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Ad Week Leading Edge Tables: Top 25 Leading Edge Brands

	Leading Edge	Sample Size
Apple	45%	101
Google	24%	102
Ikea	23%	102
Microsoft	23%	101
Cirque de Soleil	22%	101
Coca-cola	22%	101
President's Choice	21%	101
Tim Hortons	20%	102
YouTube	19%	102
SONY	17%	101
West Jet	17%	101
Wal Mart	16%	101
Nike	15%	102
Facebook	15%	101
Mercedes	15%	101
BlackBerry	14%	101
TD Canada Trust	13%	101
McDonald's	13%	102
eBay	12%	102
BMW	12%	101
CBC	12%	101
amazon.ca	12%	101
Intel	12%	102
Twitter	11%	102
Axe	11%	102

Leading Edge is defined by a battery of 14 statements which are:

- Is a trendsetter
- Is unique
- Are unconventional
- Stand-out
- Is innovative
- Is an original
- Are ahead of its time
- Leads it competitors
- Sets an example for other. brands
- Is edgy

- Is sexy
- Has forever changed the consumer landscape
- Is the benchmark I compare competitive brands against
- I can't wait to see what they will introduce next

Each respondent was exposed to ten brands and the battery of 14 statements (among a series of other statements). Respondents were asked to "please select all the brands that you feel apply to each statement".

The measure quoted in the table above is the percentage of the 14 statements that respondents associated with each brand. For instance, among all respondents exposed to Apple (n=101), on average they associated 45% of the Leading Edge statements with Apple, whereas only 24% of the statements were associated with Google.