



Gustavson
School of Business
 University of Victoria



Health Care & Nutrition - GBTI 2023					
Brand Name	Brand Trust Rank 2023	Brand Authenticity Rank 2023	Brand Ability Rank 2023	Brand Affinity Rank 2023	Brand Advocacy Rank 2023
Tylenol	19	123	30	112	6
Centrum	45	52	79	92	106
Advil	61	92	46	92	43
Webber Naturals	67	22	79	57	135
Jamieson	82	22	72	71	100
Halls	136	237	141	271	65
Rolaids	167	160	200	271	202
Tums	188	256	182	314	135
Bayer	211	160	94	295	158
Coppertone	247	256	217	295	202
Nicorette	279	301	310	327	371
Slim Fast	392	358	401	390	400