



**Gustavson**  
**School of Business**  
 University of Victoria



| <b>Brand Name</b>             | <b>Rank 2020 (Follow-up GBTI)</b> |
|-------------------------------|-----------------------------------|
| Canada Post                   | 1                                 |
| Shoppers Drug Mart/Pharmaprix | 2                                 |
| CTV News                      | 3                                 |
| Costco                        | 4                                 |
| The Weather Network           | 4                                 |
| CBC / Radio Canada News       | 6                                 |
| Interac                       | 7                                 |
| VIA Rail                      | 8                                 |
| Global News                   | 9                                 |
| Cirque du Soleil              | 9                                 |
| IGA                           | 11                                |
| Loblaws                       | 12                                |
| Sobeys                        | 13                                |
| The Real Canadian Superstore  | 13                                |
| Metro (Grocery Stores)        | 15                                |
| Purolator                     | 15                                |
| FedEx                         | 15                                |
| TD Canada Trust               | 18                                |
| RBC                           | 18                                |
| Microsoft                     | 18                                |
| Fairmont Hotels & Resorts     | 21                                |
| Dyson                         | 22                                |
| Globe and Mail                | 22                                |
| Whole Foods                   | 24                                |
| Marriott Hotels               | 24                                |
| MasterCard                    | 26                                |
| Macleans Magazine             | 26                                |
| Holiday Inn                   | 28                                |
| Lysol                         | 28                                |
| WestJet                       | 28                                |
| Porter Airlines               | 28                                |
| Google                        | 32                                |
| Visa                          | 33                                |
| Sunlight                      | 33                                |
| NETFLIX                       | 33                                |



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|-------------------------------|-----------------------------------|
| IMAX                          | 33                                |
| Walt Disney Company           | 33                                |
| UPS                           | 33                                |
| Scotiabank                    | 39                                |
| CIBC                          | 39                                |
| Tide                          | 39                                |
| Tesla Motors                  | 42                                |
| Tangerine Bank                | 42                                |
| Safeway                       | 44                                |
| Best Western                  | 44                                |
| Intel                         | 44                                |
| BMO                           | 47                                |
| Downy Fabric Softener         | 47                                |
| Palmolive                     | 47                                |
| Cascade Detergent             | 47                                |
| National Bank of Canada       | 51                                |
| PayPal                        | 51                                |
| Couche-Tard /Circle K         | 51                                |
| Delta Hotels                  | 51                                |
| Four Seasons Hotels & Resorts | 51                                |
| Swiffer                       | 51                                |
| Purex Laundry Detergent       | 51                                |
| Clorox                        | 51                                |
| Cineplex                      | 51                                |
| Ford                          | 60                                |
| Hilton Hotels                 | 60                                |
| Finish Detergent              | 60                                |
| National Post                 | 60                                |
| IBM                           | 60                                |
| Adobe                         | 60                                |
| Shaw Communications           | 60                                |
| Philips                       | 67                                |
| Amazon                        | 68                                |
| SC Johnson                    | 69                                |
| Air Canada                    | 69                                |
| Choice Hotels                 | 71                                |



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| <b>Brand Name</b>     | <b>Rank 2020 (Follow-up GBTI)</b> |
|-----------------------|-----------------------------------|
| Febreze               | 72                                |
| iTunes                | 72                                |
| Gain Detergent        | 74                                |
| TELUS                 | 74                                |
| Fido                  | 74                                |
| American Express      | 77                                |
| Walmart               | 77                                |
| Air Wick              | 77                                |
| Kijiji                | 77                                |
| Koodo Mobile          | 77                                |
| General Motors        | 82                                |
| Spotify               | 82                                |
| SkipTheDishes         | 82                                |
| Rogers Communications | 82                                |
| Air Transat           | 82                                |
| HSBC                  | 87                                |
| Delta Airline         | 87                                |
| Virgin Mobile         | 89                                |
| United Airlines       | 90                                |
| Yahoo!                | 91                                |
| Freedom Mobile        | 91                                |
| YouTube               | 93                                |
| Greyhound             | 93                                |
| Bell Canada           | 95                                |
| Lyft                  | 95                                |
| Instagram             | 97                                |
| American Airlines     | 97                                |
| Airbnb                | 99                                |
| Uber                  | 100                               |
| Twitter               | 101                               |
| Sun Newspapers        | 102                               |
| Snapchat              | 103                               |
| Craigslist            | 104                               |
| Facebook              | 105                               |