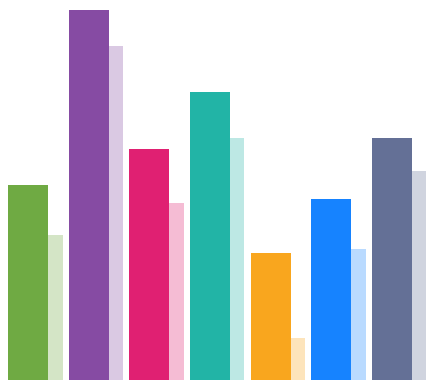




The MOST INFLUENTIAL BRANDS in Canada 2022

With a world emerging from the COVID-19 crisis and facing a war in Europe, climate catastrophes, continued supply chain issues and of course economic uncertainty not seen in decades, 2022 has certainly been a turbulent year. Canada's Most Influential Brands have needed to adapt, be resilient, show empathy and provide assistance in new and different ways. Their edgy, unconventional and in some cases supportive nature is what makes them stand out in a crowded, competitive marketplace. They influence how we communicate, shop, spend our free time, celebrate, socialize and inform ourselves in so many ways. Moreover, the Most Influential Brands don't just sell a product or service. They promote a strong sense of purpose and shape our world while connecting emotionally with people. Only those that strike the right balance of **trustworthiness**, **engagement**, being **leading edge**, **corporate citizenship**, having **presence** and **empathy**, while providing some utility, will truly make an impact.

Steve Levy, Ipsos Canada



12th
100+

2022 marks the **12th consecutive year** of the study and results were unveiled on the morning of February 8th at the Ipsos Most Influential Brands event.

Each year Ipsos studies **over 100 brands** that spend the most on advertising in Canada on an annual basis and ranks their influence.

2022 TOP 10 MOST INFLUENTIAL BRANDS IN CANADA

- 1 GOOGLE
- 2 AMAZON
- 3 APPLE
- 4 YOUTUBE
- 5 NETFLIX
- 6 WALMART
- 7 MICROSOFT
- 8 PC OPTIMUM
- 9 VISA
- 10 FACEBOOK

2022 TOP 3 MOST INFLUENTIAL BRANDS BY GENERATION

GEN Z

- GOOGLE
- APPLE
- YOUTUBE



MILLENNIALS

- GOOGLE
- AMAZON
- YOUTUBE



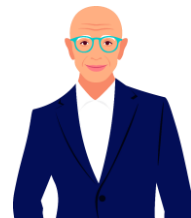
GEN X

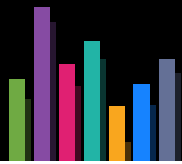
- GOOGLE
- AMAZON
- APPLE



BOOMERS

- GOOGLE
- PC OPTIMUM
- AMAZON





DID YOU KNOW

This is an annual study that has been conducted since 2010.

Findings were released on February 8th at an event hosted by Ipsos and our partners The Globe and Mail, Publicis and CMA.

Subscriptions to the study are available to understand your brand vis-à-vis the competitive category set.

Customized Reports review the drivers of influence for your brand, as well as performance on all measures included in the study. Additional analytics are available at an incremental cost.

Subscriptions include a management presentation customized to include your brand and your competitors.

Customized reports will be available starting at the end of February.

SUBSCRIPTION PRICE: \$19,500 for 8 brands
+\$1,000 for each brand beyond 8

SUBSCRIPTION FORM

Name: _____

Title: _____

Company: _____

Mailing Address: _____

Country: _____ Postal Code: _____

Phone: _____ Email: _____

Billing is 100% upon approval. HST is applicable to all study costs.

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Approving Signature: _____ Date: _____

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