



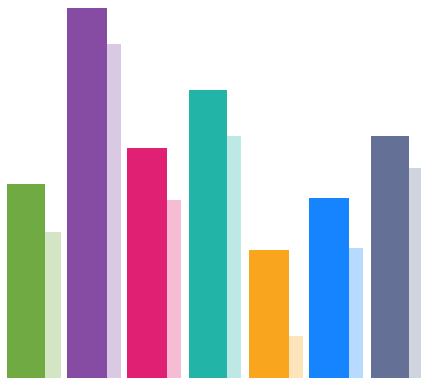
The MOST INFLUENTIAL BRANDS

in Canada

2024

In a time marked by global unrest and economic uncertainty, 2023 saw Canada's leading brands rise to the occasion, redefining the very essence of influence. The year presented a unique set of challenges, yet, amidst this turbulence, certain brands emerged as beacons of stability and innovation, capturing the hearts and minds of Canadians. These brands understand that influence is not a product of marketing budgets or catchy slogans; it's about forging genuine connections and contributing positively to the world around them. They have earned this coveted position not through aggressive marketing tactics, but through a demonstrated commitment to their values, their customers, and the communities they serve. They are the brands that understand that true influence is earned, not bought, and that it's ultimately about making a meaningful difference in the lives of their customers. Only those that strike the right balance of **trustworthiness**, **engagement**, being **leading edge**, **corporate citizenship**, having **presence** and **empathy**, will truly make an impact.

Steve Levy, Ipsos Canada



14th

2024 marks the **14th consecutive year** of the study and the results will be unveiled on the morning of February 5th, 2025, at the Ipsos Most Influential Brands event hosted by the Globe and Mail.

100⁺

Each year Ipsos studies over 100 brands that spend the most on advertising in Canada on an annual basis and ranks their influence.

2023 TOP 10 MOST INFLUENTIAL BRANDS IN CANADA

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

2023 TOP 3 MOST INFLUENTIAL BRANDS BY GENERATION

GEN Z

GOOGLE
YOUTUBE
INSTAGRAM

MILLENNIALS

GOOGLE
AMAZON
APPLE

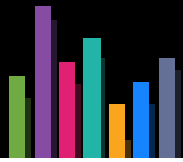
GEN X

GOOGLE
AMAZON
YOUTUBE

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: \$19,000 for 8 brands
+\$1,000 for each brand beyond 8**

SUBSCRIPTION FORM

Canada Post F24 - Call Centre CX - Week 39

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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Approving Signature:	<input type="text"/>	Date:	<input type="text"/>
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