



PRESS RELEASE

Ipsos and BC Business Reveal the Most Loved Brands in BC in 2023

Vancouver, May 2, 2023 — Ipsos, in conjunction with *BC Business*, has released its annual list of the Most Loved Brands in BC based on a survey of 1,420 BC respondents undertaken in January 2023. The survey asked respondents to rate brands on several different attributes to determine Brand Love, which is a brand's ability to create a strong desire in customers to buy the brand.

Most Loved Brands in BC 2023

1. Save-on-Foods (+1)
2. BC Hydro (+1)
3. London Drugs (-2)
4. Vancouver International Airport (-)
5. A&W (-)
6. Purdy's (+1)
7. BCAA (+5)
8. Telus (-)
9. White Spot (+1)
10. Best Buy (-1)

Despite inflationary times which have hit consumers hard, especially at the grocery store, Save-on-Foods regained top spot after slipping below London Drugs in 2022. This is the third time in four years that Save-on-Foods has been the top ranked brand in BC.

According to Michael Rodenburgh, Executive Vice-President, at Ipsos in Vancouver “the frequency with which you do business with a brand, generally speaking, provides you with a better opportunity to build strong brand equity with your consumer. That’s why Save-on-Foods, London Drugs, and A&W are top-ranked brands.”





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About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing over 18,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques. “Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120 and the Mid-60 indexes and is eligible for the Deferred Settlement Service (SRD).

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