

For Immediate Release



Here are the most trusted consumer brands according to 17,000 Canadians

The 6th annual BrandSpark Most Trusted Awards winners deliver a superior experience to consumers in an age of endless options

TORONTO, ONTARIO (January 23rd, 2019) – Leading market research firm BrandSpark International announced the winners of its annual BrandSpark Most Trusted Awards program today. The consumer-voted survey identified what brands Canadians trust the most in 109 consumer product categories, including 33 newly-measured ones. In a national survey including English and French Canada, 17,000 Canadians provided over 60,000 top-of-mind opinions to create the largest consumer survey on trust in Canada.

According to Robert Levy, President of BrandSpark, it is important for companies to remember what really matters to consumers if they want to gain or maintain their status as most trusted.

“Research shows that 2 in 3 shoppers say they focus more on quality than quantity when choosing products,” said Levy. “Marketers need to remind shoppers of the trust and value represented by their brand, especially since 7 in 10 shoppers will try a new product if it is from a brand they trust, yet just 1 in 2 shoppers say they are loyal to name brands. Only 4 in 10 regularly choose ‘premium’ brands that cost more.”

“Tens of thousands of Canadians told us in their own words what brands they trust and why,” Levy continued. “The winning brands are those that deliver a fundamentally superior experience, and are validated by multiple sources in the consumer’s network.”

While every brand may set out to fulfill this, “only those who truly do it better than the rest achieve most trusted status by Canadians,” said Adam Bellisario, Program Director of the BrandSpark Most Trusted Awards.

How can a consumer find the most trusted brand in a category?

Winning brands can be easily identified by the purple BrandSpark Most Trusted Award seal which represents the aggregate of the real opinions of Canadians. Three in 4 shoppers trust recommendations in the form of consumer awards, and the Most Trusted credential is a credible acknowledgement that the brand is delivering a superior experience to more Canadians than any other brand in its category. Consumers can find the purple seal next to brands in commercials, ads, online, in-store, and even on package when they are shopping. This year the BrandSpark Most Trusted Awards program has partnered with Canadian Living, which is promoting the winners through its various media channels.

The 2019 winners are listed below. See details at www.BrandSparkMostTrusted.com.

Consumer Products	
Category	Winner
Acne Treatment	Clean & Clear / Clearasil / Neutrogena (tie)
Adult Tooth Pain Relief	Orajel
Adult Vitamin	Jamieson
Antacid	Tums
Anti-Aging Skin Care	Olay
Artisanal Canadian Cheese	OKA
Back Pain Relief	Robax
Bacon	Maple Leaf
Baking	Robin Hood
Bathroom Tissue	Kirkland
BBQ Sauce	Kraft
Bottled Water	Nestlé Pure Life
Bread	Dempster's
Burn Ointment	Polysporin
Butter	Lactantia
Canola Oil	Mazola
Cat Litter	Arm & Hammer
Cheese	Kraft
Chocolate	Lindt
Cold Sore Remedy	Abreva
Contact Lens Solution	Bausch & Lomb
Contact Lenses	Acuvue
Cottage Cheese	Dairyland
Cough Syrup	Benylin
Decalcifier & Rust Remover	CLR

Denture Adhesive	Poligrip
Denture Cleanser	Polident
Dishwasher Detergent	Cascade
Drain Cleaner	Drano
Dry Lip Relief	Blistex
Eczema Relief	Aveeno
Fabric Softener	Downy
Flea & Tick Prevention	Bayer
Fresh Packaged Meat	Maple Leaf
Frozen Potato Products	McCain
Greek Yogurt	Danone
Green Food Supplement	Genuine Health
Hair Regrowth	Rogaine
Hair Removal	Nair
Hot Dogs	Schneiders
Insect Bite Relief	After Bite
Instant Coffee	Nescafé
Jerky	Jack Link's
Kombucha Drink	RISE
Laundry Detergent	Tide
Laundry Stain Remover	OxiClean / Resolve / Shout (tie)
Laxative	Senokot
Liners	Always
Lip Colour	Revlon
Mayonnaise	Hellmann's
Men's Hair Colour	Just for Men
Men's Shaving	Gillette
Men's Skin Care	Dove
Micellar water	Garnier
Milk (Ontario)	Neilson
Milk (Quebec)	Québon
Milk (Western Canada)	Dairyland
Nasal Spray	hydraSense
Olive Oil	Bertolli
Pasta	Catelli
Personal Lubricant	K-Y
Pink Eye Treatment	Polysporin
Protein Powder	Vega
Sausages	Johnsonville
Scar & Stretchmark Reduction	Bio-Oil
Sensitive Toothpaste	Sensodyne

Sparkling Water	Perrier
Sunburn Relief	Solarcaine
Sunscreen	Coppertone
Tampons (Feminine Protection)	Tampax
Toilet Bowl Cleaner	Lysol
Vegan Food	Yves Veggie Cuisine
Vitamin C Supplement	Jamieson
Women's Hair Colour	L'Oréal
Women's Shaving	Gillette
Yeast Infection Medication	Canesten

Home & Other Goods	
Category	Winner
Air Purifier	Dyson
Bakeware	Wilton
Barbecue	Weber
Blender	Ninja
Blood Pressure Monitor	Omron
Blood Sugar Monitor	OneTouch
Cookware	Lagostina
Dehumidifier	Danby
Dishwasher	Bosch
Drip Coffee Maker	Black & Decker / Cuisinart (tie)
Electric Fan	Dyson / Honeywell (tie)
Espresso Machine	Nespresso
Furnace Air Filter	Filtrete
Hair Dryer	Conair
Humidifier	Honeywell
Kitchen Knives	Zwilling J.A. Henckels
Laptop	HP
Mattress-in-a-box	Casper / Endy (tie)
Microwave Oven	Panasonic
Oven/Range	Samsung
Paint	Behr
Printer	HP
Refrigerator	Samsung
Sewing Machine	Singer
Single Serve Coffee Maker	Keurig
Smart Television	Samsung

Smart Thermostat	Nest
Space Heater	Honeywell
Spring Mattress	Sealy
U.V. Protection Sunglasses	Ray-Ban
Vacuum	Dyson
Washer/Dryer	Maytag
Winter Tires	Michelin

How winners are determined

More than 17,000 Canadian shoppers determined the BrandSpark Most Trusted Awards winners for 2019 through their “top of mind” unaided responses for categories in which they purchase. The results are ranked based on the greatest volume of mentions. Ties are declared if the margin of victory is within 2%. The study is weighted to be nationally representative of English and French Canada. The questions were included in the annual BrandSpark Canadian Shopper Study.

BrandSpark also conducts the Most Trusted Awards annually in the United States and has expanded to include service, retail, and e-commerce brands. View all winners and categories at www.BrandsparkMostTrusted.com

About BrandSpark International

Founded in 2001, BrandSpark International uniquely combines real world consumer insight with marketing credentials and services. **BrandSpark Insight** gets at the heart of WHAT consumers think, WHY they act the way they do, and HOW marketers need to respond to successfully grow their business. **BrandSpark Marketing Services** runs major awards programs Best New Product Awards, BrandSpark Most Trusted Awards and www.ShopperArmy.ca, a new consumer site that offers cash back on purchases made on Amazon.ca and other retail partners as well as a targeted shopper community of product testers providing honest ratings and reviews. Visit www.BrandSpark.com.

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