

The

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

2021

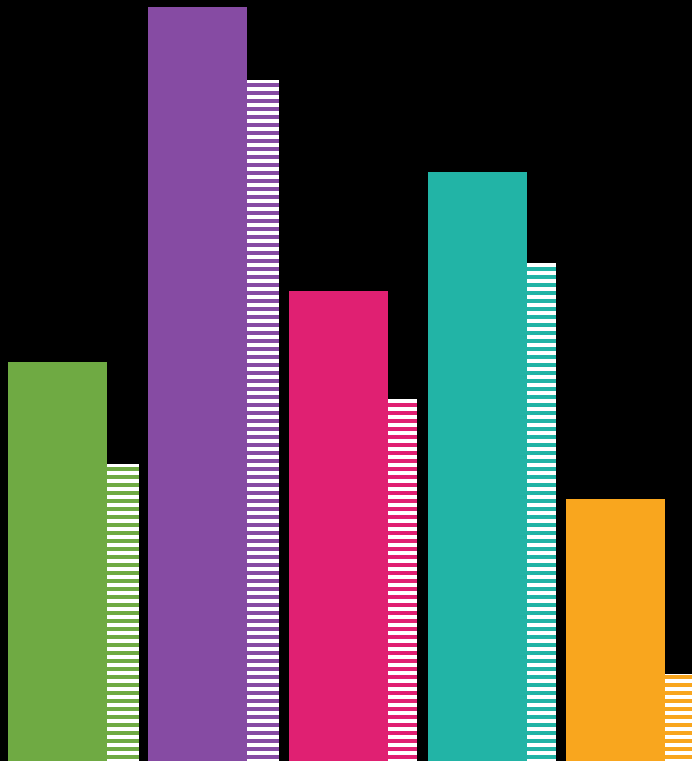


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Chapter

01

INTRODUCTION



Welcome



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 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 2021 edition represents the second year of this initiative in Egypt, where 118 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**, having a **leading edge**, **corporate citizenship**, **engagement**, and **presence** will truly make an impact with consumers and indeed on the world.

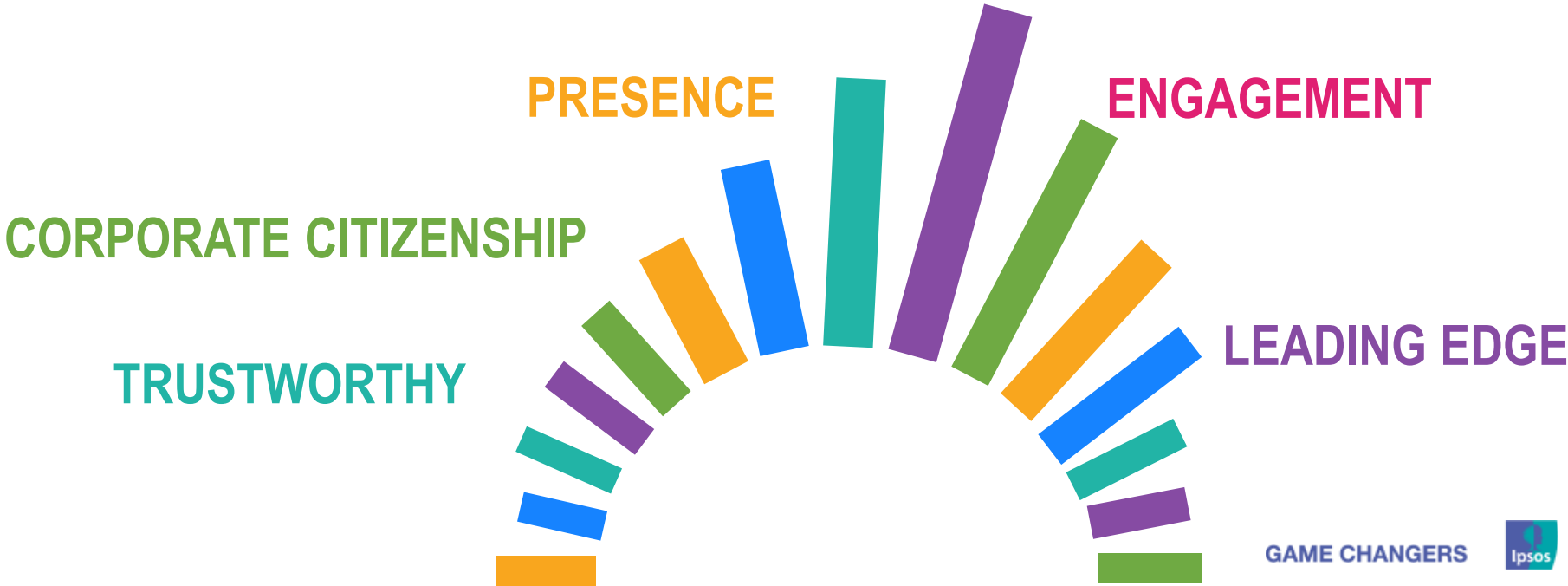
WE DEFINE INFLUENCE WITH 11 KEY METRICS

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
- I have viewed ads/videos for this brand using online video sites
- You are happy to support/"like" within a social networking site

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
- Are represented by someone well known that you respect
- Are socially responsible
- Actively cares about and supports my community
- Inspires a sense of pride
- Have searched online for more information related to this brand

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
- Have forever changed the consumer landscape
- Set an example for other brands
- Is the benchmark I compare other competitive brands against
- Are environmentally responsible

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
- Consistently send the same message about what it stands for
- 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
- Is established
- Consumers want to hear from
- Continue to get better
- Have a strong future
- Understand consumers' needs

LEADING EDGE

- Is a trendsetter
- Are ahead of its time
- Are edgy
- Is an original
- Introduced me to something I never knew I needed
- Is innovative
- Are attractive
- Is unique
- Is an original
- Is unconventional
- Shapes consumer behavior
- Stand-out
- Lead its competitors
- Represent characteristics you want to have/reflect

Chapter

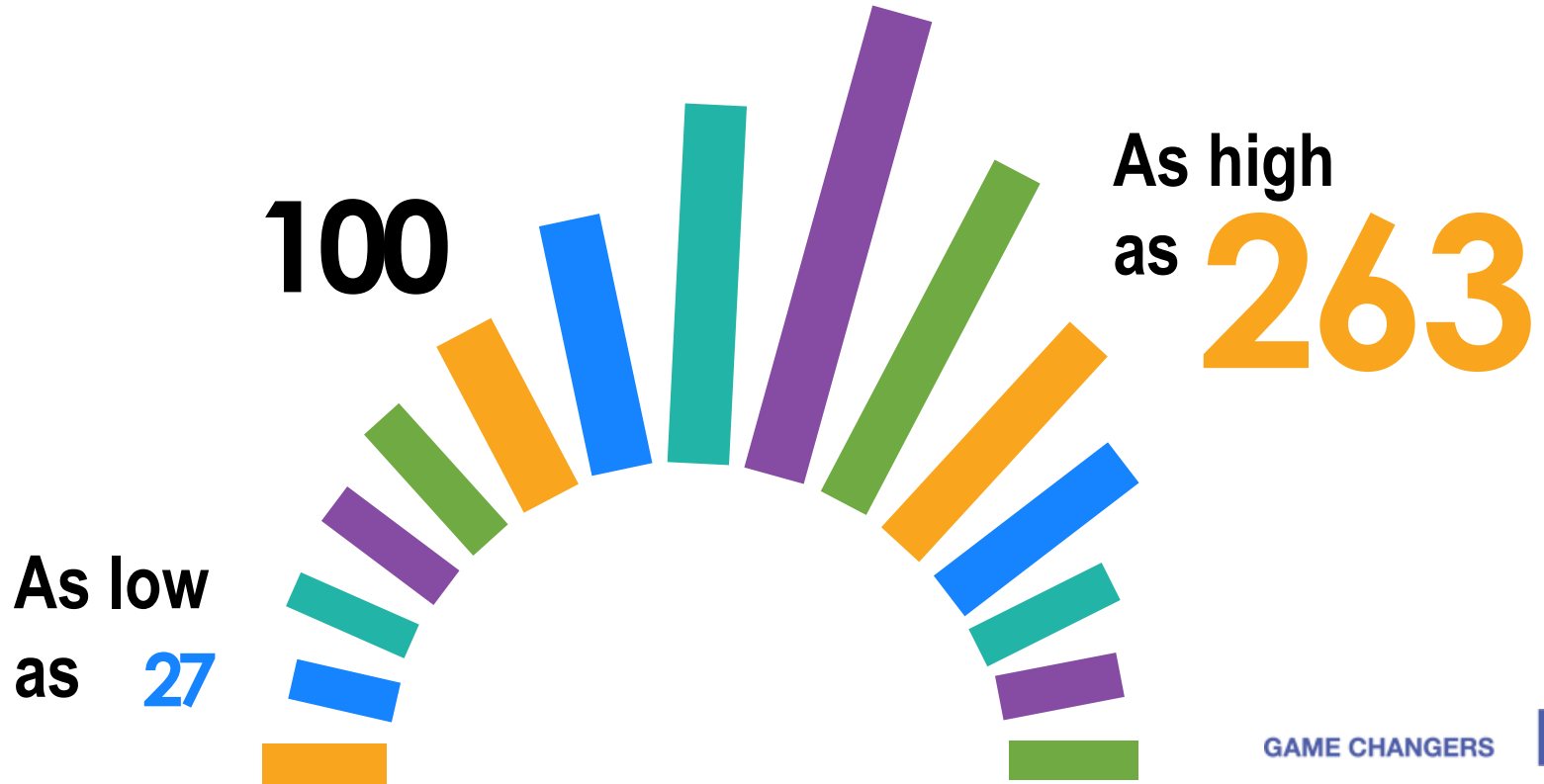
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Overview Of Key Findings



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 263, and lowest scoring 27.



THE INFLUENCE DRIVERS OF THE EGYPTIAN MARKET

Engagement is the biggest driver of brand influence for the brands evaluated in Egypt, followed by Presence and Trustworthiness.

41% ENGAGEMENT

Influence Driver	Percentage
Engagement	41%
Presence	22%
Trustworthy	20%
Corporate Citizenship	11%
Leading Edge	6%

22% PRESENCE

20% TRUSTWORTHY

11% CORPORATE CITIZENSHIP

6% LEADING EDGE

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.



Chapter

03

Top 10 Brands In Egypt



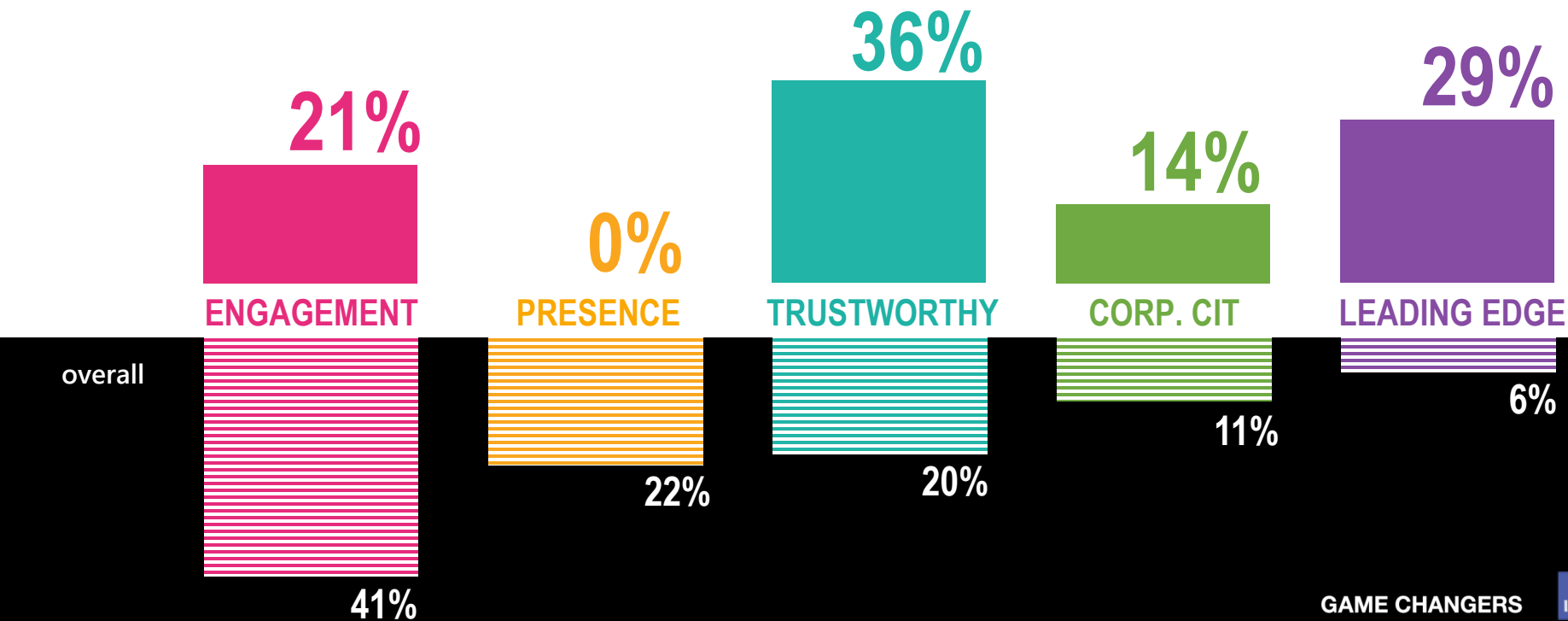


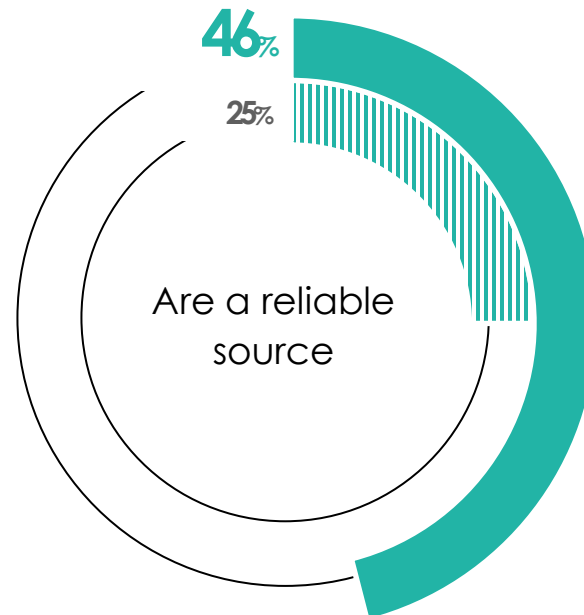
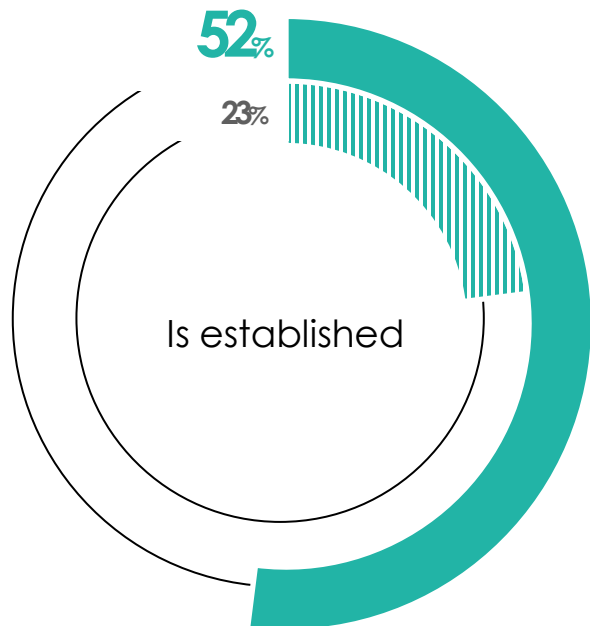
Microsoft

Ipsos Influence Index Score

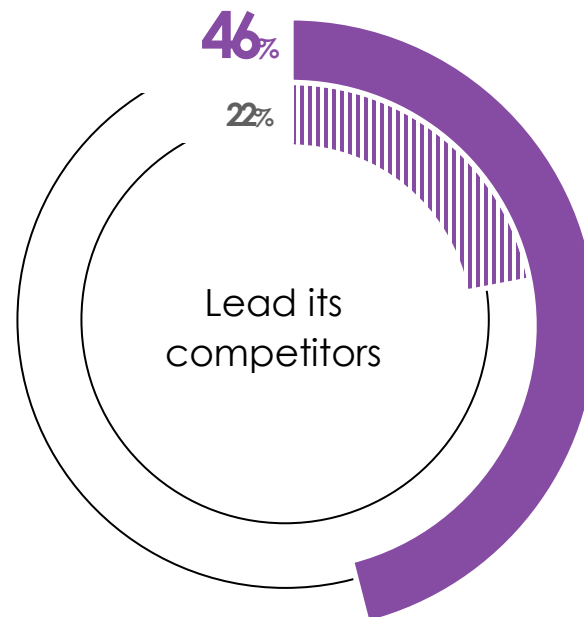
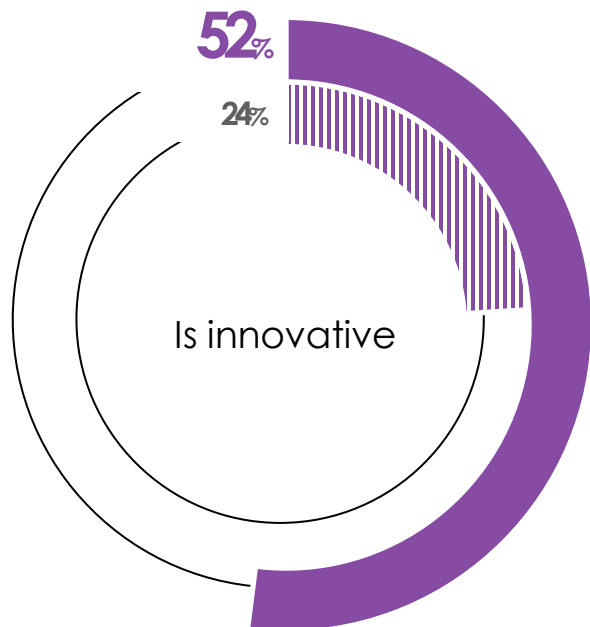
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TRUSTWORTHY – Top 2 Attributes

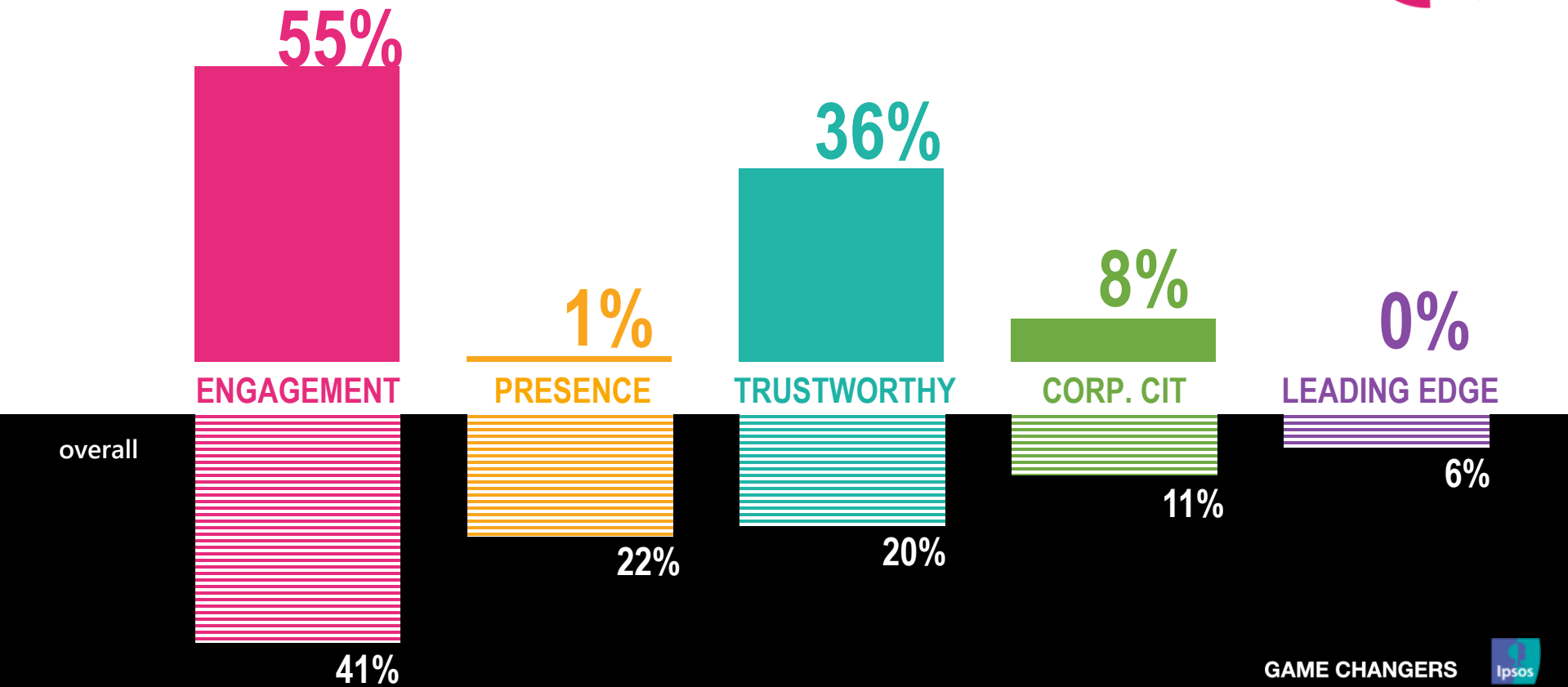


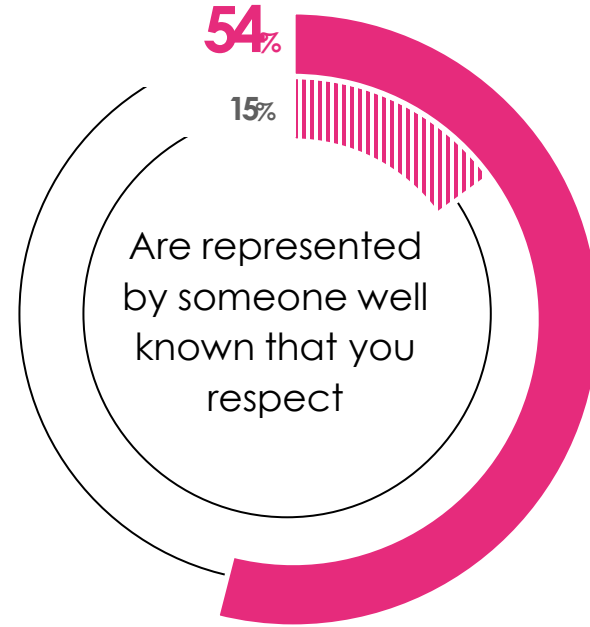
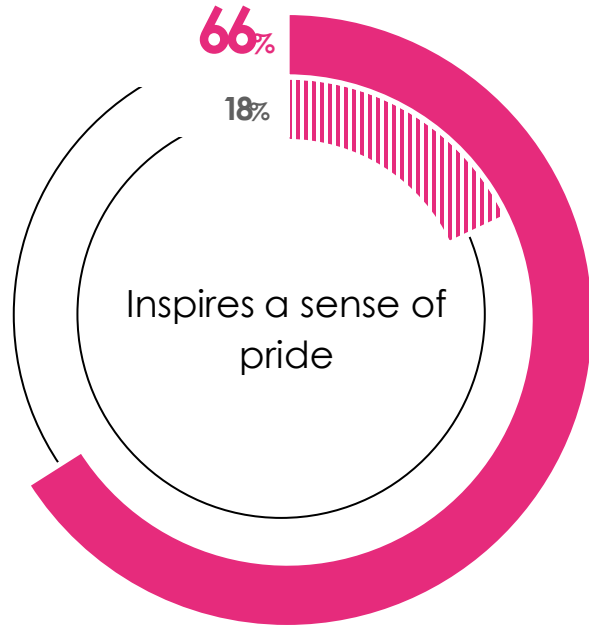
ELARABY

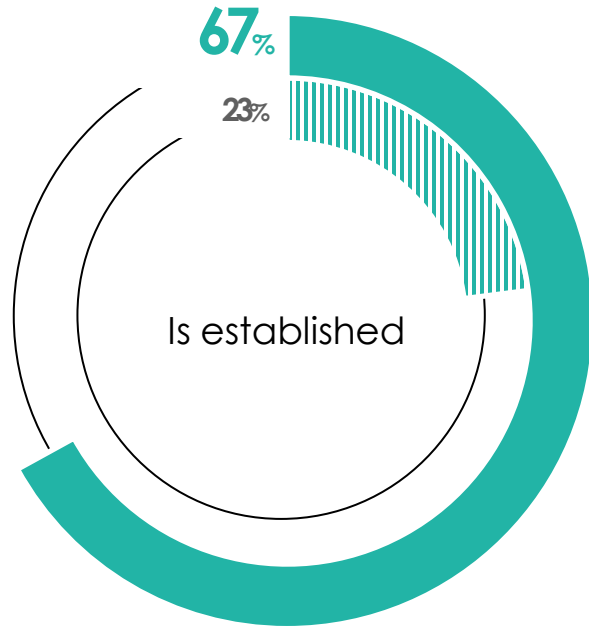
Ipsos Influence Index Score

191







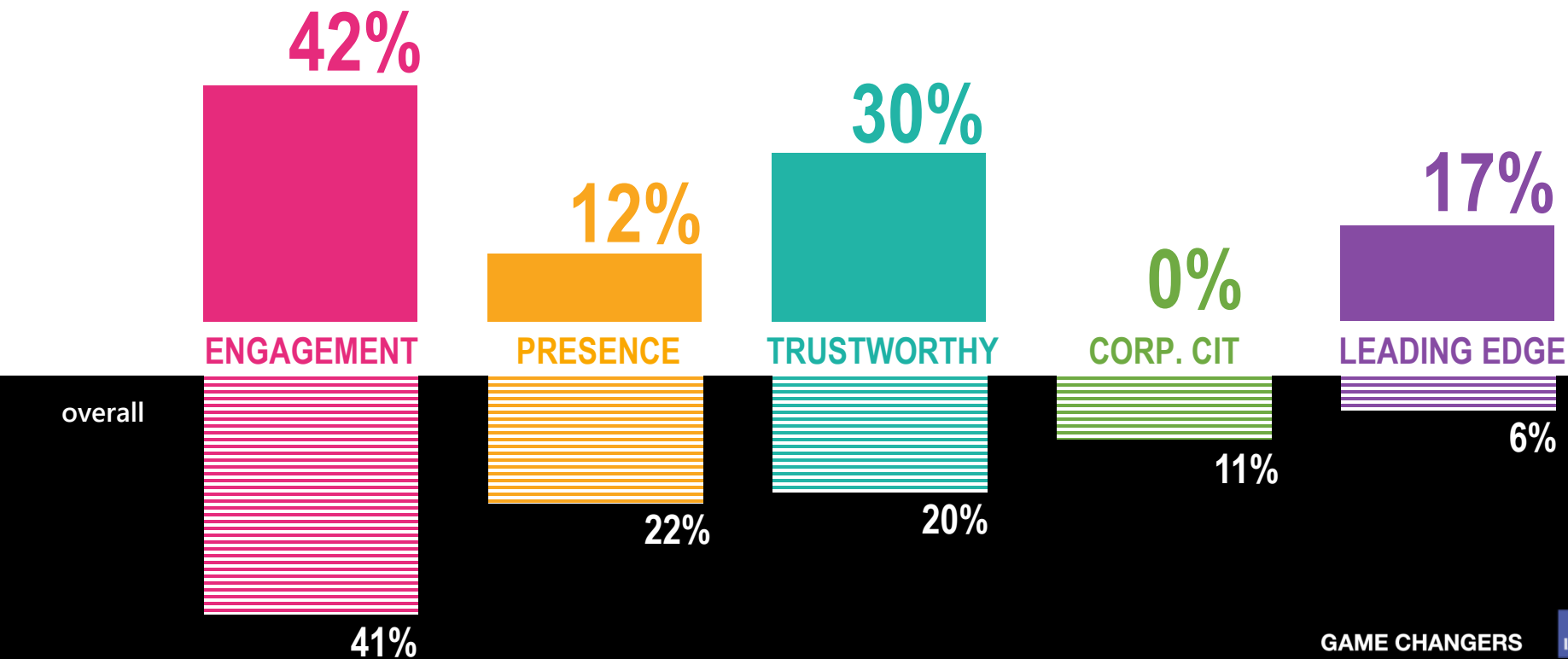


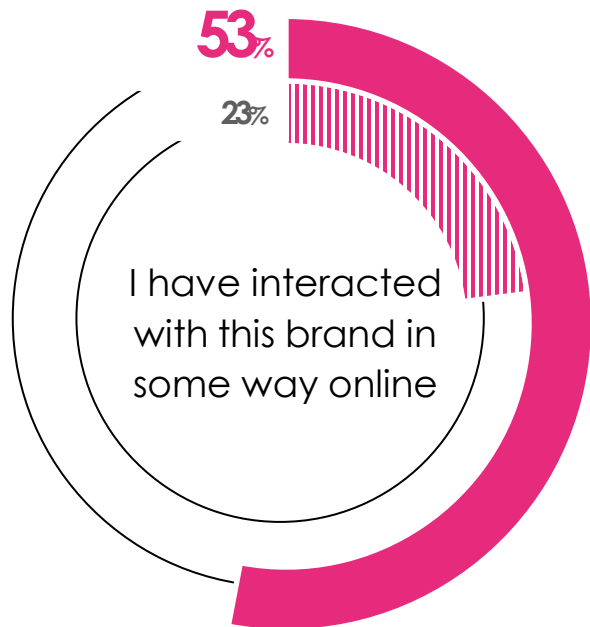


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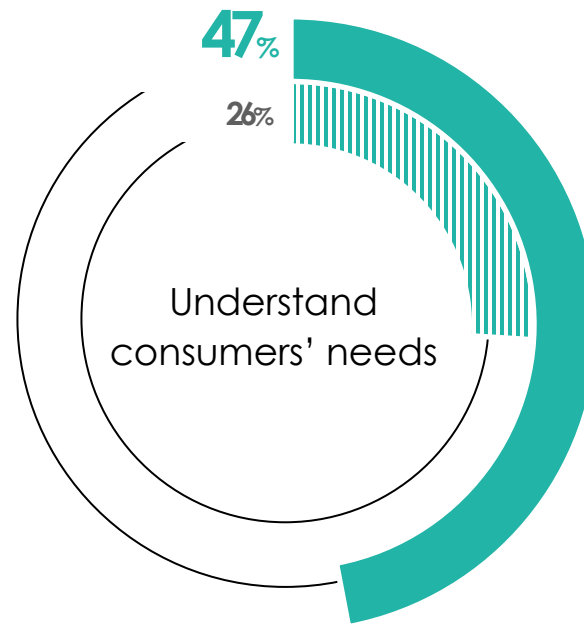
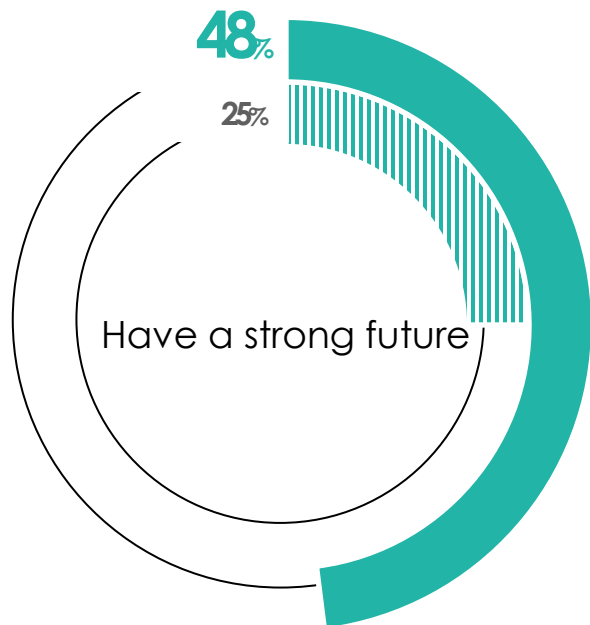
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ENGAGEMENT – Top 2 Attributes

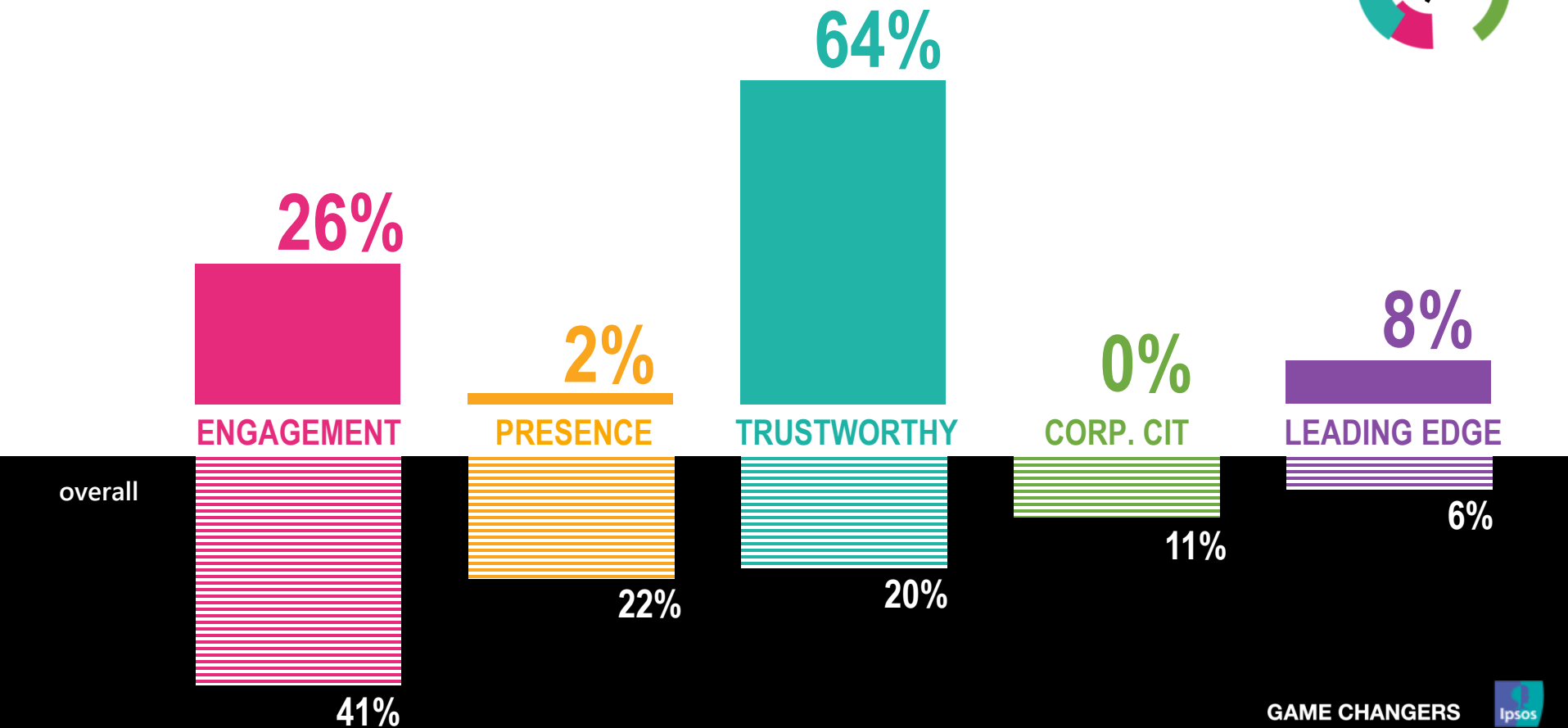


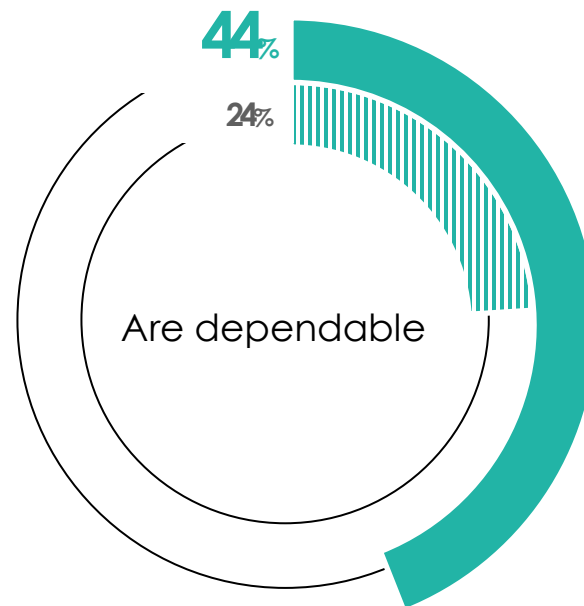
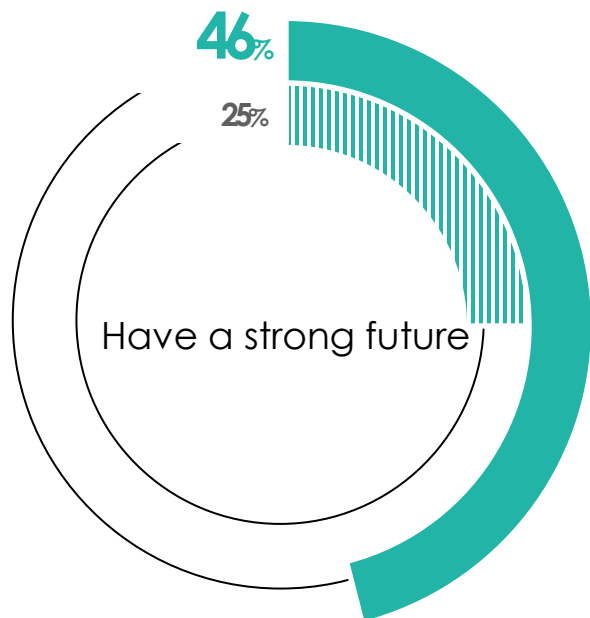
VISA

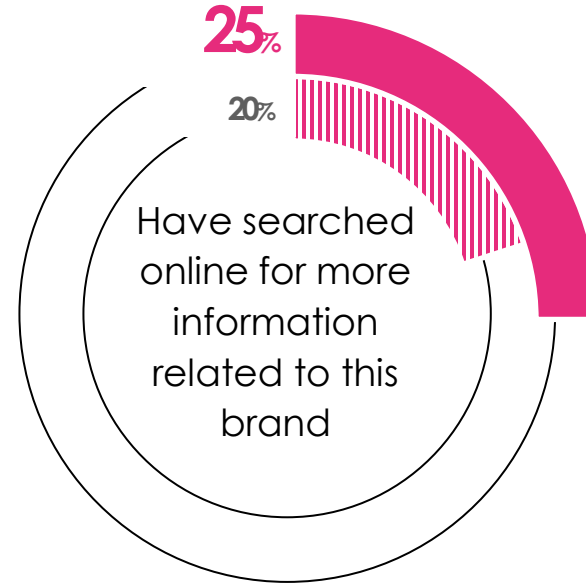
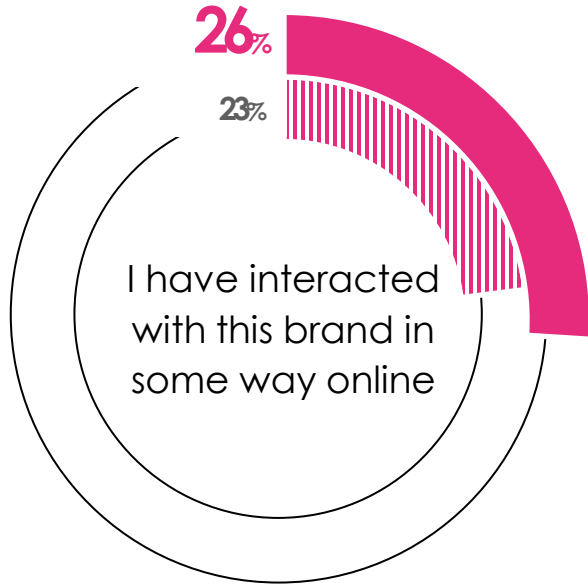
Ipsos Influence Index Score

195









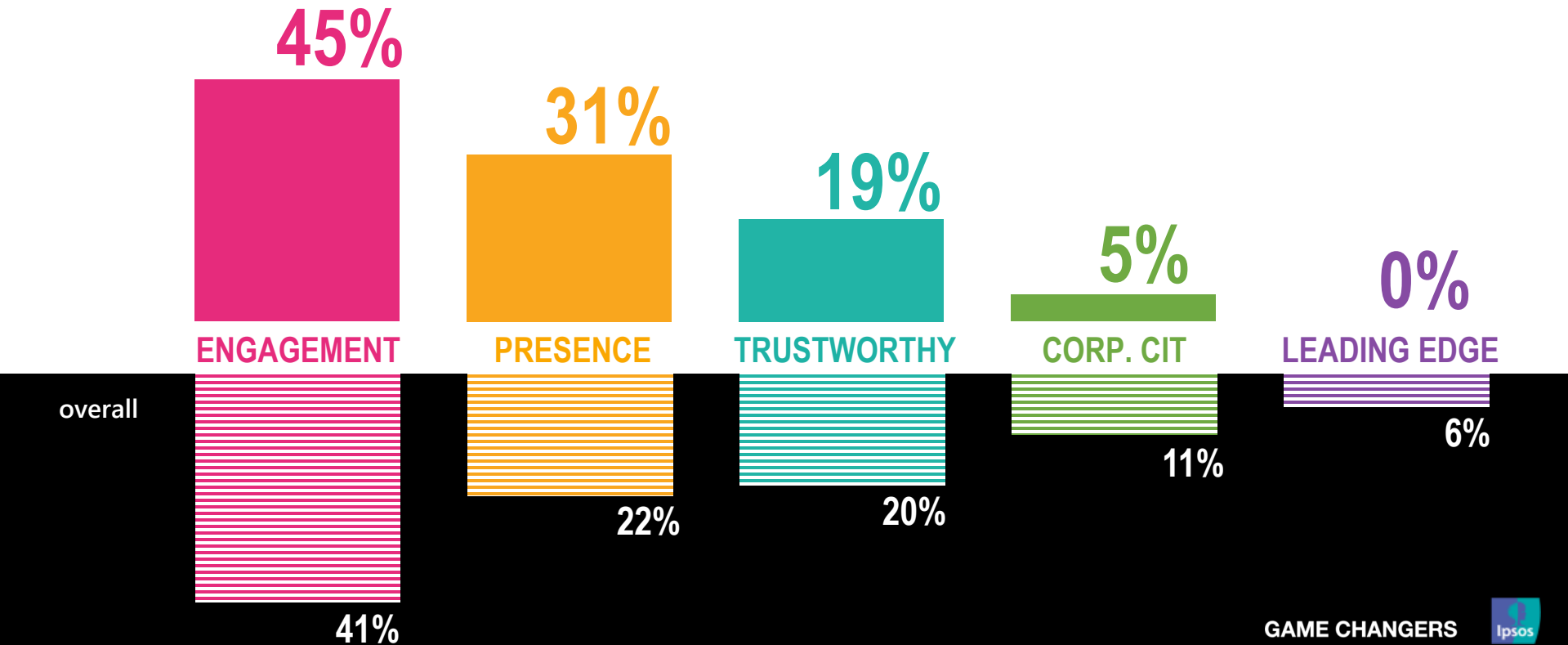
JUMIA

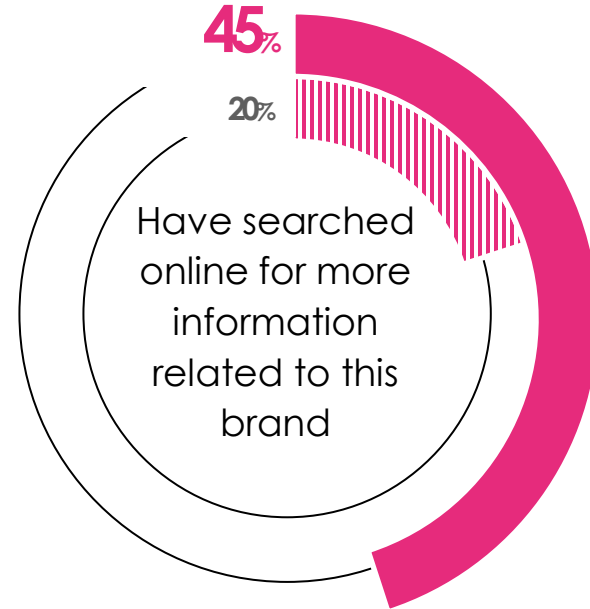
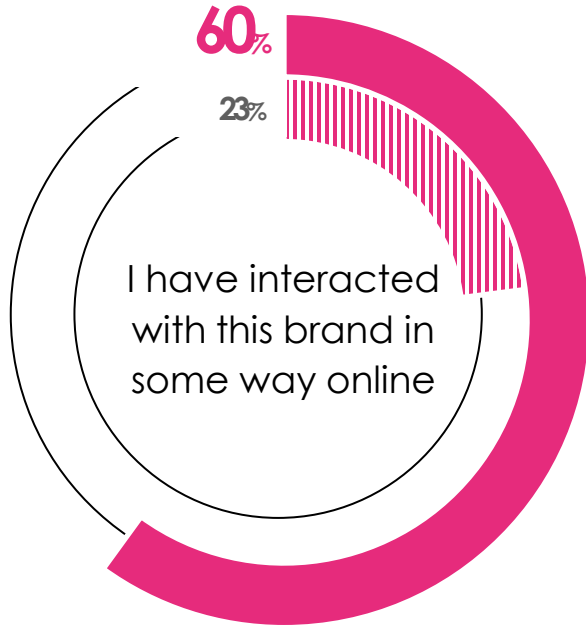


Ipsos Influence Index Score


200



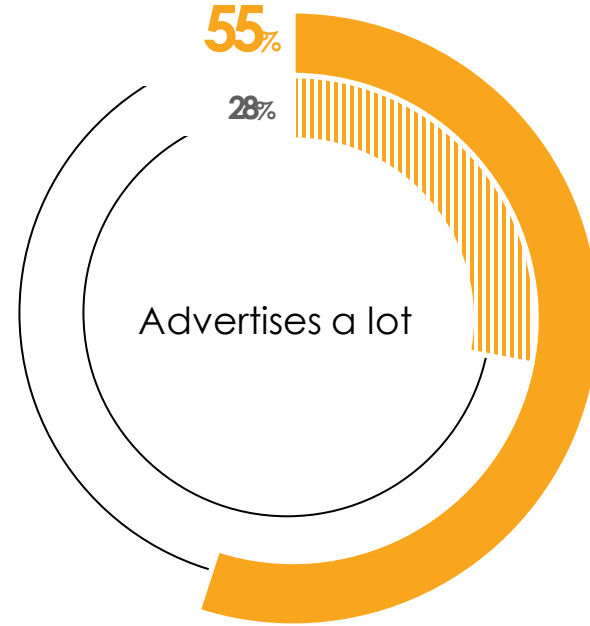
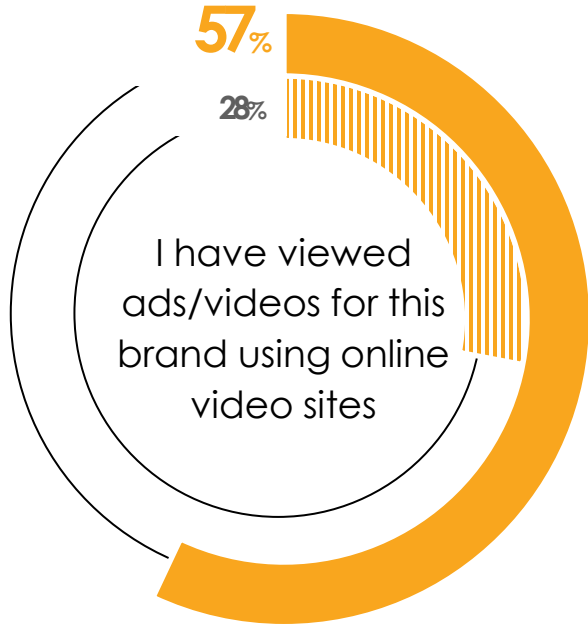




ENGAGEMENT – Top 2 Attributes

 Brand

 Overall

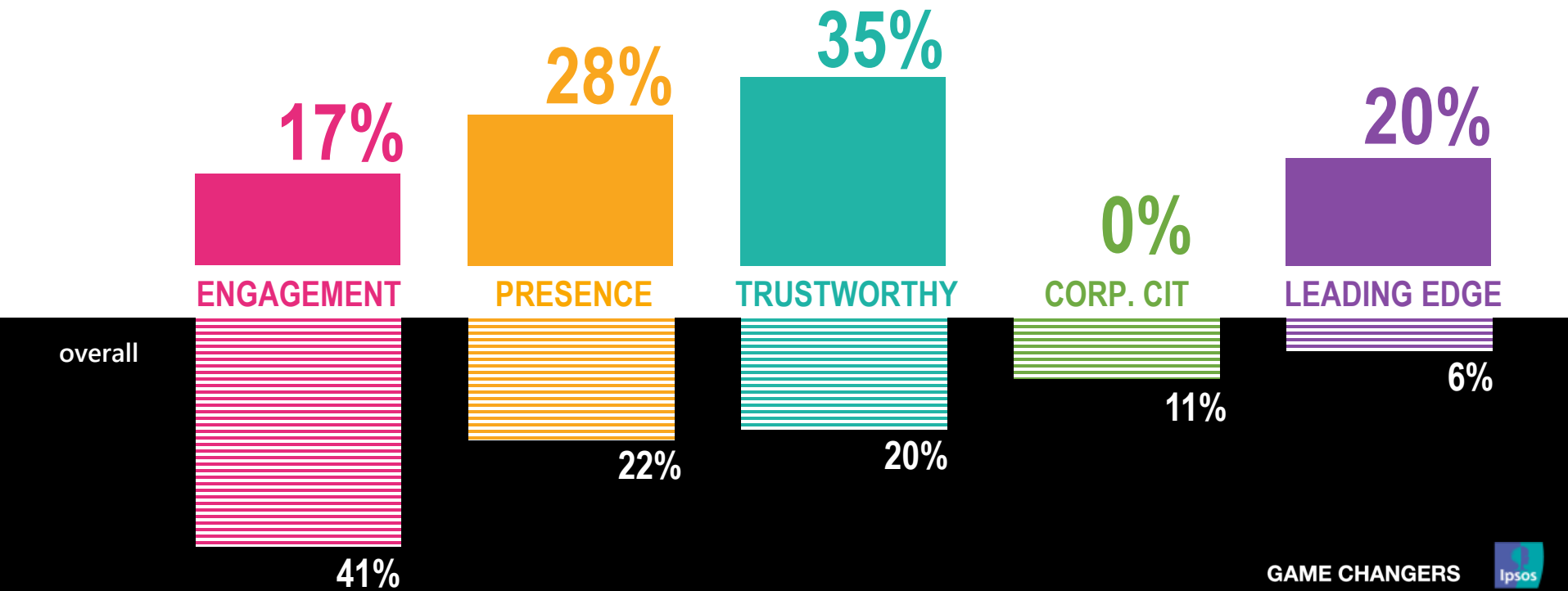


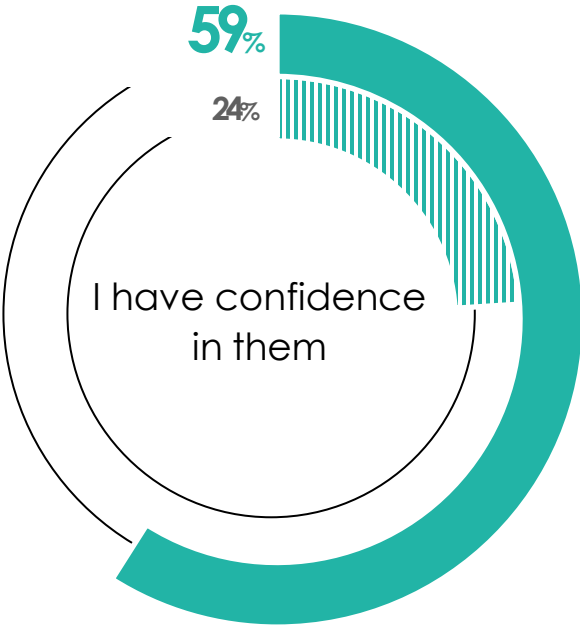
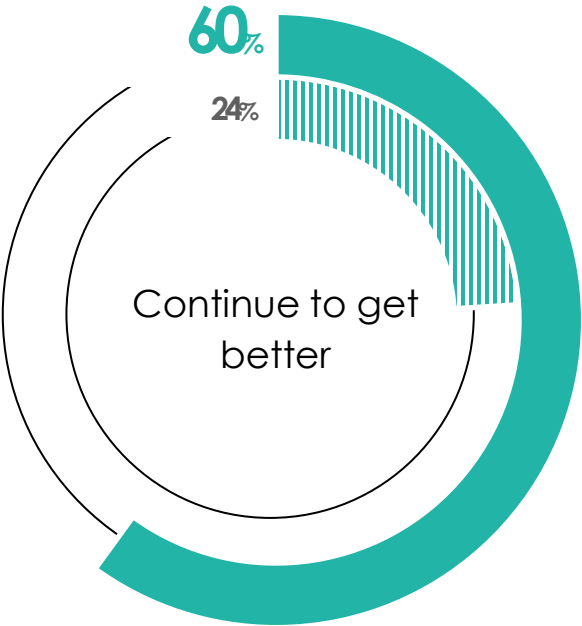
SAMSUNG

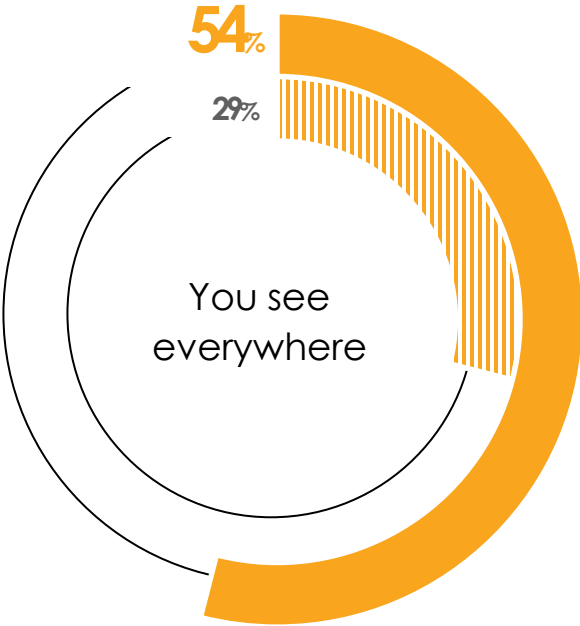
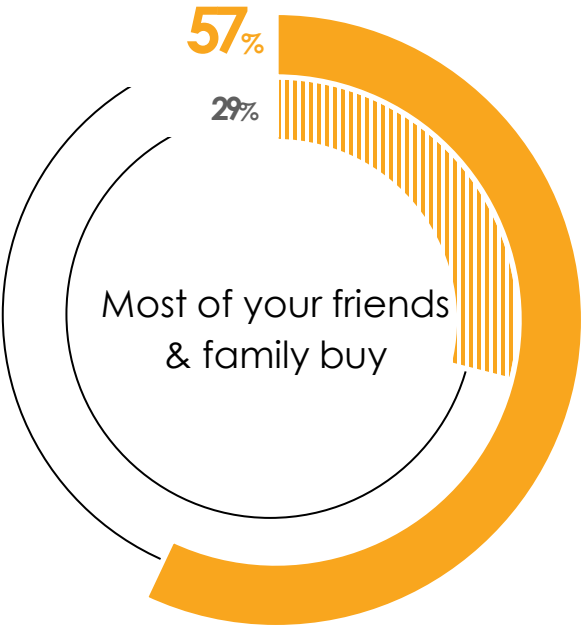
Ipsos Influence Index Score

213









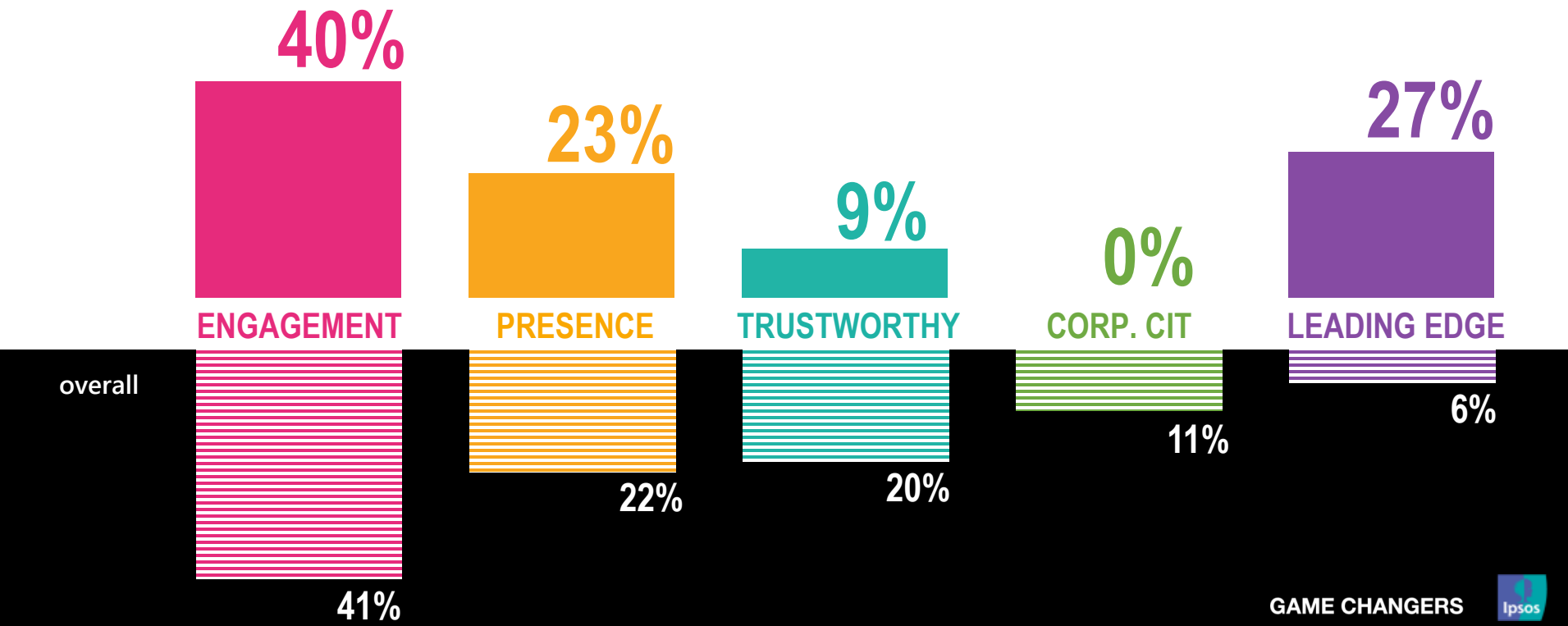
PRESENCE – Top 2 Attributes

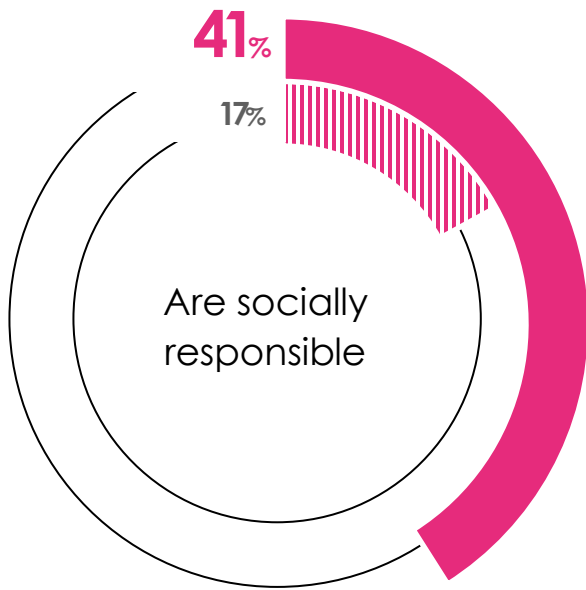
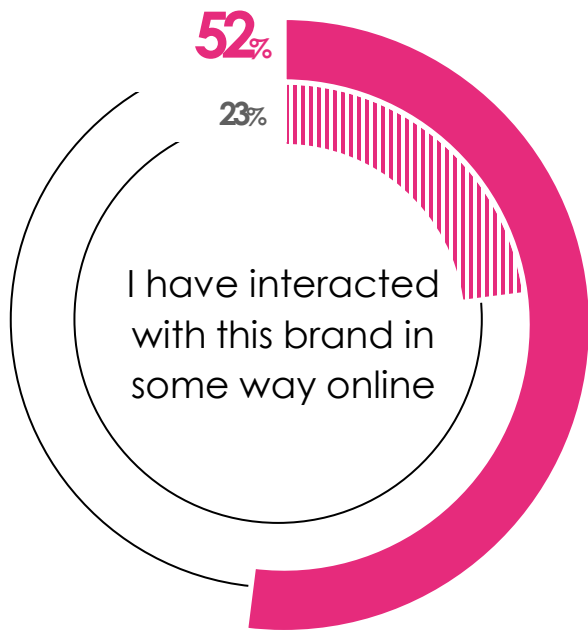


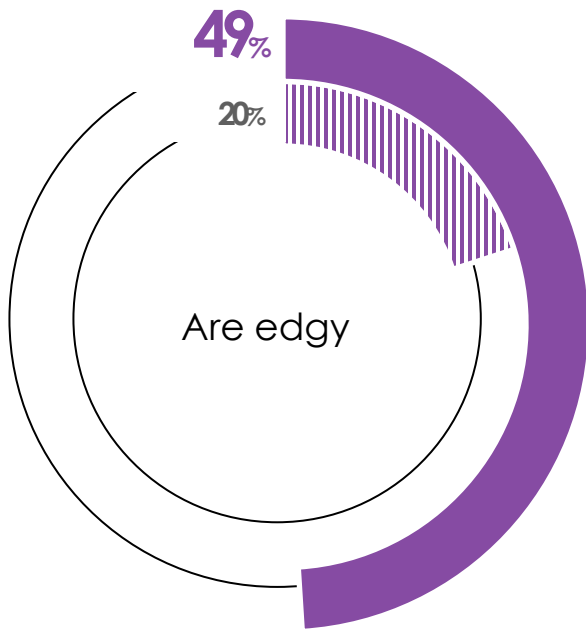
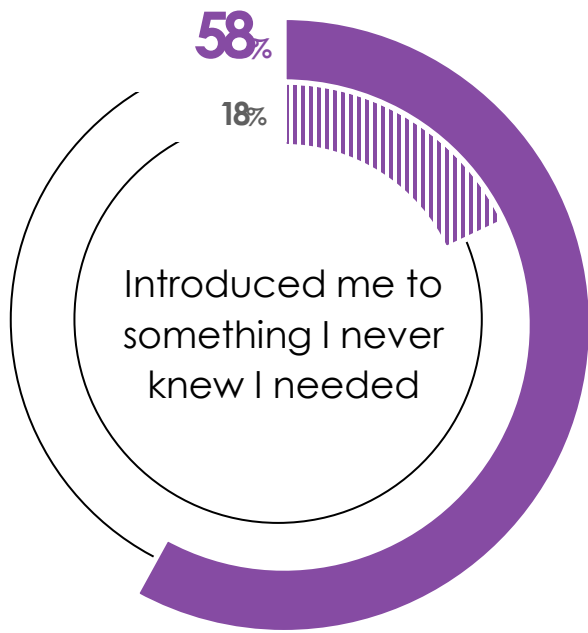
Ipsos Influence Index Score

237







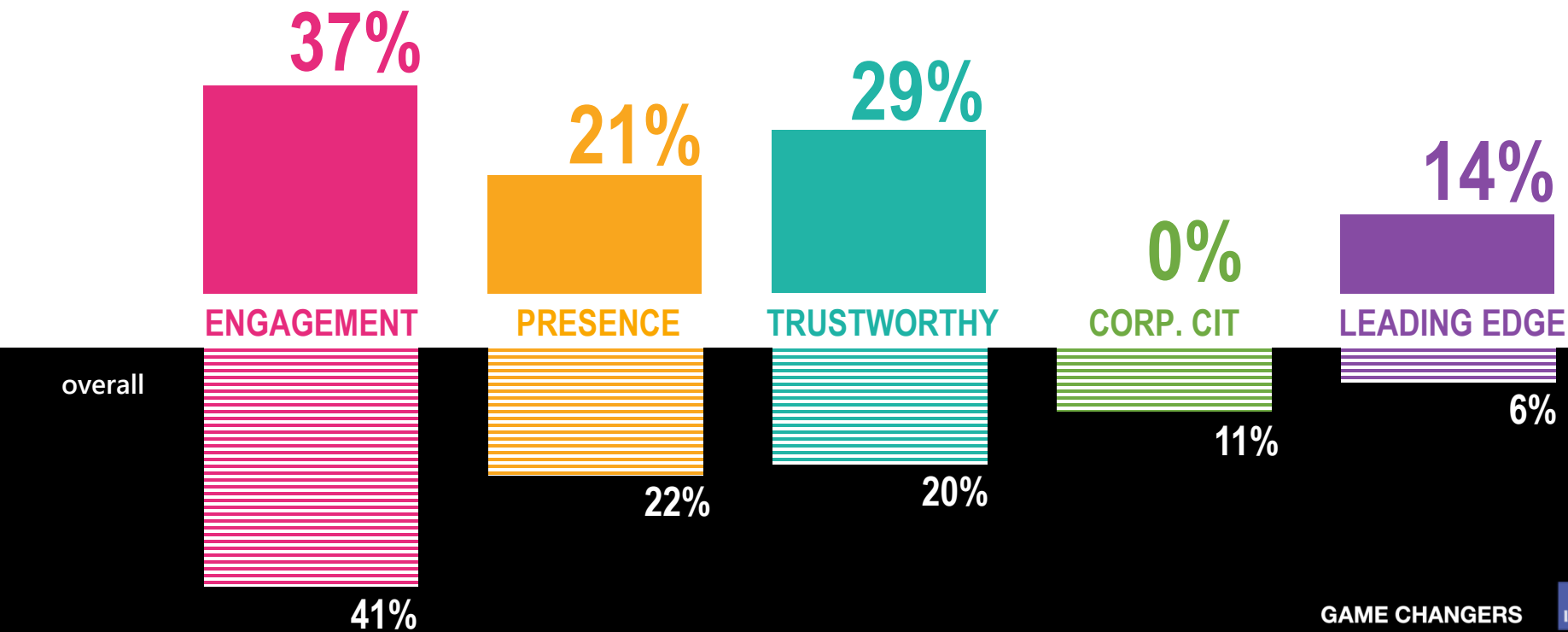


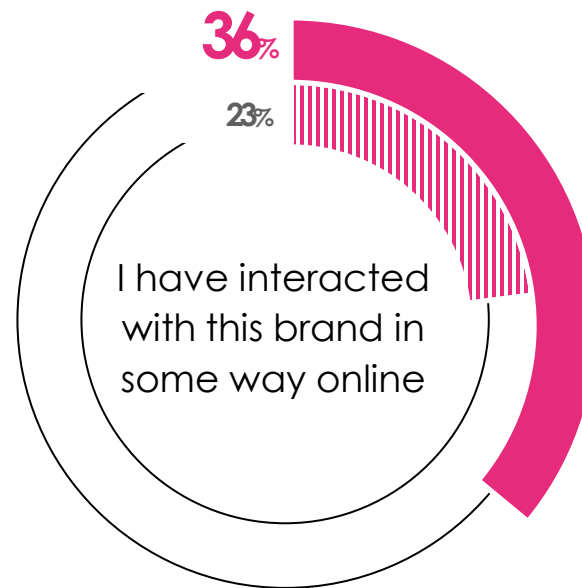
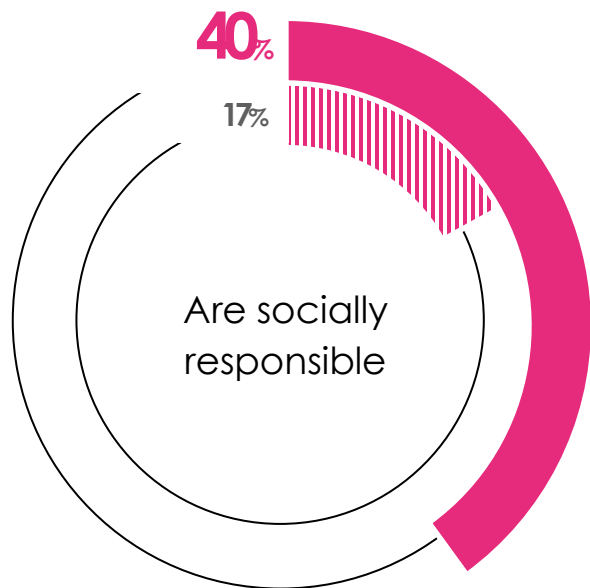


Ipsos Influence Index Score

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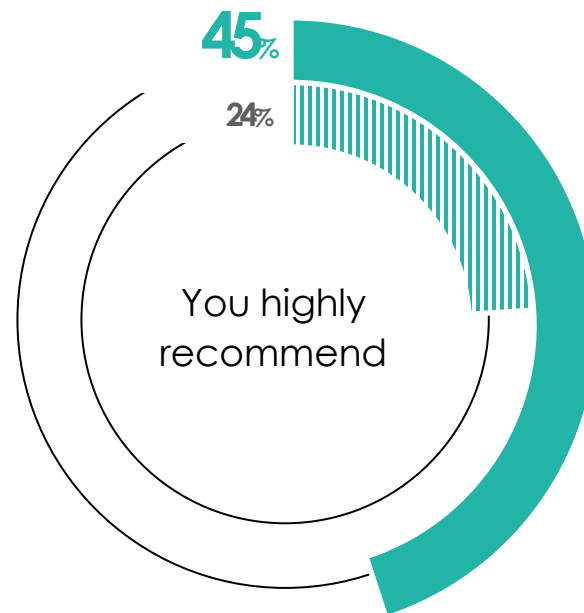
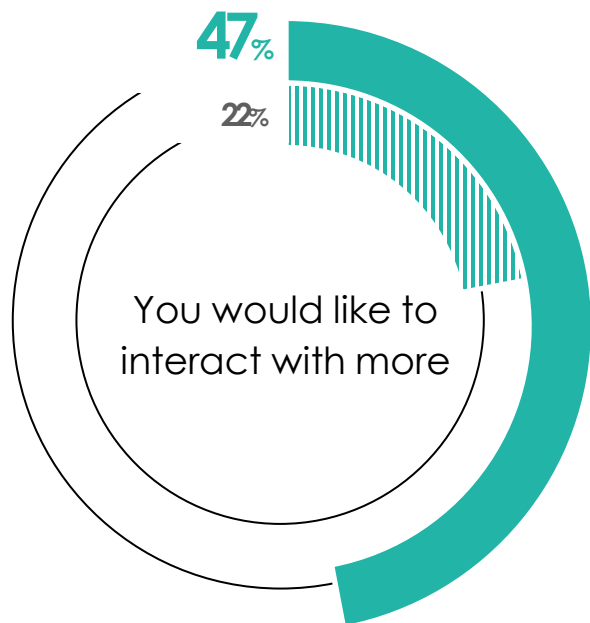






ENGAGEMENT – Top 2 Attributes

■ Brand ■ Overall



TRUSTWORTHY – Top 2 Attributes

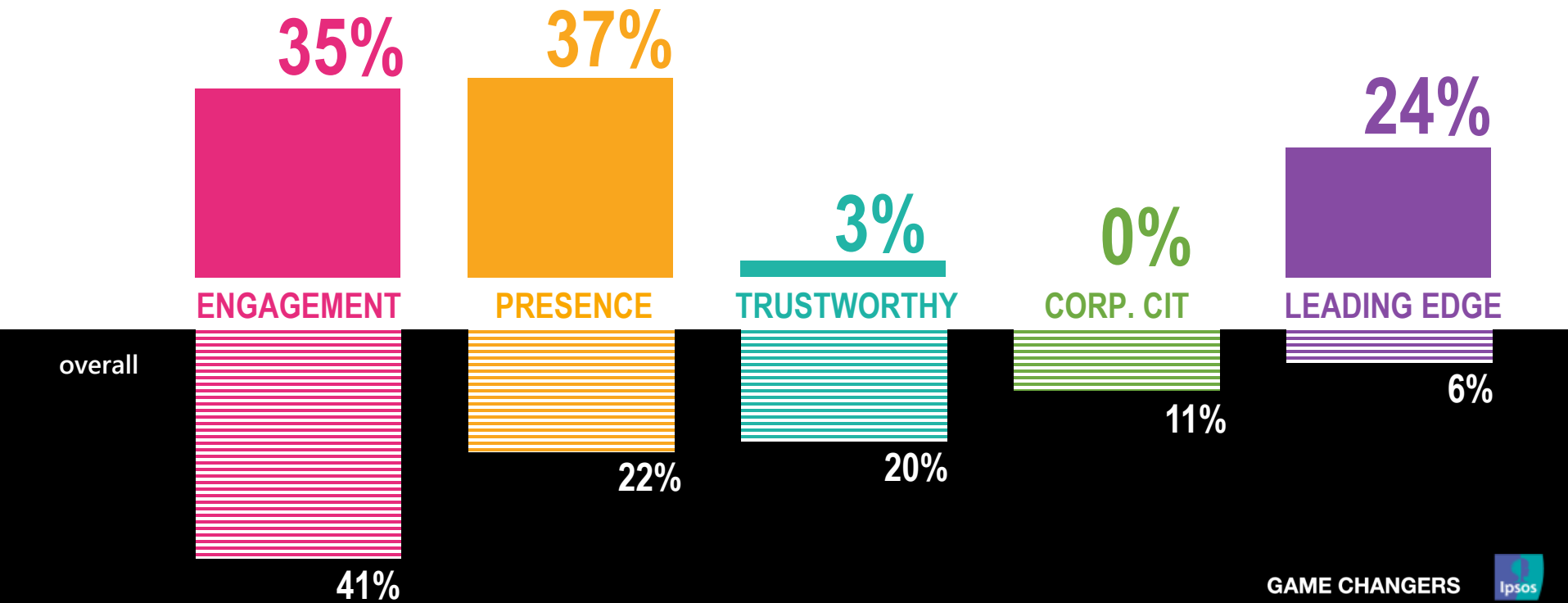
■ Brand ■ Overall

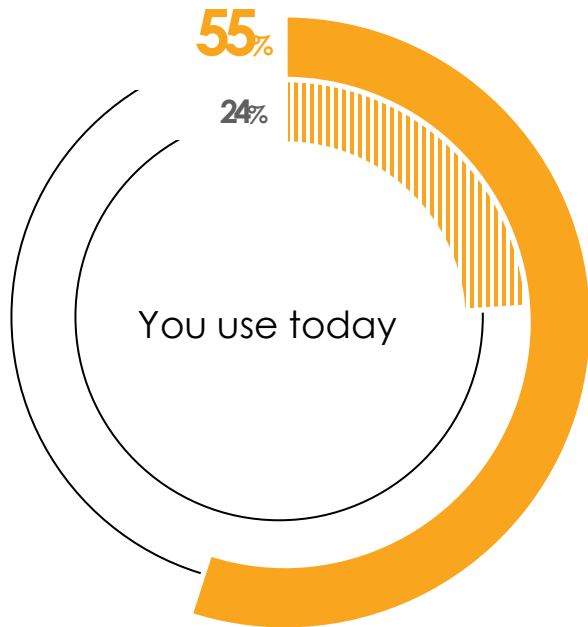
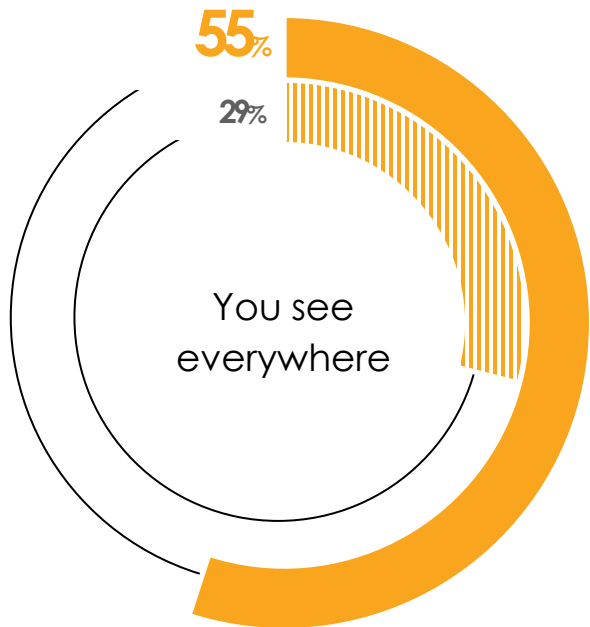
facebook

Ipsos Influence Index Score

247



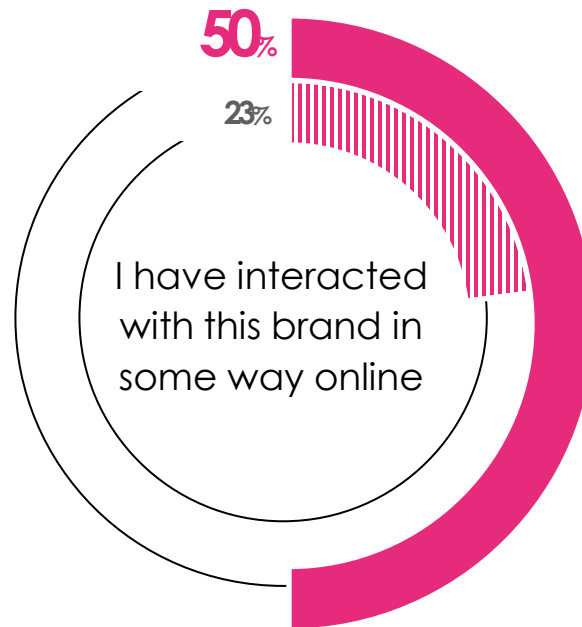
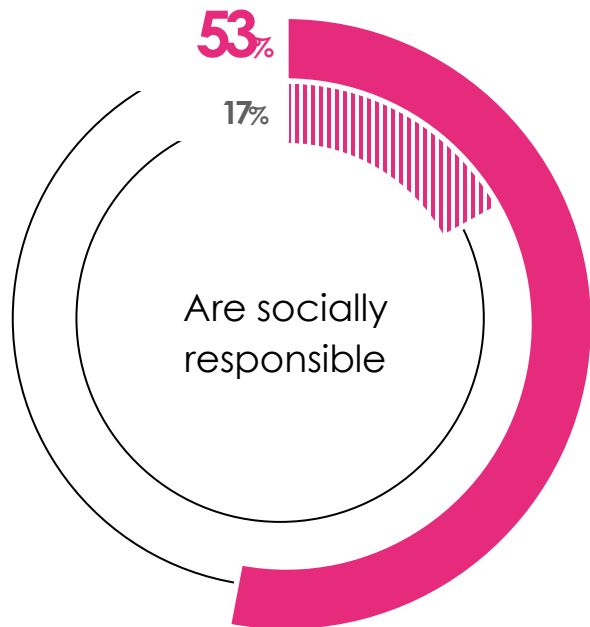




PRESENCE – Top 2 Attributes

Brand

Overall



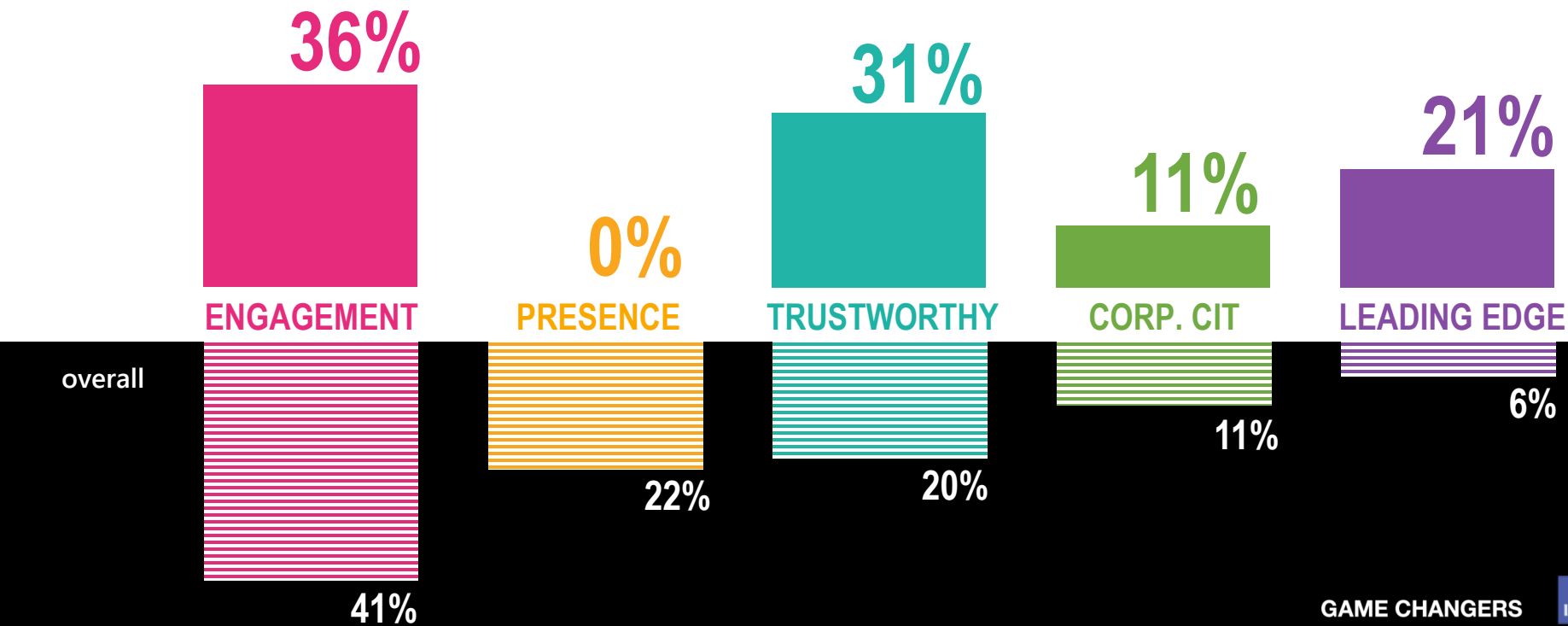
ENGAGEMENT – Top 2 Attributes

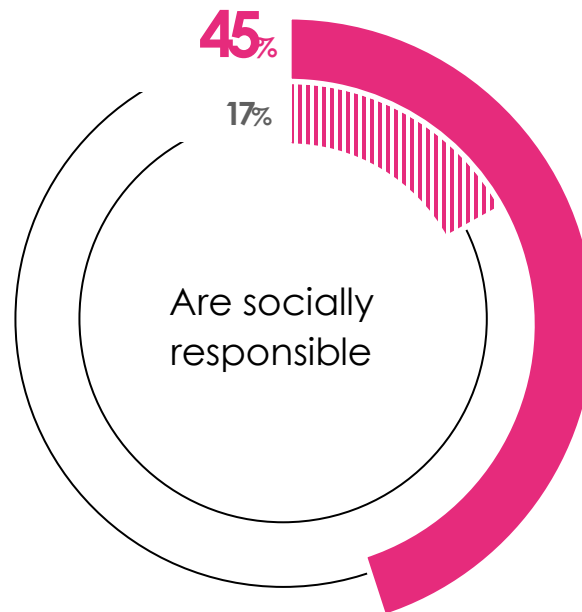
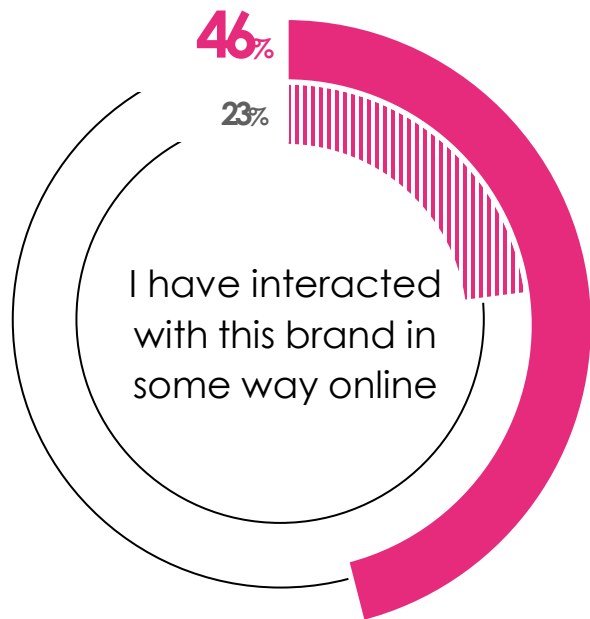
Google

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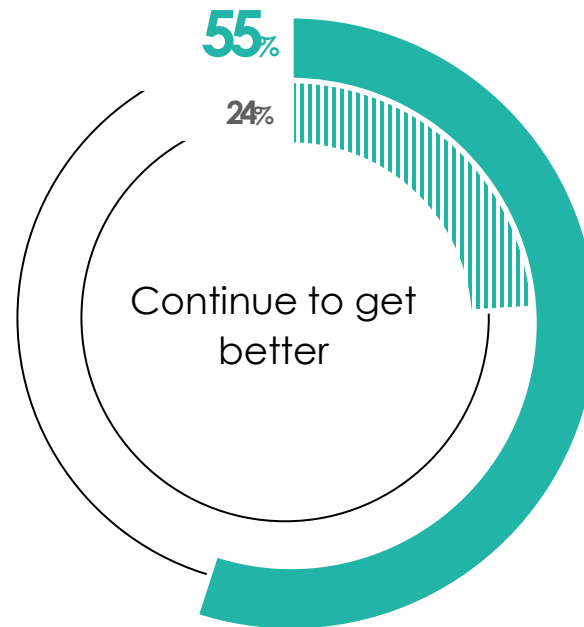
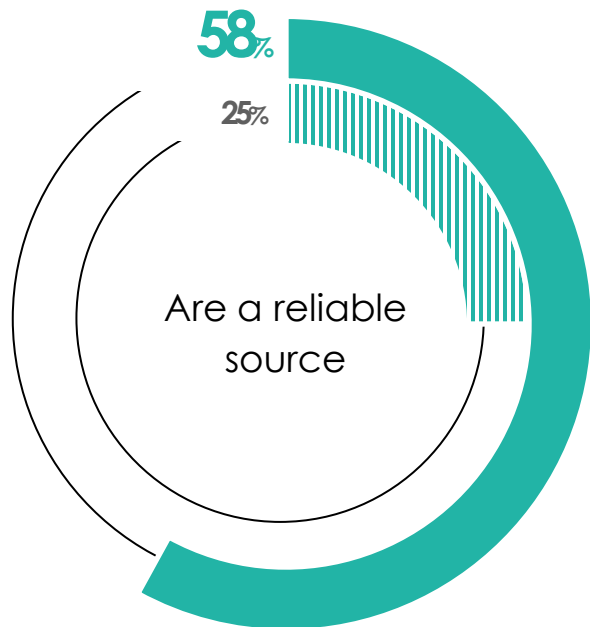
263







ENGAGEMENT – Top 2 Attributes



TRUSTWORTHY – Top 2 Attributes

TOP 10 MOST INFLUENTIAL BRANDS in Egypt

1

Google

2

facebook

3



4

YouTube

5

SAMSUNG

6

JUMIA 

7

VISA

8

amazon

9

ELARABY

10

 Microsoft

TOP 10 MOST INFLUENTIAL LOCAL BRANDS in Egypt

1

ELARABY

2



3



4

TORNADO

5



6



7



8



9



10



2021 Biggest Movers – Top 10 Most Improved



FRESH

HEINZ
SINCE 1869

Colgate

CLEAR

familia



Mercedes-Benz



2021
RANK

#41

#39

#64

#77

#72

#52

#81

#34

#65

#49

2020
RANK

#89

#81

#100

#105

#97

#76

#101

#51

#82

#65

Most Influential Brands - Per Category



NESCAFÉ

Food & Grocery



QSR



JUMIA

Online Retail



Telecom



Tech



Mercedes-Benz

Auto



facebook

Social Media



Banking



ELARABY

Retail



CPG

Sector Deep-Dive Reports Available

STUDYING THE 120 MOST INFLUENTIAL BRANDS IN EGYPT



CPG

Always
Ariel
Bebem
Camay
Clear
Clorox
Closeup
Colgate
Dettol
Dove
Elvive
Familia
Fine
Garnier
Head & Shoulders
Johnson & Johnson
Lifebuoy
L'Oreal
Lux
Molfix
Nivea
Oxi
Pampers
Papia
Persil
Rexona
Signal
Sunsilk
Vanish



Food & Grocery

Afia
Alarousa
Almarai
Beyti
Bonjorno
Cadbury
Chipsy
Coca-Cola
Crystal
Danone
Fem
Ferrero
Galaxy
Heinz
Juhayna
Kit Kat
Knorr
Lamar
Lipton
Maggi
Moro
Nescafe
Nestle
Pepsi
Red Bull
Schweppes
Tiger Chips



Tech

Apple
Bosch
Google
Huawei
LG
Microsoft
Nokia
Oppo
Samsung
Tornado



Media

Bein



Real Estate

Mountain view
Sodic
Talaat Mostafa Group



Social Media & Online Content

Anghami
Facebook
Instagram
Netflix
Shahid
Snapchat
TikTok
Twitter
WATCH IT!
WhatsApp
YouTube



Retail

B.Tech
Carrefour
Elaraby
Fresh



Auto

Citroen
Hyundai
Mercedes-Benz
MG
Nissan
Peugeot



QSR

Burger King
Hardee's
KFC
McDonald's
Pizza Hut



Oil and Gas

ExxonMobil
TotalEnergies



Banking & Finance

Bank Due Caire
Banque Misr
Commercial
International Bank
Mastercard
National Bank Of Egypt
Visa



Online Retail

Amazon
Homzmart
Jumia
Noon.com



Online Services

Aman
Careem
Fawry
Swvl
Talabat
Uber



Telecom

Etisalat
Orange
Vodafone
WE

Chapter

04

Methodological Notes



A STUDY TALKING DIRECTLY TO THE EGYPTIAN MARKET

1,200 People interviewed in Egypt



The study was conducted between January and February 2022. 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



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Nohayr.ElRasheedy@ipsos.com