

Apple Tops List of Canada's "Leading Edge" Brands

*Electronics icon recognized for innovation, originality and impact on the consumer landscape;
Canada's most influential brands to be revealed during Advertising Week 2012*

January 10, 2012, TORONTO: What does it take to be a brand on the leading edge? According to Canadians, Apple knows better than anyone. In a recent survey of online adults, Canadians chose Apple as the number one 'Leading Edge' brand in Canada for its innovation, originality, and the way it has forever changed the consumer landscape.

The survey, conducted by Ipsos Reid as a part of its Ipsos Influence Index study, identifies the six key factors that drive brand influence and will be presented in full as a part of the organization's 2012 Advertising Week session. The nature of an organization's "Leading Edgeness" is one of the six factors that drive brand influence. According to the survey, the 10 most leading edge brands in Canada, as chosen by Canadians, are:

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| 1. Apple | 6. Coca-Cola |
| 2. Google | 7. President's Choice |
| 3. Ikea | 8. Tim Hortons |
| 4. Microsoft | 9. YouTube |
| 5. Cirque de Soleil | 10. SONY |

"It's been amazing to see what Apple has accomplished over the past decade, through the introduction of innovative and iconic products," says Steve Levy, President, Ipsos Reid. "While being seen as leading edge is only one factor in brand influence it is definitely one of the most important, something that Apple has recognized and excelled at achieving."

Being seen as "Leading Edge" is one of six overall factors that comprise brand influence, with "Trustworthiness", "Relevance", "Presence", "Corporate Citizenship" and "Engagement" each factoring in. Canada's top brands for each element, as well as the highly-anticipated ranking of Canada's 100 most influential brands, will be unveiled on January 24th as a part of Ipsos Reid's Advertising Week 2012 presentation at the TIFF Bell Lightbox.

"The entire industry is very excited to see what will be named the most influential brand in Canada for 2012," says Gillian Graham, CEO of the Institute of Communication Agencies. "Influence is one of the most important factors that leads to brand success, something at which Canadian agencies and brands recognize and excel. Through their passion and creativity, Canada's leading communications professionals are finding exciting ways to engage consumers in dynamic new ways, to build brands and businesses. And, it's exciting that Canada's list of influential brands is highly unique relative to any other country!"

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“The Ipsos Influence Index is a perfect example of what this year’s Advertising Week attendees can expect – insightful, interesting and useful content that will help them shape their ideas and approaches afterwards,” added Advertising Week Chair Andrew Bruce, President and COO, Publicis Canada.

Advertising Week 2012 is a ‘must attend’ event for Canada’s business community. It will recognize the movers and shakers that help shape business and brands in Canada, while emphasizing innovation and creative technology. The Advertising Week speaker series and workshops provide meaningful insights for anyone involved in creating, shaping and delivering the messages that drive the success of today’s leading brands. Online registration is now open for all sessions from January 23rd to January 27th, including feature speakers, films, discussions, workshops, parties, awards and galas.

To see a full schedule of Advertising Week programming please visit <http://www.advertisingweek.ca/program/>. Limited space is available for most events, so to ensure the opportunity to join the industry’s leaders in profiling and celebrating the best in Canadian communications, visit <http://www.advertisingweek.ca/register/> to register.

ABOUT THE SURVEY

These are the findings of an Ipsos Reid poll conducted between November 23rd to November 30th, 2011. This online survey of 1,013 adult residents of Canada was conducted via the Ipsos Opinions Online Panel, one of Ipsos Reid's national online panels. The results are based on a sample where weighting was employed to balance demographics and ensure that the sample's composition reflects that of the actual Canadian population according to Census data. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points, 19 times out of 20, of what the results would have been had the entire population of adults in Canada been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

ABOUT THE ICA

The Institute of Communication Agencies or the ICA (www.icacanada.ca) is the professional business association which represents Canada’s communication and advertising agencies. The ICA’s mission is to champion commercial creativity, amplify the industry’s economic impact, and to embrace and drive change. As such, the ICA promotes thought leadership, higher standards and best practices. It serves as the largest source of information, advice, education and training for Canada’s communication and advertising industry. ICA’s member agencies and subsidiaries account for over 75% of all national advertising in Canada, with an economic impact worth more than \$19 billion annually.

For more information on Advertising Week 2012, please contact:

Matt Roth
MSL Canada
416-847-1305
Matt.roth@mslgroup.com

For more information about the Ipsos Influence Index Study, please contact:

Mary Beth Barbour
Ipsos Reid
416.572.4409
Marybeth.barbour@ipsos.com