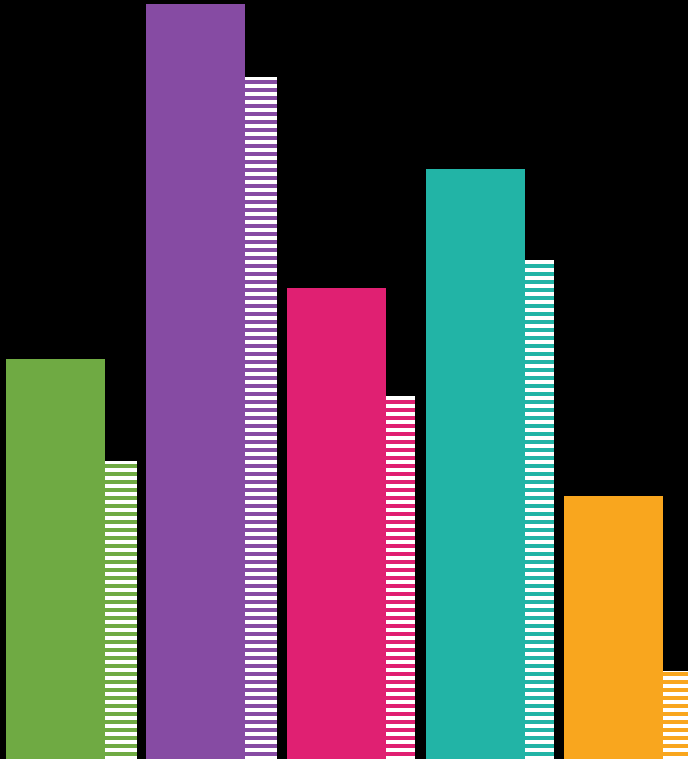


The

**MOST**  
**INFLUENTIAL**  
**BRANDS** in Egypt

2020



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# Chapter

# 01

## INTRODUCTION



Welcome

Ipsos **MOST**  
**INFLUENTIAL**  
**BRANDS** 2020

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.

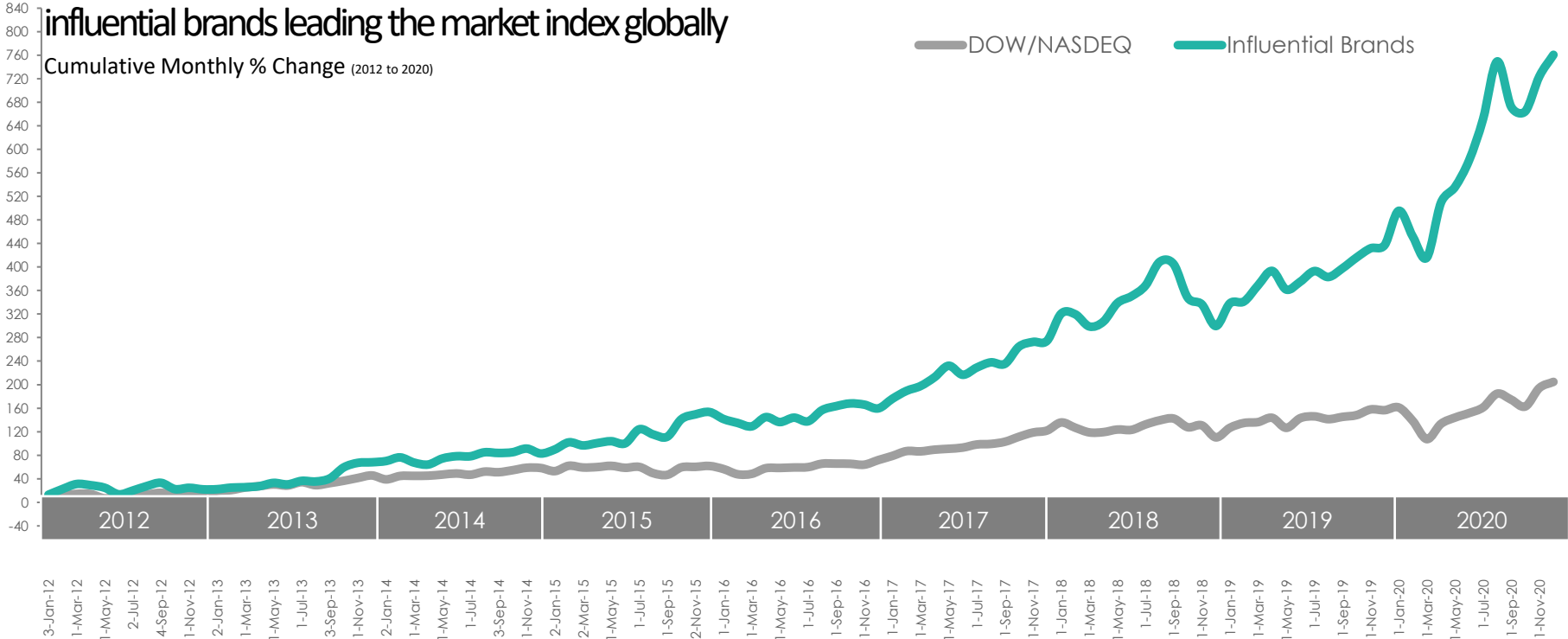
The MIB (Most Influential Brand) study measures and ranks today's most influential brands in Egypt and around the world. We consider why they are leading, how they impact us and what makes them influential - essential insights that apply to any business, large or small. The 2020 edition represents the tenth year for this initiative globally, with 14 countries participating around the world, but the first in Egypt, where 120 national and global brands were evaluated across 14 categories.

# SO, WHAT IS INFLUENCE?

The 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**, being **leading edge**, **leadership**, **cool**, 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

## PRESENCE

---

- I have viewed ads/videos for this brand using online video sites like YouTube
- You see everywhere
- Advertises a lot
- I have interacted with this brand in some way online (such as visited their website, viewed or liked their Facebook page, etc)
- Have ads you have emailed to friends, or shared via a Social Networking site
- You are happy to support/"Like" within a Social Networking site
- Actively cares about and supports my community
- Are environmentally responsible
- Are socially responsible

## LEADING EDGE

---

- Are unconventional
- Are edgy
- Is unique
- Are ahead of its time
- Is a trendsetter
- Is an original
- Introduced me to something I never knew I needed
- Are attractive
- Shapes consumer behavior

## COVID

---

- Is a brand that cares about my health & safety
- Communicated sincerely with its customers during COVID-19
- Impressed me with their response to COVID-19
- Took action to help consumers during COVID-19

## TRUSTWORTHY

---

- I have confidence in them
- You trust
- You highly recommend
- Are a reliable resource
- Are dependable
- You are willing to defend
- Have a strong future
- Continue to get better
- Consumers want to hear from
- Inspires a sense of Egyptian pride
- Are represented by someone well known that you respect
- You buy/use today
- You would like to interact with more
- Consistently send the same message about what it stands for
- You can't wait to see what they will introduce next
- Is established
- You would watch or click on ads for this brand if you saw them on a website
- You feel is iconic
- Understand consumers' needs
- [Have you searched online for more information (ads, websites, etc) related to this brand
- Represent characteristics you want to have/reflect

## LEADERSHIP

---

- Is the benchmark I compare other competitive brands against
- Set an example for other brands
- Lead its competitors
- Promotes racial equality
- Are sexy
- Have forever changed the consumer landscape
- Stand-out
- Is a brand that champions diversity
- Is innovative
- Have changed what I do in my everyday life

# 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 Egypt, where an index of 100 represents the influence of an average brand, with the highest brand achieving a score of 281, and lowest scoring 16.



# THE INFLUENCE DRIVERS OF THE EGYPTIAN MARKET

Presence and Trustworthiness were the biggest drivers of brand influence for the brands evaluated in Egypt, followed by Leadership and Leading Edge. The influence of Covid-19 has had little impact overall, although its impact was significant for certain brands.

**30%** **PRESENCE**



**27%** **TRUSTWORTHY**

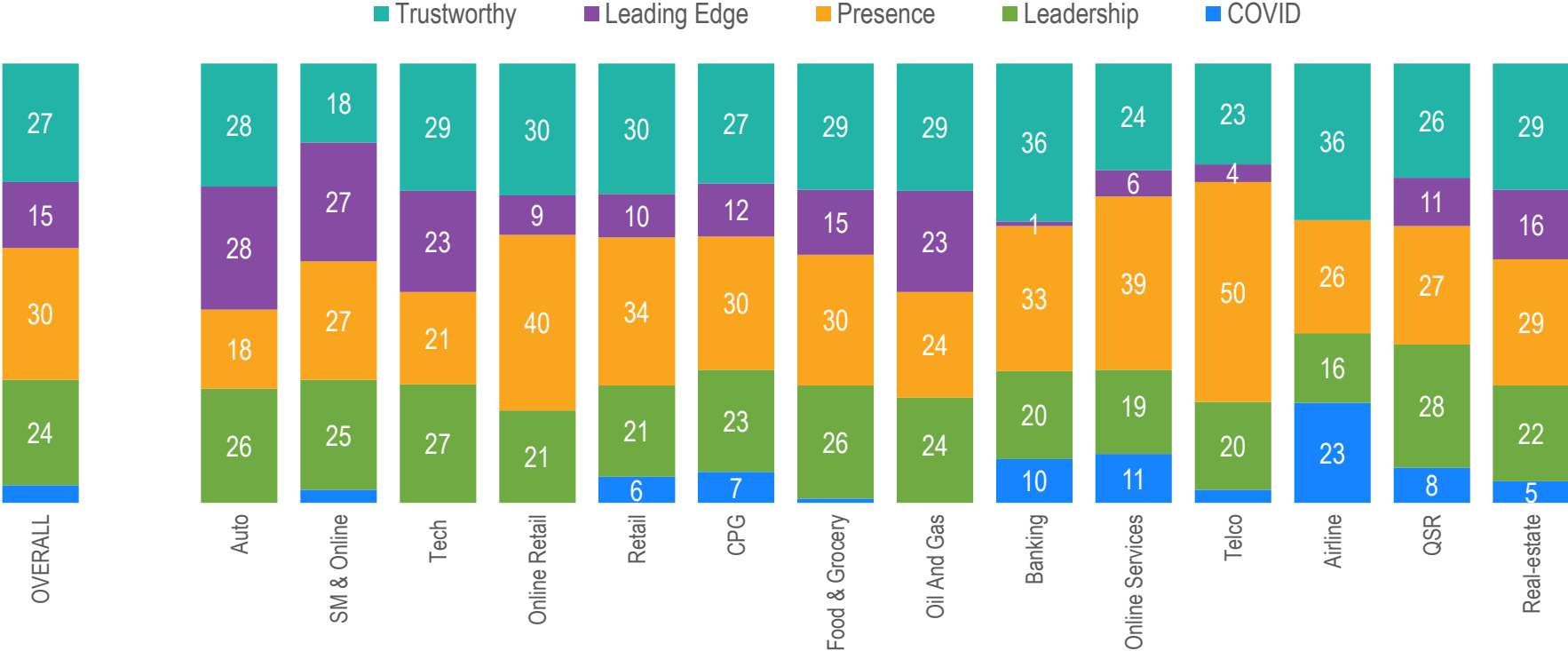
**24%** **LEADERSHIP**

**15%** **LEADING EDGE**

**4%** **COVID**

# INFLUENCE DRIVERS IN EGYPT – 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.



# 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 Egypt





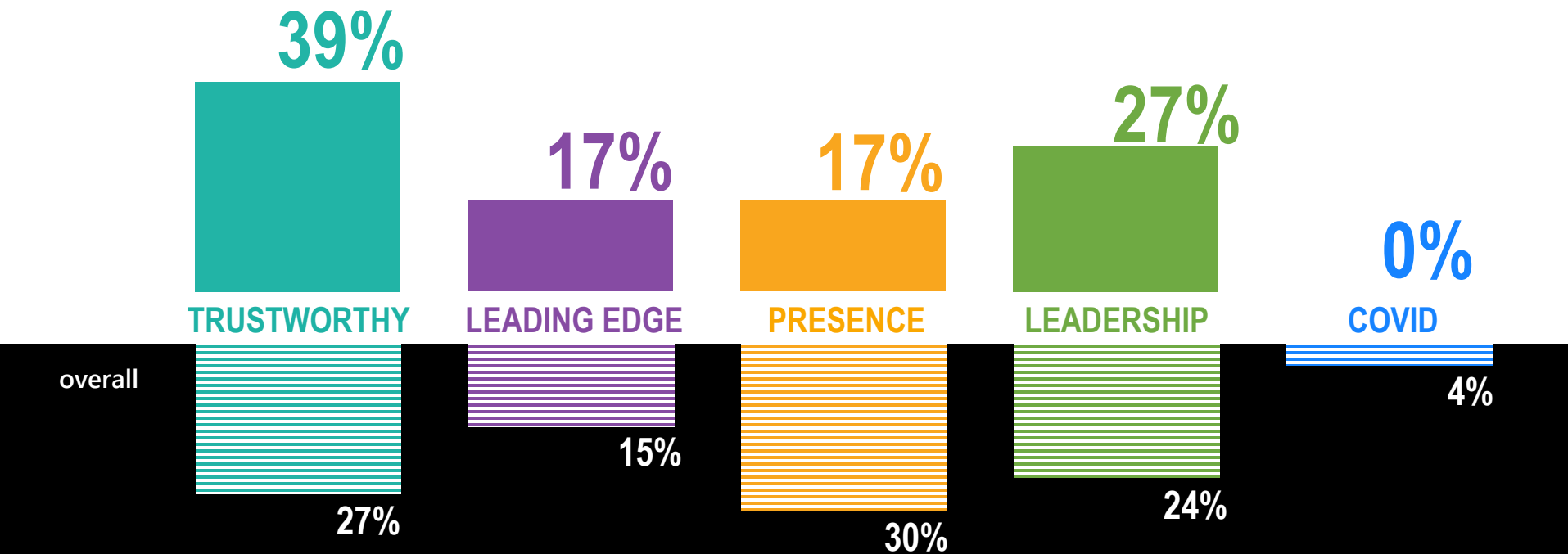
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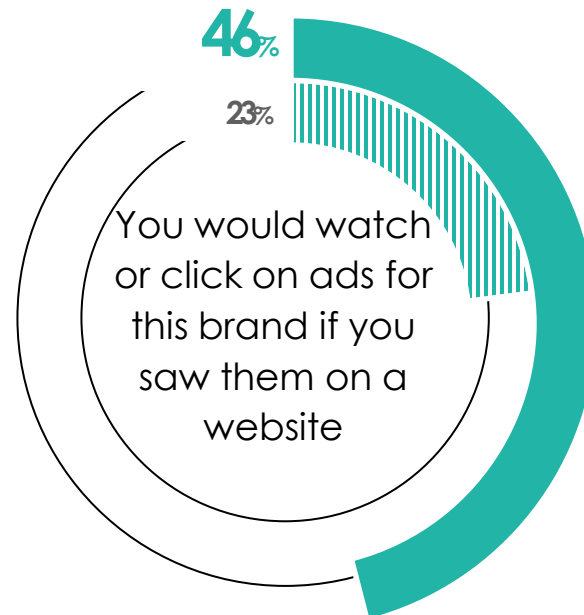
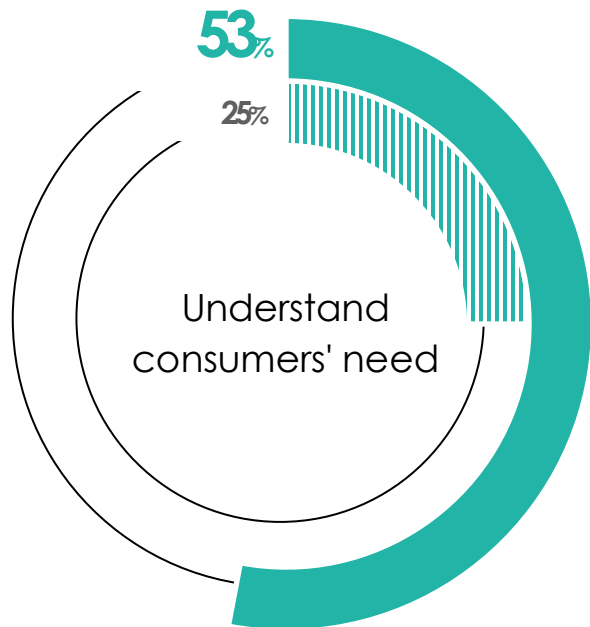
an  company

Ipsos Influence Index Score

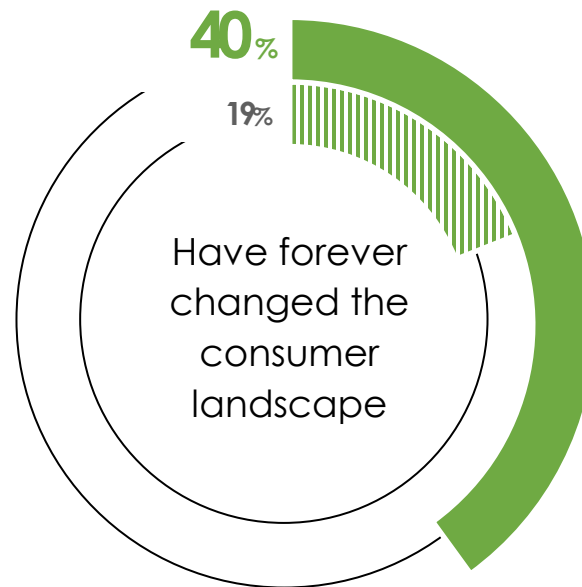
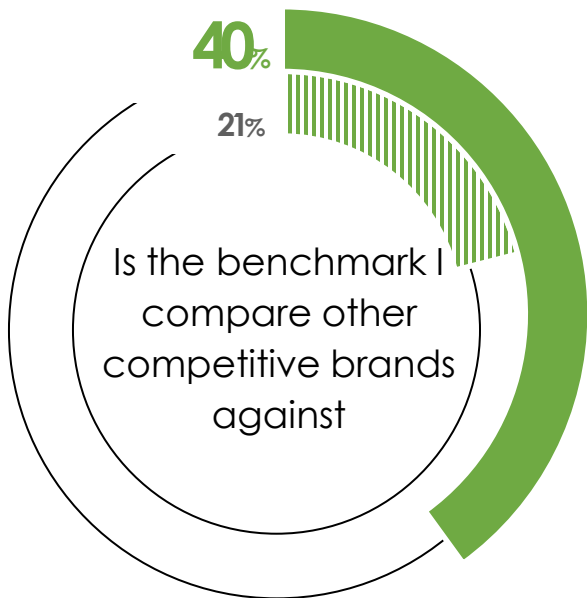
# 186







# TRUSTWORTHY – Top 2 Attributes



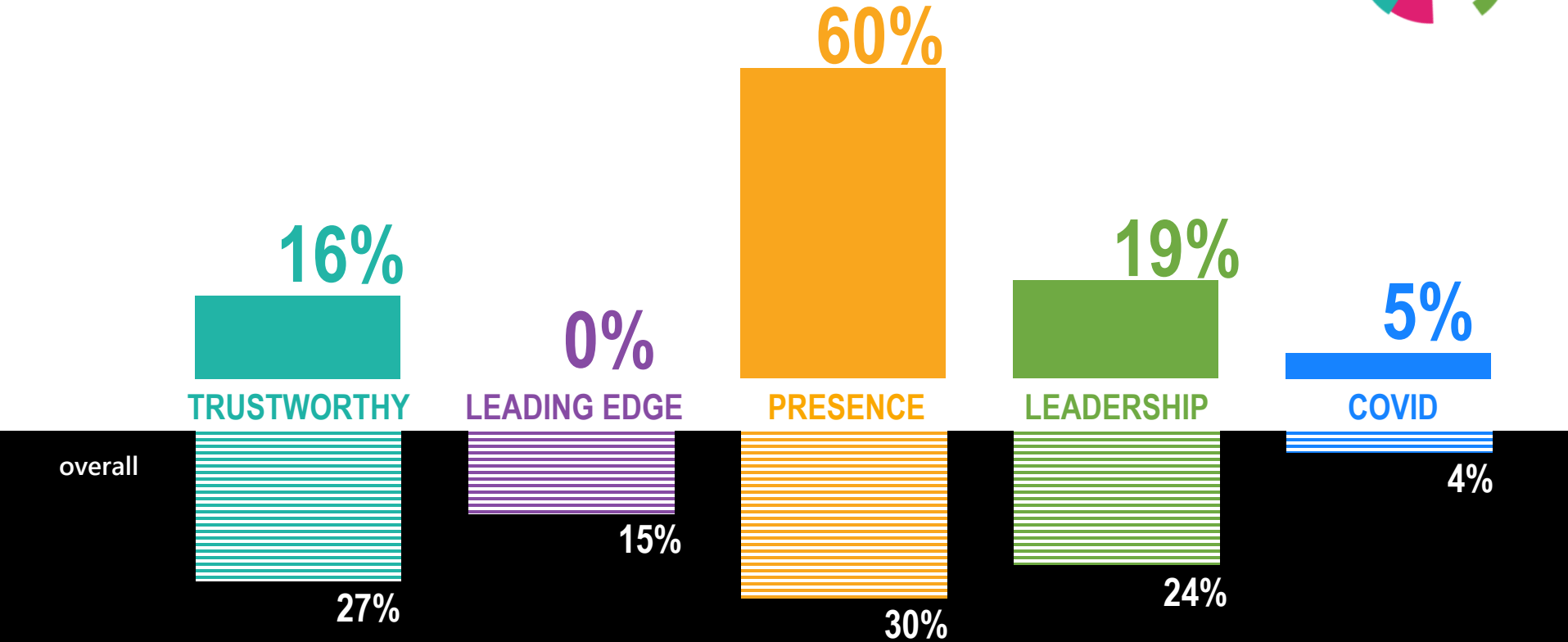
# LEADERSHIP – Top 2 Attributes



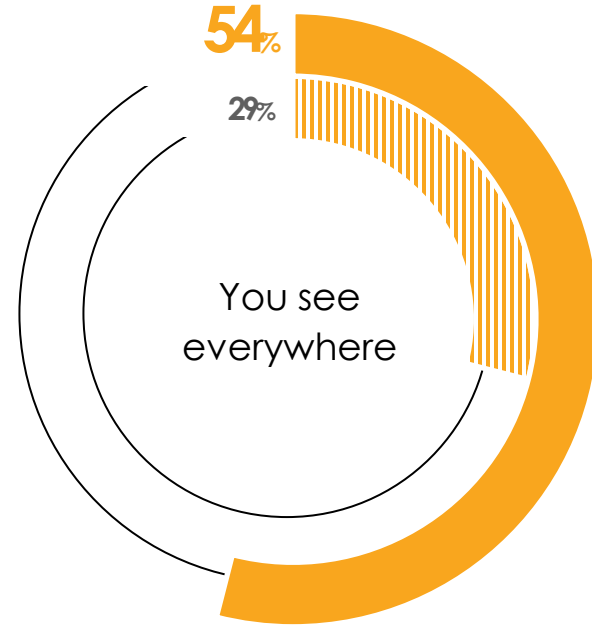
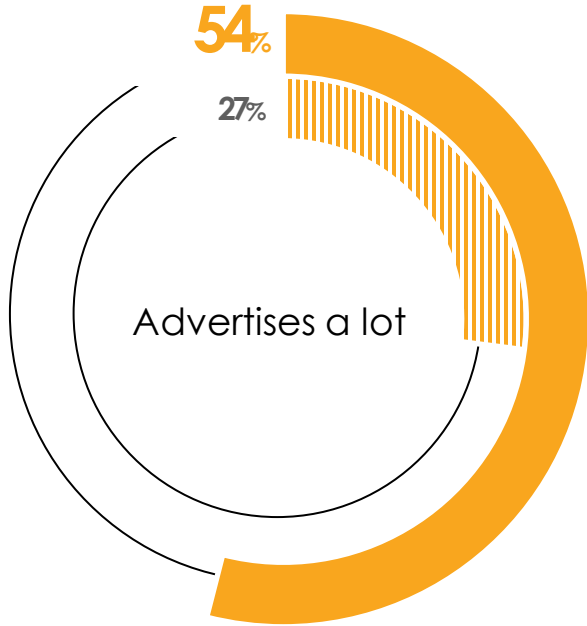
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**187**

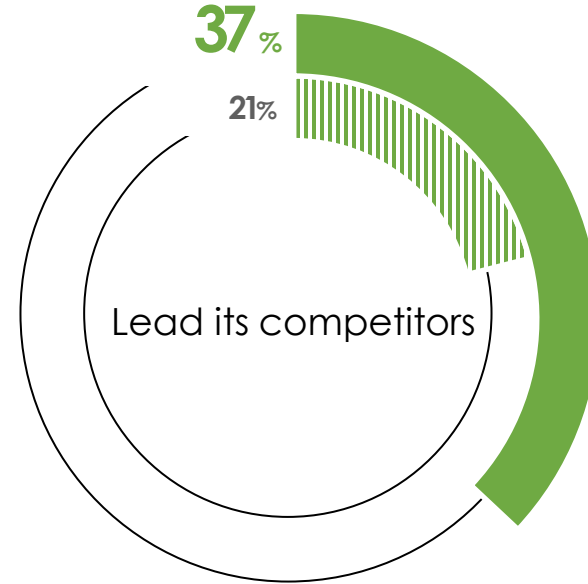
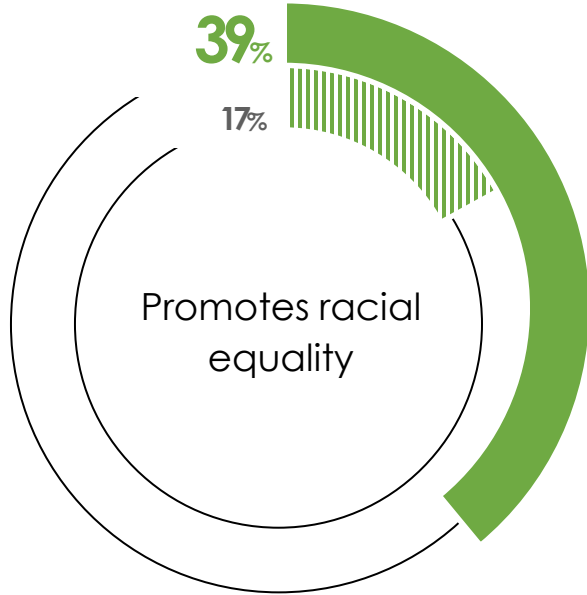




overall



# PRESENCE – Top 2 Attributes



# LEADERSHIP – Top 2 Attributes

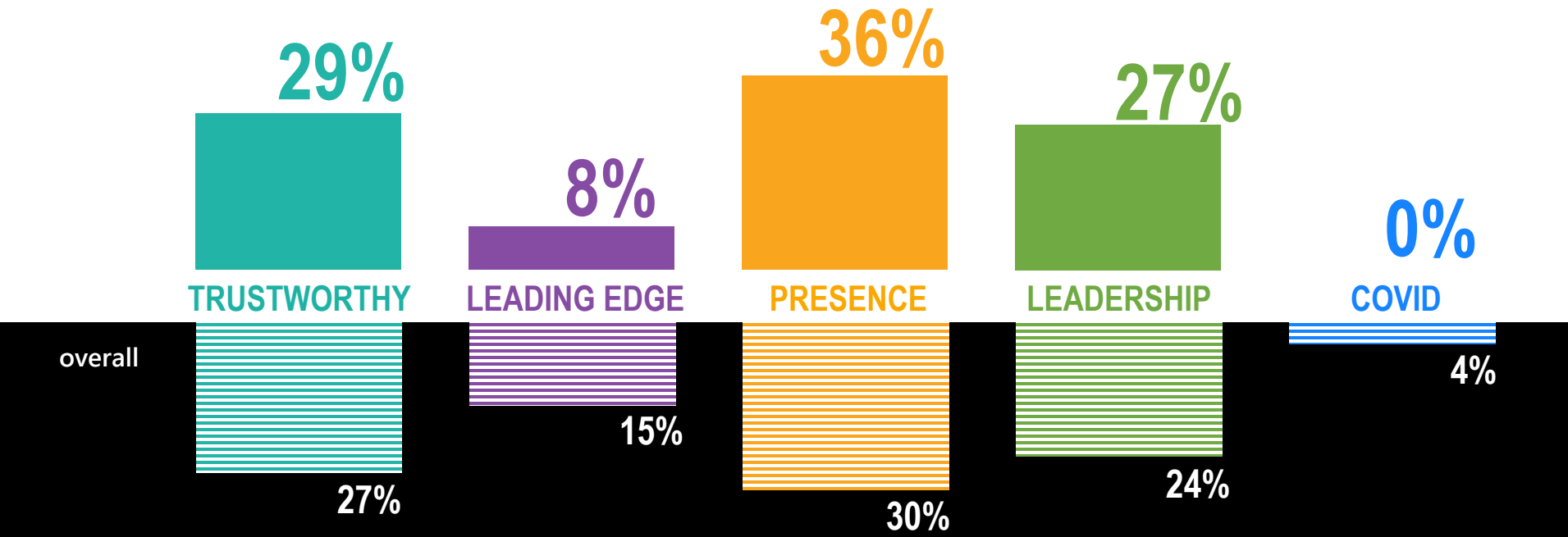




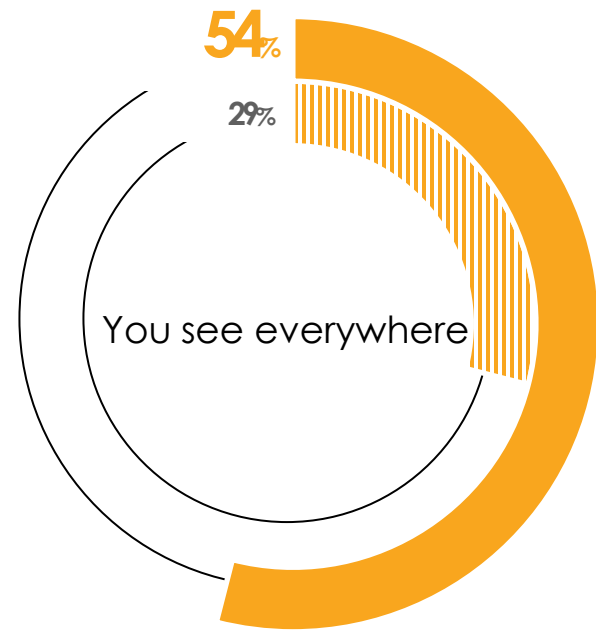
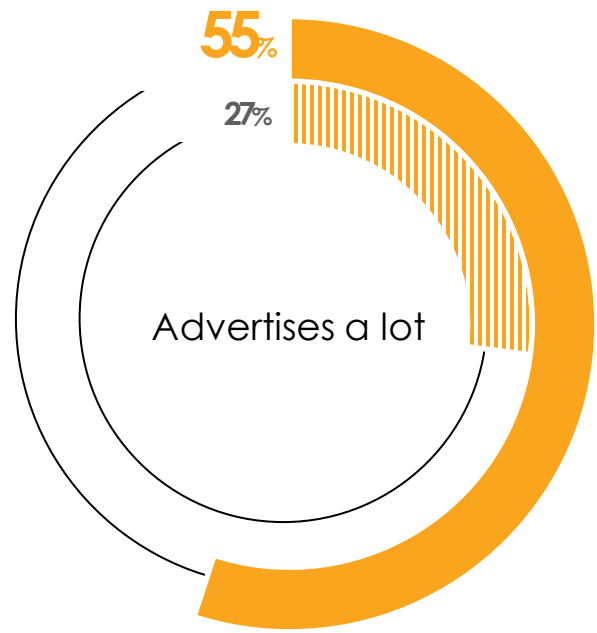
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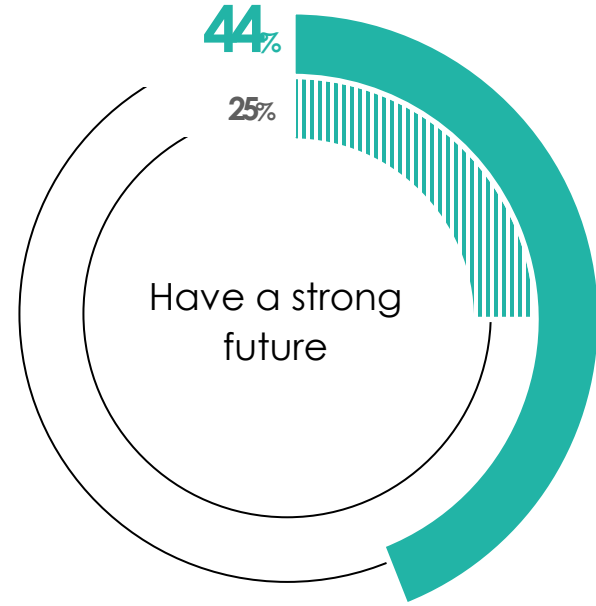
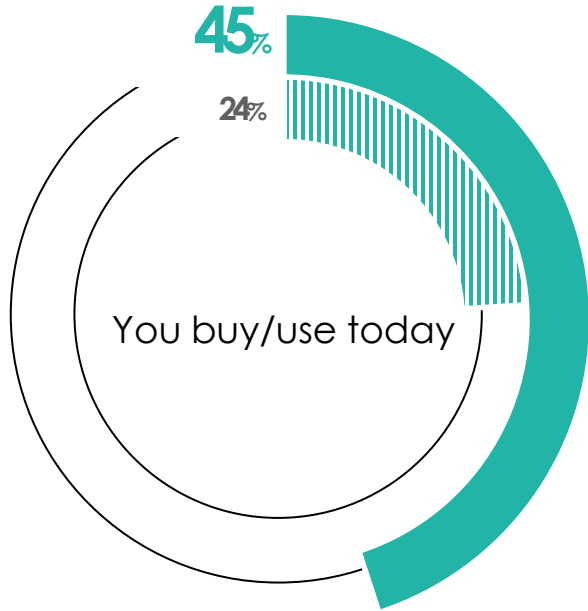




overall



# PRESENCE – Top 2 Attributes



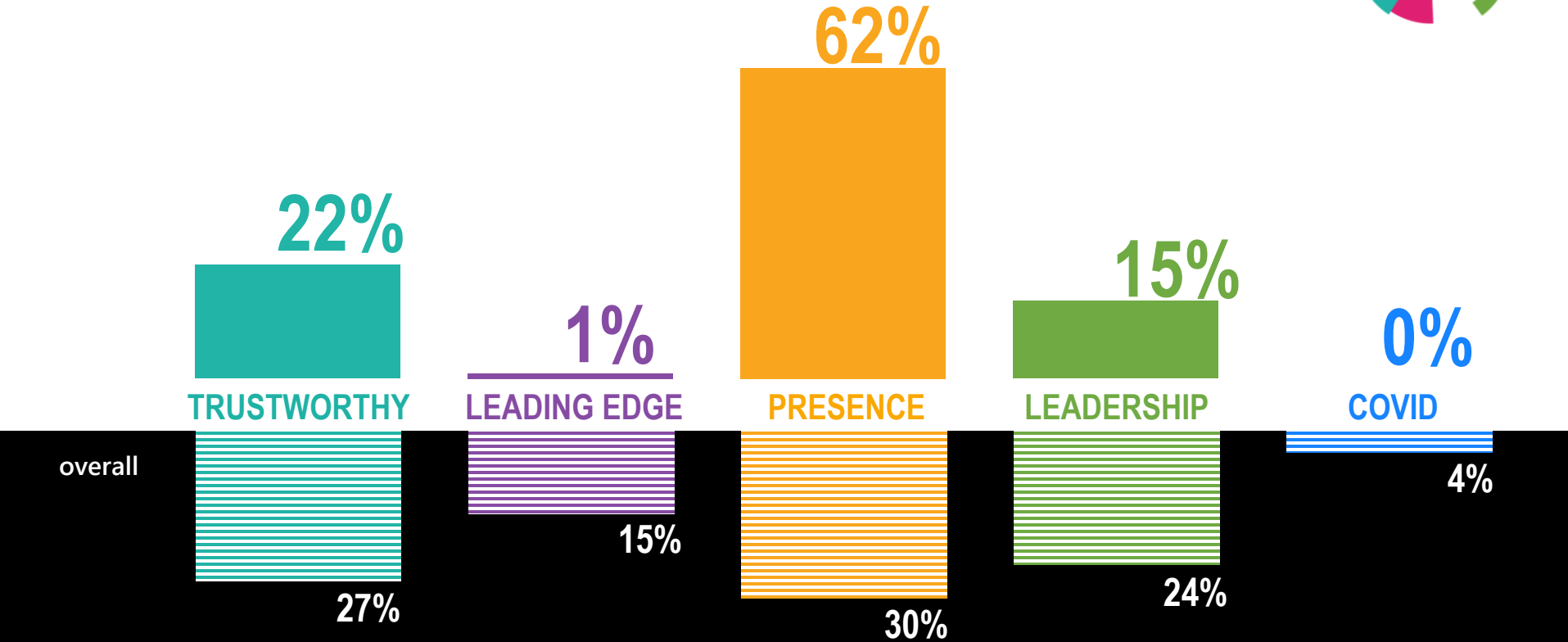
# TRUSTWORTHY – Top 2 Attributes

# JUMIA

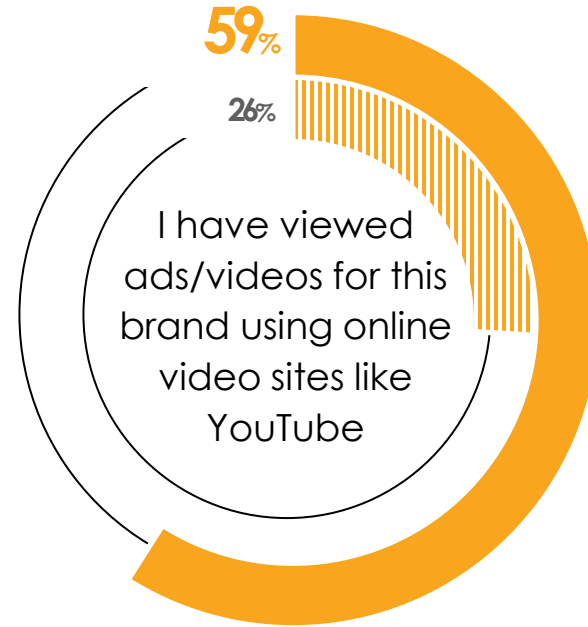
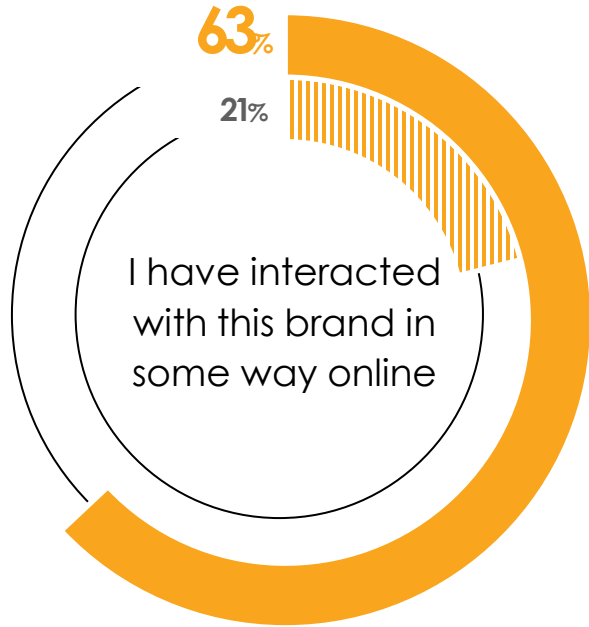
Ipsos Influence Index Score

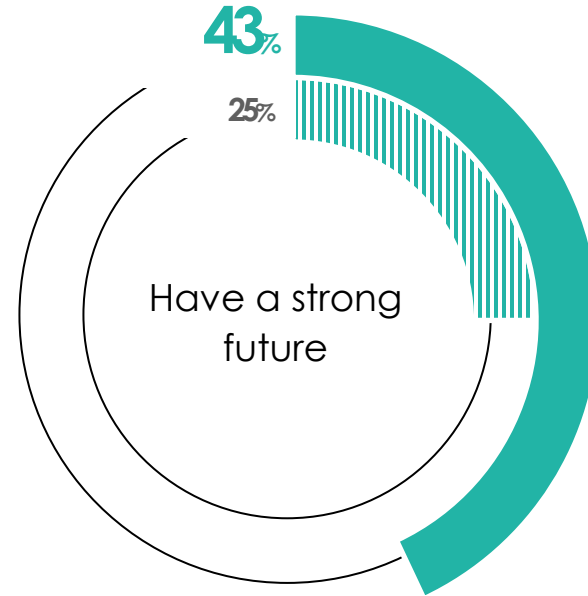
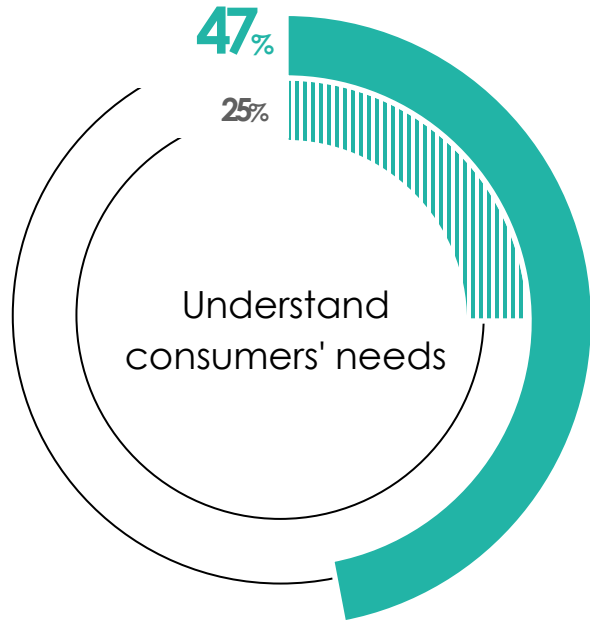
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overall





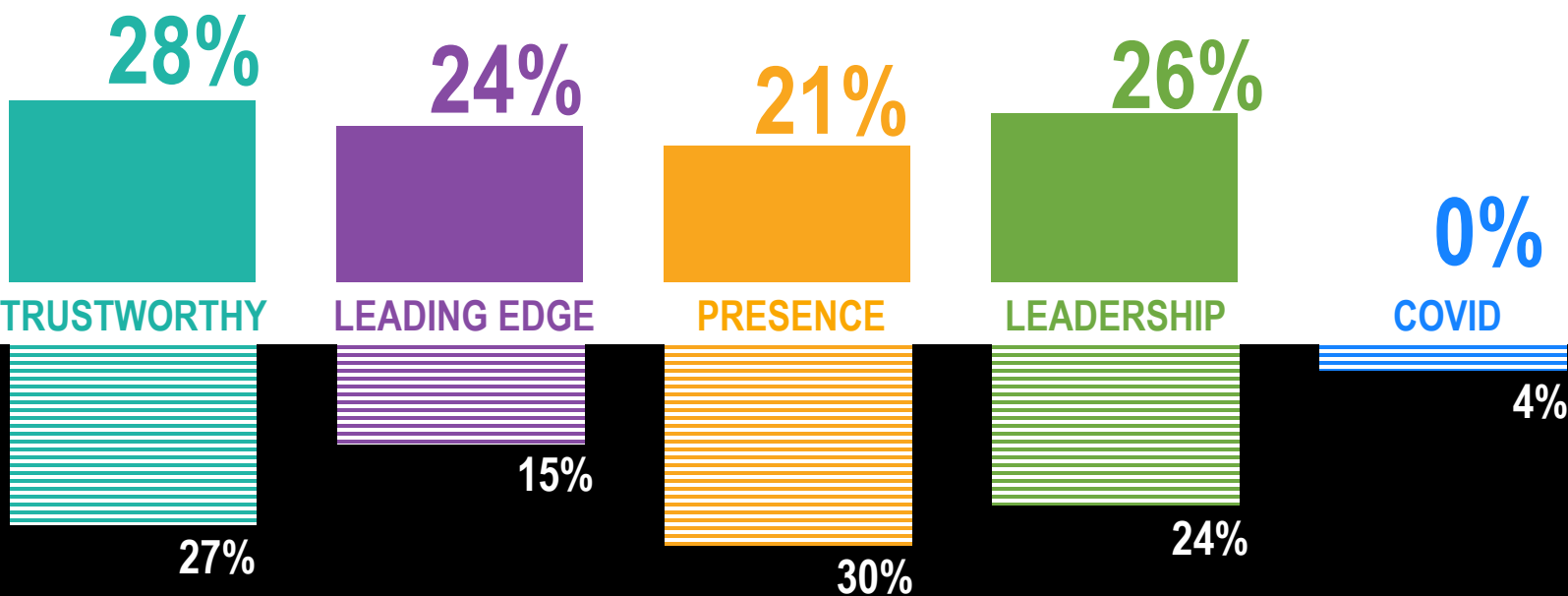


# SAMSUNG

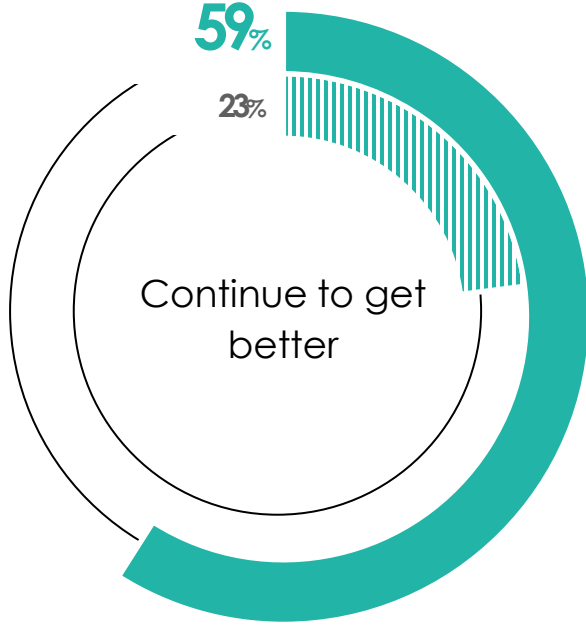
Ipsos Influence Index Score

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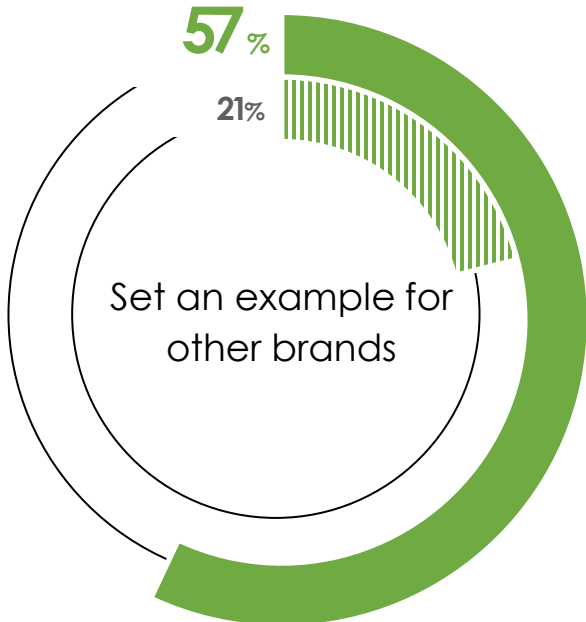
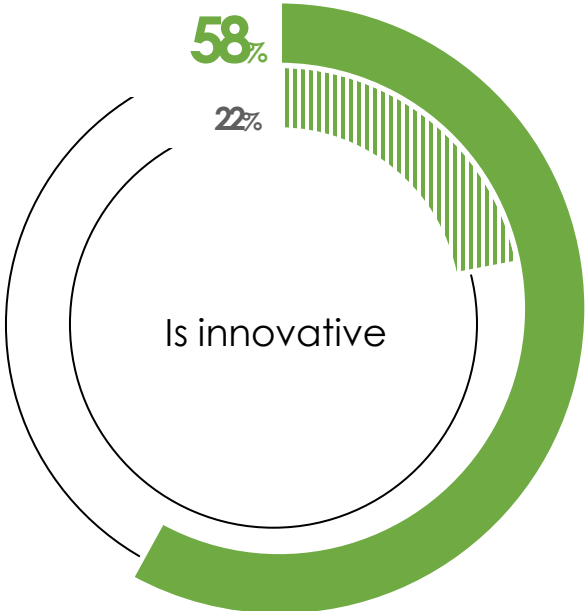




overall



## TRUSTWORTHY – Top 2 Attributes

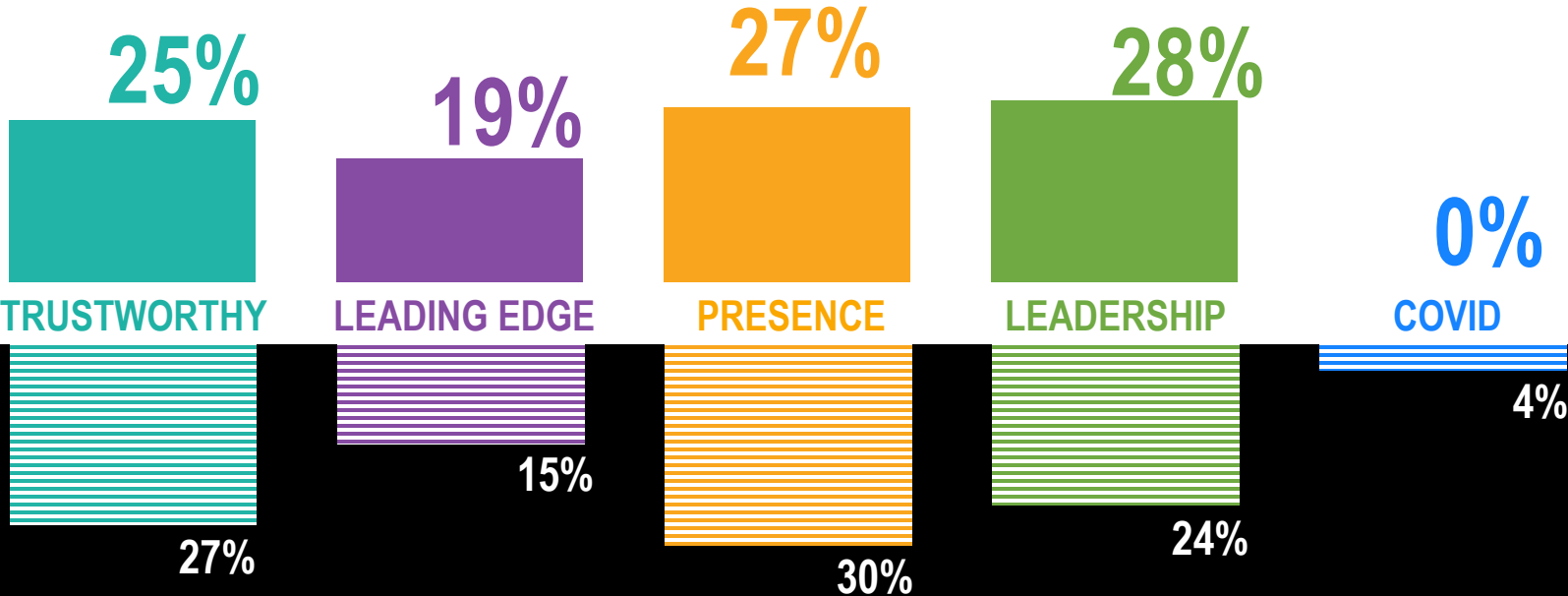


# NESCAFÉ®

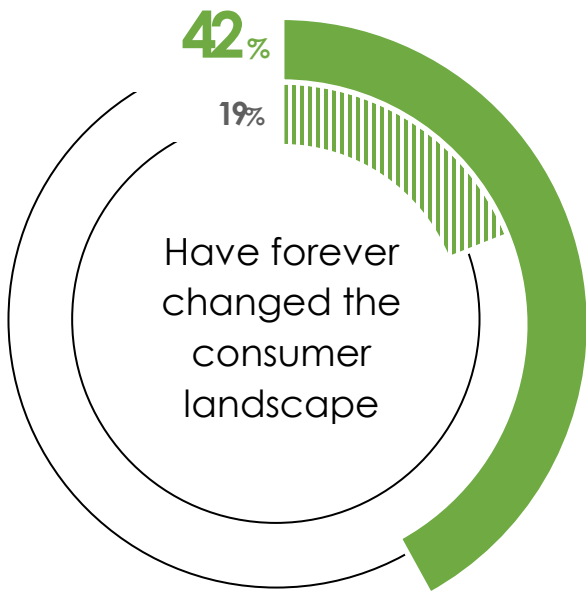
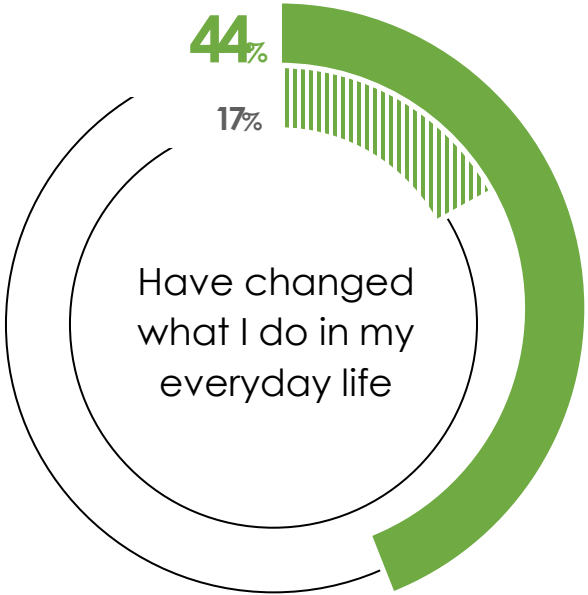
Ipsos Influence Index Score

**220**

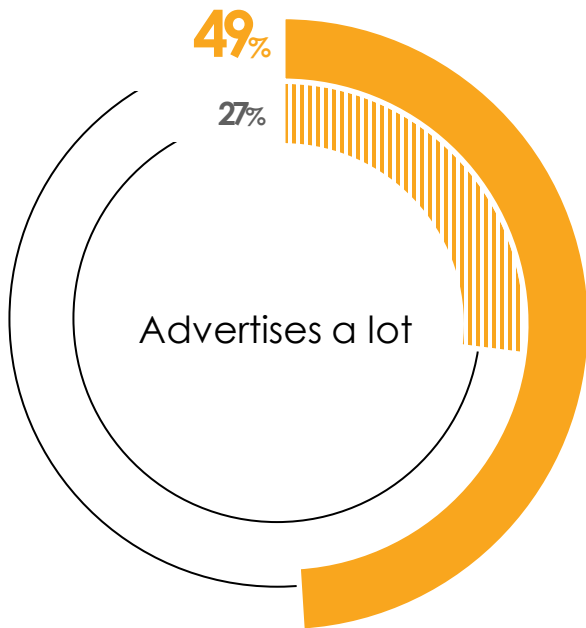
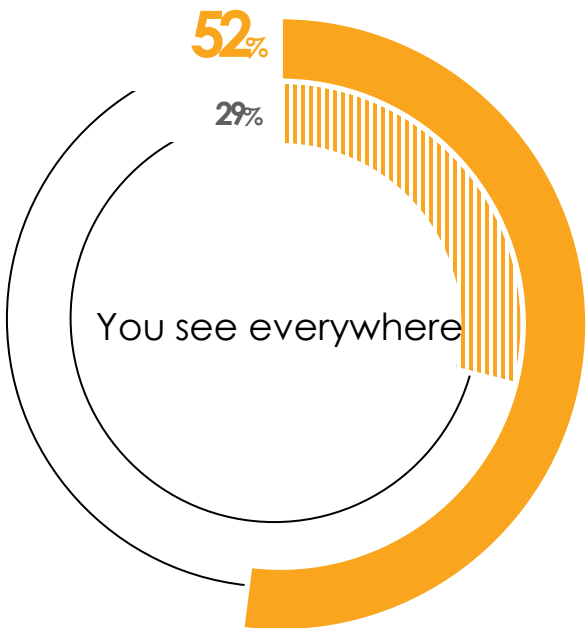




overall



# LEADERSHIP – Top 2 Attributes



# PRESENCE – Top 2 Attributes

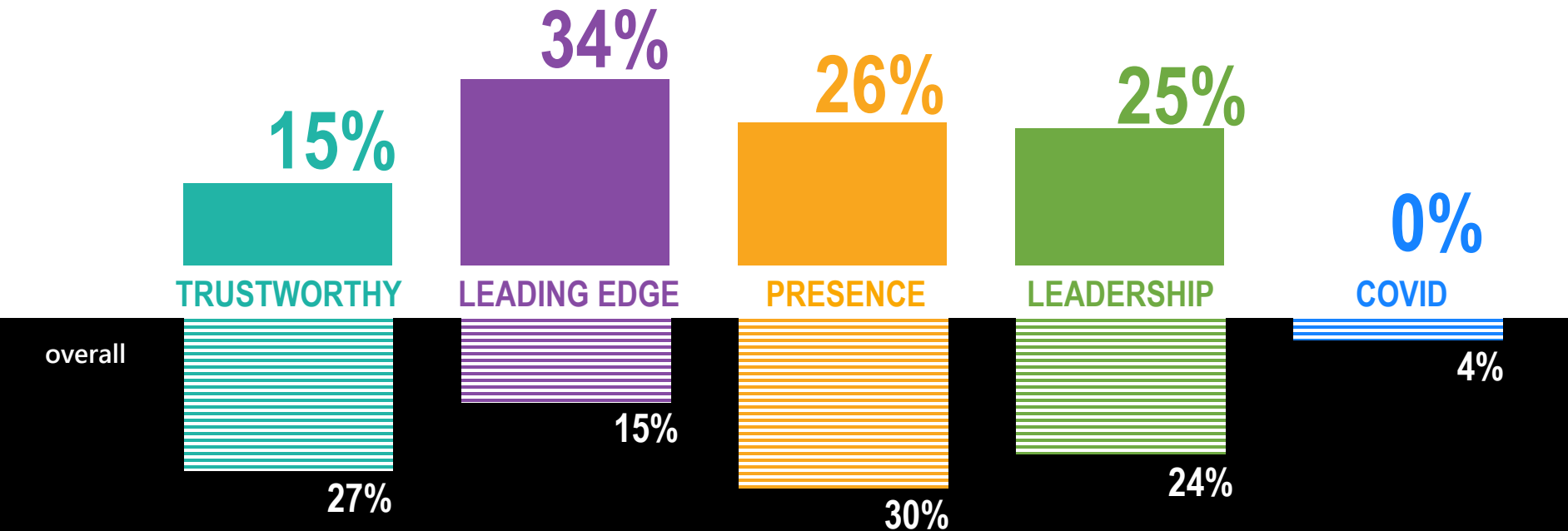


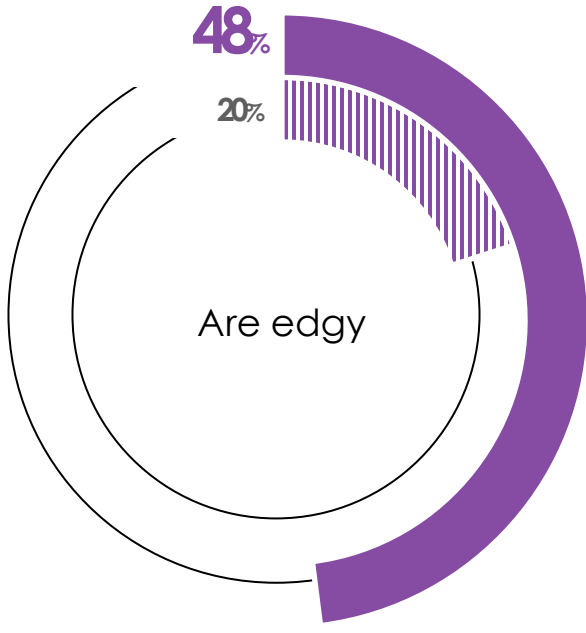
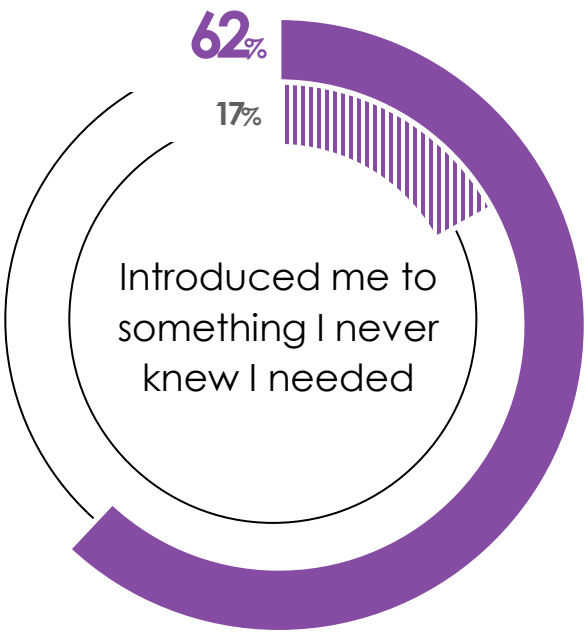


Ipsos Influence Index Score

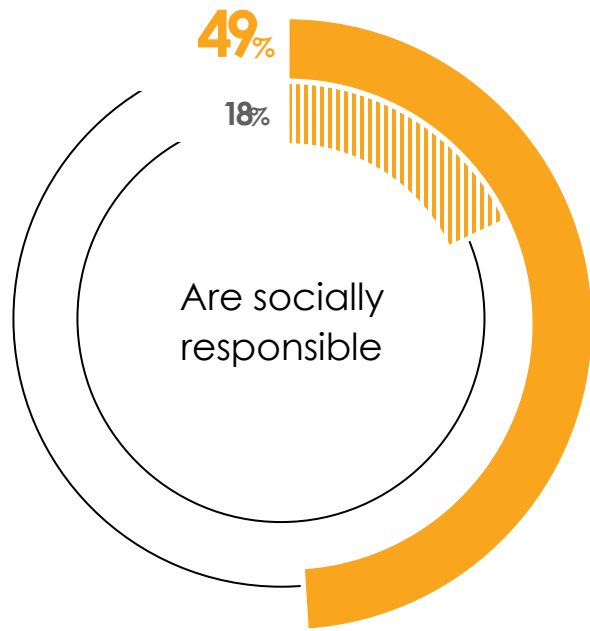
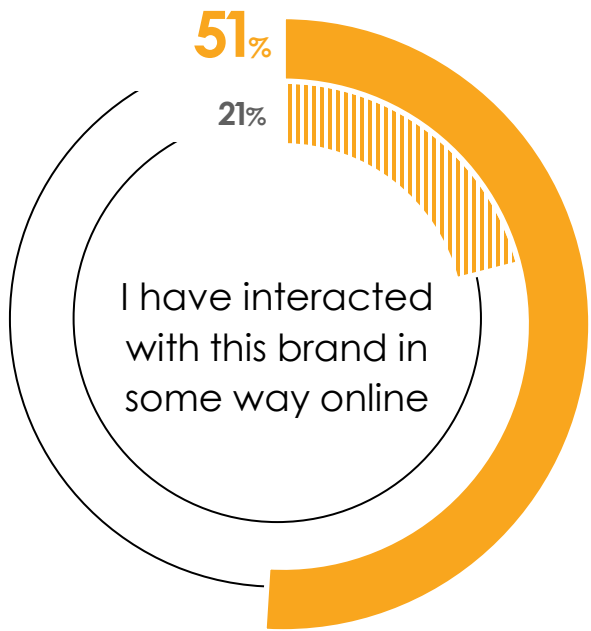
**241**







LEADING EDGE – Top 2 Attributes



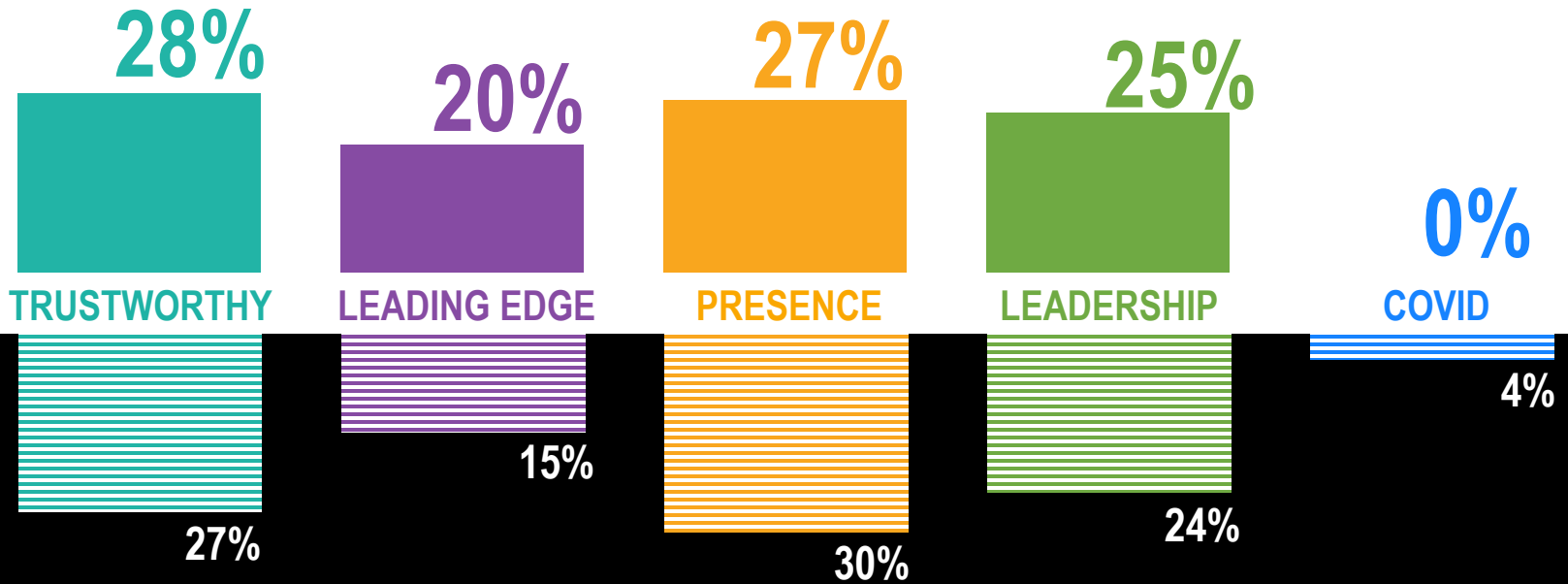
# PRESENCE – Top 2 Attributes



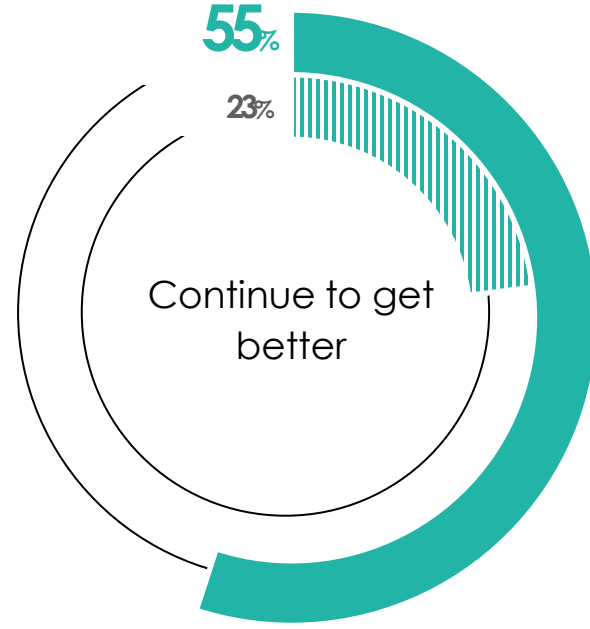
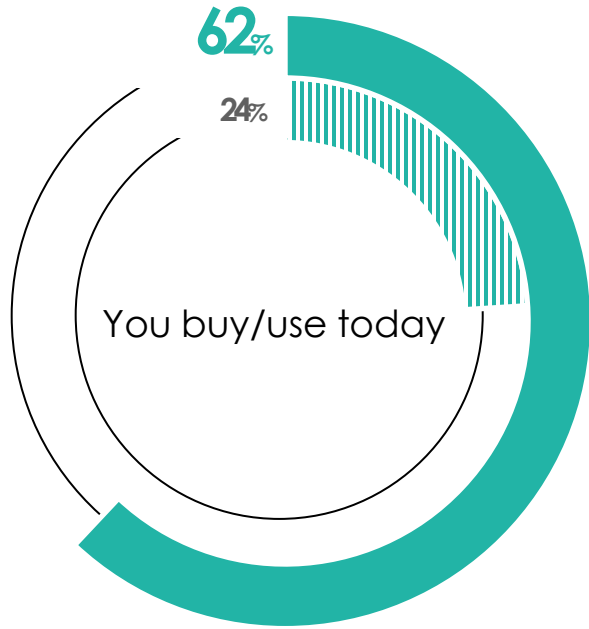
Ipsos Influence Index Score

**261**



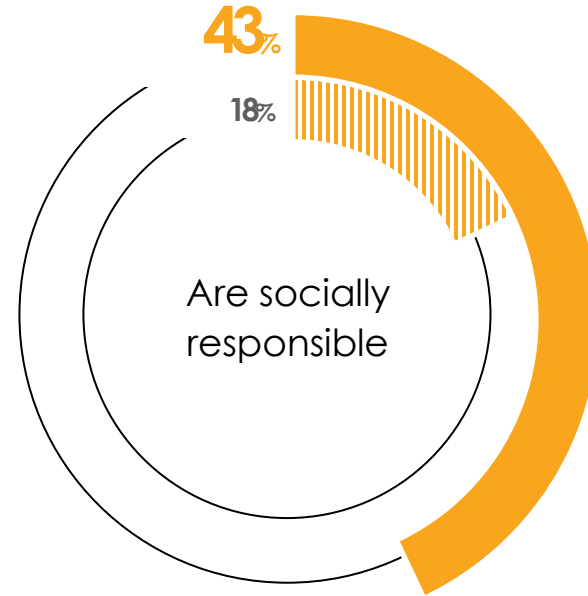
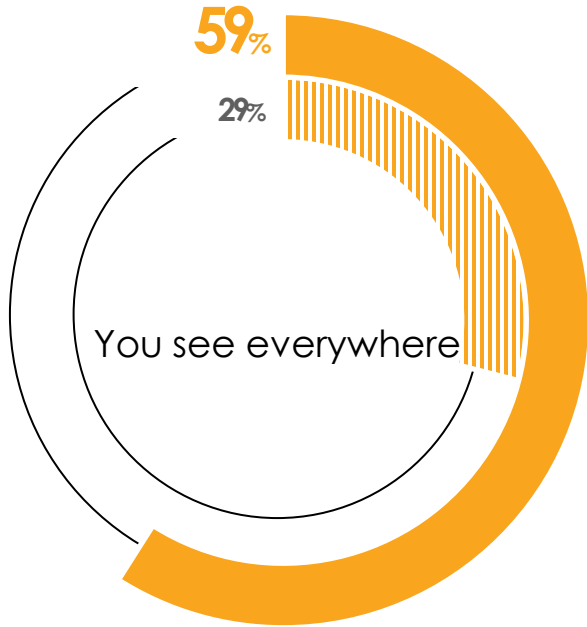


overall



# TRUSTWORTHY – Top 2 Attributes

■ Brand ■ Overall



# PRESENCE – Top 2 Attributes

■ Brand ■ Overall

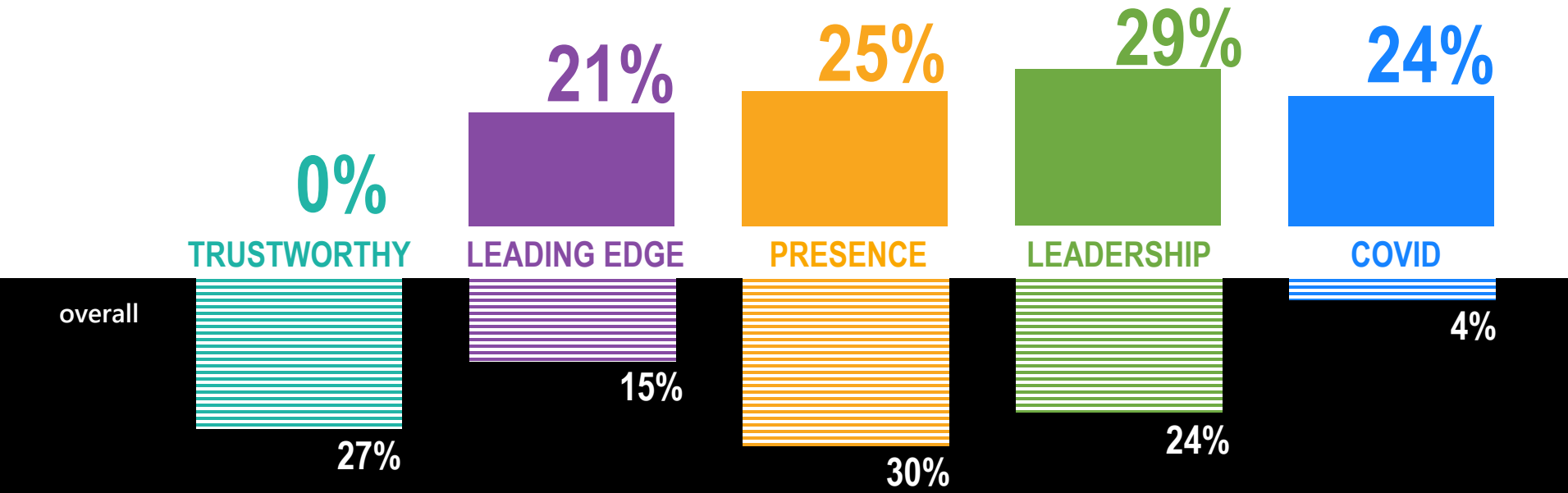


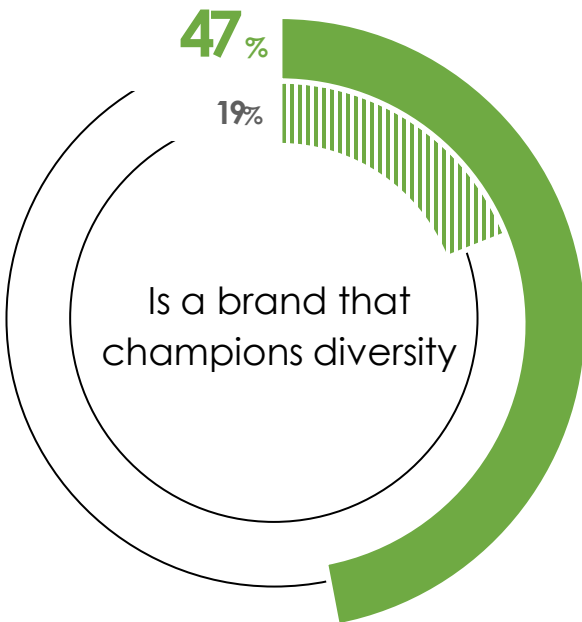
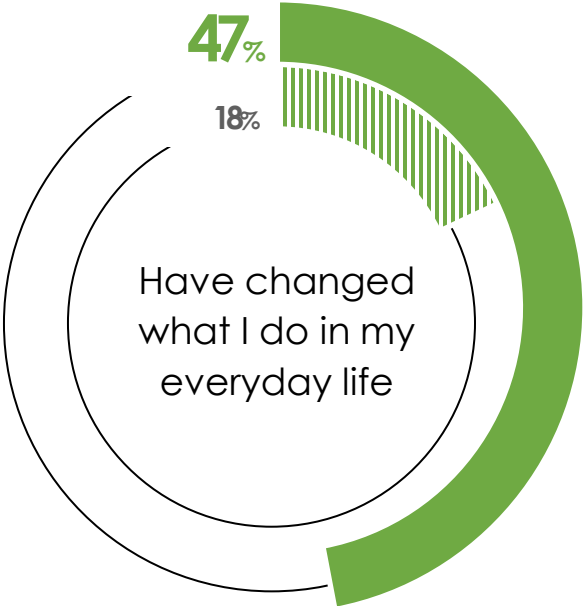
# facebook®

Ipsos Influence Index Score

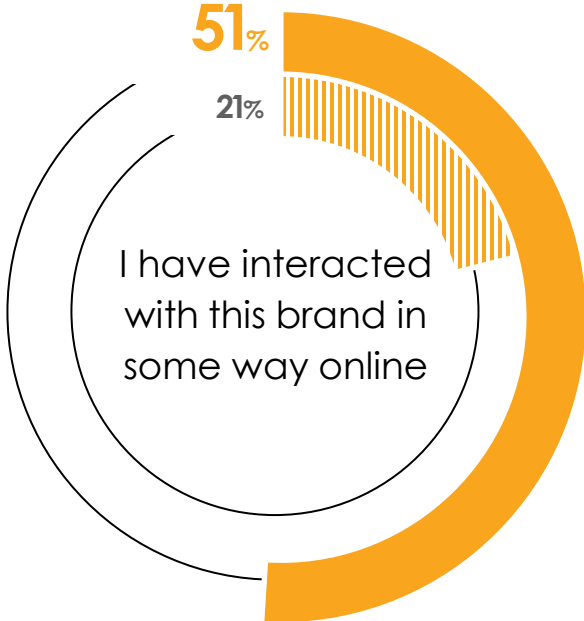
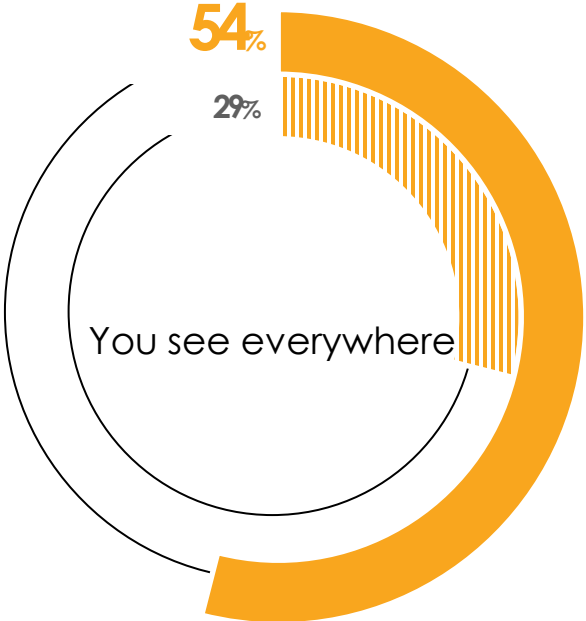
**262**







# LEADERSHIP – Top 2 Attributes



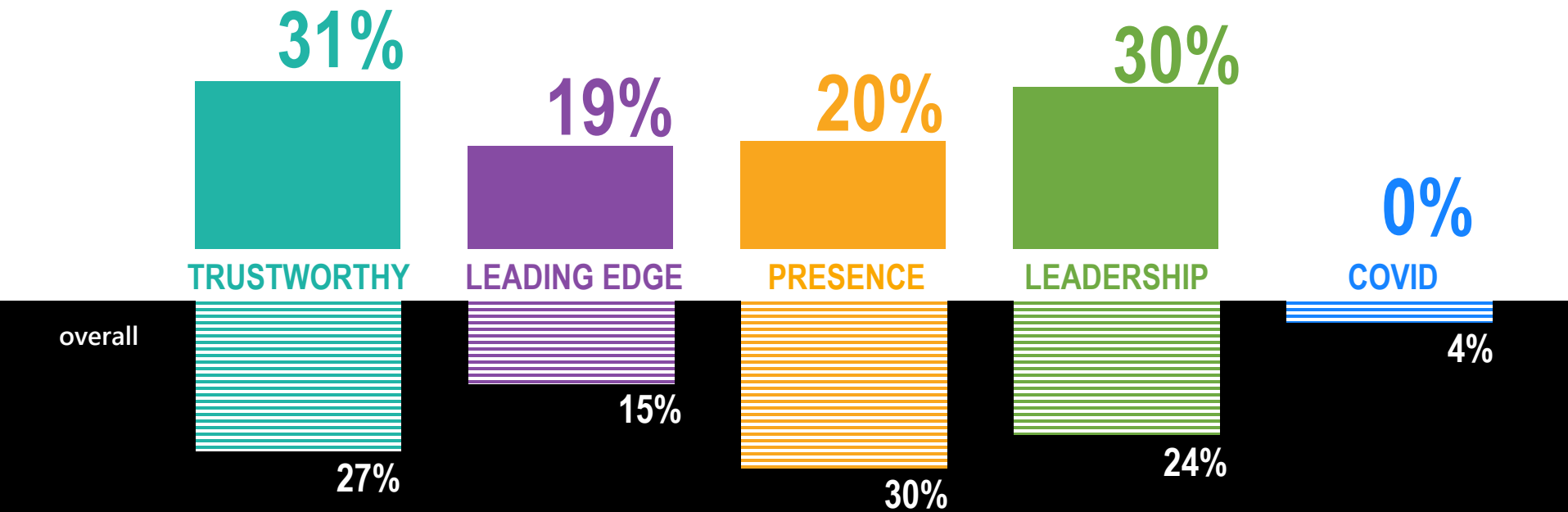
# PRESENCE – Top 2 Attributes

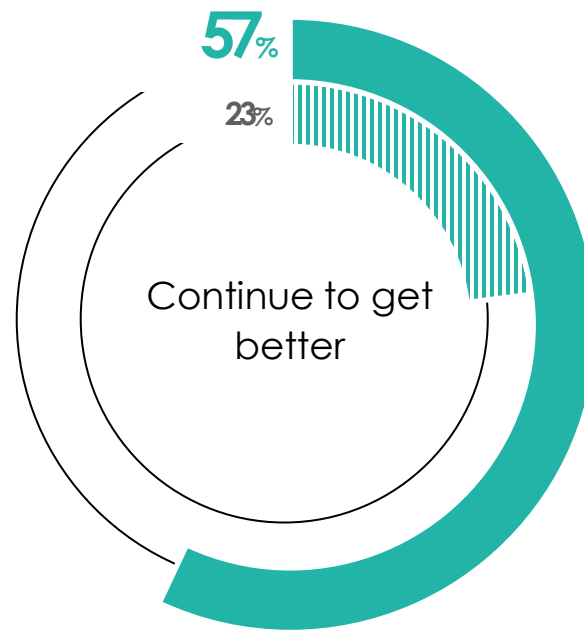
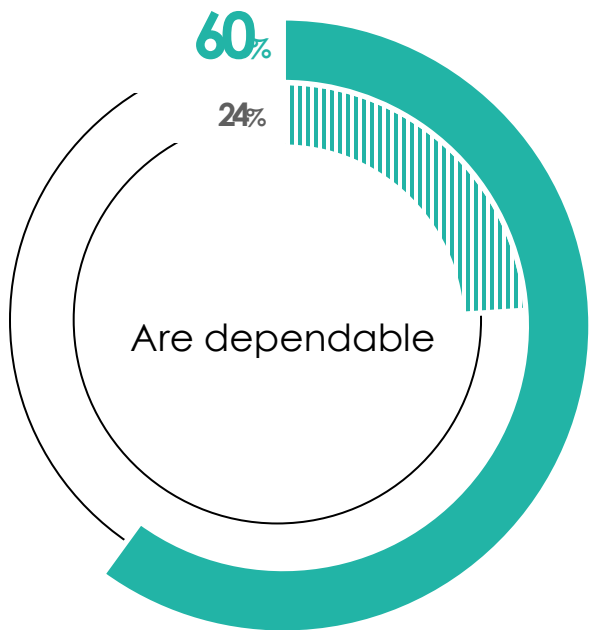
# Google

Ipsos Influence Index Score

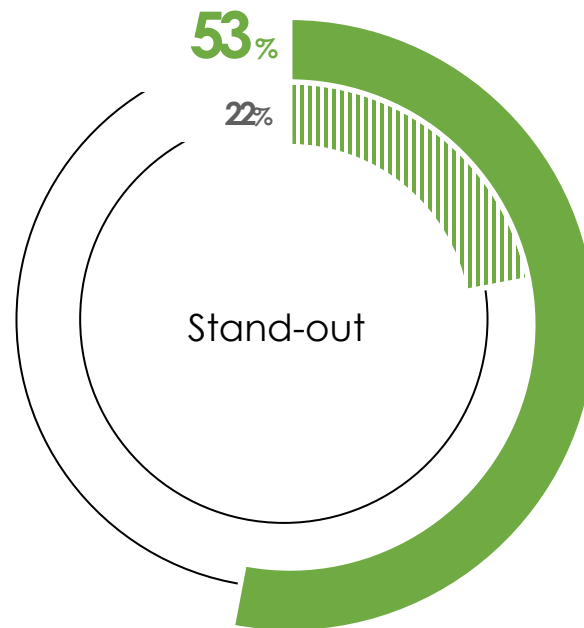
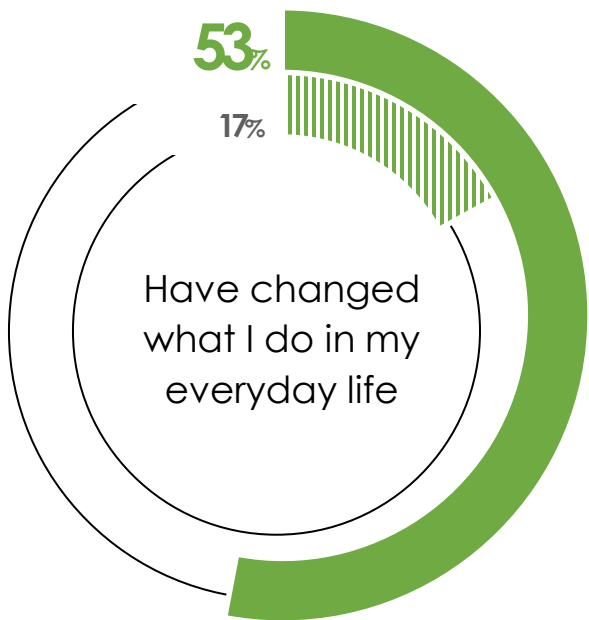
**281**







# TRUSTWORTHY – Top 2 Attributes



# LEADERSHIP – Top 2 Attributes



# TOP 10 MOST INFLUENTIAL BRANDS in Egypt

1

Google

2

facebook

3



4

YouTube

5

NESCAFÉ

6

SAMSUNG

7

JUMIA

8

vodafone

9

telecomegypt

10

SOUQ  
an amazon company

# TOP 10 MOST INFLUENTIAL LOCAL BRANDS in Egypt

1



2



3

ELARABY

4



5

COTTONIL®

6



7



8

TORNADO



9



10



# Most Influential Brands - Per Category

 Food & Grocery	 QSR	 Online Retail	 Telecom	 Tech
 Auto	 Social Media	 Banking	 Retail	 CPG

*Sector Deep-Dive Reports Available*

# STUDYING THE 120 MOST INFLUENTIAL BRANDS IN EGYPT



## Food & Grocery

Nescafe  
Pepsi  
Nestle  
Lipton  
Chipsy  
El Marai  
Coca-cola  
Cadbury  
Danone  
Bonjorno  
Kit Kat  
Nestle Waters  
El Arosa  
Domty  
Obour Land  
President  
Nutella  
Crystal  
El Maleka  
Aquafina  
Dasani  
Ferrero  
Rawabi  
Maggi  
Beyti



## Food & Grocery

Moro  
Tiger Chips  
Kinder  
Heinz  
Fern  
Knorr  
La Vache Qui Rit  
Al Hanem  
Hero  
Kraft  
Kellogg's



## Auto

BMW  
Audi  
KIA  
Nissan  
Mercedes



## Airlines

Egypt Air



## CPG

Sensodyne  
Dettol  
Johnson & Johnson  
Fine  
Ariel  
Nivea  
Gillette  
Rexona  
Always  
Persil  
Signal  
L'Oreal  
Clorox  
Lux  
Head & Shoulders  
Sunsilk  
Fairy  
Vanish  
OXI  
Dove  
Pampers  
Familia  
Pril  
Harpic  
Tide  
Clear



## CPG

LIFEBUOY  
Colgate  
MOLFIX  
ELVIVE  
DABUR  
BEBEM



## Banking

National Bank Of Egypt  
Banque Misr  
Commercial  
International Bank  
HSBC



## Online Services

Fawry  
Uber  
Careem  
Aman



## Real-Estate

Talaat Mostafa Group  
Emar  
Palm Hills  
Sodic



## Retail

ElAraby  
Cottonil  
Carrefour  
Venus Lamps  
Fresh



## QSR

Pizza hut  
KFC  
McDonald's  
Starbucks



## Social Media & Online Content

Facebook  
WhatsApp  
YouTube  
Netflix  
Instagram  
Twitter  
SnapChat  
WATCH IT!  
TikTok



## Telecom

Vodafone  
WE  
Etisalat  
Orange



## Oil and Gas

Shell  
ExxonMobil



## Tech

Google  
SAMSUNG  
Apple  
Microsoft  
LG  
HUAWEI  
OPPO  
TORNADO



## Online Retail

Jumia  
Souq.com -An Amazon  
company

# Chapter

# 04

## Methodological Notes



# WHAT IS THE MOST INFLUENTIAL BRANDS STUDY

789

Worldwide Brands that promote a sense of purpose and shape our world **studied every year**

120

Global and National brands in Egypt will be covered in Ipsos 2020 MIB study.

14

2020 marks the tenth consecutive year of the study across 14 countries;

UK



Canada



Denmark



Saudi Arabia



Chile



Taiwan



Egypt



Germany



Mexico



Hong Kong



Brazil



Colombia



Ecuador



US



# A STUDY TALKING DIRECTLY TO THE EGYPTIAN MARKET

**1,200** People interviewed in  
Egypt



The study was conducted between, 2020. Results are based on an online survey of 1,200 residents of Egypt, 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 Egypt.

thank  
YOU

 **MOST**  
**INFLUENTIAL**  
**BRANDS** 2020

For more information, please contact:

Mohammed Minawi | Chief Client Officer, Ipsos MENA  
[Mohammed.Minawi@ipsos.com](mailto:Mohammed.Minawi@ipsos.com)

Nohayr El Rasheedy | Research Director, Ipsos Egypt  
[Nohayr.ElRasheedy@ipsos.com](mailto:Nohayr.ElRasheedy@ipsos.com)