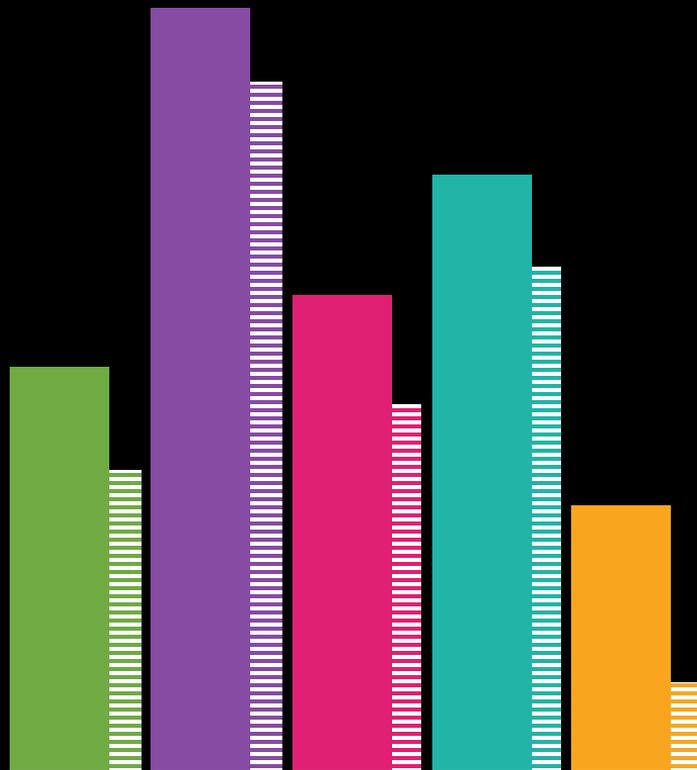


The

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

in Saudi Arabia

2021



# Table Of Contents

3

**CHAPTER 01 - INTRODUCTION**

9

**CHAPTER 02 – OVERVIEW OF KEY FINDINGS**

13

**CHAPTER 03 – TOP 10 BRANDS IN KSA**

59

**CHAPTER 04 – METHODOLOGICAL NOTES**



# Chapter

# 01

## INTRODUCTION



Welcome

Ipsos **MOST**  
**INFLUENTIAL**  
**BRANDS** 2021

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 2021 edition represents the fourth year of this initiative in KSA, where 120 national and global brands were evaluated across 15 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**, having a **leading edge**, **corporate citizenship**, **engagement**, and **presence** will truly make an impact with consumers and indeed on the world.

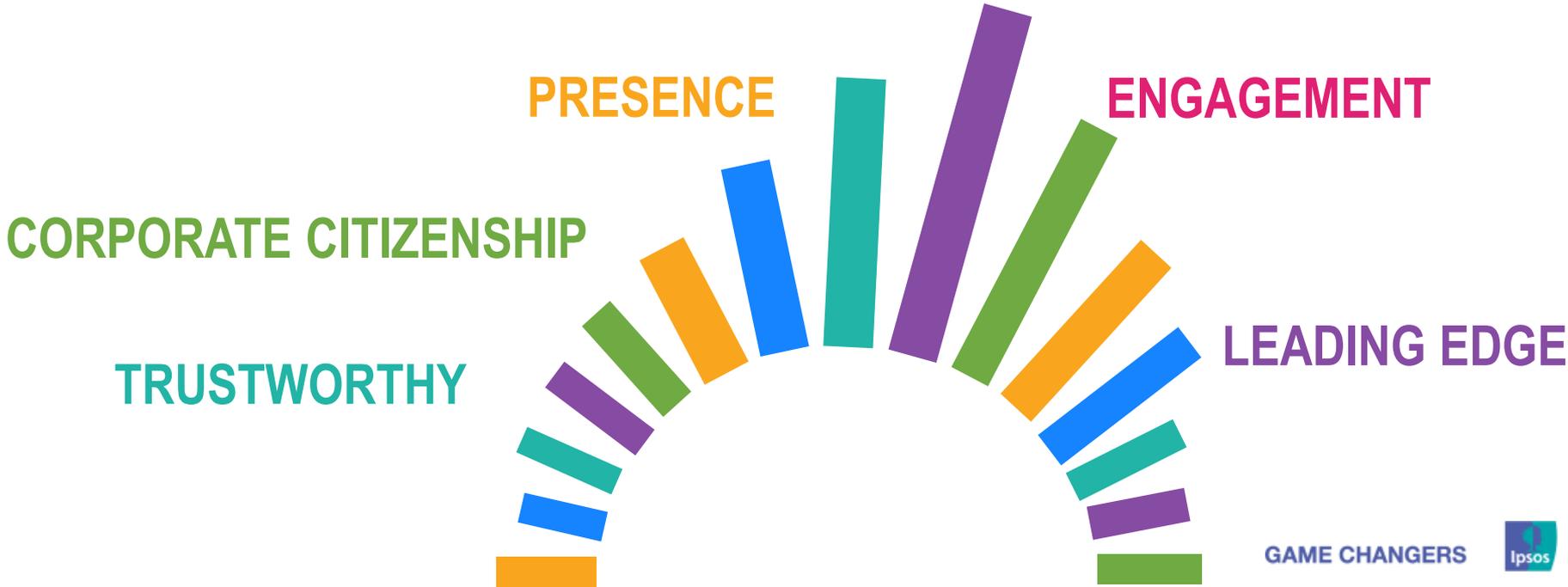
# WE DEFINE INFLUENCE WITH 11 KEY METRICS

## 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...



# FUELED BY AN IN-DEPTH ANALYSIS WITHIN EACH DIMENSION

## PRESENCE

---

- Most of your friends & family use/buy
- You see everywhere
- Advertises a lot
- You buy/use today
- Is innovative
- Are attractive

## LEADING EDGE

---

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

## ENGAGEMENT

---

- Have ads you have emailed to friends, or shared via a Social Networking site
- I have interacted with this brand in some way online
- I have viewed ads/videos for this brand using online video sites
- Are socially responsible
- Actively cares about and supports my community
- You are happy to support/"like" within a social networking site
- Are environmentally responsible
- Represent characteristics you want to have/reflect

## TRUSTWORTHY

---

- You trust
- Are a reliable resource
- You highly recommend
- You are willing to defend
- I have confidence in them
- You would like to interact with more
- Continue to get better
- Have a strong future
- Have searched online for more information related to this brand
- You would watch or click on ads for this brand if you saw them on a website
- Are dependable
- You feel is iconic
- You cant wait to see what they will introduce next
- Consistently send the same message about what it stands for
- Is established
- Understand consumers' needs
- Are represented by someone well known that you respect
- Consumers want to hear from
- Inspires a sense of pride

## CORPORATE CITIZENSHIP

---

- Are leading the sector in sustainability efforts
- Is taking steps to reduce their environmental impact
- Promotes racial equality
- Is a brand that champions diversity
- Lead its competitors
- Have forever changed the consumer landscape
- Set an example for other brands
- Is the benchmark I compare other competitive brands against
- Stand-out

# Chapter

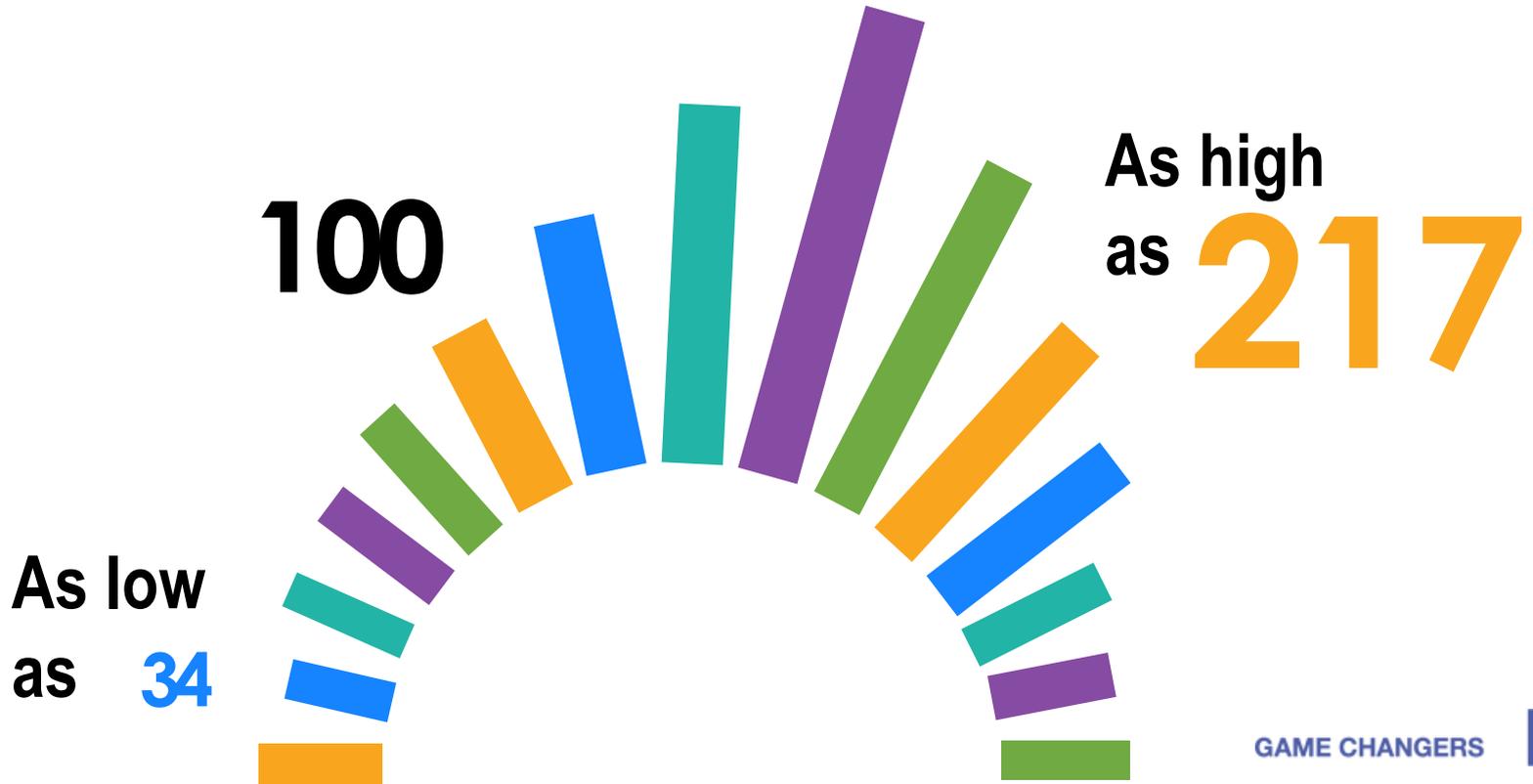
# 02

## Overview Of Key Findings



# THE IPSOS INFLUENCE INDEX: OVERVIEW

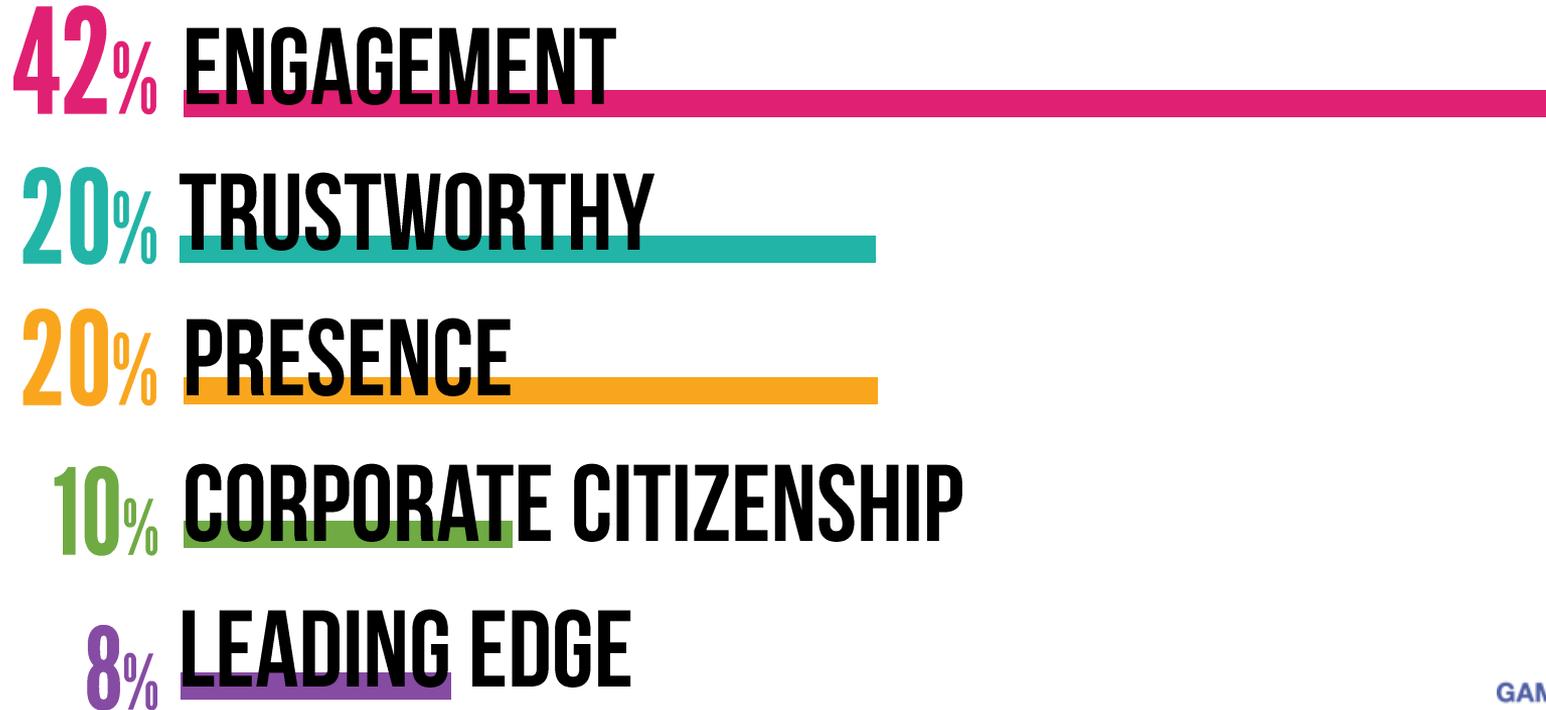
The influence index that we calculate for each brand is a normalization of the degree of influence among brands in KSA, where an index of 100 represents the influence of an average brand, with the highest brand achieving a score of 217, and the lowest scoring 34.



# THE INFLUENCE DRIVERS OF THE SAUDI MARKET

Engagement was the biggest driver of brand influence in KSA for 2021, followed by Trustworthy and Presence.

**42%** **ENGAGEMENT**



**20%** **TRUSTWORTHY**

**20%** **PRESENCE**

**10%** **CORPORATE CITIZENSHIP**

**8%** **LEADING EDGE**

# 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.



# Chapter

# 03

Top 10 Brands  
In KSA



# facebook

Ipsos Influence Index Score

# 161





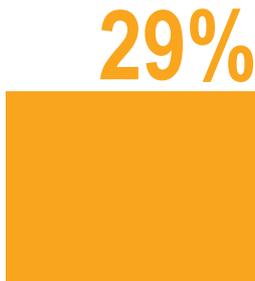
46%



ENGAGEMENT



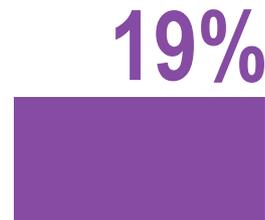
TRUSTWORTHY



PRESENCE

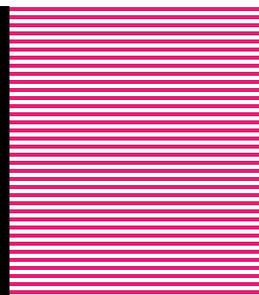


CORP. CIT

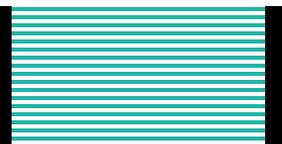


LEADING EDGE

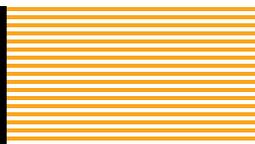
overall



42%



20%



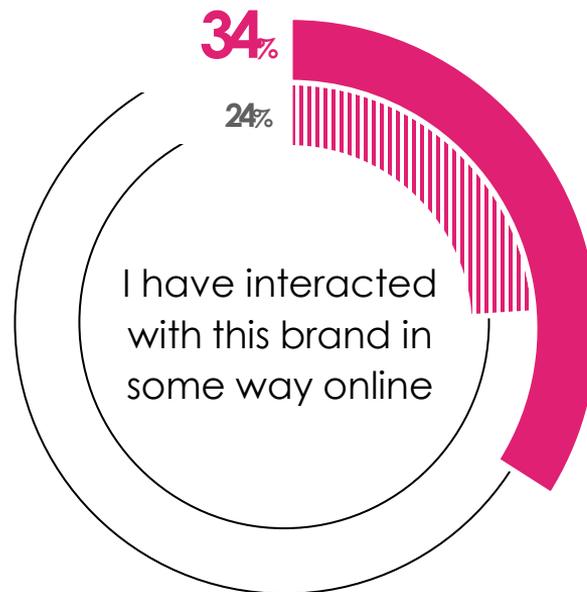
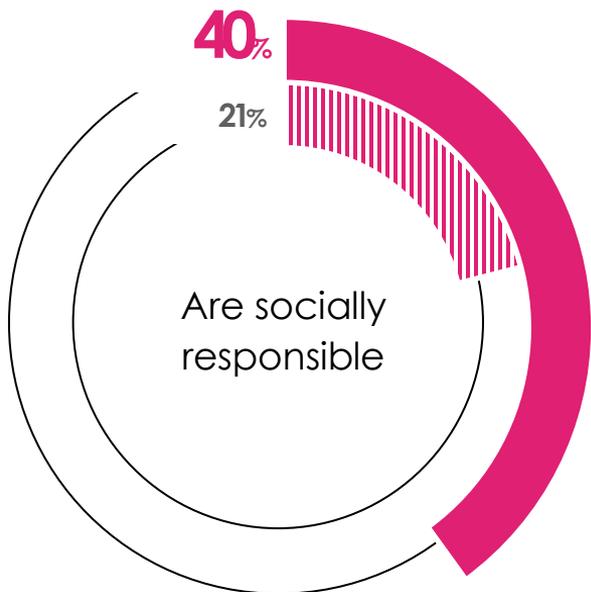
20%



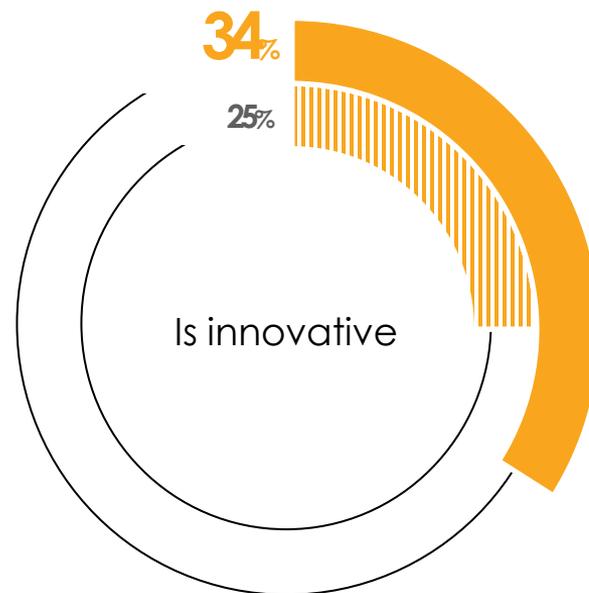
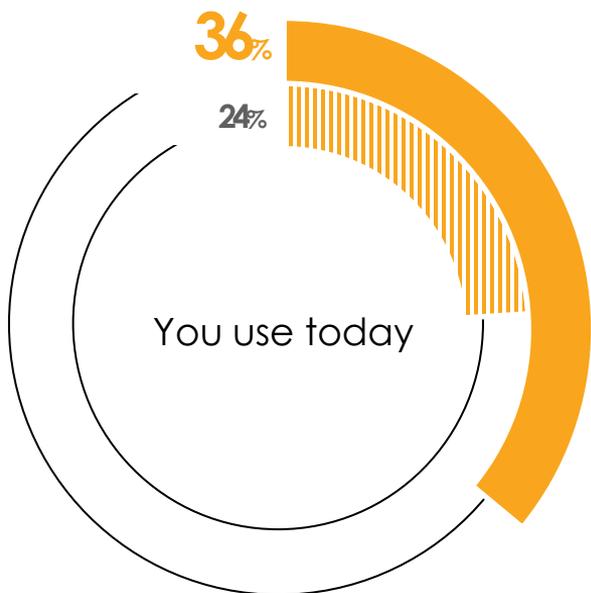
10%



8%



# ENGAGEMENT – Top 2 Attributes



# PRESENCE – Top 2 Attributes

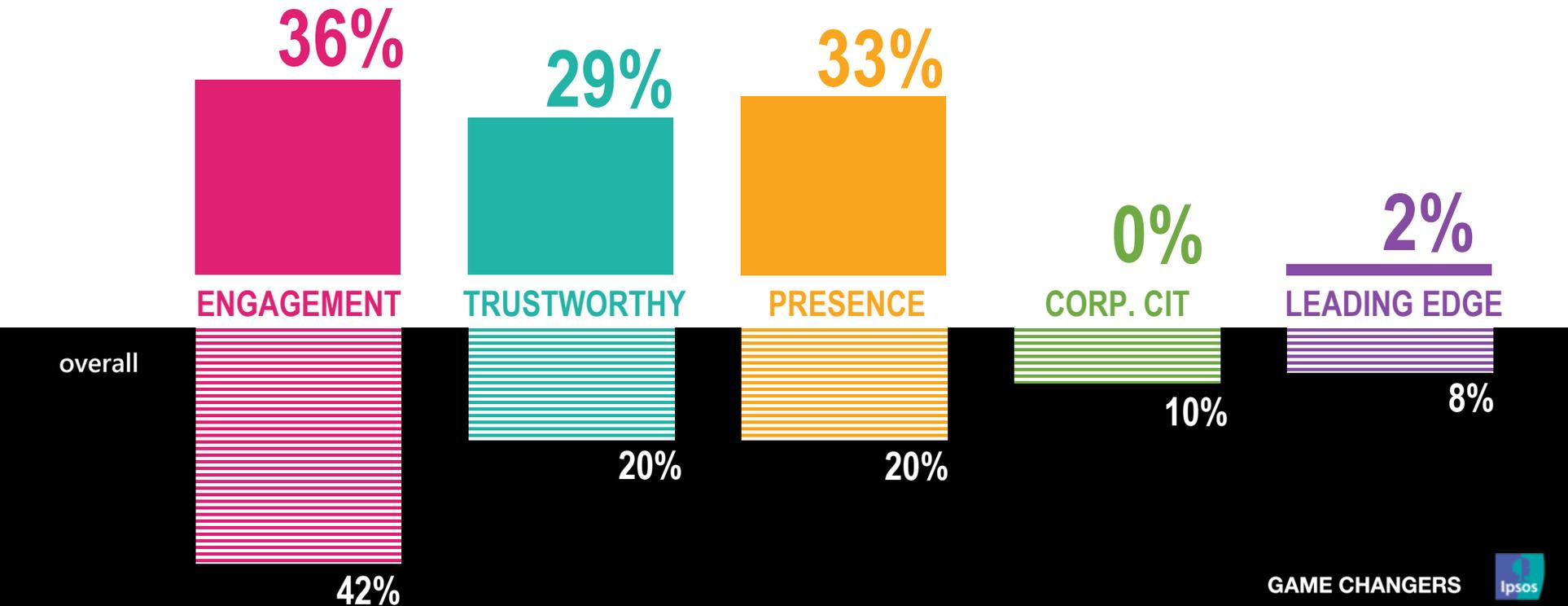


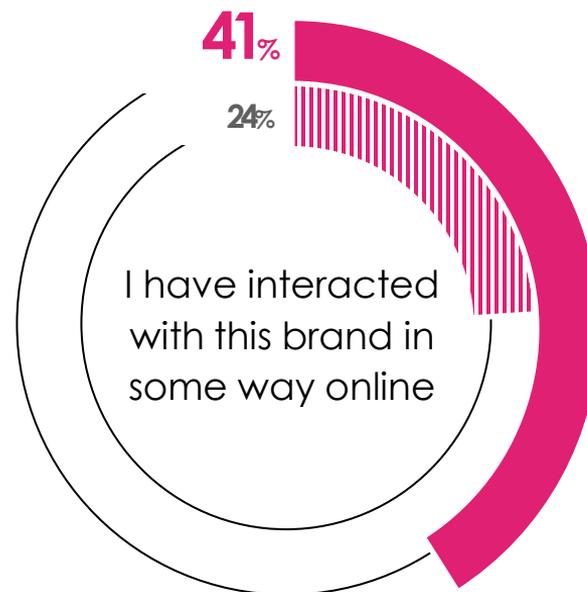
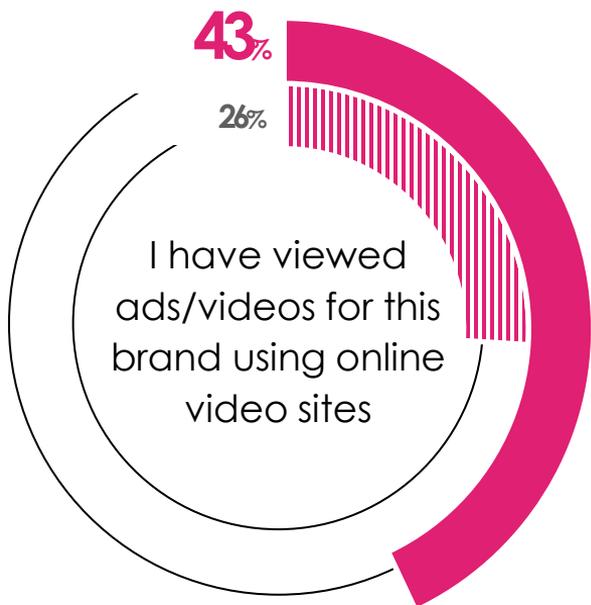
**HUAWEI**

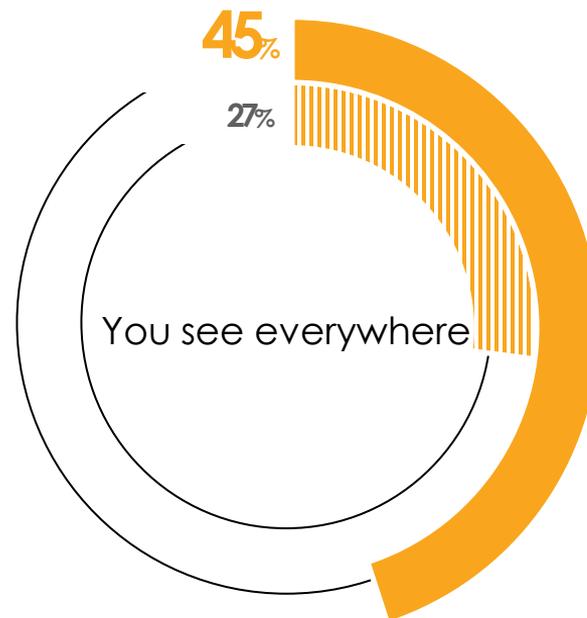
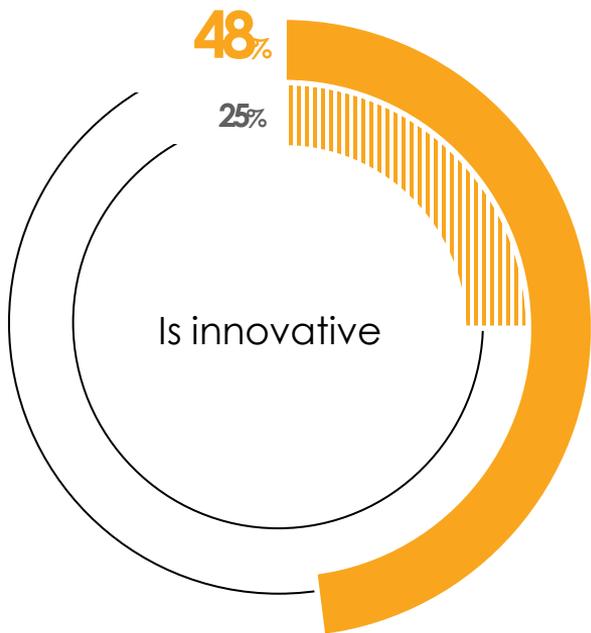
Ipsos Influence Index Score

**162**









# PRESENCE – Top 2 Attributes

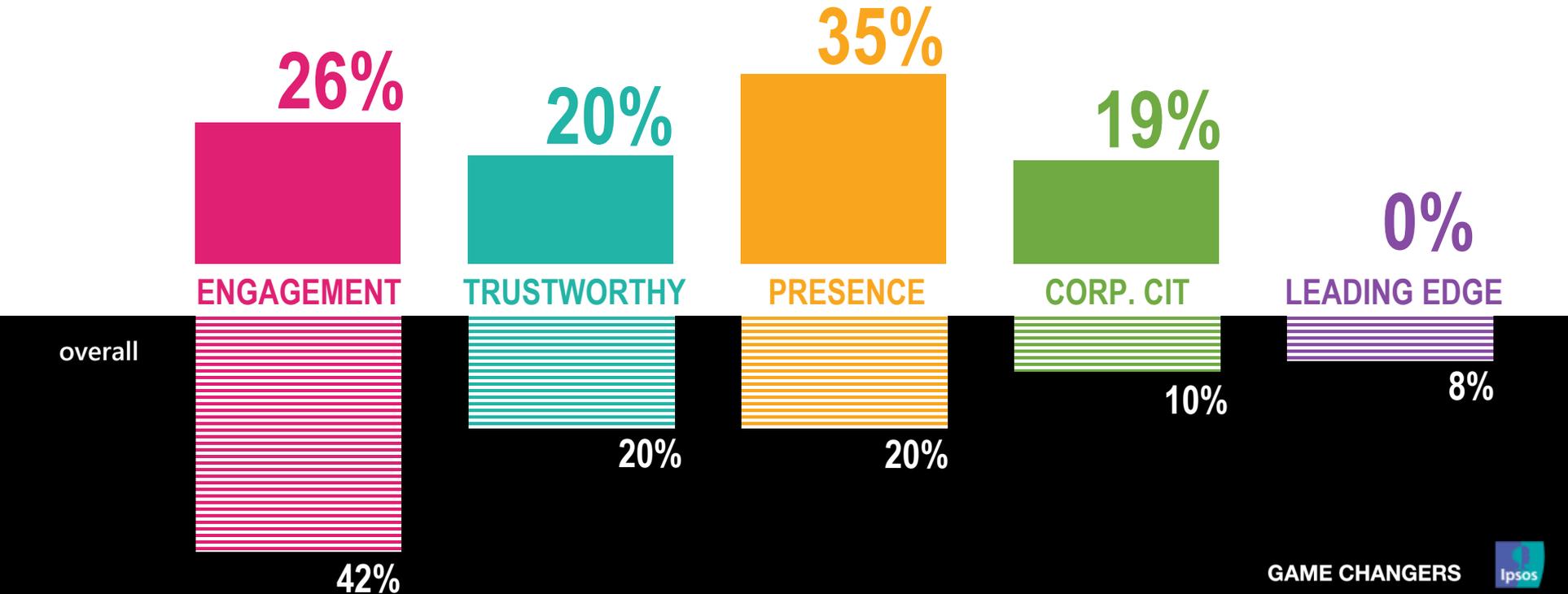


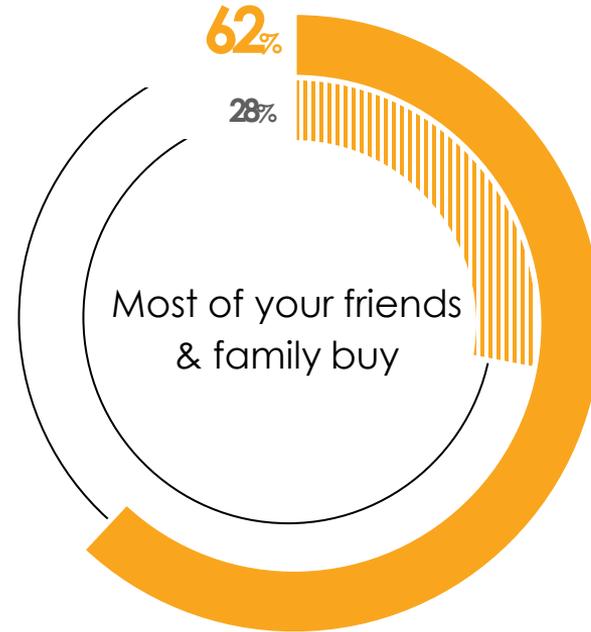
المراعي  
Almarai

Ipsos Influence Index Score

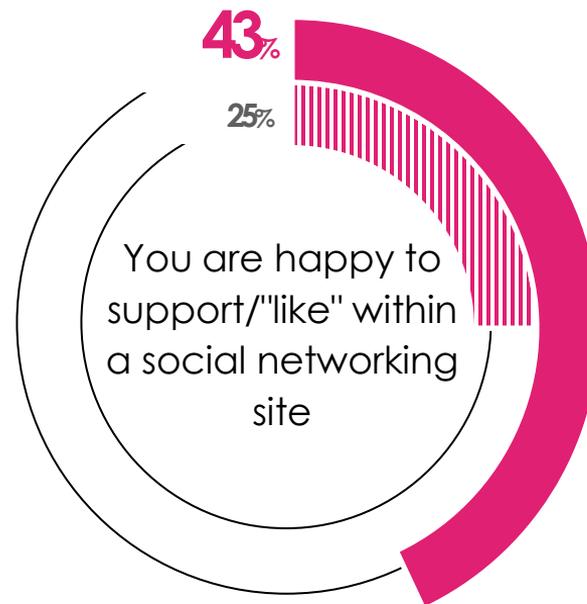
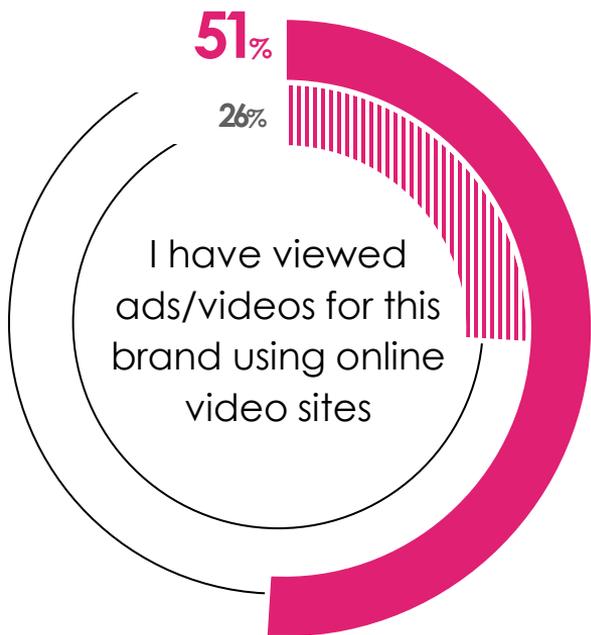
**176**







# PRESENCE – Top 2 Attributes

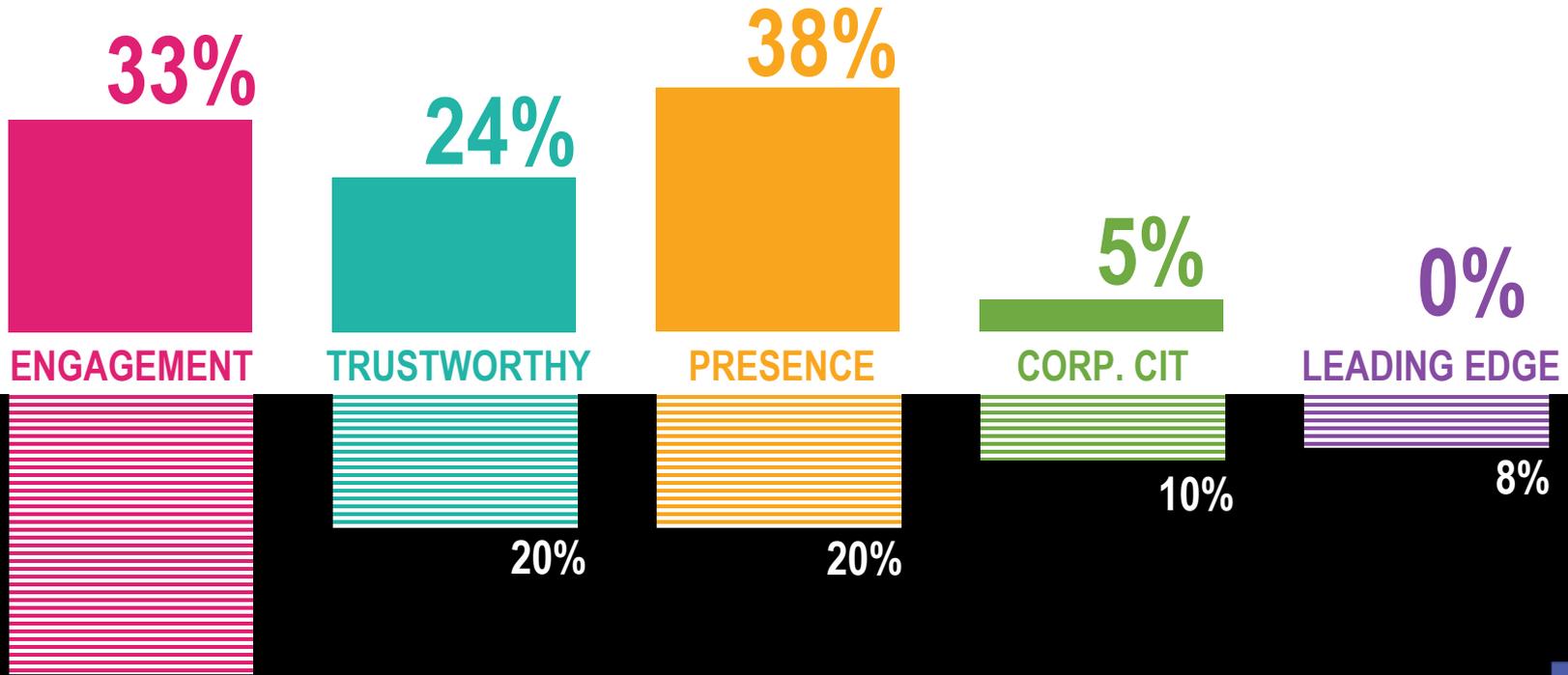


# SAMSUNG

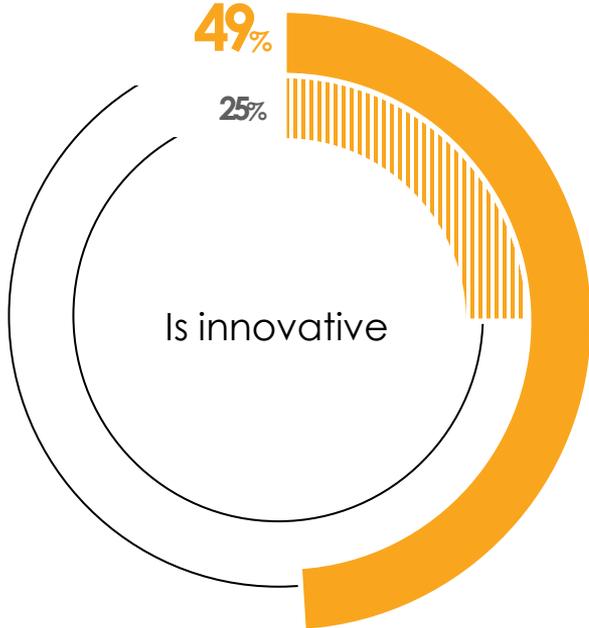
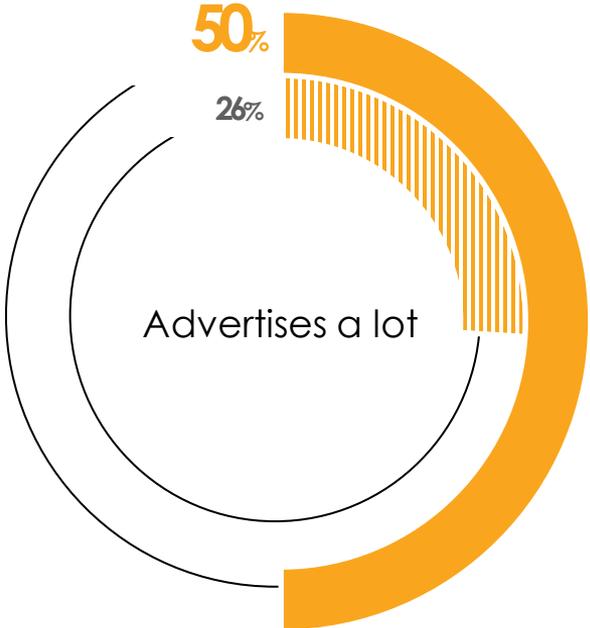
Ipsos Influence Index Score

**182**

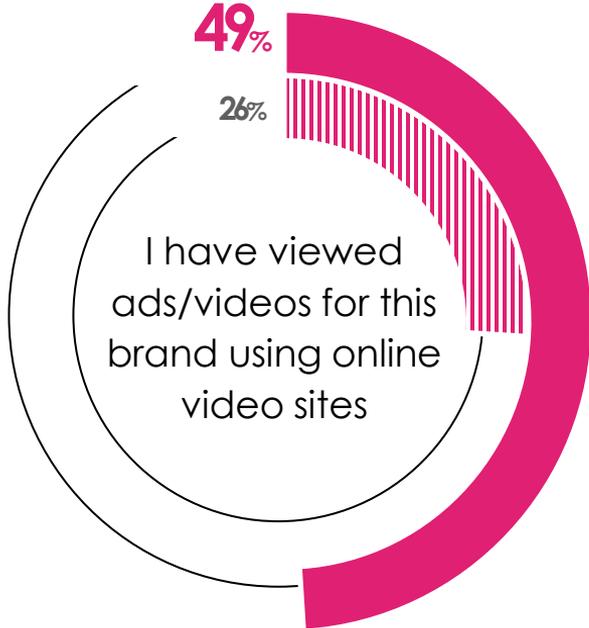
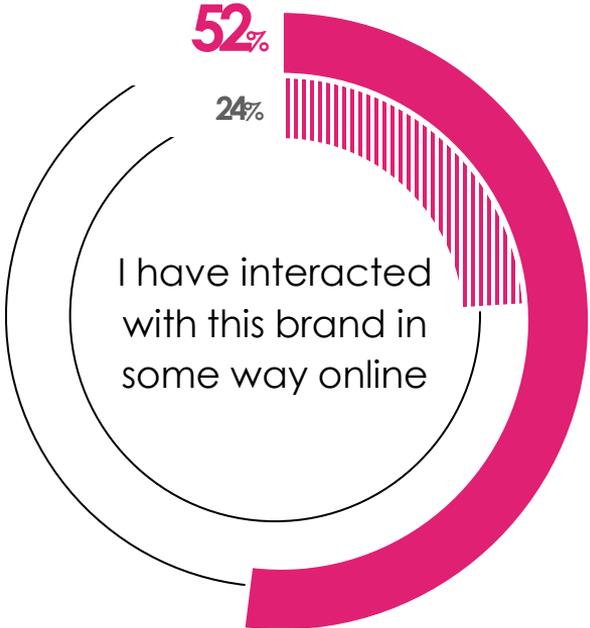




overall



## PRESENCE – Top 2 Attributes



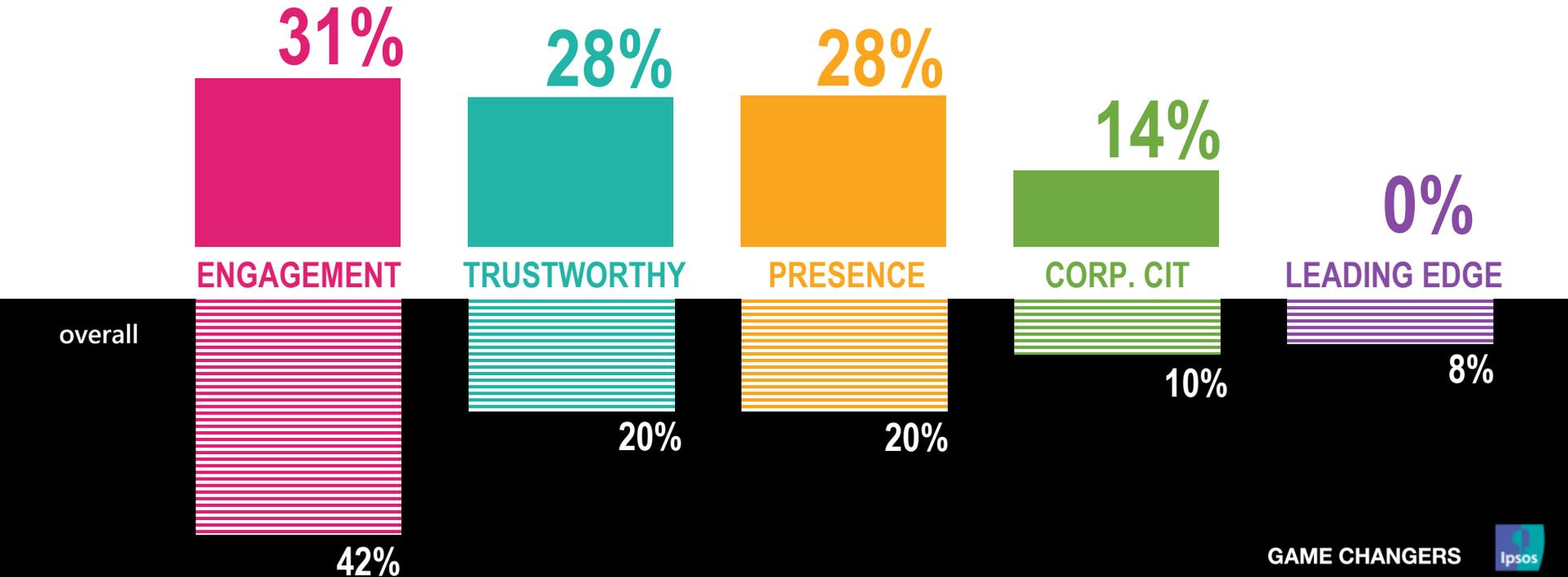
## ENGAGEMENT – Top 2 Attributes

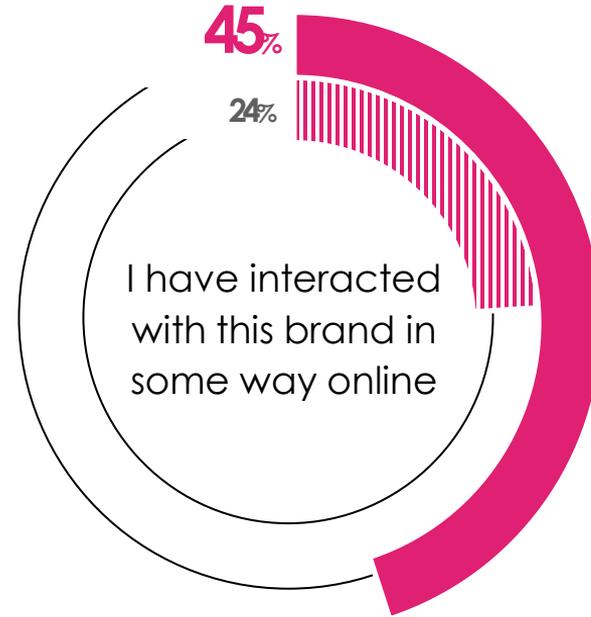
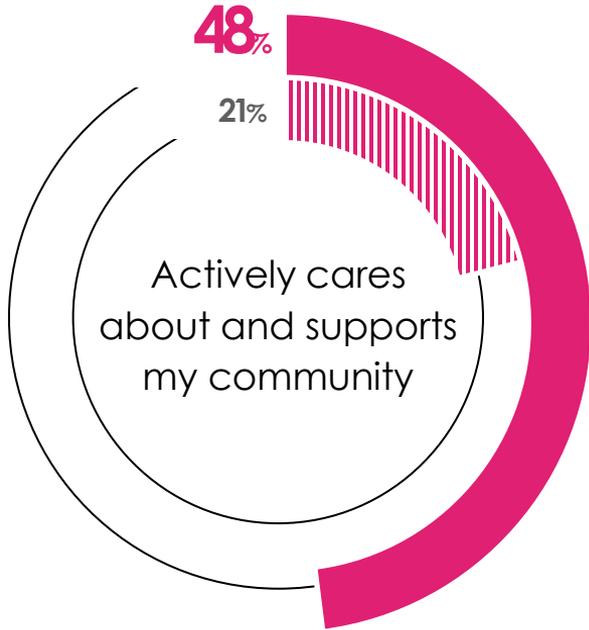
# stc

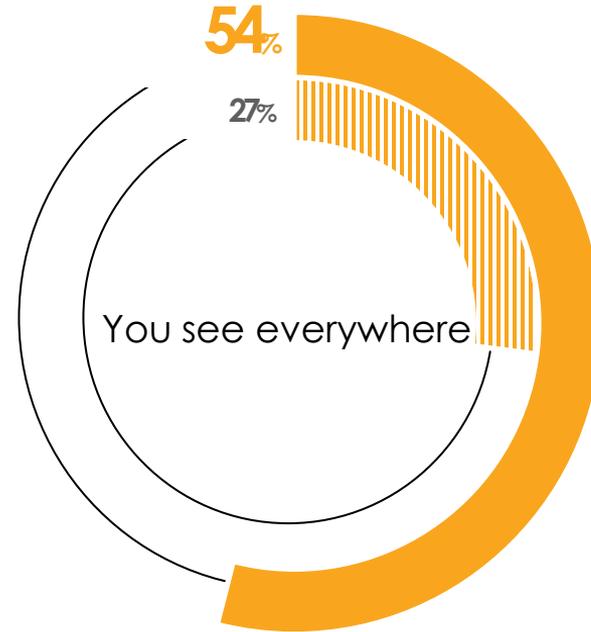
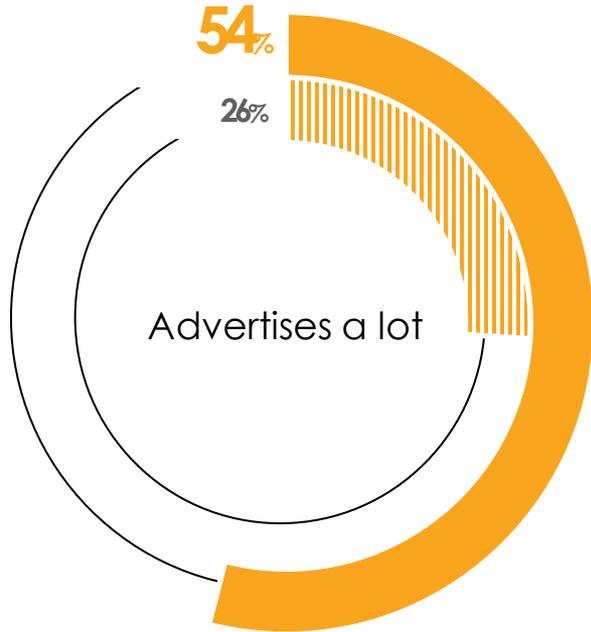
Ipsos Influence Index Score

**191**









# PRESENCE – Top 2 Attributes



Ipsos Influence Index Score

**195**





44%



ENGAGEMENT

17%



TRUSTWORTHY

26%



PRESENCE

13%

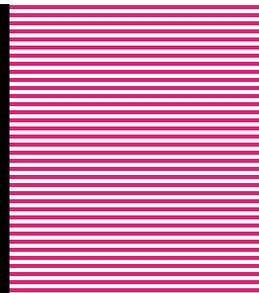


CORP. CIT

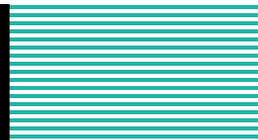
0%

LEADING EDGE

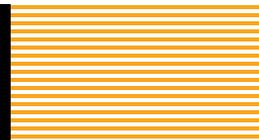
overall



42%



20%



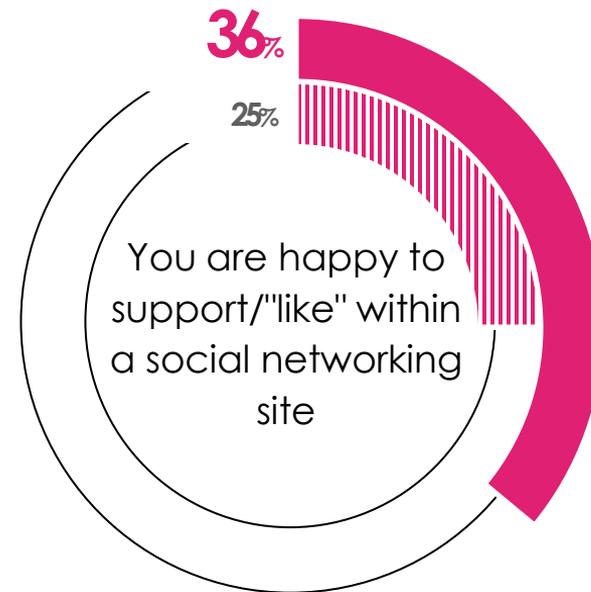
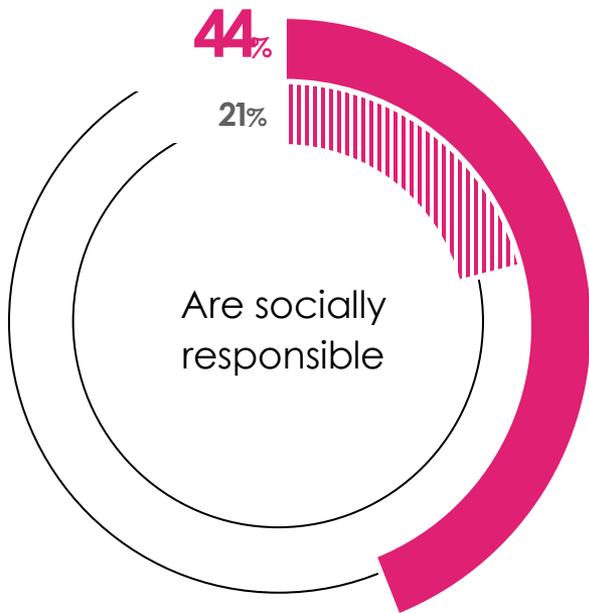
20%



10%



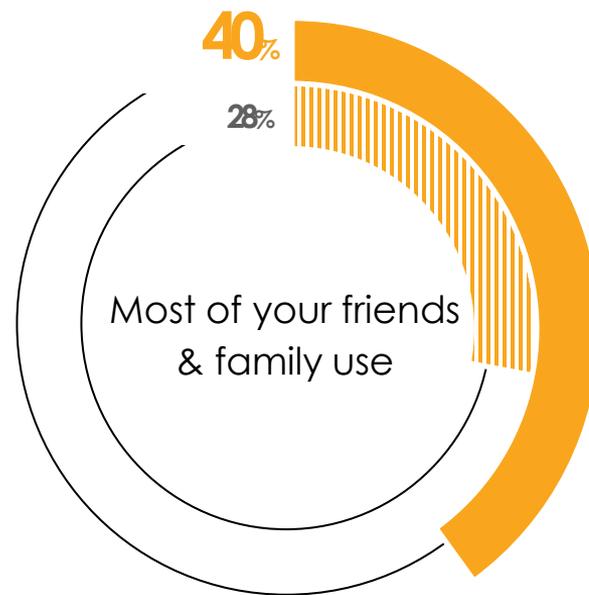
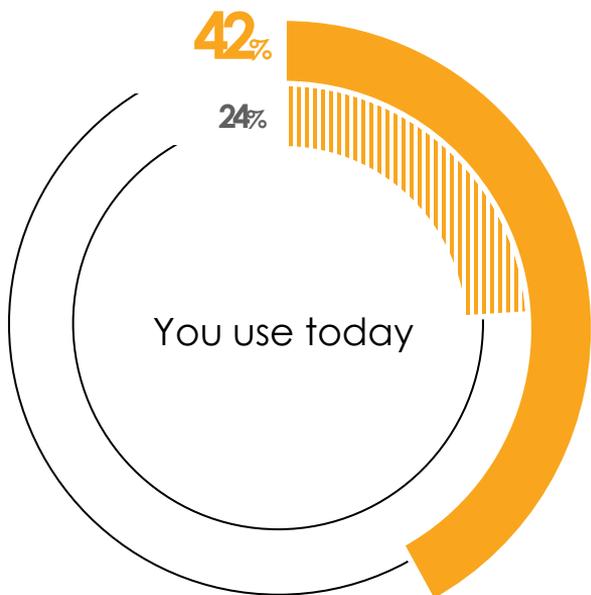
8%



## ENGAGEMENT – Top 2 Attributes

Brand

Overall



# PRESENCE – Top 2 Attributes

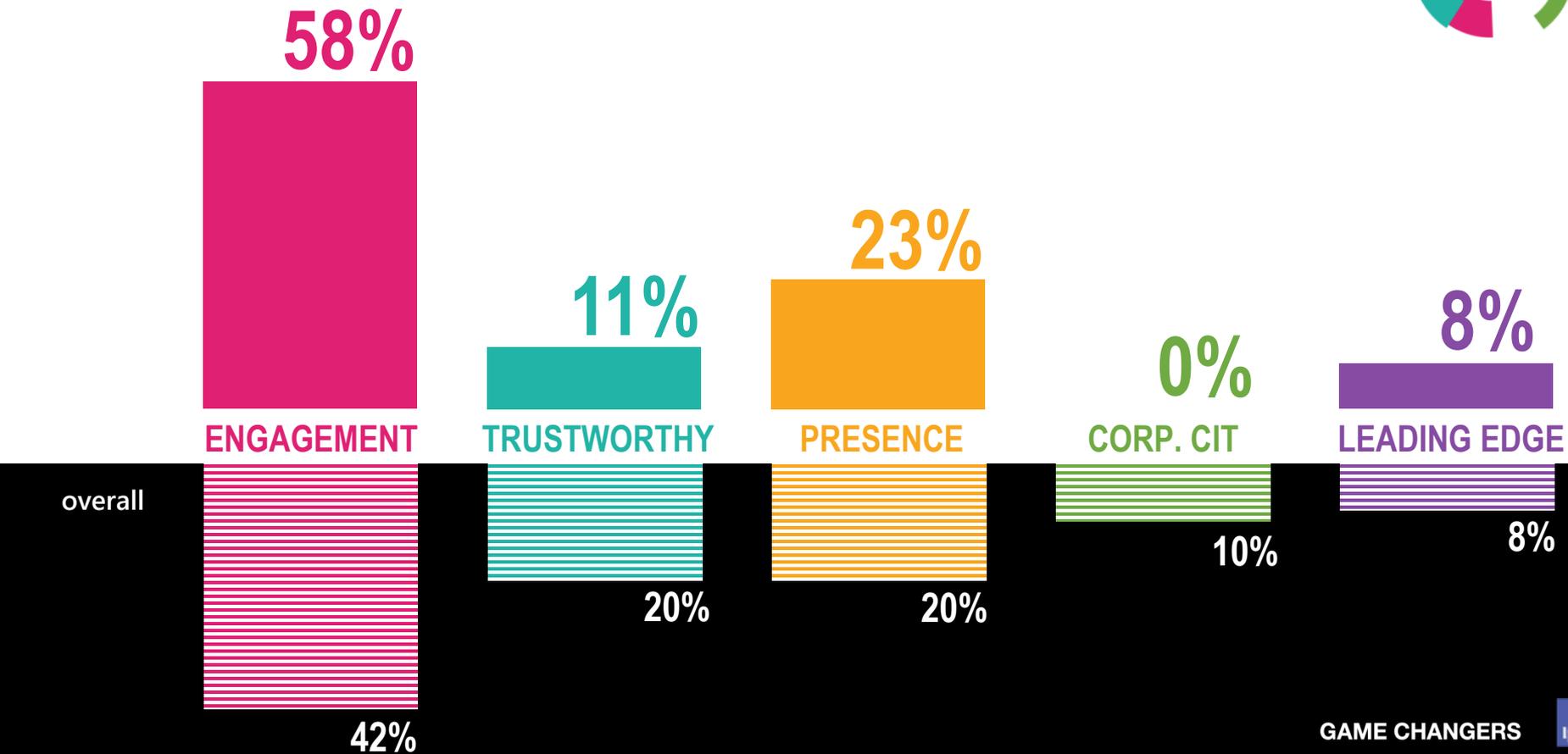
Brand Overall

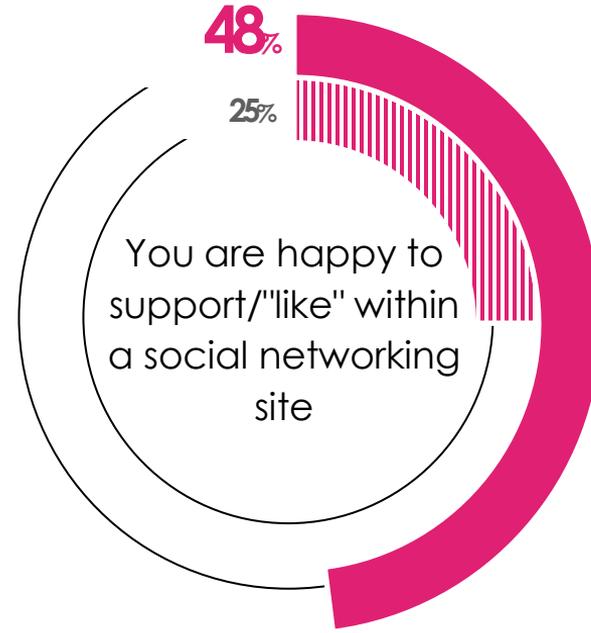
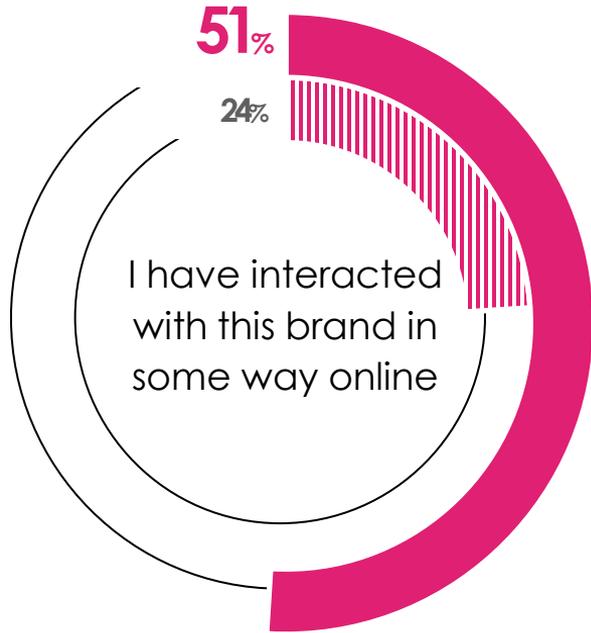


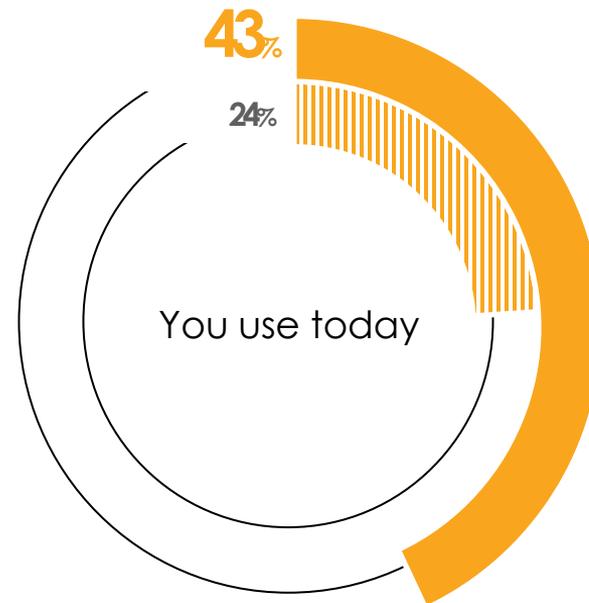
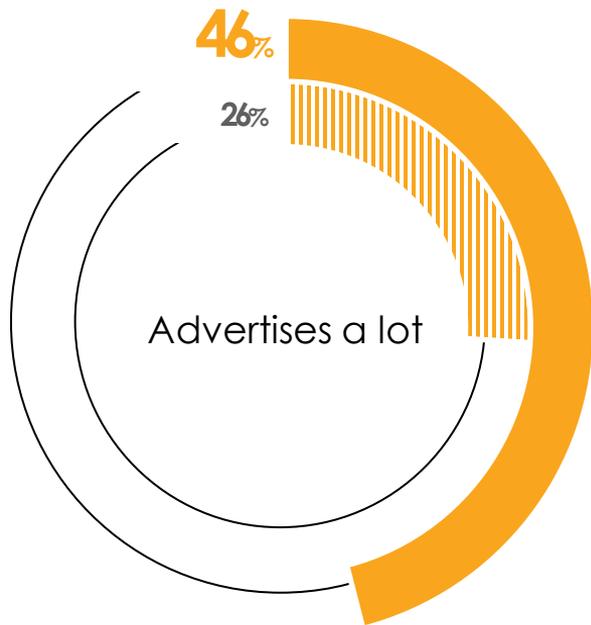
Ipsos Influence Index Score

**199**









# PRESENCE – Top 2 Attributes



Ipsos Influence Index Score

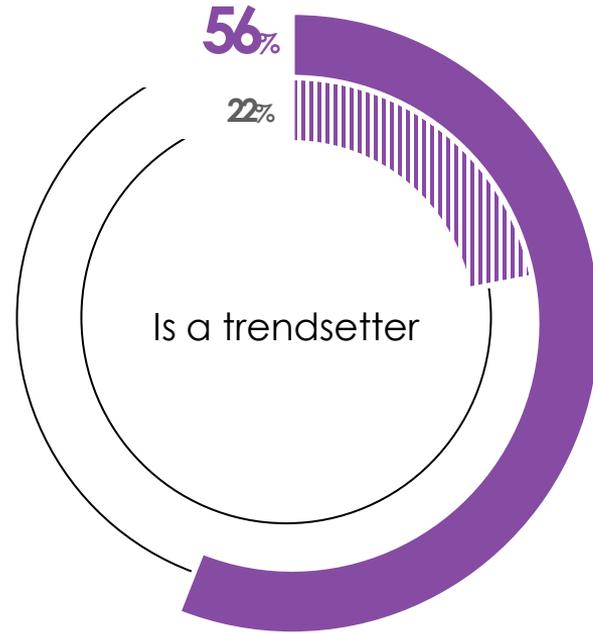
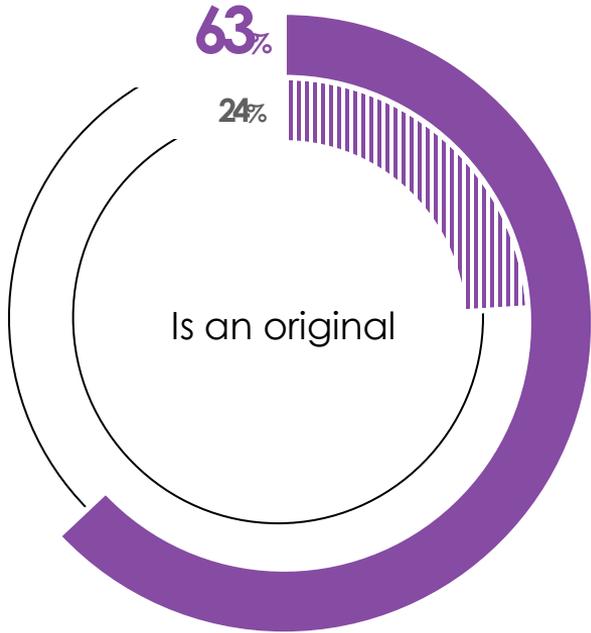
**211**





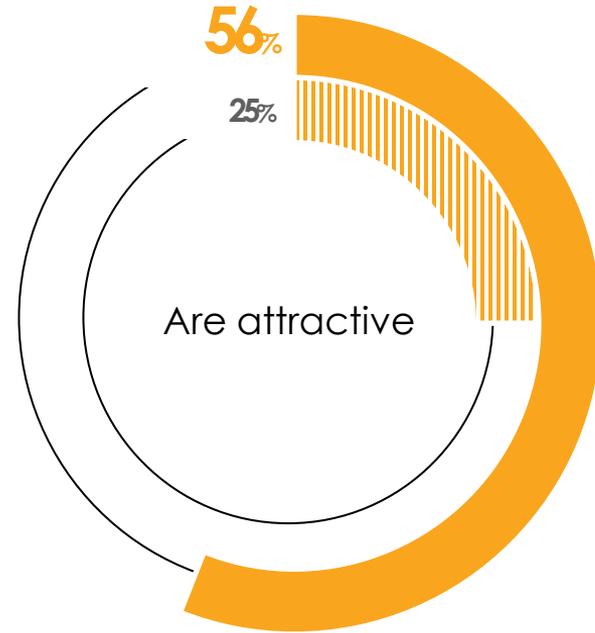
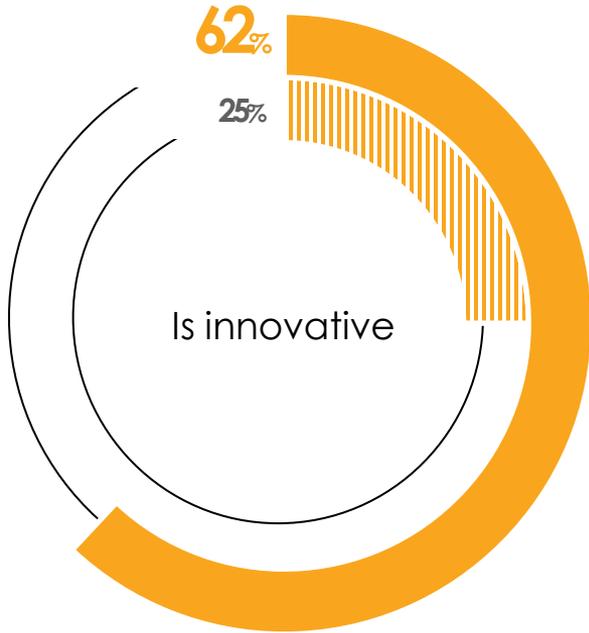
overall





## LEADING EDGE – Top 2 Attributes

■ Brand ■ Overall



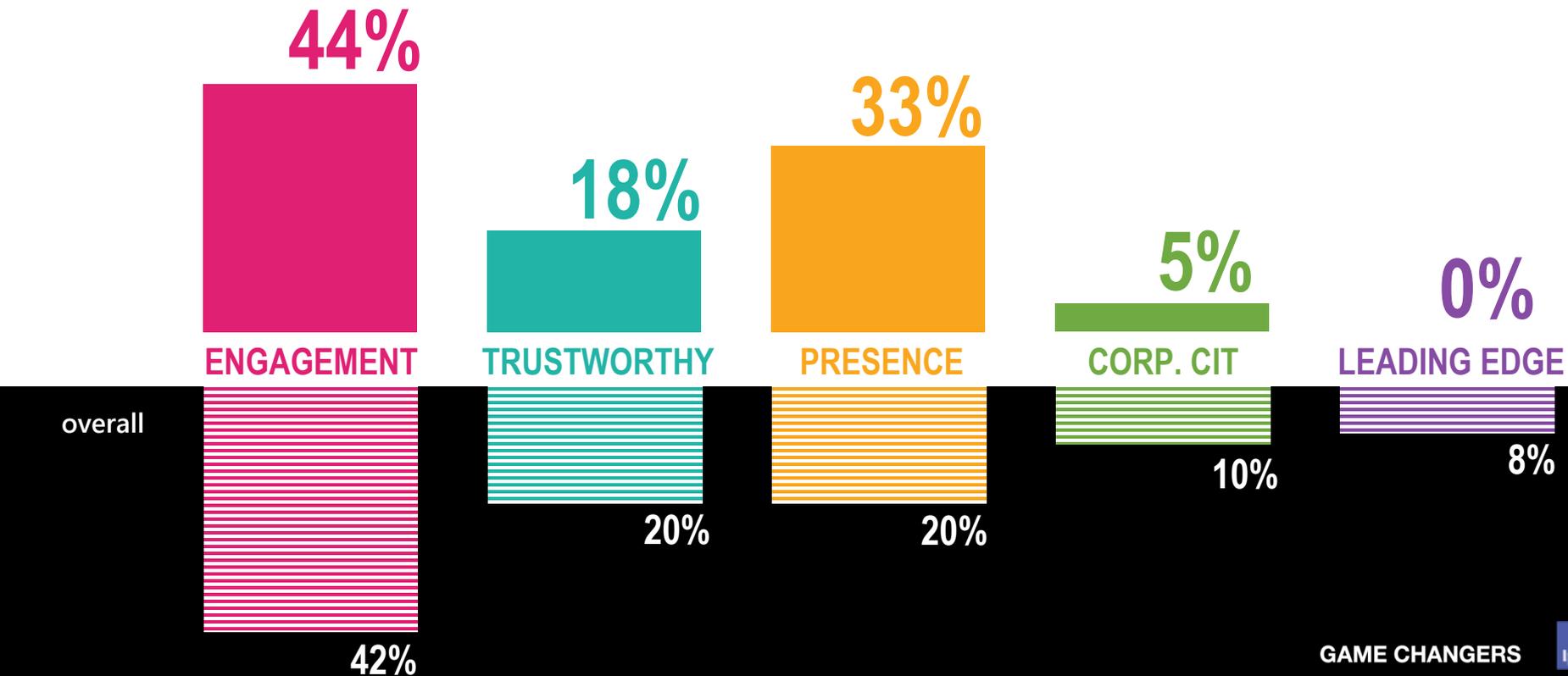
# PRESENCE – Top 2 Attributes

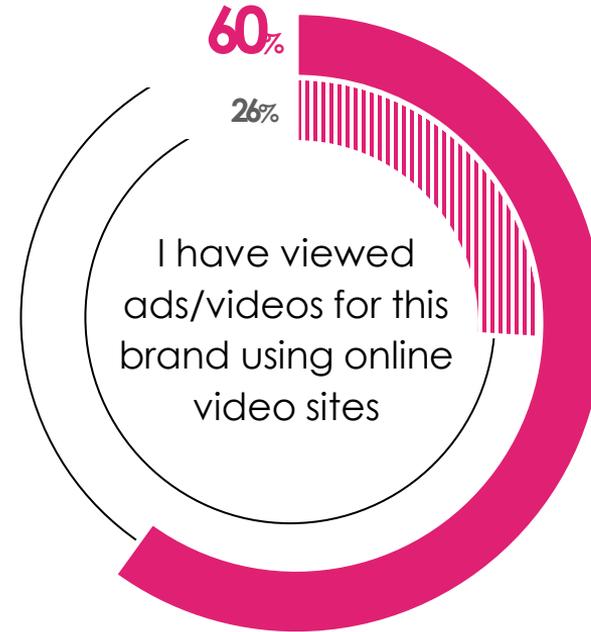
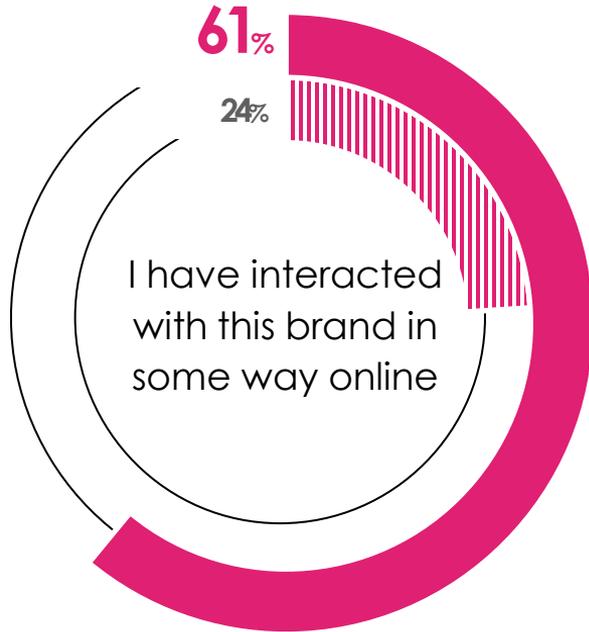
Brand Overall

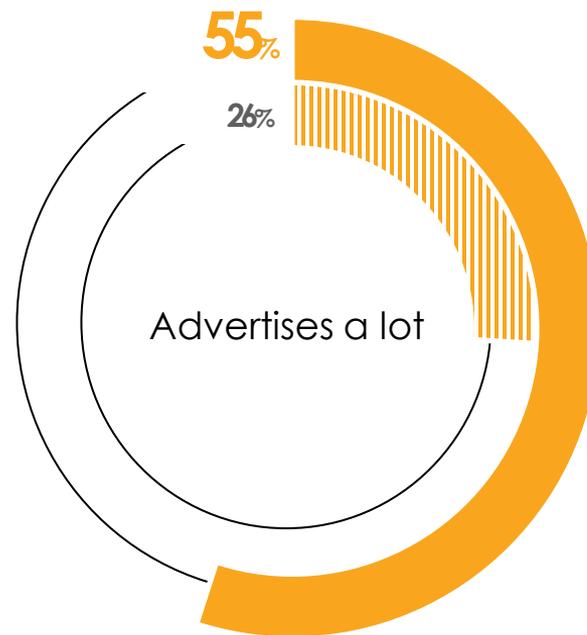
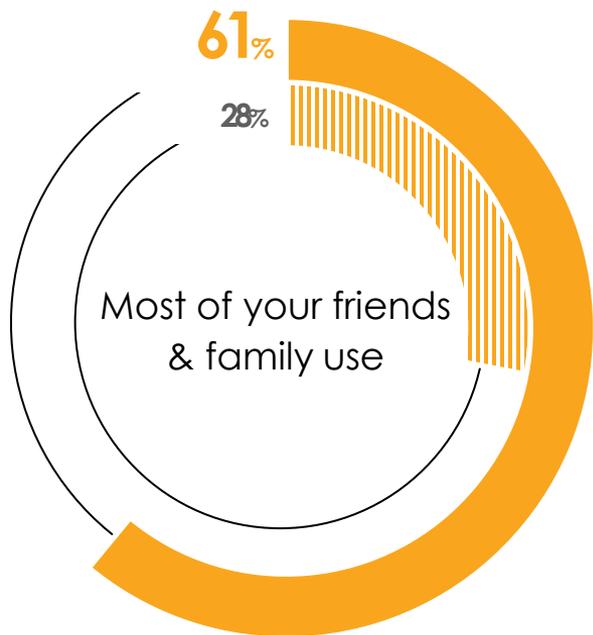


Ipsos Influence Index Score  
**217**









## PRESENCE – Top 2 Attributes

# Google

Ipsos Influence Index Score

**217**





46%



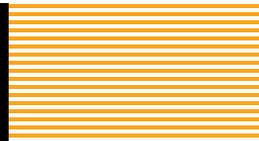
ENGAGEMENT

17%



TRUSTWORTHY

0%



PRESENCE

12%



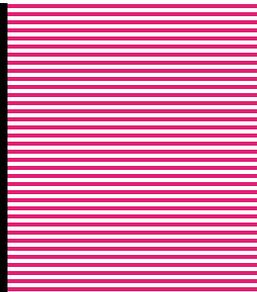
CORP. CIT

25%

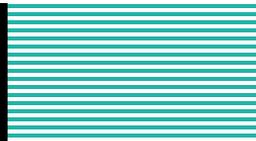


LEADING EDGE

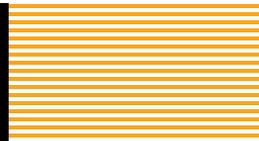
overall



42%



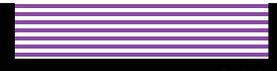
20%



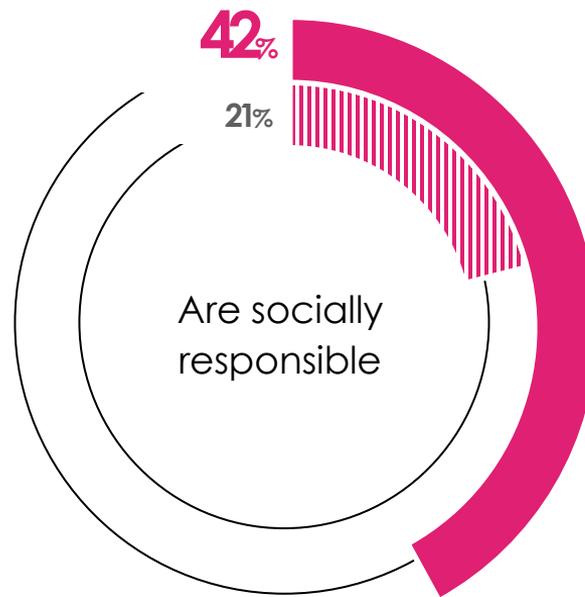
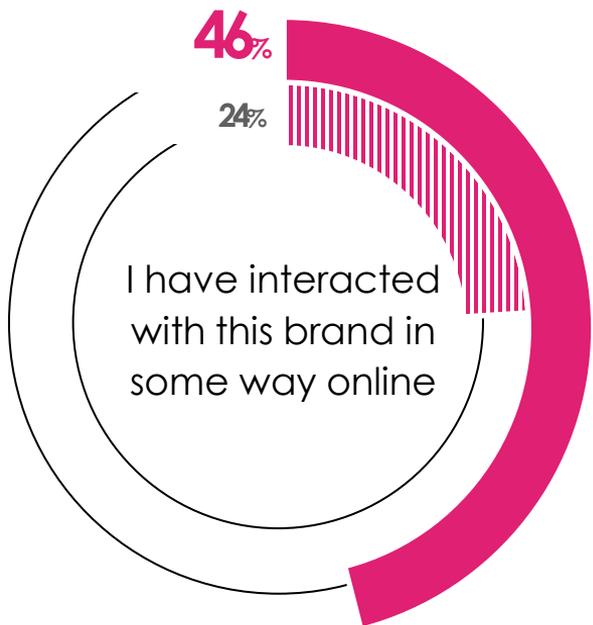
20%



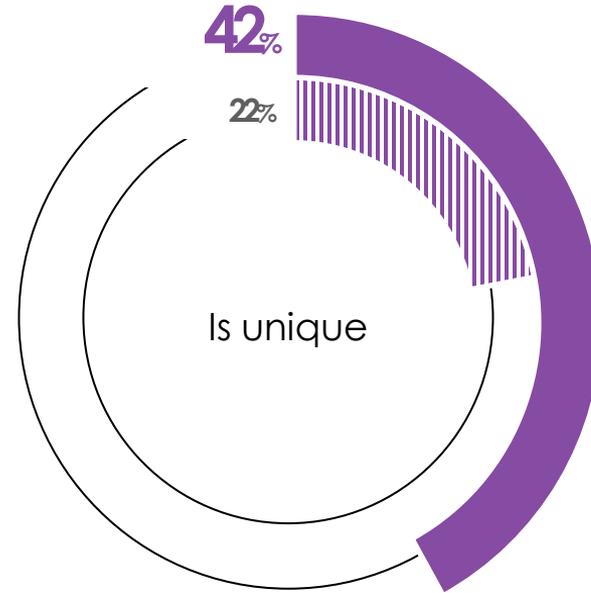
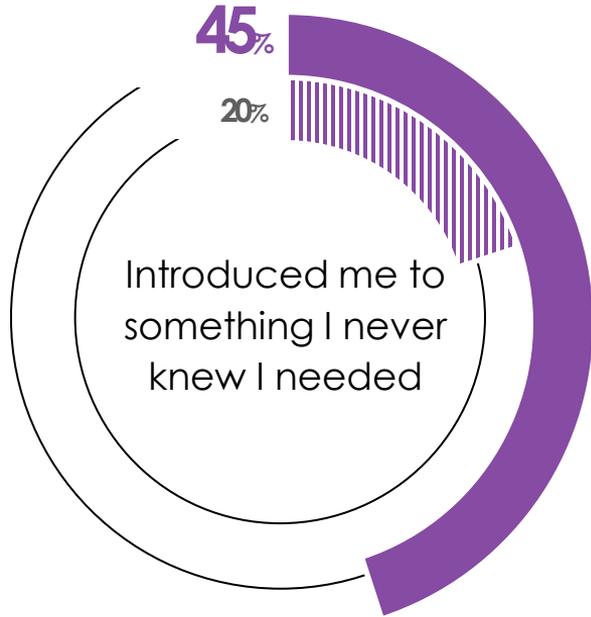
10%



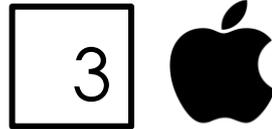
8%



# ENGAGEMENT – Top 2 Attributes



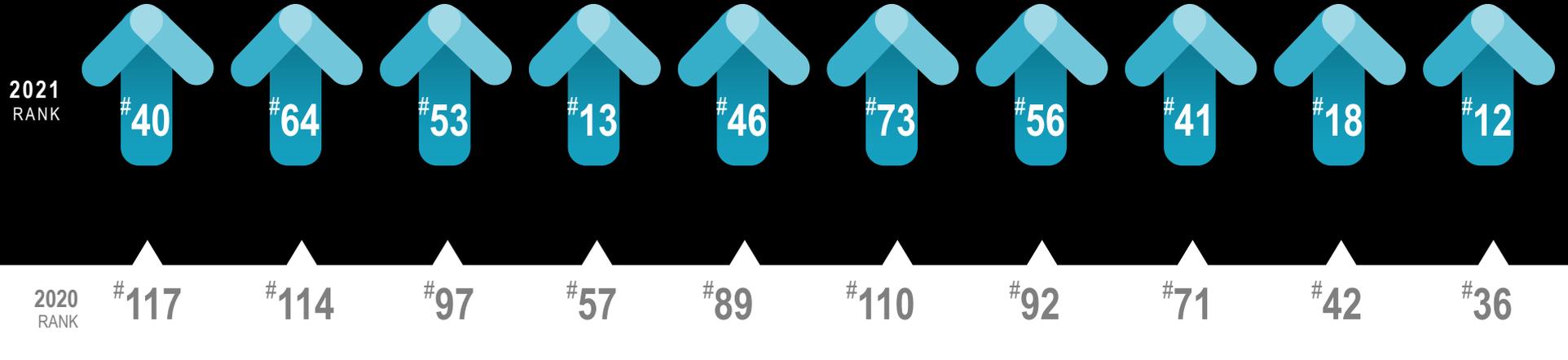
TOP  10 MOST INFLUENTIAL BRANDS in SAUDI ARABIA



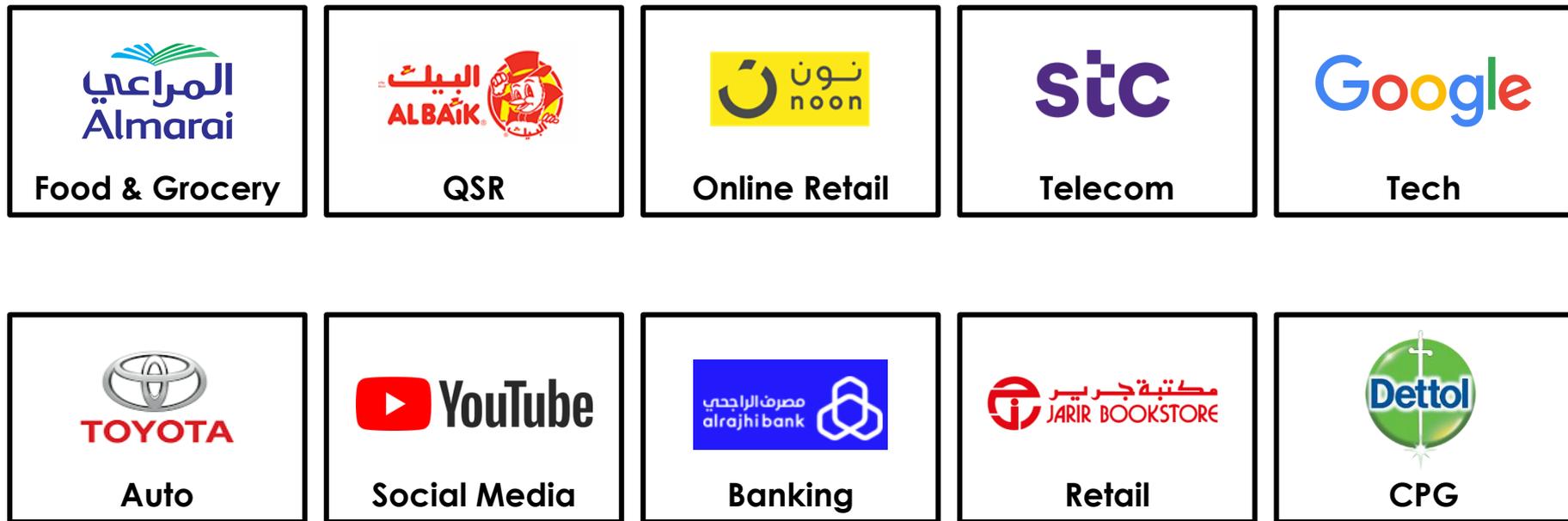
TOP 10 MOST INFLUENTIAL LOCAL BRANDS in SAUDI ARABIA



# 2021 Biggest Movers – Top 10 Most Improved



# Most Influential Brands - Per Category



*Sector Deep-Dive Reports Available*

# STUDYING THE 120 MOST INFLUENTIAL BRANDS IN KSA

## Airlines

Emirates  
Flyadeal  
Flynas  
Qatar Airways  
Saudia Airlines

## Auto

BMW  
Ford  
Geely  
Hyundai  
KIA  
Lexus  
Mercedes-Benz  
Nissan  
Toyota

## Hospitality

Four Seasons  
Hilton  
Marriott

## Food & Grocery

Activia  
Almarai  
AlSafi Danone  
Americana  
Baja  
Coca-Cola  
Goody  
Halawani  
Kellogg's  
Kinder  
Kraft  
Lay's  
Nadec  
Nescafe  
Nespresso  
Nestlé  
Pepsi  
Rabea tea  
Rani  
Saudia Dairy  
Savola  
Sunbulah  
Vimto

## CPG

Always  
Clorox  
Colgate  
Comfort  
Dettol  
Dove  
Estee Lauder  
Garnier  
Gillette  
Head & Shoulders  
L'oreal  
Nivea  
Persil

## Online Retail

Amazon  
Noon.com  
SHEIN

## Media

MBC

## Banking & Finance

AL Rajhi Bank  
Alinma Bank  
Bank AlJazira  
Banque Saudi Fransi  
BUPA  
Mastercard  
Riyad Bank  
Saudi National Bank  
Visa  
Western union

## Fashion

Adidas  
Cartier  
Chanel  
Dior  
H&M

## Retail

Carrefour  
Danube  
eXtra stores  
Ikea  
Jarir Bookstore  
Lulu Hypermarket  
Nahdi  
Othaim Markets  
Panda  
Saco  
Sephora  
Wojooh

## Online Services

Careem  
Hunger Station  
Jahez  
Uber

## Social Media & Online Content

Anghami  
Facebook  
Instagram  
Netflix  
OSN  
Shahid  
Snapchat  
Starz Play  
TikTok  
Twitter  
WhatsApp  
YouTube

## Telecom

Mobily  
STC  
Virgin Mobile  
Zain

## Tech

Apple  
Google  
Hewlett Packard  
Huawei  
LG  
Microsoft  
Samsung  
Sony

## QSR

Al Baik  
Burger King  
Domino's Pizza  
KFC  
KUDU  
Maestro Pizza  
McDonald's  
Starbucks

# Chapter

# 04

## Methodological Notes



# A STUDY TALKING DIRECTLY TO THE SAUDI MARKET

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



The study was conducted between January and February 2022. 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.

thank  
YOU

 **MOST**  
**INFLUENTIAL**  
**BRANDS** 2021

For more information, please contact:

Mohammed Minawi | Chief Commercial Officer - MENA  
[Mohammed.Minawi@ipsos.com](mailto:Mohammed.Minawi@ipsos.com)

Mohamad Jobeilly | Senior Research Manager, Ipsos KSA  
[Mohamad.Jobeilly@ipsos.com](mailto:Mohamad.Jobeilly@ipsos.com)