

Most Trusted Brand in Canada

Dear Colleagues,

Three months ago, when this extraordinary period began, it didn't take long to realize how much Canadians would be relying on us. At the same time, we knew that our ability to provide our essential service would be greatly tested. But we were committed to stepping up.

Today, I want to share some feedback with you about how Canadians have judged our efforts.

In April, the Gustavson School of Business at the University of Victoria reached out to Canadians to see if their experience during COVID-19 had changed their views of Canada's top brands. One brand stood out – ours.

In the words of the lead author, Canada Post's improvement during COVID-19 was "massive" and represented the "most pronounced increase in brand trust" since the school began tracking it in 2016.

The feedback was so positive that in the rankings Canada Post took the no. 1 spot. We have been named the Most Trusted Brand in Canada!

You should be proud.

This is the result of your tremendous efforts throughout these unimaginable circumstances.

It's the result of your hard work, dedication and ability to adapt.



It's the result of your wonderful community spirit – like the 44 caravans you led across towns and cities to show your full appreciation for local healthcare workers.

And you did this all while working as a team to help keep each other and Canada's communities safe.

To me, this is a huge vote of confidence from the very people we care about the most – our customers.

We know there is still a long way to go when it comes to COVID-19 and we also know that opinions can change over time. But it's encouraging to see that while we've been busy ensuring Canadians can count on us, they have truly noticed and appreciated our efforts.

I hope you will enjoy this wonderful recognition.

Congratulations to all of you, and thank you for your part in helping Canada Post become the Most Trusted Brand in Canada.