The Future of Brand Trust

EACH YEAR, the Gustavson Brand Trust Index (GBTI) collects data from more than 6,000 consumers across Canada to evaluate their trust in over 300 different brands. Brands are evaluated on values-based, functional, relationship and word-of-mouth trust. These scores are then averaged to create the overall trust rank. Here, we take a look at a few of the 2018 findings that offer insight into trust in a key consumer demographic: millennials.

uvic.ca/gustavson/brandtrust

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**DAVIDsTEA:**
According to the GBTI 2018 findings, DAVIDsTEA resonates most strongly with consumers under 35. This comes as no surprise, as the tea retailer is positioned toward millennials. However, what makes the DAVIDsTEA ranking interesting is that it received the highest relationship trust score from millennials out of all national brands this year.

**CBC/Radio-Canada:**
Millennials (and in fact all age groups) ranked their trust in traditional media substantially higher than their trust of social media platforms. Specifically, CBC was ranked as the most trusted voice in the media, across all age groups, with millennials ranking the media behemoth #3 among all brands for values-based trust.

**Campbell Soup Company:**
Campbell Soup gave a nod to millennials in 2015 when the now-149-year-old brand adjusted its marketing to reflect shifting family-structure norms. Those efforts might be paying off as in this year’s GBTI millennials ranked their trust in Campbell Soup significantly higher than the older age groups did.

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### What's the Story?

Do you have a story suggestion or career update to share? Help us create great content by sharing your ideas for articles about alumni, faculty and the Gustavson community. You can also submit personal career updates for our Class Notes section or suggest a question for our new Ask A Prof feature (see story on p. 10).

Thoughts are welcome at: bizedit@uvic.ca.

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### Brand Name

<table>
<thead>
<tr>
<th>Brand Name</th>
<th>Under 35 Years Brand Trust Rank</th>
<th>35-55 Years Brand Trust Rank</th>
<th>Over 55 Years Brand Trust Rank</th>
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</thead>
<tbody>
<tr>
<td>DAVIDsTEA</td>
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