



PRESS RELEASE

Ipsos announces ninth annual Top 10 Most Influential Brands in Canada

Google retains top spot for eighth year, Amazon and Facebook tie for 2nd, and Samsung re-enters the top 10.

Toronto, ON, February 4, 2020 — The [Association of Canadian Advertisers](#) (ACA) and Ipsos, in partnership with [Publicis](#) and the [CMDC](#) unveiled today the *Ipsos Most Influential Brands in Canada* – a comprehensive study measuring and ranking today's brands in Canada and the world – at an exclusive event hosted by [The Globe and Mail](#), and held at the Globe and Mail Centre in Toronto with almost 400 Marketers in attendance. The 2019 *Most Influential Brands* study was conducted in 16 countries and evaluates 100+ brands in each country and ranks their influence. Steve Levy, COO at Ipsos announced the ranking, discussing how this year's brands achieved their status and why brands are influential.



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Most Influential Brands in Canada 2019

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|------------------------------------|
| 1. Google (-) |
| 2. Amazon (-) |
| 2. Facebook (+2) |
| 4. Microsoft (+1) |
| 5. Apple (-2) |
| 6. YouTube (-) |
| 7. Netflix (+1) |
| 8. Samsung (+5) back in the top 10 |
| 9. Walmart (-) |
| 10. Visa (-3) |

“They are dominant, persuasive, important and prominent. They are Canada’s most influential brands. They go beyond simply being a brand, as they possess the exceptional ability to connect with Canadian consumers,” explained Mr. Levy. “This connection allows them to occupy rarified air in the marketplace, because our trust in them allows them to influence how we live, work and play.” This year we saw a brand re-enter into the Top Ten – Samsung. Mr. Levy commented that “brands that have experienced challenges, like Samsung, can and do bounce back if they focus on addressing the right issues”.



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The *Most Influential Brands* study examines five key dimensions that drive the most influential brands in Canada: trustworthiness, presence, being leading edge, corporate citizenship and engagement. The study ranks brands according to their influence; this year's study polled a representative sample of over 6,000 Canadians and more than 34,670 citizens worldwide. Survey findings were analyzed geographically, by gender and across generations including Boomers, Gen X, Millennials, and Gen Z.

Study highlights

While the Top 10 brands have remained relatively stable over the past nine years, those that are technology-focused continue to move up and while social media clearly plays an increasingly important role in shaping a brand's influence, it remains something that not only takes time, but is hard to get and relatively easy to lose. The rankings continue to be a combination of digital service/social media, technology, retail and credit card brands. The one factor that many of these have in common is the frequency with which they are used, which results in them being firmly entrenched in day to day life. The most influential brands are important and relevant; consumers identify with and have an emotional relationship with these brands and couldn't imagine living their life without them.

Google – the world's most popular Internet search site - ranks No. 1 for the 8th consecutive year, driven by increased hardware offerings and being helpful with Assistant. For the first year we have a tie for second, between **Amazon** and **Facebook** – it is very tight at the top. **Microsoft** gained one position rising to No. 4. **Apple** slid to No. 5 in 2019 facing stiffer competition. **YouTube** retained its No. 6 position for the fourth year in a row. **Netflix**, continues gaining ground in 2019, rising to No. 7 this year. After a softer 2018, Samsung has returned to the top 10 in 2019 at No. 8.

Walmart remained stable, ranking No. 9 while **Visa** lost some ground ranking No. 10 in 2019. Several differences were found to exist by generation; it is important to understand how brands impact generations, so marketers can deliver products and services that cater to generational tastes. Despite varying attitudes and inclinations, Google takes a clean sweep for influence across Gen Z, Millennials, Generation X and Boomers.



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Generation Z comes of age in a time of political and economic turbulence and for whom technology is paramount. Technology brands such as Instagram and Snapchat are among the most influential brands for this generation, ranking No. 3 and No. 7 respectively. Similarly, the digital age defines **Millennials** who love brands like Google, Netflix, Amazon, Youtube, Facebook and Apple. **Gen X** are comfortable melding offline and online worlds, as Facebook and Amazon rank highly, along with PC Optimum and Walmart. **Boomers** gravitate to technologies and brands they grew up with and while they have adopted search technology such as Google, they also prefer traditional brands such as Canadian Tire and CBC. They are also more influenced by credit card brands such as Visa and MasterCard. Meet Canada's Top 10 Most Influential Brands and learn the secret to their success by reading Ipsos' [NEW POV](#).

"Canada's most influential brands consistently utilize the right combination of five key attributes: trustworthiness, engagement, corporate citizenship, presence and leading edge qualities," continued Mr. Levy.

"Trust is a critical issue for everyone at the moment and is of great importance when it comes to business influence," said Shannon Lewis, President, Canadian Media Directors' Council. "It will be interesting to see which brands, both iconic and disruptors, are rising to the top of IPSOS long-standing 'Most Influential' list this year."

Brett McIntosh, CMO of Publicis Canada, made the point that "with an increased willingness for brands to step forward with a commitment to distinct beliefs and purpose at their core, so does the opportunity for increasing influence with consumers and customers. I feel like 2020 will be another giant step forward in this respect."

"Brands that are successful at creating an impact in their customers' lives are those that are trustworthy and engaging. This is at the crux of what being named a 'most influential brand' is about, said Ron Lund, President & CEO, Association of Canadian Advertisers (ACA). "I'm pleased that ACA is able to contribute to an event that celebrates brands for their determination in making those meaningful connections with their customers."



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About the Study

The Most Influential Brands study was conducted in October 2019. The online survey of 6,700 Canadians was conducted using the Ipsos iSay Panel. The results are based on a sample where weighting was employed to balance demographics and ensure that the sample's composition reflects Canada's adult population according to Census data and results approximated the sample universe. The precision of Ipsos online polls is measured using a credibility interval, accurate within +/- 1.3 percentage points, had the entire population of adults in Canada been polled. All sample surveys and polls may be subject to other sources of error, including but not limited to coverage error and measurement error. [Subscriptions to the study are available.](#)

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. 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.

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About The Globe Media Group

The Globe Media Group is the advertising arm of The Globe and Mail, Canada's top publisher. It offers an expanded portfolio of products and services, built on the same values and integrity of The Globe and Mail and designed for a modern 360° marketing experience. Through the Globe Media Group, advertisers can connect with 21 million Canadians monthly through The Globe and Mail newspaper print and digital properties, Globe Alliance Network, programmatic display, custom content, and Globe events. Learn more about the Globe Media Group at globemediagroup.ca.

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About Association of Canadian Advertisers (ACA)

ACA is the independent voice of Canadian marketers speaking on behalf of more than 200 companies and divisions. The ACA is the go-to organization for client marketers, helping our members maximize their MarCom and brand ROI. This unique position enables us to act solely in the marketer's best interests by championing a fair, accountable and transparent marketplace; providing insight and best practices, and; facilitating professional development and networking. For more information, visit www.acaweb.ca.

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About Publicis Canada

Publicis Canada is one of the largest and leading communications groups in the country with over 585 employees. At Publicis, we all share a common ambition: to help our clients and their brands be and remain the leaders they want to be. Publicis Canada is part of Publicis Worldwide, one of the three worldwide advertising networks within the Publicis Groupe SA.

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About CMDC:

The Canadian Media Directors' Council plays a pro-active role in the media communications industry as advocates, leaders and as trusted advisors, to ensure a fair and progressive marketplace on behalf of our clients, our agencies and our media partners. We operate as a collective, influential voice promoting the advertising sector as a driver of growth in the Canadian economy.

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About Ipsos

Ipsos is the world's third largest market research company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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