



The
MOST
INFLUENTIAL
BRANDS in Canada
2018

Results from Ipsos' 2018 Study
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Most Influential Brands in Canada 2018

Psssst, do you know what I am?

Every company wants me, strives for me, covets me.

I am impacting how you dress, communicate, travel, shop, celebrate and socialize.

I am aspirational and always relevant.

I am emotionally connected to people and look to shape the world.

I am giving you the tools to make informed choices to help you lead a more fulfilling and interesting life.

What am I?

I am influence

When companies land lightning in a bottle and create influence, it is no accident. Top companies invest in their brands to achieve this. And when they do this successfully, their brand health benefits as well as their bottom line.

Ipsos is unveiling its *2018 Most Influential Brands in Canada* list. With eight years of experience formulating this important list, Ipsos has identified **five key drivers** of influence. They are:

- **Trustworthiness**
- **Engagement**
- **Leading Edge**
- **Corporate Citizenship**
- **Presence**

THE **MOST INFLUENTIAL BRANDS**
IN CANADA **2018**

Great Local Brands Around the World

Denmark—LEGO

Almost every child has had the opportunity to build something with the colourful interlocking plastic bricks. The construction toys help foster creativity and perhaps even inspire future designers, engineers and architects. The LEGO Group is a privately held company based in Billund, Denmark. Its motto is *det bedste er ikke for godt*, which means “only the best is the best.”

Lego’s popularity can be seen its use in books, films and artwork. It has also been incorporated as a teaching tool and successfully used in classrooms. In 2017, the largest LEGO set commercially produced was created. It was of the Star Wars Millennium Falcon, consisting of 7,541 pieces.

United Kingdom—British Broadcasting Corporation BBC

The BBC is the world’s oldest and largest national broadcasting organization, first formed in October 1922 as a radio broadcast, before the invention of the television. With over 35,000 employees, the organization is funded by an annual television ‘license fee’ or ‘television tax,’ paid by all households/companies receiving live television. This allows it to run commercial-free broadcasts. Its BBC News division is the largest news broadcasting organization in the world, with 50 foreign news bureaus around the globe. It produces 120 hours of daily radio and TV content. Looking ahead, the BBC announced its plan for the biggest investment in children’s services in a generation. To remain relevant with the next generation, it has committed to spending an additional £34 million over and above the existing budget, over a three year period.

Germany—ALDI

Originally founded in Essen, Germany, it started when brothers Karl and Theo Albrecht took over their parent’s general store in 1946. Since then it has grown into global discount supermarket chain with over 10,000 stores in 20 countries. Its secret to success seems to be in its simplicity. ALDI simplifies consumer selection by offering its own brand and limiting competing brands. This serves to make the shopping process easier and more cost effective. The budget-conscious company also keeps its budget down by not advertising in Germany, apart from a weekly print ad. For the first time in 2018, ALDI became the most influential supermarket brand in the UK, surpassing established British brands such as Tesco and Sainsbury’s.

India—PayTM

PayTM is a digital payments company based in India. Founded by Vijay Shekhar Sharma in 2010, with an initial investment of \$2 million dollars, it is now valued at \$10 billion dollars. Currently, PayTM is India’s largest mobile payment service platform. It operates in 10 Indian languages and offers mobile recharges, utility bill payments, travel, movies and event bookings, in-store payments at grocery stores, restaurants, parking venues, pharmacies and education institutions. PayTM looked to grow its business with merchants in 2018. It began allowing merchants to accept PayTM, UPI and Card payments directly into their bank accounts at 0% charge. The new app ‘PayTM for Business’ was launched allowing merchants to track their payments and daily interactions instantly. PayTM saw instant rewards for these innovations, with its merchant base growing to seven million by March 2018.

Mind The Generation Gap

Some brands possess such influence that they are able to bridge the generation gap. It is certainly no easy feat, as generations have strong characteristics that come to distinguish them.

Gen Z, for instance, refers largely to anyone born after the 2000's. They are under 24-years-old and are device-dependent, because they have never known a world without smartphones. Because of this accessibility, social media plays a huge role in their lives. It's no surprise then, that brands like Instagram, SnapChat, and Twitter rank amongst their Most Influential Brands (MIB). Uber, Spotify and Nintendo also rank highly with this generation, which speaks to their lifestyle and interests.

But before Gen Z came Millennials. Born between 1983 and 1995, they are tech-savvy and multi-taskers, so it's no surprise to find brands like Spotify, Nintendo, Instagram, SnapChat and Twitter on their Most Influential Brand list as well. This generation has also embraced Uber, for financial and lifestyle reasons.

Gen X is sandwiched in between two dominant demographics—Boomers and Millennials. Because of this, they straddle between both worlds. Like Gen Z and Millennials, they are comfortable with social media, with Instagram and Twitter ranking strongly on their MIB list. But Gen X also shares traits with the older demographic, Boomers. They both turn to traditional media sources for news such as the CBC, and have yet to embrace Uber to the same extent as the younger generations.

Finally, let's take a look at Boomers, who were born between 1947 and 1965. They have seen the world change immensely, from rotary phones to smartphones, television screens to tablets, and from mom and pop shops to online shopping. Due to how technology has shaped our lives in the last 25 years, it's no surprise to see companies like Google, Microsoft and Apple in the top 3 for this generation. However, they do not embrace all aspects of change to the same degree as other generations, most notably in the area of social media. While Facebook is popular with all generations, Twitter, Snapchat and Instagram don't prove to be nearly as popular with Boomers.

We have looked at differences between the groups, but it is important to note some brands are able to find that illustrious quality, 'common ground' amongst the generations. MasterCard, Canada Post, Canadian Tire, and Air Miles are a few that have been able to successfully bridge the generation gap. Brands that make the Top 10 list have also found a way to bridge the gap across all generations.



Can You Hear Them? They Are Coming... They Are Fast Movers

These two did not make the Top 10 Most Influential Brands in Canada 2018, but they climbed up the rankings very fast in the last year and are worth checking in on.

McDonald's

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MIB 2017 rank— #29

MIB 2018 rank— #16—  13 spots

Although the fast-food chain has successfully been serving up burgers and fries in Canada for over 50 years, it is quick to evolve and adapt to keep up with the changing market and consumer needs. Some of the new things recently introduced which are making a big business impact are: an all-day breakfast menu, kiosk ordering, McDonald's app mobile ordering, partnerships with delivery services—Skip The Dishes and Uber Eats, and McCafé chains focused on coffee-house food and drink. Because of its willingness to adapt quickly to new consumer trends and habits, look for the fast-food giant to hold onto its ranking in 2019, or even move up a few spots.

Uber

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MIB 2017 rank— #75

MIB 2018 rank— #45—  30 spots

Uber enjoys immense popularity in many countries around the world, including Canada. The ride-hailing service is available in Toronto, Montreal, Ottawa, Calgary and Edmonton. However, it still does not operate in Vancouver, Winnipeg, Halifax and Saskatoon, meaning that there is still a lot of room for the Uber brand to grow in this country.

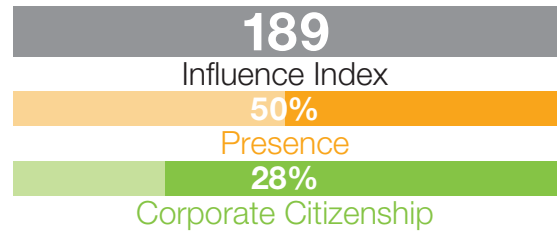
Uber has gotten into the food delivery service with Uber Eats. Customers can track their food orders using an app on their mobile phones, in the same way they track Uber drivers.

The ride-sharing service also teamed up with MADD and Tweed to launch the '101 things to do instead of driving while high' campaign before the October 2018 legalization of marijuana in Canada.

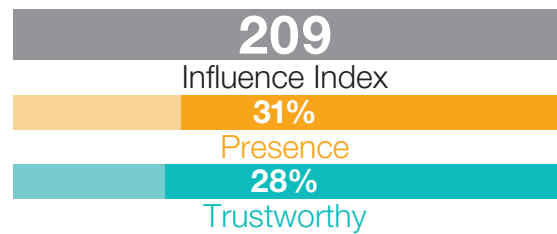
And new services could be coming to a Canadian city near you in 2019. Uber Canada has plans to add services for bikes, e-scooters and liquor. These additions, along with the possible expansion into several Canadian cities currently not in service, could definitely grow business and influence for Uber. Look for them to move up on 2019's list.

Top 10 Brands of 2018

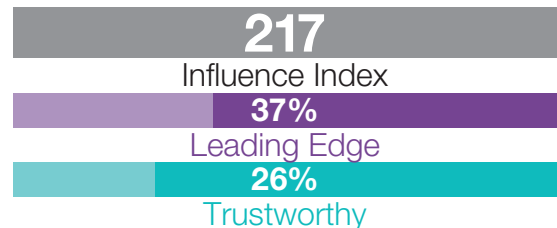
#10 Tim Hortons returns to the Top 10 after slipping to #16 in 2017 amidst a number of controversies. The fast-food restaurant effectively launched several campaigns throughout the year, reminding Canadians they are not just focused on coffee and donuts, they are also focused on being good corporate citizens. The new *True Stories* campaign featured the real stories of Tim Hortons customers on their website. Of course, with two billion cups of coffee poured and sold in 2018, they are very much about coffee, but also relish being part of Canadian culture.



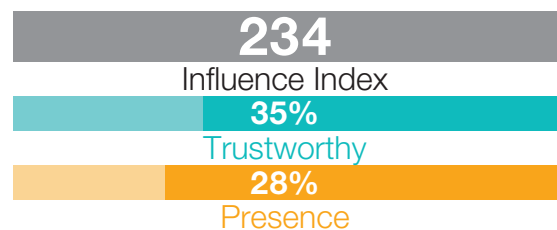
#9 Walmart Canada is a retail giant in our country is an understatement. Its over 400 stores employ more than 85,000 Canadians, who then serve 1.2 million customers, daily. Despite their retail dominance, Walmart fell two spots to #9 this year. Could this be because of its battle with Amazon for the online shopping consumer? That competition is undoubtedly fierce and will play out further over time. Because it's known for its low prices, selection, and value, the retailer remains a popular shop for Canadians.



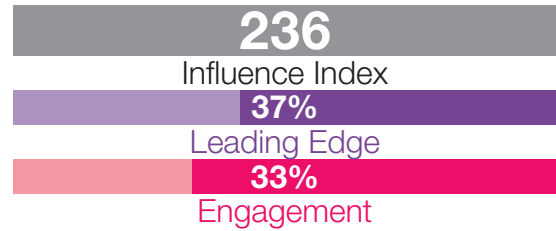
#8 Netflix enjoys immense popularity in our country. This popularity is rewarded with a bump up of one spot, to #8 in 2018. Its billions of dollars in investment in original content serves well to separate it from other subscription services. In Canada, original TV series include *Alias Grace*, *Anne With An E*, and *Degrassi: Next Class*. So far it is holding off the competition, but for how long is yet to be seen, with Google, Apple and Disney all rumoured to be entering this domain. Until then, Netflix gets to kick back with some popcorn and enjoy its immense success in this market.



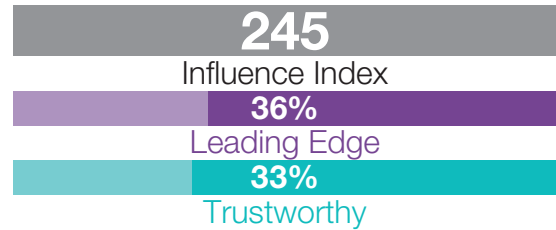
#7 Visa moved up one place to take the seventh spot for 2018. Trust and Presence are two features Visa capitalizes on. Customers expect that transactions will be done safely and securely, and that Visa will be widely accepted as a payment method around the world. With over three billion Visa cards in global circulation, including Visa cards in the hands of 63% of Canadians, its popularity does not seem to be waning. And indeed their slogan is holding true, as it seems Visa is *Everywhere You Want To Be*.



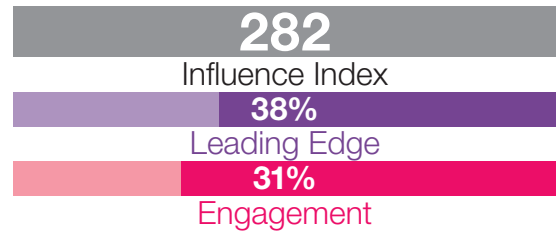
#6 YouTube remains steady in the #6 spot for the third year in a row. The numbers speak for themselves when measuring the site's success. 27 million Canadians use YouTube on a monthly basis and 400 hours of new video are uploaded worldwide every single minute. And its popularity has bled over into mainstream media. In Canada, CBC, CTV and Global News have over 1.4 million subscribers combined on their YouTube channels.



#5 The fifth spot goes to **Microsoft**, for the second year in a row. In late 2018, it briefly surpassed Apple and Amazon to become the world's most valuable company, for the first time in 15 years. Microsoft's rise is fueled by continued traction with cloud computing and its ability to avoid the disappointing earnings results and increased regulatory scrutiny that have plagued many of its big tech rivals recently.

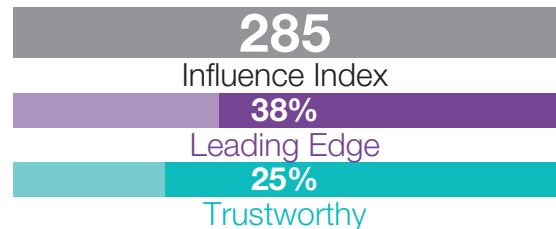


#4 No company has suffered more controversy in the past year than **Facebook**. It drops two places to come in at #4 in 2018. The company's data security issues involving Cambridge Analytica clearly impacted stock prices and public trust. Despite the difficulties experienced in 2018, the number of users of Facebook and Facebook owned apps continues to be staggering. There are over 24 million users in Canada. Facebook-owned Instagram also boasts over 15 million users in Canada. Facebook is a good example of a brand that has resilience.



#3 Technology titan, **Apple**, maintains its 3rd place ranking for the second year in a row.

Apple hit two major milestones in 2018: First, Apple became the first company ever to reach the \$1 trillion mark in stock value. Second, Apple shipped its two billionth iOS device in the fall of 2018. Throughout the year, the company also rolled out upgraded versions of its iPhone X, iPad Pro and Apple Watch 4.



But going beyond products, Apple has hired two top television executives to spearhead their efforts in entering the television market. It has made a 1-billion-dollar investment to recruit projects from entertainment stars Oprah Winfrey, Steven Spielberg, Reese Witherspoon and M. Night Shyamalan. However, to date, it is still unknown as to how and when Apple will launch this content. But you can be sure when it does hit the market, it will make a huge impact on the entertainment industry.

#2 Amazon has seen its position in Canada's Most Influential Brands list increase for the fifth consecutive year. It first entered the Top 10 in 2015 at #9, and this year it nabs the #2 spot on the list. In September 2018, it became the second company ever to reach the \$1 trillion mark in stock. Amazon disclosed that Cyber Monday and Black Friday were the company's biggest shopping days in its history. It said customers ordered more than 180 million items during the five-day period between Black Friday and Cyber Monday, adding that the latter was its biggest single shopping day ever.

Amazon's annual hardware event took place in September. The company engaged in a rapid-fire unveiling of 12 new devices. They included upgrades to the Echo line of smart speakers, Amazon smart plugs, and the Amazonbasics Microwave.

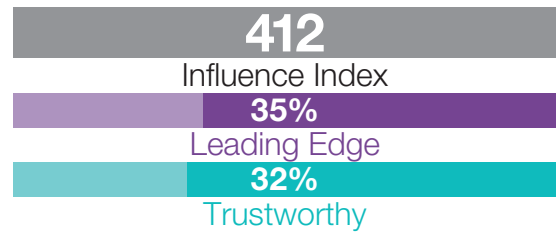
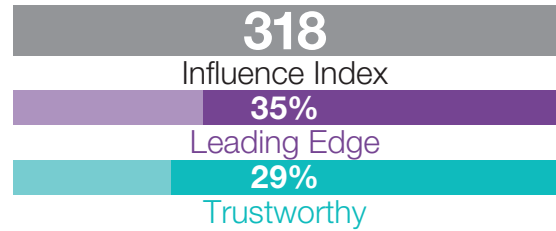
Amazon's Prime service continues to strengthen the company's position not only as a premier online marketplace, but also as a major competitor in the areas of video and music streaming.

#1 When your company name has been transformed into a verb, you know you are influential. Such is the case of the ever present and powerful—**Google**.

For the 7th consecutive year, Google takes the top spot as Canada's Most Influential Brand. It is #1 across genders, generations and regions in Canada. The tech giant generates most of its revenue from online advertising, but they are making waves with their new hardware, software and AI offerings.

Google Assistant has made its way into people's homes thanks to their Google Home line of products. This device can help customers answer questions, maintain their schedules, enjoy audio and video entertainment, and control their home devices.

Google also made buzz in the world of AI with the introduction of Google Duplex, an enhancement to the Google Assistant. It can interact with real people and complete tasks, such as making dinner reservations.



The Takeaway

What is the common thread between Google, Amazon, Apple, Facebook, Microsoft, YouTube, Visa, Netflix, Walmart Canada and Tim Hortons? On the surface, it would be easy to say these 10 are very popular and successful brands. But, if you dig a bit deeper, you would uncover a secret to their current success.

The commonality with these 10 brands can be found in their deep understanding of the 'on-demand' culture we are currently living in. More than ever, Canadians are moving towards brands that can provide them with trustworthy assistance. When shopping for products and services, the Canadian consumer wants and expects the experience to be fast, accurate, and reliable. Brands that can assist Canadians the most effectively in this manner earn them trust and the continued business of Canadians.

There is another notable bond these 10 brands share.

They are 2018's Most Influential Brands in Canada.

Methodology

Ipsos conducted *The Most Influential Brands in Canada 2018* survey in October 2018, interviewing a total of 6,700 Canadians.

We then used weighting to balance demographics to ensure the sample composition reflected Canada's adult population according to Census data and results approximated the sample universe. Ipsos uses a credibility interval to measure online polling precision, accurate within ± 1.3 percentage points had we polled all Canadian adults. All sample surveys and polls may be subject to other sources of error, including, but not limited to, coverage error and measurement error.



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Steve Levy is a frequent public speaker at conferences and client events, and talks on an array of topical issues, including the fact that there is NO big picture, the changing digital landscape, and the transition from the big screen to the small screen.

In his role at Ipsos, he leads the teams that work most closely with our clients and the thousands of research assignments that the organization engages in for clients across the key segments of the Canadian economy. He is also involved in the publishing/promotion of several white papers, studies, reports and events. Steve continues to be passionate about the work that he does.

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.

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