

Consumers anoint Kraft their favourite 'Canadian' brand

BY HOLLIE SHAW

Kraft has claimed the top spot in a survey of favourite Canadian brands named by Canadians — even though Kraft Foods Inc. is based in Illinois.

"This is a hypothesis, but the Kraft brand is synonymous with Kraft Dinner as its main product and I think it is thought of culturally as a Canadian meal," says Mark Baltazar, vice-president of BrandSpark International. He notes that a number of non-Canadian brands, including Molson, Labatt and Kellogg's, also made the top 10 list.

"It says that as global brands, Kraft and Kellogg are doing a good job to define their market locally. For these global brands to be coming up is an indication that they do a good job of localizing their marketing message."

Formerly Canadian brands, such as Molson and Labatt, are still thought of as such by many Canadians, he adds.

The results also bode sur-

prisingly well for Maple Leaf, on the rebound from a plant shutdown and a widespread recall of meat tainted by listeria.

"Maple Leaf's ranking shows that it has a very strong brand to begin with," Mr. Baltazar says.

"Even though this might have set them back in profits and sales, it shows they communicated well and have a lot of brand equity. If you have a strong brand, consumers give you the benefit of the doubt and stay with you through volatile times."

President's Choice, the house brand at Loblaw Cos., also posted strong results. "Although it is technically a private-label store brand, Loblaw has done such a great job in communicating specifically about PC, it definitely holds its own."

For a complete list of results from the BrandSpark survey, including breakdowns by region, demographic and income levels, see FinancialPost.com/fpposted.

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- Kraft **6.5%**
- Roots **5.9%**
- President's Choice **4.9%**
- Molson **4.7%**
- Tim Hortons **4.5%**
- Maple Leaf **4.2%**
- Canadian Tire **3.6%**
- Labatt **1.6%**
- Kellogg's **1.2%**
- Alexander Keith's **1.2%**



Source: Brand strategy and market research firm BrandSpark International did a national survey between Oct. 2 and Oct. 23 of 1,669 people ranging in age from 18 to 70.

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