THE MOST INFLUENTIAL BRANDS 2012

IPSOS: THE MOST INFLUENTIAL BRANDS IN GERMANY 2012

STUDY OUTLINE

BACKGROUND

Powerful brands have meaning, personality, and attitude. And because people so often identify with, relate to, and define themselves by brands, they also may have influence. For a brand to succeed, it has to reach its audience, connect with them, and get them to buy into the brand's promise. But for a brand to have real influence on consumer's lives, it needs to win on a few more crucial dimensions.

The Ipsos Most Influential Brand Study reveals key dimensions that contribute to and define influence.

THE IPSOS INFLUENCE INDEX

The Influence Index ranks a brand's degree of influence vis-à-vis its competitors/ the overall market and the impact of the key dimensions which drive influence is quantified.

The index ranges from 444 to 10 (average=100)

5 dimensions contribute to Influence (their individual impact varies by brand)

- Engagement
- Leading Edge
- Trustworthiness
- Presence
- Corporate Citizenship

THE BRANDS

Among the 100 brands, we included local brands, international brands, rather big but also smaller ones, overall a selection of a great variety of different sectors:

Automotive	FMCG	Communication
Energy	Retail	Financial Services
Durables/ Technology	Gastronomy	Services

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THE RANKING

1	Google
2	Amazon
3	Microsoft
4	Aldi
5	eBay
6	Samsung
7	Sparkasse
8	Apple
9	Facebook
10	IKEA
11	DHL
12	dm
13	Nivea
14	Edeka
15	Deutsche Bahn
16	YouTube
17	Rewe
18	Adidas
19	Dr. Oetker
20	Coca-Cola
21	Telekom
22	Volkswagen
23	MasterCard
24	Aspirin
25	Bayer
26	SONY
27	Siemens
28	Miele
29	Visa
30	Bosch
31	Media Markt
32	Milka
33	Haribo
34	Lego
35	Vodafone
36	Tchibo
37	Aral
38	Mercedes
39	T-Mobile
40	Deutsche Bank
41	Saturn
42	Philips
43	Gillette
44	Red Bull
45	Danone
46	i-Tunes
47	Nestlé
48	Bild
49	Audi
50	Esprit
51	Kraft
52	Yahoo!
53	Lufthansa
54	McDonald's
55	IBM
56	Dove
57	Ferrero
58	L'Oréal
59	P&G
60	TUI
61	Toyota
62	Canon
63	H&M
64	Colgate
65	Shell
66	Marlboro
67	Commerzbank
68	Allianz
69	Burger King
70	Nintendo
71	Unilever
72	Twitter
73	BMW
74	Zalando
75	BlackBerry
76	Airberlin
77	E.On
78	American Express
79	ING-DiBa
80	Dell
81	Nikon
82	Puma
83	Honda
84	Pepsi
85	Ford
86	Starbucks
87	Nike
88	RWE
89	Porsche
90	MINI
91	Bionade
92	LG
93	Subway
94	Vattenfall
95	Xing
96	Yellow
97	Axe
98	Hyundai
99	Nespresso
100	McKinsey

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STUDY DESIGN & METHODOLOGY

2011 - LAUNCH: 1st Ipsos Influence Index Study (Ipsos Reid, Canada)
2012 – ROLL-OUT: extension to 8 other markets (USA, Mexico, Brazil, Argentina, China, Germany, France, UK)
2013 ff. – ANNUAL REPETITION & FURTHER ROLL-OUT (add. countries)

Germany
Method: online survey in November 2012
(Ipsos Interactive Services Panel)
Sample: n=1,011 adult residents (weighted to balance demographics → reflecting actual German population)
Procedure: rating of 100 leading brands (local and international brands) on a wide variety of attributes

For further information please contact:

Inga Havemann
Director Ipsos MarketQuest
Phone: +49 (0) 40 80096 4194
inga.havemann@ipsos.com

Daniela Reum
Senior Research Executive
Phone: +49 (0) 89 99600 1778
daniela.reum@ipsos.com

Christina Bätz
Senior Research Executive
Phone: +49 (0) 40 80096 4053
christina.baetz@ipsos.com