



# MOST INFLUENTIAL BRANDS DENMARK 2018





# The quest for Brand Influence

Which brands make an impact in our daily lives? What makes a brand truly influential?

Brands play a huge role in our lives and shape the world we live in. The quest for brand influence is fiercer than ever – the pace of competition for influence has increased, and the rules of competition have been challenging brands in how to build and sustain strong and lasting influence as well as to create more impactful ways of being meaningful to their consumers.

Brands have transformed the way we communicate with our social peers, the way we shop, the way we watch TV and listen to music. Brands simplify and enrich our daily routines, our behaviors and choices. They improve our wellbeing and shape the communities and societies we live in.

Some brands, of course, have a bigger impact than others. The visionary brands go well beyond selling a product or service. They are founded on a sense of purpose that establishes stronger emotional connections with people. New technologies have enabled ways for brands to interact with consumers and capture their feedback. The brands which choose to listen and use their consumer knowledge to both their and consumers' benefit have higher relevance and get ahead in the game — and their influence cannot be overstated.

## MIB 2018 Overview

Our comprehensive study measures and ranks the 2018's most influential brands in Denmark and around the world. We look at why they are leading, how they impact us and what makes them influential — essential insights that apply to any business, large or small.

For the second consecutive year, Ipsos Denmark assess 100+ leading brands in the country, gathering input from 1,000 Danes who reflect the Danish population at large.

The Top 10 of the Most Influential Brands 2018 witnessed some step downs, namely, IKEA, Coop and Mastercard. However, new faces make up the 2018's Top 10. It is also worth to mention that the list of brands evaluated in 2018 expanded to include more brands and account for their fingerprint in the lives of the Danish people. For instance, in the 2018's edition, the brands Netto, Føtex and Bilka were reported separately, whereas in 2017 these were aggregated under the group Dansk Supermarked. The same applies to Irma, Fakta, SuperBrugsen, Kvickly and Coop which were reported as one in 2017 under the brand name Coop.

Our Top 10 countdown shows the overall index scores from 2018 and 2017, and the primary influence drivers associated with each brand. We also include our analysis about why these brands stood out from the crowd in the past year.

To complement this study, we list the Top 10 brands across five subcategories of influence that we considered key for overall brand influence. Accordingly, we look at the evolution in relation to the previous year in respect to the brands' environmental responsiveness, their importance to the world, their innovative edge, consumers' trust and prospects of the brands' strong and fruitful future.



# Dimensions of Influence

Being influential requires work. People are busy and interact with many brands in their lives, often not noticing the brand names themselves. But then there are those that stand out. Why? It's complex. We have identified five key dimensions that build brand influence.

## TRUSTWORTHY

Trust is the cornerstone of any healthy relationship. And the most influential brands instill trust in spades. When people really trust a brand, they'll listen to what it has to say—and spread the word.

## ENGAGEMENT

A brand is a relationship, and the more invested people are, the more influence it will have in their lives. Today, that means interacting with the brand in more ways than just at the point-of-sale. People talk about influential brands, love them and want to know more about them.

## LEADING EDGE

Leaders zig when all the others zag. They're iconic, edgy, unconventional, innovative and original. They set an example, model behaviour and shape the landscape. That's why others want to be just like them.

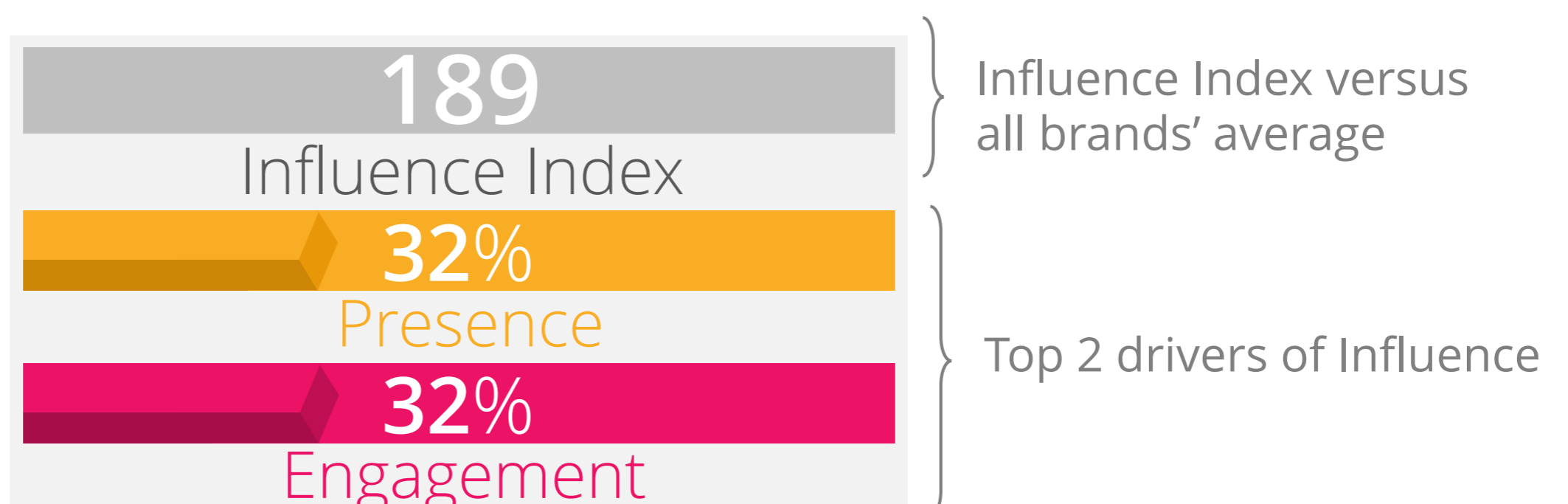
## CORPORATE CITIZENSHIP

People expect brands to make a difference in the community, especially now. Some top performers are committed to doing the right thing. They're environmentally and socially responsible, active members of the community and even inspire a sense of national pride.










## PRESENCE

To make an impact, you have to be seen, heard and known. That means being out there or inspiring an army of ambassadors to do the job for you. This is where the biggest, boldest and paid marketing efforts come in — promotion, placement and people.

### How to read the scores?



# The Top 10 Brands - Countdown

		Rank 2017	Rank 2018	△
1		1	1	→
2		7	2	↶
3		3	3	→
4		2	4	↷
5		12	5	↶
6		5	6	↷
7		4	7	↷
8		9	8	↶
9		15	9	↶
10		*	10	*



# The Top 10 Subcategories

Is environmentally responsible

Is important to the world

Is innovative

You trust

Has a strong future

Rank	Brand	2018	2017	Brand	2018	2017	Brand	2018	2017	Brand	2018	2017	Brand	2018	2017
1		48%	49%		57%	38%	Google	43%	27%	Google	36%	34%	Coca-Cola	65%	58%
2	Vestas	44%	43%	Google	57%	55%	Apple	42%	46%	Apple	29%	30%	Carlsberg	64%	42%
3	Arla	31%	27%	Vestas	44%	38%	LEGO	42%	46%	REMA 1000	28%	35%	LEGO	63%	50%
4	REMA 1000	28%	28%	Facebook	41%	42%	Microsoft	41%	34%	Netto	27%	*	Apple	62%	62%
5	coop	19%	25%	YouTube	38%	27%	SAMSUNG	38%	36%	SAMSUNG	24%	23%	Microsoft	61%	43%
6	Orsted	18%	*	novo nordisk	38%	44%	Vestas	38%	38%	fakta	24%	*	MÆRSK	60%	46%
7	IKEA	17%	27%	MÆRSK	37%	40%	B&O BANG & OLUFSEN	37%	31%	Coca-Cola	23%	32%	Arla	60%	41%
8	Super Brugsen	17%	*	Apple	36%	46%	IKEA	36%	43%	N	23%	21%	Vestas	59%	44%
9	Netto	16%	*	LEGO	31%	19%	Facebook	33%	29%	Bilka	22%	*	McDonald's	58%	34%
10	LEGO	15%	4%	VISA	30%	42%	N	30%	24%	amazon	21%	15%	novo nordisk	57%	56%

How to read the scores?



\*This brand was not part of the MIB 2017 study

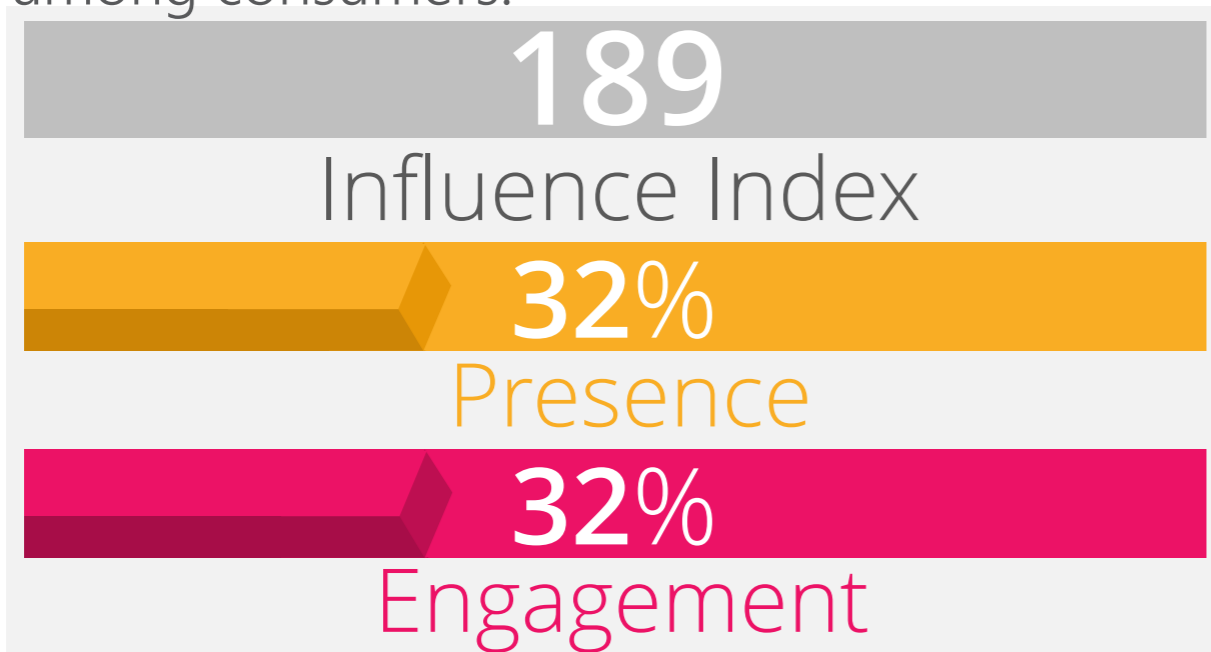


# The Top 10 brands countdown

## 10. Netto **Netto**

### Edging on **Presence**

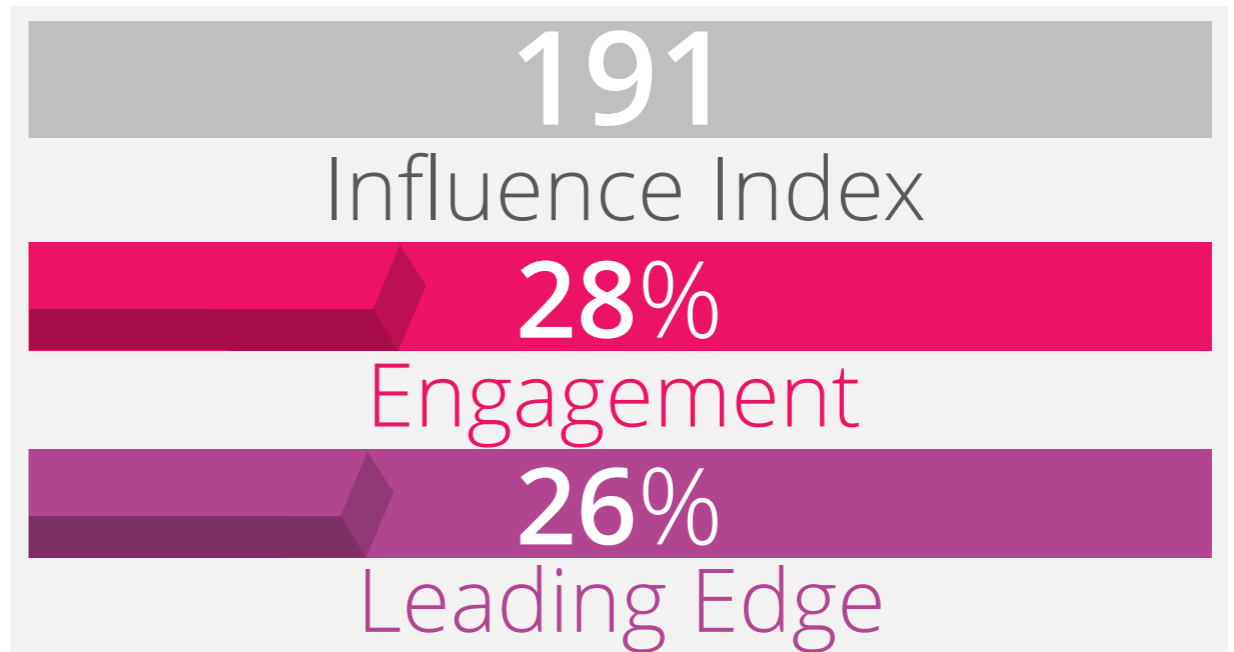
Netto is the top10 frontrunner in the dimension of Presence. Bold in its marketing efforts, Netto is seen as a common shopping stop among consumers' family and friends. The brand stands out for prioritizing convenience and inspires a sense of pride among consumers.



## 9. Samsung **SAMSUNG**

### The most **relevant** smartphone

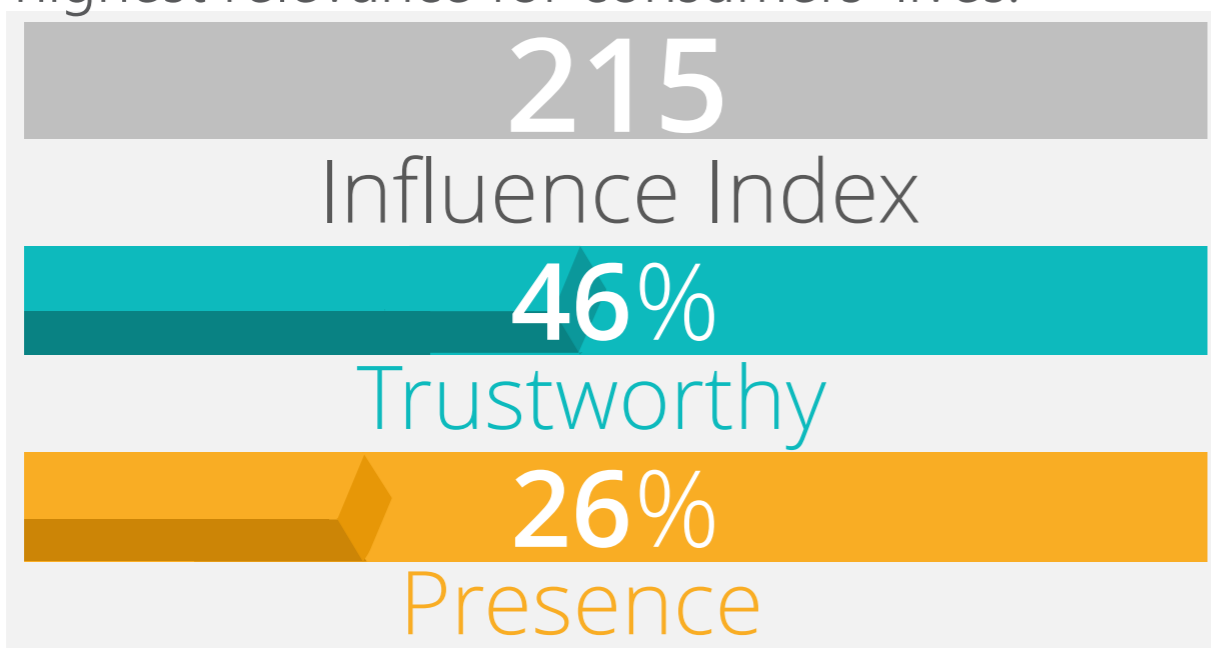
Breaking through the top10, Samsung's innovative products have been able to keep consumers excited to see what the brand comes up with next. Samsung is one of the brands consumers use as reference, and the most relevant smartphone brand for the lives of Danish consumers.



## 8. Rema 1000 **REMA 1000**

### **Trustworthy** Retail Leader

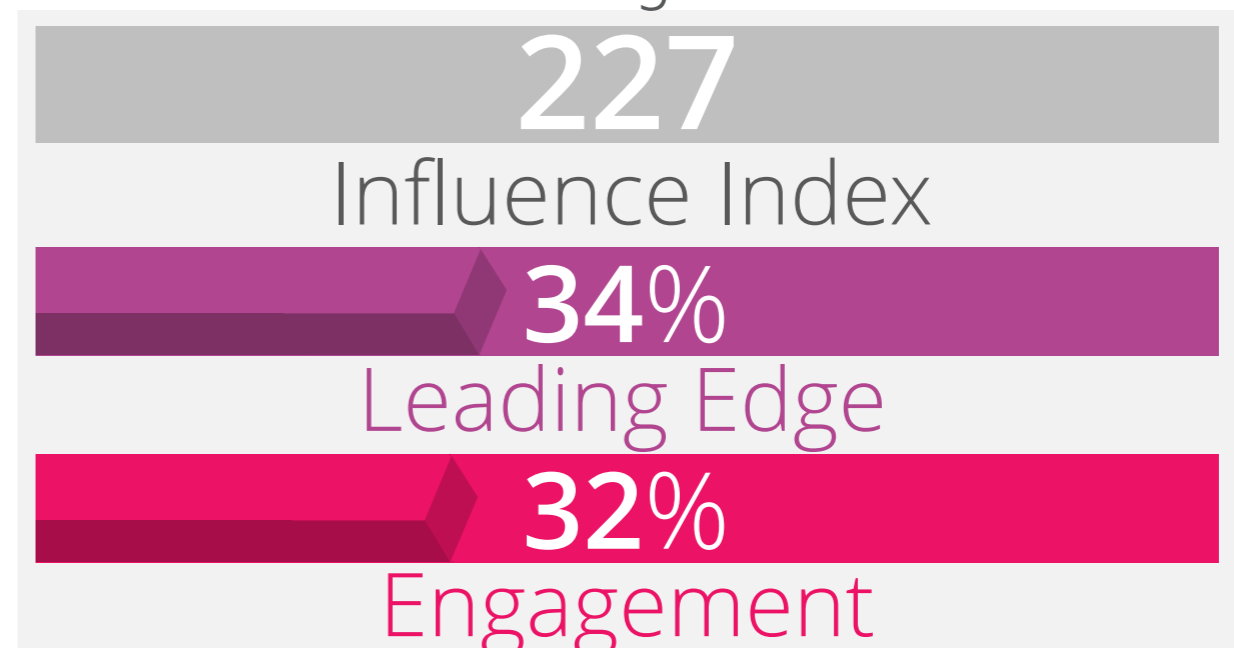
Leading the retail brands, Rema 1000 sustains its influential status. The brand is the 2nd most trustworthy brand in 2018 – consumers have confidence in the brand and believe that it is becoming better with time. Rema 1000 is also one of the brands with highest relevance for consumers' lives.



## 7. YouTube **YouTube**

### #1 **Engagement** in the Top10

YouTube is one of the most visited platforms in Denmark, with around 44% of the Danish viewers using it at least once a day. 2018 was marked by the rebranding of the paid streaming service currently called YouTube Premium and for the brand's investment in more original content.

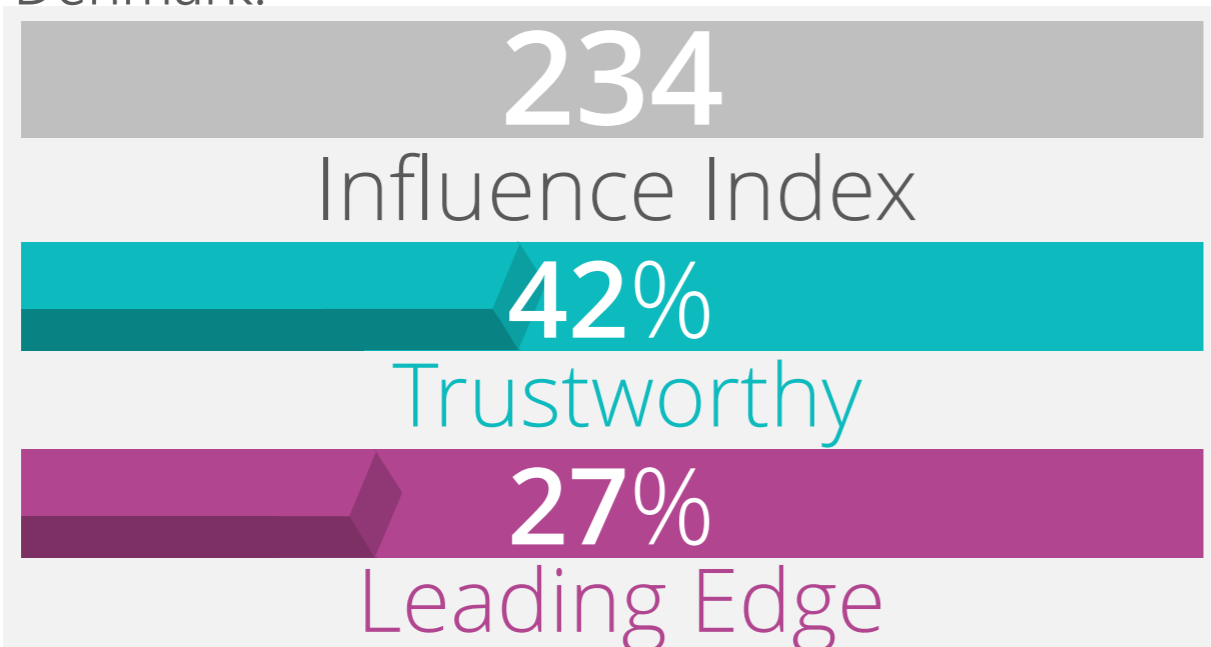


## 6. Visa



### Reliable actor

VISA listens to consumers' needs. Consumers believe that the brand makes their lives easier and will keep being meaningful to them. As an established trustworthy partner, consumers rely and depend on its vast payment network, even when outside of Denmark.

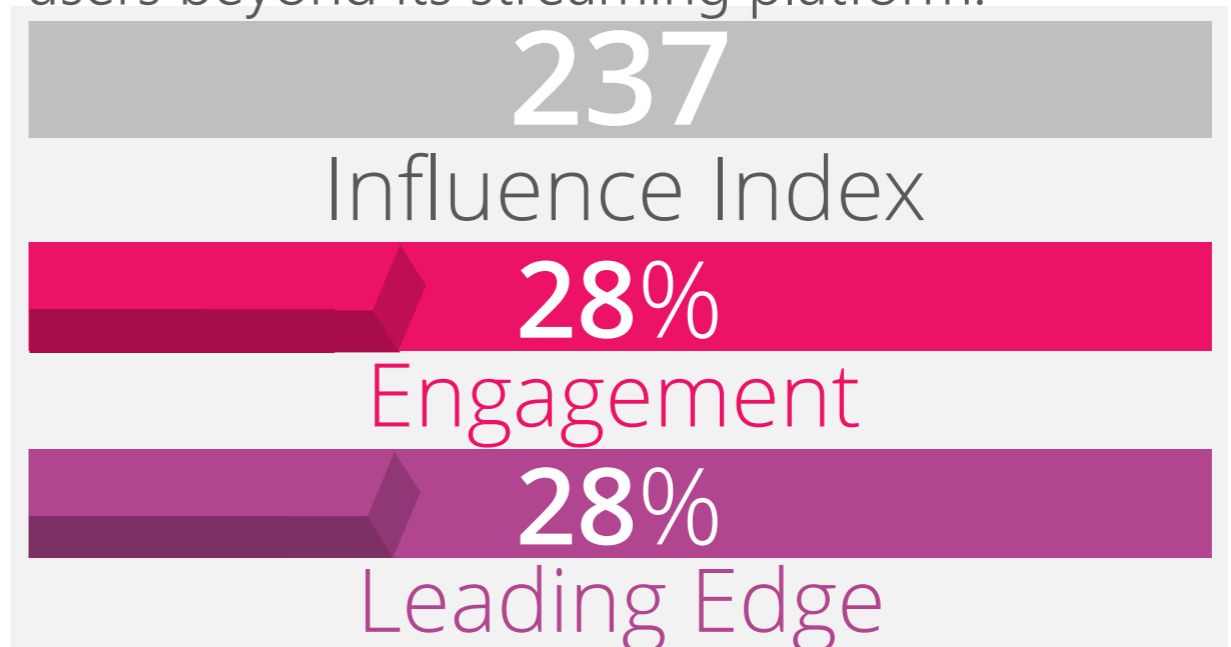


## 5. Netflix



### Original streaming

Netflix is becoming more and more relevant in our lives. Its inauguration on the Top 10 is motivated by the brand's leading edge in original content which also makes it a trendsetter. On top of this, Netflix excels for interacting and creating touch-points with its users beyond its streaming platform.

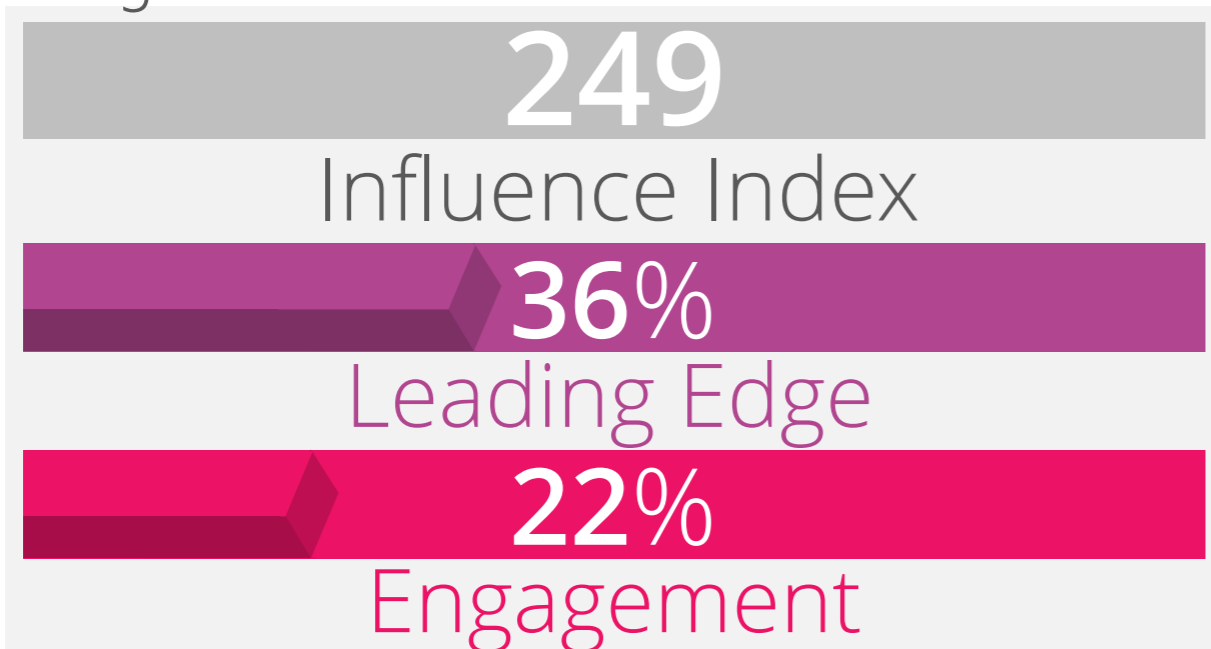


## 4. Apple



### Trendsetter innovator

Falling from 2<sup>nd</sup> place, Apple remains a strong leader in innovation. For example, 2018 brought the HomePod, a standalone Siri-powered speaker. As an iconic brand, Apple stands out of the crowd by surprising consumers with unconventional tech and designs.

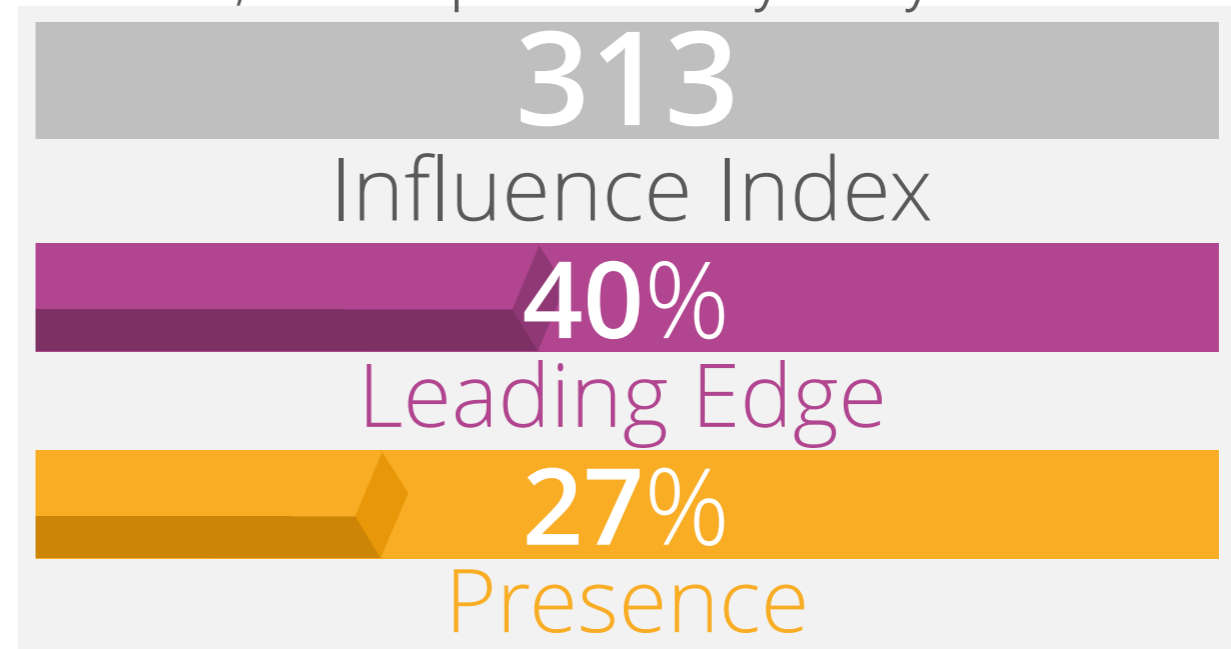


## 3. Facebook



### #1 Leading Edge in Top 10

One in every two Danes has Facebook, and 66% of those who have log in on a daily basis. As Leading Edge number one brand, Facebook shapes its users social relationships. Facebook Stories turned one year, and keeps surprising with new filters and features, some sponsored by Hollywood.





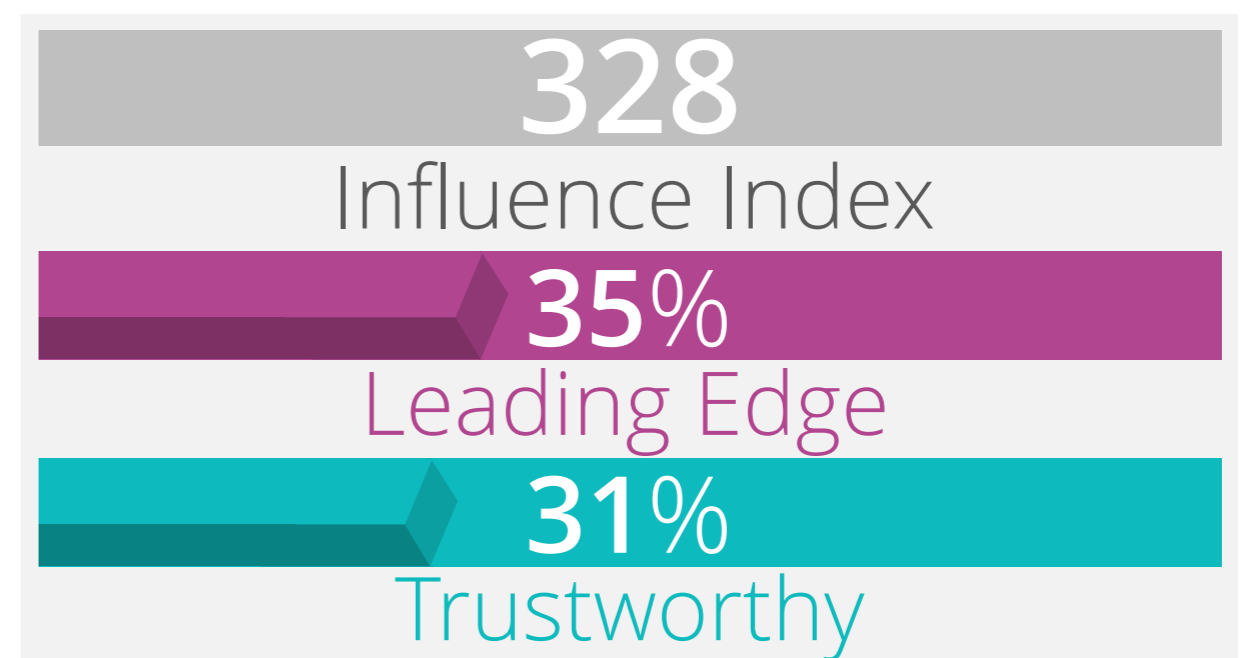
## 2. Microsoft



### Surpassing Google on **Trustworthiness**

Emerging from seventh place in 2017, Microsoft reaches the podium as a strong trustworthy actor. Overcoming the Top #1 brand in trustworthiness, Microsoft excels as a reliable source and a brand on which the Danish people depend.

From licensing operating systems, to computer devices, social networks such as LinkedIn, intelligent cloud and artificial intelligence, the brand is believed to have a promising future. As number two in the Top 10, Microsoft scores inevitably high in relevance for the Danes' lives and in its fundamental role in the world.

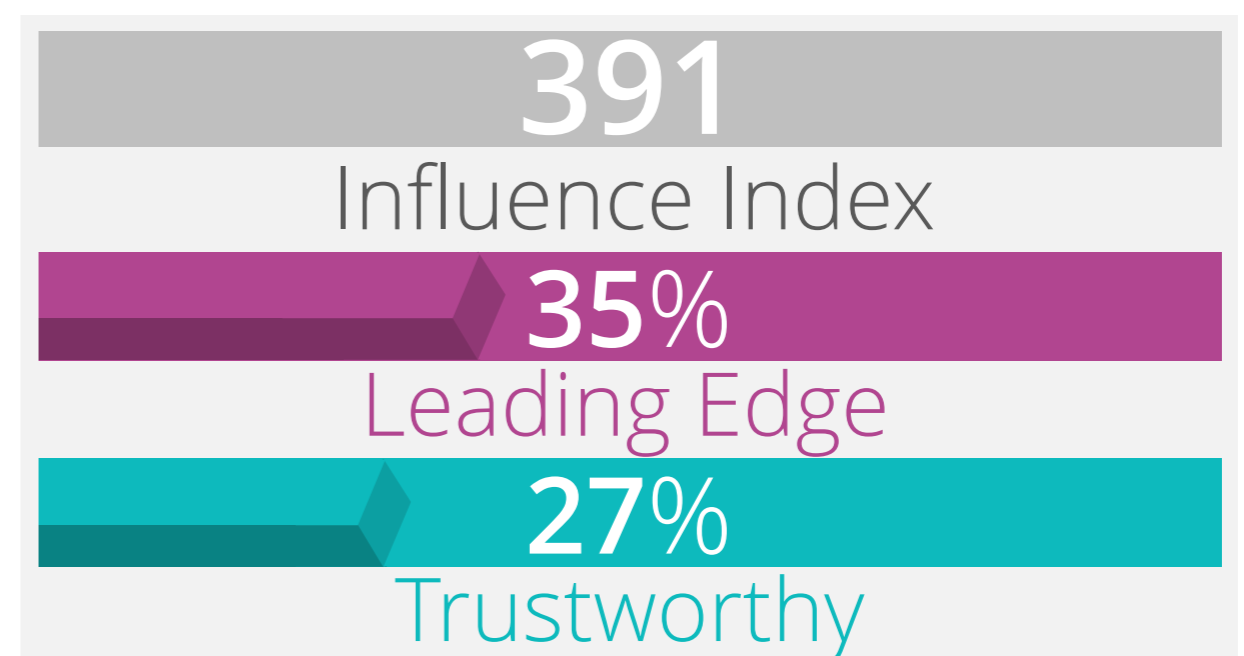


## 1. Google

### 2<sup>nd</sup> consecutive **Top 10 Leader**



For the second consecutive year, Google is the most influential brand in Denmark driven to a large extent by its leading edge. As the most used search engine in the world both in desktop and mobile, Google's success goes beyond the mere "Ask Google!". Currently, the Silicon Valley brand is researching on self-driving cars, smart homes and robot-like machines which promise to make people's lives much easier. Google is also the frontrunner of the brands that consumers trust the most, leader in innovation and the smartest in understanding consumers needs. Along with Microsoft, Google is regarded as a significant actor and contributor to the world we live in today and to the future we have ahead.





For more information, please contact:



Klaus Friis Mikkelsen  
*Country Manager - Ipsos DK*  
klaus.mikkelsen@ipsos.com

