



**MOST**

**INFLUENTIAL**

**BRAND**


**2018**  
**SWEDEN**



# MOST INFLUENTIAL BRAND

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

For the sixth consecutive year, Ipsos Sweden, presents the results from its annual Most Influential Brand study. While Google is still seen as the most influential company among the Swedes, Ipsos' study reveals several other contenders that are breaking through the noise and are becoming an increasingly vital part of people's way of living.



# WHAT DOES BEING INFLUENTIAL MEAN?

Being influential simply means having an impact in in our daily life. Influential brands are guiding us through life by helping us feel meaningful, making smarter choices or by reflecting our personal values. Influential brands are the ones we trust – the ones that truly matters to us. But what makes some brands more influential than others and why? Our research has identified five key drivers that are fundamental for companies to build influence.



# DRIVERS OF INFLUENCE

## **LEADING EDGE**

Influential brands makes a turn where others continue to walk on the beaten path. They constantly innovate and never settles with a “good enough”. Their ability to connect the dots and constantly provide new, better and smarter solutions shape how people interact and behave. They simply set the standard of how we live our lives.

## **TRUSTWORTHY**

Trust is at the core of all strong brand relationships. These brands say what they do and do what they say. Brands that are trustworthy are listened to, acknowledged and seen as legitimate partners, which people are willing to talk about and defend.

## **ENGAGEMENT**

Influential brands engage people through interaction. Brands that manages to connect with people also provides an opportunity for communication. Similarly, a brand that create more ways to interact beyond the point-of-sales provides avenues for people to make an impact.

## **PRESENCE**

To have an impact on people you must be where they are. To be seen or not seen – that is the question. Where and how, could be equally important. Influential brands often weight their promotional activities to constantly create new ways to get their message through to the crowd.

## **CORPORATE CITIZENSHIP**

“Doing well by doing good” has emerged as a top strategic priority for an increasing number of companies. Along with a growing awareness of environmental and societal issues, a few of the top performers are committed to take a larger social responsibility to make a difference.

TOP  
10

SWEDEN  
2018

|    |  | 2016/17 | 2015/16 | 2014/15 | 2013/14 | 21012/13 |
|----|--|---------|---------|---------|---------|----------|
| 1  |                   | 1       | 1       | 1       | 1       | 1        |
| 2  | <b>IKEA</b>  | 2       | 2       | 5       | 6       | 7        |
| 3  | <b>ICA</b>   | 3       | 7       | 6       | 3       | 6        |
| 4  |                 | 4       | 5       | 3       | 2       | 5        |
| 5  |  Microsoft      | 6       | 8       | 4       | 9       | 4        |
| 6  |                 | 8       | 9       | 2       | 8       | 2        |
| 7  | <br>mastercard. | 19      | 14      | 9       | 21      | 23       |
| 8  |                 | 15      | 16      | 43      | 30      | 40       |
| 9  | <b>svt</b>      | 9       | 10      | 7       | 4       | 3        |
| 10 | <b>SR</b>  | -       | -       | -       | -       | -        |

1

## MOST INFLUENTIAL BRAND FOR THE SIXTH CONSECUTIVE YEAR



The undisputedly most influential player in the Swedish market and globally is the Californian search engine. The hardware extension of Google's portfolio continued during 2017 with the international release of the Google Home smart speaker, the smartphone Pixel 2 and the second generation of the VR platform Daydream. 2017 was also a year of records for Google. But not the kind they want to hold. A stunning €2.4 billion fine was imposed by the EU on Google for abuse of its market dominance when building their own shopping comparison service. Is their online domination evolving into offline domination with new hardware solutions? Time will tell.

| YEAR    | 2102/13 | 2013/14 | 2014/15 | 2015/16 | 2016/17 | 2017/18 |
|---------|---------|---------|---------|---------|---------|---------|
| RANKING | 1       | 1       | 1       | 1       | 1       | 1       |

|                |   |
|----------------|---|
| GLOBAL RANKING | 1 |
|----------------|---|

|                            |              |                 |
|----------------------------|--------------|-----------------|
| TOP 2 DRIVERS OF INFLUENCE | LEADING EDGE | TRUSTWORTHINESS |
|----------------------------|--------------|-----------------|

2

**IKEA**

## A TRUSTFUL PLAYER IN A CHANGING WORLD

The Swedish furniture empire remains in second place, where it has been for the past 3 years' MIB study. The power of IKEA as the trustworthy go-to-place whenever life happens is obvious for most Swedes. IKEA is simply the place we – sometimes unwillingly – visit on weekends to que for meatballs or furniture to prices that not will scratch anyone's pockets. Regardless of the impact and influence this brings, there might be clouds on the horizon. With digitalization changing consumer needs and rumors of e-commerce giant Amazon approaching Swedish territory, IKEA and the retail industry as a whole have reasons to brace for impact. Despite success over the last years, no one can deny that 2017/2018 has been a challenging year for the company with their founder and main inspiration, Ingvar Kamprad, sadly passing away at age 91. Even if IKEA well understands the impact of the digitalization for their business – with the AR application being a good example how to integrate tech to everyday living. The challenge will be to convert the core values Kamprad stood for and lived by and integrate them with a digital strategy, making the IKEA brand and its offers relevant for future consumer needs.

| YEAR                       | 2102/13         | 2013/14 | 2014/15 | 2015/16      | 2016/17 | 2017/18 |
|----------------------------|-----------------|---------|---------|--------------|---------|---------|
| RANKING                    | 7               | 6       | 5       | 2            | 2       | 2       |
| GLOBAL RANKING             | 34              |         |         |              |         |         |
| TOP 2 DRIVERS OF INFLUENCE | TRUSTWORTHINESS |         |         | LEADING EDGE |         |         |

ICA

3

## AN OLD IDEA DIGGING FOR GOLD IN THE EAST

The beloved ICA brand has the strongest presence of all in Ipsos' study and ranks third most influential brand this year too. During more than a century ICA's business model has been refined and their presence solidified in Sweden. But old is not slow, with a 50 % increase in online sales during 2017, the brand is picking up the fight with the already established e-grocery brands. At the same time, ICA is developing their presence in other markets, such as Estonia, Latvia and Lithuania under the Rimi brand.

| YEAR                       | 2102/13         | 2013/14 | 2014/15  | 2015/16 | 2016/17 | 2017/18 |
|----------------------------|-----------------|---------|----------|---------|---------|---------|
| RANKING                    | 6               | 3       | 6        | 7       | 3       | 3       |
| GLOBAL RANKING             | -               |         |          |         |         |         |
| TOP 2 DRIVERS OF INFLUENCE | TRUSTWORTHINESS |         | PRESENCE |         |         |         |

4

FACEBOOK

## THE SOCIAL MEDIA POWERHOUSE REMAINS STRONG

Together with the top 3 brands, Facebook has also been able to retain its position in the Swedish ranking this year, but dropped down to a fifth place on the global list for the first time. Facebook hit 2 billion users in 2017, making it the largest social media platform in the world with an unmatched presence. While being scrutinized for their role in 2016's voting manipulation, Facebook saw the time of unregulated and untaxed international expansion come to an end. Several European countries demanded taxation on national turnover. While 2017 was a tough year, the start of 2018 has been even tougher with the Cambridge Analytica scandal unveiling. Their prominent leading edge position is being put to the test as unprecedented social responsibility and privacy problems need solving. The powerhouse will have to lead by example to encourage other platforms to follow on a better path. The impact Facebook has had on our society (the younger generations in particular) is beyond measuring. The question is: can they live up to our expectations of driving cutting edge development next year too?

| YEAR                       | 2102/13      | 2013/14 | 2014/15  | 2015/16 | 2016/17 | 2017/18 |
|----------------------------|--------------|---------|----------|---------|---------|---------|
| RANKING                    | 5            | 2       | 3        | 5       | 4       | 4       |
| GLOBAL RANKING             | 5            |         |          |         |         |         |
| TOP 2 DRIVERS OF INFLUENCE | LEADING EDGE |         | PRESENCE |         |         |         |



5

## MICROSOFT

### TAKING STEPS TOWARDS TOMORROW'S TECHNOLOGY

The tech empire Microsoft maintains its position as a leading edge performer, especially in the global context where they have managed to consistently place in a second place. The Windows 10 campaign was considered a success, as the operating system was used on 500 million devices worldwide in 2017. Microsoft's hardware releases of Xbox One X and the Surface Pro tablets were well-received too. Last year we saw a few projects come to an end, like the Windows 10 Mobile and Groove Music (the customers were moved to Spotify). Others were kept, such as the nostalgic Paint program due to public outcry after rumors of Microsoft's plans of canceling it. With many announcements about artificial intelligence integrations in Microsoft's products, they can potentially play a central part in distributing AI-technology to the consumer masses. Real artificial intelligence might be quite a few years away though but until then we can rely on Microsoft to continue delivering pioneering technology.

| YEAR                       | 2102/13      | 2013/14 | 2014/15         | 2015/16 | 2016/17 | 2017/18 |
|----------------------------|--------------|---------|-----------------|---------|---------|---------|
| RANKING                    | 4            | 9       | 4               | 8       | 6       | 5       |
| GLOBAL RANKING             | 2            |         |                 |         |         |         |
| TOP 2 DRIVERS OF INFLUENCE | LEADING EDGE |         | TRUSTWORTHINESS |         |         |         |

## APPLE

6

### BOUNCING BACK WITH NEW INNOVATIONS

Whether you are a diehard Microsoft fan or a OS X Snow Leopard enthusiast, there is no denying that the long-term differentiator Apple is on its way back from its recent decline on the Swedish top 10 list. From a global point-of-view, the brand has maintained a firm grip on the third spot. In 2017 the HomePod (competitor of the Google Home, Amazon Alexa, etc.) was announced, Apple Pay finally arrived to selected banks in Sweden, iPhone 8 and iPhone X were released. iPhone X, which celebrated the smartphone's tenth anniversary, is their most expensive smartphone yet. This best-seller shows the power of Apple's innovation capacity with a high-end pricing. It remains to be seen if the iPhone X can restore Apple to its great iPhone 6 era, and how differently they will think in 2018/2019.

| YEAR                       | 2102/13      | 2013/14 | 2014/15         | 2015/16 | 2016/17 | 2017/18 |
|----------------------------|--------------|---------|-----------------|---------|---------|---------|
| RANKING                    | 2            | 8       | 2               | 9       | 8       | 6       |
| GLOBAL RANKING             | 3            |         |                 |         |         |         |
| TOP 2 DRIVERS OF INFLUENCE | LEADING EDGE |         | TRUSTWORTHINESS |         |         |         |

7

## MASTERCARD

### SHOWING US A CONTACTLESS FUTURE

Not a complete unknown in the Swedish Most Influential Brand Top 10 is financial service company Mastercard, which scores the highest rating to date this year. Mastercard is trustworthy actor preparing us for the contactless payment future, with one out of five Swedes already willing to pay with their devices. Mastercard is helping us to step away from the old cash society (and soon even the credit card era), while simultaneously placing themselves strategically at the epicenter of this ground shaking evolution.

| YEAR                       | 2102/13         | 2013/14 | 2014/15      | 2015/16 | 2016/17 | 2017/18 |
|----------------------------|-----------------|---------|--------------|---------|---------|---------|
| RANKING                    | 23              | 21      | 9            | 14      | 19      | 7       |
| GLOBAL RANKING             | 11              |         |              |         |         |         |
| TOP 2 DRIVERS OF INFLUENCE | TRUSTWORTHINESS |         | LEADING EDGE |         |         |         |

## INSTAGRAM

8

### PHOTO AND VIDEO SHARING IS CARING IN THE 21ST CENTURY

Instagram is the second social media platform in the top 10, receiving an all-time high as the eighth most influential brand in Sweden. Unsurprisingly, the Facebook-owned platform has a high engagement in Swedes' everyday lives since it is just a few clicks away in the pockets of most millennials. Providing opportunity for them to share their image based experiences and take part of the 1 billion other users' photos. With their new release, Instagram TV, along with estimates that 80 percent of the content online by 2020 will be in video format – the influence of Instagram might just be in its inception.

| YEAR                       | 2102/13      | 2013/14 | 2014/15    | 2015/16 | 2016/17 | 2017/18 |
|----------------------------|--------------|---------|------------|---------|---------|---------|
| RANKING                    | 40           | 30      | 43         | 16      | 15      | 8       |
| GLOBAL RANKING             | 28           |         |            |         |         |         |
| TOP 2 DRIVERS OF INFLUENCE | LEADING EDGE |         | ENGAGEMENT |         |         |         |

|                            |         |                 |         |                       |         |         |
|----------------------------|---------|-----------------|---------|-----------------------|---------|---------|
| YEAR                       | 2102/13 | 2013/14         | 2014/15 | 2015/16               | 2016/17 | 2017/18 |
| RANKING                    | 3       | 4               | 7       | 10                    | 9       | 9       |
| GLOBAL RANKING             |         | -               |         |                       |         |         |
| TOP 2 DRIVERS OF INFLUENCE |         | TRUSTWORTHINESS |         | CORPORATE CITIZENSHIP |         |         |

## RELIABLE IN TIMES OF UNCERTAINTY

In the day and age of fake news, no brand is worthier of our trust than SVT. With the highest trustworthiness rating of all brands as the driver of SVT's performance, it is safe to say that they heavily influence Swedish society with their objective news reports and public debate. The public service broadcaster is a brand to count on to tell intriguing and impactful stories.

SVT

9

|                            |         |                 |         |                       |         |         |
|----------------------------|---------|-----------------|---------|-----------------------|---------|---------|
| YEAR                       | 2102/13 | 2013/14         | 2014/15 | 2015/16               | 2016/17 | 2017/18 |
| RANKING                    | -       | -               | -       | -                     | -       | 10      |
| GLOBAL RANKING             |         | -               |         |                       |         |         |
| TOP 2 DRIVERS OF INFLUENCE |         | TRUSTWORTHINESS |         | CORPORATE CITIZENSHIP |         |         |

## A SWEDISH SYMBOL OF PUBLIC SERVICE

Newcomer Sveriges Radio has placed in the top 10 in its first year of inclusion. Although SVT has its roots in Sveriges Radio, the Swedes firmly believe that radio division has social responsibility at its core and is a loyal distributor of all aspects of Swedish culture. Their societal role and corporate citizenship are the driving forces of Sveriges Radio's influence this year.

10

SVERIGES RADIO



# METHODOLOGY

Ipsos surveyed 1 600 Swedish citizens to rate 10 randomly assigned brands in January 2018. A total of 160 brands were studied in various industries. We then weighted the data to balance demographics, to ensure that the sample represented the national census population. All survey polls may be subjected to sampling, coverage and measurement error.

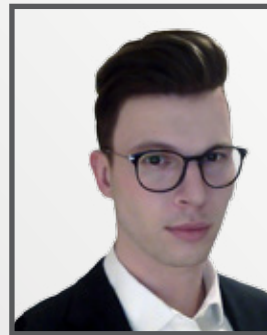
For the global ranking, 36 424 citizens from 16 countries were asked to rate 10 randomly assigned brands. We defined a global brand as present in at least five countries and that one of these countries was one of the major markets (Brazil, US, UK and China).



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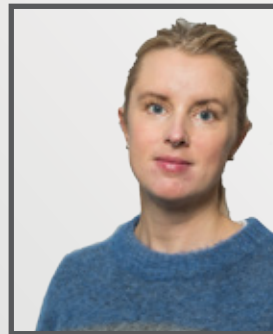
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