



MOST INFLUENTIAL BRANDS 2020 IN DENMARK

INTRODUCTION

The biggest and best brands come to mind first. Coming to mind first, in other words, is having the most influence on consumers' decisions.

We know that consumers' needs, expectations, and behaviours have changed dramatically over the past couple of years – the covid-pandemic has made its mark. This has led to a must for brands to adapt to the changing needs – now and in the future – while still maintaining a foundation based on the core of their brand DNA. The best a brand can do is to stay relevant, bold, unique, and present. And to be trusted by consumers through meaningful interactions and the building of fruitful relationships between brand and consumers.

All brands strive to be that special something to their consumers – at Ipsos, we have measured it in influence. Influence is measured through very comprehensive research with a high degree of validity. We

studied 100 global and local brands, all present in Denmark, across all types of industries in the past years. It contains input from 1.000 consumers who represent the Danish population at large.

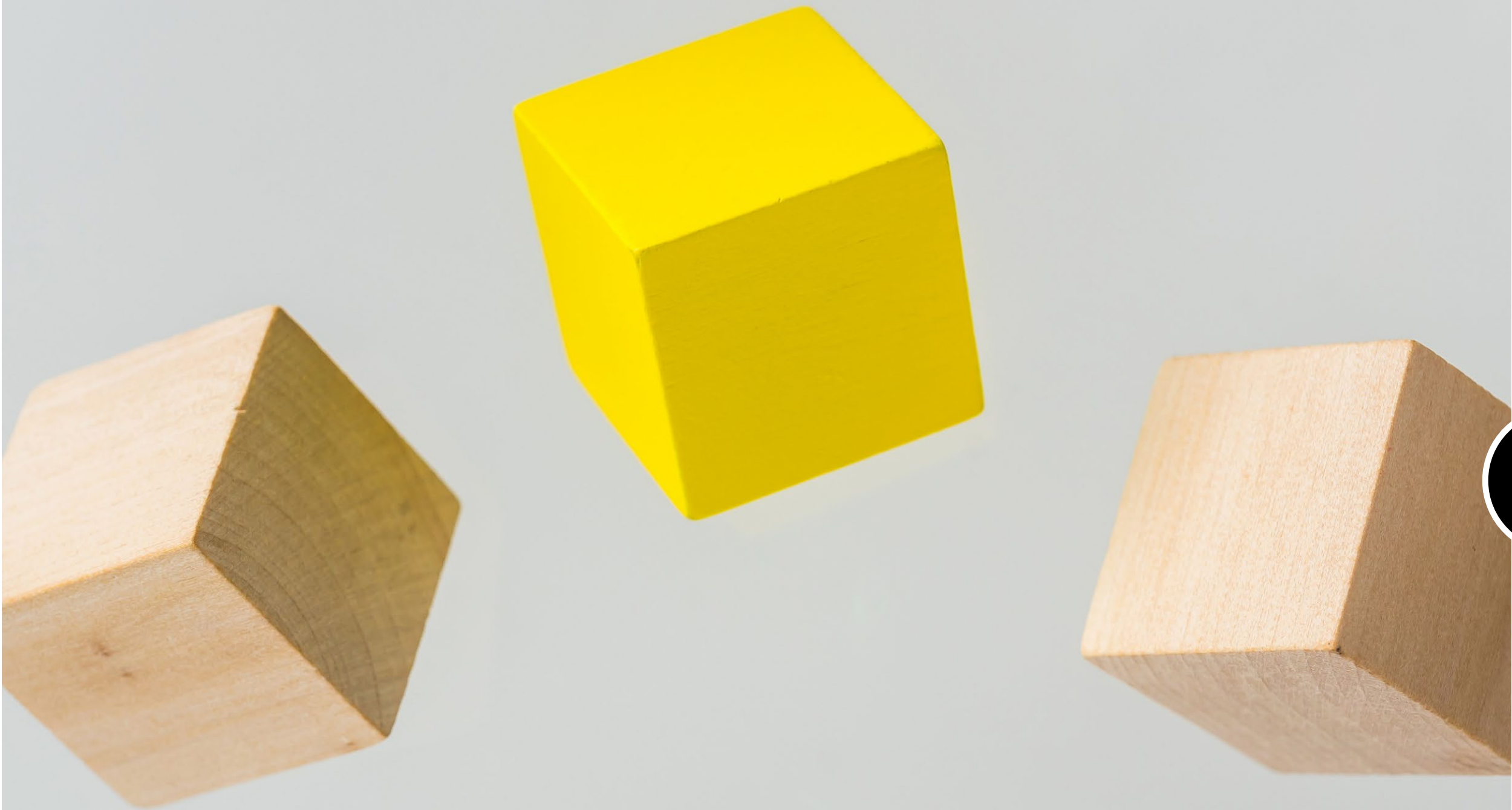
Our study uncovers what characteristics all influential brands have in common and what is causing brands to be influential currently, and how brands can build influence going forward. We identify their current drivers of influence, strengths, and weaknesses looking back three years.

We hope you find the report insightful, and please reach out if you want to learn how influential your brand is...

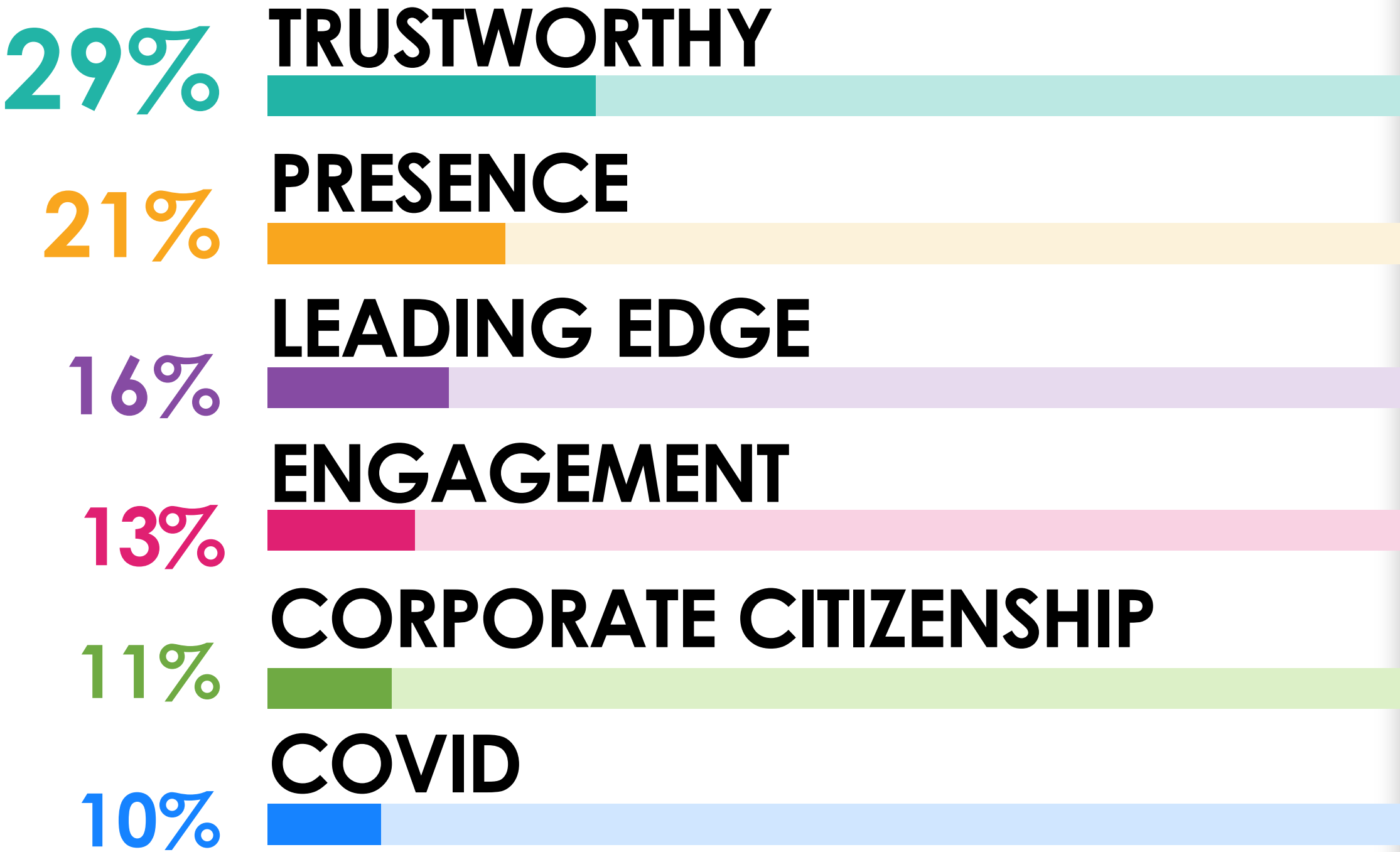
Best regards,



Anders Buur Hansen
Chief Commercial Officer
Ipsos Denmark



Influence today can be described by:



We know that defining influence is complex, but Ipsos has identified 6 dimensions that can explain influence, measured by 60+ attributes.

Our **Most Influential Brand** study helps you measure and **understand what makes your brand influent versus your industry competitors across different dimensions.**

UNDERSTAND BRAND PERFORMANCE

Assess how your brand is developing across 6 dimensions (Leading Edge, Presence, etc.)

60+ attributes highlighting key influence, customer perception and market metrics

BENCHMARK AGAINST COMPETITORS

Historical performance and growth against custom competitor

Compare over 100 brands across 15+ industries across 60+ attributes

ALIGN IN THE CONTEXT OF TRENDS

Evaluate how brands are responding to changing consumer trends in 2021 (i.e. diversity, sustainability, digital privacy, etc.)

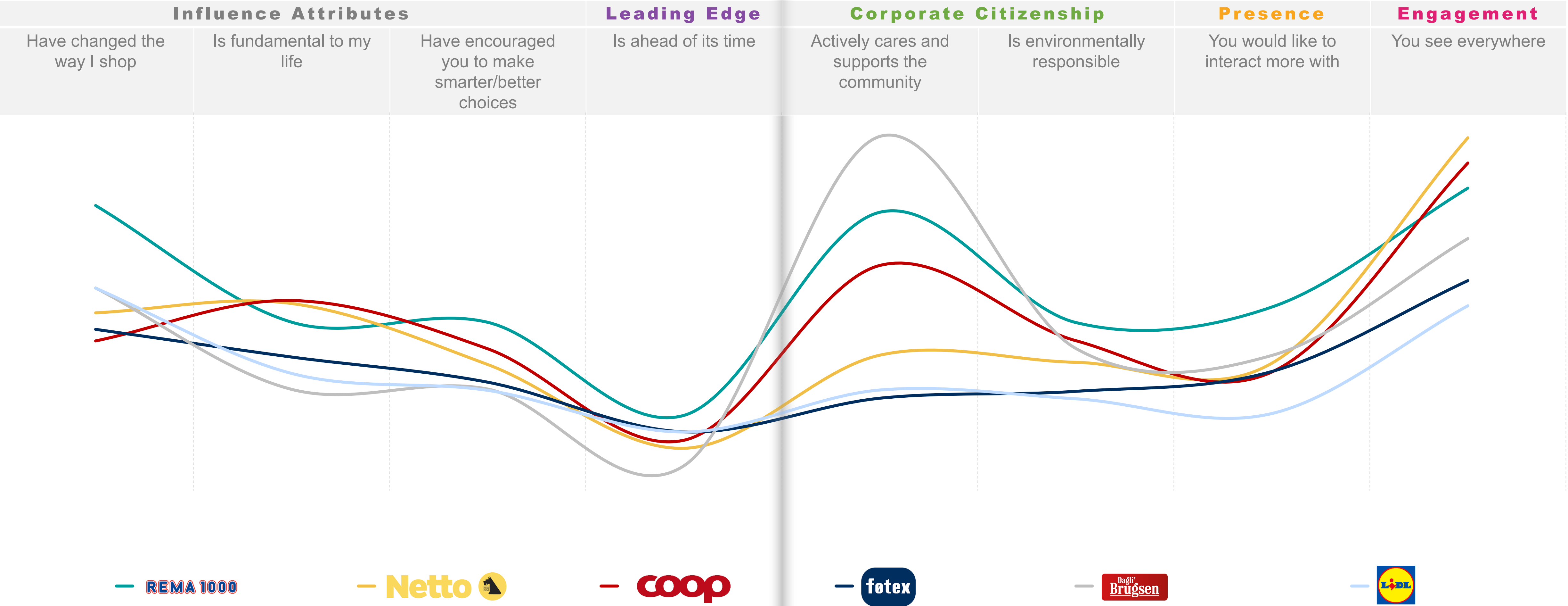
Consumer priorities and behavior after the pandemic



Top20 most influential brands in Denmark...

Rank vs 2019			Rank vs 2019		
#1	Google	=	#11	Netto	↑
#2	Apple	↑	#12	coop	↑
#3	Facebook	=	#13	LEGO	↑
#4	Microsoft	↓	#14	Spotify	↓
#5	YouTube	=	#15	DR	New
#6	REMA 1000	↑	#16	Instagram	↓
#7	VISA	↑	#17	Coca-Cola	↓
#8	SAMSUNG	↓	#18	fotex	↑
#9	IKEA	↓	#19	matas	↓
#10	T2	New	#20	zalando	New

With these trends data, you can benchmark against your competitors...



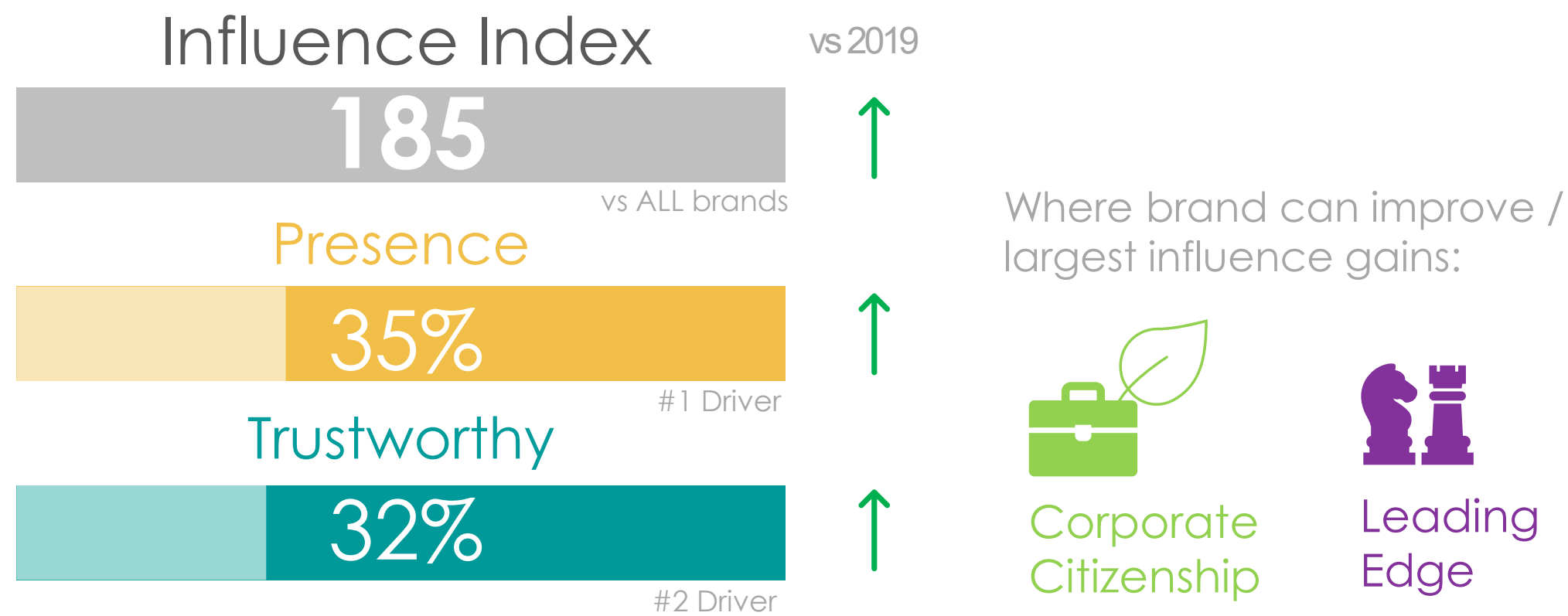
Uncover what drives your brand influence today and what you should focus on to build it further...



A FACE CASE:



Netto is an established brand according to the Danes. It is a brand that consumers find relevant, and that plays a present and trusted part in their family's and friends' lives. Consumers feel that Netto is a brand that is present everywhere, also in advertisements, however not a brand that engages with consumers online as much.



... and there is so much more to tell about your brand.

As we track brands across industries, you can identify what your and your competitors' strengths and weaknesses are...

- ✓ Telecom
- ✓ Technology
- ✓ Retail
- ✓ Toys
- ✓ Entertainment
- ✓ FMCG/CPG
- ✓ Fashion
- ✓ Finance
- ✓ Banking
- ✓ Social Media
- ✓ Transportation
- ✓ Home Décor
- ✓ Restaurants



SOURCE OF PICTURE: EPOSAUDIO.COM

... and align with the **Context of Trends**

Consumers are adaptive as decision makers, and so your brand should be.

Below are the leading megatrends identified by looking at the mechanisms behind brand influence data:

- 1** Shoppers engage with brands they have interacted with in some way online.
- 2** Consumers want to TRUST brands that foster confidence, are established and show promise of a strong future.
- 3** Strong brands are original and make you feel iconic.
- 4** Brands that create a sense of pride and are environmentally responsible are attractive to consumers.
- 5** Consumers want brands that are present in their lives and close to their friends & family.
- 6** COVID-19 forced brands to act, but few were seen as sincere and have impressed consumers with their initiatives.



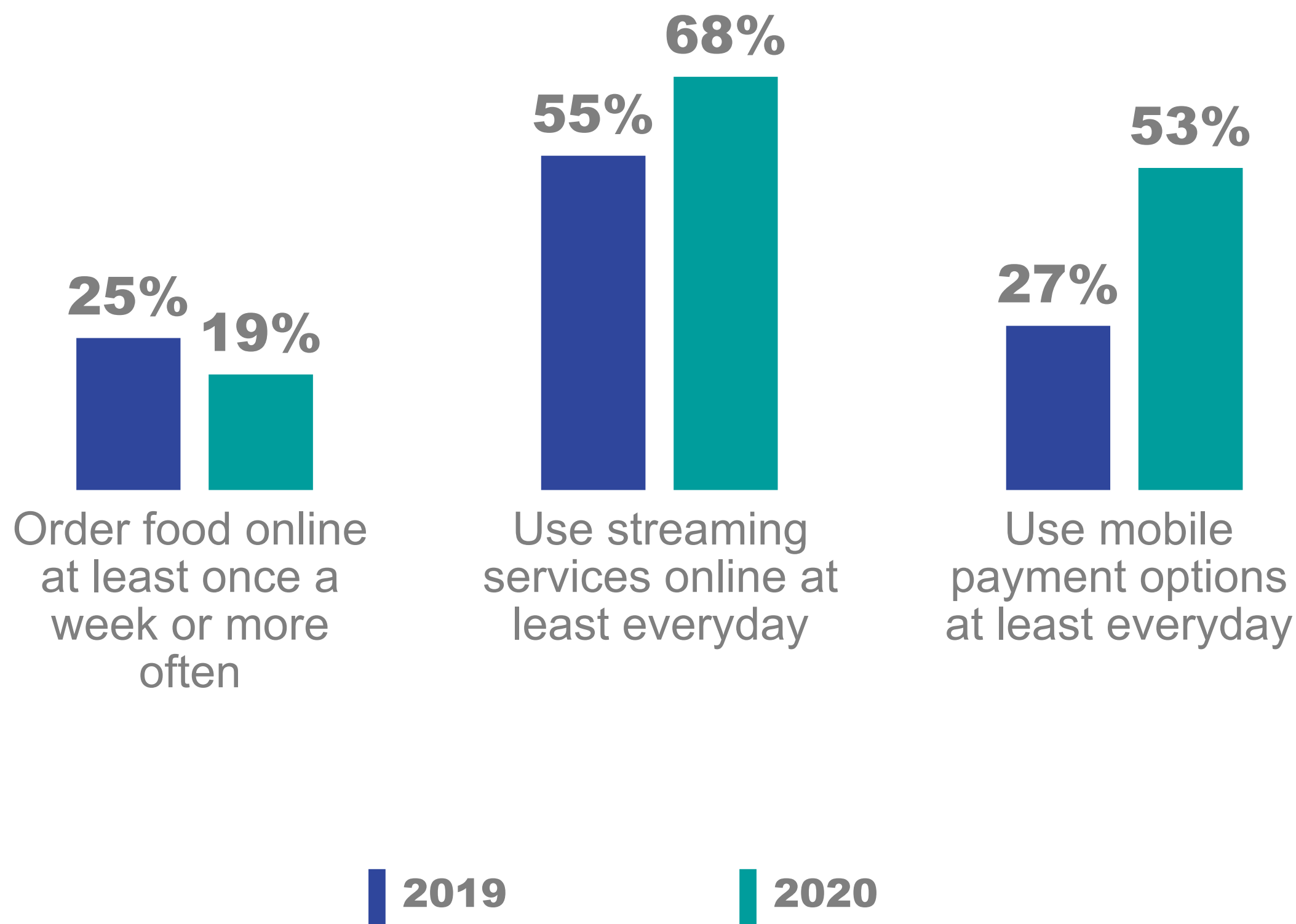
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Looking at historical data, we can follow the trends... and see that covid impacted consumer priorities and expectations



The focus on digital privacy remains while consumers increase engagement in digital channels and online on-demand services such as streaming and payments.

Social connections have taken new forms with high rates of consumers connecting in multiple platforms at least once a day ...



Facebook	71%
YouTube	45%
Instagram	40%
Snapchat	29%
Twitter	19%
TikTok	16%

Want to know more about your brand influence and your competitors?

GET IN TOUCH

Whether you were looking for a deeper dive into your brand and competitors, more about the trends in this report, or even to get inspiration, assistance, or simply a mean to satisfy your curiosity, please do not hesitate to get in touch.

IpsosDKInsights@ipsos.com

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|--------------------------------------------------------|---------------------|----------------------|
| 1. 3 | 32. Føtex | 67. Ørsted |
| 2. Adidas | 33. Georg Jensen | 68. Pandora |
| 3. Amazon | 34. Google | 69. Pepsi |
| 4. Ånglamark | 35. Grundfos | 70. PostNord |
| 5. Apple | 36. H&M | 71. Q8 |
| 6. Arbejdernes Landsbank | 37. Haribo | 72. Rema 1000 |
| 7. Arla | 38. HBO | 73. Royal |
| 8. Bang & Olufsen | 39. Heineken | 74. Royal Copenhagen |
| 9. Bilka | 40. Huawei | 75. Rynkeby |
| 10. Boozt | 41. Hummel | 76. Samsung |
| 11. Bose | 42. IKEA | 77. SAS |
| 12. Brugsen (inc. SuperBrugsen, Lokal & Dagli-Brugsen) | 43. Instagram | 78. Snapchat |
| 13. Burger King | 44. Jabra | 79. Sony |
| 14. Carlsberg | 45. Joe & the Juice | 80. Søstrene Gerne |
| 15. Circle K | 46. JYSK | 81. Spotify |
| 16. Coca-Cola | 47. Jyske Bank | 82. Starbucks |
| 17. Cocio | 48. Kvickly | 83. Swarovski |
| 18. Colgate | 49. Lego | 84. TDC |
| 19. Coop | 50. LG | 85. Telenor |
| 20. Danske Bank | 51. Lidl | 86. Telia |
| 21. Danske Spil | 52. Løgismose | 87. Tesla |
| 22. Disney | 53. L'Oreal | 88. TikTok |
| 23. DR | 54. Lurpak | 89. Toms |
| 24. DSB | 55. MasterCard | 90. Tuborg |
| 25. eBay | 56. Matas | 91. TV2 |
| 26. Ecco | 57. McDonald's | 92. Twitter |
| 27. Espresso House | 58. Meny | 93. Urtekram |
| 28. Facebook | 59. Microsoft | 94. Velux |
| 29. Fakta | 60. Nemlig.com | 95. Vestas |
| 30. Faxe Kondi | 61. Netto | 96. Viasat |
| 31. Flying Tiger Copenhagen | 62. Nike | 97. Visa |
| | 63. Nilfisk | 98. YouSee |
| | 64. Nordea | 99. YouTube |
| | 65. Norwegian | 100. Zalando |
| | 66. Novo Nordisk | |



**BE
SURE.
GO
FURTHER.**