



Gustavson
School of Business
 University of Victoria



Sportswear - GBTI 2022					
Brand Name	Brand Trust Rank 2022	Brand Authenticity Rank 2022	Brand Ability Rank 2022	Brand Affinity Rank 2022	Brand Advocacy Rank 2022
Columbia Sportswear	3	34	7	11	9
New Balance	61	160	61	112	86
Under Armour	67	92	46	71	65
Adidas	136	139	55	112	65
Skechers	136	181	141	132	158
Reebok	167	321	111	161	187
Lululemon Athletica	211	64	141	112	195
Puma	279	237	264	248	250
Converse	294	358	236	295	227
Nike	294	301	121	327	158