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Brand Trust Rank 2021	Brand Trust Rank 2020	Brand Trust Rank 2019	Brand Trust Rank 2018	Brand Trust Rank 2017	Brand Trust Rank 2016	Brand Name	Category	Brand Authenticity Rank 2021	Brand Ability Rank 2021	Brand Affinity Rank 2021	Brand Advocacy Rank 2021
30	23	29	62	97	65	A&W	Restaurants/ Takeout	29	39	25	32
245	n/a	n/a	n/a	n/a	n/a	Absolut Vodka	Alcohol	349	180	325	179
197	239	193	183	161	169	Acer	Electronics & AV Equipment	282	164	176	211
82	39	64	45	93	122	Activia	Dairy Products and Alternatives	54	45	109	52
125	102	102	145	86	106	Adidas	Sportswear	173	72	176	124
179	92	102	78	103	n/a	Adobe	Technology/Software	173	134	176	141
82	61	102	n/a	n/a	n/a	Advil	Health Care & Nutrition	173	45	154	32
47	187	15	48	25	20	Agropur	Dairy Products and Alternatives	13	52	72	80
356	317	279	280	195	262	Air Canada	Transportation	260	357	372	295
364	293	264	272	235	179	Air Transat	Transportation	372	364	376	325
310	298	273	252	272	231	Air Wick	Household Care	309	317	310	297
348	333	264	257	214	244	Airbnb	Hotels	298	304	325	290
330	277	279	241	235	258	Alamo/National	Automotive Rental	372	357	342	325



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98	79	47	75	78	51	Alexander Keith's	Alcohol	115	134	121	141
293	177	15	28	18	54	Amazon	E-commerce	385	52	55	80
383	327	302	292	280	n/a	American Airlines	Transportation	387	383	382	379
287	265	102	102	98	86	American Express	Financial Services	221	286	154	312
58	92	79	81	16	50	Apple	Electronics & AV Equipment	130	13	25	45
342	317	292	276	270	246	Aquafina	Beverages	309	348	359	325
153	129	n/a	n/a	n/a	n/a	Arc'teryx	Apparel and Footwear Retailers	82	117	176	165
30	n/a	n/a	n/a	n/a	n/a	Arm and Hammer	Household Care	95	39	121	27
153	162	193	164	153	72	Asus	Electronics & AV Equipment	324	117	154	130
153	149	102	120	132	118	Audi	Automotive	324	95	121	245
269	200	247	227	143	195	Avis/Budget Rent a Car	Automotive Rental	341	296	221	254



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330	277	268	238	232	167	Aviva Insurance	Insurance	130	343	268	325
214	218	167	n/a	n/a	n/a	Bacardi	Alcohol	324	180	200	192
125	n/a	n/a	n/a	n/a	n/a	Baileys Irish Cream	Alcohol	282	102	243	45
19	9	6	16	54	9	Band-Aid	Personal & Beauty Care	95	9	55	1
98	218	n/a	n/a	n/a	n/a	Bayer	Health Care & Nutrition	95	28	121	114
125	162	167	n/a	n/a	n/a	Becel	Dairy Products and Alternatives	95	152	154	199
245	n/a	n/a	n/a	n/a	n/a	Bed Bath & Beyond	Home, Office and Garden Retailers	260	260	154	211
380	339	308	316	290	274	Bell Canada	Telecoms /Cable/Digital	105	371	383	378
66	n/a	n/a	n/a	n/a	n/a	Ben & Jerry's	Dairy Products and Alternatives	115	83	109	88
179	129	183	110	176	164	Best Buy	E-commerce	206	134	94	107
125	92	64	58	80	37	Best Western	Hotels	156	250	55	179



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153	n/a	n/a	n/a	n/a	n/a	Black+Decker	Small Appliances	173	117	154	114
58	117	79	115	64	n/a	Blue Cross	Insurance	19	164	25	145
153	162	153	145	116	85	BMO	Financial Services	33	230	55	290
125	70	79	64	86	59	BMW / MINI	Automotive	298	95	94	245
257	265	236	223	170	142	Booking.com	Travel	282	260	243	223
58	n/a	n/a	n/a	n/a	n/a	Bosch	Major Appliances	156	35	72	88
30	9	41	n/a	n/a	n/a	Bose	Electronics & AV Equipment	260	5	72	21
82	200	222	164	171	145	Boston Pizza	Restaurants/ Takeout	70	241	43	199
98	n/a	n/a	n/a	n/a	n/a	Braun	Small Appliances	260	62	121	100
153	129	136	n/a	n/a	n/a	Breyers	Dairy Products and Alternatives	206	134	221	100
230	n/a	n/a	n/a	n/a	n/a	British Airways	Transportation	371	304	268	269
287	218	136	216	222	102	Budweiser	Alcohol	247	312	289	335
329	306	285	278	279	249	Burger King	Restaurants/ Takeout	349	354	310	316



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153	102	124	124	182	74	Cadbury	Confectionery & Snacks	260	95	200	45
22	33	74	42	72	67	Campbell's Soup	Packaged Food	82	62	72	58
82	102	136	75	118	34	Canada Dry	Beverages	156	102	176	32
305	239	n/a	n/a	n/a	n/a	Canada Goose	Apparel and Footwear Retailers	298	204	268	250
257	239	247	211	186	179	Canada Life	Insurance	70	280	109	277
30	79	136	91	204	240	Canada Post	Delivery Services	11	192	25	66
1	1	2	1	2	n/a	Canadian Automobile Association (CAA / BCAA / AMA)	Insurance	2	9	1	10
10	7	10	20	32	25	Canadian Tire	Home, Office and Garden Retailers	3	35	14	10
98	33	36	34	52	6	Canon	Electronics & AV Equipment	221	62	121	62
214	177	136	n/a	n/a	n/a	Captain Morgan	Alcohol	298	180	200	171



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257	218	222	164	163	163	Carlson Wagonlit	Travel	282	333	200	338
140	129	153	149	145	140	Cascade Detergent	Household Care	221	102	289	124
82	16	15	6	16	76	CBC / Radio Canada	Media	5	180	121	130
153	n/a	n/a	n/a	n/a	n/a	Centrum	Health Care & Nutrition	77	192	243	199
179	129	183	102	146	86	Choice Hotels	Hotels	145	260	55	199
125	129	167	162	128	73	CIBC	Financial Services	59	280	55	304
82	79	79	105	119	n/a	Cineplex	Entertainment	130	117	43	52
40	51	29	14	9	n/a	Cirque du Soleil	Entertainment	54	28	32	52
153	200	167	n/a	n/a	n/a	Clorox	Household Care	341	134	310	124
245	257	167	238	267	211	Coca-Cola	Beverages	185	164	221	165
113	51	36	46	126	43	Colgate	Personal & Beauty Care	130	62	200	80
30	33	10	22	28	9	Columbia Sportswear	Sportswear	66	23	72	27
82	70	102	98	80	134	Compliments	Packaged Food	59	117	72	88
293	n/a	n/a	n/a	n/a	n/a	Conair	Small Appliances	282	273	289	269



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269	218	213	217	202	193	Converse	Sportswear	324	250	310	254
197	200	136	n/a	n/a	n/a	Coppertone	Health Care & Nutrition	185	204	289	199
310	200	213	195	181	200	Corona	Alcohol	309	260	325	223
6	3	3	3	3	3	Costco	Grocery Stores	24	5	2	5
230	228	258	234	260	226	Couche-Tard/Mac's/Daisy Mart	Grocery Stores	156	273	221	254
387	336	n/a	n/a	n/a	n/a	Craigslist	E-commerce	360	391	383	386
326	n/a	n/a	n/a	n/a	n/a	Crave TV	Entertainment	309	304	335	316
82	61	47	93	93	110	Crest	Personal & Beauty Care	115	35	121	45
66	79	102	n/a	n/a	n/a	Crown Royal	Alcohol	221	72	121	130
40	51	n/a	n/a	n/a	n/a	Croyola	Toys and Games	115	39	109	10
66	79	55	71	46	93	CTV	Media	3	95	72	107
66	n/a	n/a	n/a	n/a	n/a	Cuisinart	Small Appliances	185	28	121	27
179	162	193	171	198	76	Dairy Queen	Restaurants/ Takeout	156	230	109	145
269	265	247	206	263	219	Danby	Major Appliances	260	280	268	240



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179	102	153	177	178	126	Dare Foods	Packaged Food	156	192	243	165
354	310	291	279	273	253	Dasani	Beverages	309	348	359	364
22	39	36	12	32	7	DAVIDS TEA	Coffee / Tea	38	83	48	107
257	187	193	238	242	201	Delissio	Packaged Food	247	250	243	211
153	117	124	121	126	154	Dell	Electronics & AV Equipment	260	134	121	157
364	324	296	290	266	n/a	Delta Airline	Transportation	372	374	366	367
113	51	41	90	50	116	Delta Hotels	Hotels	115	164	32	114
125	149	92	201	154	97	Dempster's Bakery	Packaged Food	77	134	200	157
197	257	230	221	n/a	n/a	Dentyne Gum	Confectionery & Snacks	309	219	268	171
305	306	222	253	207	152	Desjardins Insurance	Insurance	54	317	289	319
113	n/a	n/a	n/a	n/a	n/a	Deutsche Lufthansa AG	Transportation	309	192	55	157
140	92	64	60	42	n/a	Disney	Entertainment	105	52	55	80
375	n/a	n/a	n/a	n/a	n/a	Dollar Store	Home, Office and Garden Retailers	360	384	376	338





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356	n/a	n/a	n/a	n/a	n/a	Dollar Tree	Home, Office and Garden Retailers	372	377	366	297
369	306	290	257	240	260	Dollar/Thrifty Car Rental	Automotive Rental	378	377	370	367
354	310	298	274	282	264	Dollarama	Home, Office and Garden Retailers	368	362	349	179
269	239	236	241	231	230	Domino's Pizza	Restaurants/ Takeout	309	312	289	263
369	n/a	n/a	n/a	n/a	n/a	DoorDash	Delivery Services	309	354	342	367
13	16	15	29	15	29	Dove	Personal & Beauty Care	19	5	48	15
230	162	136	180	192	159	Downy Fabric Softener	Household Care	247	219	310	192
2	4	n/a	n/a	n/a	n/a	Dyson	Major Appliances	44	1	14	9
322	293	264	249	252	n/a	EA Games	Toys and Games	298	250	325	284
348	301	264	248	208	214	eBay	E-commerce	360	327	342	319
335	n/a	n/a	n/a	n/a	n/a	Edward Jones	Financial Services	282	371	325	377



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257	n/a	n/a	n/a	n/a	n/a	Emirates Airlines	Transportation	372	250	121	245
197	117	183	124	123	156	Enterprise Rent-A-Car	Automotive Rental	324	260	109	192
310	228	213	232	210	242	ESSO	Gas Stations	221	241	289	240
287	228	213	164	168	82	Estee Lauder	Personal & Beauty Care	355	241	243	304
269	n/a	n/a	n/a	n/a	n/a	Etsy	E-commerce	145	280	200	269
269	289	247	198	254	204	Evian	Beverages	185	260	310	277
269	265	230	121	132	159	Expedia	Travel	247	250	176	240
390	343	342	294	287	266	Facebook	Media	372	377	391	382
13	23	6	4	4	8	Fairmont Hotels & Resorts	Hotels	77	72	5	58
305	239	222	224	227	181	Febreze	Household Care	341	219	325	230
40	70	41	30	19	62	FedEx	Delivery Services	105	72	25	62
310	301	285	265	269	254	Fiat	Automotive	260	317	243	361
257	n/a	n/a	n/a	n/a	n/a	Fidelity Investments	Financial Services	156	317	176	325
342	317	282	243	258	232	Fido	Telecoms /Cable/Digital	221	357	349	344



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98	228	153	198	165	113	Finish Detergent	Household Care	298	62	200	66
22	51	n/a	n/a	n/a	n/a	Fisher Price	Toys and Games	185	17	55	15
125	n/a	n/a	n/a	n/a	n/a	Fitbit	Electronics & AV Equipment	54	52	121	157
330	301	273	198	255	239	Flight Centre	Travel	341	364	289	350
230	177	183	203	168	159	Folgers Coffee	Coffee / Tea	206	296	268	304
293	252	236	174	174	164	Ford	Automotive	156	304	200	350
22	79	47	35	23	n/a	Four Seasons Hotels & Resorts	Hotels	130	134	10	107
179	162	183	184	89	132	Frigidaire	Major Appliances	185	152	176	171
269	187	222	186	195	186	Gain Detergent	Household Care	221	273	289	263
310	252	n/a	n/a	n/a	n/a	GAP	Apparel and Footwear Retailers	341	317	310	277
293	239	236	209	248	184	Gatorade	Beverages	260	286	349	254
113	129	74	88	108	105	GE	Major Appliances	185	117	121	130
342	301	298	228	262	218	General Motors	Automotive	221	317	335	358



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140	79	29	88	75	51	Gillette	Personal & Beauty Care	260	83	200	88
58	149	79	74	53	26	Global TV	Media	5	102	72	100
179	149	102	177	58	150	Globe and Mail	Media	82	250	221	263
257	n/a	n/a	n/a	n/a	n/a	GNC	Health and Beauty Retailers	70	260	176	304
153	n/a	n/a	n/a	n/a	n/a	Goodfood	Delivery Services	59	192	55	284
257	293	230	39	20	26	Google	Technology/Software	59	13	289	32
179	n/a	n/a	n/a	n/a	n/a	GoPro	Electronics & AV Equipment	221	72	221	192
245	187	183	218	115	164	Great-West Life	Insurance	82	296	121	263
230	252	230	234	188	n/a	Green Shield	Insurance	66	296	94	277
293	317	293	243	246	215	Greyhound	Transportation	282	343	289	350
345	313	n/a	n/a	n/a	n/a	H&M	Apparel and Footwear Retailers	360	364	342	335
269	n/a	n/a	n/a	n/a	n/a	H&R Block	Financial Services	185	327	121	350
66	33	74	n/a	n/a	n/a	Häagen-Dazs	Dairy Products and	221	45	176	21



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140	n/a	n/a	n/a	n/a	n/a	Halls	Health Care & Nutrition	221	164	243	88
179	n/a	n/a	n/a	n/a	n/a	Hamilton Beach	Small Appliances	206	204	154	171
230	102	124	79	91	n/a	Harley Davidson	Automotive	378	241	154	297
125	200	n/a	n/a	n/a	n/a	Hasbro	Toys and Games	173	117	176	130
98	187	153	97	85	118	Heineken	Alcohol	206	134	121	145
153	92	183	61	147	130	Heinz	Packaged Food	185	95	221	73
197	n/a	n/a	n/a	n/a	n/a	HelloFresh	Delivery Services	54	180	154	304
197	162	74	85	147	140	Hershey's	Confectionery & Snacks	324	180	268	100
293	257	230	186	182	227	Hertz Car Rental	Automotive Rental	349	327	325	312
66	23	79	52	142	n/a	High Liner	Packaged Food	185	83	221	42
179	117	79	37	89	100	Hilton Hotels	Hotels	282	230	72	199
98	61	47	50	24	57	Holiday Inn	Hotels	95	192	21	124
13	5	4	8	37	13	Home Depot	Home, Office and Garden Retailers	33	35	8	19



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7	9	4	22	12	4	Home Hardware	Home, Office and Garden Retailers	11	83	8	19
153	n/a	n/a	n/a	n/a	n/a	HomeSense	Home, Office and Garden Retailers	206	230	176	130
40	61	36	19	26	14	Honda	Automotive	105	17	32	62
125	n/a	n/a	n/a	n/a	n/a	Honeywell	Small Appliances	95	134	154	192
310	277	268	253	229	237	Hotels.com	Travel	260	286	221	277
362	327	282	282	255	252	Hotwire.com	Travel	341	357	362	358
125	129	79	66	107	132	HP	Electronics & AV Equipment	221	117	121	145
345	289	236	n/a	n/a	n/a	HSBC	Financial Services	221	348	289	372
391	342	341	281	n/a	n/a	Huawei	Electronics & AV Equipment	391	390	390	391
214	23	47	56	40	66	Hudson's Bay	Apparel and Footwear Retailers	130	204	176	141
335	277	273	273	274	255	Husky Oil	Gas Stations	324	327	342	319
230	200	193	148	167	134	Hyundai	Automotive	115	204	176	277



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140	102	102	118	80	n/a	IBM	Technology/Software	145	134	154	211
66	39	47	79	67	44	IGA	Grocery Stores	29	164	32	145
13	39	15	5	5	22	IKEA	Home, Office and Garden Retailers	24	28	19	15
153	129	79	115	58	n/a	IMAX	Entertainment	156	117	176	124
10	33	12	26	6	59	Indigo / Chapters	Home, Office and Garden Retailers	38	45	14	45
385	334	307	283	275	263	Instagram	Media	360	348	387	367
245	257	247	253	182	162	Intact Insurance	Insurance	95	280	72	284
66	79	124	93	103	n/a	Intel	Technology/Software	173	45	94	73
4	16	9	12	8	11	Interac	Financial Services	59	5	4	7
322	298	261	136	98	n/a	iTunes	Entertainment	260	204	342	297
13	51	136	142	64	n/a	Jamieson	Health Care & Nutrition	19	17	25	32
269	298	247	195	171	169	Johnson's Baby Powder	Personal & Beauty Care	145	219	289	230
335	293	268	245	247	232	Kayak	Travel	309	348	349	350



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19	102	74	50	69	47	Kellogg's	Packaged Food	44	28	72	21
230	117	213	186	151	32	Kenmore Appliances	Major Appliances	206	204	243	223
113	200	247	158	193	n/a	Keurig	Coffee / Tea	349	62	94	145
377	322	293	285	304	270	KFC	Restaurants/ Takeout	387	384	362	375
293	200	207	213	178	158	Kia	Automotive	221	286	243	345
22	23	24	26	11	22	Kicking Horse Coffee	Coffee / Tea	17	52	55	80
326	293	n/a	n/a	n/a	n/a	Kijiji	E-commerce	105	260	268	219
140	149	167	93	139	169	Kit Kat	Confectionery & Snacks	298	83	200	21
98	9	12	36	32	37	Kleenex	Personal & Beauty Care	145	62	243	14
197	149	153	126	132	86	Knorr	Packaged Food	185	152	243	80
310	286	247	204	216	209	Kokanee	Alcohol	260	333	325	335
305	306	261	270	225	250	Koodo Mobile	Telecoms /Cable/Digital	247	312	200	325
66	79	92	113	114	111	Kraft Foods	Packaged Food	77	52	121	32
330	n/a	n/a	n/a	n/a	n/a	La Croix Sparkling Water	Beverages	247	333	342	338





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326	239	n/a	n/a	n/a	n/a	La Senza	Apparel and Footwear Retailers	324	333	310	297
214	149	102	110	132	93	Labatt	Alcohol	156	260	243	290
30	51	41	72	91	17	Laura Secord	Confectionery & Snacks	145	83	48	45
197	162	167	168	138	127	Lay's Potato Chips	Confectionery & Snacks	324	164	221	80
3	9	n/a	n/a	n/a	n/a	Lego	Toys and Games	105	2	21	3
245	149	247	162	164	186	Lenovo	Electronics & AV Equipment	298	204	200	223
356	313	298	n/a	n/a	n/a	Leon's/The Brick	Home, Office and Garden Retailers	260	364	355	350
98	61	92	63	111	30	LG	Electronics & AV Equipment	185	39	154	58
19	79	24	n/a	n/a	n/a	Liberté	Dairy Products and Alternatives	33	9	72	21
22	23	29	24	28	37	Lindt / Lindor	Confectionery & Snacks	206	23	55	5
82	177	222	156	123	56	Lipton	Coffee / Tea	130	102	121	114



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293	277	279	245	n/a	n/a	Little Caesars	Restaurants/ Takeout	260	304	243	290
125	200	102	213	41	40	Loblaws	Grocery Stores	38	152	94	107
214	265	n/a	n/a	n/a	n/a	London Life	Insurance	70	304	109	304
257	239	222	131	225	153	L'Oreal Paris	Personal & Beauty Care	324	230	243	230
245	239	193	259	198	211	Lululemon Athletic a	Sportswear	59	152	200	230
47	14	55	n/a	n/a	n/a	Lush	Health and Beauty Retailers	8	95	32	157
378	332	n/a	n/a	n/a	n/a	Lyft	Transportation	383	364	372	375
47	92	136	152	157	169	Lysol	Household Care	173	39	176	27
82	177	47	92	66	71	Maclean's Magazine	Media	105	230	94	230
197	228	207	170	101	124	Manulife	Insurance	70	260	72	254
153	162	167	181	178	137	Maple Leaf Foods	Packaged Food	66	117	154	130
40	39	24	n/a	n/a	n/a	Mark's Work Warehouse	Apparel and Footwear Retailers	70	83	32	88
40	51	15	9	31	19	Marriott Hotels	Hotels	115	102	10	66



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140	228	193	192	186	117	Mars Bar	Confectionery & Snacks	221	164	221	130
58	51	79	55	56	18	MasterCard	Financial Services	82	102	14	88
269	187	n/a	n/a	n/a	n/a	Mattel (Barbie)	Toys and Games	355	241	268	230
245	162	153	145	195	100	Maxwell House	Coffee / Tea	221	296	289	312
179	117	136	159	156	139	Mazda	Automotive	247	180	121	230
179	102	124	126	71	156	McCain Foods	Packaged Food	130	134	243	100
197	265	207	181	177	n/a	McCormick Spices	Packaged Food	156	192	221	240
197	228	236	204	233	204	McDonald's	Restaurants/ Takeout	59	192	72	211
7	1	1	2	1	1	MEC (Mountain Equipment Co-op)	Apparel and Footwear Retailers	1	4	5	32
98	70	64	24	55	53	Mercedes-Benz	Automotive	282	72	43	219
58	23	55	72	n/a	n/a	Metro (Grocery Stores)	Grocery Stores	24	117	32	88
113	162	136	n/a	n/a	n/a	Michaels	Home, Office and Garden Retailers	206	164	72	100



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98	102	102	15	38	74	Microsoft	Technology/Software	38	17	55	45
214	149	193	152	162	90	Minute Maid	Beverages	221	219	268	211
293	277	153	219	218	225	Mitsubishi Motors	Automotive	324	286	268	325
153	239	167	139	139	144	Molson/Coors	Alcohol	130	230	200	250
197	228	207	249	n/a	n/a	Montana's BBQ & Bar	Restaurants/ Takeout	185	286	109	250
179	129	193	109	193	197	Nabob Coffee	Coffee / Tea	130	219	268	269
257	257	207	230	171	137	National Bank of Canada	Financial Services	130	317	121	325
335	277	258	228	242	221	National Post	Media	206	333	355	345
257	200	136	215	200	190	Nescafe Drinks	Coffee / Tea	247	260	268	254
214	187	167	197	191	201	Nespresso	Coffee / Tea	221	192	176	250
269	252	236	192	259	203	Nestea	Beverages	221	230	310	219
375	322	285	271	277	244	Nestlé Life	Beverages	341	348	376	345
197	129	167	105	45	129	NETFLIX	Entertainment	185	28	121	52
47	117	124	n/a	n/a	n/a	New Balance	Sportswear	115	45	121	73
305	n/a	n/a	n/a	n/a	n/a	Nicorette	Health Care & Nutrition	247	286	268	358



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197	228	136	190	158	167	Nike	Sportswear	173	72	200	145
153	129	153	n/a	n/a	n/a	Nintendo	Toys and Games	282	72	176	130
214	187	153	141	108	78	Nissan	Automotive	156	164	121	254
245	200	213	219	228	n/a	Nokia	Electronics & AV Equipment	282	250	268	284
140	n/a	n/a	n/a	n/a	n/a	Ocean Spray	Beverages	115	134	268	88
153	218	92	131	132	123	Olay	Personal & Beauty Care	173	134	154	219
153	162	193	161	204	174	Old Dutch Foods	Confectionery & Snacks	260	230	221	157
30	n/a	n/a	n/a	n/a	n/a	Oral-B	Personal & Beauty Care	70	13	72	10
82	102	183	134	166	118	Orville Redenbacher	Confectionery & Snacks	247	102	154	58
40	61	102	133	108	44	Palmolive	Household Care	77	45	72	32
125	61	64	69	100	n/a	Pampers	Personal & Beauty Care	260	83	176	145
257	n/a	n/a	n/a	n/a	n/a	Panago	Restaurants/ Takeout	173	296	200	304
98	129	92	115	103	80	Panasonic	Major Appliances	309	95	109	114
10	70	64	43	49	67	Lactalis Canada	Dairy Products	38	28	43	32



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47	39	n/a	n/a	n/a	n/a	Patagonia	Apparel and Footwear Retailers	13	52	72	114
179	149	55	108	70	36	PayPal	Financial Services	206	164	48	171
269	252	213	237	200	176	Pepsi	Beverages	221	230	310	254
140	92	55	129	212	150	Petro-Canada	Gas Stations	95	134	72	73
245	149	153	159	122	n/a	Philips	Small Appliances	206	152	268	179
287	257	230	190	251	197	Pizza Hut	Restaurants/ Takeout	282	317	243	263
310	277	273	267	n/a	n/a	PizzaPiza	Restaurants/ Takeout	206	343	289	325
179	187	n/a	n/a	n/a	n/a	Playstation	Toys and Games	309	72	121	157
310	200	124	82	79	80	Porter Air	Transportation	324	327	289	297
4	14	12	40	7	1	President's Choice	Packaged Food	10	2	3	2
214	n/a	n/a	n/a	n/a	n/a	Proctor Silex	Small Appliances	260	219	221	179
214	200	213	224	203	134	Puma	Sportswear	247	204	268	223
125	n/a	n/a	n/a	n/a	n/a	Purell	Household Care	115	83	221	66



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153	187	193	211	174	103	Purex Laundry Detergent	Household Care	156	164	221	179
66	70	24	38	77	42	Purolator	Delivery Services	130	134	32	114
7	23	41	43	61	28	Quaker Oats	Packaged Food	44	23	55	4
330	n/a	n/a	n/a	n/a	n/a	Questrade	Financial Services	298	333	268	350
369	n/a	n/a	n/a	n/a	n/a	Raymond James	Financial Services	341	384	366	384
82	70	55	98	116	154	RBC	Financial Services	24	180	19	199
356	327	301	284	284	273	Red Bull	Beverages	349	354	359	383
214	200	64	175	149	145	Reebok	Sportswear	221	152	243	179
230	n/a	n/a	n/a	n/a	n/a	Remington	Small Appliances	221	273	221	284
66	n/a	n/a	n/a	n/a	n/a	Rexall	Health and Beauty Retailers	44	204	48	199
153	177	167	136	n/a	n/a	Ritz Crackers	Confectionery & Snacks	185	180	200	157
356	324	304	290	289	271	Rogers Communications	Telecoms /Cable/Digital	95	333	362	361
153	187	n/a	n/a	n/a	n/a	Rolaids	Health Care & Nutrition	247	219	221	192



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47	102	92	31	36	24	Rona / Lowe's Canada	Home, Office and Garden Retailers	44	102	32	66
47	33	24	46	21	41	Roots Canada	Apparel and Footwear Retailers	38	102	94	114
125	129	167	189	80	103	Safeway	Grocery Stores	22	204	72	192
66	92	102	53	218	15	Samsung	Electronics & AV Equipment	185	13	55	27
82	117	79	69	120	67	Saputo	Dairy Products and Alternatives	44	72	109	73
82	162	92	152	137	148	SC Johnson	Household Care	115	62	121	66
153	177	153	175	217	128	Schneiders Meats	Packaged Food	156	204	154	179
197	n/a	n/a	n/a	n/a	n/a	Scotchbrite	Household Care	282	192	221	145
98	149	102	102	102	93	Scotiabank	Financial Services	33	250	25	254
214	177	n/a	n/a	n/a	n/a	Seagram's	Alcohol	324	250	243	269
113	129	124	n/a	n/a	n/a	Second Cup Coffee Co.	Restaurants/ Takeout	82	219	94	171





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47	51	n/a	n/a	n/a	n/a	Sensodyne	Personal & Beauty Care	115	23	154	15
245	218	n/a	n/a	n/a	n/a	Sephora	Health and Beauty Retailers	309	230	200	269
335	286	268	262	264	257	Shaw Communications	Telecoms /Cable/Digital	82	343	335	350
293	289	268	260	268	235	Shell	Gas Stations	260	273	310	263
13	8	6	7	13	5	Shoppers Drug Mart/Pharmaprix	Health and Beauty Retailers	22	62	5	52
140	239	207	192	182	184	Skechers	Sportswear	206	152	121	179
345	317	n/a	n/a	n/a	n/a	SkipTheDishes	Delivery Services	309	312	310	319
179	129	167	n/a	n/a	n/a	Sleeman	Alcohol	185	134	200	171
140	149	102	140	111	108	Sleep Country	Home, Office and Garden Retailers	82	192	94	230
369	n/a	n/a	n/a	n/a	n/a	Slim Fast	Health Care & Nutrition	324	382	372	387
230	200	153	n/a	n/a	n/a	Smirnoff	Alcohol	355	204	289	211
388	340	340	293	278	n/a	Snapchat	Media	381	377	385	389
30	23	79	66	38	64	Sobeys	Grocery Stores	13	102	21	107



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82	5	15	17	32	20	Sony	Electronics & AV Equipment	221	23	154	42
230	162	136	169	72	118	SportChek	Apparel and Footwear Retailers	82	241	243	165
293	239	222	208	214	n/a	Spotify	Entertainment	173	117	221	211
98	70	55	48	51	16	Staples	Home, Office and Garden Retailers	82	117	55	80
179	102	102	105	46	86	Starbucks	Restaurants/ Takeout	130	180	55	223
82	n/a	n/a	n/a	n/a	n/a	Stella Artois	Alcohol	145	117	109	114
269	265	247	222	249	221	Stouffer's	Packaged Food	298	333	335	316
58	39	92	56	67	92	Subaru	Automotive	145	72	48	179
287	200	183	156	188	90	Subway	Restaurants/ Takeout	105	241	154	165
179	187	167	173	120	115	Sun Life	Insurance	82	273	94	230
378	336	338	287	286	269	Sun Newspapers	Media	247	374	376	380
230	n/a	n/a	n/a	n/a	n/a	Sunbeam	Small Appliances	206	241	289	245
113	129	102	118	151	108	Sunlight	Household Care	145	164	243	130



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287	n/a	n/a	n/a	n/a	n/a	Suzuki	Automotive	309	304	310	319
230	187	193	129	159	124	Swiffer	Household Care	324	102	243	114
230	177	136	136	143	145	Swiss Chalet/Harvey's	Restaurants/ Takeout	173	280	121	240
348	n/a	n/a	n/a	n/a	n/a	Taco Bell	Restaurants/ Takeout	383	377	355	373
113	129	124	100	76	n/a	Tangerine	Financial Services	82	164	32	245
322	257	236	234	250	227	Tassimo	Coffee / Tea	368	296	325	345
66	102	92	65	72	97	TD Canada Trust	Financial Services	13	152	10	179
269	265	258	264	206	229	TELUS	Telecoms /Cable/Digital	29	260	200	284
153	117	136	32	14	11	Tesla Motors	Automotive	17	39	121	199
66	92	183	77	96	47	Tetley Tea	Coffee / Tea	156	117	176	88
58	162	64	n/a	n/a	n/a	The Body Shop	Health and Beauty Retailers	24	102	48	145
269	239	236	209	159	209	The Cooperators	Insurance	66	317	176	319
47	70	29	86	n/a	n/a	The Keg Steakhouse	Restaurants/ Takeout	115	134	14	73
22	39	n/a	n/a	n/a	n/a	The North Face	Apparel and	33	17	43	21



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							Footwear Retailers				
113	39	55	177	58	61	The Real Canadian Superstore	Grocery Stores	44	102	94	66
47	39	n/a	n/a	n/a	n/a	The Weather Network / Météo Média	Media	5	117	154	52
113	79	36	21	84	62	Tide	Household Care	145	52	121	62
389	n/a	n/a	n/a	n/a	n/a	TikTok	Media	390	388	389	390
153	200	136	202	27	47	Tim Hortons	Restaurants/ Takeout	29	164	94	107
22	16	15	11	28	57	Toyota	Automotive	44	9	21	32
362	313	273	245	245	248	Travelocity	Travel	360	362	366	361
310	177	236	142	93	111	TripAdvisor	Travel	185	296	243	199
310	257	247	206	240	238	trivago	Travel	260	286	268	312
98	92	102	110	131	83	Tropicana	Beverages	105	83	176	88
197	129	n/a	n/a	n/a	n/a	Tums	Health Care & Nutrition	185	152	268	124
47	n/a	n/a	n/a	n/a	n/a	TurboTax	Financial Services	156	102	32	165
385	341	304	295	281	265	Twitter	Media	360	376	386	384



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30	16	15	n/a	n/a	n/a	Tylenol	Health Care & Nutrition	95	17	94	7
382	327	302	289	283	272	Uber	Transportation	381	312	380	338
322	265	261	261	257	217	Ultrapar	Gas Stations	360	317	289	290
140	39	124	114	128	107	Under Armour	Sportswear	156	62	154	88
381	336	339	318	285	n/a	United Airlines	Transportation	389	388	381	380
113	218	102	84	88	99	UPS	Delivery Services	221	152	94	179
214	102	124	152	149	148	Van Houtte Coffee	Coffee / Tea	145	204	176	223
348	n/a	n/a	n/a	n/a	n/a	Vanguard	Financial Services	298	364	349	366
66	16	29	59	42	70	VIA Rail	Transportation	44	241	72	145
269	228	n/a	n/a	n/a	n/a	Victoria's Secret	Apparel and Footwear Retailers	355	273	243	297
335	277	285	256	230	n/a	Virgin Mobile	Telecoms /Cable/Digital	185	304	289	345
30	16	41	18	44	78	Visa	Financial Services	105	52	10	42
364	334	304	317	305	275	Volkswagen	Automotive	282	260	335	338
369	301	273	263	291	261	Walmart	Grocery Stores	355	343	362	269
310	265	236	269	242	195	Wawanesa	Insurance	115	333	221	338



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						Insurance					
348	265	n/a	n/a	n/a	n/a	Wayfair	E-commerce	368	327	310	325
348	n/a	n/a	n/a	n/a	n/a	Wealthsimple	Financial Services	282	357	335	364
140	n/a	n/a	n/a	n/a	n/a	Webber Naturals	Health Care & Nutrition	44	152	154	179
384	n/a	n/a	n/a	n/a	n/a	WeChat	Media	385	384	387	388
230	228	193	172	106	213	Wendy's	Restaurants/ Takeout	221	286	176	199
214	79	55	10	10	54	WestJet	Transportation	115	204	121	199
66	117	102	93	111	31	Whirlpool	Major Appliances	130	52	72	73
214	23	92	121	63	n/a	Whole Foods	Grocery Stores	8	164	109	230
364	310	293	265	264	267	WIND Mobile	Telecoms /Cable/Digital	260	371	355	373
214	117	153	126	128	191	Winners	Apparel and Footwear Retailers	221	219	121	100
269	265	213	268	252	221	Wonder Bread	Packaged Food	185	286	310	304
245	218	193	150	212	192	Wrigley	Confectionery & Snacks	324	192	325	141
293	218	n/a	n/a	n/a	n/a	X-box	Toys and Games	349	180	289	269



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364	324	296	275	275	207	Yahoo!	Technology/Software	282	364	370	367
197	n/a	n/a	n/a	n/a	n/a	Yamaha	Automotive	324	219	243	277
153	117	124	100	62	114	Yoplait	Dairy Products and Alternatives	82	117	221	130
374	313	285	276	220	207	YouTube	Media	260	180	372	171
356	286	n/a	n/a	n/a	n/a	Zara	Apparel and Footwear Retailers	378	333	349	295
335	n/a	n/a	n/a	n/a	n/a	Zoom	Technology/Software	130	83	335	145