



Brand Trust Rank 2017	Brand Trust Rank 2016	Brand Name	Category	Values-Based Trust Rank 2017	Functional Trust Rank 2017	Relationship Trust Rank 2017	WoM Rank 2017
1	1	MEC	Retailers (Other)	1	2	3	7
2	n/a	CAA	Travel	7	19	1	13
3	3	Costco Wholesale	Food & Drug Retailers	31	8	2	2
4	8	Fairmont Hotels & Resorts	Hotels	46	26	4	6
5	22	IKEA	Retailers (Other)	16	9	9	3
6	59	Chapters / Indigo	Retailers (Other)	34	24	9	9
7	1	President's Choice	Packaged Foods	10	5	15	4
8	11	Interac	Financial Services	81	18	11	16
9	n/a	Cirque du Soleil	Media & Entertainment	20	7	46	15
10	54	WestJet	Transportation	16	31	6	26
11	22	Kicking Horse Coffee	Coffee/Tea	3	22	58	52
12	4	Home Hardware	Retailers (Other)	13	43	18	29
13	5	Shoppers Drug Mart/Pharmaprix	Food & Drug Retailers	28	36	8	14
14	11	Tesla Motors	Cars, Motorcycles & Parts	4	16	34	77
15	29	Dove	Personal & Beauty Care	24	15	59	21
16	50	Apple	Electronics & AV Equipment	46	3	5	20
16	77	CBC / Radio Canada	Media & Entertainment	2	41	29	32
18	54	Amazon	Retailers (Other)	95	4	6	8
19	62	FedEx	Delivery Services	101	42	33	44
20	26	Google	Technology	6	1	34	1
21	41	Roots Canada	Retailers (Other)	26	48	67	49
22	32	Starwood Hotels (Sheraton, Westin)	Hotels	86	62	13	29
23	n/a	Four Seasons Hotels & Resorts	Hotels	77	75	20	47
24	57	Holiday Inn	Hotels	77	91	14	51
25	20	Agropur (Sealtest, Quebon, L'Extra, Natrel, logo)	Dairy	18	27	76	34
26	14	Honda	Cars, Motorcycles & Parts	56	10	47	23
27	47	Tim Hortons	Restaurants/Takeout	8	23	17	22
28	9	Columbia Sportswear	Sportswear	39	14	72	17
28	37	Lindt / Lindor	Confectionery/Snack Foods	186	29	99	11
28	57	Toyota	Cars, Motorcycles & Parts	63	11	31	28
31	19	Marriott Hotels	Hotels	61	61	16	42
32	25	Canadian Tire	Retailers (Other)	12	81	45	25
32	7	DAVIDsTEA	Coffee/Tea	19	30	30	46
32	37	Kleenex	Personal & Beauty Care	88	28	109	12
32	20	Sony	Electronics & AV Equipment	173	12	80	19
36	24	Rona	Retailers (Other)	20	64	24	39
37	13	Home Depot	Retailers (Other)	33	56	28	18
38	75	Microsoft	Technology	25	13	50	45
38	64	Sobeys	Food & Drug Retailers	23	99	41	63
40	66	Hudson's Bay	Retailers (Other)	79	82	52	31
41	40	Loblaws	Food & Drug Retailers	14	52	38	38
42	70	VIA Rail	Transportation	29	102	26	62
42	n/a	Walt Disney Company	Media & Entertainment	65	19	37	27
44	79	Visa	Financial Services	94	64	12	35
45	130	NETFLIX	Media & Entertainment	149	6	22	5



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46	94	CTV	Media & Entertainment	11	99	54	65
46	87	Starbucks	Restaurants/Takeout	40	67	24	89
48	46	Maytag	Appliances	125	73	81	114
49	67	Parmalat (Beatrice, Astro, Lactantia)	Dairy	53	55	109	54
50	117	Delta Hotels	Hotels	90	142	26	92
51	16	Staples	Retailers (Other)	68	84	53	59
52	6	Canon	Electronics & AV Equipment	166	17	111	24
53	26	Global TV	Media & Entertainment	9	114	90	124
54	9	Band-Aid	Personal & Beauty Care	103	24	162	10
55	53	Mercedes-Benz	Cars, Motorcycles & Parts	173	39	41	109
56	18	MasterCard	Financial Services	109	99	21	81
57	n/a	Goodyear	Cars, Motorcycles & Parts	156	51	88	105
58	151	Globe and Mail	Media & Entertainment	50	108	113	120
58	n/a	IMAX	Media & Entertainment	86	32	96	41
58	61	The Real Canadian Superstore	Food & Drug Retailers	36	43	38	32
61	28	Quaker Oats	Packaged Foods	76	66	149	37
62	72	London Drugs	Food & Drug Retailers	48	132	55	111
63	115	Yoplait	Dairy	44	58	136	82
64	n/a	Whole Foods	Food & Drug Retailers	5	80	63	147
65	n/a	Blue Cross	Insurance	22	142	44	143
65	n/a	Jamieson	Personal & Beauty Care	45	71	118	75
67	71	Macleans Magazine	Media & Entertainment	74	166	105	164
68	44	IGA	Food & Drug Retailers	32	150	60	118
68	93	Subaru	Cars, Motorcycles & Parts	135	69	86	142
70	47	Kellogg's	Packaged Foods	69	59	129	59
71	36	PayPal	Financial Services	149	67	32	57
72	157	McCain Foods	Packaged Foods	81	74	94	70
73	67	Campbell's Soup	Packaged Foods	123	94	129	78
73	119	SportChek	Retailers (Other)	52	114	76	87
73	98	TD Canada Trust	Financial Services	15	137	19	124
76	51	Gillette	Personal & Beauty Care	207	46	141	69
77	n/a	Tangerine	Financial Services	62	87	23	184
78	42	Purolator	Delivery Services	143	140	83	89
79	51	Alexander Keith's	Beer	100	83	125	121
80	81	Porter Air	Transportation	89	78	48	93
81	37	Best Western	Hotels	74	153	36	88
81	135	Compliments	Packaged Foods	59	96	69	58
81	n/a	IBM	Technology	117	54	91	151
81	104	Safeway	Food & Drug Retailers	38	152	55	143
85	62	Tide	Household Care	181	33	184	50
86	119	Heineken	Beer	138	108	160	114
87	107	Adidas	Sportswear	98	37	99	56
87	59	BMW / MINI	Cars, Motorcycles & Parts	204	59	69	129
89	100	UPS	Delivery Services	213	147	87	110
90	133	Frigidaire	Appliances	182	87	172	122
90	101	Hilton Hotels	Hotels	184	148	49	139
92	n/a	Harley Davidson	Cars, Motorcycles & Parts	287	120	118	219
92	17	Laura Secord	Confectionery/Snack Foods	148	125	126	80
94	123	Activia (Danone Groupe)	Dairy	43	34	118	53
94	111	Crest	Personal & Beauty Care	112	40	135	55



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94	112	TripAdvisor	Travel	93	49	64	47
97	47	Tetley Tea	Coffee/Tea	98	86	174	100
98	65	A&W	Restaurants/Takeout	90	126	65	103
99	87	American Express	Financial Services	175	160	41	196
99	n/a	iTunes	Media & Entertainment	97	21	67	73
101	n/a	Pampers	Personal & Beauty Care	272	124	155	145
102	125	Manulife	Insurance	49	181	55	171
103	94	Scotiabank	Financial Services	35	185	50	192
104	n/a	Adobe	Technology	125	52	133	61
104	n/a	Intel	Technology	135	50	105	98
104	81	Panasonic	Appliances	213	43	121	64
107	214	Wendy's	Restaurants/Takeout	129	158	76	156
108	133	HP	Electronics & AV Equipment	190	91	108	118
109	106	GE (General Electric)	Appliances	95	94	148	112
109	79	Nissan	Cars, Motorcycles & Parts	124	91	114	170
109	44	Palmolive	Household Care	109	97	202	84
112	30	LG Electronics	Electronics & AV Equipment	196	47	149	74
112	109	Sleep Country	Retailers (Other)	55	120	83	148
112	31	Whirlpool	Appliances	151	87	143	124
115	112	Kraft Foods	Packaged Foods	101	97	133	101
116	165	Great-West Life	Insurance	66	204	69	167
117	86	BMO (Bank of Montreal)	Financial Services	50	198	60	207
117	155	RBC (Royal Bank of Canada)	Financial Services	27	199	40	189
119	34	Canada Dry	Soft Drinks/Juices/Waters	222	118	234	39
120	n/a	Cineplex	Media & Entertainment	119	102	75	43
121	67	Saputo (Dairyland, Neilson, Armstrong)	Dairy	73	79	137	76
121	116	Sun Life	Insurance	58	203	74	180
123	n/a	Philips	Technology	157	117	162	137
124	157	Enterprise Rent-A-Car	Automobile Rental	219	177	76	154
124	34	LG Appliances	Appliances	188	69	131	103
124	56	Lipton	Coffee/Tea	143	156	191	134
127	43	Colgate	Personal & Beauty Care	157	76	204	67
127	155	Dell	Electronics & AV Equipment	225	113	95	148
129	74	CIBC	Financial Services	36	221	62	205
129	108	Under Armour	Sportswear	122	62	122	84
129	192	Winners	Retailers (Other)	157	145	83	79
132	84	Tropicana	Soft Drinks/Juices/Waters	105	118	170	68
133	119	Audi	Cars, Motorcycles & Parts	209	56	102	166
133	160	Expedia	Travel	170	116	88	96
133	87	Knorr	Packaged Foods	161	138	181	128
133	94	Labatt	Beer	85	191	170	219
133	124	Olay	Personal & Beauty Care	139	154	174	169
138	149	SC Johnson (including Glade, Pledge, Windex)	Household Care	213	72	162	95
139	128	Lay's Potato Chips	Confectionery/Snack Foods	275	126	216	86
140	170	Kit Kat	Confectionery/Snack Foods	253	136	195	71
140	145	Molson/Coors	Beer	103	166	153	179



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140	94	Toshiba	Electronics & AV Equipment	219	106	184	148
143	n/a	High Liner	Packaged Foods	128	102	189	101
144	196	Avis/Budget Rent a Car	Automobile Rental	222	204	102	140
144	146	Swiss Chalet/Harvey's	Restaurants/Takeout	194	206	96	152
146	141	Cascade Detergent	Household Care	229	110	211	106
147	87	Choice Hotels (Comfort Inn, Quality Inn, Econo Lodge, Clarion)	Hotels	116	219	66	178
148	131	Heinz	Packaged Foods	154	85	204	71
148	141	Hershey's	Confectionery/Snack Foods	202	139	199	108
150	146	Reebok	Sportswear	152	105	144	156
150	149	Van Houtte Coffee	Coffee/Tea	145	215	174	184
152	32	Kenmore Appliances	Appliances	166	149	155	141
152	109	Sunlight	Household Care	132	130	234	112
154	72	Asus	Electronics & AV Equipment	236	87	141	123
155	98	Dempster's Bakery	Packaged Foods	131	159	195	131
155	85	Planters Peanuts	Confectionery/Snack Foods	209	164	229	96
157	140	Mazda	Cars, Motorcycles & Parts	217	164	160	219
158	170	Lysol	Household Care	263	107	211	117
159	168	Nike	Sportswear	132	38	101	66
160	125	Swiffer	Household Care	239	110	232	114
160	210	The Cooperators	Insurance	54	242	81	238
162	170	Acer	Electronics & AV Equipment	209	178	162	176
163	91	Minute Maid	Soft Drinks/Juices/Waters	153	175	229	158
164	164	Carlson Wagonlit	Travel	145	254	115	250
165	187	Lenovo	Electronics & AV Equipment	213	134	180	173
166	114	Finish Detergent	Household Care	257	122	209	132
167	119	Orville Redenbacher	Confectionery/Snack Foods	241	123	208	91
168	135	Hyundai	Cars, Motorcycles & Parts	217	144	111	193
169	83	Estee Lauder	Personal & Beauty Care	256	184	178	172
169	160	Folgers Coffee	Coffee/Tea	188	233	199	223
171	143	Booking.com	Travel	175	160	93	161
172	146	Boston Pizza	Restaurants/Takeout	115	236	124	198
172	170	Johnson's Baby Powder	Personal & Beauty Care	121	140	187	162
172	138	National Bank of Canada	Financial Services	80	254	127	263
175	165	Ford	Cars, Motorcycles & Parts	108	170	147	213
175	104	Purex Laundry Detergent	Household Care	161	178	258	163
177	165	Best Buy	Retailers (Other)	182	126	98	99
178	n/a	McCormick Spices	Packaged Foods	140	190	193	186
179	127	Dare Foods	Packaged Foods	190	209	228	183
179	159	Kia	Cars, Motorcycles & Parts	161	181	153	257
179	138	Maple Leaf Foods	Packaged Foods	106	160	155	146
182	201	Corona	Beer	248	192	213	168
183	75	Cadbury	Confectionery/Snack Foods	233	129	214	83
183	228	Hertz Automobile Rental	Automobile Rental	259	228	127	200
183	163	Intact Insurance	Insurance	84	225	92	214



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183	185	Skechers	Sportswear	161	160	174	159
187	180	Canada Life	Insurance	72	248	183	235
187	118	Mars Bar	Confectionery/Snack Foods	259	201	221	154
189	n/a	Green Shield Canada	Insurance	60	230	115	241
189	91	Subway	Restaurants/Takeout	70	151	115	135
191	170	Ruffles Potato Chips	Confectionery/Snack Foods	275	172	243	133
192	202	Nespresso	Coffee/Tea	272	135	162	197
193	160	Downy Fabric Softener	Household Care	271	174	231	165
194	n/a	Keurig	Coffee/Tea	289	154	188	216
194	198	Nabob Coffee	Coffee/Tea	120	216	250	244
196	263	Air Canada	Transportation	71	224	195	94
196	187	Gain Detergent	Household Care	205	178	241	195
196	101	Maxwell House	Coffee/Tea	179	240	223	239
199	77	Dairy Queen	Restaurants/Takeout	179	194	162	137
199	212	Lululemon Athletica	Sportswear	30	130	168	189
201	191	Nescafe Drinks	Coffee/Tea	202	187	223	204
201	177	Pepsi	Soft Drinks/Juices/Waters	199	196	219	243
203	194	Converse	Sportswear	237	175	220	208
204	135	Puma	Sportswear	197	186	221	205
205	241	Canada Post	Delivery Services	42	260	223	160
205	175	Old Dutch Foods	Confectionery/Snack Foods	244	226	241	176
207	230	TELUS	Telecoms/Cable	41	189	155	218
208	153	Desjardins Insurance	Insurance	56	251	105	247
209	215	eBay	Retailers (Other)	197	169	104	175
209	178	Sears	Retailers (Other)	165	263	144	194
211	243	ESSO	Gas Stations	242	183	173	173
212	131	Tostitos	Confectionery/Snack Foods	267	188	251	127
213	151	Petro-Canada	Gas Stations	207	210	198	191
213	193	Wrigley	Confectionery/Snack Foods	230	216	252	198
215	245	Airbnb	Hotels	81	110	72	130
215	n/a	Spotify	Media & Entertainment	157	133	155	180
217	210	Kokanee	Beer	106	222	204	235
218	129	Schneiders Meats	Packaged Foods	175	219	223	211
219	226	Mitsubishi Motors	Cars, Motorcycles & Parts	259	222	191	259
219	15	Samsung Electronics	Electronics & AV Equipment	233	76	149	106
221	208	YouTube	Media & Entertainment	113	34	184	36
222	143	Blackberry	Electronics & AV Equipment	135	271	131	277
223	103	Budweiser	Beer	195	232	204	262
224	182	Clairol	Personal & Beauty Care	284	246	264	268
224	176	Trident Gum	Confectionery/Snack Foods	280	228	275	203
226	251	Koodo Mobile	Telecoms/Cable	185	214	122	245
226	154	L'Oréal Paris (including Lancome, Garnier)	Personal & Beauty Care	244	171	238	201
228	182	Febreze	Household Care	275	173	268	153
229	n/a	Nokia	Electronics & AV Equipment	253	196	236	232



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230	238	Hotels.com	Travel	175	201	137	209
231	n/a	Virgin Mobile	Telecoms/Cable	129	212	137	260
232	231	Domino's Pizza	Restaurants/Takeout	237	251	178	233
233	168	Aviva Insurance	Insurance	111	245	140	246
234	205	McDonald's	Restaurants/Takeout	145	216	144	222
235	194	Lexmark	Electronics & AV Equipment	257	231	246	234
236	180	Air Transat	Transportation	250	243	202	212
236	259	Alamo/National Rent A Car	Automobile Rental	270	254	181	229
236	237	Carling	Beer	166	266	246	274
239	184	Doritos	Confectionery/Snack Foods	279	206	257	187
240	178	Epson	Electronics & AV Equipment	267	234	253	228
241	261	Dollar/Thrifty Automobile Rental	Automobile Rental	262	265	209	217
241	239	trivago	Travel	170	166	152	214
243	202	Delissio	Packaged Foods	266	249	239	224
243	222	National Post	Media & Entertainment	142	261	254	251
243	196	Wawanesa Insurance	Insurance	90	274	168	271
246	249	Travelocity	Travel	225	213	199	249
247	216	Greyhound	Transportation	200	269	246	248
248	233	Kayak	Travel	166	235	216	229
249	185	Gatorade	Soft Drinks/Juices/Waters	227	241	269	239
250	222	Stouffer's	Packaged Foods	252	273	271	270
251	228	Tassimo	Coffee/Tea	289	238	267	275
252	198	Pizza Hut	Restaurants/Takeout	264	272	227	261
253	n/a	EA Games	Technology	239	192	236	188
253	222	Wonder Bread	Packaged Foods	201	277	255	286
255	205	Evian	Soft Drinks/Juices/Waters	172	253	266	264
256	240	Flight Centre	Travel	222	276	189	253
256	253	Hotwire.com	Travel	242	237	216	251
258	218	Ultramar	Gas Stations	285	243	245	226
259	233	Fido	Telecoms/Cable	154	247	194	258
260	204	Nestea	Soft Drinks/Juices/Waters	233	227	261	209
261	227	Couche-Tard/Mac's /Daisy Mart	Food & Drug Retailers	255	283	259	227
262	247	ViewSonic	Electronics & AV Equipment	244	257	262	255
263	219	General Motors (including Buick, Cadillac, Chevrolet, GMC)	Cars, Motorcycles & Parts	187	250	239	266
264	220	Danby	Appliances	230	270	260	242
265	258	Shaw Communications	Telecoms/Cable	66	266	249	273
265	268	WIND Mobile	Telecoms/Cable	140	279	214	281
267	n/a	Delta Air Lines	Transportation	281	281	270	269
268	212	Coca-Cola	Soft Drinks/Juices/Waters	193	199	262	235
269	236	Shell	Gas Stations	269	206	232	182
270	255	Fiat	Cars, Motorcycles & Parts	244	275	255	285
271	247	Aquafina	Soft Drinks/Juices/Waters	230	268	278	256
272	252	Chrysler/Dodge	Cars, Motorcycles & Parts	265	289	264	287
273	232	Air Wick	Household Care	282	280	272	272
274	254	Dasani	Soft Drinks/Juices/Waters	192	257	272	265



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275	256	Husky Oil	Gas Stations	248	264	274	280
276	264	Instagram	Media & Entertainment	205	194	278	229
276	208	Yahoo!	Technology	117	257	285	279
278	245	Nestlé Life	Soft Drinks/Juices/Waters	227	261	280	266
279	n/a	Snapchat	Media & Entertainment	251	210	283	278
280	250	Burger King	Restaurants/Takeout	291	290	276	290
281	n/a	American Airlines	Transportation	278	292	288	283
282	266	Twitter	Media & Entertainment	219	239	287	281
283	265	Dollarama	Retailers (Other)	288	288	277	135
284	273	Uber	Transportation	209	156	243	201
285	274	Red Bull	Soft Drinks/Juices/Waters	282	284	284	294
286	n/a	United Airlines	Transportation	274	293	286	284
287	270	Sun Newspapers	Media & Entertainment	132	285	280	288
288	267	Facebook	Media & Entertainment	125	146	289	225
289	269	Chevron	Gas Stations	292	286	290	291
290	272	Rogers Communications	Telecoms/Cable	114	291	292	289
291	275	Bell Canada	Telecoms/Cable	63	286	294	292
292	262	Walmart	Food & Drug Retailers	292	282	280	254
293	271	KFC	Restaurants/Takeout	294	294	292	293
294	276	Volkswagen	Cars, Motorcycles & Parts	286	278	291	276