



Gustavson
School of Business
University of Victoria



Gas Stations - GBTI 2023					
Brand Name	Brand Trust Rank 2023	Brand Authenticity Rank 2023	Brand Ability Rank 2023	Brand Affinity Rank 2023	Brand Advocacy Rank 2023
Petro-Canada	247	181	217	218	143
Ultramar	342	365	354	341	310
ESSO	348	375	338	377	285
Husky Oil	354	358	332	327	369
Shell	372	389	354	371	331