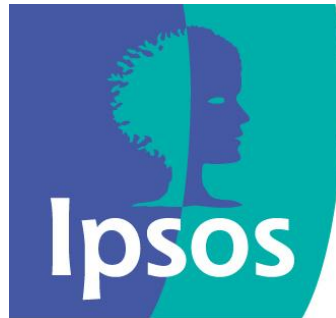


Ipsos Reveals the Most Loved Brands in Alberta

WestJet Soars to the Top Spot, Both the City of Calgary and City of Edmonton Crack Top Ten

Public Release Date: Tuesday, March 10, 2015, 6:00 AM EST



Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks third in the global research industry.

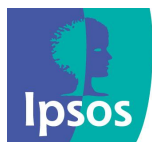
With offices in 87 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media, customer loyalty, marketing, public affairs research, and survey management. Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe. Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,669.5 (\$2,218.4 million) in 2014.

Visit www.ipsos.com to learn more about Ipsos offerings and capabilities.

For copies of other news releases, please visit
<http://www.ipsos-na.com/news/>

© Ipsos

Washington • New York • Chicago • Minneapolis • Seattle • San Francisco • Los Angeles
Vancouver • Calgary • Winnipeg • Toronto • Ottawa • Montreal



Ipsos Reveals the Most Loved Brands in Alberta

WestJet Soars to the Top Spot, Both the City of Calgary and City of Edmonton Crack Top Ten

Calgary, AB – We interact with brands every day. While some fall short in creating an emotional connection with us, others make a greater impact. In other words, consumers actually *love* them. Which brands have accomplished this? And how have they built this connection? Ipsos wanted to know, so for the second year we canvassed the province to determine the most loved brands. The results were presented at a reception event on Wednesday, March 4 in Edmonton.

From number ten to number one, **Alberta's Top 10 Most Loved Brands** for 2015 are:

10. City of Edmonton
9. City of Calgary
8. Calgary Zoo
7. Alberta Blue Cross
6. Shaw
5. Mark's
4. Telus
3. Alberta Motor Association
2. Safeway
1. WestJet

© Ipsos

- 1 -

*Washington • New York • Chicago • Minneapolis • Seattle • San Francisco • Los Angeles
Vancouver • Calgary • Winnipeg • Toronto • Ottawa • Montreal*



“Our study revealed that three of the most important attributes of brand love are the extent to which people interact with, have a positive experience with, and identify with a brand,” says Michael Rodenburgh, Executive Vice President of Ipsos in Western Canada and the Pacific Northwest. “When a brand succeeds in more than one of these, they’re generally outperforming the average brand. These ten brands are clearly excelling in these areas.”

The **Brands We Love** study ranked 55 Alberta-based brands using a measurement approach inspired by Ipsos’ Brand Value Creator model. This model scores each brand based on respondent ratings for Personal Relevance and Closeness. The study also examined twelve key dimensions linked to how we interact with and actually love brands, including: Interaction, Visibility, Social Responsibility, Innovativeness, Trust, Contribution to Alberta, Identify With, Uniqueness, Consistently High Quality, Social Badging, Personal Experience with Brand, and Heard Buzz about the Brand.

While WestJet took the top spot as the Moved Loved Brand, it also scored high on a number of dimensions in the study.

“WestJet received a brand love score of 157,” adds Rodenburgh. “One of the areas WestJet outperformed is on innovation. Their clear focus on a unique and innovative customer experience has helped propel them to the top of the charts for a second year in a row.”



The Brands We Love study was conducted online with 1,127 adult residents of Alberta from Monday, November 03, 2014 to Sunday, November 16, 2014. These data were statistically weighted to ensure the sample's age and sex composition reflects that of the actual Alberta 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*

News Releases are available at: <http://www.ipsos-na.com/news/>

© Ipsos

- 3 -

*Washington • New York • Chicago • Minneapolis • Seattle • San Francisco • Los Angeles
Vancouver • Calgary • Winnipeg • Toronto • Ottawa • Montreal*