

Canada's Fastest Growing Social Brands Q1 2019



Key Findings

Excelling in the social media space is no easy feat; but there is a roster of Canadian brands that are making it look easy.

influenceTHIS has partnered with Cue Digital and Tagger Media to identify the top three companies across nine different industry categories that are excelling in the social space.

To do this, we identified Canadian social accounts that have a minimum of 20% Canadian followers and also experienced the largest follower growth across Instagram, Facebook, Youtube and Twitter for Q1 2019. We then looked at the engagement rates for each company across their platforms, and the social strategies they have employed to generate results.

Here are the findings.

- The average engagement rate for the quarter is 3.01% (average of all platforms).
- The average follower growth rate for the quarter is 6.52% (average of all platforms)
- There is a continued trend of Canadian brands focusing their social efforts on Instagram.
- There is a continued focus on fostering engagement with followers, whether that be through contests that require Likes, Follows, and/or Comments, or captions that are written to spark conversation.
- Instagram is delivering the highest engagement rate across the accounts and platforms we analyzed.
- There has been a shift towards more video content, which also includes Instagram Stories and Facebook Stories.
- Brands are putting more effort and dollars behind the quality of the content they are creating by showcasing professional, often edited, photography and videography.
- User-generated content is widely re-posted on Instagram.



| D I G I T A L



The Results

CATEGORY	TOP COMPANIES	Q1 2019 GROWTH
BEAUTY	MAC	4.62%
	SHOPPERS DRUG MART	2.67%
	BENEFIT CANADA	0.59%
FASHION	GARAGE CLOTHING	5.02%
	KNIX	3.82%
	ARDENE	3.63%
SPORT	TORONTO MAPLE LEAFS	4.51%
	TORONTO RAPTORS	4.28%
	TORONTO BLUE JAYS	1.14%
QUICK SERVICE RESTAURANTS	PIZZA HUT CANADA	5.40%
	KFC CANADA	2.82%
	PAPA JOHN'S CANADA	1.67%
TRAVEL	PARKS CANADA	7.47%
	DESTINATION BC	6.34%
	EXPLORE CANADA	4.19%

* Q1 2019 Growth statistics based on Instagram, Facebook, Youtube, and Twitter subscriber growth rate from Jan 1 - Mar 31, 2019.

The Results

CATEGORY	TOP COMPANIES	Q1 2019 GROWTH
AUTOMOTIVE	LAND ROVER CANADA	15.89%
	BMW CANADA	3.90%
	VOLKSWAGEN CANADA	3.20%
FINANCE	TD BANK	6.87%
	RBC	6.80%
	SCOTIABANK	3.68%
NOT FOR PROFIT	SICK KIDS INTERACTIVE	6.04%
	CDN CANCER SOCIETY	3.95%
	DAVID SUZUKI FDN	3.81%
CPG	SIMPLY PROTEIN	51.78%
	GRACE FOODS CANADA	12.27%
	FLOW WATER	10.63%

* Q1 2019 Growth statistics based on Instagram, Facebook, Youtube, and Twitter subscriber growth rate from Jan 1 - Mar 31, 2019.

Category: Beauty

The top three social brands in the Beauty category are MAC, Shoppers Drug Mart, and Benefit Canada.

These companies are all doing the following activities to create social growth:

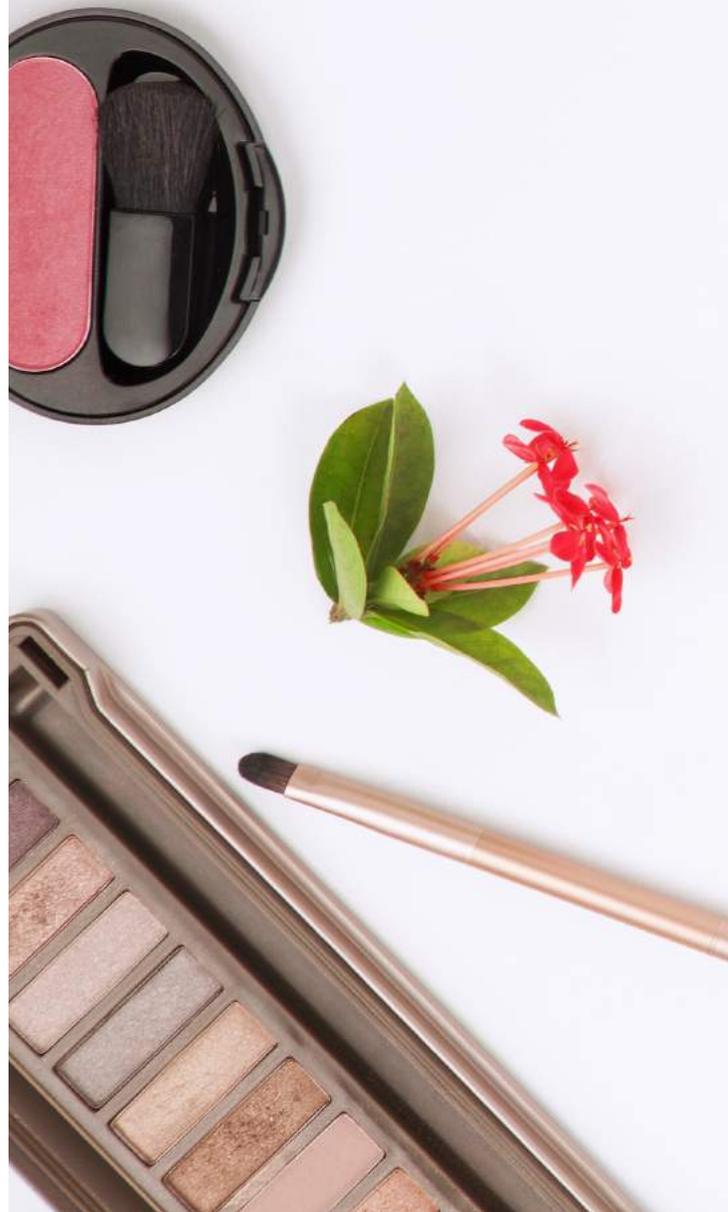
Focusing their efforts on Instagram.
Following a consistent posting schedule.
Working with creators.
Running engagement-focused contests.
Using unique, branded hashtags.

The fastest growing Beauty brands for Q1, 2019 have:

An average of **2.30% follower growth** across all platforms for the quarter.

An average of **0.54% engagement rate** on Instagram for the quarter.

An average of **146,797 followers** on Instagram.





allanarama • Follow
Benefit Boutique Toronto - Uptown Yonge

23w Reply

sarahluds Oh you were literally right beside my house and I didn't know, cool. 😊

23w Reply

abbbeey_ Ugh, as a former Benefit Arch Expert, this makes me so proud and happy for such an amazing brand to collaborate with such an angel 🥰❤️ Love you Lan!!

20w Reply

meganshantz Amazing

20w Reply

18,036 likes

NOVEMBER 10, 2018

Add a comment... Post

All three companies work with creators to generate authentic content that speaks to their individual audiences, while highlighting the brand and unique offerings.



shoppersdrugmartofficial • Follow ...

shoppersdrugmartofficial 🎉 GO C-H-E-E-K-S!! It's giveaway time! Pep up with @BenefitCanada's 2 NEW limited-edition cheek palettes, that blush, bronze, highlight, and contour for the WIN! You and your BFF can each #WIN @BenefitCanada's Cheekleaders Bronze Squad & Pink Squad palettes!

To enter:

- Follow @shoppersdrugmartofficial & @benefitcanada
- 'LIKE' this post!
- Comment below by tagging 3 gals in your squad!

Contest closes at midnight on March 13. Canadian residents only (excl. QC). Must be age of majority in your province/territory at time of entry. Full rules: [http://bit.ly/3Gz8mHr](#)

1,746 likes

MARCH 11

Add a comment... Post



benefitcanada • Follow ...

benefitcanada 🎉 Congrats to @cali8919 on winning! 🎉 GIVEAWAY ALERT! 🎉 Dump your current liner & fall in love with our NEW Roller Liner Liquid Eyeliner & Roller Eye Bright Highlighter Pencil! #WIN the ultimate Breakup Survival Kit to get you over your liner, so you can move on to something better!

- Roller Collection
- @mfieurstmt: Eternal Pink Roses
- @squishcandy: Sour Peach Hearts Gummies
- @chaptersindigo: The Book of Awesome & Reading Socks

To enter:

- Follow @BenefitCanada
- LIKE this post!
- Comment below with your best

3,618 likes

JANUARY 18

Add a comment... Post

Shoppers Drug Mart and Benefit run Instagram contests which require entrants to engage by Following, Liking, and Commenting.



maccosmeticscanada • Follow ...

1,141 posts 133k followers 131 following

M·A·C Cosmetics Canada
Official M·A·C Cosmetics Canada Instagram 🇨🇦 🇺🇸
All Ages, All Races, All Genders.
CANADA BORN, MADE, LOVED.
#MACCANADABORN
www.maccosmetics.ca

MAC Cosmetics Canada uses unique hashtag #MACCANADIANBORN.



Category: Fashion

The top three social brands in the Fashion category are Garage Clothing, Knix and Ardene.

These companies are all doing the following activities to create social growth:

Featuring and encouraging user-generated content with unique hashtags.
Strong use of Instagram Stories and video content.

Curating the aesthetic and theme of their feeds.

Running engagement-focused contests.

The fastest growing Fashion brands for Q1, 2019 have:

An average of **3.90% follower growth** across all platforms for the quarter.

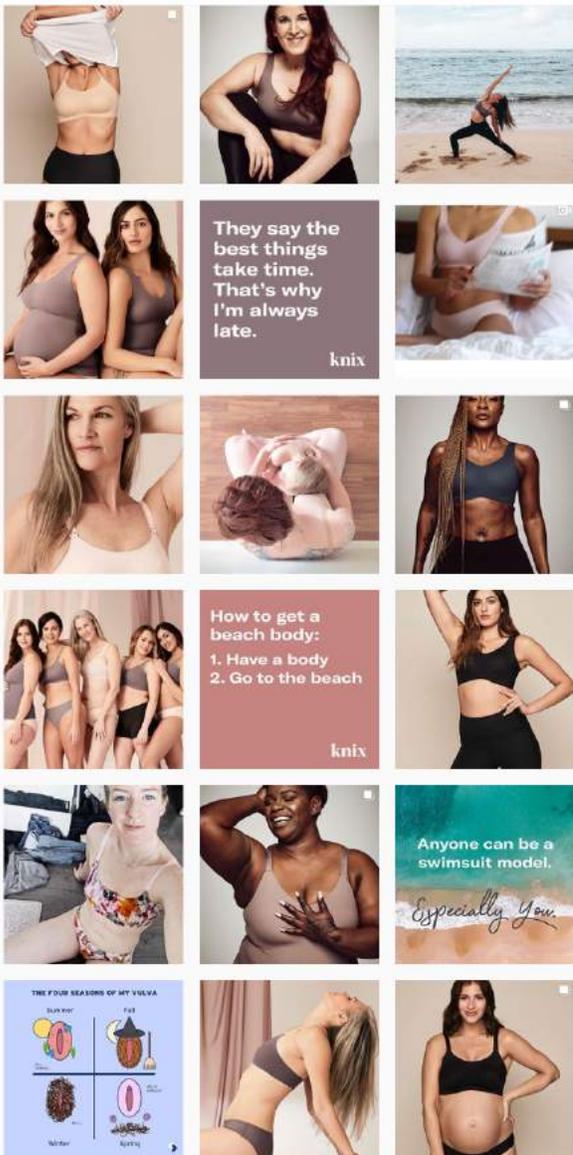
An average of **1.2% engagement rate** on Instagram for the quarter.

An average of **332,069 followers** on Instagram.





Garage features and encourages user-generated content with a unique hashtag #iweargarage.



Ardene runs Instagram contests which require entrants to engage by Following, Liking, and Commenting.

Each company has a well curated feed, with a recognizable theme (pictured: Knix)

Category: Sport

The top three social brands in the Sport category are Toronto Maple Leafs, Toronto Raptors, and Toronto Blue Jays.

These companies are all doing the following activities to create social growth:

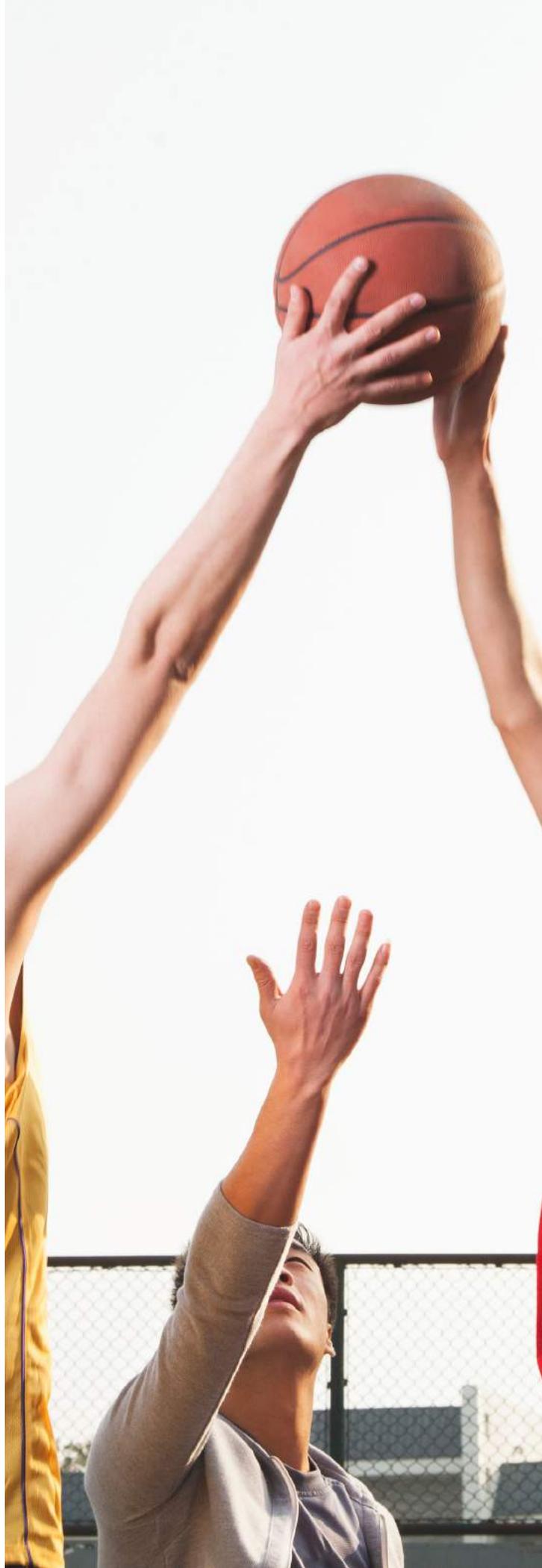
Focusing their efforts on Instagram.
Following a consistent posting schedule.
Starting to post more video content.
Putting a large focus on content that highlights the players.

The fastest growing Fashion brands for Q1, 2019 have:

An average of **3.31% follower growth** across all platforms for the quarter.

An average of **2.03% engagement rate** on Instagram for the quarter.

An average of
1,282,646 followers on Instagram
1,810,640 followers on Facebook
1,958,743 followers on Twitter





raptors • Follow • ...
 7,441 posts 1.8m followers 905 following
Toronto Raptors
 Official Account of the Toronto Raptors.
 Any thoughts, questions; tweet us @Raptors.
 Raps unPublished Podcast
rpt.rs/RapsunPublished
 Followed by elcatrinca, clunydistillery, and distilleryto



Rou...



Ope...



NBA...

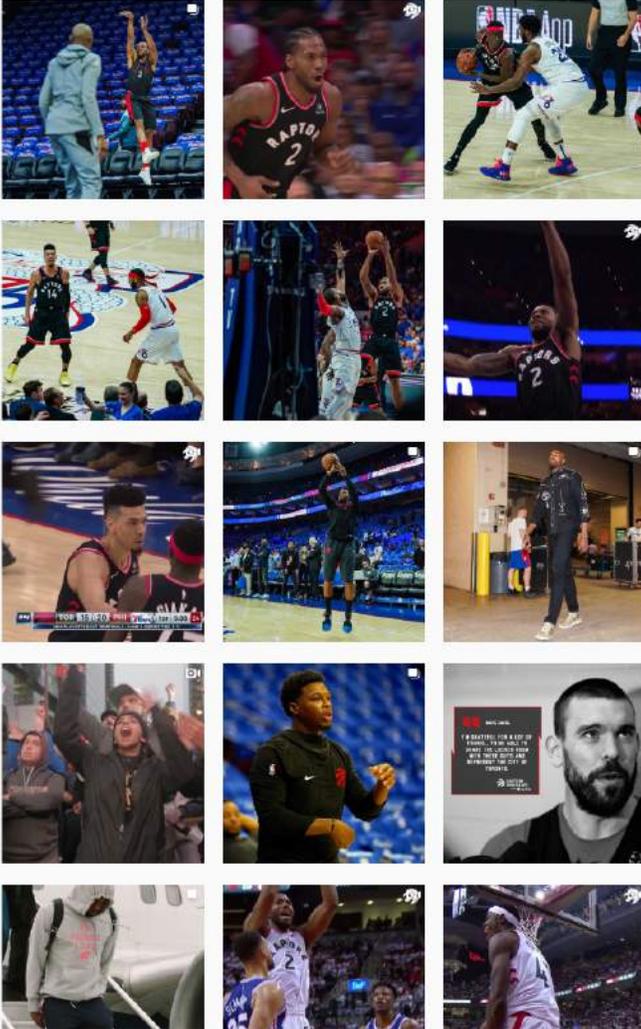


Trai...



Med...

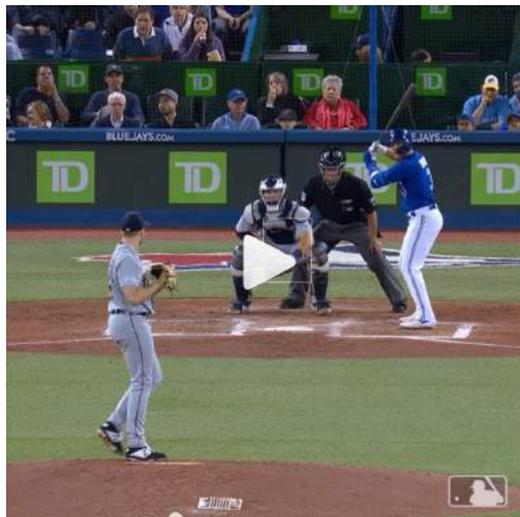
POSTS IGTV TAGGED



Toronto Maple Leafs @MapleLeafs · Apr 23
 Morning work. #LeafsForever



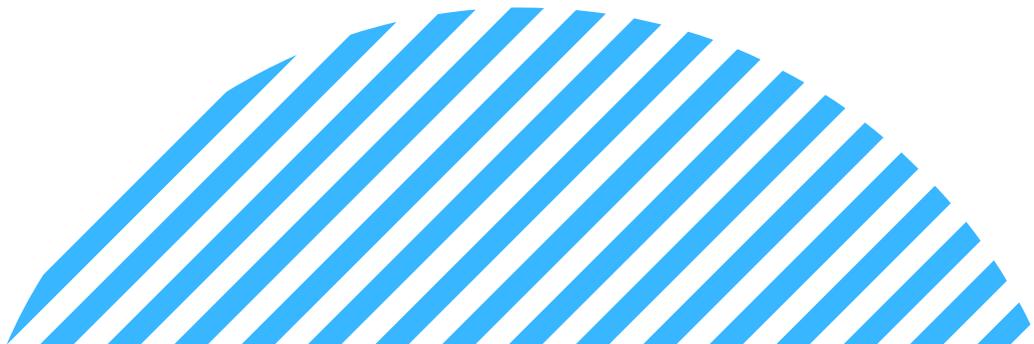
41.7K views 66 142 1.6K



bluejays • Follow ...
 bluejays Tag a friend who would have flinched. #BossMove
 5w
 frankieflush It's because she can't see
 4w Reply
 jay_pi_81 Grandma behind the plate 🍌🍌 chillin
 8w Reply
 mary.wilson.560
 4w Reply
 225,205 views
 MARCH 30
 Add a comment... Post

The Toronto Maple Leafs and Toronto Blue Jays post dynamic video content on a daily basis.

The Toronto Raptors feed shows a major content focus on the team's players.



Category: QSR

The top three social brands in the QSR category are Pizza Hut Canada, KFC Canada, and Papa John's Canada.

These companies are all doing the following activities to create social growth:

Starting to post more video content.
Focusing their efforts on Instagram.
Posting high quality photography.

The fastest growing QSR brands for Q1, 2019 have:

An average of **3.25% follower growth** across all platforms for the quarter.

An average of **1.17% engagement rate** on Instagram for the quarter.

An average of
14,058 followers on Instagram
30,362,435 followers on Facebook
8,564 followers on Twitter



KFC
April 25 at 8:00 AM · 🌐

The Chickendales are cooking up two very special things this Mother's Day: hot meals and even hotter dance moves. Make your mom a custom video at CHICKENDALES.COM. Then head on over to KFC and let the Colonel do the cooking with our brand new Cinnabon Dessert Biscuits, available starting 4/29, FREE when you buy a 10-piece bucket meal.

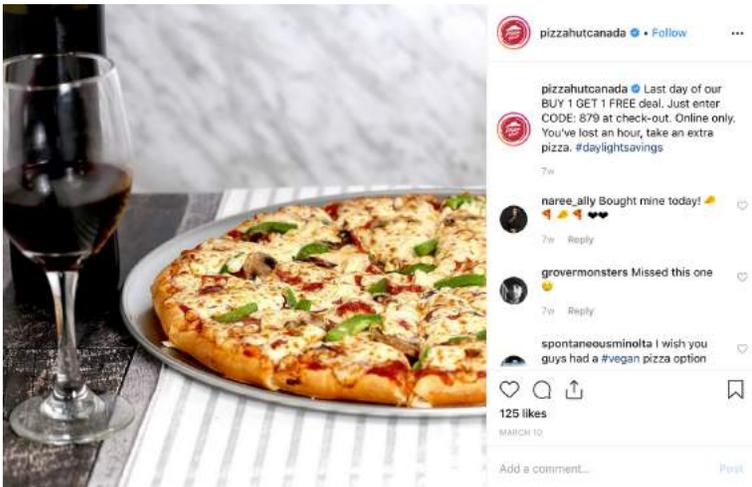
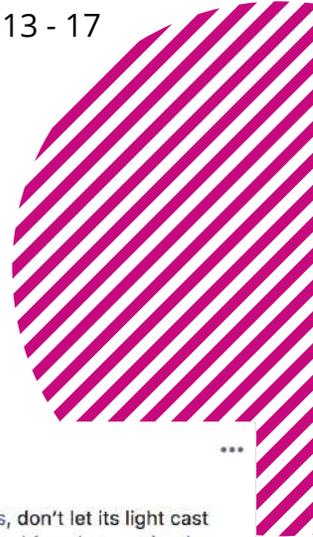


👍❤️👤 84K

41K Comments 111K Shares

KFC Canada creates high quality video content that is layered with a call-to-action for engagement.

All of the brand's channels have a strong brand voice, which stands out from competitors and is relatable to their audience, which skews 13 - 17 years old.



Papa John's Canada posts high-quality photography that is topical and shows brand personality.

Pizza Hut Canada posts a variety of high-quality photography that is either interesting and engaging to look at, or is relatable for the viewer.

Category: Travel

The top three social brands in the Travel category are Parks Canada, Destination BC, and Explore Canada.

These companies are all doing the following activities to create social growth:

Focusing their efforts on Instagram.
Using multiple strategic hashtags per post to increase exposure.
Featuring and encouraging user-generated content.

The fastest growing Travel brands for Q1, 2019 have:

An average of **5.93% follower growth** across all platforms for the quarter.

An average of **1.73% engagement rate** on Instagram for the quarter.

An average of
708,896 followers on Instagram
652,043 followers on Facebook





explorecanada • Follow
Vancouver, British Columbia

explorecanada British Columbia is looking pretty in pink this spring! Swipe right for a few of our favourite #ExploreCanada photos. The Metro Vancouver area and Vancouver Island are home to thousands of cherry trees that blossom from mid-March through mid-April, weather dependent. Until April 28, learn more about the history of the trees and Japanese heritage, during the Vancouver Cherry Blossom Festival.

#ExploreCanada
@insix
@tour

55,207 likes
APRIL 25

Add a comment



explorecanada • Follow

3,093 posts 1.5m followers 489 following

Explore Canada
Tag #ExploreCanada & @explorecanada to be featured.
En français : @explorezsansfin
go.keepexploring.ca/instagram

Explore Canada encourages user-generated content through the hashtag #ExploreCanada, and populates their feed with captivating photography shot by fans.



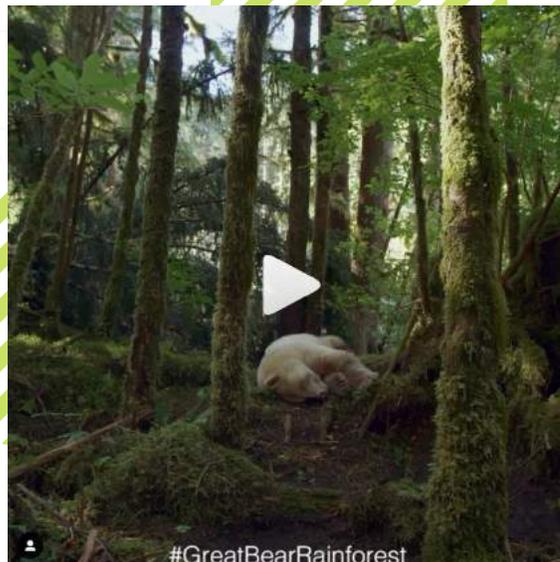
parks.canada • Follow
Yoho National Park

parks.canada Doesn't this photo look unreal? @zach.rockvram, who took this amazing shot describes it as a painting and we could not agree more!

#YohoNP #YohoNationalPark
#BritishColumbia #BC #mountains
#beautifulbc #hellobc #hiking #canada
#parkscanada #exploreCanada
#ohcanada #enjoycanada #tourcanada
#instatravel #travelgram #tourism
#wanderlust #ilovetravel #getoutside
#travel

13,835 likes
APRIL 1

Add a comment...



hellobc • Follow
British Columbia

hellobc BC is home to one of the wildest places on Earth—at over six million hectares (16 million acres), the Great Bear Rainforest is part of the world's largest coastal temperate rainforest. Follow the story of a Spirit Bear in the Great Bear Rainforest IMAX film directed by award-winning storyteller @iantmcallister and narrated by BC's own @vancityreynolds. Playing now in select theatres.

#exploreBC #exploreCanada
#CCCLives #travelnorthernbc
#GreatBearRainforest
#NeverStopLearning #IndigenousBC
#exploreVancouverIsland

60,937 views
FEBRUARY 15

Add a comment... Post

Examples of posts by Parks Canada and Destination British Columbia use strategic hashtags in an effort to increase exposure.

Category: Automotive

The top three social brands in the Automotive category are Land Rover Canada, BMW Canada, and Volkswagen Canada.

These companies are all doing the following activities to create social growth:

Showing a clear focus with each post (product, car).

Posting high quality content (photo and video).

The fastest growing Automotive brands for Q1, 2019 have:

An average of **6.25% follower growth** across all platforms for the quarter.

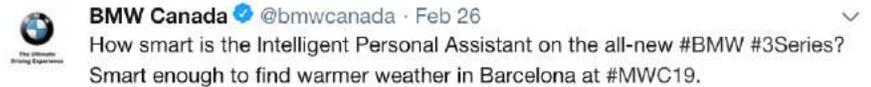
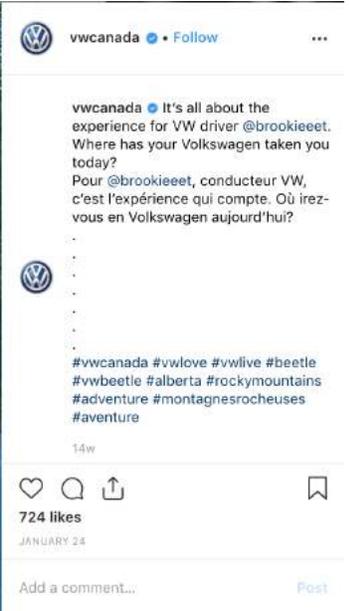
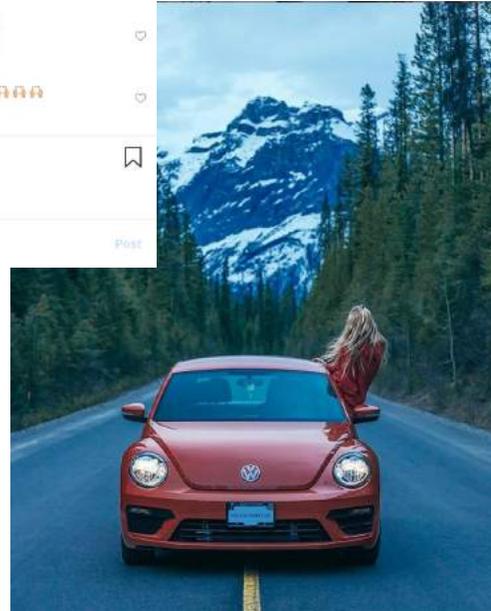
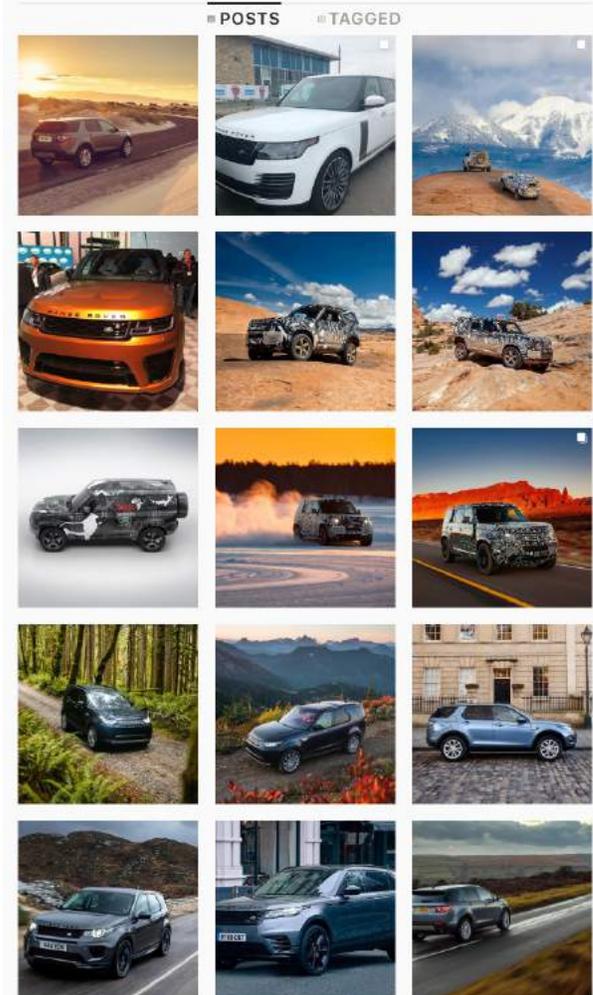
An average of **2% engagement rate** on Instagram for the quarter.

An average of
67,626 followers on Instagram
35,988 followers on Twitter



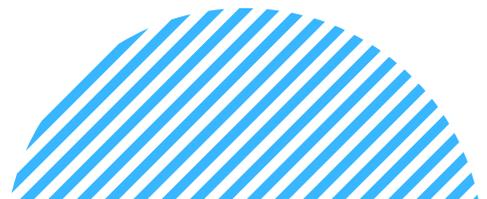


Volkswagen Canada prominently features its product in all content to ensure strong messaging and association.



This BMW Canada tweet provides an example of the high quality photography posted on their channels, that always ties into the caption and messaging.

Secondary example of Land Rover Canada's feed prominently featuring the product.



Category: Finance

The top three social brands in the Finance category are TD Bank, RBC, and Scotiabank.

These companies are all doing the following activities to create social growth:

Focusing their efforts on Instagram and Youtube.

Leveraging brand and event partnerships to create content and engagement.

Focusing on storytelling vs. straight product/ service promotion.

The fastest growing Finance brands for Q1, 2019 have:

An average of **5.69% follower growth** across all platforms for the quarter.

An average of **0.53% engagement rate** on Instagram for the quarter.

An average of
24,227 followers on Instagram
99,669 followers on Twitter





TD Music Presents: Meghan Patrick on The Power of Music

7,563 views

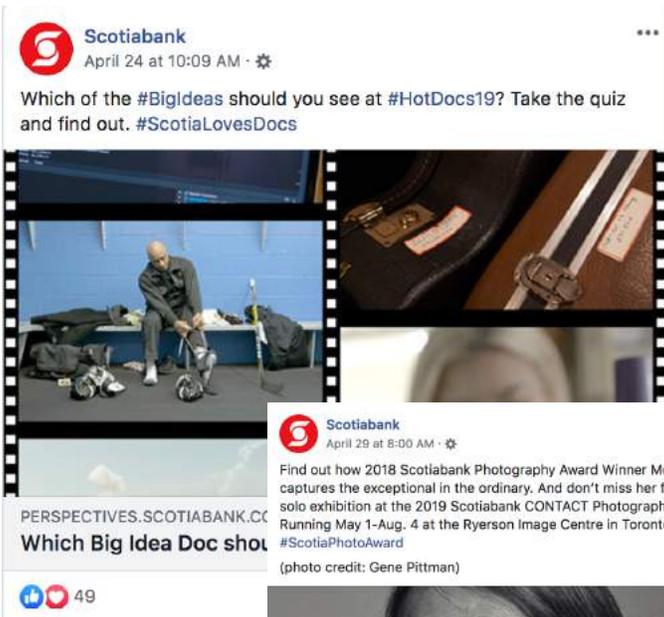
19 likes 22 comments SHARE SAVE



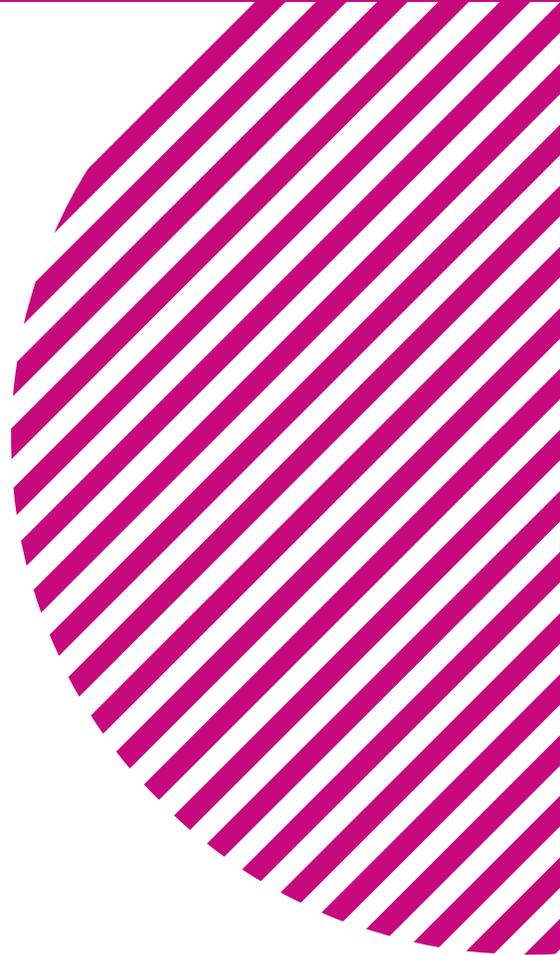
SUBSCRIBE 35K

TD Canada Trust leverages the opportunity to create content around their offline events and brand partnerships.

Scotiabank aligns with festivals that share its values, and leverages those partnerships to create meaningful content.



RBC focuses on telling the story of how their products provide value and showcase an aspirational lifestyle to followers.



Category: Not for Profit

The top three social brands in the Not for Profit category are Sick Kids Interactive, Canadian Cancer Society, and David Suzuki Foundation.

These companies are all doing the following activities to create social growth:

Focusing on Instagram Stories to engage their audiences.

Delivering informative, valuable content.

Delivering positive messaging that provides hope.

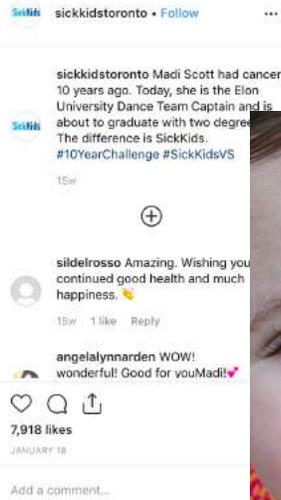
The fastest growing Not for Profit brands for Q1, 2019 have:

An average of **4.86% follower growth** across all platforms for the quarter.

An average of **2.40% engagement rate** on Instagram for the quarter.

An average of **34,819 followers** on Instagram.

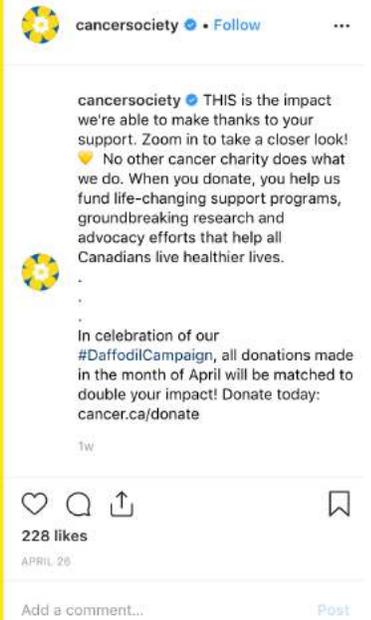




Sick Kids shares emotional content with a hopeful message as a way to connect with viewers on a very authentic level.



Canadian Cancer Society educates and provides valuable information through their content.



David Suzuki Foundation shares important information through high-quality, eye catching video content.

Category: CPG

The top three social brands in the CPG category are Simply Protein, Grace Foods Canada, and Flow Water.

These companies are all doing the following activities to create social growth:

Publishing eye-catching, aesthetically pleasing content.

Following a consistent posting schedule.

The fastest growing CPG brands for Q1, 2019 have:

An average of **20.50% follower growth** across all platforms for the quarter.

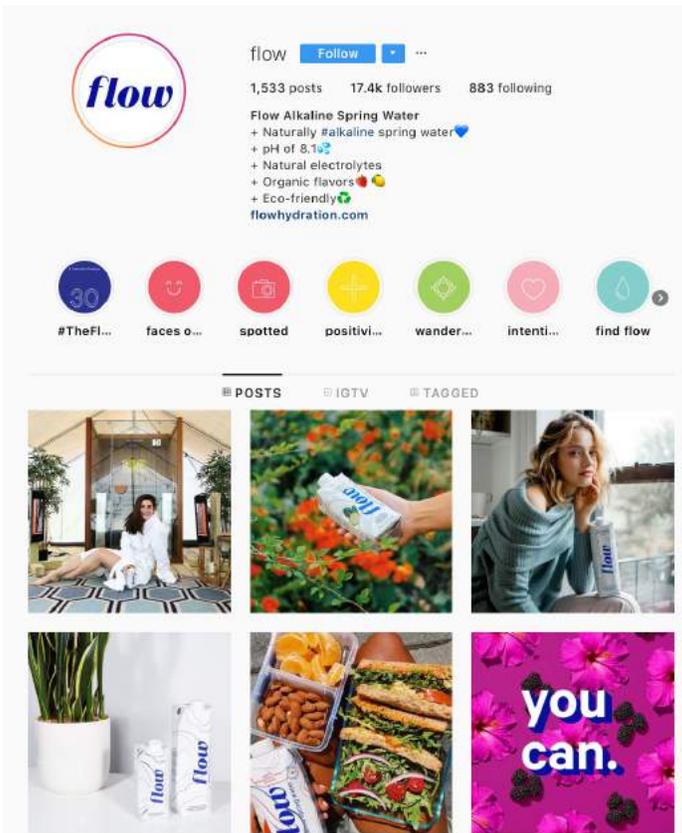
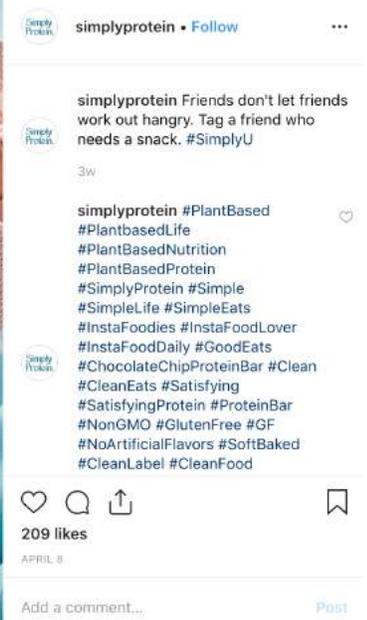
An average of **2.23% engagement rate** on Instagram for the quarter.

An average of
8,803 followers on Instagram
18,692 followers on Twitter

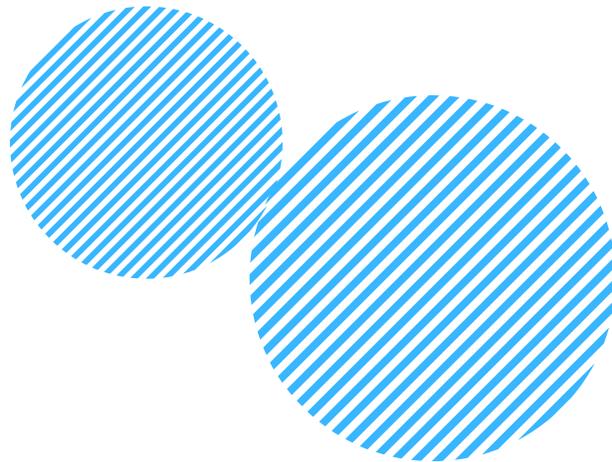
Note that all three accounts have under 30,000 followers, allowing for higher % growth rates.



Simply Protein creates content that is visually appealing, while also featuring their product and often calling for engagement.

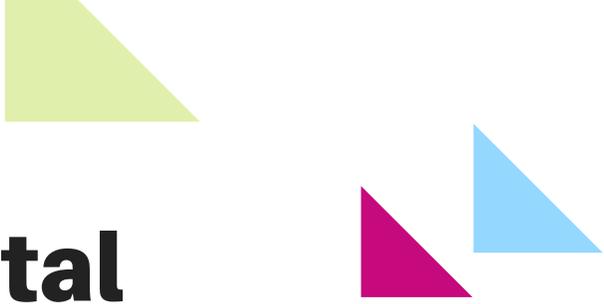


Flow posts on Instagram on a daily basis, and has curated a feed that is inviting and sharable, while still featuring the product.



Grace Foods Canada posts beautiful, professionally shot photos, and also provides value to viewers by sharing recipes featuring their products.





About Cue Digital

Cue Digital is focused on delivering elevated experiences for their clients. They differentiate themselves by utilizing their service experts across disciplines to create and capture experiences that people adore. Their consumer-obsessed philosophy has led them to build out an in-house offering that includes content creation, amplification, and distribution.

About Tagger Media

Tagger Media believes in the power of relationships through content partnerships & influencer marketing. They take pride in connecting innovative marketers with the foremost creators to reach consumers with high-quality blogs, stories, videos, and more.

Whether you're working with photographers, business professionals, athletes or celebrities, their technology optimizes your workflow so you can plan intelligently, discover efficiently, activate impactfully, and report accurately.

About influenceTHIS

influenceTHIS is a business ecosystem that connects you to the people and information you need to run effective influencer & social marketing campaigns in Canada. Now in its 3rd year, influenceTHIS brings together 450 media & marketing executives for a day-long conference and a series of think tanks throughout the year.

For more information on Canada's Most Social Brands:

info@cuedigitalmedia.com



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