



Gustavson
School of Business
 University of Victoria



Delivery Services - GBTI 2023					
Brand Name	Brand Trust Rank 2023	Brand Authenticity Rank 2023	Brand Ability Rank 2023	Brand Affinity Rank 2023	Brand Advocacy Rank 2023
FedEx	35	197	94	34	77
Canada Post	45	8	167	24	86
Purolator	167	160	218	92	159
Goodfood	247	52	237	161	332
UPS	261	321	265	271	251
HelloFresh	294	108	253	218	349
SkipTheDishes	373	366	349	352	358
DoorDash	380	376	363	366	388