

# LAST QUESTION

## What builds a strong reputation?

By Doug Picklyk

**A**s the saying goes, “familiarity breeds contempt.” Yet as the results of this year’s *Marketing/Leger Corporate Reputation* survey show (see page 34), when it comes to companies and their brands, ubiquity leads to respect.

The Top 10 companies on this year’s list can be found on most desktops and street corners, in most pantries and living rooms. But rising to the top takes more than being part of every Canadian’s life. Public approval is cultivated over time, as companies that date back more than a century demonstrate (Heinz, Campbell, Kraft and Kellogg’s). However, one 13-year-old online whiz kid (Google) has, in relative terms, spread its charm at the speed of a keyword search.

Good deeds also build public admiration, such as sending kids to camp (Tim Hortons), letting them play sports (Canadian Tire), or cleaning up the planet one ink cartridge at a time (Staples). And memorable lifelong connections formed in the comfort of our homes can also make a company endearing: a warm plate of mac ‘n’ cheese (Kraft), gathering around the family TV (Sony), or sharing breakfast with companions like Tony the Tiger and Toucan Sam (Kellogg’s). It’s also dependability, knowing that when you want them, they’re just around the corner (Subway).


Here are a few more reasons these companies were tops this year.

**GOOGLE**

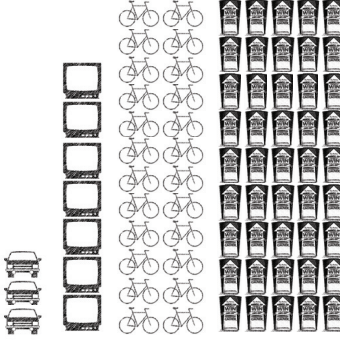


50 billion kms of turn-by-turn directions provided on Google Maps for Android: the equivalent of...  
 0.005 light years  
 101 trips to Neptune  
 334 trips to the sun  
 130,000 trips to the moon

**TIM HORTONS**



**13,414 KIDS** sent to Tim Hortons' Children's Foundation camps in 2011



3,295 locations across Canada, about one location for every 10,000 citizens.

Over 465 vehicles, 6,000 TVs, 35,000 bikes and too many double-doubles to count awarded since Roll Up The Rim To Win was created in 1986.

**CAMPBELL**

**300,000 cans** of Campbell's Nourish donated to food banks since Feb. 2011.



More than **46 MILLION TEASPOONS OF SODIUM REMOVED** from over 100 Campbell Canada products since 2003.

**SONY CANADA**

+205,000 kg of old electronics diverted from landfills since the launch of Sony Canada's national electronics recycling program in 2008.




**KRAFT**

5,965,524 votes received by Kraft Hockeyville this year. Founded in 2006, the program awards one community a **\$100,000 LOCAL ARENA UPGRADE.**

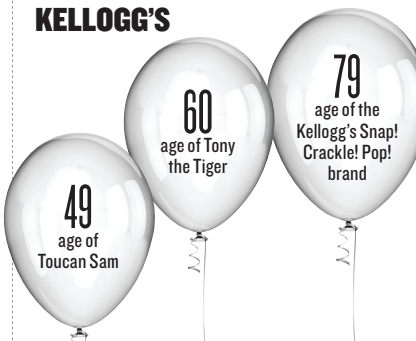
**"WHAT'S COOKING" KRAFT**

Facebook: 145,146 likes  
 Pinterest: 530 followers  
 YouTube: 893 subscribers, 236,914 video views  
 Twitter: 2,234 followers (March 28, 2012)



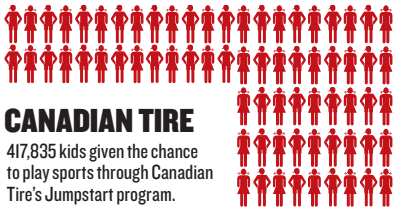
**KELLOGG'S**

49 age of Toucan Sam  
 60 age of Tony the Tiger  
 79 age of the Kellogg's Snap! Crackle! Pop! brand




**CANADIAN TIRE**

417,835 kids given the chance to play sports through Canadian Tire's Jumpstart program.




**HEINZ**

650,000,000 bottles of ketchup sold every year, along with approximately two single-serve ketchup packets for every man, woman and child on the planet.




**29,209 LBS.** Turkey canned over four days at the Heinz Leamington, Ont. plant last year and donated to world hunger relief.

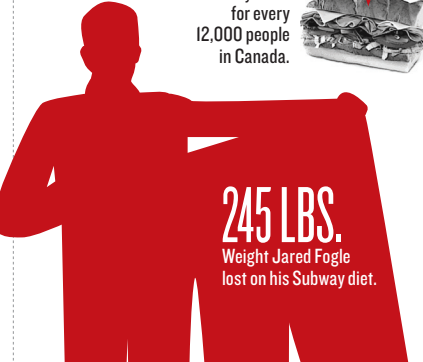


**SUBWAY**

There is one Subway store for every 12,000 people in Canada.



**245 LBS.** Weight Jared Fogle lost on his Subway diet.



**STAPLES**

**5 MILLION** USED INK AND TONER CARTRIDGES COLLECTED AND RECYCLED SINCE SEPT. 2008 BY STAPLES CANADA.

