



**Gustavson**  
**School of Business**  
 University of Victoria



<b>Insurance - GBTI 2023</b>					
<b>Brand Name</b>	<b>Brand Trust Rank 2023</b>	<b>Brand Authenticity Rank 2023</b>	<b>Brand Ability Rank 2023</b>	<b>Brand Affinity Rank 2023</b>	<b>Brand Advocacy Rank 2023</b>
Canadian Automobile Association (CAA / BCAA / AMA)	3	11	30	3	16
Blue Cross	35	16	141	11	158
Canada Life	188	76	295	71	285
Sun Life	188	76	264	57	263
Manulife	211	92	277	92	276
Green Shield	226	68	295	132	295
London Life	226	108	332	132	339
Great-West Life	261	139	322	161	310
The Cooperators	261	92	332	218	339
Desjardins Insurance	303	52	310	271	348
Intact Insurance	303	139	338	218	331
Aviva Insurance	319	160	348	218	339
Wawanesa Insurance	336	181	367	295	379

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