



University of Victoria

**PETER B. GUSTAVSON**

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2016-09-19

**Brand Trust Ranking - GBTI 2016**

Brand Trust Rank 2016	Brand Name	Values-Based Trust Rank 2016	Functional Trust Rank 2016	Relationship Trust Rank 2016	Net Recommendation Rank 2016	Category
1	MEC	1	7	4	43	Retailers (Other)
1	President's Choice	7	1	2	10	Packaged Foods
3	Costco	37	10	1	5	Food & Drug Retailers
4	Home Hardware	16	33	5	7	Retailers (Other)
5	Shoppers Drug Mart / Pharmaprix	18	53	8	29	Food & Drug Retailers
6	Canon	134	8	31	29	Electronics & AV Equipment
7	DAVIDsTEA	6	22	10	12	Coffee/Tea
8	Fairmont Hotels & Resorts	78	93	6	61	Hotels
9	Band-Aid	50	3	70	1	Personal & Beauty Care
9	Columbia Sportswear	44	15	59	28	Sportswear
11	Tesla Motors	2	9	21	4	Automobiles
11	Interac	73	21	14	27	Financial Services
13	Home Depot	12	32	7	15	Retailers (Other)
14	Honda	37	6	27	17	Automobiles
15	Samsung Electronics	174	4	53	3	Electronics & AV Equipment
16	Staples	59	41	13	70	Retailers (Other)
17	Laura Secord	132	72	71	122	Confectionery/Snacks
18	MasterCard	69	51	3	87	Financial Services
19	Marriott Hotels	116	91	11	18	Hotels
20	Sony	167	5	52	9	Electronics & AV Equipment
20	Agropur (Sealtest, Quebon, L'Extra, Natrel, logo)	11	17	42	39	Dairy
22	Kicking Horse Coffee	9	26	63	82	Coffee/Tea
22	IKEA	27	19	20	29	Retailers (Other)
24	Rona	22	81	26	197	Retailers (Other)
25	Canadian Tire	5	31	14	34	Retailers (Other)
26	Global TV	3	49	36	79	Media
26	Google	8	1	49	6	Technology
28	Quaker Oats	31	23	87	55	Packaged Foods
29	Dove	20	16	42	22	Personal & Beauty Care
30	LG Electronics	108	12	55	19	Electronics & AV Equipment
31	Whirlpool	103	26	66	127	Appliances
32	Kenmore Appliances	102	37	50	91	Appliances
32	Starwood Hotels (Sheraton, Westin)	88	96	16	22	Hotels
34	LG Appliances	112	11	68	47	Appliances
34	Canada Dry	122	45	127	20	Soft Drinks/Juices/Waters
36	PayPal	173	55	9	21	Financial Services
37	Lindt / Lindor	146	28	107	16	Confectionery/Snacks



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37	Best Western	73	102	17	154	Hotels
37	Kleenex	105	14	129	22	Personal & Beauty Care
40	Loblaws	19	64	29	35	Food & Drug Retailers
41	Roots Canada	24	70	71	72	Retailers (Other)
42	Purolator	134	82	40	92	Delivery Services
43	Colgate	57	25	81	26	Personal & Beauty Care
44	IGA	17	113	33	102	Food & Drug Retailers
44	Palmolive	68	45	112	109	Household Care
46	Maytag	87	39	63	93	Appliances
47	Tim Hortons	14	51	33	11	Restaurants/Takeout
47	Tetley Tea	70	34	95	53	Coffee/Tea
47	Kellogg's	42	34	85	29	Packaged Foods
50	Apple	97	18	23	36	Electronics & AV Equipment
51	Alexander Keith's	91	62	82	50	Beer
51	Gillette	192	28	134	37	Personal & Beauty Care
53	Mercedes-Benz	188	41	59	72	Automobiles
54	Amazon	179	30	19	41	Retailers (Other)
54	WestJet	33	65	18	59	Transportation
56	Lipton	81	97	107	41	Coffee/Tea
57	Toyota	39	13	42	13	Automobiles
57	Holiday Inn	95	131	39	178	Hotels
59	BMW / MINI	196	83	69	49	Automobiles
59	Chapters / Indigo	51	62	35	61	Retailers (Other)
61	The Real Canadian Superstore	30	70	67	95	Food & Drug Retailers
62	Tide	128	34	140	79	Household Care
62	FedEx	164	74	53	94	Delivery Services
64	Sobeys	20	107	38	70	Food & Drug Retailers
65	A&W	55	72	42	95	Restaurants/Takeout
66	Hudson's Bay	75	91	41	59	Retailers (Other)
67	Saputo (Dairyland, Neilson, Armstrong)	41	53	102	44	Dairy
67	Parmalat (Beatrice, Astro, Lactantia)	45	75	136	47	Dairy
67	Campbell's Soup	76	56	120	57	Packaged Foods
70	VIA Rail	53	144	47	109	Transportation
71	Maclean's Magazine	91	168	145	237	Media
72	Asus	174	40	102	64	Electronics & AV Equipment
72	London Drugs	47	152	55	38	Food & Drug Retailers
74	CIBC	14	168	12	214	Financial Services
75	Cadbury	157	43	154	116	Confectionery/Snacks
75	Microsoft	29	20	71	189	Technology
77	Dairy Queen	124	104	90	87	Restaurants/Takeout



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77	CBC / Radio Canada	4	105	96	64	Media
79	Nissan	141	102	90	167	Automobiles
79	Visa	88	114	28	2	Financial Services
81	Panasonic	227	57	140	68	Appliances
81	Porter Air	82	69	31	95	Transportation
83	Estee Lauder (including Clinique)	201	111	99	105	Personal & Beauty Care
84	Tropicana	71	58	148	82	Soft Drinks/Juices/Waters
85	Planters Peanuts	157	94	142	77	Confectionery/Snacks
86	BMO (Bank of Montreal)	23	177	23	206	Financial Services
87	American Express	114	168	36	111	Financial Services
87	Starbucks	67	98	47	143	Restaurants/Takeout
87	Choice Hotels (Comfort Inn, Quality Inn, Econo Lodge, Clarion)	83	162	30	244	Hotels
87	Knorr	118	84	159	125	Packaged Foods
91	Subway	45	60	74	13	Restaurants/Takeout
91	Minute Maid	108	78	162	113	Soft Drinks/Juices/Waters
93	Subaru	131	79	107	29	Automobiles
94	Labatt	61	132	116	105	Beer
94	Toshiba	193	45	117	161	Electronics & AV Equipment
94	Scotiabank	24	150	23	254	Financial Services
94	CTV	10	114	104	67	Media
98	TD Canada Trust	12	129	22	130	Financial Services
98	Dempster's Bakery	96	88	154	75	Packaged Foods
100	UPS	168	140	79	138	Delivery Services
101	Maxwell House	110	126	130	100	Coffee/Tea
101	Hilton Hotels	174	142	42	203	Hotels
103	Budweiser	98	126	122	50	Beer
104	Safeway	26	177	87	167	Food & Drug Retailers
104	Purex Laundry Detergent	110	88	158	46	Household Care
106	GE (General Electric)	123	75	122	135	Appliances
107	Adidas	119	24	132	171	Sportswear
108	Under Armour	144	48	138	82	Sportswear
109	Sunlight	101	105	165	64	Household Care
109	Sleep Country	66	118	94	104	Retailers (Other)
111	Crest	157	59	174	146	Personal & Beauty Care
112	Kraft Foods	61	60	118	25	Packaged Foods
112	TripAdvisor	98	98	58	208	Travel
114	Finish Detergent	207	77	157	58	Household Care
115	Yoplait	59	88	118	140	Dairy
116	Sun Life	35	167	50	182	Insurance
117	Delta Hotels	132	168	74	163	Hotels



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118	Mars Bar	213	146	145	116	Confectionery/Snacks
119	Heineken	196	118	187	133	Beer
119	Audi	246	68	84	116	Automobiles
119	Orville Redenbacher	224	86	193	122	Confectionery/Snacks
119	SportChek	61	117	86	171	Retailers (Other)
123	Activia (Danone Groupe)	36	49	152	44	Dairy
124	Olay	153	108	174	146	Personal & Beauty Care
125	Swiffer	162	65	169	157	Household Care
125	Manulife	39	190	74	151	Insurance
127	Dare Foods	115	147	178	192	Packaged Foods
128	Lay's Potato Chips	230	101	182	7	Confectionery/Snacks
129	Schneiders Meats	138	135	171	184	Packaged Foods
130	NETFLIX	184	38	80	68	Media
131	Tostitos	251	121	193	151	Confectionery/Snacks
131	Heinz	165	67	189	40	Packaged Foods
133	Frigidaire	147	133	165	160	Appliances
133	HP	149	98	127	102	Electronics & AV Equipment
135	Hyundai	130	108	99	163	Automobiles
135	Compliments	56	118	159	216	Packaged Foods
135	Puma	216	179	186	95	Sportswear
138	National Bank of Canada	64	234	78	237	Financial Services
138	Maple Leaf Foods	64	110	150	120	Packaged Foods
140	Mazda	231	137	154	134	Automobiles
141	Hershey's	211	111	219	50	Confectionery/Snacks
141	Cascade Detergent	219	122	209	130	Household Care
143	Blackberry	124	213	96	267	Electronics & AV Equipment
143	Booking.com	157	153	96	82	Travel
145	Molson/Coors	84	144	130	132	Beer
146	Boston Pizza	76	183	106	210	Restaurants/Takeout
146	Swiss Chalet/Harvey's	134	159	89	177	Restaurants/Takeout
146	Reebok	193	86	171	146	Sportswear
149	Van Houtte Coffee	149	137	120	89	Coffee/Tea
149	SC Johnson (including Glade, Pledge, Windex)	162	95	180	53	Household Care
151	Petro-Canada	80	126	111	184	Gas Stations
151	Globe and Mail	90	164	206	245	Media
153	Desjardins Insurance	42	229	63	167	Insurance
154	L'Oréal Paris (including Lancome, Garnier)	254	123	122	221	Personal & Beauty Care
155	Dell	153	129	112	140	Electronics & AV Equipment
155	RBC (Royal Bank of Canada)	27	196	59	153	Financial Services



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157	Enterprise Rent-A-Car	254	196	112	135	Automobile Rental
157	McCain Foods	128	114	201	75	Packaged Foods
159	Kia	170	153	122	192	Automobiles
160	Folgers Coffee	141	186	189	184	Coffee/Tea
160	Downy Fabric Softener	267	157	242	220	Household Care
160	Expedia	144	135	110	90	Travel
163	Intact Insurance	49	182	55	202	Insurance
164	Carlson Wagonlit	201	247	134	242	Travel
165	Ford	121	149	132	259	Automobiles
165	Great-West Life	84	222	82	197	Insurance
165	Best Buy	172	133	90	113	Retailers (Other)
168	Aviva Insurance	54	212	59	192	Insurance
168	Nike	134	44	149	120	Sportswear
170	Acer	223	150	145	216	Electronics & AV Equipment
170	Kit Kat	224	125	255	100	Confectionery/Snacks
170	Ruffles Potato Chips	222	158	240	82	Confectionery/Snacks
170	Lysol	253	84	197	72	Household Care
170	Johnson's Baby Powder	124	141	197	127	Personal & Beauty Care
175	Old Dutch Foods	208	187	197	116	Confectionery/Snacks
176	Trident Gum	258	173	219	154	Confectionery/Snacks
177	Pepsi	127	123	174	255	Soft Drinks/Juices/Waters
178	Epson	240	194	201	214	Electronics & AV Equipment
178	Sears	98	242	161	167	Retailers (Other)
180	Canada Life	57	222	99	191	Insurance
180	Air Transat	213	207	122	195	Transportation
182	Febreze	266	159	203	55	Household Care
182	Clairol	260	165	234	178	Personal & Beauty Care
184	Doritos	269	168	228	95	Confectionery/Snacks
185	Skechers	218	159	165	78	Sportswear
185	Gatorade	186	183	224	122	Soft Drinks/Juices/Waters
187	Lenovo	200	153	174	127	Electronics & AV Equipment
187	Gain Detergent	148	165	200	144	Household Care
187	Purina	157	202	193	195	Pet Food
187	DHL	209	225	182	237	Delivery Services
191	Nescafé	235	190	229	175	Coffee/Tea
192	Winners	120	188	139	206	Retailers (Other)
193	Wrigley	249	195	223	223	Confectionery/Snacks
194	Lexmark	231	205	231	189	Electronics & AV Equipment
194	Converse	228	189	219	178	Sportswear
196	Avis/Budget Rent a Car	244	218	136	229	Automobile Rental



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196	Wawanesa Insurance	94	245	74	154	Insurance
198	Pizza Hut	171	205	162	105	Restaurants/Takeout
198	Nabob Coffee	201	210	237	268	Coffee/Tea
198	Hill's Science Diet	105	185	189	248	Pet Food
201	Corona	248	175	224	125	Beer
202	Nespresso	186	153	170	149	Coffee/Tea
202	Delissio	237	196	252	210	Packaged Foods
204	Nestea	149	174	235	113	Soft Drinks/Juices/Waters
205	McDonald's	86	199	112	242	Restaurants/Takeout
205	Milk-Bone	219	202	214	149	Pet Food
205	Evian	105	207	238	199	Soft Drinks/Juices/Waters
208	YouTube	141	79	231	61	Media
208	Yahoo!	71	162	144	223	Technology
210	Kokanee	153	213	205	199	Beer
210	The Cooperators	47	234	104	139	Insurance
212	Lululemon Athletica	32	176	142	208	Sportswear
212	Coca-Cola	183	139	216	163	Soft Drinks/Juices/Waters
214	Wendy's	205	220	165	144	Restaurants/Takeout
215	eBay	238	181	90	111	Retailers (Other)
216	Greyhound	213	254	224	260	Transportation
217	Jack Link's	228	213	206	269	Confectionery/Snacks
218	Ultramart	249	210	150	175	Gas Stations
219	General Motors (including Buick, Cadillac, Chevrolet, GMC)	165	190	179	249	Automobiles
220	Danby	177	237	212	157	Appliances
220	Pedigree	179	231	244	108	Pet Food
222	National Post	112	226	250	256	Media
222	Stouffer's	234	233	203	229	Packaged Foods
222	Wonder Bread	149	237	258	232	Packaged Foods
225	Iams	179	218	245	235	Pet Food
226	Mitsubishi Motors	246	216	206	161	Automobiles
227	Couche-Tard / Mac's / Daisy Mart	201	256	216	253	Food & Drug Retailers
228	Hertz Car Rental	263	242	184	237	Automobile Rental
228	Tassimo	274	239	254	251	Coffee/Tea
230	TELUS	33	207	171	223	Telecoms/Cable
231	Domino's Pizza	224	222	188	204	Restaurants/Takeout
232	Air Wick	264	216	243	187	Household Care
233	Fido	153	242	180	223	Telecoms/Cable
233	Kayak	185	229	211	251	Travel
235	Friskies	198	252	216	232	Pet Food
236	Shell	242	147	209	247	Gas Stations
237	Carling	168	253	238	182	Beer



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238	Hotels.com	235	200	184	187	Travel
239	trivago	262	220	231	273	Travel
240	Flight Centre	209	249	196	171	Travel
241	Whiskas	252	248	263	199	Pet Food
241	Canada Post	52	263	219	157	Delivery Services
243	ESSO	261	193	229	227	Gas Stations
243	Dog Chow / Cat Chow	211	258	241	135	Pet Food
245	Airbnb	140	179	152	250	Hotels
245	Nestlé Pure Life	139	200	259	231	Soft Drinks/Juices/Waters
247	ViewSonic	240	255	235	264	Electronics & AV Equipment
247	Aquafina	193	251	247	266	Soft Drinks/Juices/Waters
249	Travelocity	243	234	253	204	Travel
250	Burger King	256	261	214	218	Restaurants/Takeout
251	Koodo Mobile	188	250	162	236	Telecoms/Cable
252	Chrysler/Dodge	198	246	189	245	Automobiles
253	Hotwire.com	244	241	212	256	Travel
254	Dasani	188	232	250	265	Soft Drinks/Juices/Waters
255	Fiat	238	259	245	263	Automobiles
256	Husky Oil	265	256	247	221	Gas Stations
256	Alpo	188	260	247	171	Pet Food
258	Shaw Communications	78	261	261	261	Telecoms/Cable
259	Alamo/National Rent A Car	268	268	255	178	Automobile Rental
260	Kibbles 'n' Bits	258	269	261	210	Pet Food
261	Dollar/Thrifty Car Rental	271	264	264	275	Automobile Rental
262	Walmart	216	226	224	272	Food & Drug Retailers
263	Air Canada	179	270	270	237	Transportation
264	Instagram	231	202	269	218	Media
265	Dollarama	272	266	260	163	Retailers (Other)
266	Twitter	206	228	268	213	Media
267	Facebook	116	143	271	79	Media
268	WIND Mobile	219	267	257	142	Telecoms/Cable
269	Chevron	270	265	265	271	Gas Stations
270	Sun Newspapers	177	271	267	256	Media
271	KFC	276	276	274	276	Restaurants/Takeout
272	Rogers Communications	91	272	273	274	Telecoms/Cable
273	Uber	257	240	266	227	Transportation
274	Red Bull	273	274	272	232	Soft Drinks/Juices/Waters
275	Bell Canada	103	275	276	261	Telecoms/Cable
276	Volkswagen	275	273	275	269	Automobiles