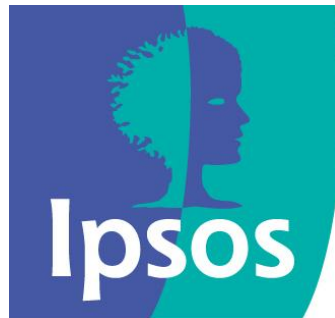


Two new brands join Top 10 Most Influential Brands in Canada: Ipsos Reid

Google grabs top spot for second year in a row

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Toronto, ON – Ipsos Reid unveiled the *Top 10 Most Influential Brands* in Canada at FFWD: Advertising & Marketing Week in Toronto. With the results based on its third-annual *Most Influential Brands* study, Steve Levy, Chief Operating Officer, Ipsos Reid, discussed the dimensions and factors surrounding why brands are influential, and explained how the following brands made it to the top 10 in 2013:

Most Influential Brands in Canada 2013	
1.	Google
2.	Facebook
3.	Microsoft
4.	Apple
5.	Visa
6.	Tim Hortons
7.	YouTube
8.	President's Choice *NEW in 2013*
9.	Walmart
10.	MasterCard *NEW in 2013*

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“To Canadians, brands are more than just corporate logos,” said Levy. “They have meaning, personality and even attitude. When it comes to asking which brand is the most trustworthy, has the most presence or is most engaging – the answer can be a very personal one for many of us. This is because we increasingly identify with, relate to, and define ourselves by them – which gives brands something we can measure: *influence*.”

Levy also shared some of Canada’s brands that are “on fire” – brands that made the biggest gains in influence during 2013. They are:

Brand	2013	2012
McDonald’s Restaurants of Canada	23	35
Netflix	36	72
Hudson’s Bay Company	52	84

The *Most Influential Brand* study examined key dimensions that define and determine the most influential brands in Canada, including: Leading Edge; Trustworthiness; Presence; Corporate Citizenship; and Engagement.

Interesting differences were seen in how the genders, generations and regions view brands. The Millennial generations love their new media with YouTube, Pinterest and Netflix ranking quite high among this group, while Gen Xers find The Weather Network as more influential than their Boomer or Millennial counterparts. Among iconic Canadian brands, Tim Hortons is very influential among Ontarians, while the CBC ranks particularly high among Men, Boomers and those from Quebec and the Maritimes.



In 2013, the *Most Influential Brands* study was also conducted in 15 other countries around the world, including USA, Mexico, Brazil, Argentina, UK, France, Germany, Italy Sweden, Belgium, Netherlands, Australia, China, Taiwan and Singapore. Results from all countries are combined to determine the Most Influential Brands in the World.

*The **Most Influential Brands** study was conducted in December 2013. The online survey of 5,008 adult residents of Canada was conducted using the Ipsos iSay Panel. The results are based on a sample where weighting was employed to balance demographics and ensure that the sample's composition reflects that of the actual Canadian population according to Census data. The precision of Ipsos online polls is measured using a credibility interval. In this case, the results are considered accurate to within +/- 1.6 percentage points, 19 times out of 20, of what the results would have been had the entire population of adults in Canada been polled.*

For **more information**, please visit www.advertisingweek.ca or <http://ipsos.ca/go/influentialbrands/>

About Ipsos Reid

Ipsos Reid is Canada's market intelligence leader, the country's leading provider of marketing and public opinion research, and research partner for loyalty, forecasting and modeling insights. Ipsos Reid's marketing research and public affairs practices offer the premier suite of research vehicles in Canada, all of which provide clients with actionable and relevant information. To learn more, visit www.ipsos.ca.



About FFWD Advertising & Marketing Week

The Institute of Communication Agencies (ICA) spearheads FFWD Advertising & Marketing Week along with its member agencies, other related associations, the media and other companies involved with the communications industry. This year's chair is Andrew Bruce of Publicis.

About ICA

The Institute of Communication Agencies represents Canada's communications and advertising agencies. We back the importance, value and contribution that advertising makes to the business community. The ICA is considered to be a great source of information, advice and training for the communication and advertising industries.

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