

Attention Business, Marketing, Assignment and News Editors/Reporters:

Tim Hortons, President's Choice and Loblaws top list of "The Best Managed Brands in Canada"

Cundari/SFP and Canadian Business magazine's best and worst managed brands survey reinforces the importance of reliability and consistency tied to the experience

TORONTO, June 6 /CNW/ - Tim Hortons once again topped the list as the best managed brand in Canada, while Jetsgo topped the list of the worst managed brand in the second annual survey of "The Best Managed Brands in Canada". Canadian Business magazine's survey was designed with the purpose of identifying which brands Canada's business professionals perceive as the best managed in Canada(*). The survey was co-sponsored by Canadian Business, Cundari/Spencer Francey Peters (SFP), one of North America's leading design and branding agencies, and The Strategic Counsel, one of North America's leading research firms.

Tim Hortons topped the best managed brand list with a 52% ranking (up from 42% in 2004), followed by President's Choice with 26% (up from 20% in 2004), Loblaws with 20% (up from 18% in 2004), Cirque du Soleil with 19% (up from 13% in 2004), Canadian Tire with 16% (down from 18% in 2004).

The airline category experienced the most dramatic changes with two airlines in the top three worst managed brands. The worst managed brand was Jetsgo with a staggering 46% ranking (compared to only 2% in 2004), followed by Air Canada with 30% (down from 46% in 2004), and Bell/Bell Mobility with 14% (up from 11% in 2004).

Respondents ranked companies based on a number of criteria related to delivery of brand promise, including consumer focus, customer service, brand values, reliability, consistency, value, trustworthiness and respect.

"We have a more in-depth survey this year which provides us with greater insights into specific sectors in the marketplace. The data continues to highlight the need for 'consistency and clarity of quality customer experience' by brands in order to be voted onto our best managed list. It is fascinating to see which sectors are led by the venerable names in Canadian branding versus those that have been overtaken by younger upstarts which are more customer-centric brands," says Peter Francey, president, SFP.

The survey segmented the companies into 13 categories including: Restaurants/food services, beer, other alcoholic beverages, retail, consumer goods, grocery, media, entertainment, professional sports teams, financial services, telecommunications, travel/transportation/leisure, and energy.

Tim Woolstencroft, managing partner, The Strategic Counsel, says, "There are a handful of brands that received more positive ratings in 2005. A variety of reasons may be behind these changes such as aggressive advertising campaigns, higher profile as a result of a merger or a gradual increase in the types of products offered."

The Best-Managed Brands in Canada survey appears in the June 6th issue of Canadian Business available on newsstands today and in the June 13 edition of Marketing Magazine released on June 9.

About SFP

SFP is one of Canada's leading branding and design agencies. Established in 1977, the company specializes in brand strategy, naming and identity development, communications design, digital media and proprietary brand management tools. Today, SFP is part of the Cundari Group of Companies; one of Canada's largest independently owned and operated communications agencies. For more information visit www.sfpinc.com and www.cundari.com.

About The Strategic Counsel

Established in 1995, The Strategic Counsel is one of the fastest-growing research firms in North America. The Strategic Counsel provides a full range of research and strategic communications and analysis services to clients in a broad range of sectors, from Internet start-ups to broad-based Canadian and international corporate clients and governments. For information visit www.thestrategiccounsel.com.

About Canadian Business magazine

Founded in 1928, Canadian Business is the longest-serving, bestselling and most trusted business publication in Canada. Canadian Business stands alone as the business magazine in Canada with 100% paid circulation. With a readership of more than one million, the magazine is published every second Monday, except in January, July and August, when monthly issues are published. Special annual issues of Canadian Business include the Investor 500, the MBA Guide, the Rich 100 and the Best and Worst Boards. Visit www.canadianbusiness.com.

About Marketing magazine

Marketing is Canada's national weekly magazine for the ad, marketing and media industries. Marketing, which also produces daily subscriber-only e-mail news reports, marks its 97th anniversary in 2005. It is owned by Rogers Publishing, a division of Rogers Media. Visit www.marketingmag.ca

(*) Margin of error is (+/-) 3.14%, nineteen times out of twenty.

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