



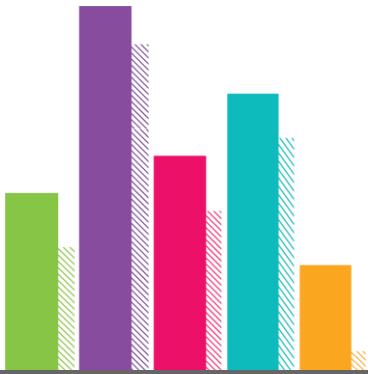
The MOST INFLUENTIAL BRANDS in Canada 2019



They are dominant, persuasive, important and prominent. They are Canada's most influential brands. They go beyond simply being a brand, as they possess the exceptional ability to connect with Canadian consumers. This connection allows them to occupy rarified air in the marketplace, because our trust in them allows them to influence how we live, work and play. But like all great things, this influence was not built in a day. Instead, Canada's most influential brands consistently utilize the right combination of five key attributes: trustworthiness, engagement, corporate citizenship, presence and leading-edge qualities. With this at its core, they influence you, me, and the world we see.



Steve Levy
Chief Operating Officer, Ipsos



9th

2019 marks the **ninth consecutive year** of the study and results will be unveiled on the morning of February 4th at the Ipsos Most Influential Brands event.

100+

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

16

In 2019 the study was conducted simultaneously in **16 markets:**

- | | | | | | |
|--------|----------|-----------|--------------|--------|----|
| Brazil | Colombia | Germany | Mexico | Taiwan | US |
| Canada | Denmark | Hong Kong | Saudi Arabia | UAE | |
| China | Ecuador | Italy | South Africa | UK | |

2019 TOP 10 MOST INFLUENTIAL BRANDS IN CANADA [Overall]

- 1
- 2
- 2
- 4
- 5
- 6
- 7
- 8
- 9
- 10

2019 TOP 3 MOST INFLUENTIAL BRANDS BY GENERATION

 GEN Z 	 MILLENNIALS 	 GEN X 	 BOOMERS
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DID YOU KNOW

This is a global study that was conducted in 16 markets around the world in 2019.

Findings were released on February 4th at an event sponsored by The Globe and Mail, Publicis and the ACA.

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 in February 2020.

Subscription Price: \$12K for early bird pricing until January 15, 2020.
After Early Bird Pricing, Subscription Pricing cost is \$13,500 for 8 brands, +\$1,000 for each brand beyond 8.

SUBSCRIPTION FORM

Name: _____

Title: _____

Company: _____

Mailing Address: _____

Country: _____ Postal Code: _____

Phone: _____

Email: _____

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

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Approving Signature: _____ Date: _____