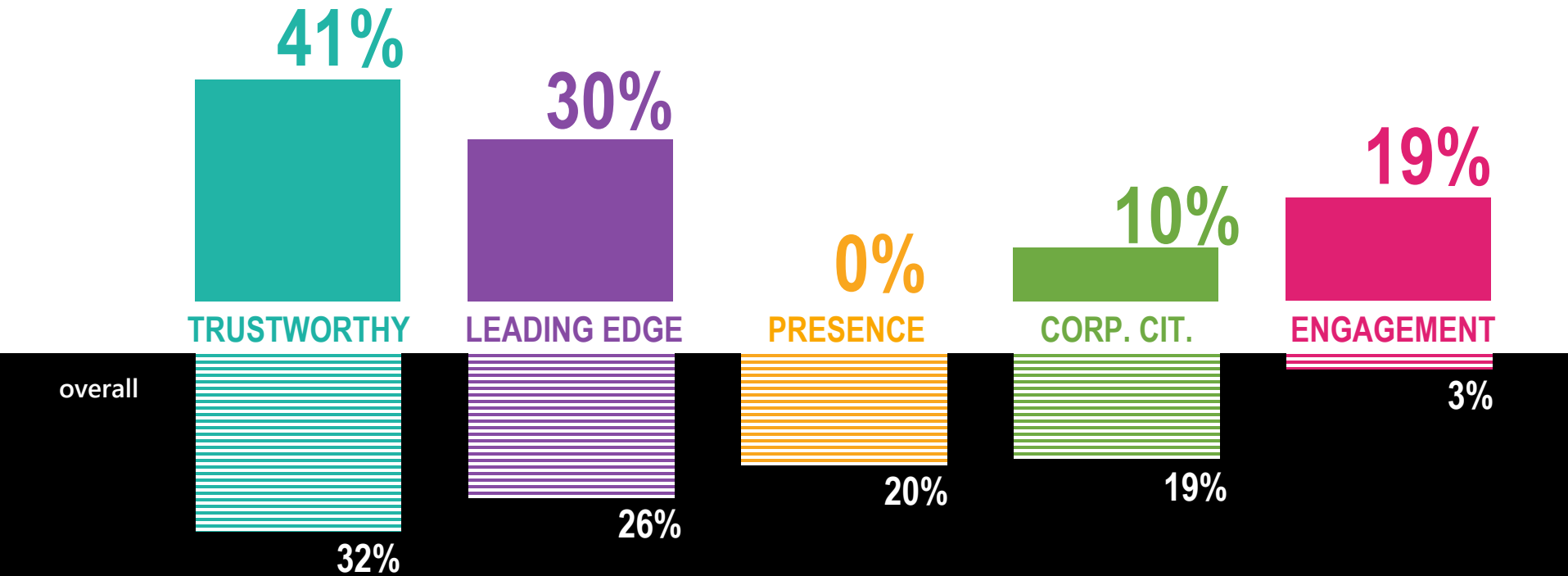


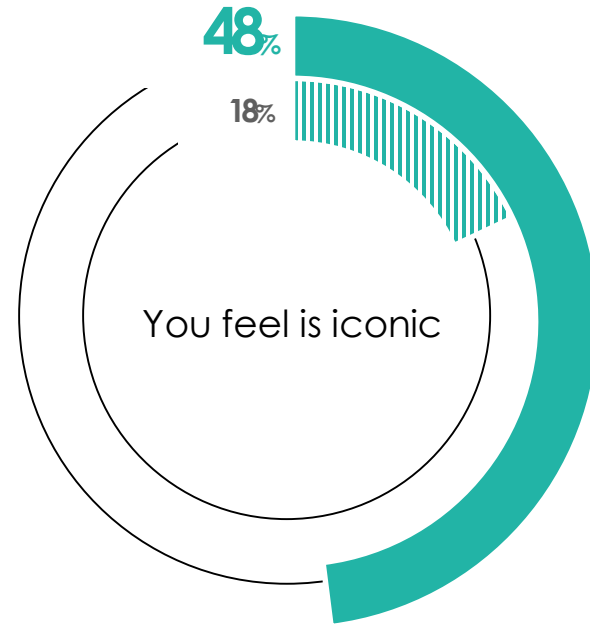
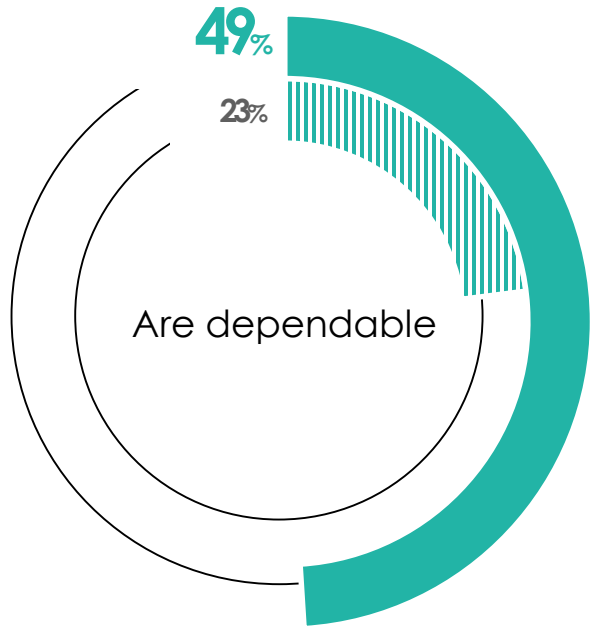


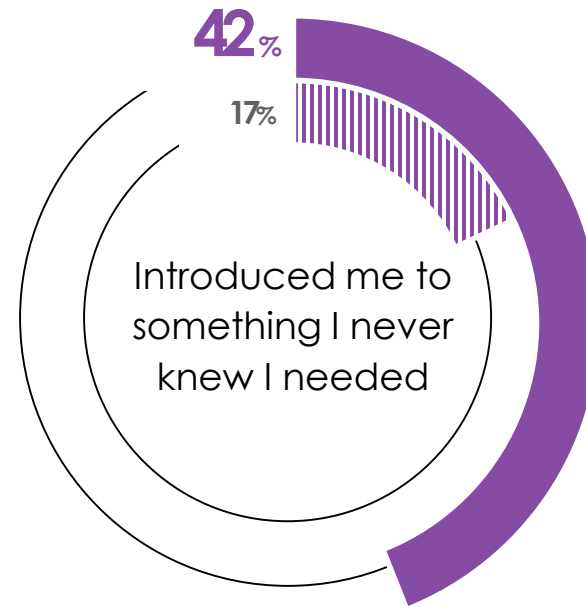
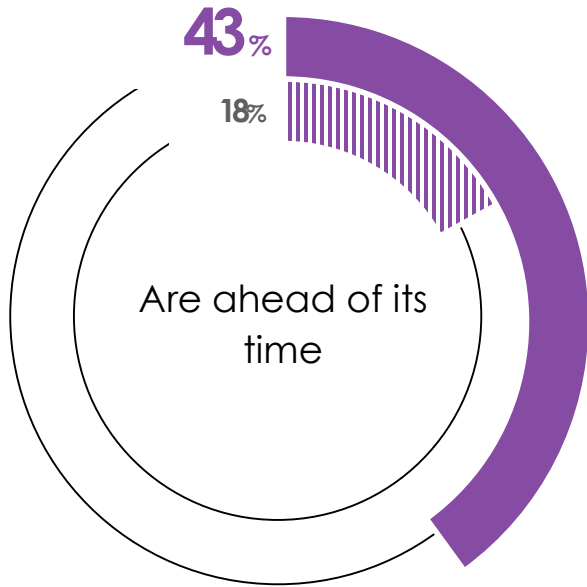
Microsoft

Ipsos Influence Index Score **211**





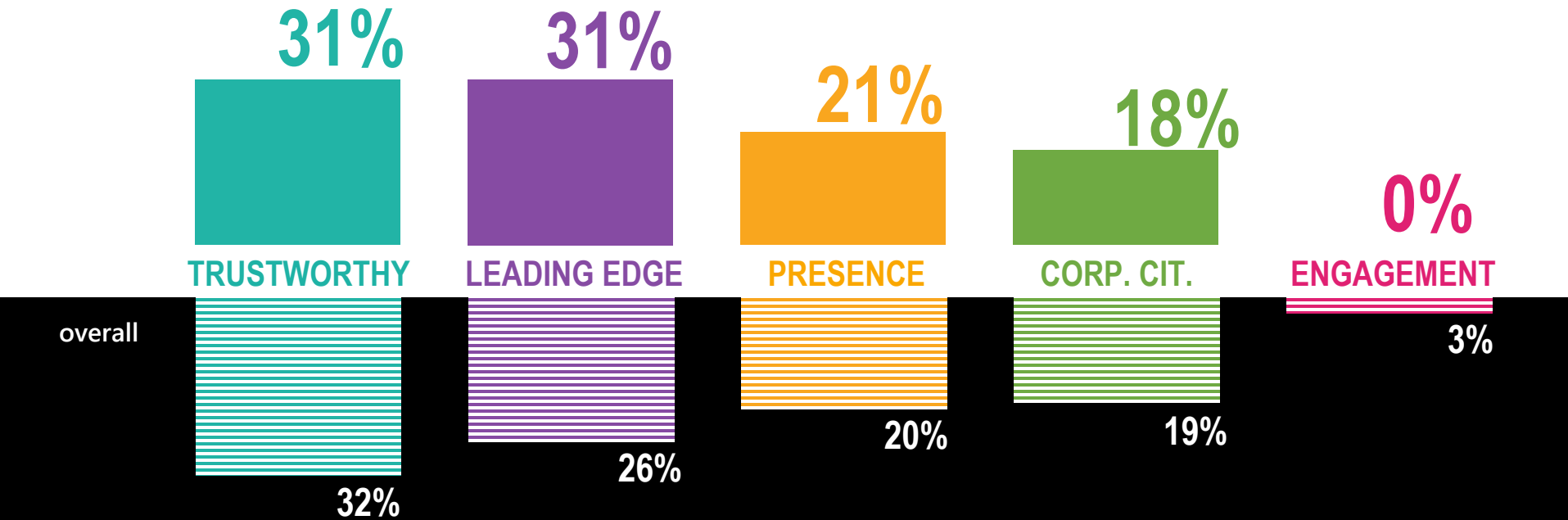


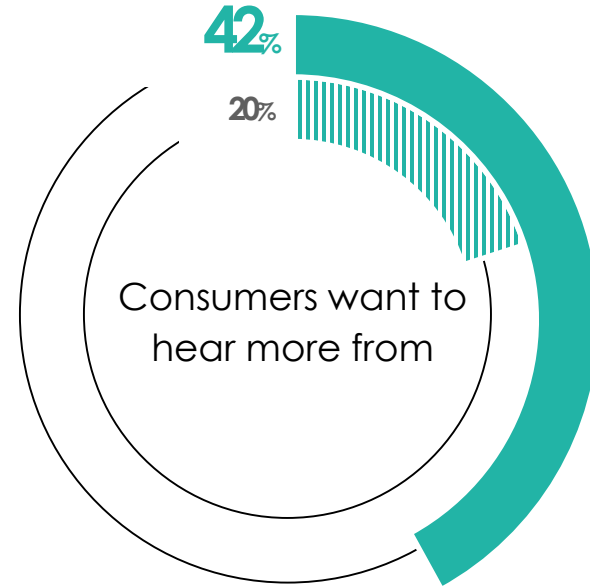
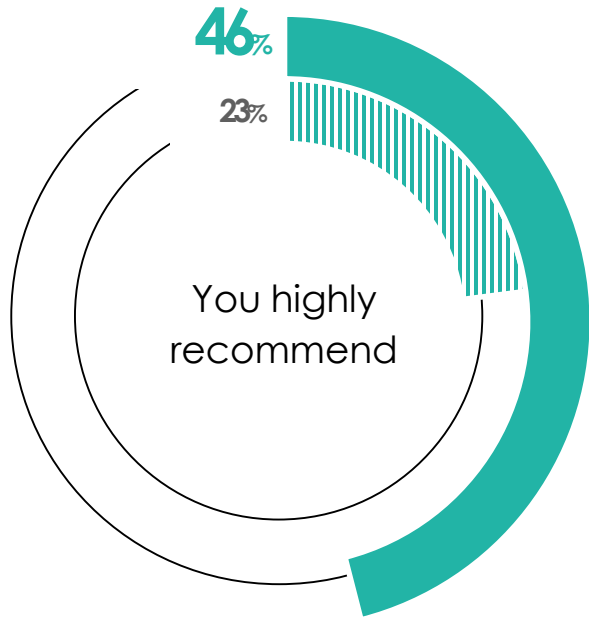


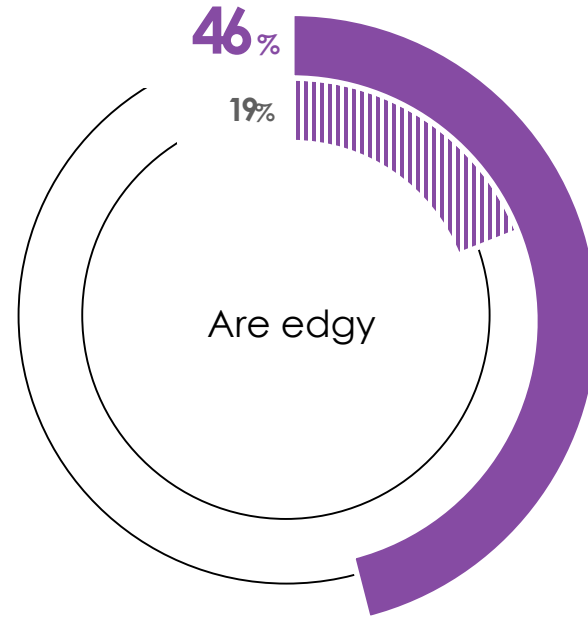
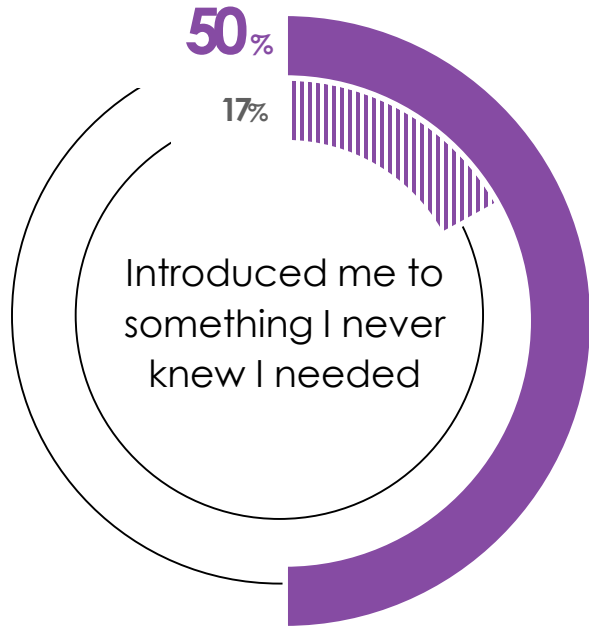


Ipsos Influence Index Score **233**







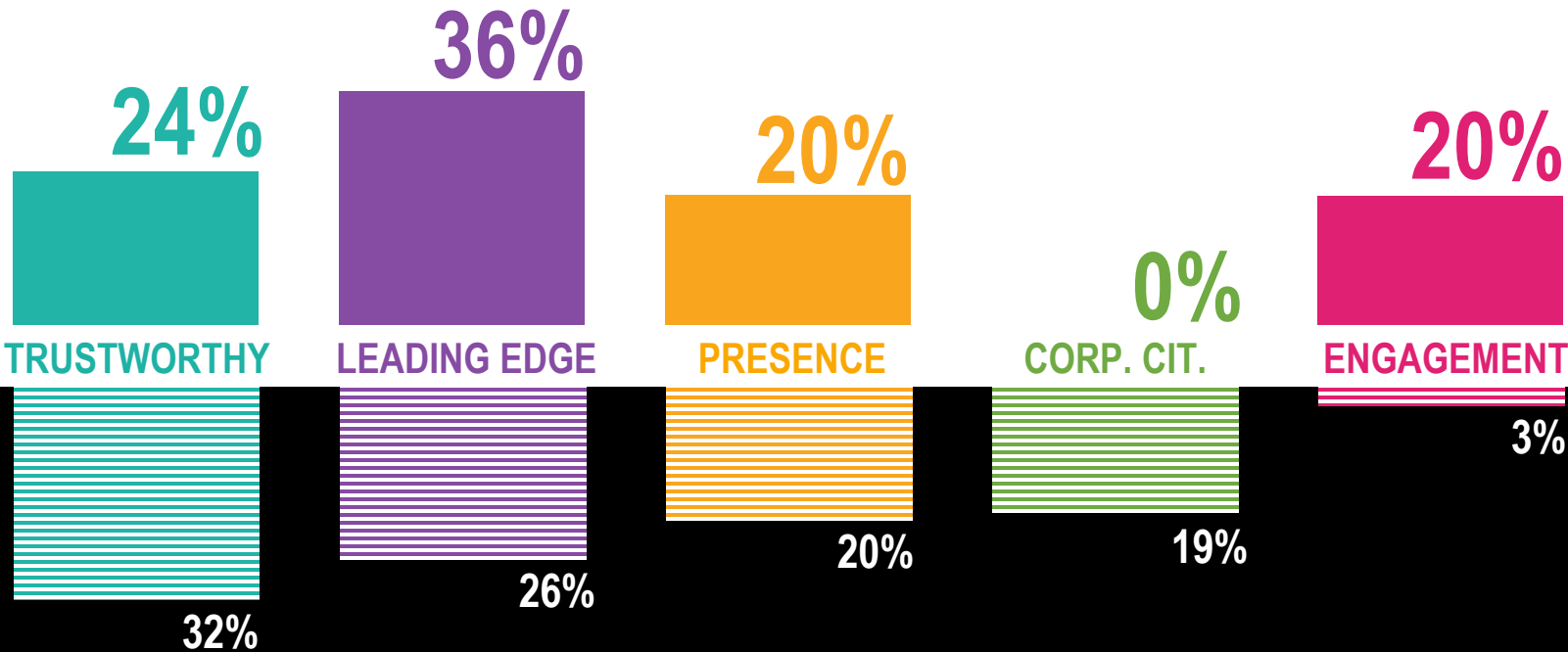




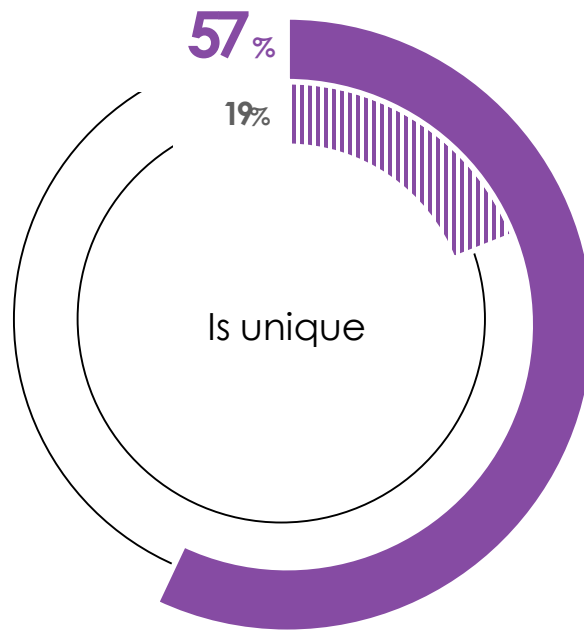
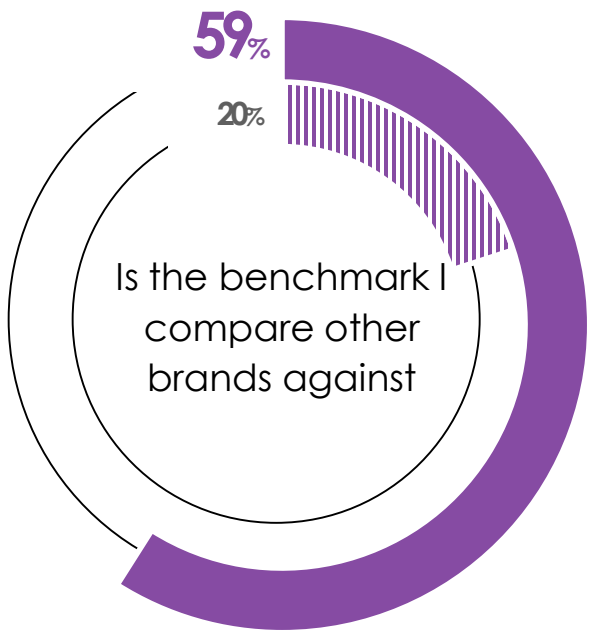


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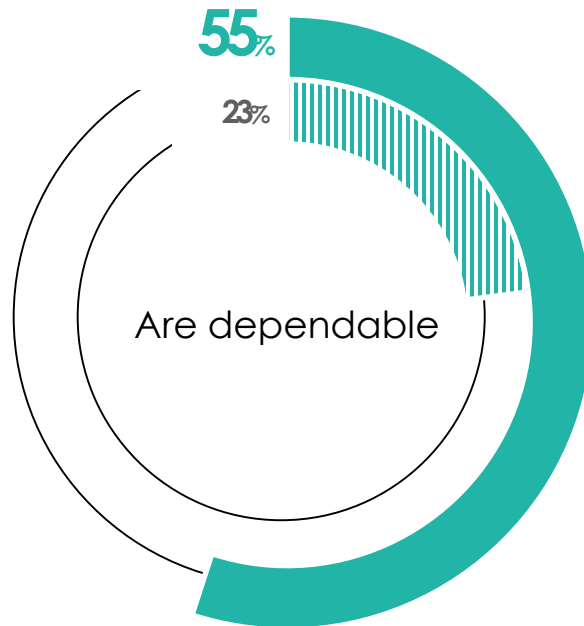
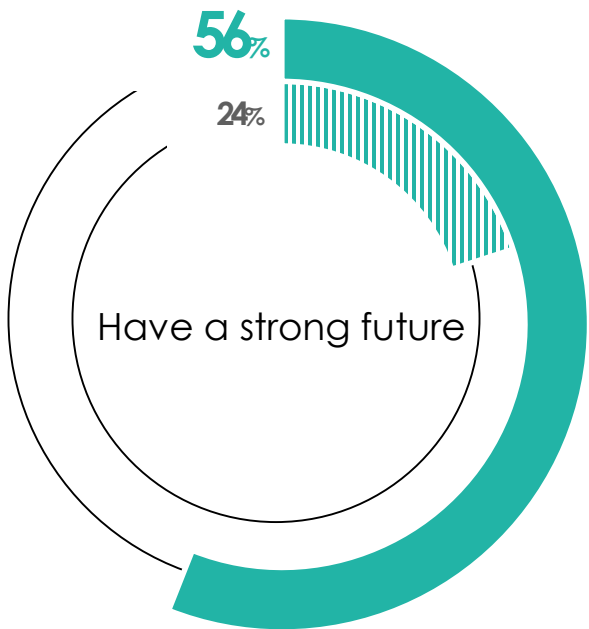




overall



# LEADING EDGE – Top 2 Attributes



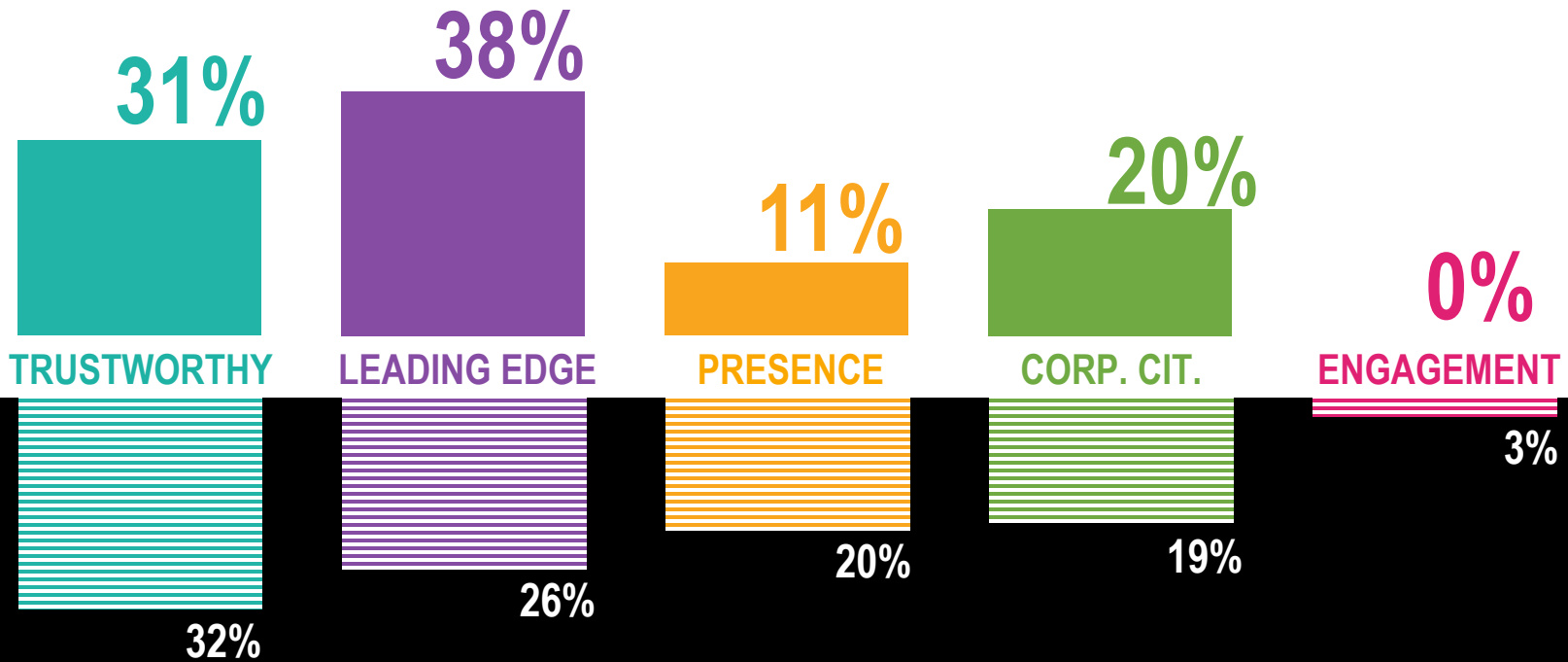
# TRUSTWORTHY – Top 2 Attributes



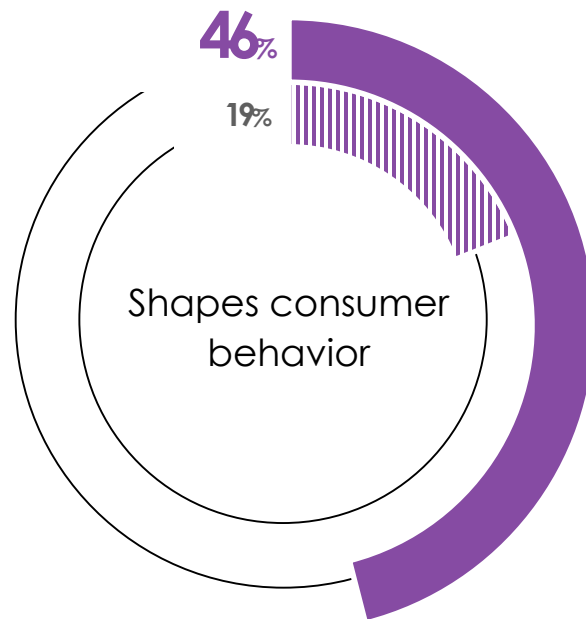
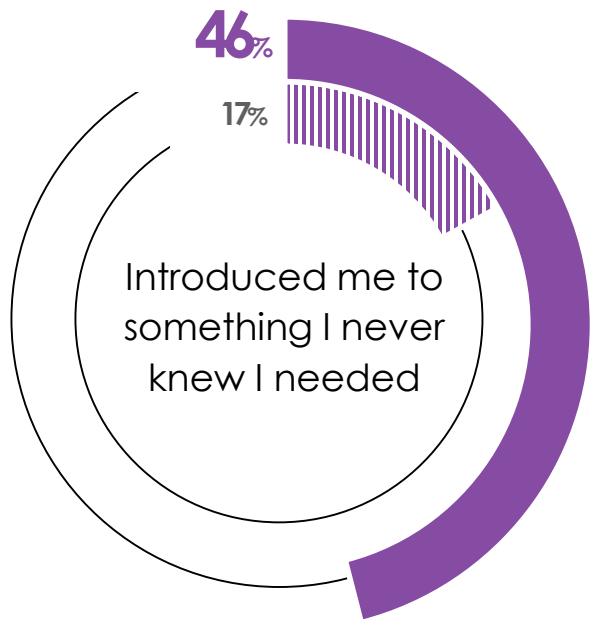
Google

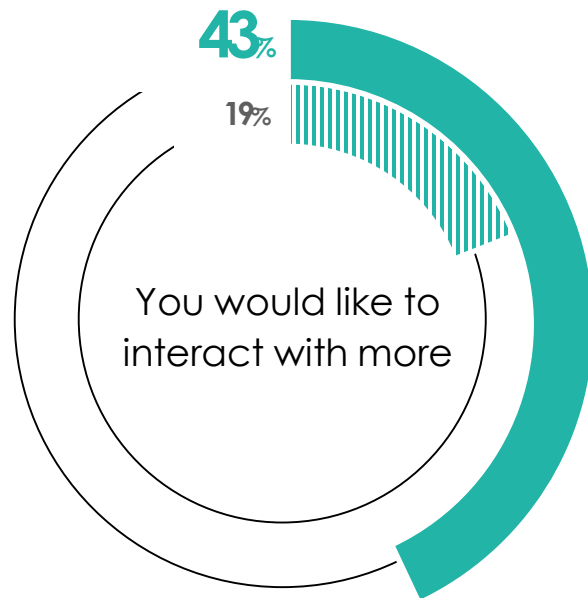
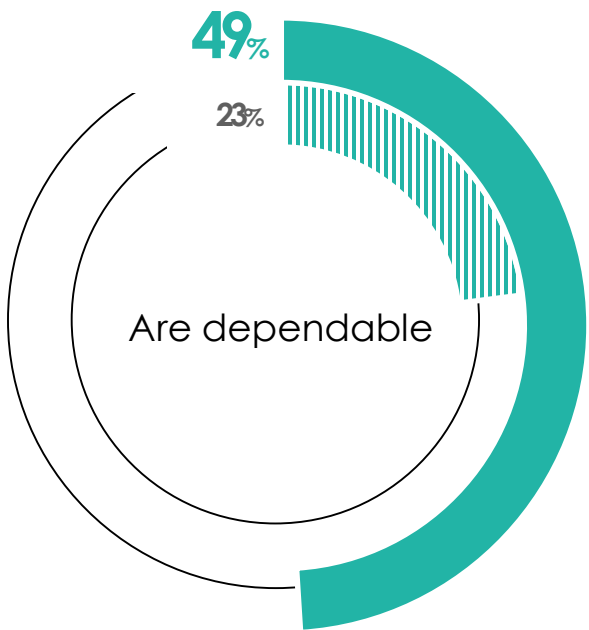
Ipsos Influence Index Score **261**

#1



overall





# TRUSTWORTHY – Top 2 Attributes



TOP  10 MOST INFLUENTIAL BRANDS in SAUDI ARABIA

1

Google

2



3

YouTube

4

Microsoft

5

SAMSUNG

6

SOUQ  
an amazon company

7

مصرف الراجحي  
Al Rajhi Bank

8

VISA

9

STC  
الاتصالات السعودية

10

facebook.

# TOP 10 MOST INFLUENTIAL LOCAL BRANDS in Saudi Arabia

- 1  مصرف الراجحي  
Al Rajhi Bank
- 2  STC  
الاتصالات السعودية
- 3  مكتبة جرير  
JARIR BOOKSTORE
- 4  اسواق  
عبدالله العثيم  
Abdullah Al Othaim  
Markets
- 5  هايبربندة  
HyperPanda
- 6  المراعي  
Almarai
- 7  السعودية  
saudia
- 8  السعودية  
saudia
- 9  الأهلي NCB
- 10  الجفري  
AL JAFRI  
طعمته على  
طعمته

SECTOR SPECIFIC REPORTS WILL BE AVAILABLE SOON

GAME CHANGERS



# Chapter

# 04

## Methodological Notes



# WHAT IS THE MOST INFLUENTIAL BRANDS STUDY

1194

World wide Brands that promote a sense of purpose and shape to our world **studied every year**

120

Global and National brands in KSA will be covered in Ipsos 2018 MIB study.

17

2018 marks the eighth consecutive year of the study across 17 countries;

Argentina



Canada



Denmark



Italy



Saudi Arabia



UK



Taiwan



China



Germany



Mexico



South Africa



US



Brazil



Colombia



India



Peru



Belgium



# A STUDY TALKING DIRECTLY TO THE SAUDI MARKET

**1,200** People interviewed in  
Saudi Arabia



The study was conducted between, 2018. Results are based on an online survey of 1,200 residents of Saudi Arabia, aged 18+, using the Ipsos Online Panel:

- The results were weighted to Census data to ensure that the sample's composition is representative of the population of Saudi Arabia.

# STUDYING THE 120 MOST INFLUENTIAL BRANDS IN KSA



## AIRLINES

Fly Nas  
Saudi Arabian airlines



## AUTO

BMW  
Chevrolet  
Ford  
Honda  
Hyundai  
Mercedes  
Nissan  
Renault  
Toyota



## TELECOM

Mobily  
STC  
Zain



## Food & Grocery

7 days  
Afia  
Al rabie  
Al safi  
Al saudia dairy  
Almarai  
Al-watania poultry  
Alyoum  
Coca-cola  
Danone  
Extra  
Fakieh  
Ferrero  
Goody  
Hana water  
Kellogg's  
Kinder  
Kiri  
Kraft  
Lipton  
L'usine  
Nadec  
Nestle  
Pepsi  
Rani  
Red bull



## CPG

Always  
Ariel  
Colgate  
Dettol  
Dove  
Gento  
Gillette  
Head & Shoulders  
Johnson & Johnson  
L'Oréal  
Nivea  
Pampers  
Panadol  
Sensodyne



## QSR

Al Baik  
Al -Tazaj  
Burger King  
HERFY  
KFC  
KUDU  
Maestro Pizza  
McDonald's  
Pizza Hut  
Starbucks  
Subway



## Banking & Finance

Al Rajhi Bank  
Alawwal  
Alinma Bank  
Arab National Bank  
Banque Saudi Fransi  
Master Card  
NCB  
Riyadh Bank  
SABB  
SAMBA  
Visa



## Insurance

BUPA  
Tawuniya



## MEDIA

Disney  
MBC  
Rotana  
SBC



## RETAIL

Al Othaim Supermarket  
Hyper Panda  
IKEA  
Jarir Bookstore  
Lulu Hypermarket  
SACO  
Al Nahdi Pharmacies  
Adidas  
Nike  
Saadeddin pastry



## Online Retail

Souq.com An Amazon Company  
Hunger Station  
Talabat.com



## Social Media & Online Content

Airbnb  
AlMosafer  
Anghami  
Booking.com  
CAREEM  
Facebook  
Google  
Instagram  
Netflix  
Trivago  
Twitter  
Uber  
YouTube



## Tech

Apple  
Dell  
Huawei  
IBM  
LG  
Microsoft  
Samsung  
Sony



## OTHERS

Abdul Latif Jameel  
Abdul Samed Al Qurashi  
Al Majed Lil Oud  
Jabal Omar  
Development Co.

thank  
YOU

 **MOST**  
**INFLUENTIAL**  
**BRANDS** 2018

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Amjed.Aljafari@ipsos.com