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Lens Lineup  
Canon

## [Canon, Most Trusted Camera Brand for Tenth Year in a Row](#)

### *Now, who's the fanboy*

Now, here's an occasion to write one of my common Canon-fanboy articles. Canon, world leader in what regards imaging solutions, has been voted as Europe's top camera brand for the tenth consecutive year, in the Reader's Digest Most Trusted Brands Survey 2010, an annual pan-European survey of [consumer attitudes to brand products and services](#).

"Consumer trust is vital to successful brands. Maintaining trust in a fast changing world is one of the biggest challenges facing companies today, especially in the technology sector. For Canon to have maintained its position as the most trusted camera brand in the large majority of countries in Europe is impressive" said Gavin Murray, Regional Advertising Director, Europe, Reader's Digest.

The Reader's Digest sent forms in 14 languages, across 16 European countries, for nominating the brands they trust most, in the range of consumer categories, in which cameras were also included. The respondents were drawn from the customer data base of 4.5 million homes in Europe, of Reader's Digest, and ended up analyzing more than 32,000 responses.

Canon was part of the only three brands that got nominated as 'most trusted,' with the company coming out on top in all but two, of the 16 countries. The respondents had ratings for each brand, including four criteria - Quality, Excellent Value, Strong Image and Understands Customer Needs. The fourteen countries that [rated Canon as the 'most trusted' camera brand](#) were Austria, Belgium, Finland, France, Germany, Hungary, Netherlands, Portugal, Romania, Russia, Spain, Sweden, Switzerland and the UK.

James Leipnik, Chief of Communication for Canon Europe, added, "It is a great achievement to have been awarded the 'most trusted' camera brand for the last ten years by readers from all across Europe. At Canon we nurture a passion for the power of image, providing our customers with imaging solutions that empower creativity and innovation. It is rewarding to see that so many readers of the Reader's Digest continue to trust us to deliver products of the highest quality."

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