



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
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



55	72	n/a	n/a	Metro (Grocery Stores)	Food/Drug Retailers	31	131	42	94
55	109	71	36	PayPal	Financial Services	173	87	31	113
64	24	55	53	Mercedes-Benz	Automotive	212	55	37	158
64	176	150	146	Reebok	Sportswear	129	64	80	94
64	58	81	37	Best Western	Hotels	84	162	31	113
64	45	94	123	Activia	Dairy Products and Alternatives	51	50	115	66
64	86	57	n/a	Goodyear	Automotive	193	55	67	120
64	n/a	n/a	n/a	Body Shop	Personal & Beauty Care	17	102	67	120
64	69	101	n/a	Pampers	Personal & Beauty Care	243	77	94	120
64	53	48	46	Maytag	Appliances	193	98	94	113
64	43	49	67	Parmalat	Dairy Products and Alternatives	37	50	94	54
64	60	42	n/a	Walt Disney Company	Media & Entertainment	56	40	20	66
74	50	70	47	Kellogg's	Packaged Food	51	77	115	54
74	n/a	n/a	n/a	Häagen-Dazs	Dairy Products and Alternatives	212	40	158	22
74	42	73	67	Campbell's Soup	Packaged Food	84	87	143	75
74	85	148	141	Hershey's	Confectionery & Snacks	212	87	143	34
74	88	109	106	GE	Appliances	129	64	115	120
79	66	108	133	HP	Electronics & AV Equipment	160	55	80	82
79	64	87	59	BMW / MINI	Automotive	212	55	60	145
79	66	38	64	Sobeys	Food/Drug Retailers	22	123	60	101
79	82	n/a	n/a	Bridgestone	Automotive	193	77	143	145
79	69	121	67	Saputo	Dairy Products and Alternatives	37	55	94	75
79	81	16	50	Apple	Electronics & AV Equipment	95	24	37	61
79	106	120	n/a	Cineplex	Media & Entertainment	119	102	67	29
79	37	90	101	Hilton Hotels	Hotels	173	143	20	113
79	55	56	18	MasterCard	Financial Services	74	113	20	75
79	116	58	n/a	IMAX	Media & Entertainment	146	55	80	61
79	52	143	n/a	High Liner	Packaged Food	129	77	196	22
79	74	53	26	Global TV	Media & Entertainment	8	143	94	158
79	116	65	n/a	Blue Cross	Insurance	26	162	37	145
92	63	112	30	LG Electronics	Electronics & AV Equipment	160	40	115	75
92	56	68	93	Subaru	Automotive	119	77	94	176
92	114	115	112	Kraft Foods	Packaged Food	84	102	143	82
92	65	73	98	TD Canada Trust	Financial Services	26	154	15	182
92	31	36	24	Rona	Specialty Retailers	37	131	52	72
92	116	104	81	Panasonic	Appliances	228	64	143	72
92	202	155	98	Dempster's Bakery	Packaged Food	84	87	128	54
92	132	133	124	Olay	Personal & Beauty Care	146	143	158	158
92	153	138	149	SC Johnson	Household Care	173	64	158	75
92	122	64	n/a	Whole Foods	Food/Drug Retailers	5	102	67	168
102	135	n/a	n/a	Samsung Appliances	Appliances	193	24	143	54
102	15	38	75	Microsoft	Technology	51	9	94	38
102	n/a	n/a	n/a	Advil	Personal & Beauty Care	146	64	196	42
102	119	152	109	Sunlight	Household Care	102	64	196	82
102	134	109	44	Palmolive	Household Care	146	102	174	101
102	53	219	15	Samsung Electronics	Electronics & AV Equipment	193	20	94	38
102	103	99	87	American Express	Financial Services	193	199	42	223
102	121	133	119	Audi	Automotive	243	50	80	158
102	111	133	94	Labatt	Alcohol	84	179	158	219
102	146	87	107	Adidas	Sportswear	129	40	143	82
102	214	41	40	Loblaws	Food/Drug Retailers	26	87	67	66
102	99	81	135	Compliments	Packaged Food	56	102	115	87
102	119	81	n/a	IBM	Technology	119	102	128	199
102	94	112	31	Whirlpool	Appliances	173	98	128	137
102	178	58	151	Globe and Mail	Media & Entertainment	63	191	158	199
102	106	46	87	Starbucks	Restaurants/ Takeout	56	143	52	168
102	141	112	109	Sleep Country	Specialty Retailers	56	162	94	176
102	84	89	100	UPS	Delivery Services	228	154	115	151
102	n/a	n/a	n/a	Crown Royal	Alcohol	264	77	174	101
102	111	132	84	Tropicana	Beverages	84	87	143	87
102	103	103	94	Scotiabank	Financial Services	37	209	42	239
102	78	104	n/a	Adobe	Technology	129	64	80	87
124	115	129	108	Under Armour	Sportswear	146	55	143	94
124	101	77	n/a	Tangerine	Financial Services	74	102	20	199



124	153	150	149	Van Houtte Coffee	Coffee / Tea	119	191	174	168
124	101	63	115	Yoplait	Dairy Products and Alternatives	84	102	158	129
124	122	127	155	Dell	Electronics & AV Equipment	160	64	60	158
124	n/a	n/a	n/a	Second Cup Coffee Co.	Restaurants/ Takeout	84	191	94	188
124	79	92	n/a	Harley Davidson	Automotive	298	191	115	247
124	94	104	n/a	Intel	Technology	160	50	143	109
124	127	72	157	McCain Foods	Packaged Food	95	123	143	129
124	n/a	n/a	n/a	New Balance	Sportswear	146	98	174	137
124	82	80	81	Porter Air	Transportation	228	216	80	182
124	125	183	75	Cadbury	Confectionery & Snacks	228	123	174	61
136	n/a	n/a	n/a	Breyers	Dairy Products and Alternatives	119	123	196	94
136	170	73	119	SportChek	Speciality Retailers	67	131	67	101
136	n/a	n/a	n/a	Coppertone	Personal & Beauty Care	193	191	158	188
136	191	159	168	Nike	Sportswear	146	24	143	87
136	160	157	140	Mazda	Automotive	193	123	128	188
136	203	27	47	Tim Hortons	Restaurants/ Takeout	22	87	42	61
136	n/a	n/a	n/a	Captain Morgan	Alcohol	258	113	174	131
136	92	205	241	Canada Post	Delivery Services	22	232	80	113
136	n/a	n/a	n/a	Micheals	Speciality Retailers	129	199	67	120
136	75	119	34	Canada Dry	Beverages	160	113	216	87
136	181	193	160	Downy Fabric Softener	Household Care	173	113	174	137
136	153	158	170	Lysol	Household Care	273	55	216	46
136	32	14	11	Tesla Motors	Automotive	10	77	94	158
136	143	65	n/a	Jamieson	Personal & Beauty Care	51	131	174	137
136	217	223	103	Budweiser	Alcohol	160	199	158	259
136	137	144	146	Swiss Chalet/Harvey's	Restaurants/ Takeout	119	209	94	151
136	216	201	191	Nescafe Drinks	Coffee / Tea	173	216	216	199
153	160	123	n/a	Philips	Technology	212	131	216	168
153	199	166	114	Finish Detergent	Household Care	264	87	216	75
153	142	109	79	Nissan	Automotive	129	102	94	188
153	n/a	n/a	n/a	Smirnoff	Alcohol	300	179	196	158
153	178	179	127	Dare Foods	Packaged Food	212	179	247	151
153	146	196	101	Maxwell House	Coffee / Tea	160	216	174	230
153	98	86	119	Heineken	Alcohol	273	191	264	188
153	146	117	86	BMO	Financial Services	34	209	52	230
153	127	133	87	Knorr	Packaged Food	146	131	174	113
153	127	129	192	Winners	Speciality Retailers	173	179	128	94
153	n/a	n/a	n/a	Nintendo	Technology	258	87	158	151
153	150	146	141	Cascade Detergent	Household Care	173	123	174	137
153	176	218	129	Schneiders Meats	Packaged Food	129	143	174	137
153	220	219	226	Mitsubishi Motors	Automotive	193	179	115	247
167	174	121	116	Sun Life	Insurance	56	216	60	188
167	n/a	n/a	n/a	Bacardi	Alcohol	282	162	216	145
167	n/a	n/a	n/a	Clorox	Household Care	300	162	216	120
167	94	140	170	Kit Kat	Confectionery & Snacks	258	131	174	46
167	137	n/a	n/a	Ritz Crackers	Confectionery & Snacks	193	162	216	101
167	140	140	145	Molson/Coors	Alcohol	119	162	128	199
167	198	192	202	Nespresso	Coffee / Tea	264	131	128	223
167	182	179	138	Maple Leaf Foods	Packaged Food	74	154	174	151
167	190	81	104	Safeway	Food/Drug Retailers	74	232	115	209
167	169	139	128	Lay's Potato Chips	Confectionery & Snacks	228	162	196	94
167	n/a	n/a	n/a	Sleeman	Alcohol	146	154	196	176
167	163	129	74	CIBC	Financial Services	31	232	94	247
167	106	45	130	NETFLIX	Media & Entertainment	273	33	158	42
167	n/a	n/a	n/a	Car2Go	Automotive Rental	22	143	174	217
167	239	268	212	Coca-Cola	Beverages	146	98	174	137
167	n/a	n/a	n/a	Becel	Dairy Products and Alternatives	95	179	240	182
183	103	147	87	Choice Hotels	Hotels	102	216	52	182
183	157	189	91	Subway	Restaurants/ Takeout	63	143	80	109
183	135	167	119	Orville Redenbacher	Confectionery & Snacks	243	123	196	101
183	77	97	47	Tetley Tea	Coffee / Tea	102	154	216	131
183	219	116	165	Great-West Life	Insurance	67	232	67	199
183	111	177	165	Best Buy	Speciality Retailers	173	123	80	120
183	204	169	160	Folgers Coffee	Coffee / Tea	129	232	216	223



183	185	90	133	Frigidaire	Appliances	243	179	216	182
183	125	124	157	Enterprise Rent-A-Car	Automotive Rental	258	228	128	182
183	61	148	131	Heinz	Packaged Food	228	102	196	75
193	149	168	135	Hyundai	Automotive	173	154	94	230
193	110	194	198	Nabob Coffee	Coffee / Tea	129	209	216	247
193	130	160	125	Swiffer	Household Care	273	131	247	120
193	173	107	214	Wendy's	Restaurants/ Takeout	243	228	128	173
193	172	199	77	Dairy Queen	Restaurants/ Takeout	160	199	128	109
193	153	163	91	Minute Maid	Beverages	119	162	240	151
193	162	205	175	Old Dutch Foods	Confectionery & Snacks	228	191	174	137
193	151	213	193	Wrigley	Confectionery & Snacks	264	199	240	131
193	260	199	212	Lululemon Athletica	Sportswear	45	113	143	209
193	165	154	72	Asus	Electronics & AV Equipment	273	143	196	158
193	193	187	118	Mars Bar	Confectionery & Snacks	243	162	158	120
193	239	243	202	Delissio	Packaged Food	243	228	196	209
193	212	175	104	Purex Laundry Detergent	Household Care	160	179	240	131
193	184	162	170	Acer	Electronics & AV Equipment	228	179	196	188
207	171	102	125	Manulife	Insurance	74	241	94	223
207	250	n/a	n/a	Montana's BBQ & Bar	Restaurants/ Takeout	193	248	115	209
207	231	172	138	National Bank of Canada	Financial Services	84	272	143	277
207	214	179	159	Kia	Automotive	173	199	128	273
207	182	178	n/a	McCormick Spices	Packaged Food	129	216	240	230
207	193	183	185	Skechers	Sportswear	243	162	196	199
213	165	169	83	Estee Lauder	Personal & Beauty Care	228	209	196	244
213	196	182	201	Corona	Alcohol	243	162	216	199
213	225	204	135	Puma	Sportswear	212	162	174	188
213	220	229	n/a	Nokia	Electronics & AV Equipment	273	209	240	255
213	233	211	243	ESSO	Gas Stations	212	162	196	145
213	238	201	177	Pepsi	Beverages	212	143	216	188
213	187	152	32	Kenmore Appliances	Appliances	193	162	216	173
213	218	203	194	Converse	Sportswear	193	199	196	209
213	269	253	222	Wonder Bread	Packaged Food	173	248	247	255
222	225	228	182	Febreze	Household Care	264	179	247	199
222	254	208	153	Desjardins Insurance	Insurance	51	248	115	247
222	165	172	146	Boston Pizza	Restaurants/ Takeout	111	254	128	230
222	165	164	164	Carlson Wagonlit	Travel	212	280	158	259
222	157	124	56	Lipton	Coffee / Tea	173	216	247	188
222	209	215	n/a	Spotify	Media & Entertainment	193	143	158	158
222	132	226	154	L'Oreal Paris	Personal & Beauty Care	228	162	216	188
222	187	196	187	Gain Detergent	Household Care	243	232	264	239
230	122	133	160	Expedia	Travel	228	191	158	158
230	187	183	228	Hertz Car Rental	Automotive Rental	288	267	247	247
230	235	189	n/a	Green Shield	Insurance	74	254	128	244
230	222	n/a	n/a	Dentyne Gum	Confectionery & Snacks	295	232	264	176
230	39	20	26	Google	Technology	31	5	247	13
230	191	252	198	Pizza Hut	Restaurants/ Takeout	173	232	174	223
236	210	160	210	The Cooperators	Insurance	67	260	158	268
236	205	234	205	McDonald's	Restaurants/ Takeout	74	199	128	219
236	270	243	196	Wawanesa Insurance	Insurance	111	267	143	268
236	n/a	n/a	n/a	HSBC	Financial Services	129	272	174	285
236	175	175	165	Ford	Automotive	119	241	216	273
236	193	260	204	Nestea	Beverages	146	216	278	217
236	143	94	112	TripAdvisor	Travel	129	179	158	131
236	210	249	185	Gatorade	Beverages	243	216	247	244
236	224	171	143	Booking.com	Travel	228	228	174	223
236	242	232	231	Domino's Pizza	Restaurants/ Takeout	193	248	196	239
236	235	251	228	Tassimo	Coffee / Tea	273	241	196	285
247	196	172	170	Johnson's Baby Powder	Personal & Beauty Care	129	216	271	209
247	207	264	220	Danby	Appliances	160	246	216	237
247	212	187	180	Canada Life	Insurance	102	272	196	273
247	254	183	163	Intact Insurance	Insurance	95	260	128	255
247	163	165	187	Lenovo	Electronics & AV Equipment	282	199	247	209
247	228	144	196	Avis/Budget Rent a Car	Automotive Rental	288	254	216	230
247	159	194	n/a	Keurig	Coffee / Tea	288	199	247	239



247	205	217	210	Kokanee	Alcohol	160	267	271	264
247	223	250	222	Stouffer's	Packaged Food	243	260	247	255
247	207	241	239	trivago	Travel	173	232	196	247
247	199	255	205	Evian	Beverages	173	254	264	264
258	235	261	227	Couche-Tard/Mac's /Daisy Mart	Food/Drug Retailers	228	282	216	236
258	265	207	230	TELUS	Telecoms/Cable/Digital	63	246	264	259
258	229	243	222	National Post	Media & Entertainment	146	267	278	285
261	271	226	251	Koodo Mobile	Telecoms/Cable/Digital	173	248	174	277
261	137	99	n/a	iTunes	Media & Entertainment	212	216	282	209
261	262	258	218	Ultramar	Gas Stations	295	260	247	239
264	273	236	180	Air Transat	Transportation	243	272	264	237
264	250	253	n/a	EA Games	Technology	264	209	278	219
264	258	215	245	Airbnb	Hotels	119	179	216	173
264	249	209	215	eBay	Speciality Retailers	282	248	216	223
268	239	233	168	Aviva Insurance	Insurance	111	282	216	259
268	246	248	233	Kayak	Travel	193	272	247	268
268	254	230	238	Hotels.com	Travel	228	241	240	247
268	261	269	236	Shell	Gas Stations	264	216	264	219
268	263	265	258	Shaw Communications	Telecoms/Cable/Digital	95	272	271	277
273	246	246	249	Travelocity	Travel	288	286	282	288
273	268	n/a	n/a	PizzaPizza	Restaurants/ Takeout	212	293	247	277
273	264	292	262	Walmart	Food/Drug Retailers	212	241	216	176
273	253	273	232	Air Wick	Household Care	288	272	271	259
273	274	275	256	Husky Oil	Gas Stations	228	260	271	264
273	199	256	240	Flight Centre	Travel	264	286	247	268
279	246	n/a	n/a	Little Caesars	Restaurants/ Takeout	288	290	271	268
279	281	196	263	Air Canada	Transportation	102	254	287	199
279	242	236	259	Alamo/National Rent A Car	Automotive Rental	304	290	271	277
282	283	256	253	Hotwire.com	Travel	258	272	282	283
282	244	259	233	Fido	Telecoms/Cable/Digital	212	286	289	295
282	231	236	237	Carling	Alcohol	212	299	247	297
285	257	231	n/a	Virgin Mobile	Telecoms/Cable/Digital	193	280	278	293
285	266	270	255	Fiat	Automotive	282	296	282	293
285	277	221	208	YouTube	Media & Entertainment	193	113	294	94
285	272	278	245	Nestlé Life	Beverages	173	260	287	264
285	279	280	250	Burger King	Restaurants/ Takeout	308	300	247	283
290	258	241	261	Dollar/Thrifty Car Rental	Automotive Rental	300	303	289	297
291	280	274	254	Dasani	Beverages	273	282	289	289
292	277	271	247	Aquafina	Beverages	264	294	294	289
293	286	293	271	KFC	Restaurants/ Takeout	312	303	282	297
293	266	265	268	WIND Mobile	Telecoms/Cable/Digital	243	300	289	303
293	244	247	216	Greyhound	Transportation	282	303	300	292
296	276	276	208	Yahoo!	Technology	258	290	298	300
296	291	267	n/a	Delta Airline	Transportation	304	306	302	302
298	n/a	n/a	n/a	Leon's/The Brick	Speciality Retailers	243	306	300	300
298	275	283	265	Dollarama	Speciality Retailers	309	296	289	151
298	229	263	219	General Motors	Automotive	282	286	294	295
301	285	285	274	Red Bull	Beverages	298	296	294	312
302	290	284	273	Uber	Transportation	309	260	302	282
302	293	281	n/a	American Airlines	Transportation	304	312	307	309
304	298	294	276	Volkswagen	Automotive	295	267	298	289
304	296	282	266	Twitter	Media & Entertainment	273	282	309	303
304	291	290	272	Rogers Communications	Telecoms/Cable/Digital	146	306	306	306
307	284	276	264	Instagram	Media & Entertainment	288	254	304	273
308	297	291	275	Bell Canada	Telecoms/Cable/Digital	74	309	311	307
309	288	287	270	Sun Newspapers	Media & Entertainment	160	309	305	307
310	299	286	n/a	United Airlines	Transportation	309	313	310	310
311	294	279	n/a	Snapchat	Media & Entertainment	304	294	307	303
312	282	n/a	0	Huawei	Electronics & AV Equipment	313	302	312	313
313	295	288	267	Facebook	Media & Entertainment	300	309	313	311