



\*\*\*For Immediate Release \*\*\*

## **Brands that are Most Trusted in Canada revealed across 116 consumer categories.**

*18,000 Canadians voted for their most trusted everyday consumer product brands.*

**TORONTO, ONTARIO (April 25, 2018)** – Leading market research firm BrandSpark International announced the winners of the 2018 edition of the BrandSpark Most Trusted Awards for everyday consumer product (“CPG”) brands in Canada. More than 18,000 household shoppers participated in the online survey and determined Canada’s most trusted brands in Food & Beverage, Personal Care & Beauty, Household & Pets and Over-the-Counter Health.

Now in its 5<sup>th</sup> year, the research-based awards program operates independently from media, with winners exclusively determined by the unaided responses of shoppers in the BrandSpark Canadian Shopper Study, one of the most comprehensive annual surveys of household shoppers.

### **Trust drives purchase decisions**

“Building a strong foundation of consumer trust is critical today when consumers have more choices available than ever before”, said Robert Levy, President and CEO of BrandSpark International. “The top Canadian CPG brands establish trust by repeatedly meeting consumer expectations with great product experiences. The very best of these brands further elevate this trust with meaningful innovation while maintaining strong value and consistent quality,” said Levy. “While trust in the brand is anchored in personal experience, it is increased by transparency, fair pricing and the endorsement of other consumers. Further,” continues Levy, “our study shows that 66% of shoppers try new products from brands they trust the most”.

### **What Drives Brand Trust?**

The BrandSpark study shows that it is important for a brand to respond quickly to serious issues, with 96% saying it increases their trust. Transparency is also key to building trust with 94% agreeing that brands who provide consumers with detailed information about their product or service earn their trust, and 86% saying their trust in the brand increases when they see unfiltered customer reviews online. Finally, pricing influences trust as much as product or service quality, with brands that offer consistent and competitive pricing more likely to be perceived as fair and respectful of their customers.

### **Brands are Communicating their Most Trusted Award Wins**

The BrandSpark Most Trusted seal allows brands to communicate the trust they have earned from shoppers. Leading brands, such as Tide and Abreva, have used the winner’s seal in PR and marketing. Alicia Bruyeva, Brand Manager of Abreva explains the appeal of leveraging the BrandSpark Most Trusted Awards win, saying that “promoting the Most Trusted brand award is a great way to tell cold sore sufferers that the most trusted cold sore remedy brand in Canada is Abreva”.

Shoppers themselves tell us that when they aren't familiar with a brand or product, they look toward endorsements from other consumers. Positive endorsement in the form of awards is also very impactful with 84% of Canadian shoppers saying their trust in a brand increases if it has won awards based on consumer feedback.

## BrandSpark Most Trusted Awards 2018 Winners

The following is the complete list of the BrandSpark Most Trusted Awards winners in consumer packaged goods for 2018:

Food & Beverage	2018 Winning Brand(s)
Baking	Robin Hood
Bottled Water	Nestlé
Bread	Dempster's
Butter	Lactantia
Coffee	Maxwell House
Cottage Cheese	Dairyland
Deli Meat	Maple Leaf
Fresh Packaged Meat	Maple Leaf
Frozen Fish	High Liner
Frozen French Fries	McCain
Frozen Pizza	Delissio
Halal Meat	Zabiha Halal (Maple Lodge)
Hot Dogs	Maple Leaf
Ice Cream	Chapman's
Margarine	Becel
Mayonnaise	Hellmann's
Pasta	Catelli
Protein Bars	Clif Bar
Rum	Bacardi   Captain Morgan (tie)
Sausages	Johnsonville
Soft Drink	Coca-Cola
Sparkling Water	Perrier
Tea	Tetley
Tequila	Jose Cuervo   Patrón (tie)
Vegan Food	Yves Veggie Cuisine
Vodka	Smirnoff
Whiskey / Whisky	Crown Royal
Yogourt	Danone
Household & Pet products	2018 Winning Brand(s)
Air Freshener	Febreze
Batteries	Duracell
Cat Food	Purina

Cat Litter	Arm & Hammer
Decalcifier & Rust Remover	CLR
Dish Soap	Dawn
Dishwasher Cleaner	Finish
Dishwasher Detergent	Cascade   Finish (tie)
Dog Food	Purina
Dog Treats	Milk-Bone
Drink Carbonation System	Soda Stream
Eco-Friendly Cleaning Products	Green Works
Fabric Softener	Downy
Flea & Tick Prevention	Bayer
Flea Collars	Hartz
Floor Cleaner	Mr. Clean
Food Storage Bags	Ziploc
Food Storage Containers	Ziploc
Garbage Bags	Glad
Hand Sanitizer	Purell
Insect Repellent	OFF!
Laundry Detergent	Tide
Laundry Stain Remover	Resolve
Lawn Care	Scotts
Multi-Purpose Cleaner	Mr. Clean
Paper Towels	Bounty
<b>Over-the-Counter Health products</b>	<b>2018 Winning Brand(s)</b>
Adult Incontinence	Poise
Adult Sunscreen	Coppertone
Adult Tooth Pain Relief	Orajel
Adult Vitamins	Jamieson
Allergy Relief	Reactine
Antacid	Tums
Antinauseant	Gravol
Arthritis Pain Relief	Tylenol
Cold & Flu Prevention	Tylenol
Cold Sore Remedy	Abreva
Condoms	Trojan
Contact Lens Solution	Bausch + Lomb
Contact Lenses	Acuvue
Cough & Cold Medication	Tylenol
Cough Drops / Lozenges	Halls
Denture Adhesive	Poligrip
Diarrhea Medication	Imodium
Eye Drops	Visine
Fibre Supplement	Metamucil
Hair Regrowth Products	Rogaine

Heartburn Remedy	Tums
Joint Care Supplements	Jamieson
Laxative	Senokot
Meal Replacement	Ensure
Nutritional Supplements	Jamieson
Pain Relief	Tylenol
Personal Lubricant	K-Y Jelly
Probiotic Supplements	Jamieson
Scar & Stretchmark Reduction	Bio-Oil
Sleep Aid	Sleep-eze
Smoke Cessation	Nicorette
Topical Pain Relief Cream/Gel	Voltaren
Topical Pain Relief Patches	Salonpas
Yeast Infection Medication	Canesten
<b>Personal Care &amp; Beauty products</b>	<b>2018 Winning Brand(s)</b>
Anti-Aging Skin Care	Olay
Body Wash	Dove
Dry Shampoo	Batiste
Electric Toothbrush	Oral-B
Facial Cleanser	Aveeno   Dove   Neutrogena   Olay (tie)
Facial Moisturizer	Olay
Foundation	CoverGirl
Hair Colour	L'Oréal
Hair Removal	Nair
Hair Styling	Dove   L'Oréal   Pantene   TRESemmé (tie)
Liners/Pads	Always
Lip Balm	Blistex   Burt's Bees (tie)
Lip Colour	Revlon
Mascara	Maybelline
Men's Body Wash	Dove
Men's Deodorant/Antiperspirant	Old Spice
Men's Shampoo & Conditioner	Head & Shoulders
Men's Shaving	Gillette
Men's Skin Care	Dove
Mouthwash	Listerine
Sensitive Skin Care	Aveeno
Sensitive Toothpaste	Sensodyne
Tampons	Tampax
Teeth Whitening	Crest
Toothpaste	Colgate   Crest (tie)
Women's Deodorant/Antiperspirant	Secret
Women's Shampoo & Conditioner	Pantene
Women's Shaving	Gillette

## How winners are determined

More than 18,000 Canadian shoppers determined the BrandSpark Most Trusted Awards winners for 2018 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 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 across North America. To see all of the winners, visit

[www.BrandsparkMostTrusted.com](http://www.BrandsparkMostTrusted.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](http://www.BrandSpark.com).

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