



***For Immediate Release ***

Canada's most trusted consumer packaged goods (CPG) brands announced: 20,000 Canadians vote for their most trusted brands in national survey

*Food & Beverage, Health & Beauty, Household & Pets and Kids & Babies
trusted brands named in 115 Categories*

TORONTO, ONTARIO (May 11, 2017) – Leading market research firm BrandSpark International today announced the 2017 winners of the BrandSpark Most Trusted Awards for consumer packaged goods (CPG) brands. The results were tabulated from the annual BrandSpark Canadian Shopper Study where more than 20,000 consumers determined Canada's most trusted Food & Beverage, Health & Beauty, Household & Pets and Kids & Babies brands.

"We live in a time where decades of brand trust can instantly be destroyed in 140 characters or less. Consumer trust is critical for brand survival," said Robert Levy, President and CEO of BrandSpark International.

What builds brand trust?

"Canada's top CPG brands, the ones that dominate in their categories, have built consumer trust by offering a positive and consistent product experience. They frequently build on this trust with meaningful innovation while maintaining a perception of strong value," said Levy. "These brands also offer a product experience that appeals to a vast majority of consumers in their category."

A recognized brand remains a crucial way for shoppers to identify products and set expectations about quality and value. "Just 17% of shoppers state they buy whichever product offers the best price, so brand trust is a key influencer on the purchasing decision," added Levy. "Most shoppers will opt to buy one of their trusted brands first with price being the final factor in their decision. In fact, brand trust is especially important when trying new products, with 66% of Canadians saying they try new products from the brands they trust most."

When shoppers aren't familiar with a brand or product, they are looking more than ever for endorsements from other consumers. In fact, in the Canadian Shopper Study, 77% of respondents stated that they trust consumer-voted awards for brand endorsements with trust strong from Millennials to older shoppers. For health & beauty products, consumer-voted awards are the most influential endorsements outside of medical professionals and direct friends and family. 46% of shoppers say that consumer awards are influential to their beauty purchases, increasing among Millennial beauty shoppers to 57%.

Canadians also trust brands that they perceive as fair and ethical. Day-to-day, this often means a reasonable price for the brand's products. While usually secondary to delivering a strong product experience and value, support of social causes can also elevate trust in a brand. "The strongest instances of cause-marketing happen when a brand takes a position that entails some business risk or financial cost, suggesting to like-minded consumers that the brand's position is authentic," said Levy.

“Speaking to consumers in a way that resonates with their particular perspective and experience helps to create an emotional response that builds a foundation for a deeper level of trust,” added Levy. “To maintain the advantage of a positive connection to the brand, manufacturers need to continue to provide consumers with great products that reaffirm their trust.”

What happens when brands “mess up”?

Consumers trust brands that respond to problems quickly and transparently. “While major product issues reveal brands to be fallible, as long as they are not repeated, Canadians are willing to forgive and recognize that mistakes can be learned from,” said Levy. “It is crucial for brands to rebuild at these times by taking responsibility, addressing the problem, and explaining what steps they will take to avoid the issue in the future.” 62% of shoppers said that brands who “respond quickly to serious product issues” greatly increase their trust, more impactful than any other brand action.

BrandSpark Most Trusted Awards 2017 Winners

“The BrandSpark Most Trusted Award winners are brands that have continually met consumer expectations with consistent quality, often elevated with timely innovation, and allowed shoppers to build a connection with the brand through great experiences,” said Levy. Following is the complete list of BrandSpark Most Trusted Award winners.

Health & Beauty Products	2017 Winning Brand(s)
Adult Incontinence	Poise
Adult Sunscreen	Coppertone
Adult Tooth Pain Relief	Orajel
Adult Vitamin	Jamieson
Allergy Relief	Reactine
Antacid	Tums
Antinauseant	Gravol
Arthritis Pain Relief	Tylenol
Body Moisturizer	Aveeno
Body Wash	Dove
Cold Sore Remedy	Abreva
Condom	Trojan
Contact Lens Solution	Bausch & Lomb
Cough & Cold Remedy	Buckley's Tylenol (tie)
Cough Drop	Halls
Diarrhea Remedy	Imodium
Electric Toothbrush	Oral-B
Facial Cleanser	Olay
Facial Skincare	Olay
Feminine Sanitary Product	Always
Foundation	CoverGirl
Green Food Supplements	Genuine Health
Hair Colour	L'Oréal
Hair Dryer	Conair
Hair Removal	Nair
Hand Soap	Dove
Headache Pain Relief	Tylenol

Laxative	Senokot
Lip Balm	Burt's Bees
Lip Colour	Revlon
Manual Toothbrush	Oral-B
Mascara	CoverGirl Maybelline (tie)
Men's Antiperspirant Deodorant	Old Spice
Men's Body Wash	Dove
Men's Hair Styling	Dove
Men's Shaving	Gillette
Men's Skin Care	Dove
Mouthwash	Listerine
Nail Polish	Sally Hansen OPI (tie)
Nutritional Supplements	Jamieson
Sensitive Skin Care	Aveeno
Sensitive Toothpaste	Sensodyne
Shampoo & Conditioner (Men)	Head & Shoulders
Shampoo & Conditioner (Women)	Pantene
Smoke Cessation	Nicorette
Teeth Whitening	Crest
Toothpaste	Colgate
Topical Pain Relief	Voltaren
Weight Loss Program	Weight Watchers
Women's Antiperspirant Deodorant	Secret
Women's Hair Styling	TRESemmé
Women's Shaving	Gillette
Food & Beverage Products	2017 Winning Brand(s)
Artisan Bread	Ace Bakery
Baking	Robin Hood
Bottled Water	Nestlé
Bread	Dempster's
Butter	Lactantia
Canned Fish	Clover Leaf
Cereal	Kellogg's
Cheese	Kraft
Chocolate	Lindt Cadbury (tie)
Coffee	Maxwell House
Confectionary	Cadbury
Cottage Cheese	Gay Lea
Energy Drink	Red Bull Monster (tie)
Frozen Fish	High Liner
Frozen Pizza	Delissio
Granola & Breakfast Bars	Nature Valley
Hummus	Fontaine Santé
Ice Cream	Chapman's
Light Beer	Coors
Margarine	Becel
Mayonnaise	Hellmann's
Non-Dairy Milk	Silk
Packaged Meat	Maple Leaf
Pasta	Catelli
Pasta Sauce	Classico
Protein Bar	Clif Bar

Regular Beer	Molson
Soft Drink	Coca-Cola
Sour Cream	Gay Lea
Yogourt	Danone
Household & Pets Products	2017 Winning Brand(s)
Air Freshener	Febreze
Bathroom Tissue	Royale
Battery	Duracell
Blender Juicer	Ninja
Cat Food	Purina
Cat Litter	Purina
Coffee Machine	Keurig
Dish Soap	Dawn
Dishwasher Cleaner	Finish
Dishwasher Detergent	Finish
Dog Food	Purina
Dog Treat	Milk-Bone
Drink Carbonation System	Soda Stream
Eco-Friendly Cleaning Products	Green Works
Fabric Softener	Downy
Flea & Tick Control	Bayer
Floor Cleaner	Mr. Clean
Garbage Bag	Glad
Household Cleaning	Mr. Clean
Laundry Detergent	Tide
Laundry Stain Remover	Resolve
Lawn Care	Scotts
Paper Towel	Bounty
Vacuum Cleaner	Dyson
Kids & Babies Products	2017 Winning Brand(s)
Baby Wipe	Pampers
Baby/Kids' Tooth Pain Relief	Orajel
Children's Allergy Medication	Benadryl
Children's Toy	Fisher Price
Children's Vitamin	Flintstones
Diaper	Pampers
Infant/Children's Pain & Fever Medication	Tylenol
Kids' Sunscreen	Coppertone
Kids' Toothpaste	Colgate

How winners are determined

More than 20,000 Canadian shoppers determined the BrandSpark Most Trusted Awards winners for 2017 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 1%). The questions were included in an annual consumer survey, the BrandSpark Canadian Shopper Study.

BrandSpark also conducts the Most Trusted Awards annually in the United States.

About the 2017 BrandSpark Canadian Shopper Study

The 2017 BrandSpark Canadian Shopper Study presents the results of one of Canada's most comprehensive surveys of shopper attitudes and behaviour. More than 20,000 respondents contributed to this year's survey, representing the national profile of household shoppers. This is the fourteenth year the study was conducted. For more information, visit www.BrandSpark.com.

About BrandSpark International

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 CPG awards programs Best New Product Awards, BrandSpark Most Trusted Awards and consumer product endorsement and amplification platform, Shopper Army.

For more information, visit www.BrandSpark.com.

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