



BT Rank 2019	BT Rank 2018	BT Rank 2017	BT Rank 2016	Brand Name	Category	VBT Rank 2019	FT Rank 2019	RT Rank 2019	WoM Rank 2019
1	2	1	1	MEC	Speciality Retailers	1	4	3	11
2	1	2	n/a	CAA	Insurance	5	12	1	8
3	3	3	3	Costco	Food/Drug Retailers	17	1	1	4
4	22	12	4	Home Hardware	Speciality Retailers	14	47	6	22
4	8	37	13	Home Depot	Speciality Retailers	17	20	4	6
6	4	4	8	Fairmont Hotels & Resorts	Hotels	67	64	4	34
6	16	54	9	Band-Aid	Personal & Beauty Care	67	1	67	1
6	7	13	5	Shoppers Drug Mart/Pharmaprix	Food/Drug Retailers	11	24	6	16
9	12	8	11	Interac	Financial Services	67	29	12	14
10	22	28	9	Columbia Sportswear	Sportswear	43	5	42	16
10	20	32	25	Canadian Tire	Speciality Retailers	4	33	9	14
12	36	32	37	Kleenex	Personal & Beauty Care	63	9	67	2
12	26	6	59	Chapters / Indigo	Speciality Retailers	37	33	10	18
12	40	7	1	President's Choice	Packaged Food	11	5	12	11
15	11	28	57	Toyota	Automotive	45	9	20	54
15	6	16	77	CBC / Radio Canada	Media & Entertainment	2	77	60	46
15	n/a	n/a	n/a	Tylenol	Personal & Beauty Care	111	24	80	7
15	5	5	22	IKEA	Speciality Retailers	26	33	12	8
15	48	25	20	Agropur	Dairy Products and Alternatives	3	14	20	18
15	29	15	29	Dove	Personal & Beauty Care	26	33	52	22
15	28	18	54	Amazon	Speciality Retailers	129	1	6	5
15	17	32	20	Sony	Electronics & AV Equipment	146	5	60	8
15	9	31	19	Marriott Hotels	Hotels	74	50	18	42
24	n/a	n/a	n/a	Liberté	Dairy Products and Alternatives	45	29	94	27
24	46	21	41	Roots Canada	Speciality Retailers	16	40	37	72
24	38	78	42	Purolator	Delivery Services	111	87	20	42
24	26	11	22	Kicking Horse Coffee	Coffee / Tea	11	29	67	87
24	n/a	n/a	n/a	Mark's Work Wearhouse	Speciality Retailers	45	55	42	29
29	24	28	37	Lindt / Lindor	Confectionery & Snacks	173	12	67	2
29	88	76	51	Gillette	Personal & Beauty Care	160	33	80	46
29	59	42	70	VIA Rail	Transportation	34	131	31	66
29	86	n/a	n/a	The Keg Steakhouse	Restaurants/ Takeout	95	64	10	34
29	62	98	65	A&W	Restaurants/ Takeout	37	40	15	34
29	33	n/a	n/a	Michelin	Automotive	173	33	67	61
29	14	9	n/a	Cirque du Soleil	Media & Entertainment	45	14	42	20
36	12	32	7	DAVIDsTEA	Coffee / Tea	17	40	31	66
36	34	52	6	Canon	Electronics & AV Equipment	193	14	52	22
36	46	127	43	Colgate	Personal & Beauty Care	102	29	115	29
36	21	85	62	Tide	Household Care	111	14	80	20
36	19	26	14	Honda	Automotive	67	14	42	54
41	30	19	62	FedEx	Delivery Services	129	64	20	54
41	18	44	79	Visa	Financial Services	102	77	20	38
41	n/a	n/a	n/a	Bose	Electronics & AV Equipment	212	14	94	29
41	72	92	17	Laura Secord	Confectionery & Snacks	111	64	37	46



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41	43	61	28	Quaker Oats	Packaged Food	56	77	94	29
41	90	50	117	Delta Hotels	Hotels	102	154	20	101
47	79	68	44	IGA	Food/Drug Retailers	17	113	18	101
47	94	94	111	Crest	Personal & Beauty Care	74	20	115	27
47	93	67	71	Macleans Magazine	Media & Entertainment	56	162	94	176
47	50	24	57	Holiday Inn	Hotels	95	143	31	87
47	75	79	51	Alexander Keith's	Alcohol	111	113	80	113
47	143	124	34	LG Appliances	Appliances	102	20	60	46
47	35	23	n/a	Four Seasons Hotels & Resorts	Hotels	129	113	20	131
47	56	40	66	Hudson's Bay	Speciality Retailers	84	154	80	109
55	178	58	61	The Real Canadian Superstore	Food/Drug Retailers	34	47	42	46
55	130	213	151	Petro-Canada	Gas Stations	45	47	52	46
55	10	10	54	WestJet	Transportation	43	113	31	66
55	99	117	155	RBC	Financial Services	14	131	15	168
55	48	51	16	Staples	Speciality Retailers	84	87	42	38
55	71	46	94	CTV	Media & Entertainment	5	131	94	82
55	n/a	n/a	n/a	Lush	Personal & Beauty Care	8	64	52	145