

The

MOST

INFLUENTIAL

BRANDS

in Canada

2023

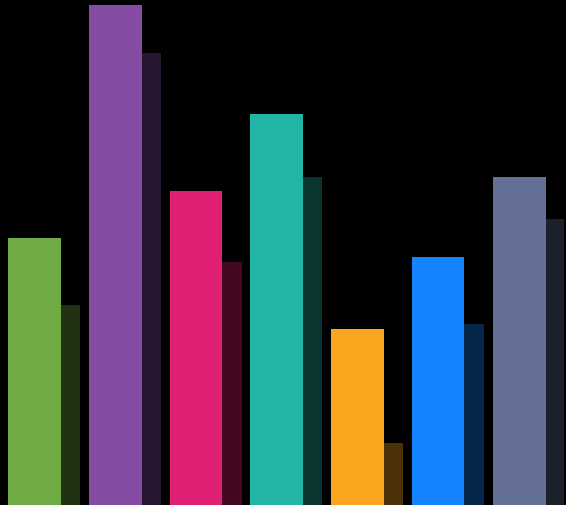


Results from Ipsos' 2023 Study

Steve Levy, Ipsos Canada

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INTRODUCTION

We're three years into the 2020s, and things aren't slowing down.

Conflict, inflation, natural and manmade disasters: whether you were doomscrolling or checking in on your RRSP, 2023 was a nail-biter.

All the same, as COVID-19 faded into the rear-view mirror and economic markers outperformed the gloomiest predictions, Canada didn't just get a silver lining – it got 1,000-watt glimpses of a bright future. Sustainable tech met sustainable business practices. Small businesses met large language models. And much, much more.

When you think of that future, you're thinking about influential brands. In an unpredictable age, they're not just ahead of the curve, but creating the next curve – and in so doing, they're the ones setting the agenda of today.

But what do we mean by influence?

Influence isn't just affluence: it can't be boiled down to cash flow or market share. Scale isn't the deciding factor: financial services and petroleum brands may be Canada's largest employers, but that doesn't mean the Potash Corporation of Saskatchewan is a household name. And trendiness alone doesn't cut it, either: in an age of fast news cycles and even faster hype cycles, real influence runs deeper.

Think Taylor Swift. In a sense, her influence is self-evident: whether you were scrolling on social media or sitting in the nosebleeds at the Eras Tour, she was all but inescapable in 2023.

But influence isn't just about commercial success or Grammys – it's about innovation and impact. When she lost the rights to her albums, she fought for artists' rights by re-recording them. When her tickets were scalped to the point of inaccessibility, she pushed for reforms with Ticketmaster. And all the while, she's worked in a broad array of styles, genres, and media to chase her own creative vision.

What Swift and our Most Influential Brands have in common is that they're not just selling products: they're building ecosystems.

In an age of hyper-personalized newsfeeds and political polarization, influential brands are common ground. In uncertain times, they're a source of certainty for employees, customers, and citizens. Today's Canadians are presented with a near-infinite variety of choices. But influential brands are the choices they don't think twice about. That is the power of influence.

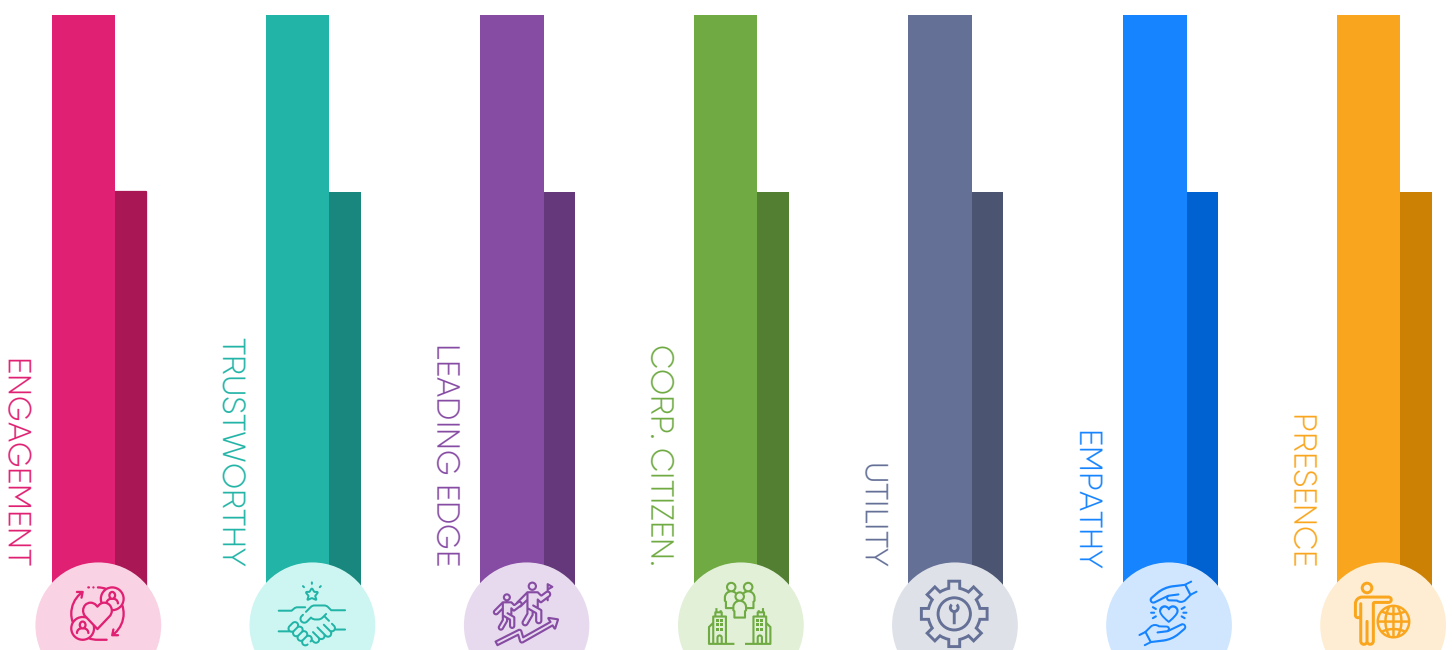
Ipsos' 13th annual survey of 6,700 Canadians delves into the forces that shape influence – **Trustworthiness, Engagement, Leading Edge, Corporate Citizenship, Presence, Empathy and Utility** – which keep brands in the public eye and top of mind across Canada.

In this Point of View, we summarize and analyze the forces that drive influence, the brands climbing the ranks, and, of course, the brands that made the cut as Most Influential. It's an exclusive look at innovation, trust and impact, from Vancouver to Nova Scotia. It's the story of our times. It's 2023's Most Influential Brands.

DIMENSIONS

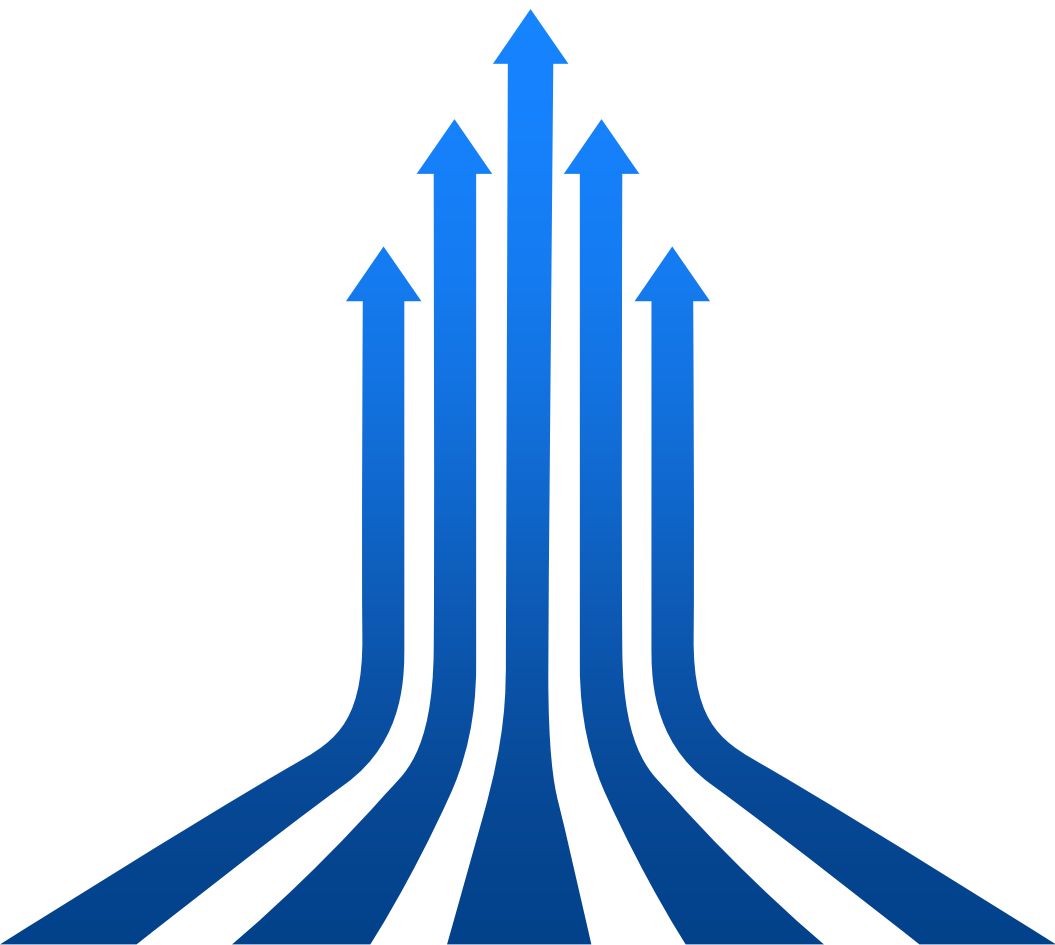
For the past 13 years, Ipsos has used a simple but powerful framework to track the brand characteristics that contribute to influence: **Trustworthiness**, **Engagement**, **Corporate Citizenship**, **Presence**, and (being) **Leading Edge**. In the wake of 2021 and 2022, two new dimensions, **Utility** and **Empathy**, joined the ranks.

Whether taken separately or as a whole, these dimensions serve as holistic contributors to the influence that a brand wields, the image it maintains, and its resilience in the face of economic and social challenges. In 2023, as the Canadian public navigated uncertain times and brands faced considerable headwinds, each of these seven dimensions played a critical role in who brands influenced and how they influenced.



GAINERS

FAANG weren't the only brands gaining influence in 2023. This year's gaining brands operate in different industries with different business strategies – but what they had in common was a strong boost in influence over the course of 2023. Read on to learn more.





A telecommunications network is supposed to connect people – but Rogers made more connections in 2023 than it has for some years.

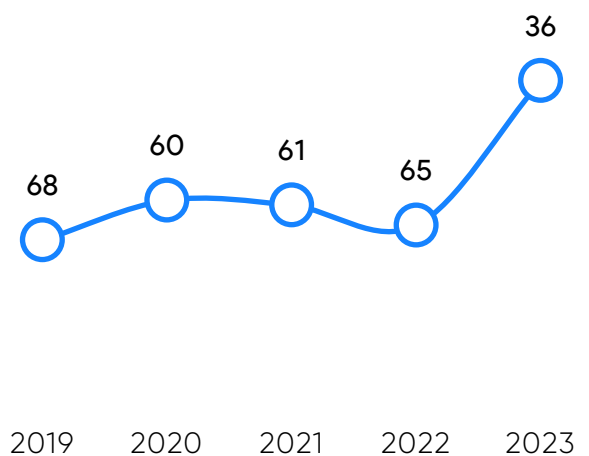
Between our 2022 and 2023 reports, the telecommunications network climbed 29 places to rank 36th. That climb speaks to the impact and influence of Rogers’ investment in strategic partnerships and infrastructure, all while going above and beyond to expand coverage and modernize the customer experience.

In April, [Rogers partnered with Lynk Global](#) to provide satellite-to-phone coverage across the country, ensuring that Canadians can access a wireless connection wherever and whenever they be. Later, Rogers brought [high-speed 5G connectivity to the Toronto Transit Commission](#) (TTC), fixing a pain point for millions of commuters.

The biggest shakeup, however, was the [finalization of Rogers’ acquisition of Shaw Cable](#). By connecting Shaw with Canada’s largest 5G network, Rogers says it will make internet access more affordable for millions of Canadians and help to close an ongoing digital divide.

What makes this newsworthy, however, goes beyond Canadians’ telecoms bills. Rogers estimates that the acquisition will “add over \$7 billion in GDP to the Western Canadian economy over the next five years through network investments” and create 3,000 jobs “to support network, services, and technology investments.”

ROGERS
TRENDING MIB RANK



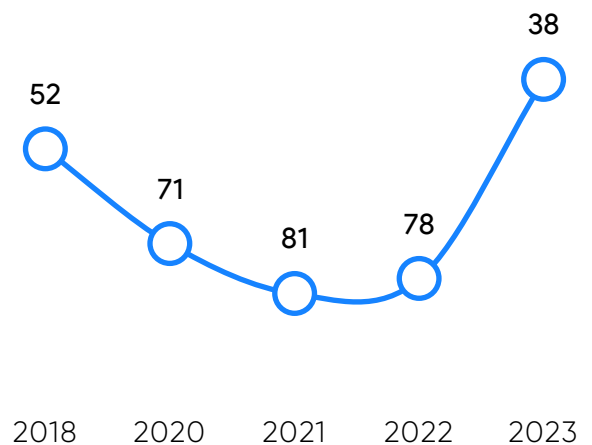


After years of deflated demand, travel [roared back in 2022 and 2023](#). Even in the face of higher inflation and interest rates, Canadians are travelling – and millions of them are choosing Air Canada, which climbed all the way from 78th place in 2022 to 38th place in 2023.

In May 2023, Air Canada said it was aiming to [increase its capacity by 23% over the course of the year](#). The airliner went on to hit its ambitious targets, netting [\\$1.25 billion CAD in profits in Q3](#) (compared with a half-billion-dollar loss over the same period in 2022.) Consequently, it's been able to invest in further expansions, from [new lounges](#) and [new routes](#) to charitable initiatives like the [Air Canada Fan Flight](#).

By booking a flight with Air Canada, passengers aren't just getting from point A to point B – they're travelling with in-flight entertainment and amenities that rank among the best in the business. The cumulative effect of these efforts is a level of influence that keeps climbing.

AIR CANADA
TRENDING MIB RANK





For many Canadians, McDonald's is synonymous with scale and efficiency. But even by those lofty standards, 2023 was an impressive year for the fast-food giant, boosting it from 25th place in 2022 to 16th place in 2023 – its highest spot in 13 years.

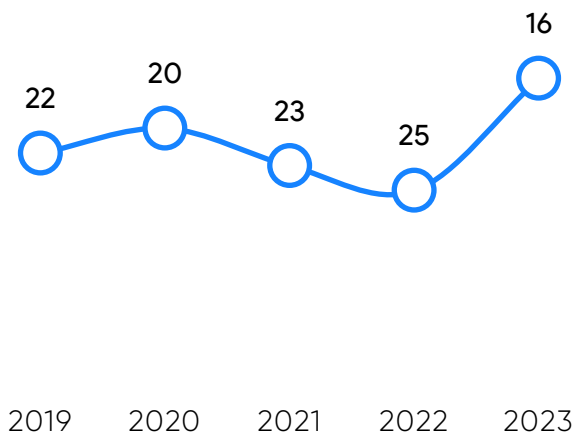
McDonald's made aggressive global expansions last year, following an ambitious plan to "[\[build\] 50K restaurants across the world by \[the\] end of 2027](#)" – which would be the fastest period of growth in the brand's history. But it certainly wasn't spread thin, and least of all in Canada, which the company has embraced as a top target market. As Jill McDonald, the brand's president of international operated markets, [recently told investors](#): "Looking at the shift in some of the population that's going on, we definitely see significant opportunities for growth in Canada."

That said, growth is only part of the picture. McDonald's launched exclusive partnerships and limited-run promotional campaigns galore in 2023 – up to and including a [McDonalds x Crocs](#) collaboration.

But one of the year's biggest hits was the ["As Featured In" campaign](#), which highlighted the Golden Arches' appearances on the silver screen. That campaign didn't just recontextualize the brand's own history, but fed emotional connections in an age of nostalgia. (McDonald's *is* in the business of comfort food, after all).

Even after Billions Served, it would appear that there's still room to move a few more McDoubles.

MCDONALDS
TRENDING MIB RANK



TOP 10 BRANDS



In times like these, consumers' attention spans and disposable income are finite resources. That means that influence isn't just a competitive advantage – it's foundational to doing business. And no one understood that better in 2023 than our Most Influential Brands.

In this POV, we'll look at the social, cultural, and economic heavyweights that used influence to shape everything from consumer behavior to public policy over the last twelve months. They represent various sectors, from high-tech innovation to low-cost retail. But in 2023, they were the most influential.

TOP 10 BRANDS



In the pantheon of apocryphal start-up origin stories, Netflix's would fall on the humble side. Co-founder Reed Hasting has said he was inspired to build his company [after getting slapped with \\$40 in late fees over a DVD of *Apollo 13*](#).

But two and a half decades later, the Netflix model has transformed the media landscape almost beyond recognition. Content is king, streaming is everywhere, and Netflix is at the top of the heap, pairing in-house hits with excellent curation and licensing to build a library that engages viewers around the world. (39% of Canadians agree that it as “forever changed the consumer landscape,” 36% say it “is an original,” and 35% consider it “a trendsetter”).

Of course, 2023 wasn't a breeze for Netflix. After more than a decade of nonstop spending on triple-AAA blockbusters, it faced a SAG-AFTRA strike, strong competition in the “streaming wars,” and other economic headwinds. This made for a more modest 2023 – including layoffs, show cancellations, [changes to the subscription model](#), and a crackdown on password sharing that drew criticism from users.

But the backlash over password sharing quickly blew over, leaving [Netflix in stronger shape](#). And by tightening the purse-strings, Netflix gained opportunities to invest in new opportunities: in promotions (like the immersive [Formula 1: Drive To Survive pop-up](#) accompanying the Montreal Grand Prix), alternative programming (a [burgeoning gaming section](#)), and fan-favorite content (*Suits* has been [such a smash hit on Netflix](#) that a reboot for NBC Universal [is allegedly in the works](#)).

Sometimes, moving forward means letting go of the past. In 2023, Netflix [finally said goodbye to its iconic red mailer envelopes](#). But with a strong foundation for future growth, Netflix demonstrated in 2023 that it's still showtime.



TOP 10 BRANDS



What's crucial for a financial services provider is trust – and Visa, our #9 Most Influential Brand, hits it out of the park, with Canadians agreeing that strong **Trustworthiness** (43%) contributes to its influence .

As a key partner to global firms, small businesses, individuals, and everyone in between, Visa oversees millions of secure debit and credit transactions each day. Even in an uncertain economic climate, the financial services leader pressed ahead and invested in Canada throughout 2023, signaling a commitment to strengthening its services and consolidating its customer base.

Some of that was sponsorship: as befits a trusted brand with a global presence, Visa distinguished itself with support for the most global game – soccer – as an “Exclusive Payment Services Partner” at the FIFA Women’s World Cup and [sponsor of 33 women footballers](#) (plus dozens of Olympic and Paralympic athletes), [through the Team Visa program](#).

The real story in 2023 however, was Visa’s nimble adaptation to an evolving consumer payments landscape. In April, it partnered with PayPal [to launch Visa+](#) – what the brand describes as a “service that aims to help individuals move money quickly and securely between different person-to-person (P2P) digital payment apps.” In practice, it enables users to transfer money quickly and securely between different platforms and marketplaces – even without a Visa card.

With new payment methods like Buy Now, Pay Later and cryptocurrency growing in popularity– to say nothing of all the apps and platforms that facilitate that shift – Visa’s decision to act as a mediator is a wise one. Contrary to the old saying: moving fast doesn’t need to mean breaking things.



TOP 10 BRANDS



If there's a legacy heavyweight on this list, it's Microsoft. But in 2023, this global technology conglomerate acted like a challenger.

When it came to field-redefining opportunities like generative AI, Microsoft acted quickly and with confidence. In the [early days of 2023, it rolled out its own AI-powered search engine](#). Even if Microsoft's latest attempt to sell the "Bing" name didn't stick – the service was [rechristened as "Copilot" later in the year](#) – the program's proven highly effective at improving search results and providing more personalized recommendations.

Where other brands have dipped a toe in the water, Microsoft has been willing to bet big on this technology across its business, from the practical (a [partnership with Canadian Tire](#) to advance retail innovation in Canada) to the structural (the launch of [Microsoft Fabric](#), an end-to-end, unified analytics platform). AI is now so central to the brand's strategy that Copilot hasn't just been integrated into Microsoft 365 – it's earned [its own key on new Windows keyboards](#).

Of course, Microsoft wasn't exclusively focused on AI in 2023: it continued to offer immensely profitable and popular enterprise solutions, and completed the [\\$68 billion acquisition of storied game studio Activision Blizzard](#) in October.

Microsoft also expanded its footprint in Quebec [with \\$500M USD in spending on infrastructure and upskilling initiatives](#). (Microsoft estimates this investment has supported over 57,000 jobs and will add more than \$6.4 billion annually to Quebec's GDP).

In 2023, Microsoft's **Leading Edge** status (33%) and **Trustworthiness** (38%) contributed to its influence. The brand proved that it doesn't intend to rest on its laurels – and that's all the better for shareholders and users alike.



TOP 10 BRANDS



It was the stuff of instant legend: "[If you raise the \[price of the\] effing hot dog, I will kill you. Figure it out.](#)"

Costco veteran Craig Jelinek tells this story about co-founder and then-CEO Jim Sinegal, who insisted that the membership-based retailer not raise the price of its food offerings. Now, after 11 years at the helm of the company, [Jelinek plans to step down](#). He'll leave behind a \$254 billion business that still passes discounts directly to the consumer.

Costco expanded throughout Canada in 2023, including a [new warehouse in Northwest Toronto](#) and a [164,162 square-foot store in North Etobicoke](#) (which Costco says created 135 new full-time jobs and 100 seasonal jobs). The company plans to open even more new locations in the year to come.

With both bargains and opportunities to buy in bulk, it's unsurprising that [Costco performed well](#) at a time when Canadians were highly focused on pocketbook issues. (If you needed a sign of consumer confidence right now: you can now buy [24-carat gold bars at Costco Canada](#), and the company says they sell out within hours).

But what *is* surprising is the strength of the loyalty that people feel for Costco, in Canada and beyond. The brand's wholesale model connects with people, to the point where [Kirkland Signature merch is unironically \(or only somewhat ironically\) trendy](#). Accordingly, Canadians say Costco's **Trustworthiness** (32%) and **Utility** (27%) contribute to its influence.

Needless to say, that influence has helped Costco move a lot of stock – hot dog and soda combos included.



TOP 10 BRANDS



For years now, Walmart has served the role of a 21st-century Main Street for millions of Canadians. And in 2023, the retailer acted the part, drawing upon one of Canada’s largest workforces and a remarkably sophisticated supply chain to meet consumer needs. (Walmart Canada says it spent nearly \$1 billion [on “modernizing stores and enhancing the customer experience”](#) in 2023 alone.)

That led the big box superstore to sixth place, with Canadians agreeing that both **Utility** (34%) and **Trustworthiness** (28%) contributed to its influence in 2023.

One major initiative in 2023 was the [Walmart Health Hub](#): a new program which brings a range of clinical needs (vision, urgent care, and pharmacy) into an affordable, accessible, and personal one-stop shop for health and wellness.

Walmart also continued its relentless focus on iterating and improving the shopper experience in 2023.

That ranged from [flexible payment options like Buy Now, Pay Later](#), to next-gen retail environments. (In a reimaged electronics department at the flagship “Square One Walmart” in Mississauga, Walmart experimented with open displays that allow for hands-on interactions, real-time monitoring of product availability in real-time, and immediate on-site delivery).

The end result of these initiatives that shopping at Walmart in Canada is increasingly streamlined and straightforward. Whether you needed to get your blood pressure checked, or needed to lower it: in 2023, Walmart had you covered.



Utility: 34%



Trustworthy: 28%

TOP 10 BRANDS



A lot can change in two decades. Facebook, for one, has gone from a Harvard dorm room to the global stage, launching conversations about free speech, democracy, misinformation, and privacy on the Information superhighway.

In 2023, Facebook (and parent group Meta) worked to untangle these thorny issues. Part of that was a renewed sense of focus: even with the [launch of a new text-based platform, Threads](#), Facebook stayed on target in 2023 by [stepping back from the metaverse](#) and renewing its focus on other innovation channels and business fundamentals.

In the second half of 2023, Meta began to roll out a range of AI capabilities, including [Messenger chatbots](#) and [marketing tools powered by generative AI](#). But the brand stood by its commitment to ["building generative AI features responsibly"](#) when it banned ["political campaigns and advertisers in other regulated industries"](#) from using its AI tools. Then, in December, Meta introduced end-to-end encryption [to all personal chats across Messenger and Facebook](#), ensuring that users' private messages would stay that way.

Of course, it's not all so simple. In June, Parliament passed Bill C-18, an act ["respecting online communications platforms that make news content available to persons online"](#)—or in other words, mandating financial compensation for the news outlets that produce the content appearing on social media platforms. In response, Meta has chosen to block access to Canadian news content on Facebook and Instagram in Canada. This story is likely not over yet.

Still, Facebook's strong **Engagement** (42%) and position on the technological **Leading Edge** (35%) helped the brand climb an impressive five spots in this year's Most Influential Brands ranking. Along with Meta's other immensely popular platforms, Instagram and WhatsApp, Facebook continues to exert a strong influence on the ways we live our lives.



Engagement: 42%



Leading Edge: 35%

TOP 10 BRANDS



At Apple, thinking different has paid dividends.

In 2023, the Cupertino tech juggernaut [climbed back above the \\$3 trillion market capitalization mark](#), recouping 2022's losses and securing a [reputation as the world's most valuable brand](#). But what really sets Apple apart is not its valuation or its bottom line, but its influence – the sum of singular design language, world-class culture, and a dogged devotion to perfecting new products.

In recent years, that approach has led Apple to make a name for itself in new fields. Apple TV quickly racked up accolades on the back of top-tier exclusives (including pricey partnerships with [Messi](#) and the [MLS](#)), while Apple Wallet and have influenced how people around Canada shop and spend.

Still, Apple's north star has always been the refinement of its own technology, through methodical but deliberate improvements on existing product lines. (There's a lot of cutting-edge technology on this list, but Apple may be the only brand that can command a rapt audience millions for keynote addresses which might revolve around the addition of USB-C or a higher-resolution touchscreen).

In 2023, Apple announced what may be its boldest new product in decades: the hotly anticipated [Vision Pro](#), a \$4700 CAD "spatial computing" headset that began shipping in January 2024.

It remains to be seen whether the Vision Pro will make good on the promise of a "killer app" for VR. But with Canadians agreeing that Apple's **Leading Edge** status (41%) contributes to its influence, it's clear that this brand will have a loyal following no matter its next step.



TOP 10 BRANDS



At risk of stating the obvious: there are a lot of things to watch online.

But where our #10 Most Influential Brand, Netflix, is in the midst of a bitter “streaming war” with rival platforms (also on this list), YouTube remains the first and last word when it comes to social video sharing, with Canadians agreeing that **Engagement** (29%), **Trustworthiness** (24%), **Leading Edge** (29%), and **Utility** (10%) contribute to its influence.

And social is the operative word here: whether in-browser or on the app, YouTube provides a wide range of services to a broad audience. Gen Z (and increasingly, Gen Alpha) use YouTube to listen to music and podcasts, vlog, socialize, and (of course) tune in to a staggeringly deep well of content. There’s a surplus of branded and sponsored content, but also mega-celebrities native to the platform.

In 2023, YouTube expanded and professionalized its programming even further. That included education – even [Harvard has leveraged the platform](#) to provide physicians with the opportunity to claim Continuing Medical Education (CME) credits by watching videos –and legacy cultural programming (in July, [CBC Podcasts officially landed on YouTube](#)).

Of course, just because YouTube has its own lane doesn’t mean it’s not coming to beat traditional broadcasters and streaming platforms at their game, too. At the 74th annual Technology & Engineering Emmy® Awards in April, YouTube TV won its [first Technical Emmy® Award for AI-ML Curation of Sports Highlights](#).



TOP 10 BRANDS

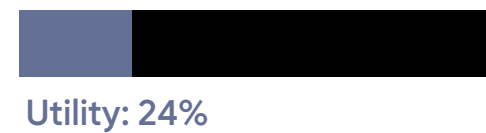


Amazon, once “Earth’s Biggest Bookstore” – and today, Earth’s biggest *just about everything* store – had an influential 2023, thanks to massive reach and best-in-class operational capabilities.

While the online superstore is a major player throughout in North America, it’s become a juggernaut in Canada. Amazon says that since 2010, it’s [invested \\$40 billion in its Canadian operations](#), creating “45,000 jobs with competitive pay and benefits” across the country. And by Q3 2023, the company had “[delivered more than 205 million units to Canada’s Prime members the same or next day](#)” – a sevenfold increase from 2019 – which warranted [hiring more than 6,000 new Canadian employees](#) and investing \$70M CAD in additional pay.

Amazon has continued to invest in [sustainability](#), streaming content (including [more than 25 Amazon-produced series and films shot in Canada](#)), and [faster-than-ever](#) Amazon Prime deliveries – leading Canadians to agree that **Trustworthiness** (25%), **Utility** (24%), and **Leading Edge** status (28%) contributed to its influence in 2023.

And as a result of that influence, Amazon is only poised for further growth.



TOP 10 BRANDS



With **Engagement** (20%), **Trustworthiness** (35%), and **Leading Edge** (33%) contributing to its influence, Google is our Most Influential Brand for the 12th consecutive year.

The ranking stands to reason – now more than ever, it’s conceivable to spend an entire workday within Google’s own ecosystem. Imagine: you use a Google Pixel, running Android OS, to open Google Chrome and check Gmail ... maybe you even procrastinate on the Google-owned #3 Most Influential Brand, YouTube.

In short, Google is dominant across a range of markets and verticals – and the company’s influential 2023 followed from that status. To name one show of leadership: [Google responded to Bill C-18 by paying \\$100M to support Canadian news companies and publishers.](#)

In 2023, [Google launched its latest AI model, Gemini](#), with a groundbreaking set of capabilities: the LLM can [recognize and synthesize information across videos, images, text and voice.](#)

As with the other influential leaders on this list, Google’s commitment to accelerating the AI product cycle wasn’t limited to consumer use cases. In October, Google announced that it was using AI to predict (and warn users about) [floods, wildfires, and extreme heat.](#)

Google also [announced that it had partnered with McDonald’s](#), and would use the “latest cloud technology” and “generative AI solutions” to bring a better experience to customers, restaurant teams, and employees.

When Google was founded 25 years ago (and even when it opened in Canada, 22 years ago), its namesake search engine was only beginning to catalogue the internet. today, it’s clear that by indexing the internet, Google *remade* the internet – from SEO, to attention economies, to advertising spending, to endless scroll.

As myriad AI options give Canadians new ways to access and navigate the internet, time will tell whether Google will fall behind – or reshape the internet all over again.



TAKEAWAYS

In 2023, big dreams collided with business fundamentals. Investors cut back, and Canadians pinched pennies. Not even the popular lexicon was left unscathed: you might have heard “ZIRP,” a slang term for the “zero [percent] interest rate phenomena” left behind in the boom years.

All the while, the world kept changing. Hype cycles accelerated while innovation cycles shortened, meaning that influential brands needed to adapt and evolve faster than ever. But 2023’s Most Influential Brands weathered the storm through a combination of defensive plays (fiscal discipline, shrewd cutbacks) and big bets.

A modest success or an untapped niche wasn’t enough in 2023. Over the course of the year, just about every brand on this list expanded aggressively in Canada, from new features to new superstores. And in 2023, just about every influential brand shored up its position by building mutually beneficial partnerships with other high performers, extending their reach and consolidating their influence.

But influence in 2023 wasn’t just about scaling or spending – it was about impact.

Amidst political polarization and generational divides, 2023’s Most Influential Brands acted as unifiers, building harmony through broad appeal and thoughtful engagement. In uncertain times, they brought certainty to their employees, their customers, and to citizens.

And with brands under increasing scrutiny from consumer activists and everyday Canadians alike, accountability went beyond basic business operations in 2023: influential brands integrated corporate and social responsibility into how they handled social, political, and economic matters.

In 2023, the big winners won big. And as they look to the future, investment in influence – **Trustworthiness**, **Engagement**, **Corporate Citizenship**, **Presence**, **being Leading Edge**, **Utility** and **Empathy** – will be non-negotiable.



ABOUT

ABOUT THE AUTHOR



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Early Life

Born, educated and worked in the U.K. for the first half of his existence.

Career

Sales (Xerox U.K.), Brand Management (Mars U.K.), Research (ACNielsen – Asia, NPD Canada), before a sale to Ipsos in 2002.

Giving Back

Board member – Canadian Marketing Association, Judge for the Young Lions and board member – Earth Rangers Foundation.

Today

Ipsos (many roles). Author of (among other things) the Most Influential Brand study – Globally. The Digital Marketing Pulse (15 years), Developing the Long Middle story. Frequent public speaker.

Personal

Hair – it is an **all** or none issue. Eyewear is a big deal. Avid golfer and tennis player. BIG on hot weather.

Loves a great hamburger and fries. Father of two daughters + has the best lifetime partner.

Honour

Canadian Marketing Association lifetime achievement award 2020:

<https://youtu.be/Mvjt0yRCqXM>

ABOUT IPSOS

At Ipsos we are passionately curious about people, markets, brands and society. We deliver information and analysis that makes our complex world easier and faster to navigate and inspires our clients to make smarter decisions.

We believe that our work is important. Security, Simplicity, Speed and Substance applies to everything we do.

Through specialization, we offer our clients a unique depth of knowledge and expertise. Learning from different experiences gives us perspective and inspires us to boldly call things into question, to be creative.

By nurturing a culture of collaboration and curiosity, we attract the highest caliber of people who have the ability and desire to influence and shape the future.

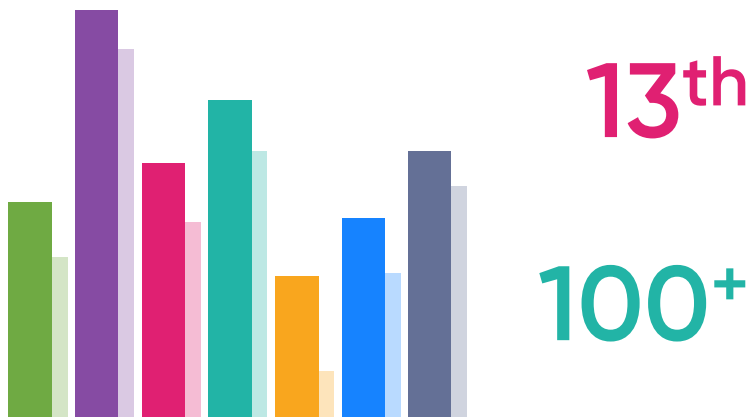
To learn more, visit:
www.ipsos.ca



The MOST INFLUENTIAL BRANDS in Canada 2023

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, 2023 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



2023 marks the **13th consecutive year** of the study and the results will be unveiled in February 2024 at the Ipsos Most Influential Brands event.

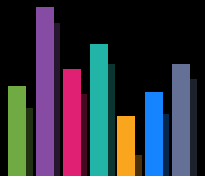
Each year Ipsos studies **over 100 brands** that spend the most on advertising in Canada on an annual basis and ranks their influence.

2023 TOP 10 MOST INFLUENTIAL BRANDS IN CANADA

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

2023 TOP 3 MOST INFLUENTIAL BRANDS BY GENERATION

<u>GEN Z</u>	<u>MILLENNIALS</u>	<u>GEN X</u>	<u>BOOMERS</u>
			
GOOGLE	GOOGLE	GOOGLE	GOOGLE
YOUTUBE	AMAZON	AMAZON	AMAZON
INSTAGRAM	APPLE	YOUTUBE	MICROSOFT



DID YOU KNOW

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

Findings will be released in February 2024 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: \$20,000 for 8 brands
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