

OH CANADA

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Given the current state of Canada-US relations, we leveraged our flagship creative evaluation solution, CreativeSpark to understand Canadians' response to a classic advertisement.



Just in time for the 2000 NHL playoffs, Molson dropped the famous "I Am Canadian (The Rant)" ad featuring everyman Joe. He challenged Canadian stereotypes in an engaging and humorous manner, helping to cement this ad's place in Canadian culture. Over the past few weeks, tensions between Canada and the US have risen, and as the threats of US tariffs loomed, this ad started making the rounds again on social media, 25 years after it first aired.

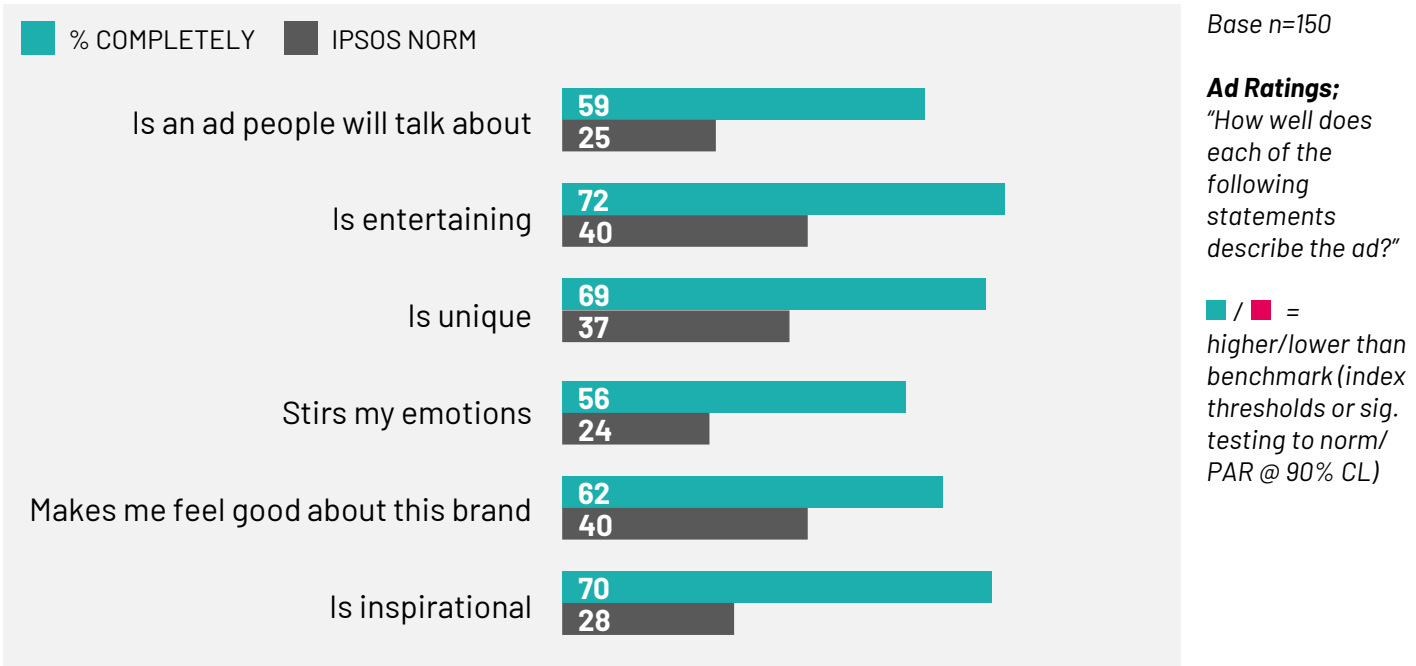
After all this time, does it still resonate with Canadians?

The answer is a resounding yes.

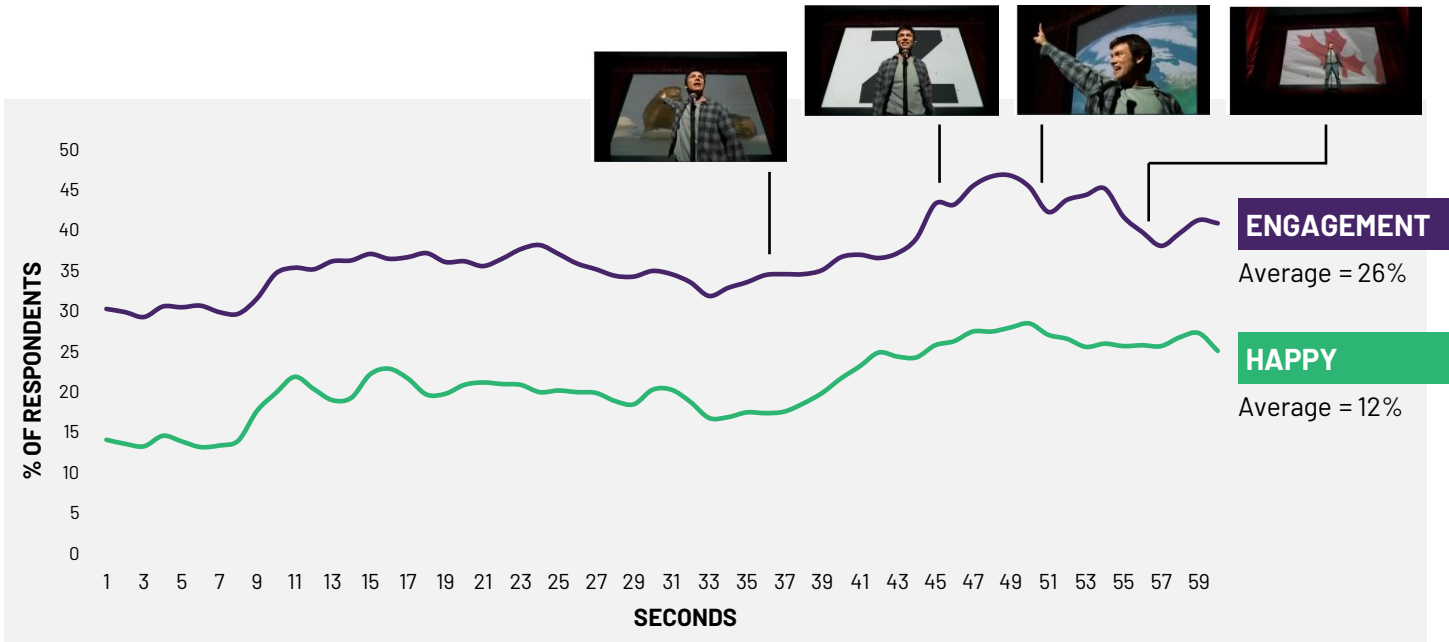
The guiding principle of Creative Excellence at Ipsos is that creativity matters, and it drives business. Adopting a Misfits Mindset can help your ad stand out from others, and positively impact consumer perceptions of your brand.

Tapping into the Misfits Mindset, “The Rant” is likeable, entertaining, talkworthy, emotionally resonant and unique, which drives its ability to be remembered.

63% | Like very much (T2B)
36% Ipsos Norm



Facial coding shows that it maintains engagement throughout and then delivers a strong emotional payoff as Joe becomes increasingly passionate and animated, with images of Canada fueling the sense of National pride.



Canadians believe what Joe is saying in this ad, and it is very relevant to them. While the ad itself does not target America or any other country specifically, it acts as a call to arms, reinforcing how proud they are to be Canadian.



The ad wins by evoking a strong emotional response, tapping into Canadians' sense of pride, but these feelings may be overshadowing the brand somewhat in the spot, as Brand Link and impact are average. It is possible that the current political climate and uncertainty heightened the focus on Canadiana in this spot. Indeed, we see that 71% said that the proposed US tariffs affected how they answered the survey.

If the dated Canadian tropes of 2000 can spur this much excitement and enthusiasm imagine what a refreshed "I Am Canadian" approach could do. This creative is obviously not the right thing for all brands, but the lesson is clear. Brands should think about their place in today's context. Tap into the times. The embers of Canadian pride have been reignited.

For more information, please contact:



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