

The

**MOST**

**INFLUENTIAL**

**BRANDS**

in Canada

2022

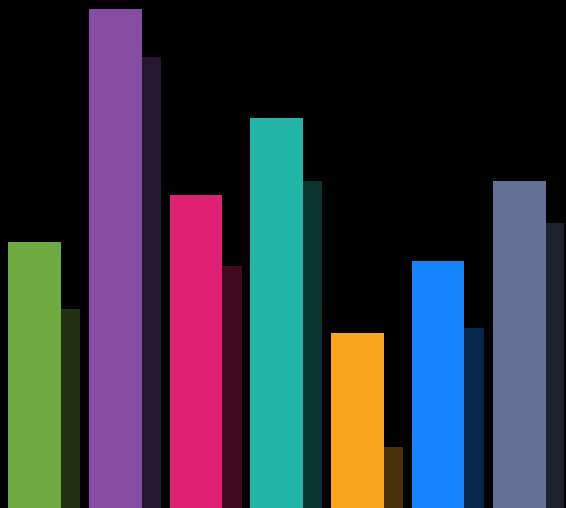


## Results from Ipsos' 2022 Study

Steve Levy, Ipsos Canada

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# INTRODUCTION

**S**ome call it the attention economy. Others call it the information society. But what everyone can agree upon is that our world is saturated with messages.

Once, these might have come from movie stars or politicians. Today, they're just as likely to come from micro-celebrities or influencers. No matter how things change, brands will continue to influence our lives in subtle (and not-so-subtle) ways.

Whether we follow the latest product trends or practice good old-fashioned brand loyalty, our favorite brands shape everything from the ways we spend our money to the ways we spend our time. In a crowded consumer landscape, what sets a brand apart from the pack?

The short answer is influence. The long answer can be found in the report that Ipsos provides to Most Influential Brands research subscribers.

For more than a decade, Ipsos has conducted the annual Most Influential Brands study: a sweeping, data-driven and story-rich analysis of the most impactful brands in Canada, from well-known industry players to game-changers and startups.

Each year's report evaluates more than 100 brands, from e-commerce to financial services to retailers, and considers how they perform in distinct categories to influence Canadians of all ages.

Ipsos' rigorous survey of 6,700 Canadians found that no matter the industry or audience, a few key dimensions contribute to influence: **Trustworthiness**, **Engagement**, **being Leading Edge**, **Corporate Citizenship** and **Presence**. This year we uncovered two new dimensions – **Empathy** and **Utility** – which encompass integrity, affordability, and other factors that played a crucial role in connecting with consumers through a tumultuous 2022.

Influence goes well beyond name recognition. Influential brands don't just land in the popular consciousness – they outperform their competitors, weather harsh setbacks, and cut through the noise to connect with Canadians. In short, influential brands set the agenda. So read on as we share takeaways, dissect trends and describe what you need to know for what comes next.

# NEW DIMENSIONS

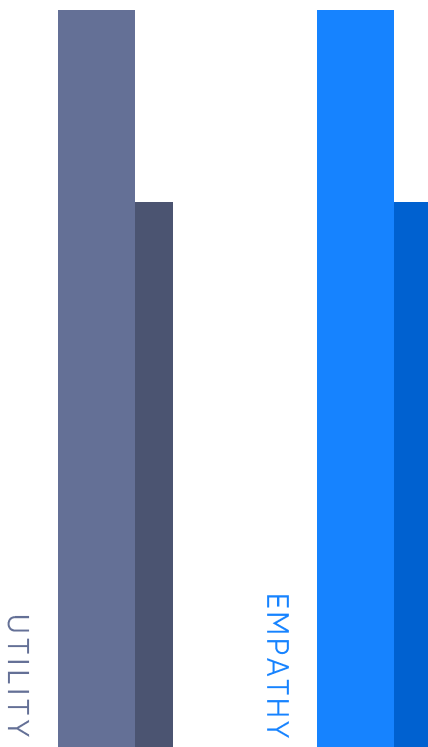
As the saying goes, “There are decades where nothing happens; and there are weeks where decades happen.” After two years of frothy valuations and strong stock market returns, 2022 brought a wave of interconnected challenges: extreme inflation, extreme weather, war in Europe, and persistent outbreaks of COVID-19. This so-called polycrisis (or, more pessimistically, permacrisis) has clearly impacted our country, our spending patterns, and our understandings of influence.

For a decade, Ipsos saw five primary dimensions that contributed to the influence of all brands: **Trustworthiness, Engagement, being Leading Edge, Corporate Citizenship and Presence**. But in 2022, we noticed a clear shift in what contributes to brand influence. Two new dimensions surfaced: **Utility** and **Empathy**.

**Utility** is best described as the value that a brand provides: whether it cares about your health and safety, helps you save money, offers good value or offers meaningfully personalized products and services. Amidst fears of a recession, brands needed to offer Utility to maintain their influence.

**Empathy** is more holistic, but perhaps even more crucial. In tough times, an Empathetic brand takes action to help consumers, communicates sincerely and clearly, and promotes positive conversation.

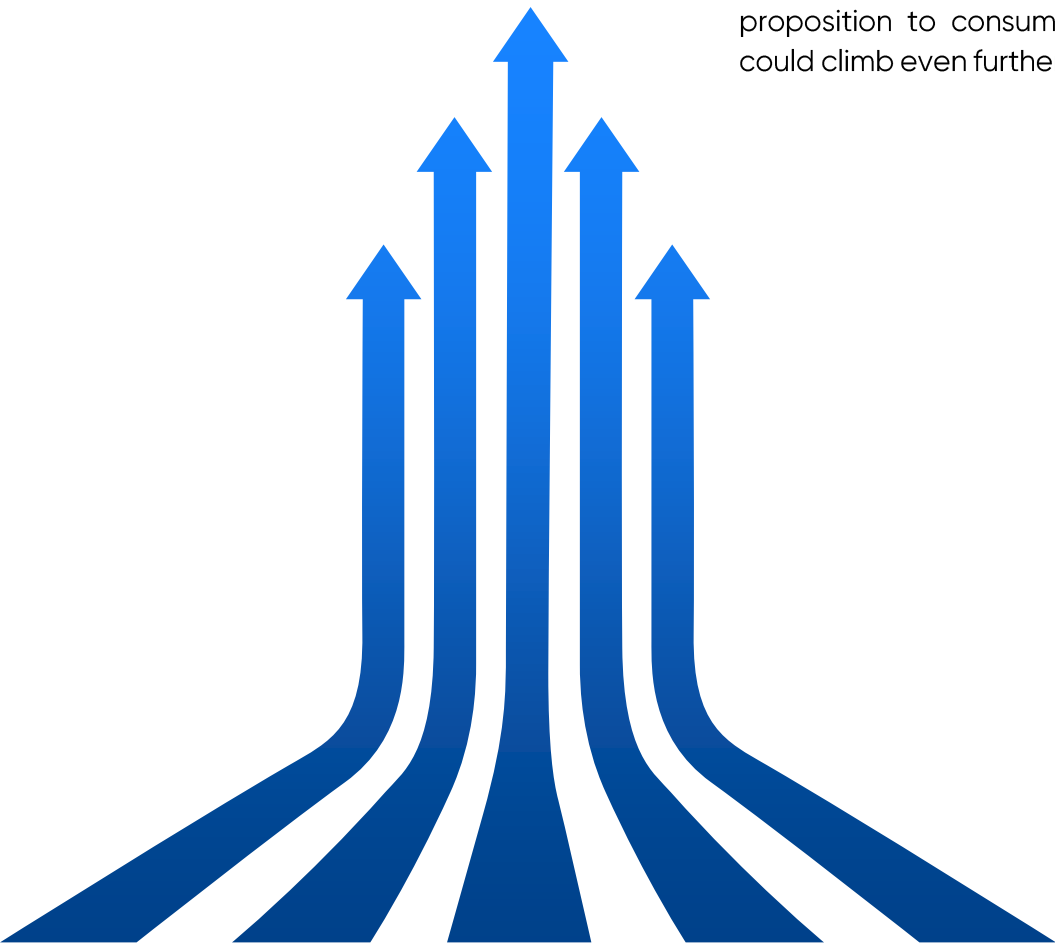
As you’ll see in this year’s report, Utility and Empathy can take various forms. With consumers facing an uncertain future, these dimensions will play a decisive role in how brands are perceived, and how far their influence will extend.



# GAINERS

2022's uncertain socioeconomic climate affected all of us differently. Brands were no exception. From big tech to heavy industry, many Canadian businesses felt the sting of a contracting economy and rising interest rates. This year's Gainers, however, made the most of challenging circumstances.

There is no one-size-fits-all path to influence. This year's Gainers take several different forms: Spotify is an expansive audio library and TikTok is a revolutionary entertainment network, while Winners has thrived as a brick-and-mortar retailer. But in tough times, these brands stood apart from the pack by offering a better proposition to consumers. In the years to come, they could climb even further. Watch this space.





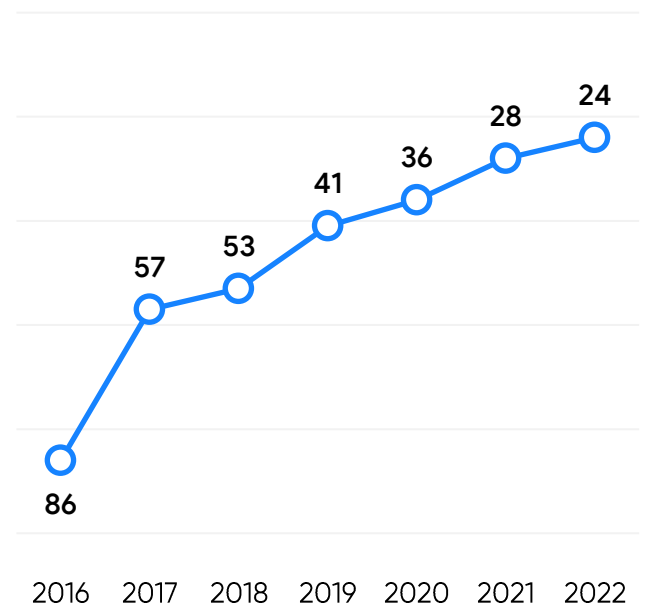
Spotify was one of the first movers in streaming audio, but it has continued to make impressive gains over the last six years, bringing it to #24 in this year's rankings. As of January 2022, [it commands the largest global market share](#) of streaming audio services, at 31% – more than twice the market share of its closest competitor, Apple Music (15%).

With more than 80 million songs, Spotify offers one of the broadest catalogs in the audio streaming business. The platform also has expanded its offerings. In 2022, it [paid about \\$119 million](#) for audiobook distributor [Findaway](#), marking its entry into the audiobook category currently dominated by Amazon's Audible, and announced that it would acquire two podcast technology companies, Podsights and Chartable. With hit original programming from superstars like Kim Kardashian, Meghan Markle and Jordan Peele, Spotify's podcasts are expected to exceed \$2 billion in advertising revenue in 2022.

There is still a generational divide when it comes to Spotify/listening habits. Gen X and Boomers rank Spotify at #70 and #78, respectively, while Millennials rank Spotify at #13 overall, and Gen Z ranks Spotify at #8.

Taken as a whole, however, Canadians love Spotify: Almost 14 million of them used it for audio streaming each month in 2022. And as Ipsos' [2022 Digital Pulse report](#) released in early December 2022 found, marketers are increasingly tapping into audio as an advertising medium and leveraging its potential for targeted content and branded experiences.

**SPOTIFY**  
TRENDING MIB RANK





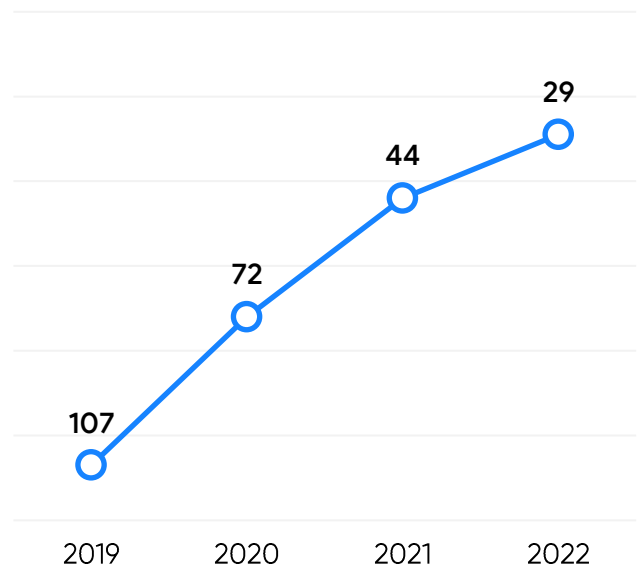
When TikTok was first added to this study in 2019, it was not a particularly influential brand – but the platform has had a meteoric rise over the last three years, and now sits at #29.

This is particularly impressive given how TikTok’s influence varies by generation. For both Millennials and Gen X, it’s reached the Top 40. When it comes to young Canadians, the app is wildly popular and enormously influential: Among Gen Z, it’s the seventh most influential brand. When it comes to Boomers, the app comes in at #116. At this juncture, Tik Tok is a brand that lacks generational harmony.

However, TikTok’s greatest challenge may not be generational, but legislative. In [both Canada](#) and the U.S., there are increasing concerns that TikTok is being used to spy on citizens, politicians, and journalists. In the U.S., the app has already been [banned from the smartphones of government officials](#), with a wider ban considered on several occasions.

Nonetheless, the app has a strong valuation ([\\$50 billion, as of late 2022](#)), and boasts [over 1 billion monthly active users](#) (and counting). As TikTok explodes in popularity, big brands and independent business alike are continuing to use it for viral promotion.

**TIKTOK**  
TRENDING MIB RANK



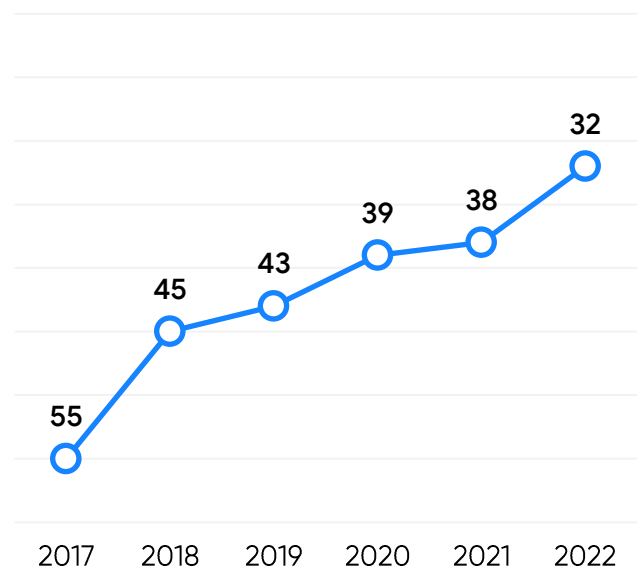
## WINNERS

Winners has seen a steady increase in rank over the last 5 years, with a #32 ranking in this year's report. This steady growth in Influence has much to do with the brand's [distinctive business model](#). While competing retailers have made an aggressive pivot towards online sales, Winners has, against conventional wisdom, continued to be a strictly brick-and-mortar operation. The only products for sale at winners.ca are gift cards.

As a result, Winners can leverage a wide range of opportunities – including department store cancellations, manufacturer overstocks, or closeout deals with other vendors – to sell brand-name merchandise in-person at considerable markdowns. Winners' stores are also designed to be flexible: There are no walls between departments, so they can easily expand and contract merchandise categories to respond to the newest fashion trends.

This lean, no-frills style helps them pass savings to the customer – and Canadians have taken note. All generations rate Winners with some consistency - only 15 spots separating the highest ranking (from Gen Z) and the lowest ranking (from Boomers).

**WINNERS**  
TRENDING MIB RANK





# INFLUENCERS

Are Canadians under the influence of influencers?

This year was a turning point for influencers, with the term rapidly shifting from a buzzword to a viable promotional strategy for Canada's top brands. This year's study found that 29% of Canadians say they regularly follow social media influencers – a 6% increase from 2021.

Influencer marketing is baked into the architecture of newer, high-tech brands like YouTube and Instagram. But from packaged goods to quick-service restaurants, brands in more traditional industries have also begun to see the upside of incorporating an influencer component to their marketing.

Tim Hortons, is a prime example tapping into pan-Canadian identity with "[Timbiebs](#)," a high-profile collaboration with Justin Bieber. After this promotion, Tim Hortons didn't just see [a 10% spike in sales](#), but experienced "[unprecedented social engagement and increased appeal with younger guests](#)." Let's not forget that Justin Bieber has 276 million Instagram followers and counting – and his fans are famously loyal. Tim Hortons relaunched the partnership [in June 2022](#).

Of course, celebrity-sponsored content is hardly a new phenomenon – and at some level, even lower-profile "micro-influencer" content is a new form of ages-old aspirational lifestyle marketing.

But perhaps the most powerful uses of influencer marketing are precisely the ones that offer something new – whether that means exhibiting a brand's humanity or offering behind-the-scenes perspectives. Take boutique influencer [Neelam Ahojja](#), a former accountant who now works as a full-time content creator and tastemaker, with 168,000 Instagram followers. Most of her feed is dedicated to one haute couture brand, The Row. Through her test-drives and try-ons, she aims to show why designer pieces, with their textural beauty and fine craftsmanship, are worth the high price tag.

As you read through this year's Most Influential Brands, you'll see that influencer marketing has become a consistent aspect of top brands' marketing strategies. Influencers are important for Netflix, which runs nearly a dozen quippy Twitter accounts and for Amazon which branched out into social shopping in 2022 with [Amazon Inspire](#): a new, TikTok-esque video feed that presents Amazon products in a lifestyle context.

Influencer marketing isn't just a chance to piggyback on follower counts, but a chance to build trust with consumers. Word of mouth is everything in an age where word gets around faster than ever.

# GENERATIONS

In the 1960s, “My Generation” was the anthem for the era. Nowadays, the question might be: which generation?

With the advent of social media, mass culture has splintered into a multitude of different cultural channels, and just as many different ideas about what youth, or old age, should look like. Boomers are retiring later. Millennials are marrying and having children later. And for Gen Z, even the idea of a “mainstream” might sound quaint. A generation is not fate.

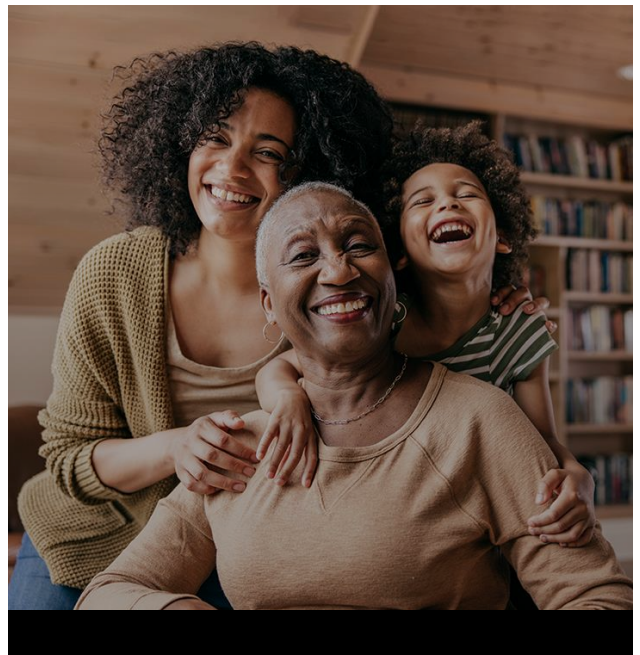
But age and influence remain closely linked, both in qualitative and quantitative terms. Remember that our values are imprinted early in life, that they vary by generation, and that they are generally resistant to change. These values guide many of our decisions – including brand choice.

Some of these affinities are common sense. TikTok is a crucial part of “Zoomer” culture but holds little appeal for non-digital natives. Microsoft is a household name for those who came of age with Windows 98 but holds less cachet with iPhone-era “screenagers.” Canadian Tire might have less influence on those Gen Z Canadians who have yet to earn their drivers’ license, let alone own a property.

Other shifts require a closer look. Home Depot has gained ground with younger Canadians – could this be the result of [viral moments on TikTok](#), or is the recessionary climate encouraging people to repair things instead of replacing them?

Each year’s Most Influential Brands study offers a closer look at how influence varies by generational cohort – which can generate further insights on how influence will shift in the years to come.

Most brands rank highly with some generations and have room for improvement with others. But in a year where many challenges transcended generational cohorts, the Most Influential Brands took every opportunity to connect with Canadians of all ages. Brands that are truly influential have managed to create and sustain a “generational harmony” – they don’t necessarily mean the same thing to every generation, but they do mean something across the generations.



# TOP 10 BRANDS

## #10 facebook

Facebook's reputation for innovation has kept it in the Top 10 for the last decade – but 2022 saw the social media platform fall from 5th to 10th place, its lowest ranking to date.

For a brief window in 2021, Facebook's parent company, Meta, was [valued at over \\$1 trillion](#). But after Meta's 2021 Q4 report described a decline in profits (and in new monthly users), a record-setting [\\$230 billion of value](#) was wiped from Meta's market capitalization.

The platform still faces some headwinds, including [new changes to ad tracking](#) and [skepticism towards its costly bet on the Metaverse](#). But it remains highly visible as a Leading-Edge brand, and over-indexes in terms of Engagement, with numbers that are the envy of other social media platforms. Facebook still boasts [nearly 3 billion monthly active users](#) and [added 31 million users in](#) Q1 of 2022.

While stories about younger users abandoning Facebook get clicks, the brand remains [extremely popular among Gen Z](#), and both Facebook Messenger and WhatsApp are part of daily life in Canada and beyond. In its Q4 report, Meta reported that about a [quarter of the global population](#) had used its site in December 2022.



# TOP 10 BRANDS



Every day, millions of debit and credit transactions around the world are securely processed through Visa. The financial services provider is a central player in the global economy, and a fixture of Canada's brand landscape – but in this year's list, it fell one spot to #9.

Despite concerns about rising interest rates (and rising credit card debt), Visa card ownership and transactions remained steady in 2022. As millions in value were wiped from crypto markets and the stock market, the financial services provider was boosted by its image as "[a trusted leader in digital payments.](#)"

Clearly, this emphasis on Trustworthiness has paid off: 68% of Canadians hold a Visa card, and half (48%) of Canadians consider Visa to be their primary card.

Visa's [heavy investment in sports sponsorships](#) has also bolstered its Presence in Canada. Visa will be the exclusive payment technology partner (and the only card accepted) at both the Olympic and Paralympic Games through 2032 and is a primary sponsor of the FIFA World Cup, including [last year's tournament in Qatar](#) and this year's women's World Cup.



# TOP 10 BRANDS

## # 8 optimum

With a powerful combination of utility, convenience, and value, PC Optimum climbed to #8 in this year's ranking.

Older Canadians are most favorably disposed to the brand: amongst Boomers, PC Optimum ranks second. The brand has developed fresh and engaging campaigns to expand its influence on younger consumers. In late December, PC Optimum took a page from Spotify's playbook and sent members an end-of-year review, which summarized their points usage over the previous year (and encouraged members to share their points stories on social media). The brand has also expanded its reach by holding [Points Days](#) – a promotional event offering special discounts and exclusive offers across all participating locations – twice in 2022.

At a time when both younger and older consumers were tightening their budgets, Canadians of all ages relied on PC Optimum, earning a total [of 1.1 trillion PC Optimum points in 2022](#) – the equivalent of \$1.1 billion dollars' worth of groceries and other goods. As a result, both Trustworthiness and Utility contributed to the brand's influence.

After all, inflation is a cross-generational issue – so it should come as no surprise that the brand made it into the top 10 for three out of four generations.

223

INFLUENCE INDEX

Utility: 30%

Trustworthy: 25%



## #7 Microsoft

Like most other tech companies, Microsoft lost value in 2022. But the software giant remains the third-most valuable company in the world (with a staggering [\\$1.77 trillion valuation](#)), and a critical part of Canada’s brand landscape.

Even as the pandemic tech boom waned in 2022, Canadians continued to [rely on Microsoft’s online tools for remote work](#): Office 365 and Teams have [nearly doubled](#) in popularity since April 2020, and Microsoft Cloud services [surpassed \\$100 billion](#) in annualized revenue for the first time in 2022.

While Microsoft is best-known for its prosumer productivity software, it’s long been involved in the video game market, from PC gaming to its Xbox console. In 2022, Microsoft made a big splash in this space [by acquiring Activision Blizzard, Inc.](#), which brought several triple-AAA game franchises with broad followings under Microsoft’s roof.

All the while, Microsoft has [continued investing in Canada and its workforce](#). The company relocated its expanded [national headquarters in downtown Toronto](#) last May and completed the relocation and expansion of its research and development lab in Montreal, the relocation of its Vancouver sales office, and the modernization of its Ottawa, Calgary and Montreal sales offices over the course of 2022. A [recent economic impact study from EY](#) found that Microsoft accounts for nearly 300,000 Canadian jobs and contributes more than \$37 billion to Canada’s GDP. As such, both Trustworthiness and a Leading Edge image contribute to Microsoft’s influence in Canada.



# TOP 10 BRANDS



Walmart’s long-time slogan – “Save Money, Live Better” – may have struck a chord with Canadians who struggled to make ends meet in 2022. Unsurprisingly, Utility was a key contributor to the brand’s influence in 2022, but Canadians also believe that Trustworthiness and Presence contribute to its influence. Walmart moved from #10 up to #6 in this year’s ranking.

The brand maintains a strong online presence in Canada: Walmart.ca is visited by [more than 1.5 million Canadians daily](#), who can choose from millions of items sold by Walmart and third-party sellers to meet their needs.

Walmart also [operates 400 stores and 12 distribution centres in Canada](#). In 2022, it built on this strong foundation with the announcement that it would [spend \\$1 billion on major infrastructure projects](#). These investments will allow the retailer to expand its selection and streamline the process for online order pick-ups – a key area of focus, since the COVID-19 pandemic pushed many of Walmart’s customers online.

Despite the emphasis that Walmart puts on affordability and customer convenience, the strongest signals for the brand’s future lie with its lateral moves into marketing. In 2022, Walmart leveraged a new B2B and AdTech initiative, [Walmart Connect](#), to build stronger relationships between its customers and sponsored products. The program has been a win-win, benefiting Walmart’s partners, which saw heightened sales, and Walmart, which boosted its revenue.

In October 2022, the brand also launched [Walmart Creator](#) – a “one-stop portal that makes it easy for creators to monetize shoppable products from the retailer.” This year’s survey saw Walmart performing more strongly with Gen X and Boomers than with Millennials and Gen Z, but initiatives like these could help it close the generational gap.







## # 5 NETFLIX

Despite many challenges, Netflix’s influence kept climbing in 2022, bringing the media platform to fifth place.

While Netflix wasn’t the first video streaming service, it has long been the most distinctive and the most popular. As of November 2022, the streaming platform’s global subscriber count hit 223 million – a remarkable rise from its humble beginning as a mail-order DVD rental service (which it continues to operate very profitably).

The video streaming market has become increasingly crowded, with rivals like Hulu, Apple TV and many, many more pouring millions into original content. As a result, the pressure was on for Netflix in 2022 – and the company faced a tough start, with quarterly subscriber losses recorded in the first and second quarters. These challenges led to [layoffs](#) and [inspired a new “basic” subscription tier](#), which includes advertising, after claiming for many years that this was not going to happen. But the company [exceeded expectations](#) in the third quarter of 2022, with an increase of over 2 million subscribers, more than twice the number it had predicted. The jury is still out on the ad revenue model for Netflix.

While its competition may have star talent and deep pockets, Netflix continues to create some of the most buzzworthy shows, with a stellar batting average when it comes to viral hits. Just consider Kate Bush’s “Running Up That Hill,” featured in the fourth season of Netflix’s “Stranger Things.” Nearly four decades after its release, [the song hit No. 1 on the music charts in countries](#) around the world – and reached #2 in Canada. Spotify revealed that streams for the song increased by almost 10,000% in the U.S.

A 37-year-old song having this kind of success due to its inclusion in a Netflix show perfectly illustrates Netflix’s outsized cultural influence, both in terms of being Leading Edge and Engaging





## #4 YouTube

In the 18 years since its first video was uploaded, YouTube has revolutionized how we think about online culture. A truly global platform, YouTube hosts a staggering depth and breadth of content, from high-budget advertorial influencer content to homespun vlogs and passion projects. Despite (or perhaps because) it only exists online; YouTube has become home to a vast range of communities and fandoms.

Many users identify more with YouTube content creators than they do with mainstream TV or film celebrities. The platform is particularly influential on young Canadians: for Gen X, YouTube’s influence ranks at #4, while it ranks at #3 for both Gen Z and Millennials.

It remains to be seen whether YouTube will continue to be the platform of choice for online communities – many young Canadians have moved to Twitch, a livestreaming platform owned by Amazon. But YouTube has also branched out into traditional media: In December 2022, [the NFL announced that](#) its “Sunday Ticket” subscription package would go to YouTube TV, marking the league’s second media rights deal with a streaming service.

The platform rolled out a [number of technical improvements in 2022](#), from aesthetic upgrades to a pinch-to-zoom feature. But the biggest surprise has been the success of its subscription services: YouTube TV [passed 5 million subscribers in 2022](#) – beating out Hulu – while YouTube Music and YouTube Premium hit a combined [80 million subscribers](#).

However, when it comes to YouTube’s core audience – the young creators that put it on the map – the brand faces some challenges, with [TikTok overtaking it in popularity among Gen Z](#). As YouTube approaches its twentieth birthday, primary contributors to its influence continue to be Engagement and its Leading Edge nature.



# TOP 10 BRANDS



For a brief moment last year, Apple became the first company ever to [hit \\$3 trillion in market value](#). Though the iconic tech manufacturer lost considerable value in the following months (as did many of its competitors), it held onto its position as the world's most valuable company, with an [estimated \\$2.07 trillion value](#) at year's end.

For much of the last two decades, Apple's influence was defined by a limited number of finely tuned products. 2022 brought updates to nearly all of its product lines, with new MacBook's, iPhones, Apple Watches, and Apple TVs hitting shelves. But Apple is increasingly setting its sights beyond hardware, which could expand its influence in new directions.

Part of that picture is Apple TV+, which continues to receive critical acclaim for its original content (the platform [won 52 Emmy Award nominations](#) in 2022). Apple TV+ has also doubled down on sports: in March 2022, it was announced that it [would air Friday Night Baseball](#), while just a month later, it revealed that it had [secured a 10-year exclusive agreement](#) for the rights to every Major League Soccer match.

On the other end of Apple's content strategy, Apple Music platform hit a symbolic milestone last October, when its catalog [passed the 100 million song mark](#)— more than triple the 30 million songs that the platform launched with in 2015, and a considerable lead on Spotify's 80 million songs.

Apple has also demonstrated that influence isn't just about products or content. The brand [made waves in 2022](#) with a new privacy policy that made ad tracking an opt-in feature. Accordingly, Canadians see Trustworthiness and being Leading Edge as the primary contributors to its influence in 2022.



# TOP 10 BRANDS

## #2 amazon

Amazon hit dizzying heights (and nerve-wracking lows) over the last two years. The brand's "smiling" cardboard boxes and bubble-wrap mailers became icons of pandemic-era consumption, boosting Amazon to a \$1.8 trillion peak in 2021 – before a [difficult 2022 halved the company's market value](#). Still, the megabrand was [worth \\$900 billion at the end of the](#) year, making it the [fifth most valuable company](#) in the world.

Like many other influential brands, Amazon doubled down on programming and content in 2022. Last March, it [announced](#) that it had completed its acquisition of the iconic film studio MGM. Along with YouTube and Apple TV+, Amazon also bet big on live sports programming. Prime Video will spend about \$1 billion per year to [exclusively stream Thursday Night Football](#) through 2033, and in 2023, will also host the [first-ever NFL Black Friday game](#) – which it presumably hopes will become a new holiday tradition.

Amazon's resilience and continued influence has much to do with its balancing act between utility and innovation. In 2022, Jeff Bezos reported that Amazon Prime had more than [200 million global subscribers](#).

A sizeable (and growing) part of the internet runs on Amazon Web Services (AWS). But where other brands might settle with these successes, Amazon has continued to field-test programs at the cutting edge, from its [cashier-less Amazon Fresh shops](#) to [experiments with drone delivery](#).

Some of these initiatives may seem far-fetched, but others are already here. In April 2022, Amazon Canada [celebrated the opening](#) of its newest robotic fulfillment centre in Hamilton, Ontario. As a result, the primary contributors to Amazon's influence are its Leading Edge and Trustworthy nature, bringing it to second place (for the third year in a row).



# TOP 10 BRANDS



The “I’m Feeling Lucky” button may no longer appear on Google’s titular search engine – but the tech monolith had its fair share of good luck in 2022. Google continues to be one of the most valuable brands in the world, and the most influential brand in Canada. (After all, not every brand is so influential that it manages to coin its own verb – as Google managed with “Googling.”)

A dazzling array of products, tools, and research projects sit under Google and its parent company, Alphabet. There’s the expansive web-based ecosystem, the Chrome browser and the Android mobile operating system, and even products like the Pixel Watch and Chromebooks – to say nothing of its [highly lucrative](#) advertising business (or its ownership of 2022’s #4 Most Influential Brand, YouTube).

In 2022, Google continued to expand its presence in Canada, with [one office opening in Montreal](#) and an expansion [planned for downtown Toronto](#). Google Canada also emphasized its charitable efforts in 2022.

The company took a number of measures to support small business and announced that it would invest [up to \\$2.7 million in grants aimed at upskilling Indigenous communities](#) across the country. The move is expected to not only help address the ongoing skills shortage in the technology sector, but also boost diversity and inclusion efforts for underrepresented groups.

With Trustworthiness and being Leading Edge as the primary contributors to its influence, Google landed the top spot again in 2022. Yet its future is by no means certain: By the end of 2022, [Google was facing increasing anti-trust scrutiny from the U.S. government](#), and in the eyes of many Canadians, had been [beaten to the A.I. punch](#) by OpenAI’s wildly popular ChatGPT-3. Time will tell if Google can hold on to the top spot in 2023 – stay tuned.



# TAKEAWAYS

2022 was hardly the worst of times – but for a large percentage of the over 100 brands and 19 categories that we analyzed it was a bumpy ride. However, even a market shakeout couldn't keep influential brands from outperforming the competition.

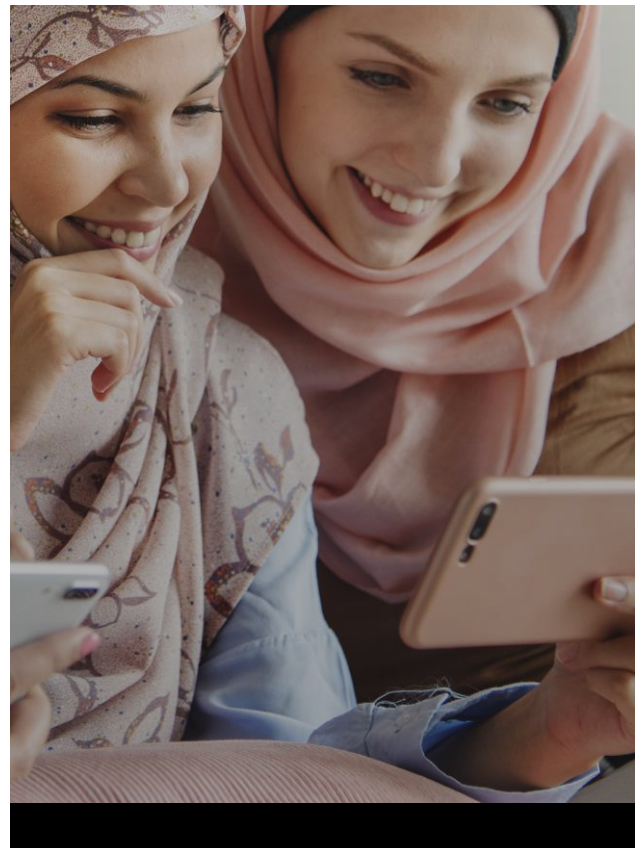
If brands weren't already living in the age of continual adaptation, they certainly are now. Many extended their influence by expanding into fields with large fanbases, like live sports or podcasts. Nearly half of the brands in our Top 10 built out their audio streaming offerings, while spending on TV programming continued its sky-high trajectory. In 2022, once again, content was king.

Influencer marketing became a key tool – not just for reaching younger audiences, but for listening and holding two-way conversations. Brand accountability was more consequential than ever. Meanwhile, digital experiences became more pervasive, more immersive, and more personal – even as privacy concerns meant that brands had less identifiable data to work with.

As the market cap for the tech sector fell, it became clear that innovation for innovation's sake was no longer sufficient: Canadians wanted innovations to be anchored in assistance, helpfulness and solving problems. But no matter the sector, brands needed to create an exchange of value that was meaningful.

In a year of diminished consumer spending and interlocking crises, successful brands needed to do more with less – while connecting with Boomers, Gen X, Millennials and Gen Z alike.

Even as economic anxieties ran high, the influence equation boiled down to the fundamentals in 2022: Engagement, Trustworthiness, Leading Edge, Corporate Citizenship, Presence, Empathy and Utility. The world may be changing, but the playbook for influence remains (mostly) the same.



# ABOUT

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### Early Life

Born, educated and worked in the U.K. for the first half of his existence.

### Career

Sales (Xerox U.K.), Brand Management (Mars U.K.), Research (ACNielsen – Asia, NPD Canada), before a sale to Ipsos in 2002.

### Giving Back

Board member – Canadian Marketing Association, Judge for the Young Lions and board member – Earth Rangers Foundation.

### Today

Ipsos (many roles). Author of (among other things) the Most Influential Brand study – Globally. The Digital Marketing Pulse (15 years), Developing the Long Middle story. Frequent public speaker.

### Personal

Hair – it is an **all** or none issue. Eyewear is a big deal. Avid golfer and tennis player. BIG on hot weather.

Loves a great hamburger and fries. Father of two daughters + has the best lifetime partner.

### Honour

Canadian Marketing Association lifetime achievement award 2020:

<https://youtu.be/Mvjt0yRCqXM>

## ABOUT IPSOS

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We believe that our work is important. Security, Simplicity, Speed and Substance applies to everything we do.

Through specialization, we offer our clients a unique depth of knowledge and expertise. Learning from different experiences gives us perspective and inspires us to boldly call things into question, to be creative.

By nurturing a culture of collaboration and curiosity, we attract the highest caliber of people who have the ability and desire to influence and shape the future.

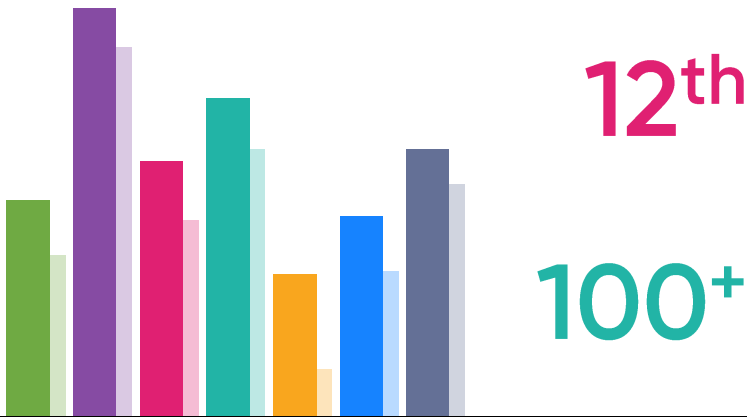
To learn more, visit:  
[www.ipsos.ca](http://www.ipsos.ca)



# The MOST INFLUENTIAL BRANDS in Canada 2022

With a world emerging from the COVID-19 crisis and facing a war in Europe, climate catastrophes, continued supply chain issues and of course economic uncertainty not seen in decades, 2022 has certainly been a turbulent year. Canada's Most Influential Brands have needed to adapt, be resilient, show empathy and provide assistance in new and different ways. Their edgy, unconventional and in some cases supportive nature is what makes them stand out in a crowded, competitive marketplace. They influence how we communicate, shop, spend our free time, celebrate, socialize and inform ourselves in so many ways. Moreover, the Most Influential Brands don't just sell a product or service. They promote a strong sense of purpose and shape our world while connecting emotionally with people. Only those that strike the right balance of **trustworthiness**, **engagement**, being **leading edge**, **corporate citizenship**, having **presence** and **empathy**, while providing some utility, will truly make an impact.

Steve Levy, Ipsos Canada



2022 marks the **12<sup>th</sup> consecutive year** of the study and results were unveiled on the morning of February 8<sup>th</sup> at the Ipsos Most Influential Brands event.

Each year Ipsos studies **over 100 brands** that spend the most on advertising in Canada on an annual basis and ranks their influence.

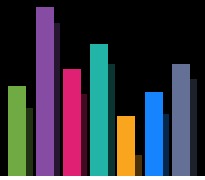
## 2022 TOP 10 MOST INFLUENTIAL BRANDS IN CANADA

- 1 GOOGLE
- 2 AMAZON
- 3 APPLE
- 4 YOUTUBE
- 5 NETFLIX
- 6 WALMART
- 7 MICROSOFT
- 8 PC OPTIMUM
- 9 VISA
- 10 FACEBOOK

## 2022 TOP 3 MOST INFLUENTIAL BRANDS BY GENERATION

<u>GEN Z</u>	<u>MILLENNIALS</u>	<u>GEN X</u>	<u>BOOMERS</u>
			
GOOGLE	GOOGLE	GOOGLE	GOOGLE
APPLE	AMAZON	AMAZON	PC OPTIMUM
YOUTUBE	YOUTUBE	APPLE	AMAZON





## DID YOU KNOW

This is an annual study that has been conducted since 2010.

Findings were released on February 8<sup>th</sup> at an event hosted by Ipsos and our partners The Globe and Mail, Publicis and CMA.

Subscriptions to the study are available to understand your brand vis-à-vis the competitive category set.

Customized Reports review the drivers of influence for your brand, as well as performance on all measures included in the study. Additional analytics are available at an incremental cost.

Subscriptions include a management presentation customized to include your brand and your competitors.

Customized reports will be available starting at the end of February.

**SUBSCRIPTION PRICE: \$19,500** for 8 brands  
+\$1,000 for each brand beyond 8

## SUBSCRIPTION FORM

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Country: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Billing is 100% upon approval. HST is applicable to all study costs.

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Approving Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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