

Brand Trust Rank 2018	Brand Trust Rank 2017	Brand Trust Rank 2016	Brand Name	Category	Values-Based Trust Rank 2018	Functional Trust Rank 2018	Relationship Trust Rank 2018	WoM Rank 2018
1	2	n/a	Canadian Automobile Association/ CAA / BCAA	Insurance	5	9	1	5
2	1	1	MEC	Retailers (Other)	1	2	5	9
3	3	3	Costco Wholesale	Food/Drug Retailers	30	2	2	1
4	4	8	Fairmont Hotels & Resorts	Hotels	42	41	3	22
5	5	22	IKEA	Retailers (Other)	13	10	6	7
6	16	77	CBC / Radio Canada News	Media & Entertainment	2	33	21	23
7	13	5	Shoppers Drug Mart/Pharmaprix	Food/Drug Retailers	16	36	8	8
8	37	13	Home Depot	Retailers (Other)	20	30	10	10
9	31	19	Marriott Hotels	Hotels	86	39	4	38
10	10	54	WestJet	Transportation	34	31	12	29
11	28	57	Toyota	Automotive	35	8	17	24
12	32	7	DAVIDsTEA	Coffee / Tea	12	27	12	34
12	8	11	Interac	Financial Services	55	23	15	19
14	9	n/a	Cirque du Soleil	Media & Entertainment	38	10	38	21
15	38	75	Microsoft	Technology	23	5	30	15
16	54	9	Band-Aid	Personal&Beauty Care	59	13	90	2
17	32	20	Sony	Electronics & AV Equipment	160	7	60	14
18	44	79	Visa	Financial Services	100	47	9	39
19	26	14	Honda	Automotive	64	12	35	40
20	32	25	Canadian Tire	Retailers (Other)	6	50	11	11
21	85	62	Tide	Household Care	74	20	68	30
22	28	9	Columbia Sportswear	Sportswear	43	15	54	24
22	12	4	Home Hardware	Retailers (Other)	21	62	25	49
24	28	37	Lindt / Lindor	Confectionery & Snacks	133	16	88	4
24	55	53	Mercedes-Benz	Automotive	195	29	24	104
26	6	59	Indigo / Chapters	Retailers (Other)	37	44	20	16
26	11	22	Kicking Horse Coffee	Coffee / Tea	7	38	94	84
28	18	54	Amazon	Retailers (Other)	112	6	7	13
29	15	29	Dove (Beauty Care)	Personal&Beauty Care	24	17	61	41
30	19	62	FedEx	Delivery Services	155	55	28	65
31	36	24	Rona / Lowe's Canada	Retailers (Other)	29	62	21	32
32	14	11	Tesla Motors	Automotive	3	25	40	102
33	n/a	n/a	Michelin	Automotive	104	14	72	31
34	52	6	Canon	Electronics & AV Equipment	149	24	64	19
35	23	n/a	Four Seasons Hotels & Resorts	Hotels	86	78	21	81
36	32	37	Kleenex	Personal&Beauty Care	110	17	131	6
37	90	101	Hilton Hotels	Hotels	137	75	18	89
38	78	42	Purolator	Delivery Services	107	86	36	76
39	20	26	Google	Technology	11	1	46	3
40	7	1	President's Choice	Packaged Food	9	21	29	12
40	n/a	n/a	Purdys Chocolatier	Confectionery & Snacks	153	60	94	47
42	73	67	Campbell's Soup	Packaged Food	81	54	124	53
43	49	67	Parmalat (Beatrice, Astro, Lactantia)	Dairy	43	32	124	47
43	61	28	Quaker Oats	Packaged Food	38	37	118	17
45	94	123	Activia	Dairy	33	25	97	43
46	127	43	Colgate	Personal&Beauty Care	90	40	91	54
46	21	41	Roots Canada	Retailers (Other)	26	68	109	76
48	25	20	Agropur	Dairy	19	34	85	57
48	51	16	Staples	Retailers (Other)	63	88	42	36
50	24	57	Holiday Inn	Hotels	76	129	16	56
50	70	47	Kellogg's	Packaged Food	49	34	97	28
52	143	n/a	High Liner Food	Packaged Food	169	42	187	18
53	48	46	Maytag	Appliances	113	49	91	97
53	219	15	Samsung Electronics	Electronics & AV Equipment	165	4	38	27
55	56	18	MasterCard	Financial Services	72	83	32	67
56	40	66	Hudson's Bay	Retailers (Other)	76	100	45	74
56	68	93	Subaru	Automotive	122	57	67	135
58	81	37	Best Western	Hotels	75	144	26	79
59	42	70	VIA Rail	Transportation	25	159	52	81
60	42	n/a	Walt Disney Company	Media & Entertainment	53	46	37	51
61	148	131	Heinz	Packaged Food	123	48	137	46
62	98	65	A&W	Restaurants/ Takeout	81	95	52	57
63	112	30	LG Electronics	Electronics & AV Equipment	140	22	83	33
64	87	59	BMW / MINI	Automotive	221	80	68	178
65	73	98	TD Canada Trust	Financial Services	15	122	12	150
66	108	133	HP	Electronics & AV Equipment	162	70	83	84
66	38	64	Sobeys	Food/Drug Retailers	18	77	27	72
66	22	32	Starwood Hotels	Hotels	101	115	19	62
69	101	n/a	Pampers	Personal & Beauty Care	217	73	105	140
69	121	67	Saputo	Dairy	45	65	127	36
71	46	94	CTV News	Media & Entertainment	4	80	72	111
72	92	17	Laura Secord	Confectionery & Snacks	212	129	160	84
72	n/a	n/a	Metro (Grocery Stores)	Food/Drug Retailers	27	107	43	55
74	53	26	Global TV News	Media & Entertainment	8	121	78	127
75	79	51	Alexander Keith's	Beer	88	80	115	125
75	119	34	Canada Dry	Beverages	114	74	113	34
77	97	47	Tetley Tea	Coffee / Tea	108	111	173	94
78	104	n/a	Adobe	Technology	156	60	68	113
79	92	n/a	Harley Davidson	Automotive	271	133	68	206
79	68	44	IGA	Food/Drug Retailers	22	137	46	107
81	16	50	Apple	Electronics & AV Equipment	90	19	41	42
82	n/a	n/a	Bridgestone	Automotive	234	93	131	129

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82	80	81	Porter Airlines	Transportation	127	102	50	147
84	89	100	UPS	Delivery Services	181	147	85	134
85	148	141	Hershey's	Confectionery & Snacks	184	122	155	72
86	57	n/a	Goodyear	Automotive	203	84	139	117
86	n/a	n/a	The Keg Steakhouse	Restaurants/ Takeout	162	114	48	95
88	109	106	GE Appliances	Appliances	185	71	146	74
88	76	51	Gillette	Personal&Beauty Care	237	51	182	60
90	50	117	Delta Hotels	Hotels	104	156	30	115
91	62	72	London Drugs	Food/Drug Retailers	45	170	76	138
92	205	241	Canada Post	Delivery Services	27	173	61	70
93	67	71	Macleans Magazine	Media & Entertainment	90	180	166	202
94	94	111	Crest	Personal&Beauty Care	140	62	173	51
94	104	n/a	Intel	Technology	153	42	120	123
94	140	170	Kit Kat	Confectionery & Snacks	265	146	173	66
94	112	31	Whirlpool	Appliances	120	52	105	88
98	86	119	Heineken	Beer	208	92	166	133
99	81	135	Compliments	Packaged Food	59	127	100	78
99	117	155	RBC	Financial Services	14	150	33	168
101	77	n/a	Tangerine Bank	Financial Services	93	129	33	185
101	63	115	Yoplait	Dairy	70	58	182	101
103	99	87	American Express	Financial Services	183	193	50	239
103	147	87	Choice Hotels (Comfort Inn, Quality Inn)	Hotels	140	214	57	149
103	103	94	Scotiabank	Financial Services	35	166	66	212
106	120	n/a	Cineplex	Media & Entertainment	81	89	49	43
106	45	130	NETFLIX	Media & Entertainment	146	27	61	26
106	46	87	Starbucks	Restaurants/ Takeout	61	95	44	158
109	71	36	PayPal	Financial Services	203	122	54	129
110	194	198	Nabob Coffee	Coffee / Tea	114	174	157	230
111	177	165	Best Buy	Retailers (Other)	128	134	58	89
111	133	94	Labatt	Beer	78	166	137	211
111	132	84	Tropicana	Beverages	116	104	197	95
114	115	112	Kraft Foods	Packaged Food	97	89	145	63
115	129	108	Under Armour	Sportswear	149	67	189	107
116	65	n/a	Blue Cross	Insurance	17	169	65	169
116	58	n/a	IMAX	Media & Entertainment	128	55	131	50
116	104	81	Panasonic	Appliances	239	58	164	97
119	81	n/a	IBM	Technology	158	84	127	163
119	152	109	Sunlight	Household Care	121	118	195	89
121	133	119	Audi	Automotive	251	66	102	172
122	127	155	Dell	Electronics & AV Equipment	177	94	58	128
122	133	160	Expedia	Travel	140	125	81	132
122	64	n/a	Whole Foods	Food/Drug Retailers	9	140	127	162
125	183	75	Cadbury	Confectionery & Snacks	235	109	196	45
125	124	157	Enterprise Rent-A-Car	Automobile Rental	256	191	74	141
127	133	87	Knorr	Packaged Food	149	98	173	64
127	72	157	McCain Foods	Packaged Food	81	100	114	116
127	129	192	Winners	Retailers (Other)	139	148	111	61
130	213	151	Petro-Canada	Gas Stations	69	150	85	124
130	160	125	Swiffer	Household Care	242	104	159	71
132	226	154	L'Oréal (Garnier/ Maybelline)	Personal&Beauty Care	231	76	123	106
132	133	124	Olay	Personal&Beauty Care	116	135	150	155
134	109	44	Palmolive	Household Care	119	87	204	100
135	167	119	Orville Redenbacher	Confectionery & Snacks	208	155	208	89
135	n/a	n/a	Samsung Appliances	Appliances	169	45	141	87
137	99	n/a	iTunes	Media & Entertainment	162	89	134	172
137	n/a	n/a	Ritz Crackers	Confectionery & Snacks	178	157	220	69
137	144	146	Swiss Chalet/Harvey's	Restaurants/ Takeout	173	170	89	107
140	140	145	Molson/Coors	Beer	85	168	127	171
141	112	109	Sleep Country	Retailers (Other)	57	141	100	154
142	109	79	Nissan	Automotive	156	115	93	188
143	65	n/a	Jamieson	Personal & Beauty Care	41	108	136	120
143	124	34	LG Appliances	Appliances	128	72	143	117
143	94	112	TripAdvisor	Travel	145	120	103	104
146	87	107	Adidas	Sportswear	200	68	197	107
146	117	86	BMO	Financial Services	31	220	54	220
146	196	101	Maxwell House	Coffee / Tea	146	218	179	200
149	168	135	Hyundai	Automotive	148	152	139	187
150	146	141	Cascade Detergent	Household Care	166	112	189	119
151	213	193	Wrigley	Confectionery & Snacks	260	153	244	125
152	155	85	Planters Peanuts	Confectionery & Snacks	228	177	228	112
153	158	170	Lysol	Household Care	279	104	222	93
153	163	91	Minute Maid	Beverages	103	129	202	121
153	138	149	SC Johnson	Household Care	206	79	185	103
153	150	149	Van Houtte Coffee	Coffee / Tea	137	182	157	174
157	124	56	Lipton Tea	Coffee / Tea	123	139	233	143
157	189	91	Subway	Restaurants/ Takeout	53	95	76	80
159	194	n/a	Keurig	Coffee / Tea	262	115	111	164
160	157	140	Mazda	Automotive	231	102	147	182
160	123	n/a	Philips	Technology	173	118	218	158
162	205	175	Old Dutch Potato Chips	Confectionery & Snacks	195	194	202	143
163	129	74	CIBC	Financial Services	32	213	78	228
163	165	187	Lenovo	Electronics & AV Equipment	250	143	208	165
165	154	72	Asus	Electronics & AV Equipment	214	109	149	148



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165	172	146	Boston Pizza	Restaurants/ Takeout	51	202	78	150
165	164	164	Carlson Wagonlit	Travel	189	240	143	250
165	169	83	Estee Lauder	Personal&Beauty Care	208	163	115	215
169	139	128	Lay's Potato Chips	Confectionery & Snacks	276	135	170	68
170	73	119	SportChek	Retailers (Other)	96	154	120	135
171	102	125	Manulife	Insurance	40	202	75	204
172	199	77	Dairy Queen	Restaurants/ Takeout	134	197	120	81
173	107	214	Wendy's	Restaurants/ Takeout	217	236	105	182
174	121	116	Sun Life	Insurance	55	219	82	191
175	175	165	Ford	Automotive	104	163	104	217
176	150	146	Reebok	Sportswear	206	99	187	156
176	218	129	Schneiders Meats	Packaged Food	159	206	208	197
178	179	127	Dare Foods	Packaged Food	169	172	237	185
178	58	151	Globe and Mail	Media & Entertainment	88	177	164	206
178	58	61	The Real Canadian Superstore	Food/Drug Retailers	68	112	118	99
181	193	161	Downy Fabric Softener	Household Care	258	181	258	152
182	179	138	Maple Leaf Foods	Packaged Food	73	175	171	139
182	178	n/a	Club House / McCormick Spices	Packaged Food	185	217	239	193
184	162	170	Acer	Electronics & AV Equipment	245	184	182	193
185	90	133	Frigidaire	Appliances	247	165	216	167
186	224	176	Trident Gum	Confectionery & Snacks	254	211	240	174
187	196	187	Gain Detergent	Household Care	223	188	204	157
187	183	228	Hertz Car Rental	Automobile Rental	269	232	151	222
187	152	32	Kenmore Appliances	Appliances	212	185	189	166
190	81	104	Safeway	Food/Drug Retailers	48	185	110	184
191	159	168	Nike	Sportswear	166	52	189	121
191	252	198	Pizza Hut	Restaurants/ Takeout	217	246	151	219
193	187	118	Mars Bar	Confectionery & Snacks	289	229	268	153
193	260	204	Nestea	Beverages	178	211	201	174
193	183	185	Skechers	Sportswear	214	158	216	160
196	182	201	Corona	Beer	280	196	250	190
196	172	170	Johnson's Baby Powder	Personal&Beauty Care	160	198	257	199
198	192	202	Nespresso	Coffee / Tea	244	160	173	213
199	255	205	Evian	Beverages	128	228	244	233
199	166	114	Finish Detergent	Household Care	285	148	253	142
199	256	240	Flight Centre	Travel	197	215	108	254
202	155	98	Dempster's Bakery	Packaged Food	94	144	237	129
203	27	47	Tim Hortons	Restaurants/ Takeout	52	137	151	114
204	169	160	Folgers Coffee	Coffee / Tea	231	235	255	236
205	217	210	Kokanee	Beer	140	216	225	244
205	234	205	McDonald's	Restaurants/ Takeout	70	188	94	189
207	264	220	Danby	Appliances	235	238	242	216
207	241	239	trivago	Travel	214	177	155	209
209	215	n/a	Spotify	Media & Entertainment	190	127	160	169
210	249	185	Gatorade	Beverages	192	200	252	225
210	160	210	The Cooperators	Insurance	67	241	124	264
212	187	180	Canada Life	Insurance	64	261	179	247
212	175	104	Purex Laundry Detergent	Household Care	239	231	253	195
214	179	159	Kia	Automotive	198	243	163	265
214	41	40	Loblaws	Food/Drug Retailers	50	142	97	143
216	201	191	Nescafe Drinks	Coffee / Tea	208	187	204	196
217	223	103	Budweiser	Beer	178	227	236	239
218	203	194	Converse Sneakers	Sportswear	257	162	233	191
219	116	165	Great-West Life	Insurance	97	258	141	225
220	219	226	Mitsubishi Motors	Automotive	268	206	147	256
220	229	n/a	Nokia	Electronics & AV Equipment	258	223	255	256
222	n/a	n/a	Dentyne Gum	Confectionery & Snacks	265	204	264	161
223	250	222	Stouffer's	Packaged Food	243	263	261	248
224	171	143	Booking.com	Travel	238	192	160	198
225	228	182	Febreze	Household Care	286	188	258	180
225	235	194	Lexmark	Electronics & AV Equipment	281	226	272	233
225	204	135	Puma	Sportswear	239	194	247	200
228	144	196	Avis/Budget Rent a Car	Automobile Rental	277	245	189	205
229	263	219	General Motors	Automotive	116	209	208	228
229	243	222	National Post	Media & Entertainment	101	246	242	249
231	236	237	Carling	Beer	185	255	232	269
231	172	138	National Bank of Canada	Financial Services	94	257	115	281
233	240	178	Epson	Electronics & AV Equipment	251	221	233	227
233	211	243	ESSO	Gas Stations	275	204	220	178
235	261	227	Couche-Tard / Circle K	Food/Drug Retailers	223	272	229	224
235	189	n/a	Green Shield	Insurance	78	264	185	266
235	251	228	Tassimo	Coffee / Tea	293	242	269	270
238	201	177	Pepsi	Beverages	203	206	218	231
239	233	168	Aviva Insurance	Insurance	99	248	135	255
239	268	212	Coca-Cola	Beverages	223	161	229	231
239	243	202	Delissio	Packaged Food	262	233	260	203
242	236	259	Alamo/National Rent A Car	Automobile Rental	274	258	229	258
242	232	231	Domino's Pizza	Restaurants/ Takeout	227	249	194	206
244	259	233	Fido	Telecoms/Cable	182	251	197	274
244	247	216	Greyhound	Transportation	223	270	247	242
246	248	233	Kayak	Travel	134	225	208	235
246	n/a	n/a	Little Caesars	Restaurants/ Takeout	228	267	213	246
246	246	249	Travelocity	Travel	247	234	240	245
249	209	215	eBay	Retailers (Other)	246	229	151	174



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250	253	n/a	EA Games	Technology	262	198	264	221
250	n/a	n/a	Montana's BBQ & Bar	Restaurants/ Takeout	185	253	169	222
252	262	247	ViewSonic	Electronics & AV Equipment	200	237	225	241
253	273	232	Air Wick	Household Care	283	268	273	251
254	208	153	Desjardins Insurance	Insurance	61	266	173	271
254	230	238	Hotels.com	Travel	194	221	166	210
254	183	163	Intact Insurance	Insurance	108	251	222	272
257	231	n/a	Virgin Mobile	Telecoms/Cable	176	261	213	277
258	215	245	Airbnb	Hotels	110	182	171	181
258	241	261	Dollar/Thrifty Car Rental	Automobile Rental	272	275	244	261
260	199	212	Lululemon Athletica	Sportswear	57	175	204	213
261	269	236	Shell Canada	Gas Stations	265	209	267	237
262	258	218	Ultramar	Gas Stations	282	253	263	238
263	265	258	Shaw Communications	Telecoms/Cable	64	273	250	275
264	292	262	Walmart	Food/Drug Retailers	190	201	222	146
265	207	230	TELUS	Telecoms/Cable	47	244	249	243
266	270	255	FIAT Chrysler (FIAT, Chrysler, Dodge, JEEP)	Automotive	220	274	197	273
266	265	268	Freedom Mobile	Telecoms/Cable	152	281	225	282
268	n/a	n/a	PizzaPizza	Restaurants/ Takeout	221	281	262	262
269	253	222	Wonder Bread	Packaged Food	200	279	275	280
270	243	196	Wawanesa Insurance	Insurance	123	283	215	277
271	226	251	Koodo Mobile	Telecoms/Cable	172	260	179	284
272	278	245	Nestlé Life	Beverages	192	255	266	253
273	236	180	Air Transat	Transportation	247	277	271	260
274	275	256	Husky Energy	Gas Stations	253	269	269	282
275	283	265	Dollarama	Retailers (Other)	295	287	277	137
276	276	208	Yahoo!	Technology	198	277	281	276
277	271	247	Aquafina	Beverages	230	276	286	268
277	221	208	YouTube	Media & Entertainment	168	125	279	57
279	280	250	Burger King	Restaurants/ Takeout	291	291	274	288
280	274	254	Dasani	Beverages	261	283	282	267
281	196	263	Air Canada	Transportation	123	286	284	217
282	n/a	n/a	Huawei	Electronics & AV Equipment	284	265	278	285
283	256	253	Hotwire.com	Travel	287	271	276	259
284	276	264	Instagram	Media & Entertainment	254	223	287	263
285	285	274	Red Bull	Beverages	288	293	290	299
286	293	271	KFC	Restaurants/ Takeout	299	297	283	287
287	n/a	n/a	Lucky Lager	Beer	277	292	280	294
288	287	270	Sun Newspapers	Media & Entertainment	175	290	285	291
289	289	269	Chevron	Gas Stations	294	289	288	289
290	284	273	Uber	Transportation	270	249	289	279
291	267	n/a	Delta Air Lines	Transportation	297	295	293	295
291	290	272	Rogers Communications	Telecoms/Cable	136	294	291	290
293	281	n/a	American Airlines	Transportation	297	298	296	297
294	279	n/a	Snapchat	Media & Entertainment	290	288	294	293
295	288	267	Facebook	Media & Entertainment	132	239	297	251
296	282	266	Twitter	Media & Entertainment	273	280	295	292
297	291	275	Bell Canada	Telecoms/Cable	80	296	298	296
298	294	276	Volkswagen	Automotive	292	283	292	286
299	286	n/a	United Airlines	Transportation	296	299	299	298