

## More than 95,000 Canadians reveal their most trusted consumer packaged goods brands for 2014

**January 13, 2014 (Toronto, ON)** – Today leading market research firm BrandSpark International announced the 2014 BrandSpark Most Trusted Awards winners for Consumer Packaged Goods (“CPG”) brands determined by a poll of more than 95,000 Canadians.

“Brand trust is important when deciding what to buy. Our study shows more than 70% of Canadians place a high importance on established trust in a brand when purchasing a product,” said Robert Levy, President and CEO of BrandSpark International.

In 60 categories, poll participants named the CPG brands that they consider their Most Trusted. Listed below is a selection of the winners. The full list of winners can be found at [www.BrandSparkMostTrusted.com](http://www.BrandSparkMostTrusted.com)



Canada's 2014 Most Trusted Food & Beverage Brands	
CATEGORY	BRANDS
Cereal	Kellogg's
Packaged Meat	Maple Leaf
Juice	Tropicana
Canada's 2014 Most Trusted Health & Beauty Brands	
CATEGORY	BRANDS
Body Wash	Dove
Lipstick	Revlon
Hair Removal	Nair
Canada's 2014 Most Trusted Household Brands	
CATEGORY	BRANDS
Air Freshener	Febreze
Fabric Softener	Downy
Laundry Stain Remover	Resolve
Canada's 2014 Most Trusted Kids Brands	
CATEGORY	BRANDS
Baby Formula	Similac
Diaper	Pampers
Kid's Toothpaste	Colgate

### What drives trust?

Consumers' reasons for citing a brand as being their most trusted vary by category. Quality perceptions and taste drive which Food brands are most trusted, while taste preferences particularly are most often cited as the reason for favouring one Beverage brand over others. For Health and Beauty brands, trust is built on quality perceptions, effectiveness (i.e. meeting personal needs) and perception of a fair price. For Household brands, consumers most often cite effectiveness and for Kids brands, a guarantee of gentleness is most important.

When considering purchase of a new product, consumers consider it extremely or very important that it comes from a brand that they trust:

- 69% for a new Food & Beverage product
- 70% for a new Health & Beauty product
- 75% for a new Household product
- 78% for a new Kids product

### **How winners are determined**

More than 95,000 respondents, reflecting the profile of the Canadian Household Shopper, determined the 2014 BrandSpark' Most Trusted Awards winners through their "top of mind" responses for categories in which they purchase. BrandSpark researchers analyzed the unaided responses and the reasons for choosing the brand. The results were ranked based on the greatest volume of mentions, and if the difference between brands was not statistically significant, ties were declared.

"Analyzing the reasons why consumers trust these brands allows us to uncover the drivers of trust and understand why specific brands resonate with consumers," added Levy.

### **About the 2014 BrandSpark Canadian Shopper Study**

The 2014 BrandSpark Canadian Shopper Study saw more than 95,000 respondents contribute their opinions during October and November of 2013. Companion studies are also conducted in ten other markets across the globe.

### **About BrandSpark International**

BrandSpark International is a leading brand, marketing and product innovation research company. Its comprehensive and innovative research approach gets at the heart of how consumers think, why they act the way they do, and what clients need to do about it. With expertise in retail and leisure categories and an exclusive relationship with the Best New Product Awards, BrandSpark International has a deep global perspective on the drivers of innovation unlike any other research company. For more information, visit [www.BrandSpark.com](http://www.BrandSpark.com).

BrandSpark has been measuring brand trust for many years and previously launched the BrandSpark Most Trusted Awards Program in Mexico and China. The BrandSpark Most Trusted Awards results differ by country and the entire list can be found at [www.BrandSparkMostTrusted.com](http://www.BrandSparkMostTrusted.com)