



**MOST
INFLUENTIAL
BRAND
2017
SWEDEN**

LEADING EDGE

TRUSTWORTHY

ENGAGEMENT

PRESENCE

CORPORATE CITIZENSHIP



[#mibrand](#)



Most influential brand

**Which Brands make an impact in our daily life?
What makes a Brand truly influential?**

For the fifth consecutive year Ipsos Sweden presents the results from its annual Most Influential Brand study. While Google is still seen as the most influential company among Swedes, Ipsos study reveals several other contenders that are breaking through the noise and becoming a vital part of peoples' lives.



What does being influential mean?

Being influential simply means having an impact in in our daily life. Influential brands are guiding us through life by helping provide meaning, making smarter choices or by reflecting our personal values. Influential brands are the ones we trust – the ones that truly matter to us. But what makes some brands more influential than others and why? Our research has identified five key factors that are pivotal for companies to build influence.



TOP
10

Drivers of Influence

LEADING EDGE

Influential brands make a turn when others continue cruising the highway. They constantly innovate and never settle for “good enough”. Their ability to connect the dots and constantly provide new, better and smarter solutions shape how people interact and behave. They set the standard of how we live our lives. The presence of no less than 6 technology brands in the top 10 list – many of whom have changed the way we live – owes much to their ongoing commitment to innovate.

TRUSTWORTHY

Trust is at the core of all strong brand relationships. Brands that are trustworthy are listened to, acknowledged and given the opportunity to play a large role in our lives.

ENGAGEMENT

Influential brands also find ways to engage people and to touch their lives in many other ways beyond purchase. Sometimes this is through providing entertainment, sometimes utility and sometimes through providing opportunities for people to interact with the brand and express themselves.

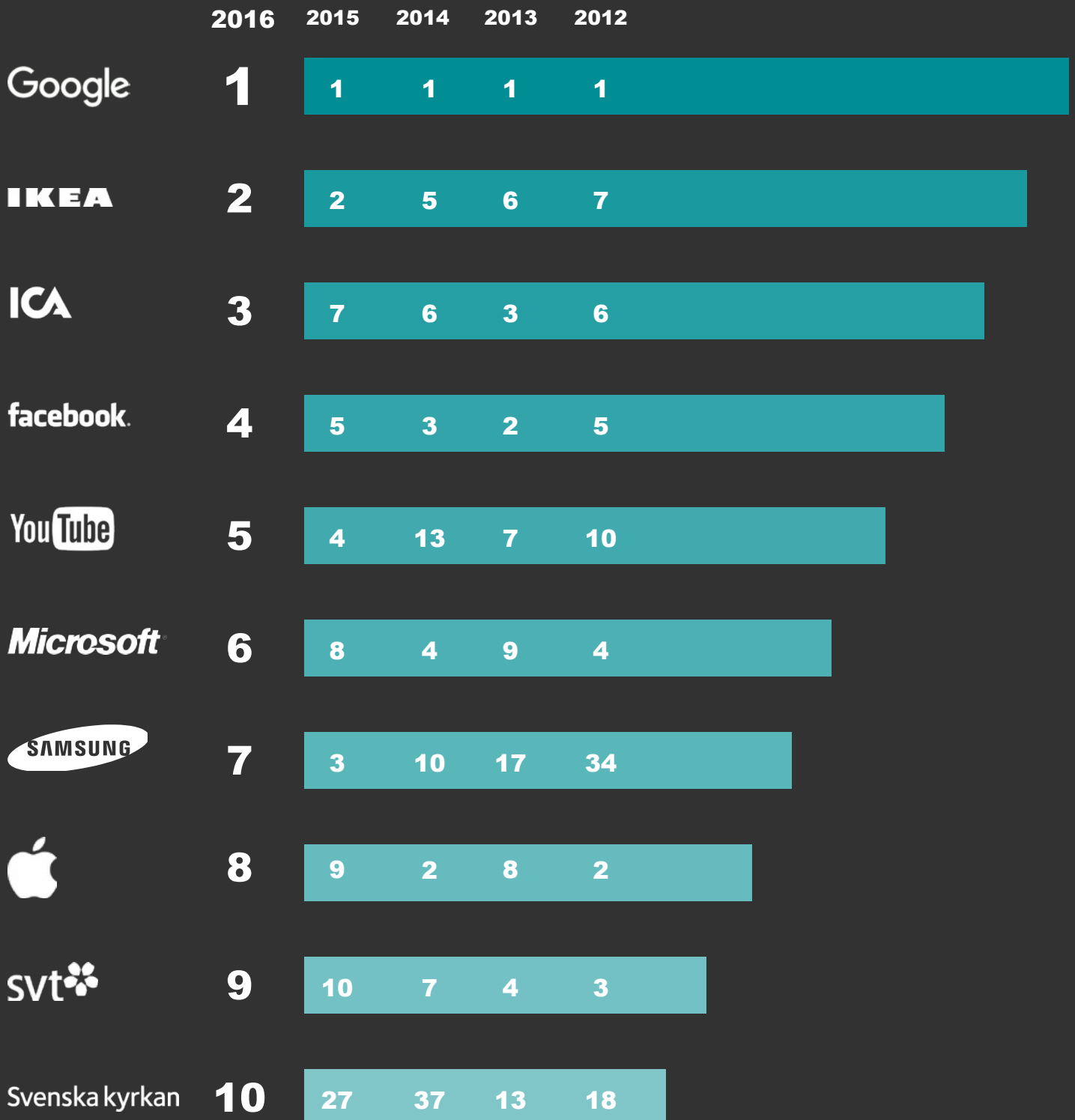
PRESENCE

To have an impact on people you must be where they are- to be seen. Other research commissioned by Ipsos shows that gaining attention is getting harder and harder. Influential brands often benefit from the sheer presence provided by their distribution or network but often also work harder than the rest to experiment with new media channels and new creative approaches to continuously find ways to get their message through the crowd.

CORPORATE CITIZENSHIP

“Doing well by doing good” has emerged as a top strategic priority for an increasing number of companies. More and more of the leading brands are placing taking a social responsibility higher up their list of priorities, and in some cases incorporating it into their core strategy or purpose.

**TOP
10**



1

Google

The giant of search engines that moved into our home.

The undisputed champion for the fifth consecutive year is Google. The small search engine, originally from Palo Alto has evolved into Sweden's most influential brand. Anyone "Googled" something within the last day? Probably most of us have done even this morning. Despite its dominance as the number one search engine Google has stretched its portfolio and moved into hardware solutions. Last year, the company shipped over 30 million units globally of its streaming dongle Chromecast but is currently moving away from people's living rooms. With their smartphone Pixel, Wi-Fi solution and VR-product Daydream the tech-giant is literally moving into other areas in people's homes- becoming an even larger part of our daily lives.

RANKING

2016	2015	2014	2013	2012
1	1	1	1	1

2

IKEA

The home furnishing company that's with you 'where life happens'.

The Swedish home furnishing company from Älmhult has slightly improved their rankings since 2012 and now sit in second place. IKEA does not only deliver innovative furnishing at a price that most people can afford, but they also manages to strike an emotional chord through their communication that instills trustworthiness. In 2016 the company launched the "where life happens" campaign together with Ad agency Åkestam & Holst which beautifully captures IKEA's role as being a part of people's everyday life – for better or worse.

RANKING

2016	2015	2014	2013	2012
2	2	5	6	7

3

ICA

Beyond a regular grocery store

ICA's performance – mainly driven by its presence and trustworthiness – has improved and it is now within the top-3 over most influential brands in Sweden. With its wide coverage, consistent media presence and well loved, long running advertising soap opera featuring ICA Stig and his co-workers, ICA has managed to connect with more of us than nearly all other brands in Sweden. To improve their presence even further, the company recently launched – along with its 1300 physical stores across the country – an e-commerce platform to step up against other online competitors like Linas Matkasse and Mathem.se, aiming towards becoming the leading actor both on- and offline this year.

RANKING

2016	2015	2014	2013	2012
3	7	6	3	6

4

facebook.

The powerful social media platform working hard to take greater responsibility

Facebook has changed with whom and in which way we interact to how we organize events. It has changed how we spend our time before going to bed and the way we wake up. The power of Facebook as an influential force cannot be underestimated, putting them in 4th place in our list of most influential brands. Last year they updated the like-button to engage their users to express their reactions more freely. However, with great power comes great responsibility. Facebook has been criticized for being a platform for fake-news and responsible for publishing inappropriate or offensive content through its live-broadcast function. The social media network has taken serious actions and doubled the number of moderators but the future will tell whether they maintain our trust.

RANKING

2016	2015	2014	2013	2012
4	5	3	2	5

5

YouTube

Pushing the boundaries of mobility and content

Youtube has not only revolutionized how people watch and share video content online, the company has also managed to find a reach that engages people that proves the old saying; content is king. Regardless if it is videos of grumpy cats, music videos or episodes from your favorite Vlogger; it is all there, on your mobile device, 24/7. The google owned platform continues to ride the mobile-wave by stepping up against other streaming services like HBO & Netflix in announcing their release of 40 originally produced TV-series during this year. Making them original like everyone else or more influential than ever before? The future success of Youtube truly lies in the eyes of their beholders.

RANKING

2016	2015	2014	2013	2012
5	4	13	7	10

6

Microsoft®

Going back to its roots in software

The tech-empire once created by Bill is once again making it into the top 10 list. Microsoft's influential performance is driven by being a long time leading innovator and trusted brand. Even though Microsoft's heart and soul lies in software coding- with Windows being its flagship – the company has been struggling to get into the hardware business. Last year, Microsoft hinted their withdrawal from the smart phone market after dropping sales of its Lumia-Phone . But with its recent acquisition of the professional network LinkedIn together with an attempt to take a lead on cloud based services through an updated version of Windows 10, Microsoft is still an influential player.

RANKING

2016	2015	2014	2013	2012
6	8	4	9	4

7

SAMSUNG

Recovering after the storm

The South Korean conglomerate is stepping down from the top-3 podium last year and is found in 7th place among the most influential brands in Sweden. The well-publicized battery issues of the Galaxy Note 7 at the end of last year hit Samsung like an autumn gale, resulting in a recall 2.5 million units of its popular model. Samsung perhaps avoided greater damage by acting fast and being honest, withdrawing Galaxy Note 7 and offering a generous exchange program for customers to switch their phones while refunding the price difference.

RANKING

2016	2015	2014	2013	2012
7	3	10	17	34

<http://www.swedroid.se/samsung-sveriges-instruktioner-utbyte-av-galaxy-note-7/>

8



A leading trendsetter still thinking different

Apple gained one position moving them to 8th place. With the release of Iphone 7 together with their wireless Earpods Apple continued to set the lead and think different. Even so, Apple's decline from its golden era- launching its iPhone 6 & iWatch back in 2014- hints of unmet expectations among some consumers. Despite rumours spreading that Apple Pay is finally approaching Sweden, Tim Cook and his team still need to prove if they can continue to influence people's lives as strongly as they have done over the last few years.

RANKING

2016	2015	2014	2013	2012
8	9	2	8	2

9

svt 

Telling the truth well told

The Public Service broadcaster Sveriges Television is a consistent top-10 performer. Its influence is mainly driven by Trustworthiness and Corporate Citizenship. Their vision of being a close observer of the public debate by telling strong stories has maintained SVT's position as an impactful and trusted source in today's radically changed media landscape.

RANKING

2016	2015	2014	2013	2012
9	10	7	4	3

10

Svenska kyrkan



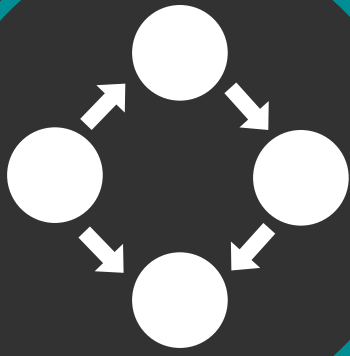
A powerful institution that guides us through life

The Swedish Church makes it into the top-10 list for the first time with Corporate Citizenship driving the performance. Despite dropping membership there is no question that Svenska Kyrkan is still a powerful source of influence in Swedish society. With almost two thirds of Swedish citizens being members of the religious institution all of us will come into contact with it at some part of our life even if we don't attend regularly. No matter if it's baptizing your newly born, marrying your beloved partner or saying farewell to someone close. The rituals Svenska Kyrkan provides hints at its enormous influence in the way we share sadness and joy through life.

RANKING

2016	2015	2014	2013	2012
10	27	37	13	18

<http://www.di.se/artiklar/2016/3/21/svenska-kyrkan-fortsatter-att-tappa-medlemmar/>



Methodology

Ipsos surveyed a nationally representative sample of 1600 Swedish citizens, each of whom rated 10 randomly assigned brands. A total number of 167 brands was studied from various industries. All survey polls may be subjected to sampling, coverage and measurement error.

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