



# Beyond the Maple Leaf: The New Canadian Soul

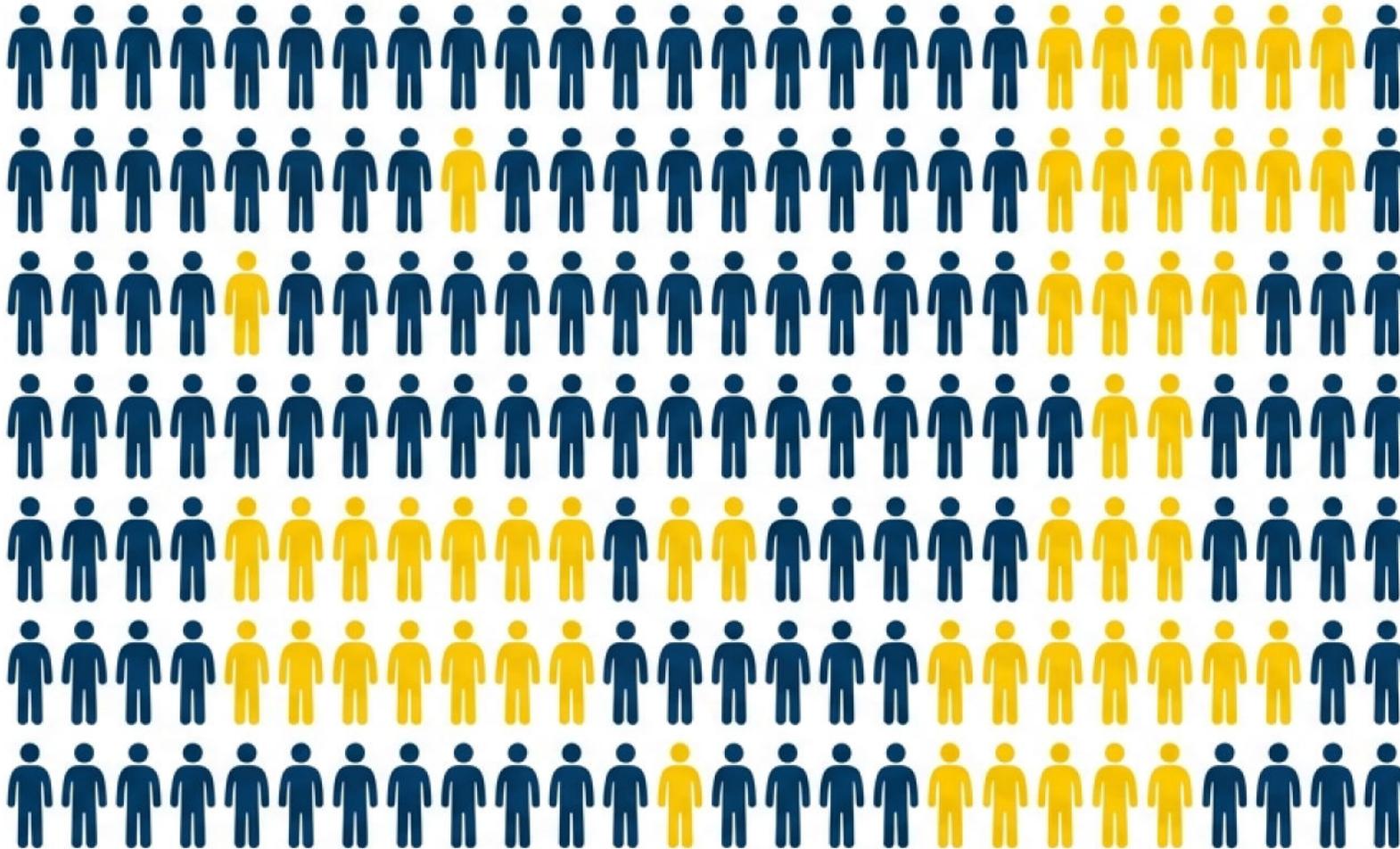


**SYN  
QRINUS**

**OFFENSIVE INSIGHTS.**

to challenge, to grow, to win

# Research Methodology & Context



## Quant/Qual Survey With AI Chatbot

To uncover the WHY behind the data

**Sample Size: n=223**

Nationally-representative, Fielded Dec 5-8 2025

**Newcomers/BIPOC**

30% of total sample (n=68)

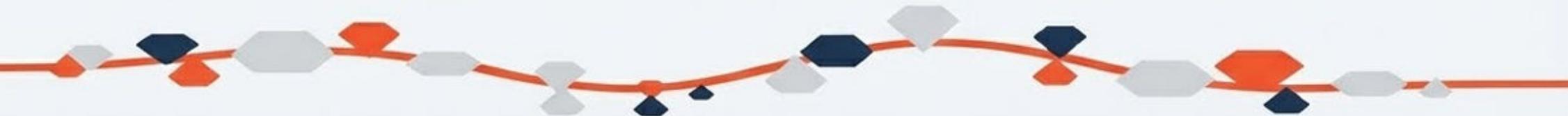
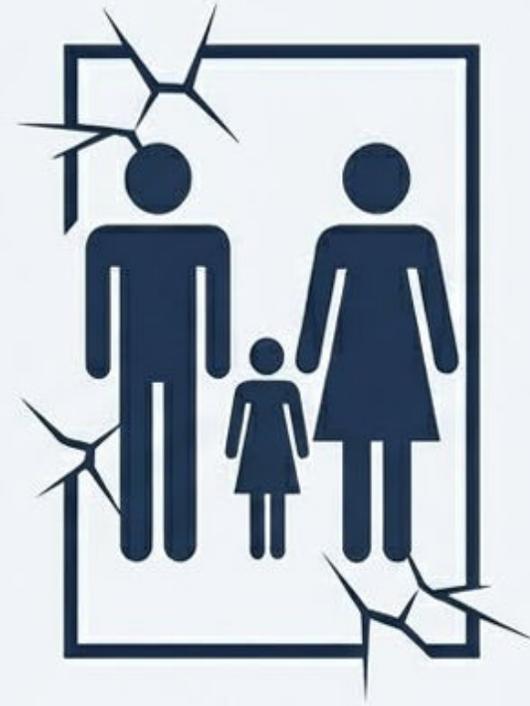
**Quebec**

24% of total sample (n=53)

**Canadian identity has fundamentally shifted from external symbols to internal values.**



# The Symbols of Yesterday Are Shattered



# Canadians define themselves by **core values**

*3 in 4 mentioning two or all*



## Kindness

*“Being polite, friendly, and welcoming to others”*



## Multiculturalism

*“It involves a blend of Indigenous cultures and those of successive immigrants, representing all races and cultures within society.”*



## Social Security

*“Freedom, rights, and a robust social safety net”*

# **\*\*Newcomers/BIPOC individuals see Canada slightly differently**



## **Stronger Belief in Core Values**

*Kindness, Multiculturalism, Social Safety Nets*



## **Weaker Emotional Connection/Pride**

*To Canadian Heritage and Traditional Symbols*

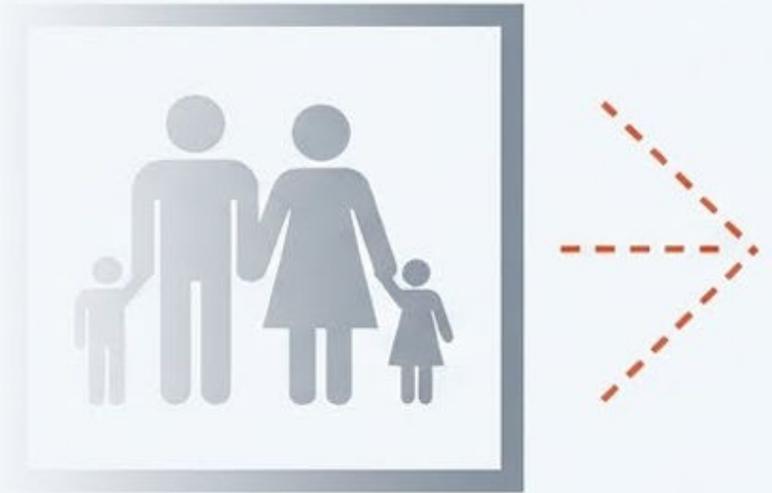


## **More Concerned About Finances**

*Agree brands should show more economic realities*

# The 'idealized' family definition is evolved...

IDEALIZED FAMILY CLICHÉ



# Resilience is becoming Canada's new cultural anchor



## Heightened Unity and US Differentiation

Canadians increasingly find unity by contrasting their values against the US and feel more proud/patriotic than before



## Impact of Economic Realism

Housing and grocery costs are the primary anxieties and buying Canadian is an act of community resilience

# The myth of perfection gives way to economic realism

Rising costs and financial struggles are a central part of the modern Canadian experience. Consumers are demanding that brands acknowledge this reality.



# From a fractured past to an interconnected present

## MODERNIZING SYMBOLS: BEYOND THE CLICHÉ

PAST CLICHÉS



# The Path Forward: Three Imperatives for Connecting with Modern Canada

To earn trust and relevance, brands must move beyond observation and into action. This requires a commitment to:



**The Future of Canadian  
Pride is Built on Values,  
Not Veneer.**

# Dive deeper with the Insight Wizard. . .

Dynamic and interactive AI-powered chat platform to dive deeper into the results



**Distill research into strategy:** Instantly summarize study findings into clear, actionable takeaways.



**Data-backed creative direction:** Automatically generate creative briefs rooted in your study results



**Accelerated concepting:** Brainstorm compelling ad narratives and storylines fueled by real-world data

ElevateIQ **Insight Wizard**

**SYN QRI NUS**  
GRIFFIN UNIVERSITY  
London, Uxbridge, Leeds

◦ **Why it's interesting:** This explores the "Expression" of Canadian values and asks for tangible ways brands can show, not just tell, their alignment with these values.

These prompts are designed to encourage a deeper, more analytical dive into the research, providing strategic planners with concrete, actionable insights for their clients.

Considering the feedback on 'outdated or unrepresentative' advertising, what are the top 3-5 themes or portrayals that brands should immediately cease using, and what are the direct, research-backed alternatives that would resonate more positively with Canadian consumers?

Based on the research findings regarding "outdated or unrepresentative" advertising, here are the top themes and portrayals brands should immediately cease using, along with research-backed alternatives that would resonate more positively with Canadian consumers:

**Themes to Cease Using & Why:**

- 1. Overreliance on Hockey and Traditional Stereotypes:**
  - **Why it's outdated:** Advertising that heavily leans on hockey or the 'middle-class hockey dad' trope is considered outdated and not representative of many Canadians' realities. It feels clichéd and doesn't reflect the diverse interests and demographics of the country.
- 2. Clichéd Portrayals of the 'Perfect Family':**
  - **Why it's outdated:** Traditional depictions of families (e.g., mom, dad, two kids) do not fully represent the diversity of modern Canadian households, including LGBTQ+ families and different ethnic backgrounds. This can feel alienating and unauthentic.
- 3. Superficial or Political Agenda-Driven Messaging (e.g., 'Elbows Up,' 'Woke' themes):**
  - **Why it's unrepresentative:** Some respondents felt ads push political agendas or oversell diversity at the expense of broader Canadian values, which can feel inauthentic or alienating to

Ask me anything **ASK**

Insight Wizard

