

The

MOST
INFLUENTIAL
BRANDS

in the United
Arab Emirates

2019

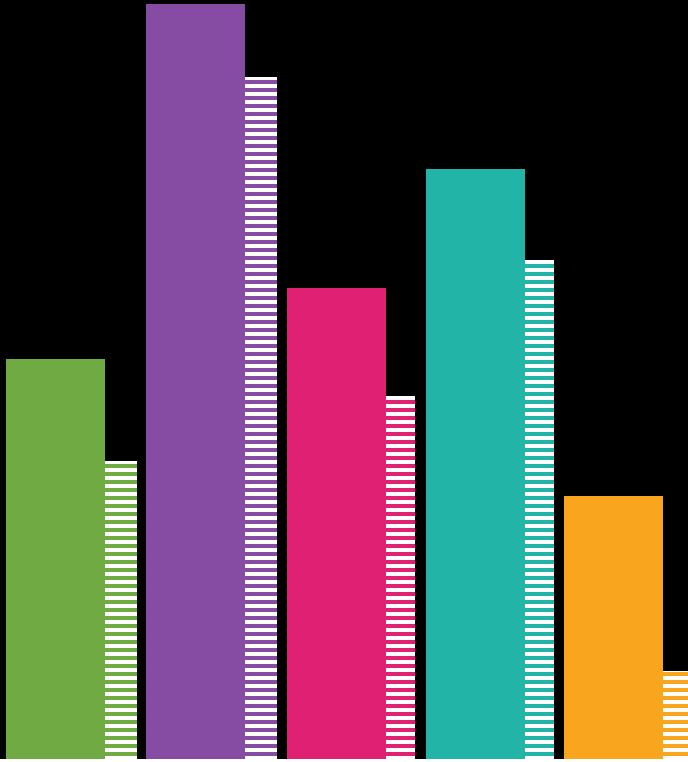


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Chapter

01

INTRODUCTION



Welcome



MOST INFLUENTIAL BRANDS 2019

The Most Influential Brands (MIB) survey measures and ranks today's most influential brands in the UAE and around the world. We consider why they are leading, how they impact us and what makes them influential - essential insights that apply to any business, large or small. The 2019 edition represents the ninth year for this initiative globally, with 16 countries participating around the world, but the first time in the UAE, where 120 national and global brands were evaluated across 14 categories.

A note on survey timing for the 2019 edition:

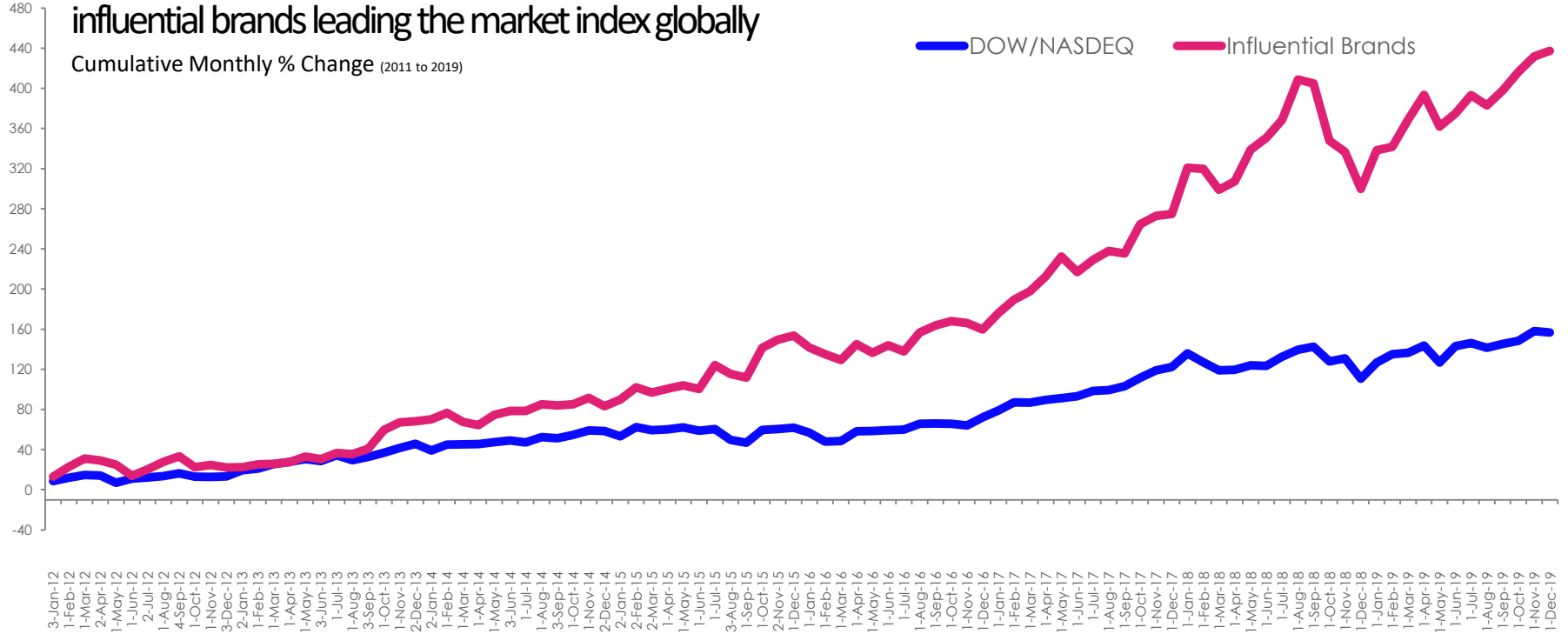
The MIB survey runs in December of every year, and is meant to reflect perceptions towards the most influential brands of that year. The 2019 edition was no different, and thus the results of this report precede the COVID-19 pandemic. While the pandemic might have an impact on some perceptions, the nature of the survey is such that the variables assessed (*57 in total, see slides 7-8*) are broader and more strategic in nature, ones that remain extremely important and take brands years to achieve. Therefore, the brands in this report remain some of the most influential in the country, and their influence will most probably outlive the COVID-19 pandemic. Having said that, the results of the 2020 edition, scheduled to run in December of this year, should reflect any changes as a result.

SO, WHAT IS INFLUENCE?

The UAE's most influential brands march to their own drums: their edgy, unconventional nature is what makes them stand out in a crowded, yet a competitive marketplace cluttered by this globalized economy and behemoth brands. They **influence** how we dress, communicate, travel, shop, spend our free time, celebrate and socialize.

Only those that strike the right balance between **trustworthiness**, **engagement**, being **leading edge**, **corporate citizenship** and **presence** will truly make an impact with consumers and indeed on the world.

INFLUENCE MATTERS



WE DEFINE INFLUENCE WITH 11 KEY METRICS

NATURE OF INFLUENCE



- has changed the way you shop
- is fundamental to your life
- has changed what you do in everyday life
- has encouraged you to make smarter/better choices
- has made your life more interesting
- is really important in the world today
- has had an impact on the way you interact with people you identify with
- is relevant to your life
- have an emotional relationship with
- is part of everyday language

THEN MEASURE WHAT DRIVES IT ACROSS 5 DIMENSIONS...

THE 5 DIMENSIONS USED TO MEASURE INFLUENCE



FUELED BY AN IN-DEPTH ANALYSIS WITHIN EACH DIMENSION

ENGAGEMENT

- You would watch or click on ads for this brand if you saw them on a website
- Have ads you have emailed to friends, or shared via a Social Networking site
- Have you searched online for more information related to this brand
- You would like to interact with more
- You are happy to support/"Like" within a Social Networking site
- I have viewed ads/videos for this brand using online video sites like YouTube
- I have interacted with this brand in some way online
- You can't wait to see what they will introduce next

LEADING EDGE

- Is a trendsetter
- Is unique
- Stand-out
- Is innovative
- Is an original
- Are ahead of its time
- Lead its competitors
- Are attractive
- Is the benchmark I compare other competitive brands against
- Set an example for other brands
- Have forever changed the consumer landscape
- Are edgy
- Are unconventional
- Shapes consumer behaviour
- Introduced me to something I never knew I needed

TRUSTWORTHY

- You buy/use today
- Are dependable
- I have confidence in them
- You trust
- Consistently send the same message about what it stands for
- You feel are iconic
- Are a reliable resource
- You highly recommend
- Have a strong future
- Understand consumers' needs
- Continues to get better
- You are willing to defend
- Consumers want to hear from

CORPORATE CITIZENSHIP

- Actively cares about and supports my community
- Are socially responsible
- Are represented by someone well known that you respect
- Are environmentally responsible
- Inspires a sense of Saudi pride
- Represent characteristics you want to have/reflect

PRESENCE

- Most of your friends & family use/buy
- Advertises a lot
- You see everywhere
- Is established

Chapter

02

Overview Of Key Findings



THE IPSOS INFLUENCE INDEX: OVERVIEW

The influence index that we calculate for each brand is a normalization of the degree of influence among brands in UAE, where an index of 100 represents the influence of an average brand, with the highest brand achieving a score of 292, and the lowest scoring 21.



THE INFLUENCE DRIVERS OF THE EMIRATI MARKET

Corporate Citizenship, Trustworthiness, and Engagement were evidently the biggest drivers on brands tested in UAE, followed by Leading Edge.

29% **CORPORATE CITIZENSHIP**



24% **TRUSTWORTHY**

23% **ENGAGEMENT**

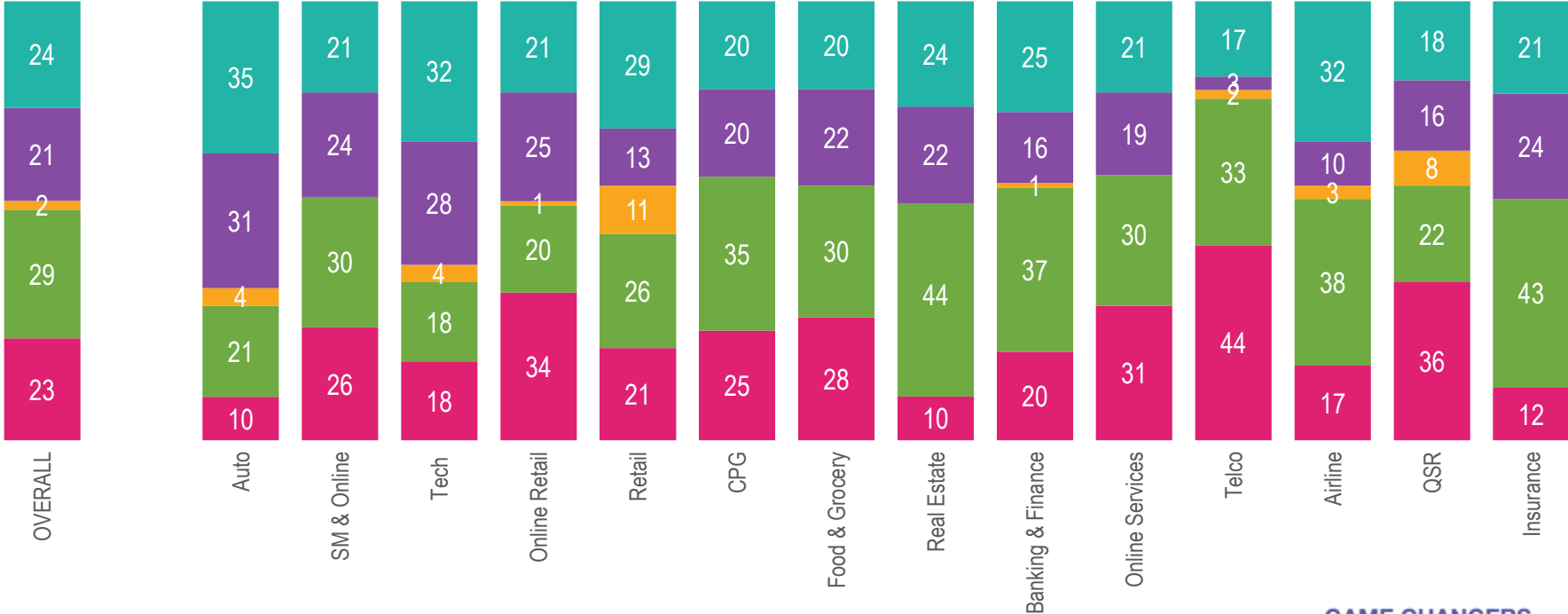
21% **LEADING EDGE**

2% **PRESENCE**

INFLUENCE DRIVERS IN UAE – BY CATEGORY

The impact of each dimension varies considerably by category and by brand reflecting the fact that each and every brand is somewhat unique.

Trustworthy Leading Edge Presence Corp. Citizenship Engagement



ONLY THE BEST LOCAL BRANDS MANAGE TO ENTER THE TOP 10 LISTS ACROSS THE WORLD

UNITED STATES  10

CHINA  10

S. Africa  8

ECUADOR  4


COLUMBIA  4

S. ARABIA  2

GERMANY  2

MEXICO  2

BRAZIL  2

TAIWAN  2

DENMARK  2

HONG KONG  2

ITALY  1

U.A.E  1

UK  1

CANADA  0

BUT IT APPEARS THAT THERE IS MORE ROOM FOR LOCAL BRANDS **AMONGST THE TOP 20**



Chapter

03

Top 10 Brands In UAE

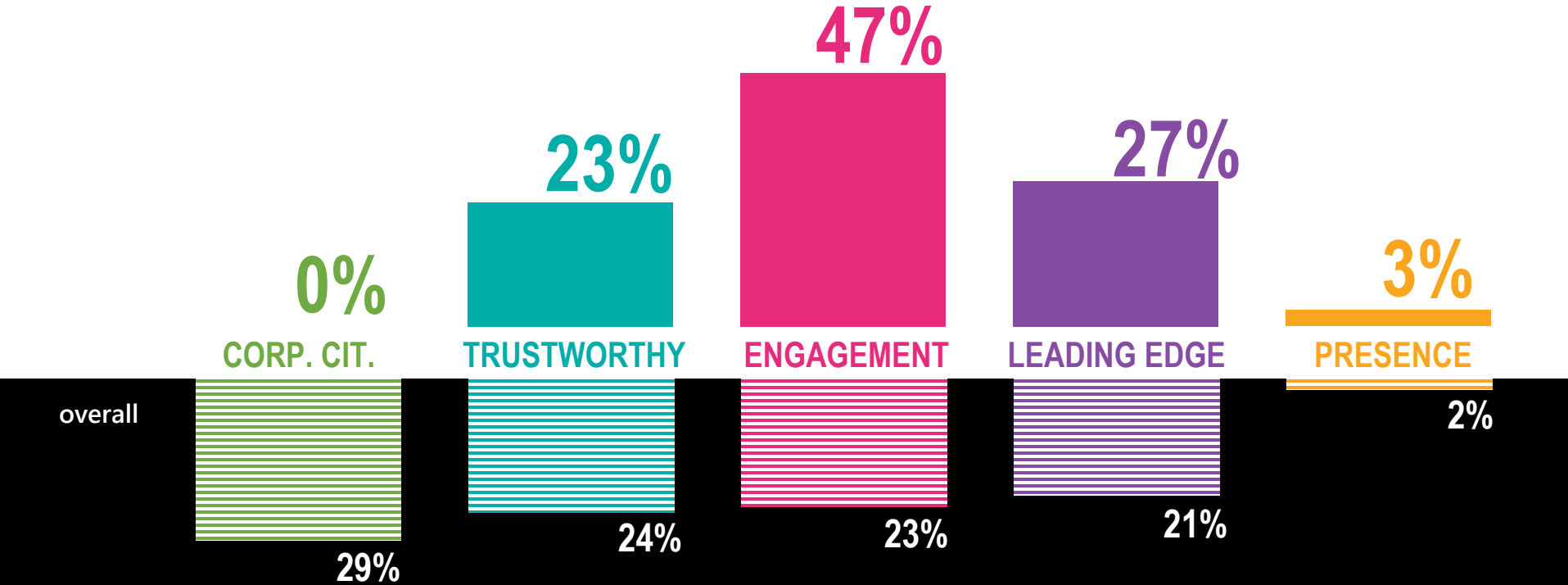


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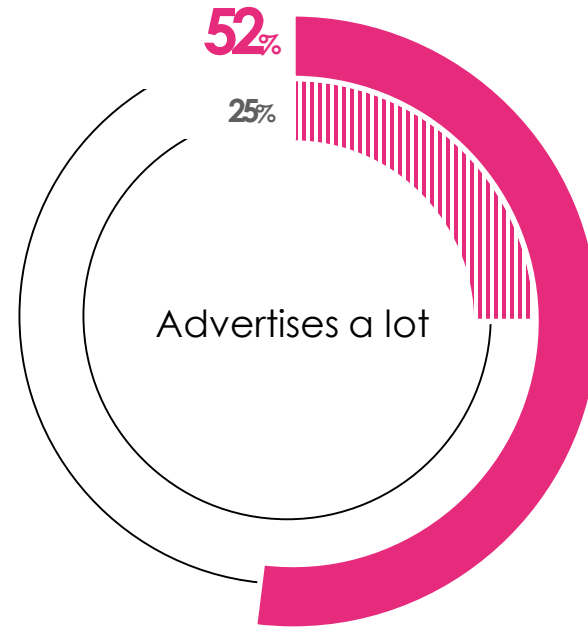
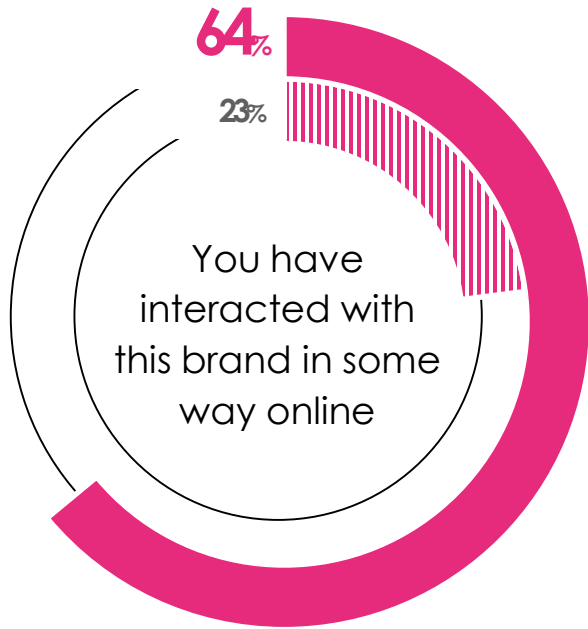
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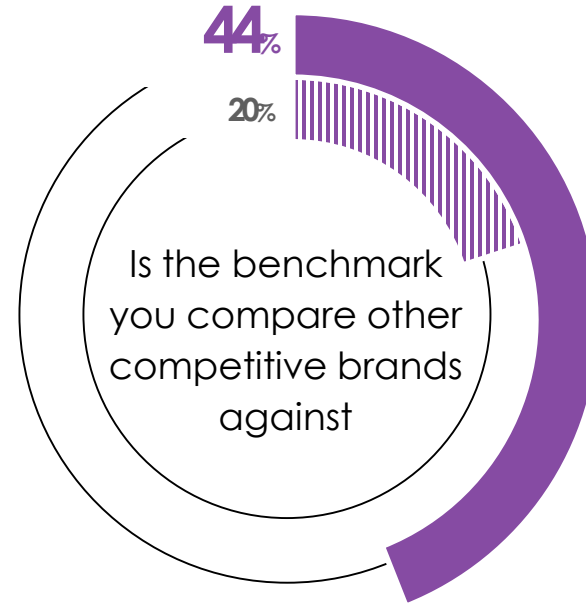
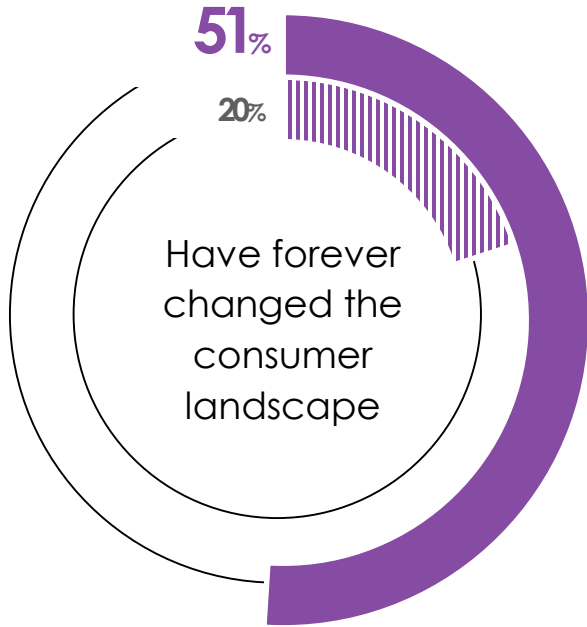
amazon

Ipsos Influence Index Score **187**



overall



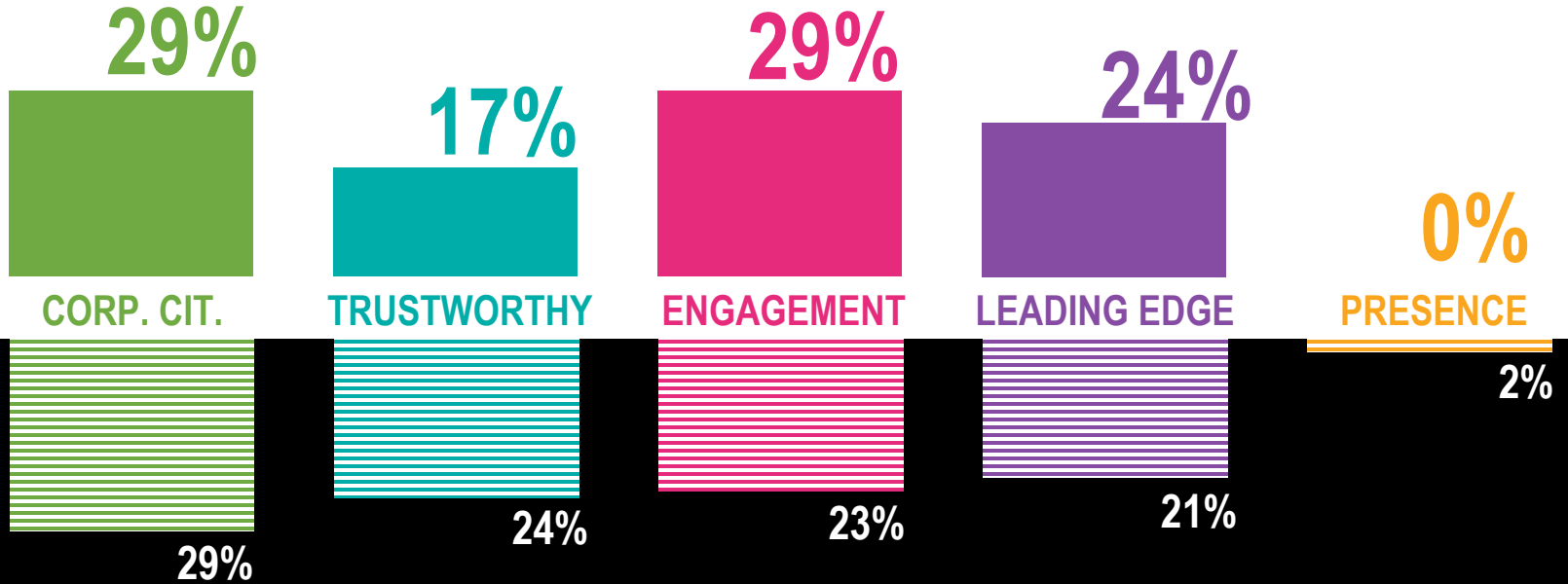




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Ipsos Influence Index Score **187**



overall

CORP. CIT.

TRUSTWORTHY

ENGAGEMENT

LEADING EDGE

PRESENCE

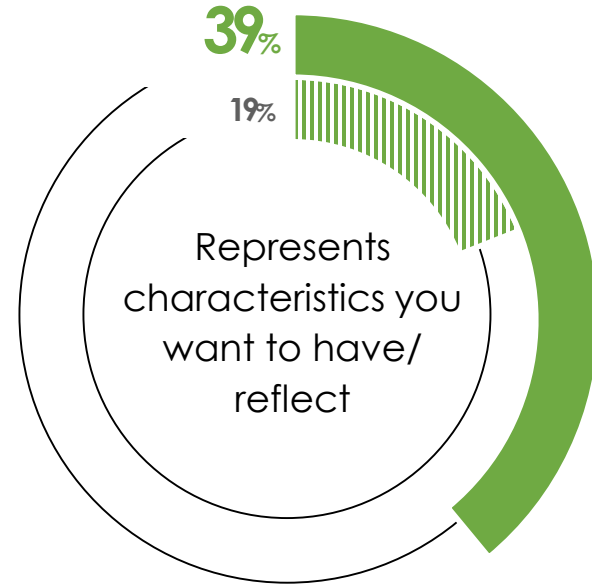
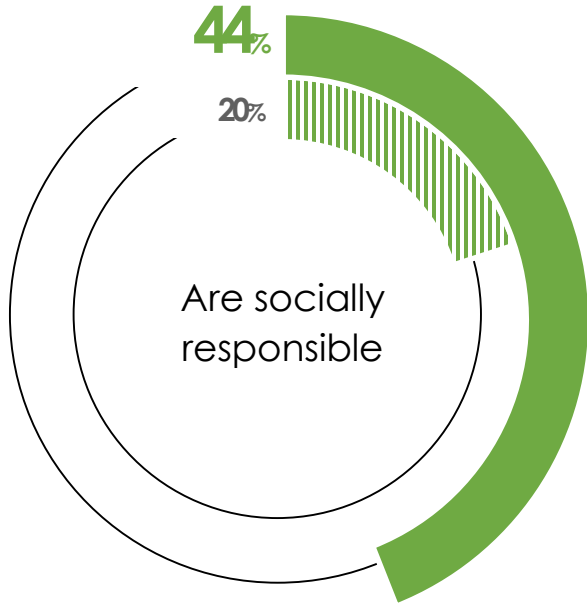
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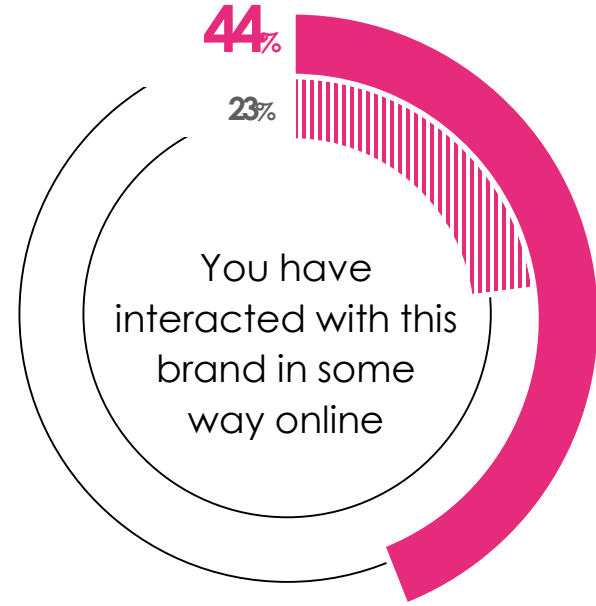
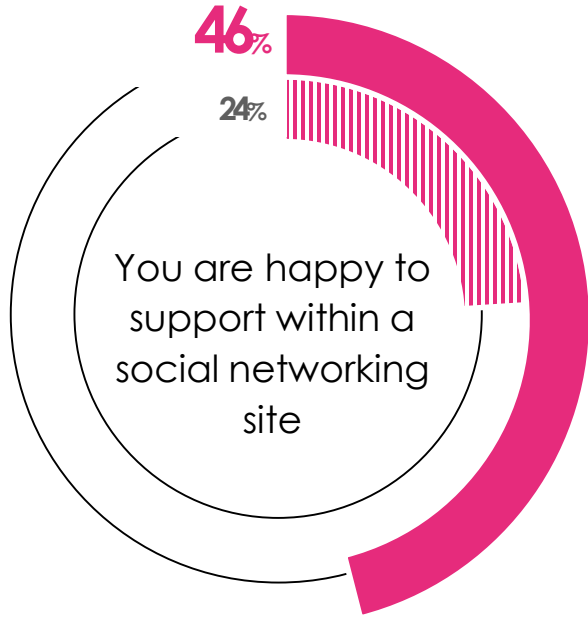
24%

23%

21%

2%





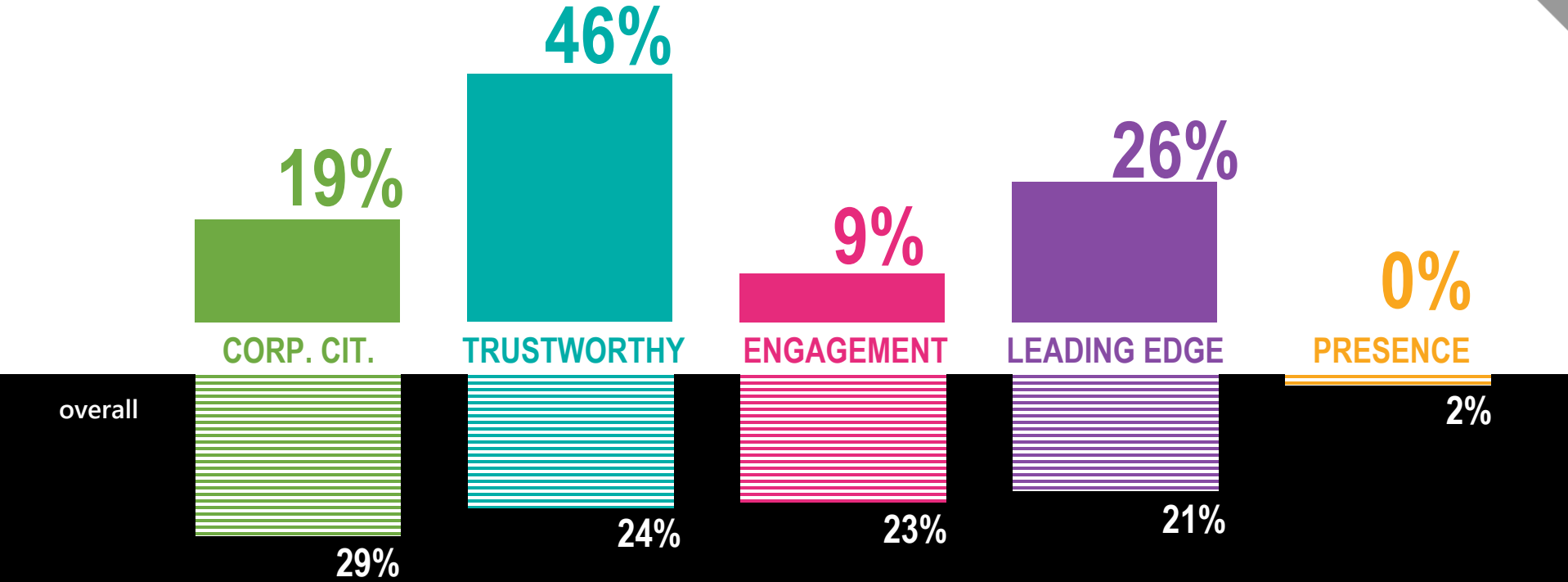
ENGAGEMENT – Top 2 Attributes



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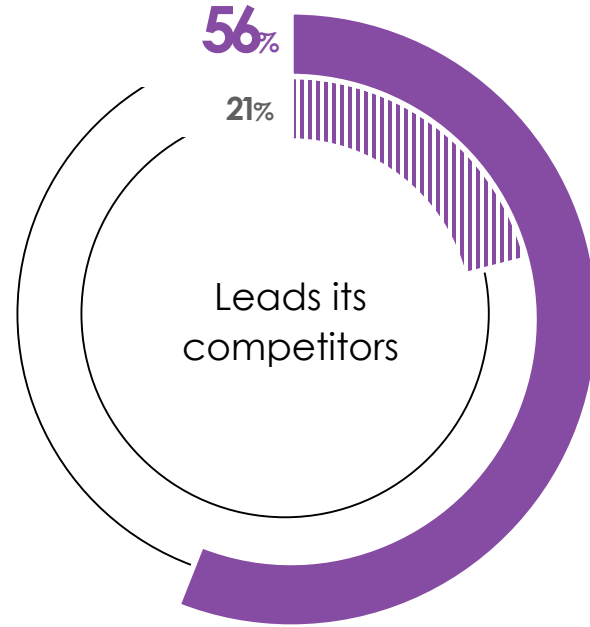
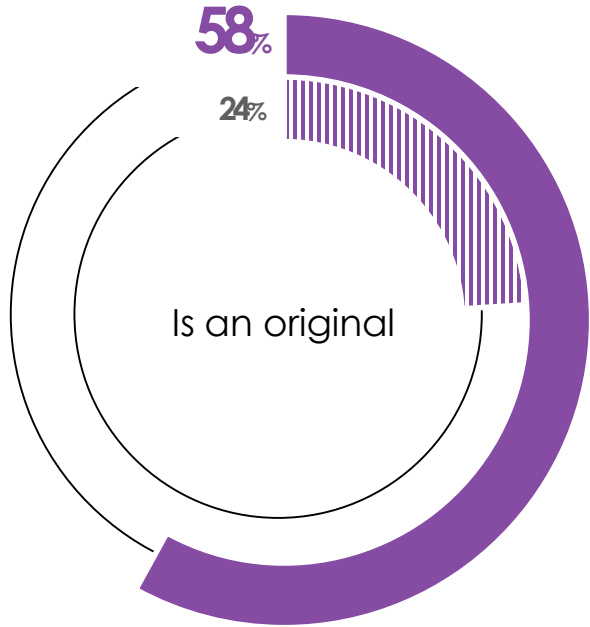
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Ipsos Influence Index Score **189**





TRUST WORTHY – Top 2 Attributes

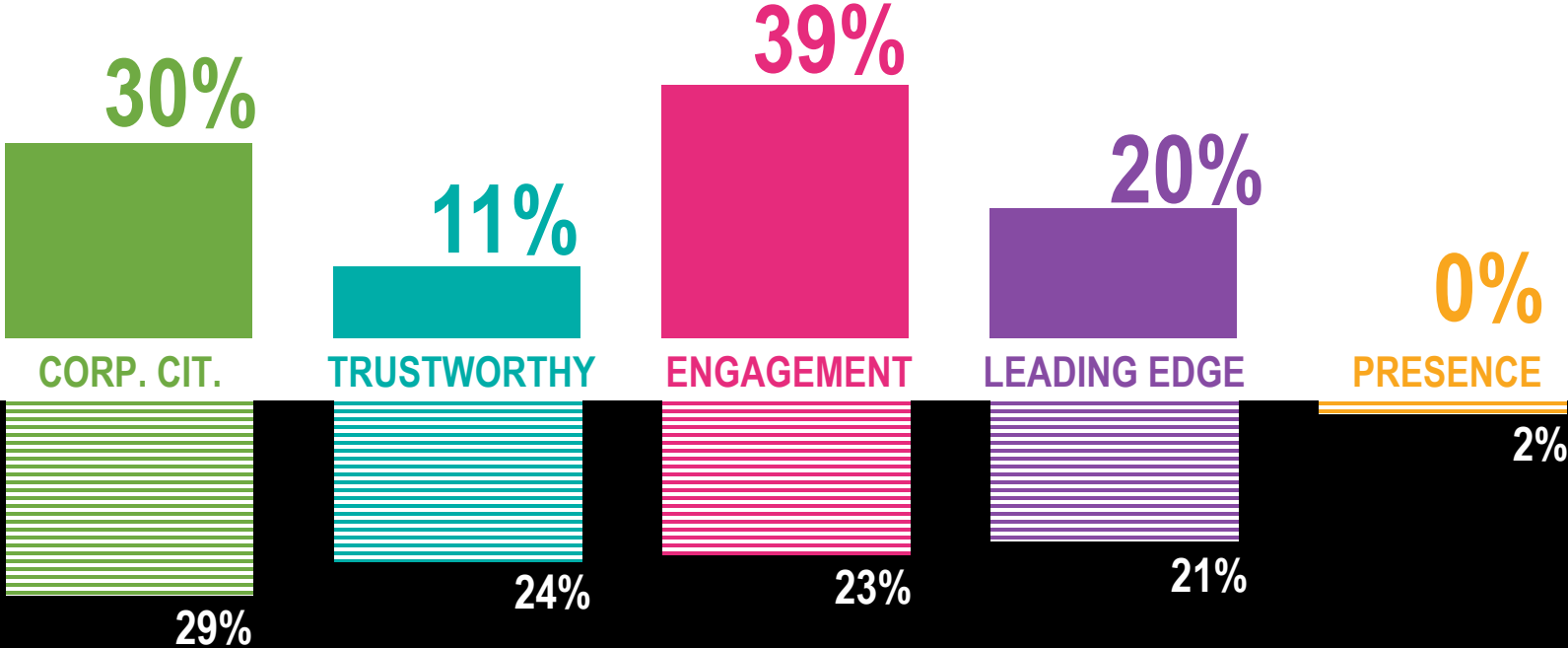


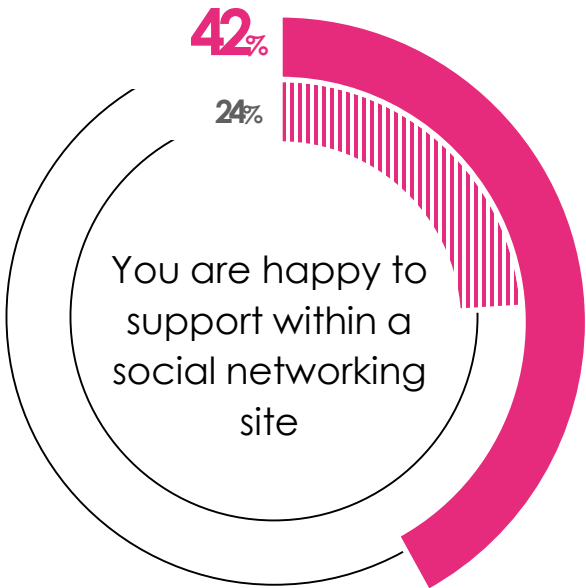
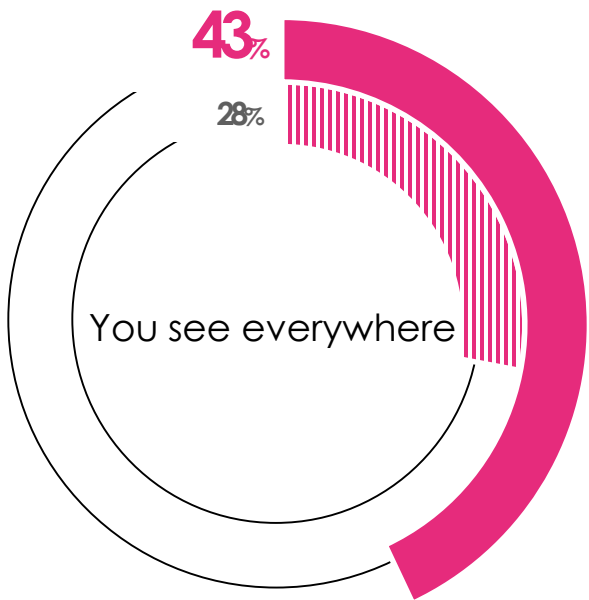
LEADING EDGE – Top 2 Attributes

#7

facebook®

Ipsos Influence Index Score **200**

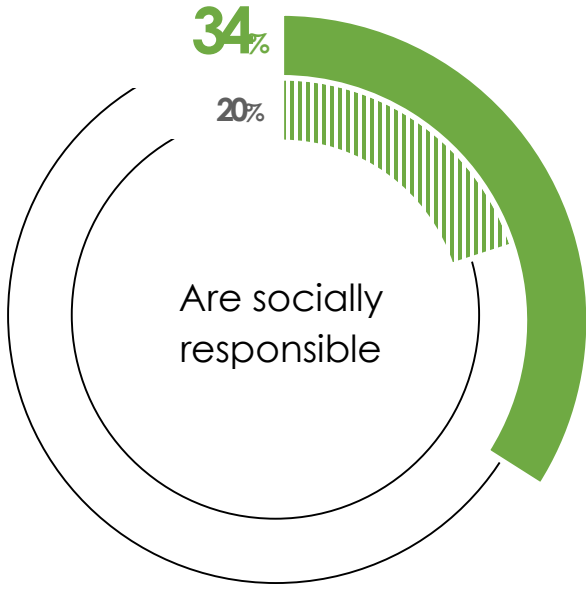
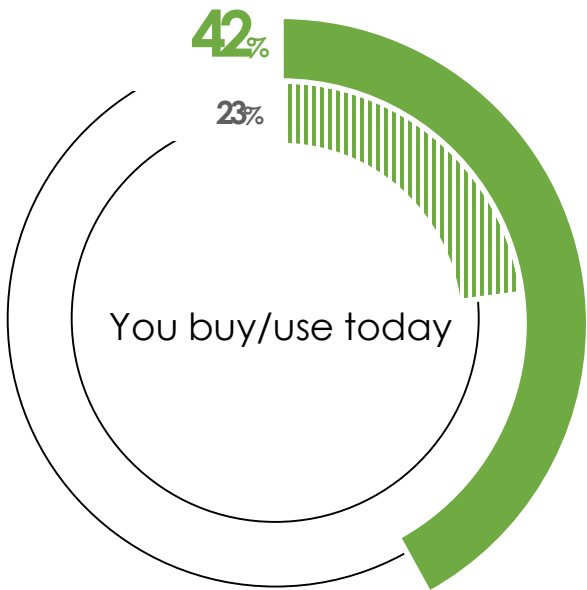




ENGAGEMENT – Top 2 Attributes

Brand

Overall

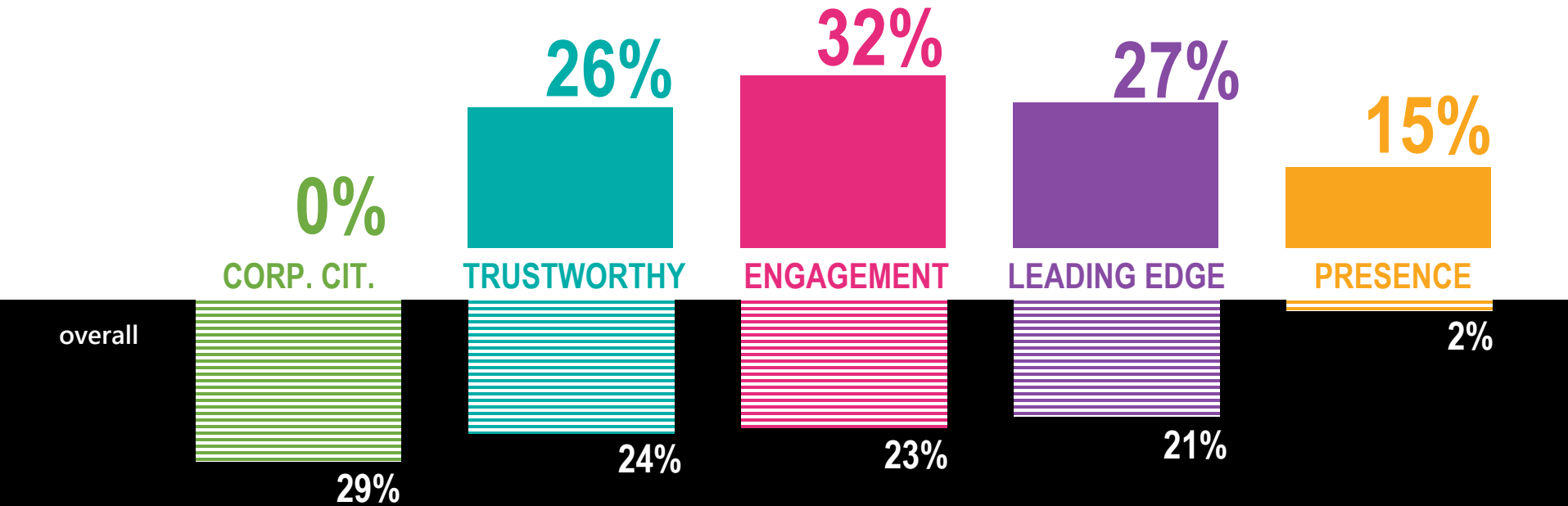


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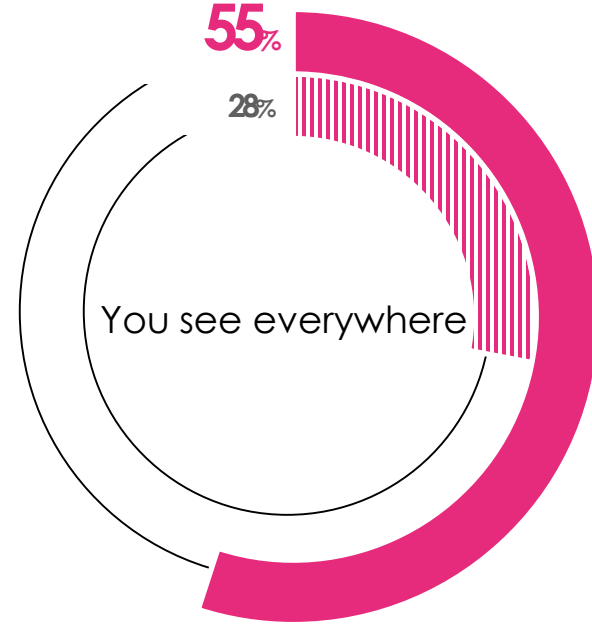
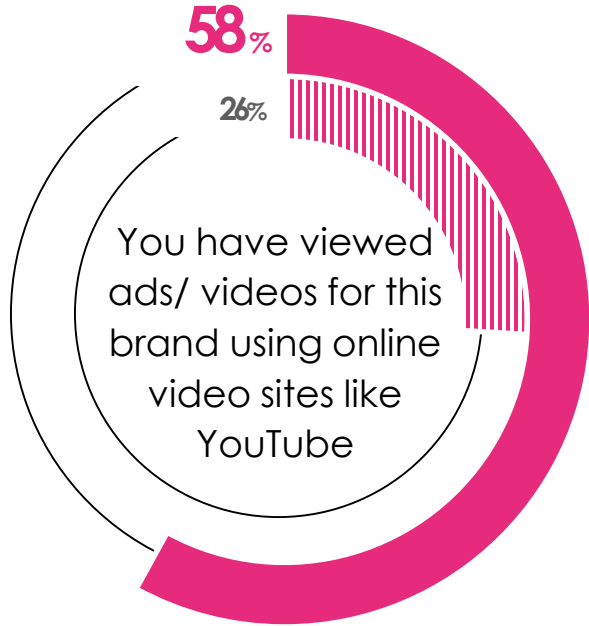
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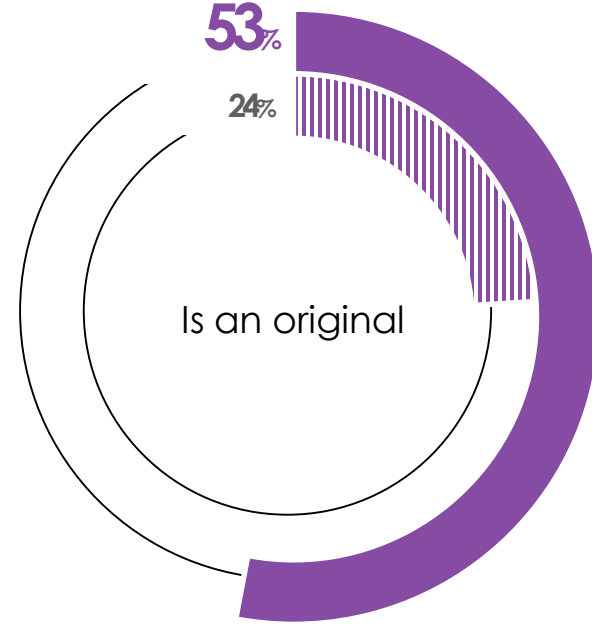
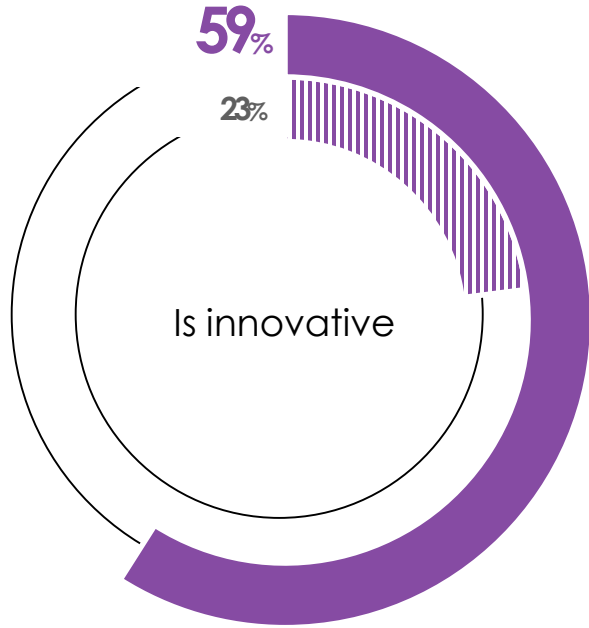
Ipsos Influence Index Score **201**





overall



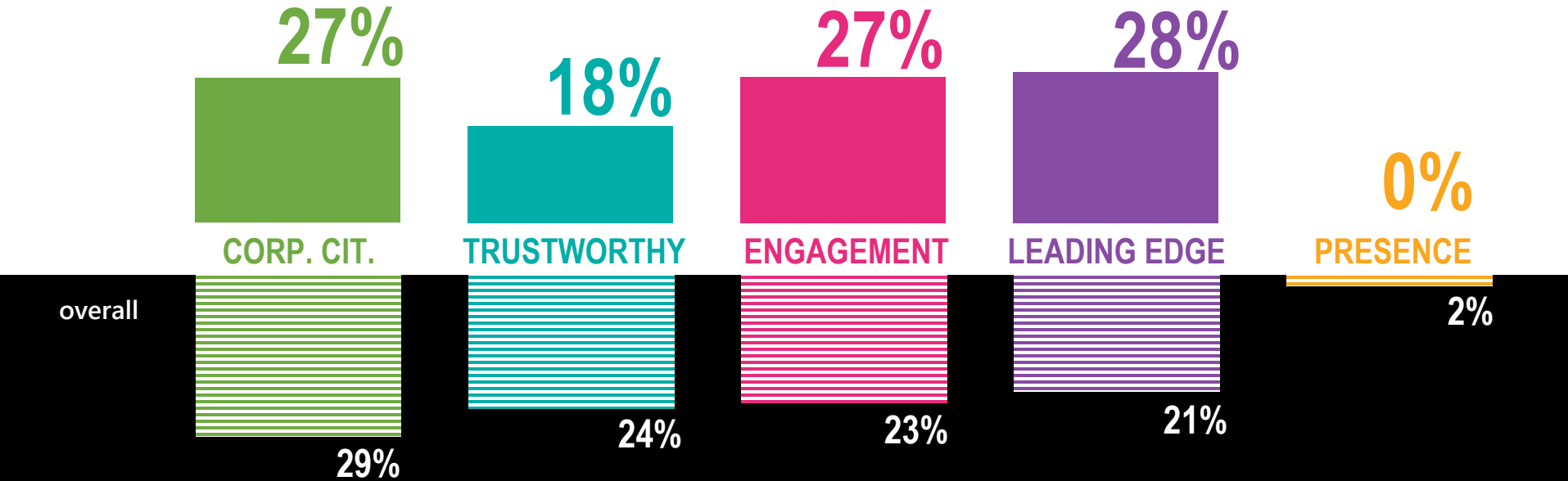


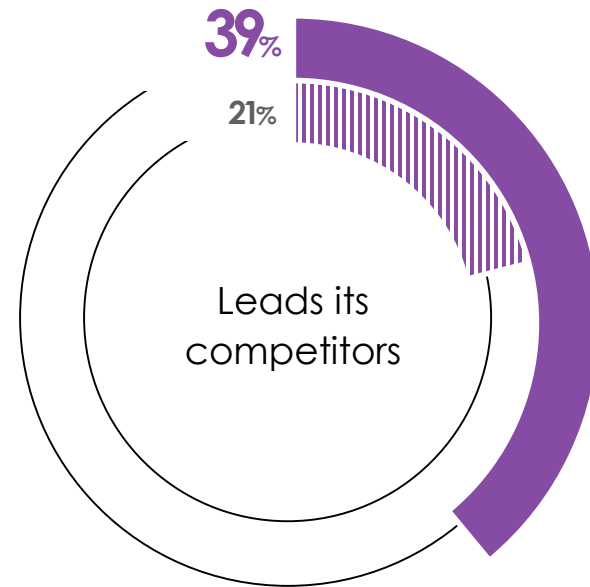
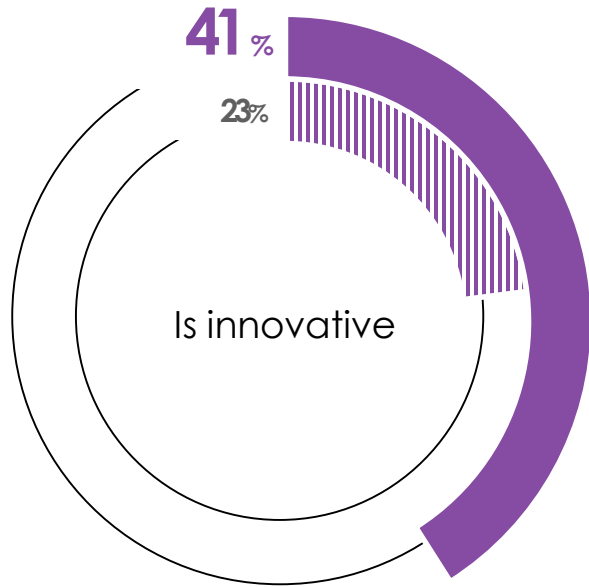


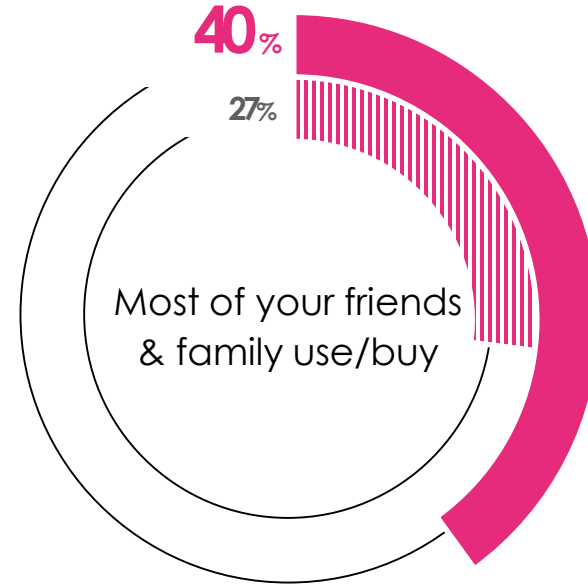
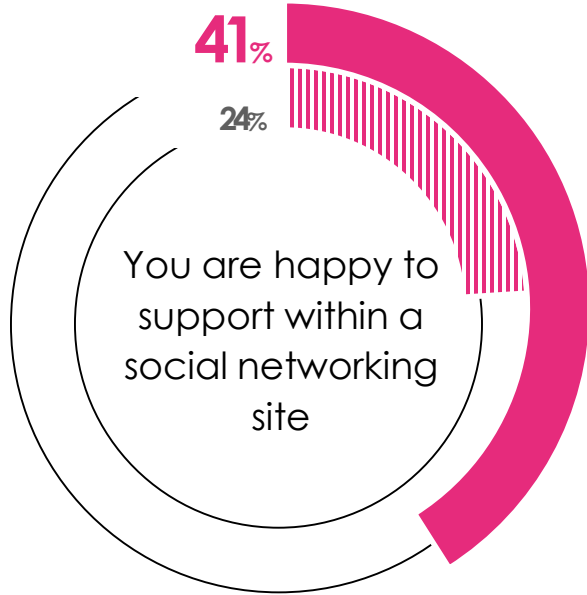
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5

Ipsos Influence Index Score **206**





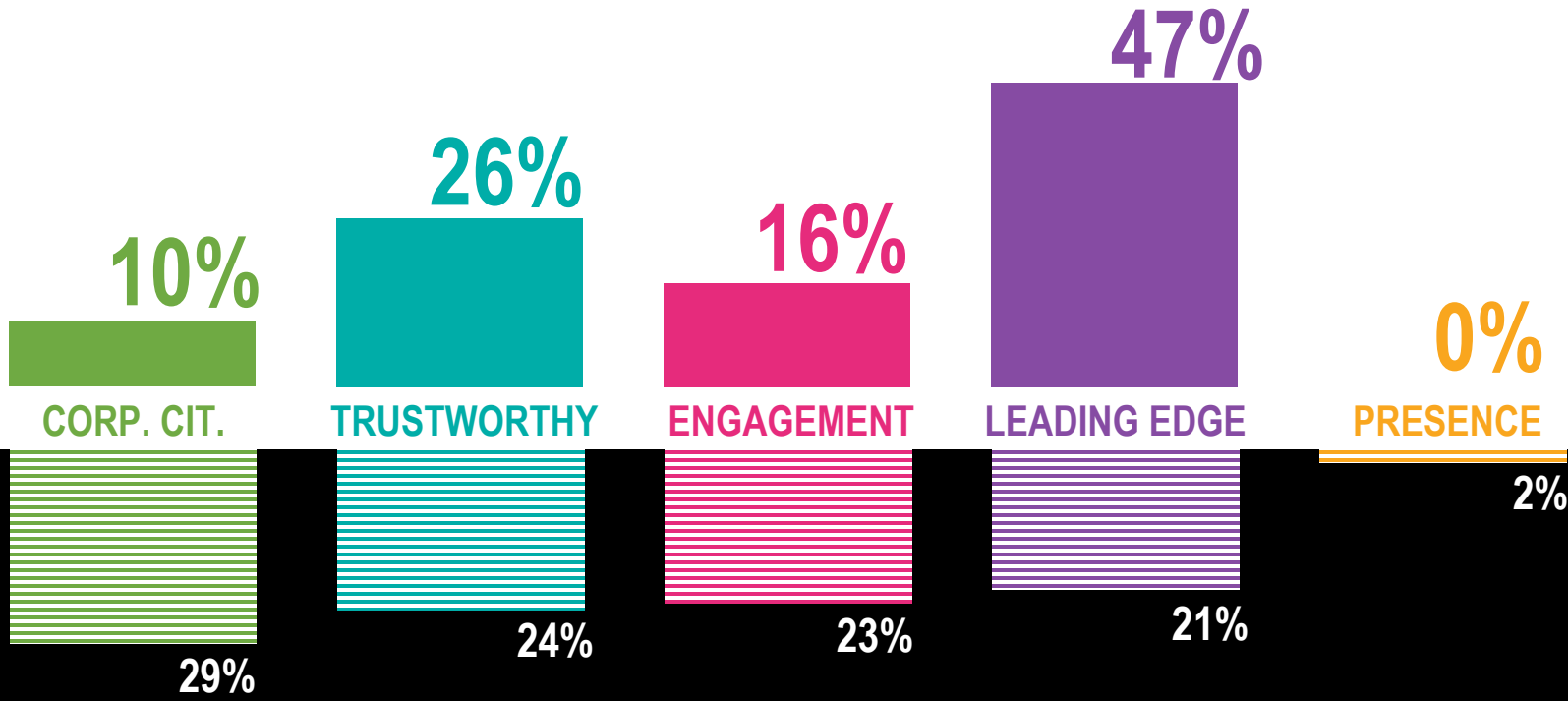




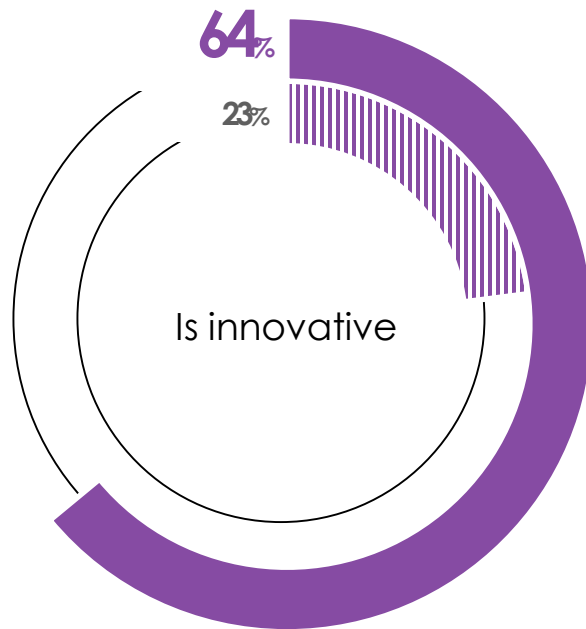
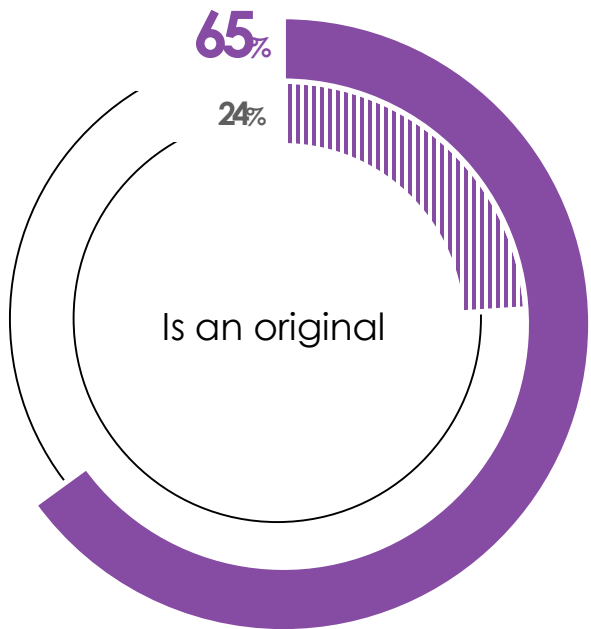
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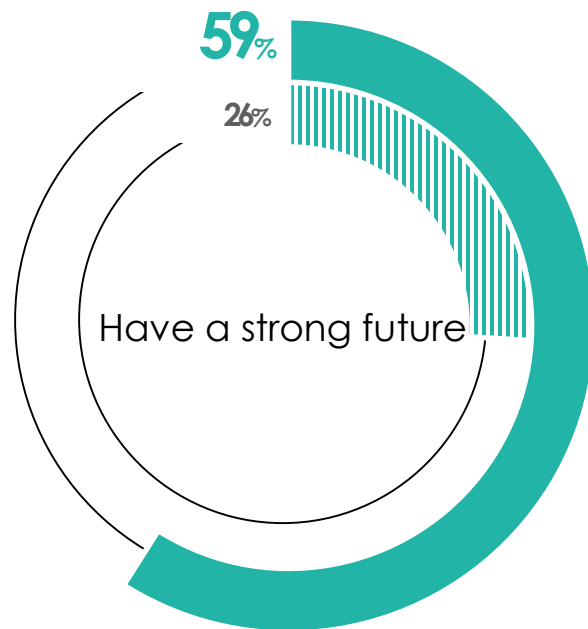
Ipsos Influence Index Score **244**



overall



LEADING EDGE – Top 2 Attributes



TRUSTWORTHY – Top 2 Attributes

■ Brand

▤ Overall

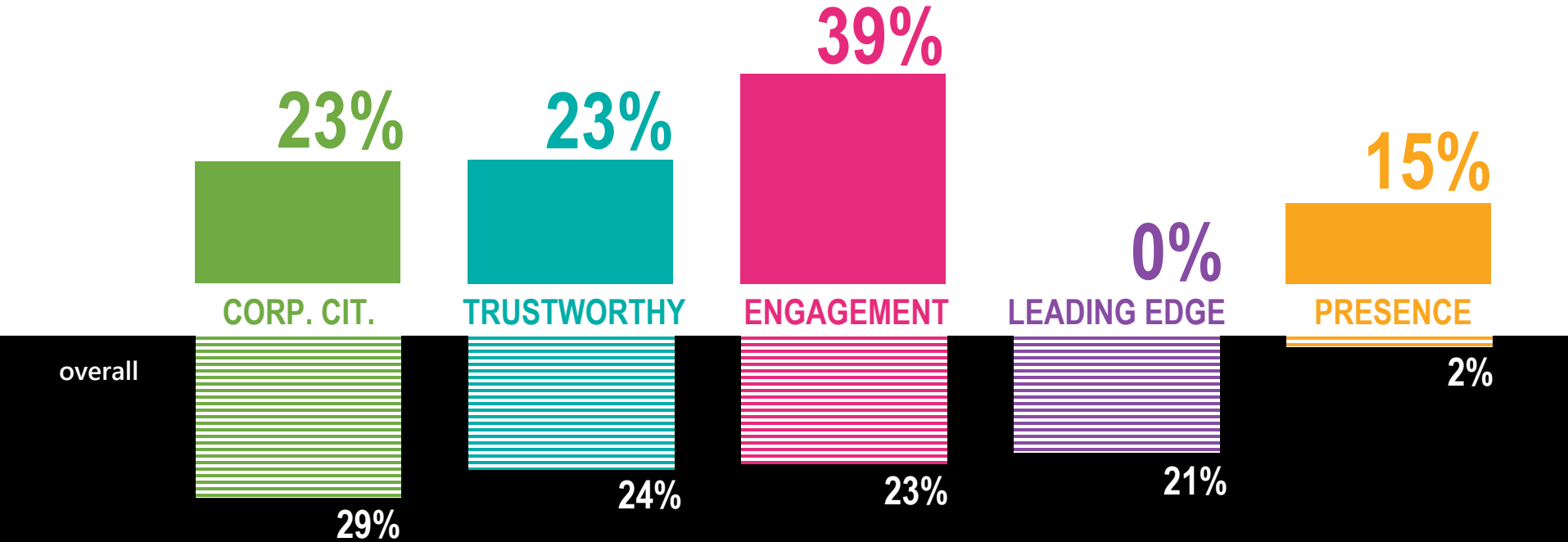


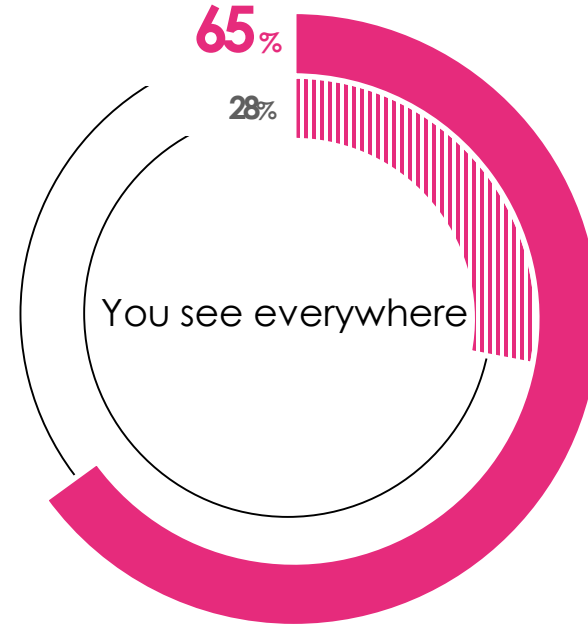
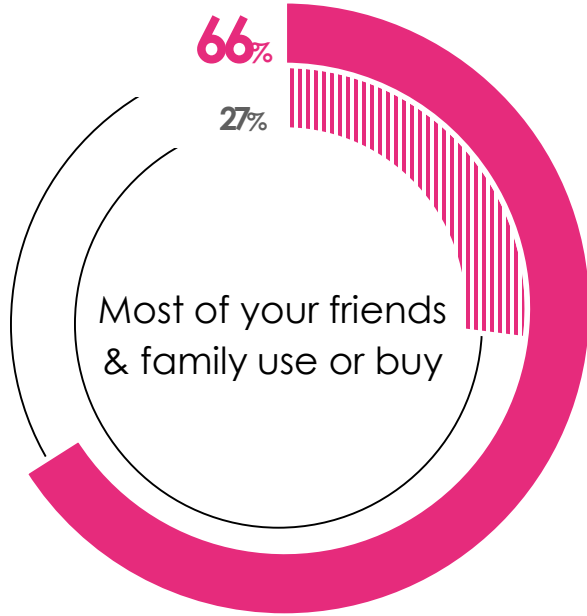
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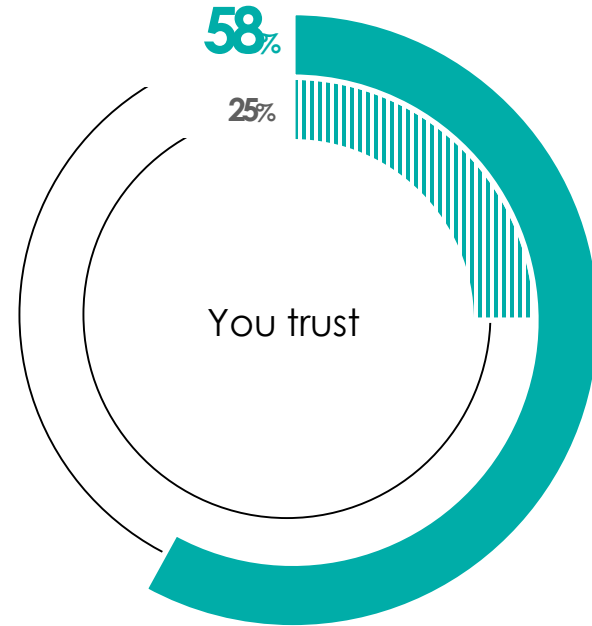
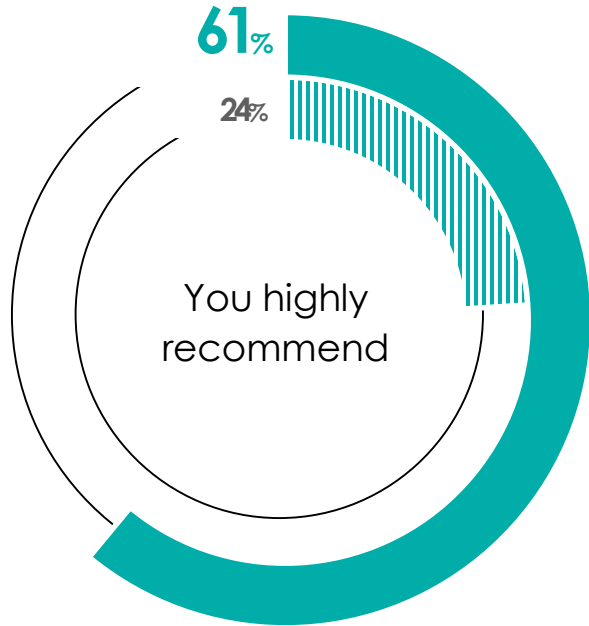
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Ipsos Influence Index Score **254**





ENGAGEMENT – Top 2 Attributes



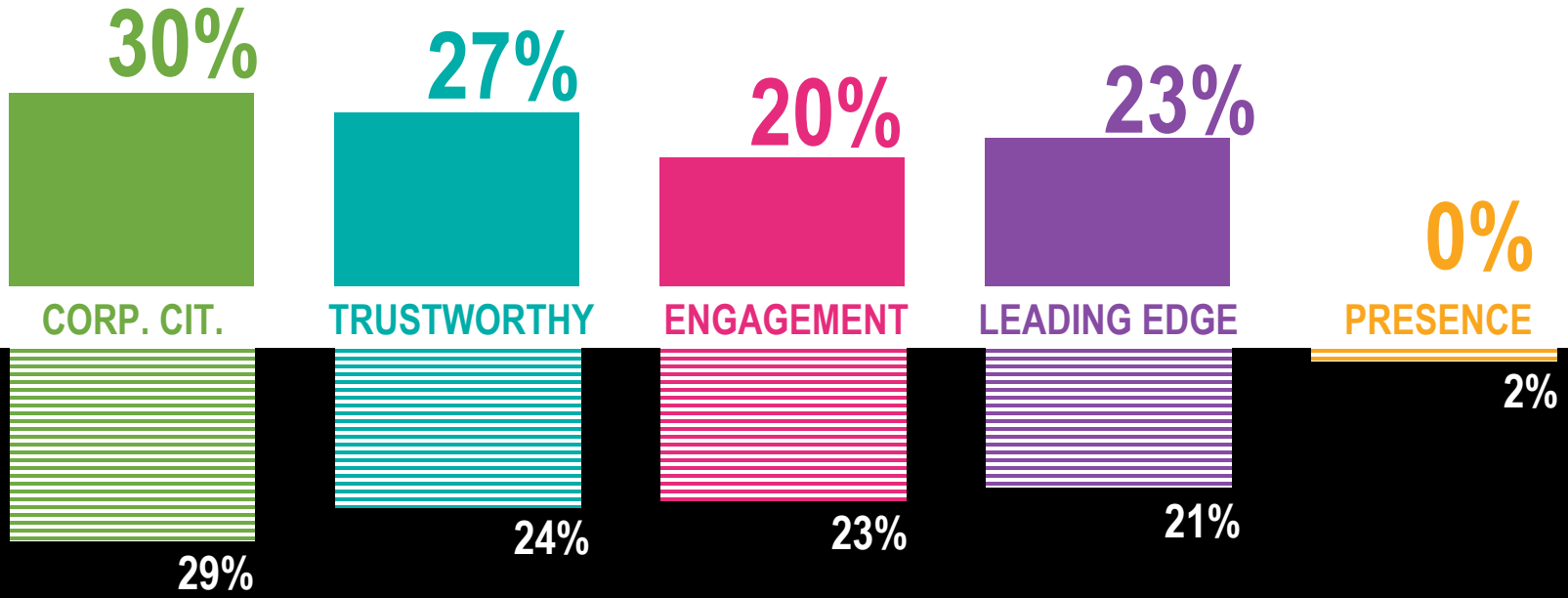
TRUSTWORTHY – Top 2 Attributes



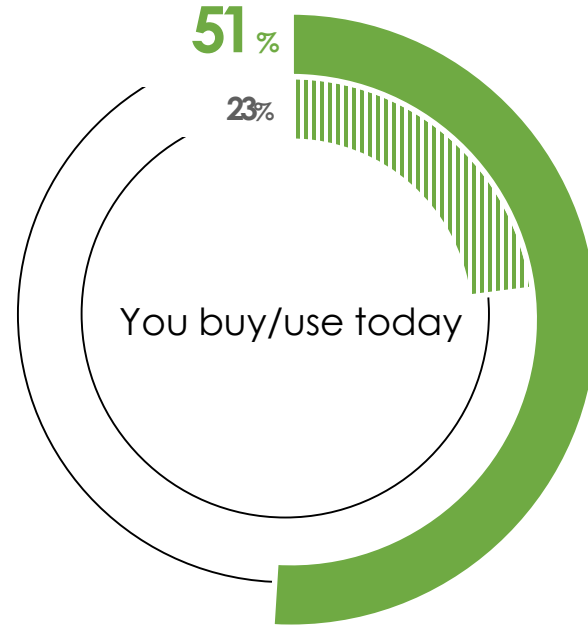
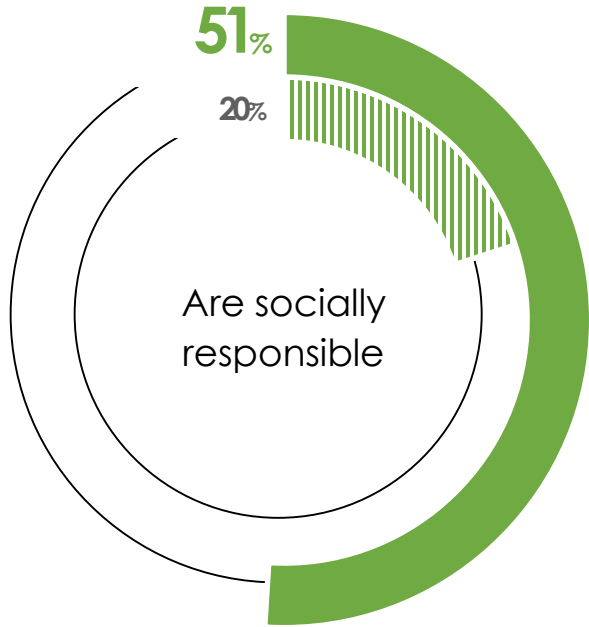
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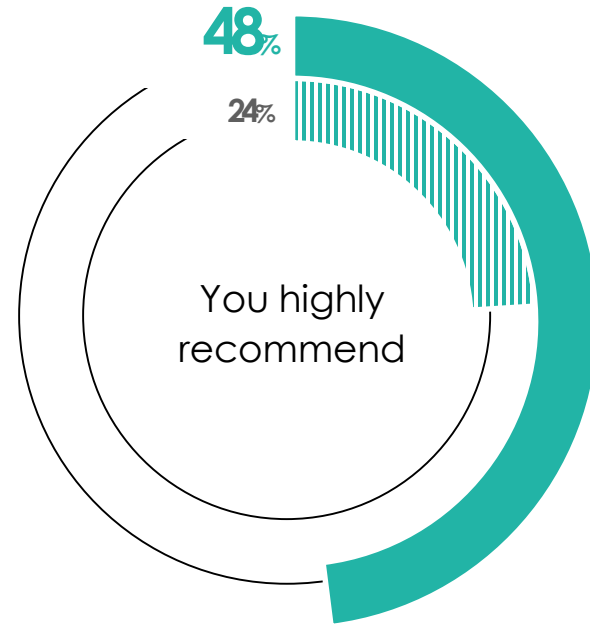
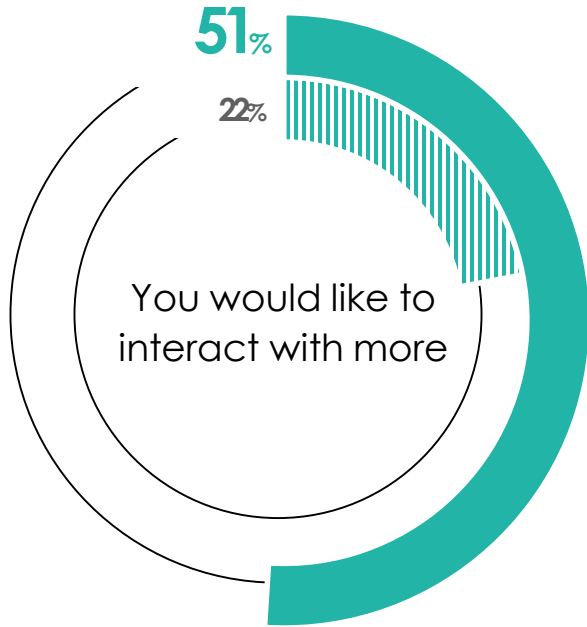
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Ipsos Influence Index Score **259**



overall

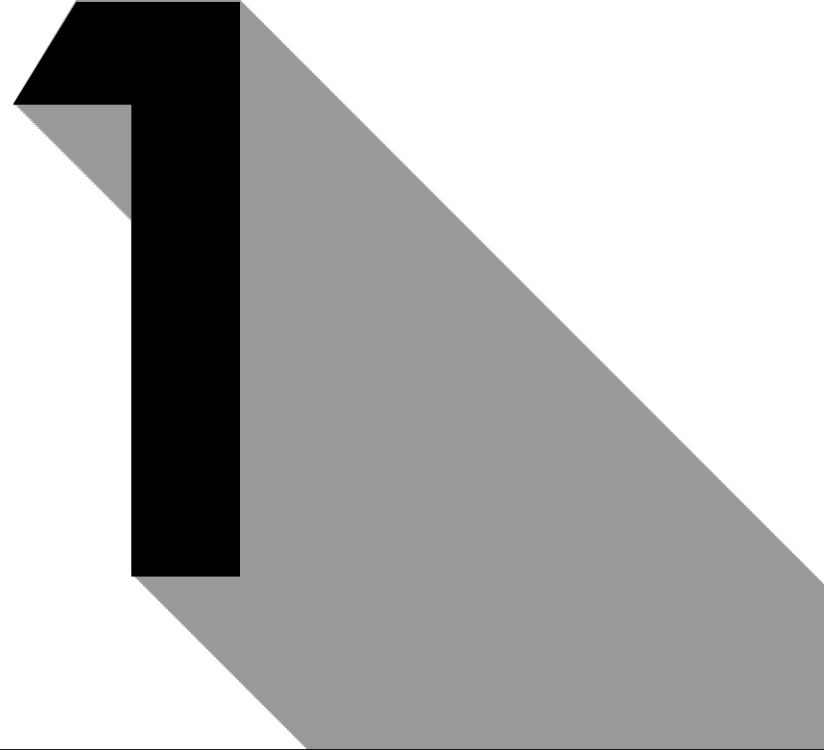




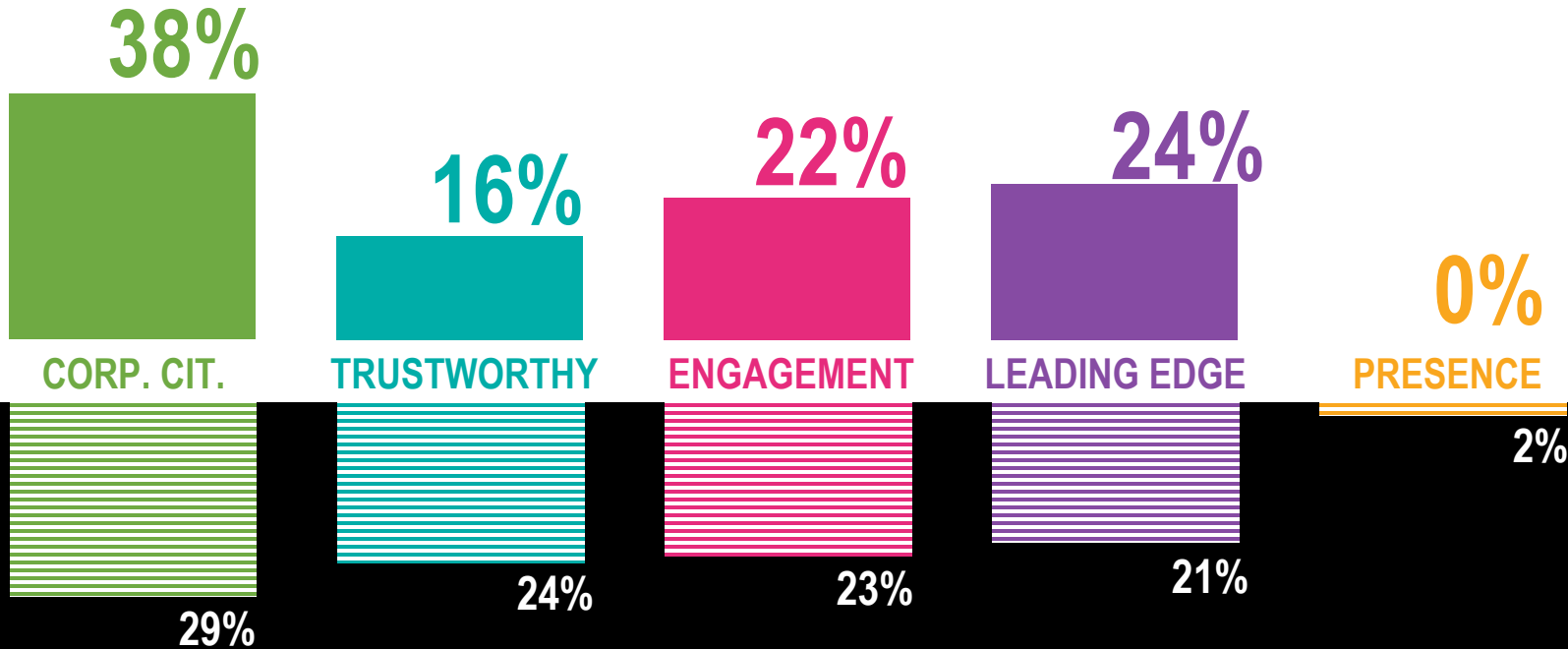
TRUSTWORTHY – Top 2 Attributes

Google

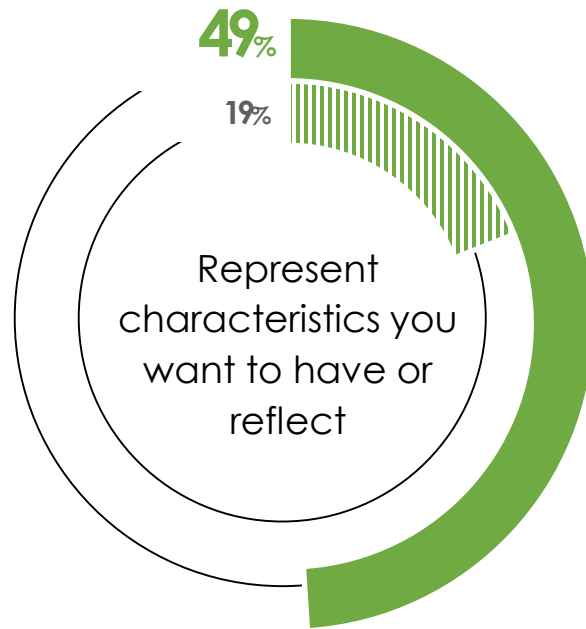
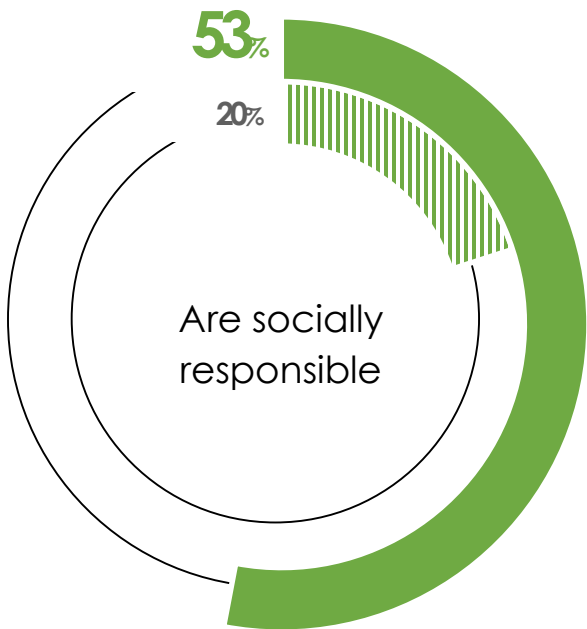
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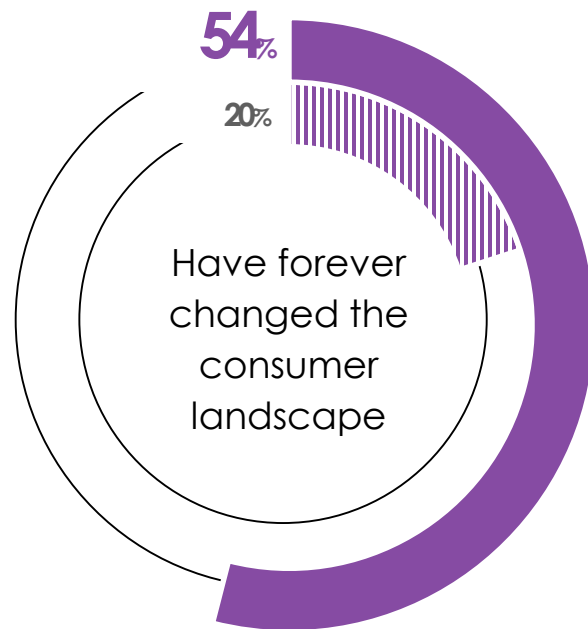
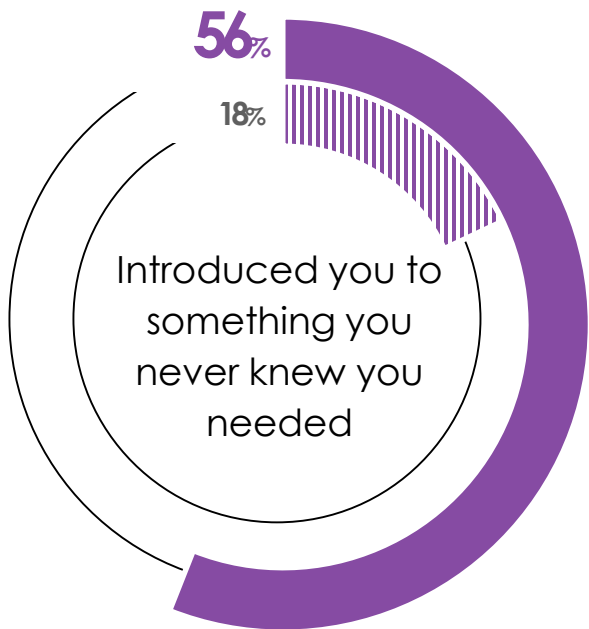


Ipsos Influence Index Score **292**



overall





TOP 10 MOST INFLUENTIAL BRANDS in United Arab Emirates

- | | | | |
|---|---|----|---|
| 1 |  | 6 |  |
| 2 |  | 7 |  |
| 3 |  | 8 |  |
| 4 |  | 9 |  |
| 5 |  | 10 |  |

Most Influential Brands - Per Category



NESCAFÉ

F&B



QSR



amazon

Online Retail



etisalat

Telecom



Google

Tech



Auto



Social Media



Banking



Retail



Colgate

CPG

STUDYING THE 120 MOST INFLUENTIAL BRANDS IN UAE

 AIRLINES	 TELECOM	 CPG	 BANKING & FINANCE	 QSR	 ONLINE RETAIL	 TECH
Emirates Airlines	Etisalat	Colgate	Visa	Pizza Hut	Amazon	Google
Etiihad Airways	Du	Sensodyne	Emirates NBD	KFC	Noon.com	Apple
Air Arabia		Panadol	MasterCard	McDonald's	Namshi	Samsung
Fly Dubai	 FOOD & GROCERY	Gillet	ADCB	Starbucks	Instashop	Microsoft
	Nescafe	Dettol	First Abu Dhabi Bank	Costa Coffee		Huawei
 AUTO	ALMARAI	Close Up	American Express	Subway	 SOCIAL MEDIA & ONLINE CONTENT	LG
Toyota	Nestlé	John & Johnson	HSBC	Burger King	WhatsApp	SONY
Al Futtaim	Pepsi	L'Oréal	AIG		YouTube	Dell
Nissan	KitKat	Tide	 INSURANCE	 RETAIL	Facebook	Intel
Honda	Nutella	Dove	Metlife	Carrefour	Instagram	Philips
Mercedes	Cadbury	Head & Shoulders		Lulu Group	Twitter	IBM
BMW	Coca-Cola	Ariel	 ONLINE SERVICES	IKEA	Netflix	 REAL ESTATE
Hyundai	Nespresso	Unilever	TALABAT.COM	Adidas	LinkedIn	Landmark Group
Volkswagen	Red Bull	Nivea	Zomato	Nike	Snapchat	Emaar
Ford	Ferrero Rocher	Lux	CAREEM	Spinneys	Shahid	Damac Properties
Infiniti	Kinder	Persil	Uber	Danube	Spotify	Dubai Holding
Chevrolet	Kraft	Procter & Gamble (P&G)	Deliveroo		Anghami	Nakheel
	Mars	Lifeboy	Uber Eats			Meeras
	La vache qui rit	Sunsilk	Carriage			 OTHER
	Tropicana	Pantene				Majid Al Futtaim
	Philadelphia	Aspirin				
	AL Safi Danone	Vanish				

Chapter

04

Methodological Notes



WHAT IS THE MOST INFLUENTIAL BRANDS STUDY

901

World wide Brands that promote a sense of purpose and shape to our world **studied every year**

120

Global and National brands in the UAE where covered in Ipsos 2019 MIB study.

16

2019 marks the ninth consecutive year of the study across 16 countries:

U.A.E



Canada



Denmark



Italy



Saudi Arabia



UK



Taiwan



China



Germany



Mexico



South Africa



Brazil



Colombia



Ecuador



US



Hong Kong



A STUDY TALKING DIRECTLY TO THE SAUDI MARKET

1,200 People interviewed in the
United Arab Emirates



The study was conducted between December 2019 and January 2020. Results are based on an online survey of 1,200 residents of the UAE, aged 18+, using the Ipsos Online Panel. The sample composition is representative of the population of the UAE.

thank
YOU

 **MOST**
INFLUENTIAL
BRANDS 2019

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