



Gustavson
School of Business
 University of Victoria



Confectionery & Snacks - GBTI 2023					
Brand Name	Brand Trust Rank 2023	Brand Authenticity Rank 2023	Brand Ability Rank 2023	Brand Affinity Rank 2023	Brand Advocacy Rank 2023
Laura Secord	28	92	61	71	43
Lindt / Lindor	35	213	17	71	5
Cadbury	110	237	79	248	35
Kit Kat	110	213	111	161	33
Orville Redenbacher	156	301	141	248	56
Hershey's	167	256	111	248	86
Old Dutch Foods	167	278	182	248	144
Ritz Crackers	188	256	200	271	144
Mars Bar	211	301	200	248	159
Dentyne Gum	226	213	253	314	228
Wrigley	226	376	278	359	221
Lay's Potato Chips	261	321	182	271	150