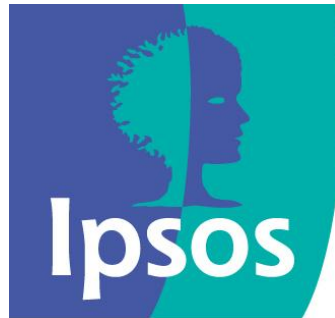


Ipsos Names the Top 10 Most Loved Brands in British Columbia

London Drugs, Canucks, White Spot on the List of BC's Most Loved Brands

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Vancouver, BC – People interact with brands every day, and in British Columbia, some brands are so close to our hearts that we actually love them. Ipsos and *BCBusiness* wanted to know what those brands were and unveiled their list of **BC's Top 10 Most Loved Brands** at a reception event on the evening of Wednesday, February 12. Results were based on an Ipsos study that asked respondents to rate a variety of brands that have strong ties within the province along various dimensions of brand love.

Counting down from number ten to number one, **BC's Top 10 Most Loved Brands for 2014** are:

10. Chevron
9. BCAA
8. The Keg
7. BC Hydro
6. Vancouver Canucks
5. SunRype
4. White Spot
3. Save-on-Foods
2. WestJet
1. London Drugs

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"Here in British Columbia, we have some extraordinary brands that have succeeded in making a name for themselves on the local, national and global scenes," says Michael Rodenburgh, Executive Vice President with Ipsos in Western Canada. "For those brands defined as the most loved in BC, they have meaning in our daily lives. We couldn't imagine this beautiful province without them."

The **Brands We Love** study ranked 65 BC-based brands using a measurement approach inspired by Ipsos' Brand Value Creator model. This model scores each brand based on respondent ratings for Relevance and Brand Closeness. The study also examined eight key dimensions linked to how we interact with and actually love brands, including: Contribution to BC, Engagement, Innovation, Presence, Relevance, Social Responsibility, Trust and Uniqueness.

While retailer London Drugs took the top spot as the Most Loved Brand, it also scored high on a number of dimensions in the study.

"London Drugs almost tripled the average BC brand score when it came to consumers referring to a 'brand that I trust,'" Rodenburgh explains. "The company also more than doubled average BC scores in the categories of a 'brand I'm likely to interact with,' and a 'brand that I see everywhere.'"



The study was conducted in cooperation with *BCBusiness*. Interviews with brand leaders from each of BC's Top 10 Most Loved Brands and a full analysis of their winning consumer-engagement strategies will be featured as a cover story in the May issue of the publication.

"These brands represent many of the biggest business success stories in BC, offering inspiration and invaluable lessons about consumer advocacy and the power of word of mouth for other brands across the province," says Tom Gierasimczuk, the publisher of *BCBusiness*. "And for the next two weeks, on BCBusiness.ca/LovedBrands, one winning brand will be analyzed per day, including an exclusive video with insights from the winning brands' leaders."

About *BCBusiness*

BCBusiness, winner of the 2007 BC/Yukon Magazine of the Year, is British Columbia's foremost business authority and the most widely read business publication in the province.

By focusing exclusively on business in British Columbia, *BCBusiness* provides unparalleled behind-the-scenes coverage, chronicling major deals and putting faces to the major players. Our annual all-star print editions – B.C.'s Top 100 Companies, Entrepreneur of the Year, and the Best Companies to Work for in B.C. – are must-reads for all decision-makers.

Published for more than thirty years, *BCBusiness* continues to evolve. We remain a leader in the magazine market, consistently earning kudos on the local and national stages. Our



objective is to provide readers with relevant, comprehensive, and provocative commentary on the issues, trends, and people shaping business in British Columbia.

BCBusiness is published by Canada Wide Media Limited, the largest independent magazine publisher in Western Canada. Canada Wide Media Limited provides a diverse range of media services and products, ranging from high-end printed publications to the latest in digital media.

*The **Brands We Love** study was conducted online with 1,596 adult residents of British Columbia between January 7, 2014 and January 19, 2014. These data were statistically weighted to ensure the sample's age and sex composition reflects that of the actual BC population according to 2011 Census data.*

For more information on this news release, please contact:

Elen Alexov
Director, Marketing Services
Ipsos in North America
(778) 373-5136
elen.alexov@ipsos.com

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