



Gustavson
School of Business
University of Victoria



| Technology/Software - GBTI 2023 | | | | | |
|--|------------------------------|-------------------------------------|--------------------------------|---------------------------------|---------------------------------|
| Brand Name | Brand Trust Rank 2023 | Brand Authenticity Rank 2023 | Brand Ability Rank 2023 | Brand Affinity Rank 2023 | Brand Advocacy Rank 2023 |
| Intel | 82 | 213 | 55 | 132 | 86 |
| Adobe | 93 | 181 | 61 | 161 | 77 |
| IBM | 110 | 160 | 111 | 161 | 220 |
| Microsoft | 188 | 139 | 46 | 161 | 86 |
| Zoom | 261 | 123 | 94 | 189 | 158 |
| Google | 303 | 92 | 26 | 352 | 35 |
| Yahoo! | 354 | 197 | 348 | 358 | 357 |