

# Some brands recovered lost trust...

- In the wake of the catastrophic flooding that hit British Columbia, **Aviva Canada** made a \$50,000 donation to support BC flood victims and committed to providing one-time payments of \$2,500. It may have had a positive impact on consumers' perception.
- **Loblaws** finally recovered from its drastic fallout following "the great Canadian bread price-fixing scandal" of 2018. The slow recovery of Loblaws is a good example of how trust is lost in buckets but regained in drops.

## ...while others fell out of favour

- **Kellogg's** fans across the world boycotted the brand after the company axed 1,400 striking workers. Once hailed as 'heroes', workers worked through the pandemic, seven days a week, 16 hours a day. They felt betrayed when Kellogg's announced it would hire permanent replacement workers. US President Joe Biden sharply criticized Kellogg's for threatening to replace workers permanently. This global scrutiny may have contributed to the steep decline in Canadians' perception of the brand.

