



**Gustavson**  
**School of Business**  
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<b>Telecoms/Cable/Digital - 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>
TELUS	261	18	217	161	276
Virgin Mobile	294	197	277	189	331
Fido	303	123	310	218	348
Koodo Mobile	303	256	322	248	348
WIND Mobile	367	278	379	327	380
Shaw Communications	369	213	379	371	375
Bell Canada	391	83	379	396	393
Rogers Communications	398	237	395	398	399

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