



PRESS RELEASE

Ipsos ranks Canada's Top 10 Most Influential Brands of 2023

In thirteenth annual report, Google and Amazon held on to the top two slots, while Costco broke into the Top 10 for the first time

Toronto, ON, February 7, 2024 – Ipsos, in association with the Canadian Marketing Association, Globe Media Group, and Publicis, today announced the 2023 Most Influential Brands in Canada report: a data-driven analysis of Canada's most impactful brands and the dimensions that contribute to their influence.

Ipsos Canada's Steve Levy presented the report at an exclusive reception with over 350 marketers held in collaboration with The Globe and Mail and simulcasted to almost 700 brand strategy and marketing professionals from across Canada and beyond.

Since 2010, Ipsos has produced the definitive report on brand influence in Canada each year, delving into the attitudes and characteristics that make brands influential and determine their impact on consumer behaviour, cultural trends, and the world at large. The 2023 report draws upon a representative sample of over 6,700 Canadians from different generations, regions, and backgrounds to gain a holistic understanding of more than 100 brands across 20 sectors.

"Influence isn't just about cash flow, market share, or trends. It's about trust, presence, and impact — the decisions that shape today's consumer behaviour and set tomorrow's agenda," said Levy.

Levy went on to say "In an age of distraction and polarization, influential brands are common ground for Canadians. And that makes influence more powerful than ever before."

Most Influential Brands in Canada 2023

1. Google (-)
2. Amazon (-)
3. YouTube (+1)
4. Apple (-1)
5. Facebook (+5)
6. Walmart (-)
7. Costco (+4)
8. Microsoft (-1)
9. Visa (-)
10. Netflix (-5)



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Study Highlights

Whether you were doomscrolling or checking in on your RRSP, 2023 was a nail-biter. Rising inflation and interest rates meant that investors cut back while shoppers pinched pennies. In these uncertain times, influential brands acted as unifiers, building intergenerational harmony through broad appeal, thoughtful engagement, and meaningful collaboration.

Over the last twelve months, economic conditions shifted rapidly while innovation cycles accelerated, meaning that brands needed to adapt and act faster than ever. But with strong Trustworthiness, Corporate Citizenship, Engagement, and Leading Edge status — and Presence, Utility, and Empathy — 2023's Most Influential Brands succeeded in both their defensive plays and their big bets.

And with increasing scrutiny from consumer activists and everyday Canadians alike, influential brands went above and beyond when it came to accountability, integrating corporate and social responsibility into their handling of social, political, and economic issues.

With a digital ecosystem trusted by millions and groundbreaking implementations of AI technology, **Google** took the #1 slot for the twelfth consecutive year in 2023. The runner-up, **Amazon**, had an influential 2023 thanks to massive reach and best-in-class operational capabilities. (The online superstore says that it's invested \$40 billion in its Canadian operations since 2010, and scaled up its Canada Prime deliveries sevenfold since 2019).

Thanks to a deep well of content — including not only viral videos and megacelebrities, but everything from music and podcasts to academic lectures — **YouTube** climbed to third place in 2023. With the announcement of what may be its boldest new product in a decade, the hotly anticipated Vision Pro, **Apple** took the #4 slot. Meanwhile **Facebook's** strategic pivots, including the launch of generative AI tools and the Threads app, helped the social media giant climb five places to #5.

Coming in behind **Walmart** at #7, **Costco** broke into the Top 10 for the first time in 2023. With both bargains and opportunities to buy in bulk, the brand's wholesale model provided strong value and influence at a time when Canadians were highly focused on pocketbook issues.

With a series of acquisitions, an expanded presence in Quebec, and the swift integration of AI solutions into its product ecosystem, **Microsoft** landed at #8 in 2023. **Visa** (#9) and **Netflix** (#10) rounded out this year's list.

For a full look at Canada's Top 10 Most Influential Brands, the dimensions that shaped their influence, and the gainers that climbed the ranks in 2023, read the full Ipsos POV [here](#).



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About the Study

The Most Influential Brands study was conducted in October 2023. The online survey of 6,700 Canadians was conducted using the Ipsos iSay Panel. The results are based on a sample where weighting was employed to balance demographics and ensure that the sample's composition reflects Canada's adult population according to Census data and results approximated to the sample universe. The precision of Ipsos online polls is measured using a credibility interval, accurate within +/- 1.3 percentage points, had the entire population of adults in Canada been polled. All sample surveys and polls may be subject to other sources of error, including but not limited to coverage error and measurement error. Subscriptions to the study are available. Contact Steve Levy (steve.levy@ipsos.com) for details.

About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry. Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media, and they measure public opinion around the globe.

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About Globe Media Group

Globe Media Group is a media and marketing company that empowers advertisers with solutions and content to influence ambitious Canadians. As the advertising arm of The Globe and Mail, Globe Media Group's offerings are end-to-end across multiple platforms, including digital, video, podcasts, app, newspaper and magazines, as well as custom content and special events. Globe Media Group provides unparalleled access to influential audiences within trusted, premium environments, reaching 21.5 million monthly unique visitors through Globe Alliance and CNN.com—a premium digital network of the world's best news, business and lifestyle sites. Globe Media Group also connects advertisers to 2.7 million weekly readers of The Globe and Mail, Canada's most trusted news source. Each day, The Globe engages Canadians with award-winning coverage and analysis of news, politics, business and lifestyle topics. Learn more about Globe Media Group at globemediagroup.ca

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About Publicis Canada

Publicis Canada is one of the largest and leading communications agencies in the country with over 750 employees and offices in Toronto, Montreal, Quebec City and Windsor. As a full-service agency, Publicis provides creative, strategy, production, data and CRM solutions for brands across Canada and the US. Publicis Canada is part of Publicis Groupe SA.

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About the Canadian Marketing Association

The CMA is the voice of marketing in Canada and our purpose is to champion marketing's powerful impact. We are the catalyst to help Canada's marketers thrive today, while building the marketing mindset and environment of tomorrow.

We provide opportunities for our members from coast to coast to develop professionally, to contribute to marketing thought leadership, to build strong networks, and to strengthen the regulatory climate for business success. Our Chartered Marketer (CM) designation signifies that recipients are highly qualified and up to date with best practices, as reflected in the Canadian Marketing Code of Ethics and Standards. We represent virtually all of Canada's major business sectors, and all marketing disciplines, channels and technologies. Our Consumer Centre helps Canadians better understand their rights and obligations. For more information, visit thecma.ca.

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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 20,000 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 solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

Our tagline "Game Changers" sums up our ambition to help our 5,000 customers move confidently through a 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 Mid-60 indices and is eligible for the Deferred Settlement Service (SRD). ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP
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