



Gustavson
School of Business
 University of Victoria



Media - GBTI 2023					
Brand Name	Brand Trust Rank 2023	Brand Authenticity Rank 2023	Brand Ability Rank 2023	Brand Affinity Rank 2023	Brand Advocacy Rank 2023
The Weather Network/ MétéoMédia	35	5	94	71	43
Macleans Magazine	167	123	288	295	310
Global TV	188	13	217	161	187
CBC / Radio Canada	211	9	217	189	202
Globe and Mail	211	68	252	218	263
CTV	279	52	264	295	212
National Post	279	139	310	295	331
YouTube	364	197	157	352	106
WhatsApp	372	237	277	365	250
TVA	381	237	387	377	389
Sun Newspapers	395	278	390	387	397
Snapchat	397	365	388	393	397
Instagram	398	375	373	400	380
WeChat	401	381	400	400	400
TikTok	403	402	403	403	403
Twitter	404	404	405	404	405
Facebook	405	401	403	405	400

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