



**MOST TRUSTED BRAND IN CANADA
MARQUE DE CONFIANCE AU CANADA**

**GUSTAVSON SCHOOL OF BUSINESS
UNIVERSITY OF VICTORIA**

2020 GUSTAVSON BRAND TRUST INDEX BACKGROUND

What is the Gustavson Brand Trust Index?

The Gustavson Brand Trust Index (GBTI) investigates consumer trust, the factors that affect it, and the brands that succeed, and struggle, with consumer trust. The team at the Gustavson School of Business established this Index in 2015 with an aim to raise awareness on the role trust plays in the minds of consumers when making purchasing decisions. The Index highlights how shared values, consumer relationship management and customer experience influence trust. It also measures the relationships between brand performance, social equity, and advocacy for brands in Canada. This year, in light of COVID-19, the GBTI team conducted a follow-up study to gauge the changes in consumer trust with brands as they navigated the effects of the pandemic.

What is the sample size of the research?

The original 2020 Brand Trust Index surveyed 7,800 Canadians.
The follow-up 2020 study surveyed 1,050 Canadians,

How many brands were surveyed?

This year, the GBTI included 342 brands in the initial survey and then 105 brands from the original list in the follow up study .

When were the surveys conducted?

The original 2020 Brand Trust Index survey was conducted between January and February 2020
The follow-up survey was conducted in April 2020

What is the Gustavson Brand Trust Model?

The brand trust survey measures overall brand trust and three different dimensions of trust that influence whether consumers recommend a brand to their networks:

- **Brand trust overall** – consumer perceptions of whether the brand is trustworthy and acts with integrity
- **Values-based trust** – consumer perceptions on the brand’s social responsibility
- **Functional trust** – consumer perceptions on how well the brand performs its core functions
- **Relationship trust** – consumer perceptions on how the brand interacts with its consumers
- **Word of mouth** – the extent to which consumers recommend the brand to others

What are some key insights from the 2020 GBTI?

- Consistency in quality and innovation is critical. Organizations that consistently improve their products/services engender greater consumer trust and loyalty. (e.g. Dyson)
- Innovation contributes to trust, but not if it comes at the expense of other values. (e.g. Airbnb)
- For an organization to be trusted and seen as credible in playing a positive role in society, it must ensure the availability and competitiveness of its products. (e.g. Lysol and Clorox)
- Organizations that show a good sense of concern for employees' well-being and empathize with employees and their experience, build and retain trust in their brands. (e.g. Loblaws)
- To win the trust of millennials and Gen Z’s hearts, brands need to play a positive role in society and support the environment and social causes (e.g. Lush)

What are the results of the 2020 Gustavson Brand Trust Index?

Canada’s Top 10 Most Trusted Brands for 2020

- | | |
|---------------------|----------------------------------|
| 1. MEC (TIE) | 8. Shoppers Drug Mart/Pharmaprix |
| 1. CAA (TIE) | 9. Home Hardware (TIE) |
| 3. Costco | 9. Lego (TIE) |
| 4. Dyson | 9. Bose (TIE) |
| 5. Home Depot (TIE) | 9. Bandaid (TIE) |
| 5. Sony (TIE) | 9. Kleenex (TIE) |
| 7. Canadian Tire | |

Winners of Consumers Trust by Industry Sector:

Alcohol	Alexander Keith's Crown Royal
Appliances	Dyson
Automobile Rental	Enterprise
Automotive	Toyota
Beverages	Tropicana
Coffee/Tea	Kicking Horse Coffee
Confectionery/Snack Foods	Lindt / Lindor
Dairy Products and Alternatives	Häagen Dazs
Delivery Services	FedEx Purolator
Electronics & AV Equipment	Sony

Financial Services (TIE)	Interac Visa
Food & Drug Retailers	Costco Wholesale
Gas Stations	Petro-Canada
Hotels	Fairmont Hotels & Resorts
Household Care	Palmolive
Insurance	Canadian Automobile Association
Media & Entertainment	CBC/Radio-Canada
Packaged Foods	President's Choice
Personal & Beauty Care	Band-Aid Kleenex
Restaurants/Takeout	A&W
Specialty Retailers	MEC
Sportswear	Columbia Sportswear
Technology	Intel
Telecoms/Cable	TELUS
Toys and Games	Lego
Transportation	VIA Rail
Travel	TripAdvisor

Most Trusted brands from follow-up report (Post-COVID-19):

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|----------------------------------|---------------------------|
| 1. Canada Post | 6. CBC/Radio Canada News |
| 2. Shoppers Drug Mart/Pharmaprix | 7. Interac |
| 3. CTV News | 8. VIA Rail |
| 4. Costco (TIE) | 9. Global News (TIE) |
| 4. The Weather Network (TIE) | 9. Cirque du Soleil (TIE) |

Who is the team behind the Gustavson Brand Trust Index?

Dr. Saul Klein, Dean & Professor of Marketing & International Business, Gustavson School of Business

Dr. Saul Klein has had a broad-ranging career spanning developing, developed and transition countries. He specializes in the areas of marketing strategy, global business and international marketing. His research focuses on the global competitiveness of emerging market firms and he has provided consulting assistance to over 50 different organizations in these areas in Canada, the USA, Singapore and South Africa. He has also led strategic planning workshops for a variety of organizations in different sectors. Klein serves on the boards of the National Consortium for Indigenous Economic Development (Canada), the Mediterranean Entrepreneurship Development and Innovation (Tunisia) and on the International Advisory Committees of UIBE and Beijing Jiaotong Universities (China).

Dr. David Dunne, Director of MBA Programs and Professor of International Marketing & Service Innovation, Gustavson School of Business

Dr. David Dunne joined the Gustavson School of Business in 2014. His research explores how designers apply in-depth user research and creative thinking methods to "wicked problems": critical, chronic problems in society and business with no clear start or end point, such as problems in the health care system. His research has been published in business and design journals, including Harvard Business Review and Academy of Management Learning & Education. Dunne teaches design, strategy and marketing to students and executives worldwide and has held appointments at design schools in the Netherlands, the US and Mexico. His recent executive teaching/consulting clients include AstraZeneca, Corus Entertainment, GlaxoSmithKline, Mt Sinai Hospital and Ontario Local Health Integration Networks.

Dr. Linda Shi, Associate Professor, Gustavson School of Business

Dr. Linda Shi teaches marketing and international business. Her research interests include global marketing strategy, Chinese marketing, customer relationship management, global account management, service recovery and consumers satisfaction. Shi has published her research in numerous scholarly journals including: Journal of International Business Studies, Management International Review, Journal of International Marketing, and Journal of Business and Industrial Marketing, among others. Shi previously worked for Procter & Gamble's Chinese headquarters and was responsible for several key projects regarding inventory reduction, supplier and consumer management, and cost accounting process optimization.

Venus Tamturk, Brand Trust Project Manager, Gustavson School of Business

Venus Tamturk joined Gustavson in 2018. In her current role as the Brand Trust Project Manager, Gustavson School of Business at University of Victoria, she is using her background to think creatively and strategically on how to use the Brand Trust data finding to craft strategy on corporate engagement with UVic and Gustavson. As the project manager, she is on the front line of information management, analyzing, investigating, interpreting and communicating complex information in support of the School's long-term ethics, responsibility, sustainability and research goals.

About the Peter B. Gustavson School of Business

The Peter B. Gustavson School of Business at the University of Victoria is dedicated to providing a non-traditional business education and a dynamic learning environment that develops principled managers and leaders who can drive innovation and social change. Located in Victoria, BC at the University of Victoria, Gustavson is among the fewer than one percent of the world's business schools that hold both AACSB (Association to Advance Collegiate Schools of Business) and EQUIS (European Quality Improvement System) accreditation. The Gustavson School of Business offers BCom, MBA, MGB and PhD programs, has over 100 international university partners. For more information, visit: www.uvic.ca/gustavson.