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### Ipsos reveals Canada's Most Influential Brands of 2024

**Toronto, ON, February 5, 2025** - [Ipsos](https://www.ipsos.com), one of the world's leading market research and public opinion polling companies, in partnership with the Canadian Marketing Association, Globe Media Group, and Publicis, today unveiled the 2024 Most Influential Brands in Canada report: a comprehensive, data-driven analysis of the brands that captured the hearts, minds, and wallets of Canadian consumers in 2024.

At an exclusive reception held at The Globe and Mail Centre in Toronto Ipsos Canada's Steve Levy presented the findings to over 400 marketers, brand strategists, and insights professionals, with a simultaneous broadcast bringing these insights to a global audience.

"In 2024, influence wasn't about being identifiable — it was about being indispensable," said Ipsos Canada's Steve Levy. "These companies are not just selling products or services. They're shaping the very fabric of Canadian society, from how we spend our money to how we spend our time."

This event marks the fourteenth year that Ipsos has led the conversation on brand influence in Canada, delving into the attitudes and characteristics that make brands influential and determine their impact on consumer behaviour, cultural trends, and the world at large.

This year's edition was derived from a survey distributed to a representative sample of 6,700 Canadians across regions, genders, and generations. Ipsos' analysis offers an in-depth review of the aspects that contribute to brand influence — Trustworthiness, Engagement, Leading Edge, Corporate Citizenship, Presence, Empathy and Utility — and how they were leveraged by the nation's top brands.

### Most Influential Brands in Canada 2024

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





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### Study Highlights

The last 12 months brought us socioeconomic shakeups, cultural breakthroughs, a cost-of-living crisis, and an AI arms race. But when Canada is in flux, influential brands are in their element. They understand consumers' 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.

**Google** held on to the #1 spot for the 13th consecutive year, a result that attests to its high degree of influence across search, productivity, and artificial intelligence. With an outsized impact on the Canadian economy, a strong commitment to digital literacy and cybersecurity education, and an unparalleled rate of innovation, Google remains the nation's most influential brand.

**Amazon**' expansion across sectors contributed to its #2 ranking. In 2024, Amazon continued to shape Canadians' consumption patterns and discretionary spending, while continuing to extend its influence beyond ecommerce into cloud computing, AI, and entertainment.

Meanwhile, **YouTube**'s ability to adapt to shifts in the attention economy kept it at #3 — a ranking that reflects the platform's strong connection with Gen Z and the growing importance of video content in Canadians' daily lives.

**Apple's** continued commitment to innovation landed it at #4 in 2024. With the rollout of cutting-edge AI features, next-generation computing chips, and groundbreaking products like the Vision Pro, Apple continues to exert a strong influence on tech-savvy Canadians and casual users alike.

**Facebook** rounded out the top five — a ranking that reflects Meta's knack for innovating and reinventing itself in the face of changing user behaviours and regulatory shifts. A successful pivot towards AI-driven personalization has contributed to the brand's growth, but the brand's ability to connect communities across Canada remains its strongest asset.

**Walmart's** connection with cost-conscious Canadians contributed strongly to its #6 ranking. Amidst a changing retail landscape and a challenging economic environment, the brand succeeded in expanding its physical footprint and online presence without compromising on value.

**Netflix** climbed three spots to #7 in 2024, a shift that affirms its status position as a cultural powerhouse. The streaming platform's ability to shape conversations and curate content that resonates deeply with Canadian audiences has contributed strongly to its influence — and 300 million global users can't be wrong.

Thanks to its market-leading AI solutions and cloud services, **Microsoft** landed at #8. The company 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.





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**Visa** remained at #9, a result that underscores the critical role of financial services in Canadians' lives. The brand's investments in improvements to the customer experience and commitment to financial inclusion have contributed to a high degree of influence. And in 2024, **Samsung** climbed into the Top 10 for the first time in a while— an ascent that reflects the company's ability to balance a sprawling product portfolio with innovative marketing campaigns and high-tech consumer electronics.

### About the study:

The Most Influential Brands study was conducted in October 2024. 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](mailto:steve.levy@ipsos.com)) for details.

**For more information, visuals, or to arrange an interview with an Ipsos spokesperson, please contact:**

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### 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](http://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](http://thecma.ca).

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**GAME CHANGERS**





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### About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 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 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, Mid-60 indices, STOXX Europe 600 and is eligible for the Deferred Settlement Service (SRD).

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