

The

MOST INFLUENTIAL BRANDS

in Canada

2024

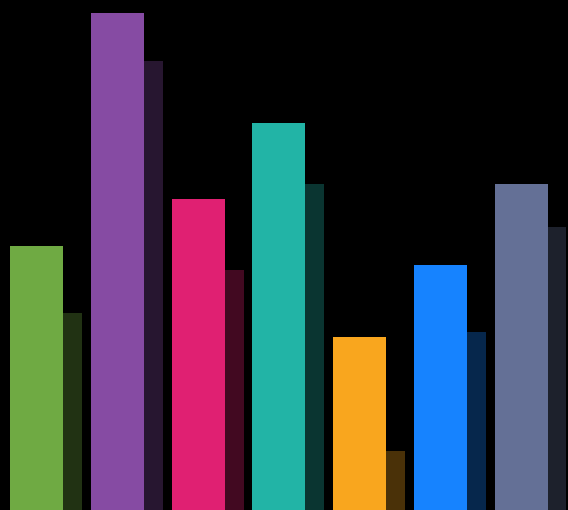


Results from Ipsos' 2024 Study

Steve Levy, Ipsos Canada

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INTRODUCTION

In 2024, influence wasn't about being identifiable – it was about being indispensable.

The last 12 months brought us socioeconomic shakeups, cultural breakthroughs, a cost-of-living crisis, and an AI arms race that could fundamentally transform what it means to be human (let alone Canadian.)

But when Canada is in flux, influential brands are in their element. Our 2024 Most Influential Brands in Canada have the power to inspire trends, break with tradition, and make a difference.

From Victoria to St John's, they make consumers open their hearts, minds, and yes, wallets. Whether they're a supermarket or a search engine, the brands that are truly influential are those that have woven themselves into the fabric of everyday life. They understand Canadians' preferences and perspectives; from the ways they spend their money to the ways they spend their time. And this enables them to deliver real value while living up to Canadians' values.

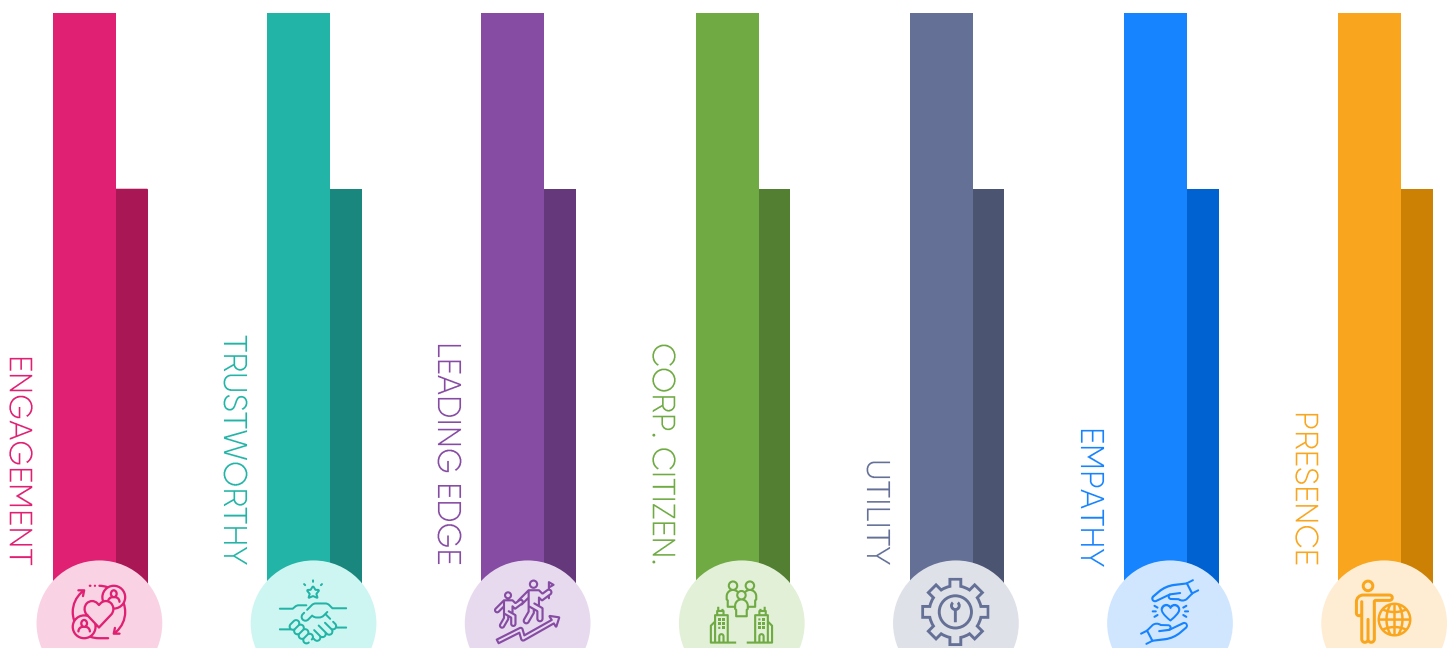
How do they do it? This year's MIB report breaks down how Canada's Most Influential Brands leveraged seven key dimensions – **Trustworthiness, Engagement, being Leading Edge, Corporate Citizenship, Presence, Empathy, and Utility** – to secure their positions in a competitive marketplace and connect with an increasingly diverse and sophisticated consumer base. As we look to the future, it's clear that the race for influence is far from over – and the next big leap could come from unexpected quarters of the Canadian marketplace.

So read on for a journey through the boardrooms, server farms, and innovation labs that will determine the future of the Canadian marketplace.

DIMENSIONS

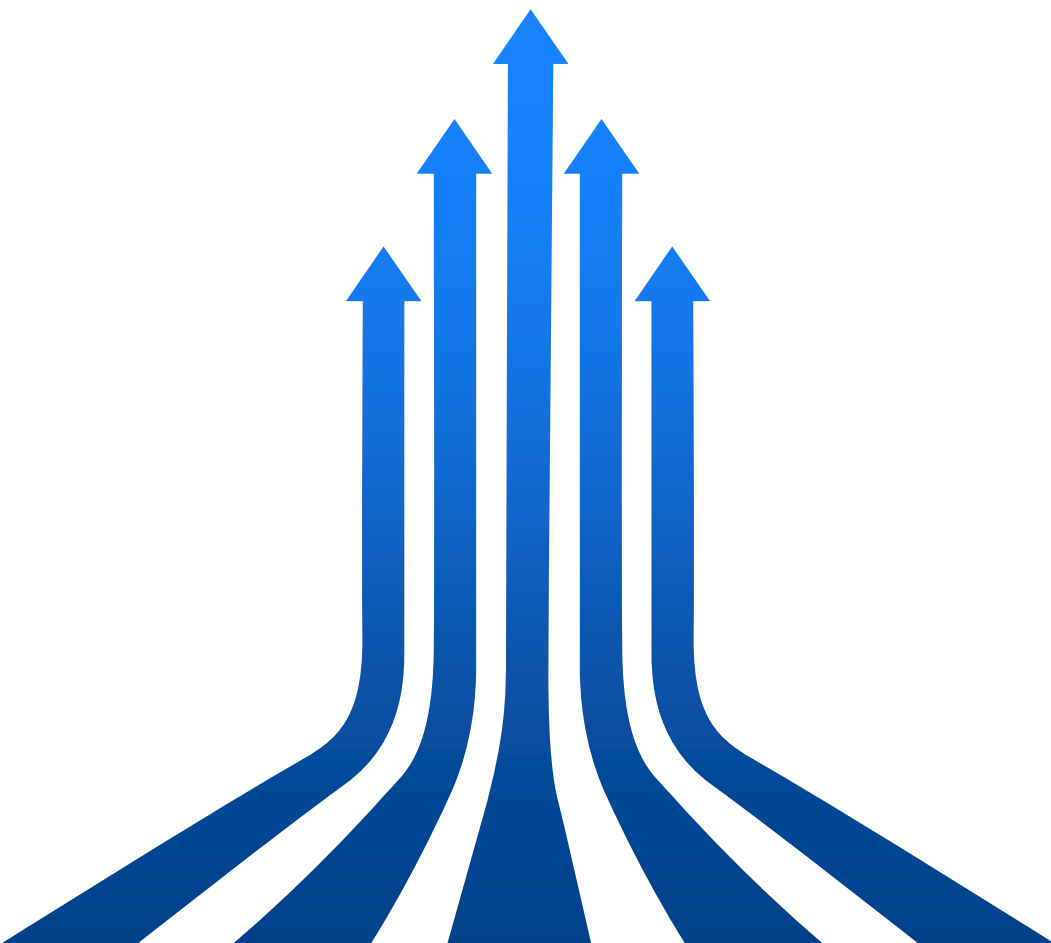
For the past 14 years, Ipsos has used a simple but powerful framework to track the brand characteristics that contribute to influence: **Trustworthiness**, **Engagement**, **Corporate Citizenship**, **Presence**, and (being) **Leading Edge**. In the wake of 2021 and 2022, two new dimensions, **Utility** and **Empathy**, joined the ranks.

Whether taken separately or as a whole, these dimensions serve as holistic contributors to the influence that a brand wields, the image it maintains, and its resilience in the face of economic and social challenges. In 2024, as the Canadian public navigated uncertain times and brands faced considerable headwinds, each of these seven dimensions played a critical role in who brands influenced and how they influenced.



MOVERS AND SHAKERS

This year's Movers and Shakers demonstrated how a keen understanding of the Canadian marketplace can propel new challengers and familiar faces alike to new heights.



MOVERS AND SHAKERS

Wealthsimple

Wealthsimple's tenth year in business was a memorable one: the online investment app capped off its first decade by climbing a whopping 51 spots from #120 to #69 on our Most Influential Brands list.

This meteoric rise speaks to Wealthsimple's ability to demystify investing for the masses while simultaneously catering to the sophisticated needs of the digital-native investor. Where other platforms zigged and zagged with splashy promos, Wealthsimple added features while maintaining a user-friendly platform for managing assets and investments – an approach that cemented its position as a trustworthy financial services provider.

First and foremost, Wealthsimple went above and beyond to provide real value to Canadians in 2024 – from [a partnership with Pine to improve the mortgage experience](#), to a [lifestyle client rewards program](#) that included high-profile partners like DragonPass, Uber, and The Globe and Mail.

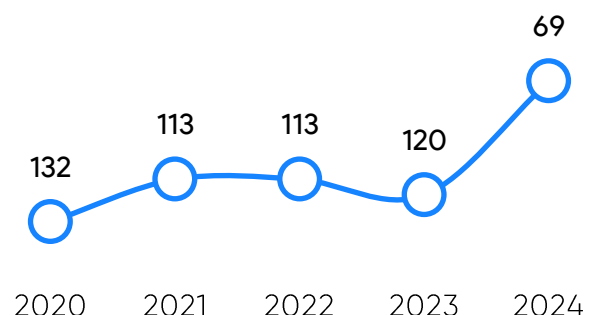
But these features were supported by Wealthsimple's focus on understanding Canadian consumers and helping them get ahead – was a narrative they told

creatively and empathetically with [the "Sluggish" marketing campaign](#).

Wealthsimple also furthered its focus on communication by investing in Wealthsimple Media: an editorially independent publication which reports on financial news and consumer confidence. And to reinforce this reputation for understanding what their clients are feeling, Wealthsimple hosted a number of client events across Canada in 2024 to better understand what's important to them.

As traditional banks move to update their digital offerings, Wealthsimple's gain in influence suggests that empathy and understanding, when paired with real value, can make a world of difference.

WEALTHSIMPLE TRENDING MIB RANK



MOVERS AND SHAKERS



With a blend of infrastructure investments and customer-centric initiatives, TELUS surged ahead 40 spots to #29 in our 2024 ranking – proving that in the world of telecommunications, communication and commitment make the difference.

TELUS' gains can be primarily attributed to its aggressive expansion of 5G networks across Canada. Indeed, TELUS' commitment to laying down fiber optics fast – including the [delivery of TELUS PureFibre Internet in Ontario and Quebec](#) – contributed to its reputation as a trustworthy brand.

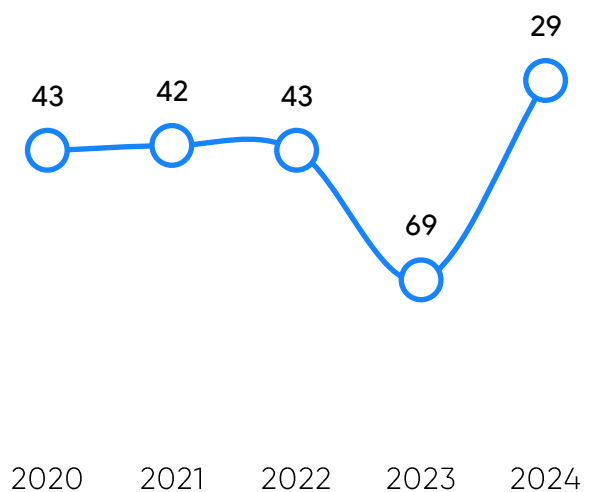
What matters to telecoms customers most at the end of the day, after all, is good service. And TELUS went to great pains to deliver on that in 2024 – even outside of Canada – [by teaming with Amazon Web Services and Samsung to enhance travelers' connectivity while traveling abroad](#).

But TELUS also worked harder to communicate these investments to Canadians, while strengthening its brand equity through socially engaged philanthropy. For example: TELUS launched a [global rebrand for TELUS Digital in 2024](#), before investing \$1 million

into Canadian small businesses with the [highly visible #StandwithOwners campaigns](#).

Taken together, these strategic moves contributed to TELUS' considerable gain in influence – and demonstrated that even in a market where choices are limited, brands can differentiate themselves through innovation and effective messaging.

TELUS
TRENDING MIB RANK



MOVERS AND SHAKERS



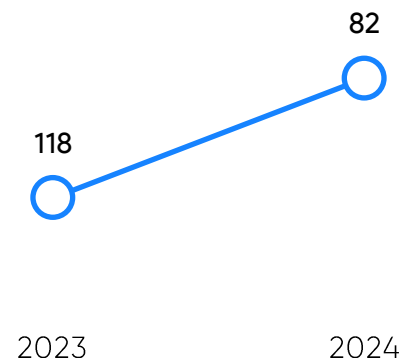
In a year when health and financial security were among Canadians' top concerns, perhaps it should not be a surprise that Sun Life would wield outsized influence. But even so, the financial services and insurance company saw impressive gains in 2024 climbing up 36 spots in one year to #82.

Recent years have seen the staid world of wealth management embrace app-first experiences and AI tools, but Sun Life has been at the forefront of the digital transformation. And it's bolstered that strong positioning through charitable initiatives and marketing campaigns that communicated Sun Life's values to young Canadians.

In February, it redoubled its commitment to the Canadian public through a [partnership with Outside Looking In](#), where the two organizations helped to build pathways for indigenous youth to careers in tech. Then, in November, Sun Life doubled down on diabetes prevention [with \\$1.53M in new partnerships](#).

From the outside, at least, life insurance has never been the most action-packed industry. But where competitors have receded into a beige backdrop of numbers and fine print, Sun Life has found new ways to extend its impact and communicate its trustworthiness and relevance to its next generation of clients.

SUNLIFE TRENDING MIB RANK



MOVERS AND SHAKERS



In an age where attention spans are measured in milliseconds, Pinterest has emerged as an unlikely Canadian darling, climbing up twenty spots in the past year to #34 with the precision of a master curator.

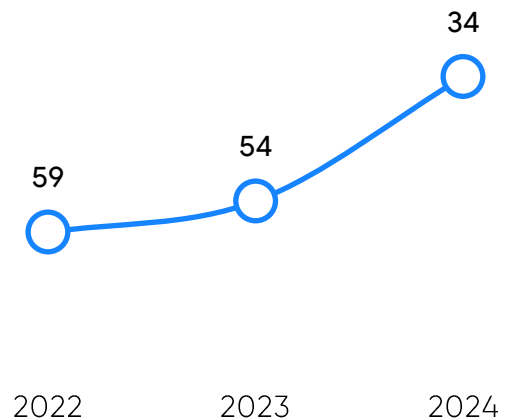
Pinterest's gain in influence can be attributed to its successful repositioning as a "visual discovery engine," rather than just another social network. In a year when Canadians sought inspiration for everything from sourdough starters to home office designs, Pinterest became the go-to platform for ideas and aspirations. And with time, Pinterest has grown more adept at utilizing its unique niche, expanding its partnerships [with Shopify](#) and [CIBC](#) while working [with Amazon Ads to ensure that "every pin \[is\] shoppable."](#)

In a digital ecosystem often criticized for fostering negative behaviors, Pinterest's rise suggests that there's still room for platforms that prioritize creativity, positivity, and genuine utility. And by bridging the gap between inspiration and purchase, Pinterest has utility in spades.

As Canadians continue to seek out digital spaces that inspire rather than inflame, Pinterest's upward trajectory in our rankings may well continue.

PINTEREST

TRENDING MIB RANK



TOP 10 BRANDS



In 2024, influence was about more than share prices, share of voice, or even market share. Canada's Top 10 Most Influential Brands climbed the ranks or held onto their positions by shaping the very fabric of Canadian society, from how we communicate and consume media, to how we manage our finances and approach sustainability. Read on to learn how.

TOP 10 BRANDS

#10

SAMSUNG

Samsung's ascent into the Most Influential Brands list makes it clear: the South Korean conglomerate's relentless innovation and colossal scale have made it not only a major player in the global tech market, but a household name in Canada.

Between batteries, flatscreens, headphones, and home devices, the Samsung product portfolio can only be described as sprawling. But when it comes to influence, Samsung has an impressive degree of focus. Any conversation about that would begin with Samsung's flagship Galaxy phone series – not least because in 2024, Samsung's marketing strategy was every bit as ingenious as the designs themselves.

Over the course of the 2024 Paris Olympics and Paralympics, Samsung leveraged the unique storytelling potential of its own devices. First, it installed more than [200 Galaxy S24 Ultra smartphones on the 85 athlete boats taking part in the opening ceremony](#), enabling them to livestream the event and capturing the experience from athletes' POVs. Then there were [the Victory Selfies](#): medalists were given the opportunity to capture their wins and emotions using the Galaxy Z Flip6 Olympic Edition given to them at the podium.

But Samsung didn't even stop at the athletes: As a partner for the games' wireless communications and computing needs, over 15,000 Galaxy devices were used by staff/volunteers at the game, ["from managing ticketing systems and stadium entry to facilitating event broadcasts."](#) (Of course, Samsung didn't mind complementing these

strategies with a more conventional approach: [25 new athletes were sponsored by Team Samsung Galaxy in Paris 2024](#)).

Beneath the ambitious campaigns, Samsung was also rolling out innovative new products – most notably, [the Galaxy Ring](#), a discreet health-tracking wearable device powered by Samsung's Galaxy AI.

But despite its image as a **Leading-Edge** brand, Samsung's dedication to the user wasn't just about new products. As the conversation about "the right to repair" grew louder in 2024, Samsung partnered with Canada Post to enhance their customer repair services ["by adding more choice, convenience, and flexibility with increased service drop-off locations."](#)

Altogether, Samsung saw a significant increase in trust and brand relevancy in 2024, particularly among younger Canadians, – which contributed strongly to its influence.

204

INFLUENCE INDEX

Trustworthy: 37%

Leading Edge: 28%

Engagement: 22%

TOP 10 BRANDS



In a year defined by economic volatility and shifting consumer behavior, Visa's empathetic messaging and forward-thinking investments in improvements to the customer experience reinforced its position as the standard-bearer in financial services.

Trustworthiness, needless to say, is essential to success in this sector – and Visa has it in spades. The brand's robust security measures and fraud prevention technologies have instilled confidence in Canadian consumers, particularly as digital transactions continue to dominate.

Visa also invested in fraud prevention and cardholder education, ensuring a safer and more secure experience for all parties involved. And throughout 2024, Visa worked harder to bring convenience and value to customers and clients, from longtime cardholders to those traditionally underserved by Canadian banks.

But in 2024, Visa also redoubled its efforts to bring value to Canadian consumers. Visa Infinite Privilege cardholders in Canada gained access to prime-time reservations at select Michelin-starred restaurants and popular local favorites in major Canadian cities like Toronto, Montreal, Vancouver, and Calgary through a [new partnership between Visa and OpenTable](#). The partnership, which aims to provide premium benefits to Visa cardholders while also supporting restaurants by bringing new customers to Canadian small businesses, is expected to expand to over 500 restaurants in 34 cities by 2025.

All of Visa's initiatives in 2024 were supported by marketing that emphasized empathy. The "Power of Small Steps" campaign – [bolstered by cameos from Pharrell Williams and other top-tier celebs](#) – countered the myth of "overnight success" by looking at the hard work that stars put in before their big break. In doing so, it told a deeply relatable story about the small steps that can take us closer to our goals.

Influence, too, is built on years of commitment and consistency. In 2024, Visa reaped the benefits of this hard work.

206

INFLUENCE INDEX

Trustworthy: 45%

Leading Edge: 17%

Presence: 17%

TOP 10 BRANDS



Microsoft's name, a portmanteau of "microcomputer" and "software," may not have been among the most creative. But nearly five decades on, Microsoft is still one of the most dominant and creative businesses in the world. Luckily, Bill Gates had a knack for running a software empire, not just naming it – and Satya Nadella does, too.

With a successful pivot towards AI-driven innovation and cloud services, Microsoft has solidified its position as a leader in enterprise solutions while making steady inroads in consumer markets, thanks to a dizzyingly broad product ecosystem and a steadfast focus on innovation.

The company's Azure cloud platform has seen exponential growth, powering digital transformation for businesses across Canada. Microsoft's commitment to data sovereignty, [demonstrated by its continued investments in Canadian data centers](#), has contributed to its **Trustworthiness** among enterprises and government entities.

Microsoft's investments in cutting-edge research and acquisitions have also kept the company at the forefront of AI integration. Copilot, now deeply embedded in Windows and Office applications, has become an indispensable tool for millions of individual users. (At this point, it even gets [its own key on Windows 11 PCs](#)).

The integration of these features into Microsoft 365 is revolutionizing productivity for Canadian businesses and individuals alike. [Nearly 70% of Fortune 500 now use Microsoft 365 Copilot](#), Microsoft has claimed. And the

case studies are plentiful: Canadian Tire, for instance, says its use of Microsoft Azure AI [has saved their corporate employees up to an hour a day](#) – time they could then rededicate to growing their business.

But in 2024, Microsoft also worked to communicate these innovations through an empathetic lens. A Microsoft Super Bowl ad kicked off a global Copilot ad campaign which, above all, emphasized the human-to-human connection it facilitated. Meanwhile, the ["Microsoft AI Tour"](#) gave people around the world – including 3000 Canadians in Toronto – an opportunity to witness the power and potential of AI firsthand to connect and learn about AI.

And then, of course, there was the [Microsoft Excel World Championships](#), a tongue-in-cheek esports competition, which saw Michael Jarman, a Toronto financial modelling specialist, become undisputed champion of spreadsheets.

Will Microsoft maintain its influence in 2025? Either way, bring on the pivot tables.

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INFLUENCE INDEX

Leading Edge: 38%

Trustworthy: 35%

Engagement: 22%

TOP 10 BRANDS

#7 NETFLIX

As the streaming wars reached a détente in 2024, Netflix held onto its status as a cultural powerhouse. With a staggering [300 million users globally in 2024](#) – including 70 million monthly users on its ad-supported plan – but as in years before, Netflix's reach extends far beyond raw viewership metrics, shaping conversations and curating content that resonates deeply with Canadian audiences.

Netflix's influence in 2024 was characterized by its ability to blend global content with locally resonant experiences. In June, the [platform partnered with the Toronto Symphony Orchestra to celebrate the iconic scores of legendary Studio Ghibli composer Joe Hisaishi](#). Then, with a [December 2024 event to promote a new season of the show, "The Diplomat,"](#) Netflix put Canadian politicians in the spotlight with a Q&A on international diplomacy and a behind-the-scenes look of Ottawa's corridors of power.

And however you land on the "golden age of TV" and sequel-itis, it's evident that Netflix's release of the [new season of Squid Game was another smash hit](#). The South Korean thriller's latest installment became a cultural juggernaut, dominating water cooler conversations and social media chatter across Canada, further cementing Netflix's role as a unifying force in an increasingly fragmented media landscape.

Sports fans, too, were treated to an unexpected spectacle when Netflix secured the rights to stream the [highly anticipated Paul vs. Tyson boxing match](#), marking the platform's bold entry into live sports broadcasting. Even with a few livestreaming hiccups, the move significantly expanded Netflix's influence beyond scripted content – a pivot supported by Netflix's decision to host the NFL's [Christmas Day games](#), which signaled a strong intention to challenge traditional sports broadcasting networks and position Netflix as a potential one-stop shop for all forms of entertainment.

As Netflix continues to evolve, its influence extends far beyond on-demand television. It's shaping cultural discourse, influencing industry practices, and redefining what a streaming service can mean to Canadians.

230

INFLUENCE INDEX

Leading Edge: 32%

Engagement: 24%

Trustworthy: 23%

TOP 10 BRANDS



It's a simple slogan – but in 2024, “Save money. Live better” was a message that connected with the Canadian consumer. Indeed, Walmart is a bellwether in uncertain economic times, and in 2024, the retail giant's influence on Canadian consumers was undeniable.

Over the course of the year, Walmart Canada celebrated its 30th anniversary with a range of new promotions and deals that delivered everyday low prices to Canadians. Meanwhile, it unveiled its next-generation [flagship supercenter in Mississauga](#), and eyed [further expansions in Calgary and Toronto](#).

But Walmart's expansion wasn't limited to bricks and mortar. In 2024, the brand continued to build upon its vast network of superstores with an increasingly influential online store, finding a pitch-perfect balance between its physical footprint and its online presence.

This included highly successful new features like “Switch to Save,” which enabled Canadians to save as much as 33% on groceries and other Walmart-brand goods. Walmart Canada also expanded its partnerships with Canadian brands [on its Marketplace ecommerce platform](#). Like the [retail giant's partnership with DoorDash Canada](#), this extended Walmart's reach into Canadians' homes, broadening the brand's reputation for convenience and everyday low prices beyond bricks and mortar. All the while, [new partnerships with Disney+, Expedia, Spotify, Journie Rewards, and Fig Financial](#) positioned Walmart as not just a retailer, but as a gateway to a broader range of consumer experiences in entertainment and lifestyle services.

Walmart isn't one to rest on its laurels behind the scenes, either. The retail giant's commitment to technological advancement took a significant leap forward with the introduction of [robots in two Ontario warehouses, following the success of similar implementations in Calgary](#).

As Walmart continues to innovate across multiple fronts, from sustainability and technology to partnerships and services, its influence on Canadian consumers and the broader retail landscape only grows stronger.

234

INFLUENCE INDEX

Utility: 33%

Trustworthy: 26%

Presence: 17%

TOP 10 BRANDS

#5 facebook

Two decades on, Facebook remains among the most influential brands in the Canadian marketplace. That attests to Meta's knack for innovating and reinventing itself in the face of changing user behaviors and regulatory shifts – and to the shrewd acquisitions that Zuckerberg and co. have made along the way.

Despite the rise of newer and shinier platforms, the social media giant remains the digital town square for millions of Canadians. Between Instagram, WhatsApp, Threads, and Facebook itself, Meta's ability to connect communities remains its strongest asset.

But in 2024, Facebook's influence was amplified by a full-bore pivot towards AI-powered personalization and content curation. The platform's algorithms, already adept at predicting user interests, have [transformed it from a mere social network into a hyper-personalized information and entertainment hub](#). The [gradual rollout of AI chatbots and assistants tailored to user needs](#) have helped Meta retain an innovative image among consumers. Meanwhile, the [company's open-source approach to the development of its LLaMA family of large language models – a rarity in an otherwise tightly guarded sector](#) – has earned it clout with industry insiders and researchers.

But this heavy focus on AI didn't mean Meta was calling it quits on its namesake metaverse. The company's investments in virtual and augmented reality, while still in their infancy, have positioned Facebook at the **Leading Edge** of the next digital frontier.

The [Meta Quest headset has found a following among VR early adopters](#), but Meta's collaboration with Ray-Ban on a line of smart glasses has proved to be the real killer app for tech-savvy (and style-conscious) Canadians. In 2024, [they rolled out new styles, video calling through WhatsApp and Messenger, and a "Vision" feature for hands-free, real-time information](#). And the biggest news on the VR front came in September, when Meta introduced Orion, a new [prototype for next-generation augmented reality glasses](#).

Privacy concerns and misinformation, long-standing thorns in Facebook's side, persisted in 2024. But in a year when digital fatigue reached new heights, Facebook's ability to maintain its influence speaks volumes about its deep-rooted presence in Canadian digital life. Whether it can hold on to that position remains to be seen.

243

INFLUENCE INDEX

Engagement: 41%

Leading Edge: 39%

TOP 10 BRANDS



Apple products may be designed in Cupertino, but they're coveted by millions of Canadians.

In 2024, the tech titan maintained a **Leading-Edge** image, bolstered by the success of its M4 chips and rapid advancements in AI and AR technology. While the Vision Pro – the company's much-anticipated "spatial computing" headset – wasn't [quite a smash hit](#), it signaled Apple's continued commitment to boundary-pushing innovation, and its intention to continue influencing how Canadians interact with digital content and productivity tools.

Meanwhile, Apple's commitment to artificial intelligence took center stage with [the rollout of "Apple Intelligence" across its product ecosystem](#). This suite of AI-powered tools is transforming how Canadians interact with their devices, from revamped predictive text and message summaries, to emoji-generation tools that unlock users' creativity. But these new features were supported by [Apple's emphasis on-device processing and user privacy](#) in its messaging, which has resonated strongly with privacy-conscious Canadians.

In 2024, Apple released a number of new and revamped products, from the iPad Pro M4 to the iPhone 16. But for some time now, Apple's influence has gone beyond its sleek devices. Apple TV maintained its reputation for high-quality content among discerning audiences, while in the realm of music streaming, the battle between Apple Music and Spotify intensified, particularly [after a Spotify Wrapped some saw as underwhelming](#).

For decades now, Apple has brought anodized-aluminum-alloy visions of the future to Canadians. Now, Apple's influence on Canadian consumers will determine its own future.

250

INFLUENCE INDEX

Leading Edge: 39%

Trustworthy: 26%

Engagement: 18%

TOP 10 BRANDS



From funny animal videos to crowdsourced video essays, YouTube remains perhaps the greatest realization of the promise of the early internet. But what's kept the Google-owned platform as one of Canada's most influential brands is its ability to change with the times.

From the rollout of livestreaming capabilities to the launch of YouTube Shorts, the YouTube platform has historically adapted quickly to shifts in viewership behavior — and moreover, used its influence to anticipate and direct users towards new uses. In 2024, that included ["Playables," a new in-app gaming feature, available to users in the U.S., U.K., Canada, and Australia.](#) The feature offers over 75 lightweight mobile games directly within the YouTube app, which YouTube hopes will increase user engagement and expand its offerings beyond video content. This move aligns with the popularity of gaming content on YouTube, which has generated billions of hours of watch time.

In 2024, YouTube also doubled down on its ongoing efforts to remove harmful content and establish credibility with a [new YouTube Health initiative to verify licensed doctors, nurses, and mental health professionals from across Canada, ensuring users have access to safe and credible health information.](#) With Canadians increasingly relying on online platforms like YouTube for health information, it was a well-timed measure, and built upon existing partnerships with organizations like [The Ottawa Hospital](#) and [CAMH](#).

With the floodgates open to algorithmically generated content, YouTube may face new challenges around moderation and copyrighted content. It's taken a proactive approach both [to supporting artists](#) and to [rolling out experimental AI tools](#). But the platform's support for human creativity — whether peddled by niche microinfluencers or bonafide celebrities like Mr. Beast — is what has made it more influential than ever.

286

INFLUENCE INDEX

Leading Edge: 30%

Engagement: 30%

Trustworthy: 23%

TOP 10 BRANDS



Don't take our word for it: take a walk down your street, look by the recycling bins, and you're likely to see a teetering stack of Amazon boxes.

Amazon, now in its thirtieth year, is all but ubiquitous in Canada, having reshaped Canadian's consumption patterns and discretionary spending in the image of its lightning-fast logistical network. In 2024, the e-commerce giant maintained its position as the second most influential brand in Canada, thanks to continuous innovation across multiple sectors.

Amazon's **Utility** remains unparalleled, driven by the convenience and efficiency of its e-commerce platform and the growing adoption of Amazon Prime services. The company's same-day delivery options, now available in more Canadian cities and powered by [over 46,000 employees nationwide](#), have further integrated Amazon into the daily lives of consumers. Case in point: [this year's Prime Day was Amazon's largest to date](#).

But in 2024, Amazon also doubled down on its investments in media and entertainment. That included the success found by [Prime Monday Night Hockey](#) – a uniquely Canadian slate of programming, well-positioning at the intersection of customer interests and advertising opportunities –and Amazon Prime Video's Canadian content productions. Together, they've cemented the company's cultural influence across the country.

2024 also saw the [launch of Rufus](#), Amazon's prim-sounding AI shopping assistant, which the retailer hopes will "[ensure] users receive informative answers that simplify and enrich their shopping journey." These technologies have not only improved the shopping experience but have also enhanced Amazon Web Services (AWS), which continues to dominate the cloud computing market in Canada.

By working backwards from consumer needs to innovate products and experiences that they can't live without, Amazon has earned Canada's trust. That trust will play a critical role in whatever comes next for the brand.

368

INFLUENCE INDEX

Leading Edge: 24%

Trustworthy: 24%

Utility: 23%

TOP 10 BRANDS



No need to Google it: for the 13th consecutive year, Google is Canada's Most Influential Brand.

In 2024, the information superhighway's first superpower continued to influence nearly every aspect of digital life for Canadians, from search and productivity to artificial intelligence and cloud computing.

And Google was influential not just online, but on the ground. The company's cloud division has become a keystone of Canada's digital infrastructure, while its corporate presence in Canada has translated to a considerable economic impact. In September, Google estimated that it had helped to provide ["over \\$60 billion of economic activity for Canadian businesses, nonprofits, publishers, creators and developers."](#)

In January, the company celebrated 20 years in Montreal, and shortly afterwards, [invested in cybersecurity training in Quebec](#). A commitment to addressing pressing societal issues, with initiatives in digital literacy, cybersecurity education, and support for Canadian businesses in their digital transformation journeys, all contributed to its strong influence.

All the while, Canadians continue to rely on Google's suite of products for purchases, productivity, procrastination, and everything in between.

But the biggest shift? In 2024, AI wasn't on the horizon: it had arrived.

Google's **Leading-Edge** status has been reinforced by its groundbreaking advancements in AI and machine learning. The company's AI models, including the latest iterations of [its Gemini AI](#), have pushed the boundaries of what's possible in natural language processing and multimodal AI capabilities. These technologies have been swiftly and seamlessly integrated into Google's core products, enhancing user experiences across search, Gmail, Google Workspace, and Android devices.

As people around the world find new uses for AI and machine learning, Google has an opportunity to connect with Canadians in new ways. But the proliferation of AI-driven alternatives is also the first serious challenge to Google's search monopoly in years.

Time will tell what comes next. But in 2025, the question isn't just how Google will impact Canadians' online existence. It's how these innovations will influence every aspect of Canadians' lives.

403

INFLUENCE INDEX

Trustworthy: 35%

Leading Edge: 32%

Engagement: 20%

TAKEAWAYS

What should you take away from MIB #14

With 2024 receding in the rear-view mirror, what can we learn from Canada's Most Influential Brands?

For some time, we have seen an increased pace of innovation and investment in artificial intelligence. But in 2024, AI wasn't around the corner, it was here.

2024 saw widespread adoption of AI-powered tools, from chatbots and agents to search engines and image generators. Not a single influential brand on our list has failed to use these technologies to improve their customer experience and extend their influence on Canadians.

With these AI innovations practically omnipresent, an AI-powered future seems all but inevitable. But AI comes with a hefty technological and financial price tag, and it remains to be seen as to whether brands can effectively commercialize and monetize these tools.

Over the last half-decade, we have paid close attention to the increasingly interlinked nature of influence. But in 2024, brands doubled down on building mutually beneficial partnerships, from sponsorships to collabs and co-branded products. It's more than a noteworthy trend. File under frenemies.

Canadians certainly demanded value from brands in 2024. But this time around, value didn't just mean finding a bargain.

In an age inundated with social, cultural, and economic stressors, a customer's expectation of a brand is increasingly multifaceted. From brand experiences that fill Canadians' emotional needs, to products that help Canadians live healthier lives, value wasn't just about the price tag in 2024: it was about the entire scope of brand influence.

AI was just one of many global forces, from geopolitical conflict to economic instability, that affected Canada in 2024. And in times like these, Canadian consumers begin to look inwards – that is, to Canadian brands. Global megabrands may still lead our Top 10 list, but we are starting to see heightened levels of trust and confidence in Canada-based brands. We may be seeing some level of expectation in Canada that Canadian brands need to look after their own. Will they? This will clearly be an issue for MIB#15

No takeaway is complete without the simple reminder that all brands must be familiar with the context within which they operate. To do otherwise is folly.

And as brands look ahead to 2025, these attributes – Trustworthiness, Engagement, Corporate Citizenship, Presence, being Leading Edge, Utility and Empathy – are what will enable them to make a difference and a profit.

ABOUT

ABOUT THE AUTHOR



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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

At Ipsos we are passionately curious about people, markets, brands and society. We deliver information and analysis that makes our complex world easier and faster to navigate and inspires our clients to make smarter decisions.

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



The MOST INFLUENTIAL BRANDS in Canada 2024

In 2024, influence wasn't about being identifiable – it was about being indispensable.

The last 12 months brought us socioeconomic shakeups, cultural breakthroughs, a cost-of-living crisis, and an AI arms race that could fundamentally transform what it means to be human (let alone Canadian.)

But when Canada is in flux, influential brands are in their element.

Our 2024 Most Influential Brands in Canada have the power to inspire trends, break with tradition, and make a difference. From Victoria to St John's, they make consumers open their hearts, minds, and yes, wallets.

For these brands, influence is more than their share price, their share of voice, or even their market share.

Whether they're a supermarket or a search engine, the brands that are truly influential are those that have woven themselves into the fabric of

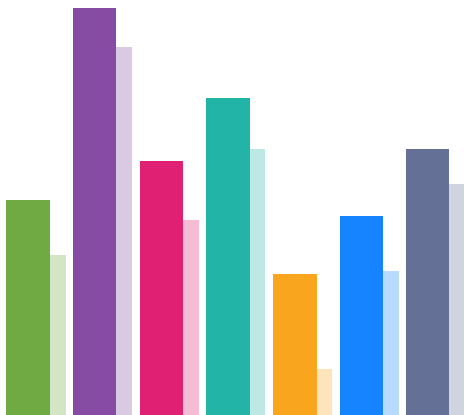
everyday life. They understand Canadians' preferences and perspectives, from the ways they spend their money to the ways they spend their time. And this enables them to deliver real value while living up to Canadians' values.

How do they do it?

This year's MIB report breaks down how Canada's Most Influential Brands leveraged seven key dimensions – **Trustworthiness**, **Engagement**, **being Leading Edge**, **Corporate Citizenship**, **Presence**, **Empathy**, and **Utility** – to secure their positions in a competitive marketplace and connect with an increasingly diverse and sophisticated consumer base.

As we look to the future, it's clear that the race for influence is far from over – and the next big leap could come from unexpected quarters of the Canadian marketplace.

Steve Levy,
Ipsos Canada



14th
100+

2024 marks the **14th consecutive year** of the study and the results will be unveiled in February 2024 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.

2024 TOP 10 MOST INFLUENTIAL BRANDS IN CANADA

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

2024 TOP 3 MOST INFLUENTIAL BRANDS BY GENERATION

GEN Z

YOUTUBE
GOOGLE
AMAZON

MILLENNIALS

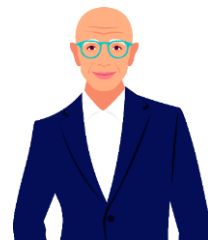
GOOGLE
AMAZON
YOUTUBE

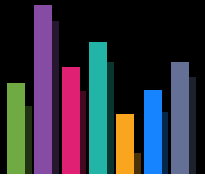
GEN X

GOOGLE
AMAZON
APPLE

BOOMERS

GOOGLE
AMAZON
MICROSOFT





DID YOU KNOW

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

Findings will be released in February 2025 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: \$22,000 for 8 brands
+\$1,000 for each brand beyond 8

SUBSCRIPTION FORM

Name:	<input type="text"/>		
Title:	<input type="text"/>		
Company:	<input type="text"/>		
Mailing Address:	<input type="text"/>		
Country:	<input type="text"/>	Postal Code:	<input type="text"/>
Phone:	<input type="text"/>	Email:	<input type="text"/>

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

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