

Jeep

MY OTHER CAR IS A CORVETTE

amazon

BIMMER

PLAY

SEE WHAT'S NEXT

USA

MBLM

BRAND INTIMACY STUDY 2020

(R)



NETFLIX

YES. I'M STILL WATCHING

MICKEY I AM

INDULGENCE

BUILT Ford PROUD

hello.

USA

THE AVENGERS

HANCE EN

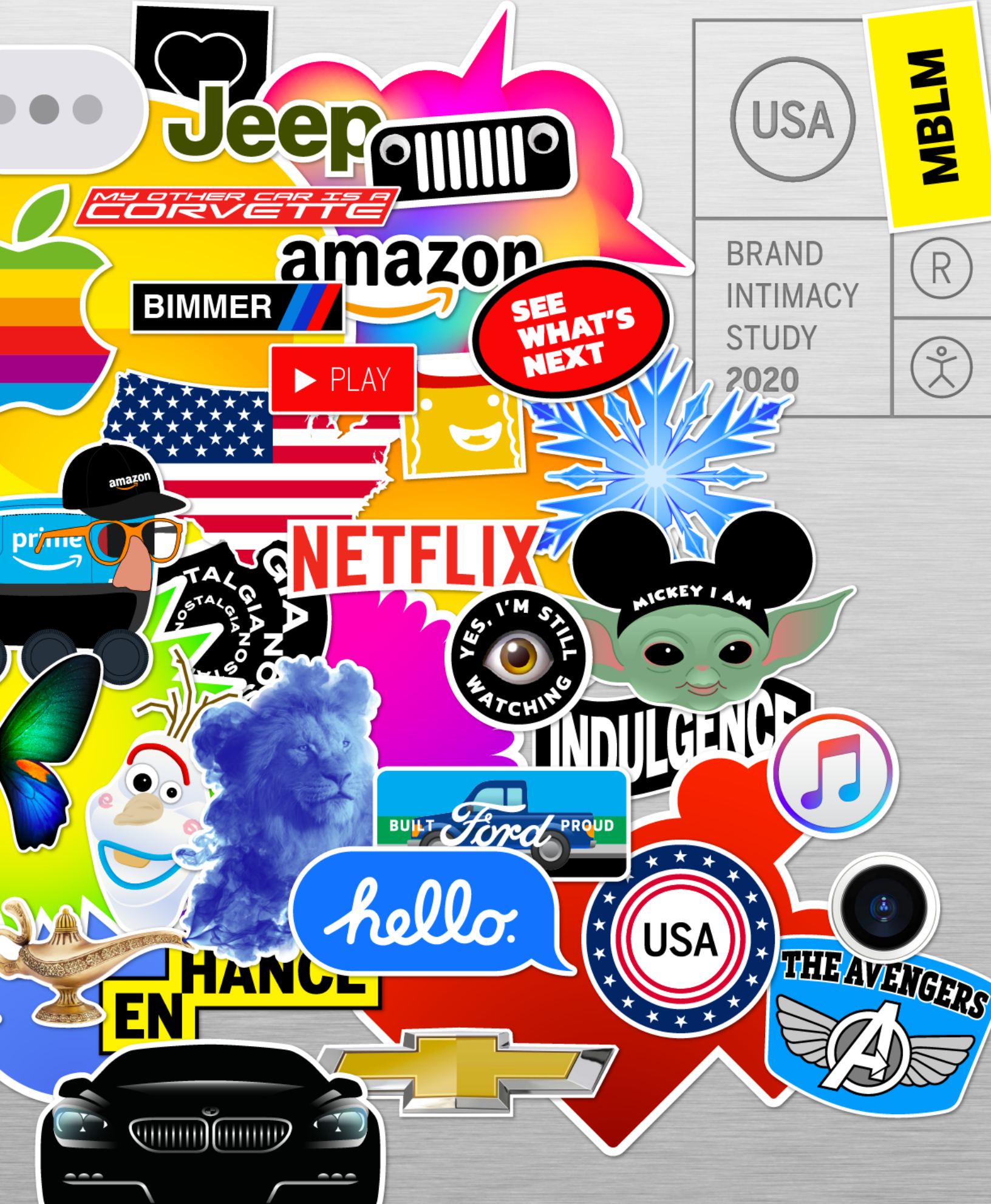


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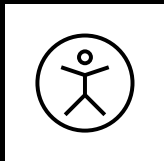
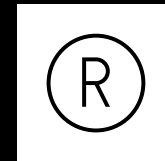
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Build Stronger Bonds with Your Stakeholders

Every year, we produce the largest study of brands based on emotion. Now in its tenth year, we have reviewed more than 20,000 qualitative brand stories, 1,000 hours of insights, nearly 25,000 quantitative respondents, and over 200,000 brand evaluations.

This year we surveyed 6,200 consumers across the United States, Mexico, and the United Arab Emirates to detail their experiences with nearly 400 brands across 15 industries. Our report focuses on highlights of the Top 10 Most Intimate Brands. You can review the performances of all surveyed brands by exploring our [rankings](#). Subscribing to our [custom dashboard](#) provides an even more in-depth understanding of a brand's performance over time and relative to competitors.

We strongly believe building emotional connections and strong bonds is the best way to ensure your brand is maximizing its opportunities and increasing its relevancy, profitability, and revenue. Are you doing everything possible to build intimate brand relationships?



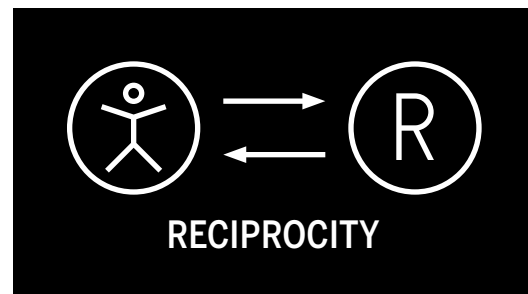
Why Brand Intimacy?

Brand is an essential asset that helps facilitate demand, encourages growth, ensures consistency of users, and creates advantage. Despite a dramatically evolving world and shifting habits related to purchase and consumption, most approaches to marketing and branding have not changed in decades.

Brand Intimacy is designed to help brands today. It is based on a two-way relationship rather than the anonymous push-pull dynamic of yesterday. It leverages emotion over generic constructs related to rational benefits. It influences, engages, and establishes trust, becoming a far more valuable measure than loyalty.

Advantages

- Creates a new orientation that complements your marketing measures and tactics.
- Focuses on the emotional science that drives on-brand behaviors and purchase.
- Demonstrates superiority as intimate brands outperform the S&P and Fortune 500 across profit and revenue.
- Promotes customer-centricity by enhancing bonds based on reciprocity.
- Makes consumers less willing to live without the brand and willing to pay more.

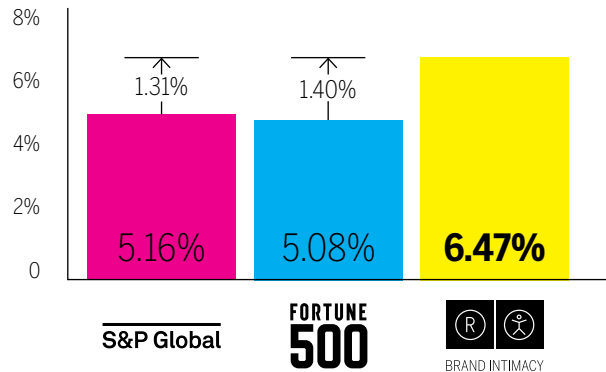


Financial Advantages of Brand Intimacy

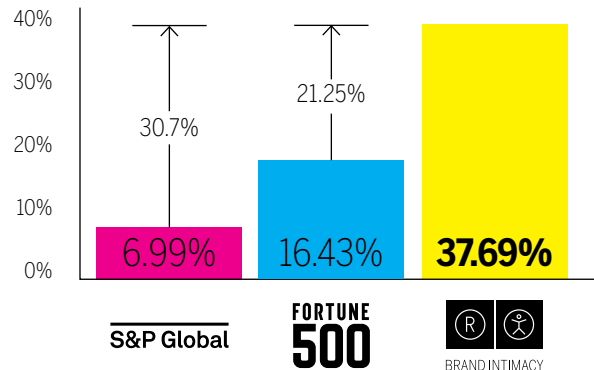
As has been the case over the past decade, intimate brands continue to outperform established financial indices for both revenue and profit.

Each year, we compile the top 10 companies from the Brand Intimacy rankings and compare them with the Standard & Poor's 500 and the Fortune 500 top brands. These percentage differences are significant and indicate intimate brands generate millions more dollars in revenue and profit annually and over the long term.

Average revenue growth 2009–2018



Average profit growth 2009–2018



Price Resilience

We continue to observe that consumers are more willing to pay a premium for highly intimate brands than for brands with lower levels of intimacy. In addition, the more intimate you are with a brand, the more you are willing to pay for its goods and services.



Top intimate brands have double the number of consumers willing to pay 20 percent more.













U.S. Rankings

This year's rankings show a new #1 brand, Amazon, with a narrow lead over Disney. We continue to see a strong performance across the media & entertainment industry with three brands in the top 10. However, this industry's dominance may be starting to shift; last year it had four brands in the top 10. The automotive industry has improved its standing, with four brands in the top 10. Two retail brands made this year's list, with #1 Amazon and #9 Walmart, a new top 10 entrant. Apple has dropped from second to third place and is the only technology brand in the top 10.

Visit our [rankings](#) to explore the brands in our study and filter results by [geography](#) or [demographics](#).

U.S. Top 10 Most Intimate Brands 2020

<h1>U.S. Top 10 Most Intimate Brands 2020</h1>		<p>1 </p> <p>amazon</p> <p>QUOTIENT 68.3</p>
<p>2 </p> <p>Disney</p> <p>QUOTIENT 67.8</p>	<p>3 </p> <p>Apple</p> <p>QUOTIENT 66.8</p>	<p>4 </p> <p>Ford</p> <p>QUOTIENT 64.9</p>
<p>5 </p> <p>Jeep</p> <p>QUOTIENT 60.0</p>	<p>6 </p> <p>NETFLIX</p> <p>QUOTIENT 59.2</p>	<p>7 </p> <p>BMW</p> <p>QUOTIENT 55.0</p>
<p>8 </p> <p>CHEVROLET</p> <p>QUOTIENT 54.5</p>	<p>9 </p> <p>Walmart</p> <p>QUOTIENT 53.9</p>	<p>10 </p> <p>PlayStation</p> <p>QUOTIENT 53.3</p>





amazon

prime

prime

amazon

amazon

amazon

I can't find any songs called "Dish Pasito"

One-Day Shipping

Same-Day Shipping

One-Hour Shipping

One-Min. Shipping

NOW Shipping

amazon

amazon

#1 Best Seller



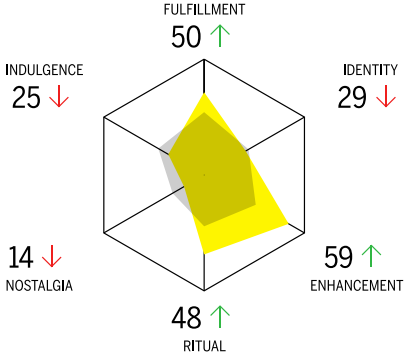
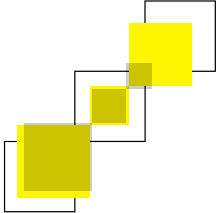

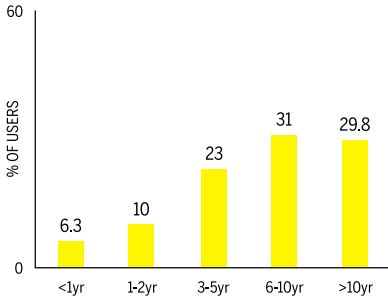
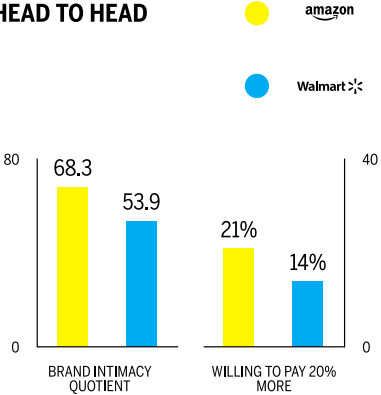


Trust me, you'll love it too

STACKS ON STACKS ON STACKS

(R)

Brand Industry Average

<p>BRAND</p> 	<p>RANK </p> <p>1</p>	<p>INDUSTRY RANK</p> <p>1</p>
<p>ARCHETYPES</p> 	<p>STAGES</p> 	<p>QUOTIENT </p> <p>68.3</p>
<p>CAN'T LIVE WITHOUT</p> <p>33%</p> <p>OF AMAZON USERS CAN'T LIVE WITHOUT THE BRAND</p>	<p>TIME WITH BRAND</p> 	<p>HEAD TO HEAD</p> 

Explore more details on Amazon [here](#).





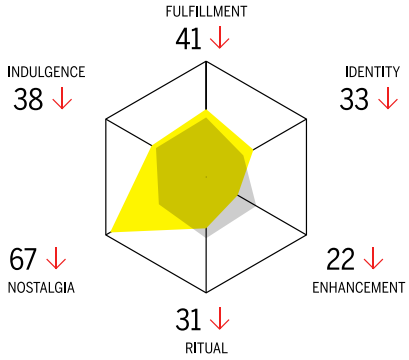
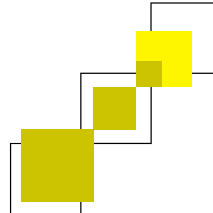

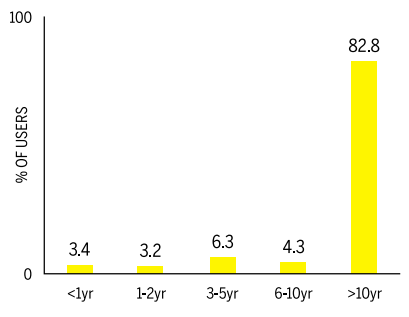
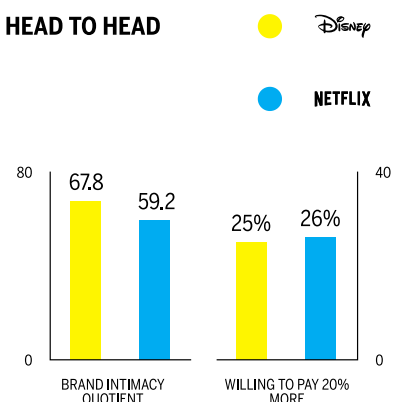


THE AVENGE

MICKEY I AM

WHERE THE MAGIC HAPPENS

Brand Industry Average

<p>BRAND</p> 	<p>RANK </p> <p>2</p>	<p>INDUSTRY RANK</p> <p>2</p>
<p>ARCHETYPES</p> 	<p>STAGES</p> 	<p>QUOTIENT </p> <p>67.8</p>
<p>CAN'T LIVE WITHOUT</p> <p>27%</p> <p>OF DISNEY USERS CAN'T LIVE WITHOUT THE BRAND</p>	<p>TIME WITH BRAND</p> 	<p>HEAD TO HEAD</p> 

Explore more details on Disney [here](#).





Pics or it didn't happen



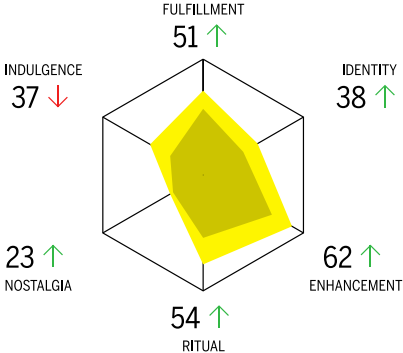
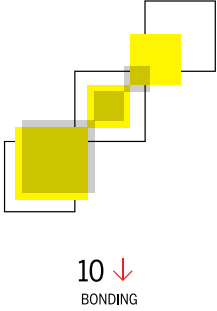

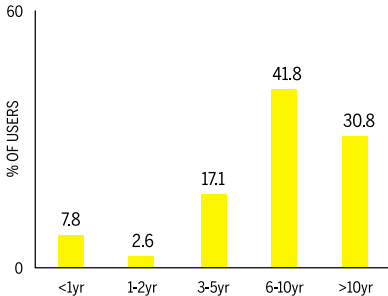
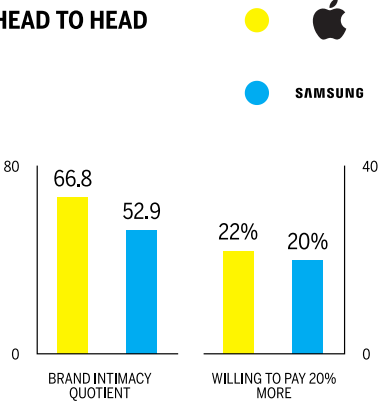
One more thing...

Think

different.

hello.

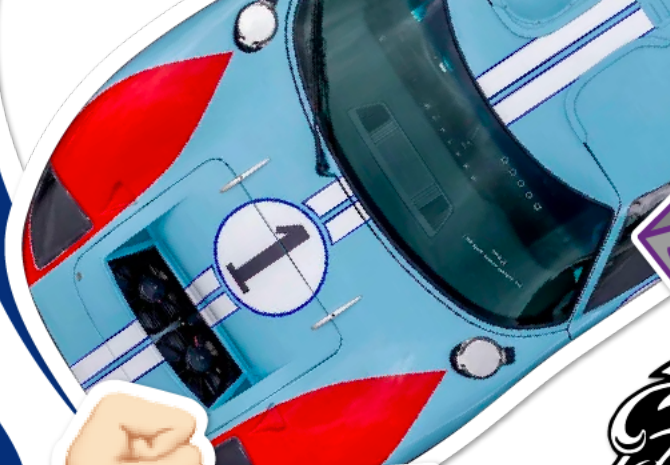
Brand Industry Average

<p>BRAND</p> 	<p>RANK</p> <p>3</p> 	<p>INDUSTRY RANK</p> <p>1</p>
<p>ARCHETYPES</p> 	<p>STAGES</p> 	<p>QUOTIENT</p> <p>66.8</p> 
<p>CAN'T LIVE WITHOUT</p> <p>33%</p> <p>OF APPLE USERS CAN'T LIVE WITHOUT THE BRAND</p>	<p>TIME WITH BRAND</p> 	<p>HEAD TO HEAD</p> 

Explore more details on Apple [here](#).



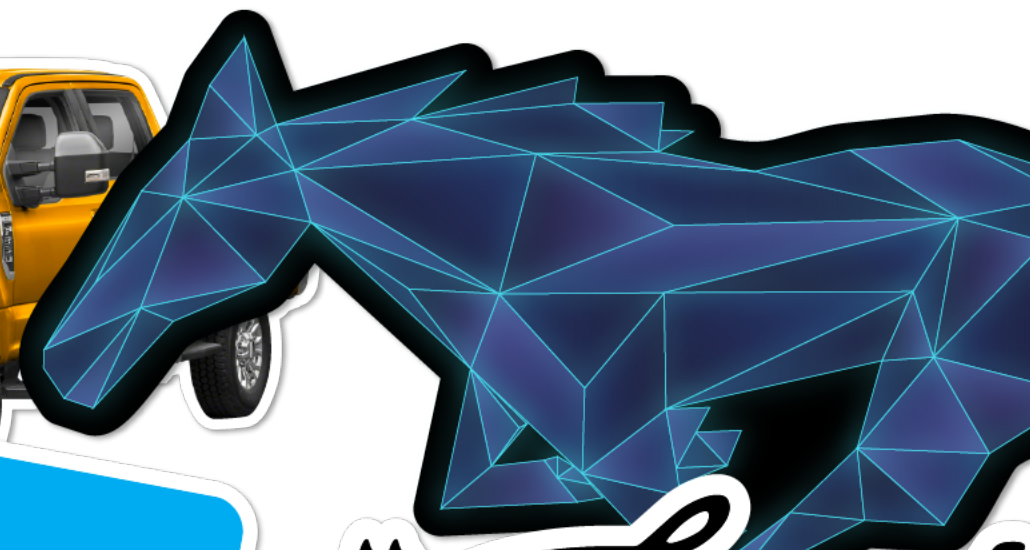
GO Further



BUILT TOUGH



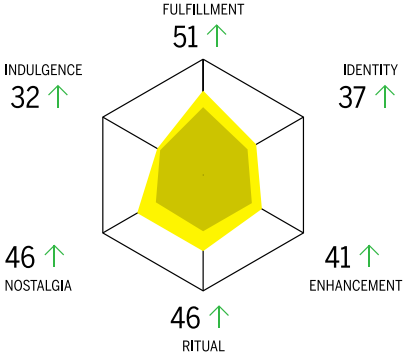
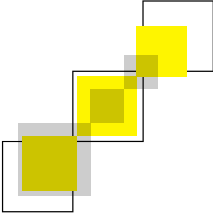

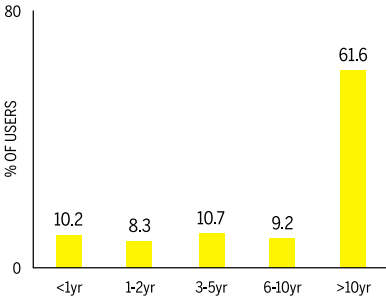
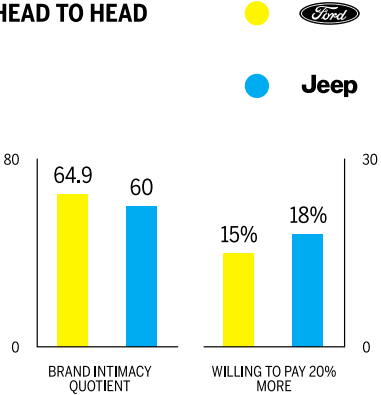


Pioneer Ford



Ford

Brand Industry Average

<p>BRAND</p> 	<p>RANK </p> <p>4</p>	<p>INDUSTRY RANK</p> <p>1</p>																					
<p>ARCHETYPES</p>  <p>FULFILLMENT 51 ↑ INDULGENCE 32 ↑ IDENTITY 37 ↑ NOSTALGIA 46 ↑ RITUAL 46 ↑ ENHANCEMENT 41 ↑</p>	<p>STAGES</p>  <p>13 ↓ SHARING 14 ↑ BONDING 12 ↑ FUSING</p>	<p>QUOTIENT </p> <p>64.9</p>																					
<p>CAN'T LIVE WITHOUT</p> <p>22%</p> <p>OF FORD USERS CAN'T LIVE WITHOUT THE BRAND</p>	<p>TIME WITH BRAND</p>  <table border="1"> <thead> <tr> <th>Time with Brand</th> <th>% of Users</th> </tr> </thead> <tbody> <tr> <td><1yr</td> <td>10.2</td> </tr> <tr> <td>1-2yr</td> <td>8.3</td> </tr> <tr> <td>3-5yr</td> <td>10.7</td> </tr> <tr> <td>6-10yr</td> <td>9.2</td> </tr> <tr> <td>>10yr</td> <td>61.6</td> </tr> </tbody> </table>	Time with Brand	% of Users	<1yr	10.2	1-2yr	8.3	3-5yr	10.7	6-10yr	9.2	>10yr	61.6	<p>HEAD TO HEAD</p>  <p>Legend: Ford (Yellow), Jeep (Blue)</p> <table border="1"> <thead> <tr> <th>Metric</th> <th>Ford</th> <th>Jeep</th> </tr> </thead> <tbody> <tr> <td>Brand Intimacy Quotient</td> <td>64.9</td> <td>60</td> </tr> <tr> <td>Willing to Pay 20% More</td> <td>15%</td> <td>18%</td> </tr> </tbody> </table>	Metric	Ford	Jeep	Brand Intimacy Quotient	64.9	60	Willing to Pay 20% More	15%	18%
Time with Brand	% of Users																						
<1yr	10.2																						
1-2yr	8.3																						
3-5yr	10.7																						
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>10yr	61.6																						
Metric	Ford	Jeep																					
Brand Intimacy Quotient	64.9	60																					
Willing to Pay 20% More	15%	18%																					

Explore more details on Ford [here](#).

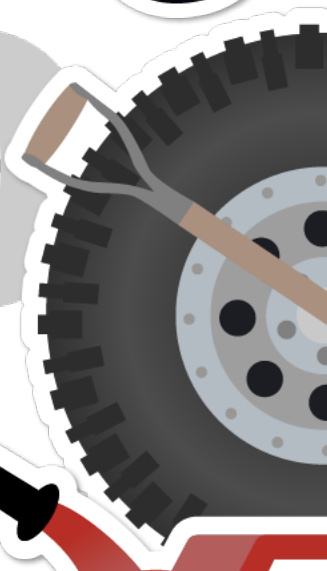




HOLY
J**P




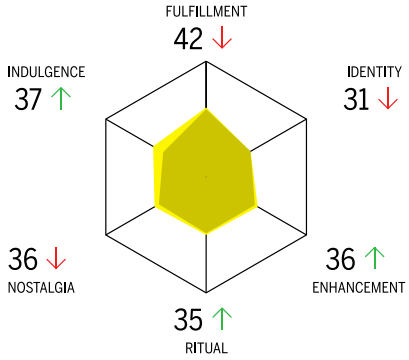
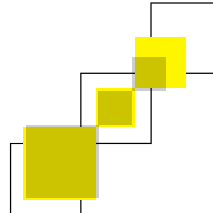

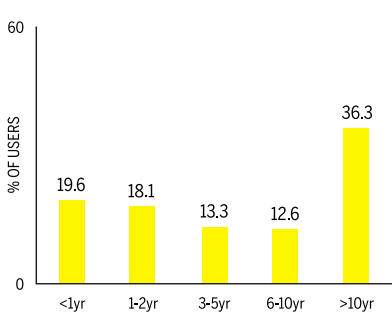
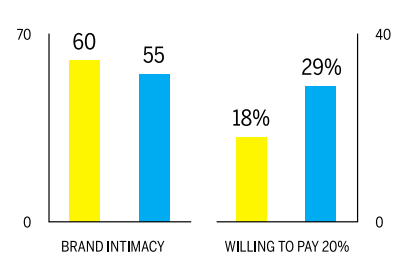
Jeep



4x4=OFFROAD



Brand Industry Average

<p>BRAND</p> <h1>Jeep</h1>	<p>RANK </p> <h1>5</h1>	<p>INDUSTRY RANK</p> <h1>2</h1>																					
<p>ARCHETYPES</p>  <p>FULFILLMENT 42 ↓ INDULGENCE 37 ↑ IDENTITY 31 ↓ NOSTALGIA 36 ↓ RITUAL 35 ↑ ENHANCEMENT 36 ↑</p>	<p>STAGES</p>  <p>22 ↑ SHARING 9 ↑ BONDING 12 ↑ FUSING</p>	<p>QUOTIENT </p> <h1>60.0</h1>																					
<p>CAN'T LIVE WITHOUT</p> <h1>25%</h1> <p>OF JEEP USERS CAN'T LIVE WITHOUT THE BRAND</p>	<p>TIME WITH BRAND</p>  <table border="1"> <thead> <tr> <th>Time with Brand</th> <th>% of Users</th> </tr> </thead> <tbody> <tr> <td><1yr</td> <td>19.6</td> </tr> <tr> <td>1-2yr</td> <td>18.1</td> </tr> <tr> <td>3-5yr</td> <td>13.3</td> </tr> <tr> <td>6-10yr</td> <td>12.6</td> </tr> <tr> <td>>10yr</td> <td>36.3</td> </tr> </tbody> </table>	Time with Brand	% of Users	<1yr	19.6	1-2yr	18.1	3-5yr	13.3	6-10yr	12.6	>10yr	36.3	<p>HEAD TO HEAD</p> <p>● Jeep ● BMW</p>  <table border="1"> <thead> <tr> <th>Metric</th> <th>Jeep</th> <th>BMW</th> </tr> </thead> <tbody> <tr> <td>Brand Intimacy Quotient</td> <td>60</td> <td>55</td> </tr> <tr> <td>Willing to pay 20% more</td> <td>18%</td> <td>29%</td> </tr> </tbody> </table>	Metric	Jeep	BMW	Brand Intimacy Quotient	60	55	Willing to pay 20% more	18%	29%
Time with Brand	% of Users																						
<1yr	19.6																						
1-2yr	18.1																						
3-5yr	13.3																						
6-10yr	12.6																						
>10yr	36.3																						
Metric	Jeep	BMW																					
Brand Intimacy Quotient	60	55																					
Willing to pay 20% more	18%	29%																					

Explore more details on Jeep [here](#).





Netflix & Chill?


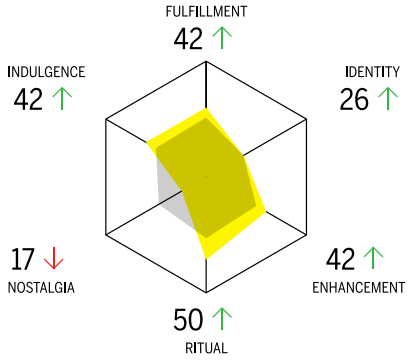

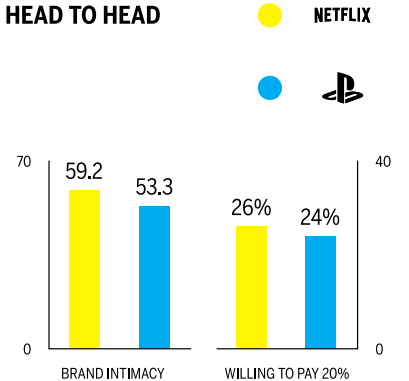


RUSSIAN WINDHUNTERS



DO MARATHONS (ON NETFLIX)

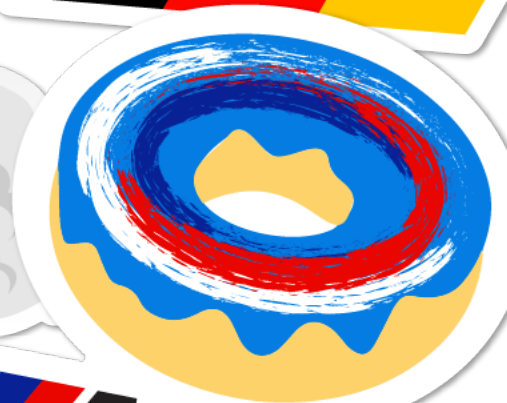
Brand Industry Average

<p>BRAND</p> <p>NETFLIX</p>	<p>RANK</p> <p>6</p> 	<p>INDUSTRY RANK</p> <p>3</p>
<p>ARCHETYPES</p> 	<p>STAGES</p> 	<p>QUOTIENT</p> <p>59.2</p> 
<p>CAN'T LIVE WITHOUT</p> <p>19%</p> <p>OF NETFLIX USERS CAN'T LIVE WITHOUT THE BRAND</p>	<p>TIME WITH BRAND</p> 	<p>HEAD TO HEAD</p> <p>● NETFLIX ●</p> 

Explore more details on Netflix [here](#).



Wroom



BMW

MMM.



The Ultimate Driving Machine


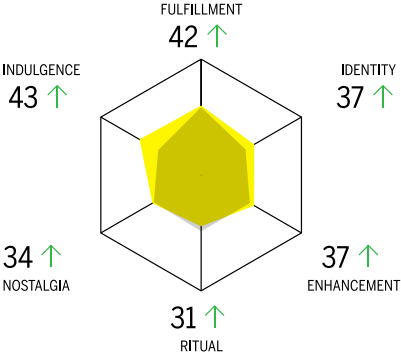
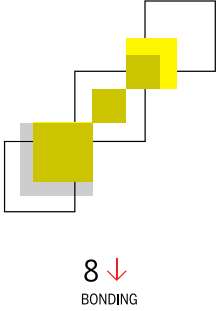
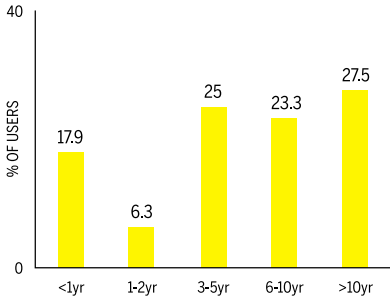
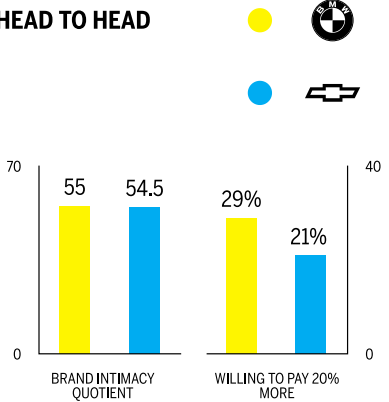


BIMMER

RRRUMBLE



Brand Industry Average

<p>BRAND</p> 	<p>RANK ↑</p> <p>7</p>	<p>INDUSTRY RANK</p> <p>3</p>
<p>ARCHETYPES</p> 	<p>STAGES</p> 	<p>QUOTIENT ↑</p> <p>55.0</p>
<p>CAN'T LIVE WITHOUT</p> <p>17%</p> <p>OF BMW USERS CAN'T LIVE WITHOUT THE BRAND</p>	<p>TIME WITH BRAND</p> 	<p>HEAD TO HEAD</p> 

Explore more details on BMW [here](#).



Camaro



MY OTHER CAR IS A
CORVETTE

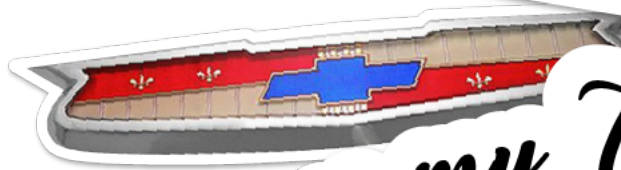
CHEVY
RUNS
DEEP



FIND NEW ROAD



The Voice of the Customer



Drove my Chevy

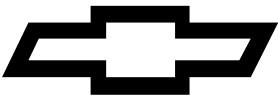


to the levee

FEEL THE
POWER

®

Brand Industry Average

<p>BRAND</p> 	<p>RANK </p> <p>8</p>	<p>INDUSTRY RANK</p> <p>4</p>
<p>ARCHETYPES</p> <p>FULFILLMENT 46 ↓ INDULGENCE 29 ↑ IDENTITY 35 ↓ ENHANCEMENT 36 ↑ RITUAL 45 ↑ NOSTALGIA 46 ↓</p>	<p>STAGES</p> <p>19 ↓ SHARING 7 ↓ BONDING 10 ↑ FUSING</p>	<p>QUOTIENT </p> <p>54.5</p>
<p>CAN'T LIVE WITHOUT</p> <p>31%</p> <p>OF CHEVROLET USERS CAN'T LIVE WITHOUT THE BRAND</p>	<p>TIME WITH BRAND</p> <p>% OF USERS</p> <p><1yr 9.1 1-2yr 9.8 3-5yr 9.8 6-10yr 16 >10yr 55.3</p>	<p>HEAD TO HEAD</p> <p>● Chevrolet ● Toyota</p> <p>BRAND INTIMACY QUOTIENT: 54.5 (Chevrolet) vs 51 (Toyota) WILLING TO PAY 20% MORE: 21% (Chevrolet) vs 20% (Toyota)</p>

Explore more details on Chevrolet [here](#).



Everyday
Low Price



**How
may I
help
you?**



WAL*MART
SMILE **JOYCE**
People Difference

Brand Industry Average

<p>BRAND</p> <p>Walmart ✨</p>	<p>RANK ↑</p> <p>9</p>	<p>INDUSTRY RANK</p> <p>2</p>
<p>ARCHETYPES</p> <p>FULFILLMENT 40 ↑ INDULGENCE 23 ↑ IDENTITY 31 ↑ ENHANCEMENT 43 ↑ RITUAL 47 ↑ NOSTALGIA 28 ↑</p>	<p>STAGES</p> <p>17 ↓ SHARING 10 ↑ BONDING 9 ↑ FUSING</p>	<p>QUOTIENT ↑</p> <p>53.9</p>
<p>CAN'T LIVE WITHOUT</p> <p>30%</p> <p>OF WALMART USERS CAN'T LIVE WITHOUT THE BRAND</p>	<p>TIME WITH BRAND</p> <p>% OF USERS</p> <p><1yr 7.5 1-2yr 4 3-5yr 2.3 6-10yr 17.9 >10yr 68.3</p>	<p>HEAD TO HEAD</p> <p>Walmart ✨ Costco</p> <p>BRAND INTIMACY QUOTIENT: Walmart 53.9, Costco 51.7 WILLING TO PAY 20% MORE: Walmart 14%, Costco 14%</p>

Explore more details on Walmart [here](#).





TROPH
HUNTE



BOY!!!

PLAY



ARE YOU
READY?



Only on
PlayStation®



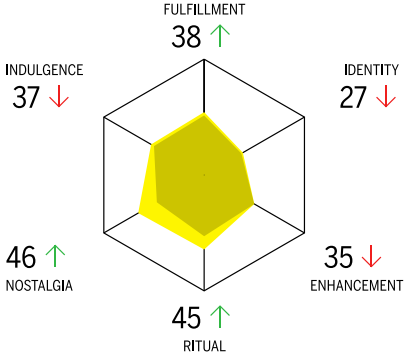
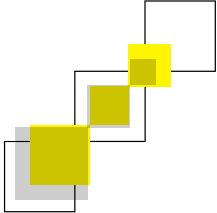

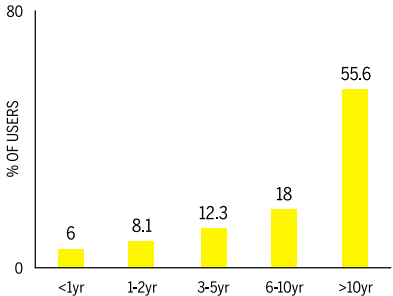
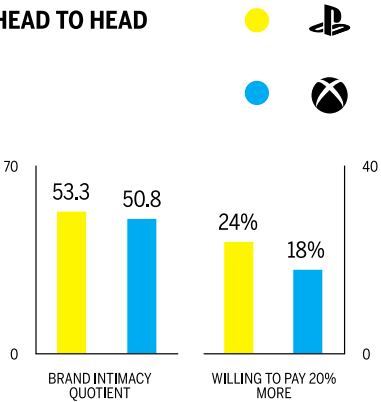


🏆 Keeping Intimate
You have earned a trophy

®



Brand Industry Average











<p>BRAND</p> 	<p>RANK </p> <p>10</p>	<p>INDUSTRY RANK</p> <p>4</p>
<p>ARCHETYPES</p> 	<p>STAGES</p> 	<p>QUOTIENT </p> <p>53.3</p>
<p>CAN'T LIVE WITHOUT</p> <p>28%</p> <p>OF PLAYSTATION USERS CAN'T LIVE WITHOUT THE BRAND</p>	<p>TIME WITH BRAND</p> 	<p>HEAD TO HEAD</p> 

Explore more details on PlayStation [here](#).
















Demographics

GENDER

Rank	Male	Female
1		
2		
3		
4		
5		










This year's findings show two out of five shared brands among men and women in our study, Amazon and Apple, in second and third place. Men notably have two gaming brands, whereas women have more retail brands.

AGE

Rank	18-34	35-54	55-64
1			
2			
3		NETFLIX	
4		Jeep	
5			

Amazon is the only brand to appear in the top five across all three age groups. Consumers aged 18-34 and 35-54 selected two media & entertainment brands among their favorites, whereas those aged 55-64 ranked three retail brands.

INCOME

Rank	\$35-\$50K	\$75-\$100K
1		
2	NETFLIX	
3		
4		
5		

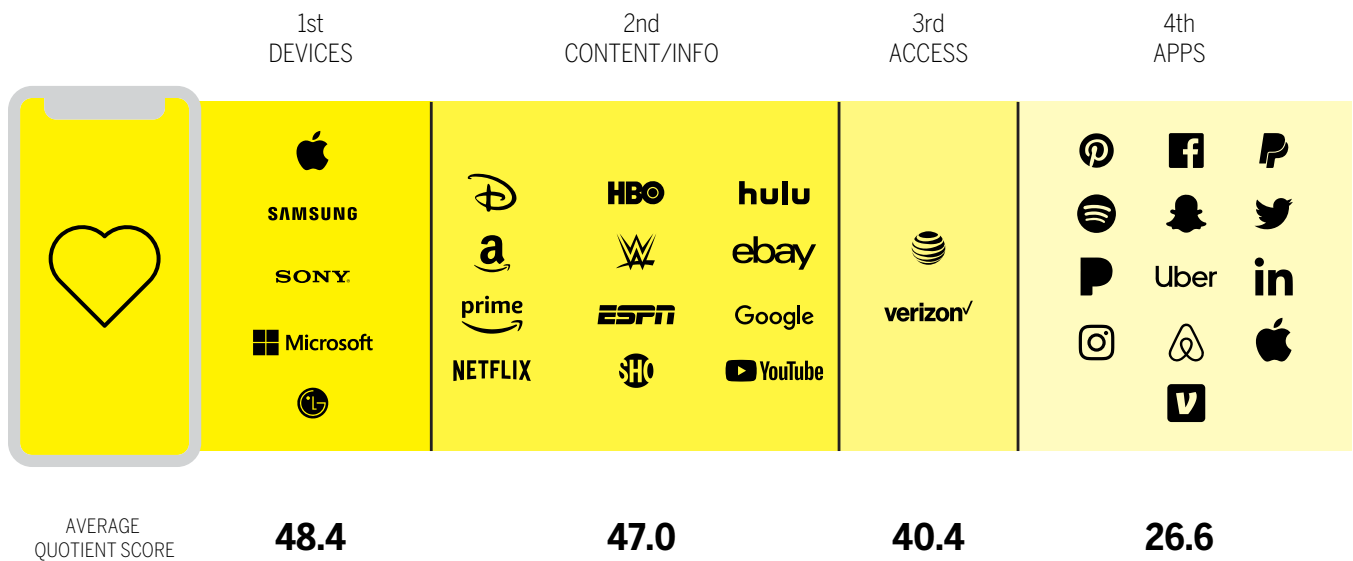
Income demonstrates a more varied view of intimacy, with no shared brands among income groups. Both groups selected two retail brands as top performers. Consumers earning \$35-\$50k seem more attached to media & entertainment, while those making \$75-\$100K have more varied industries comprising their top five.



The Smartphone Ecosystem

Over the past several years, we have noticed a Brand Intimacy insight that centers on one of the most significant devices of the 21st century so far: the smartphone. We have found that brands that are part of the smartphone ecosystem generally outperform those that are not. The average Brand Intimacy Quotient for those in the ecosystem is 38.1, which is significantly higher than the overall study average (31). This suggests that if a brand has a strong presence on these devices, it can expand its capacity for fostering emotional connections with users.

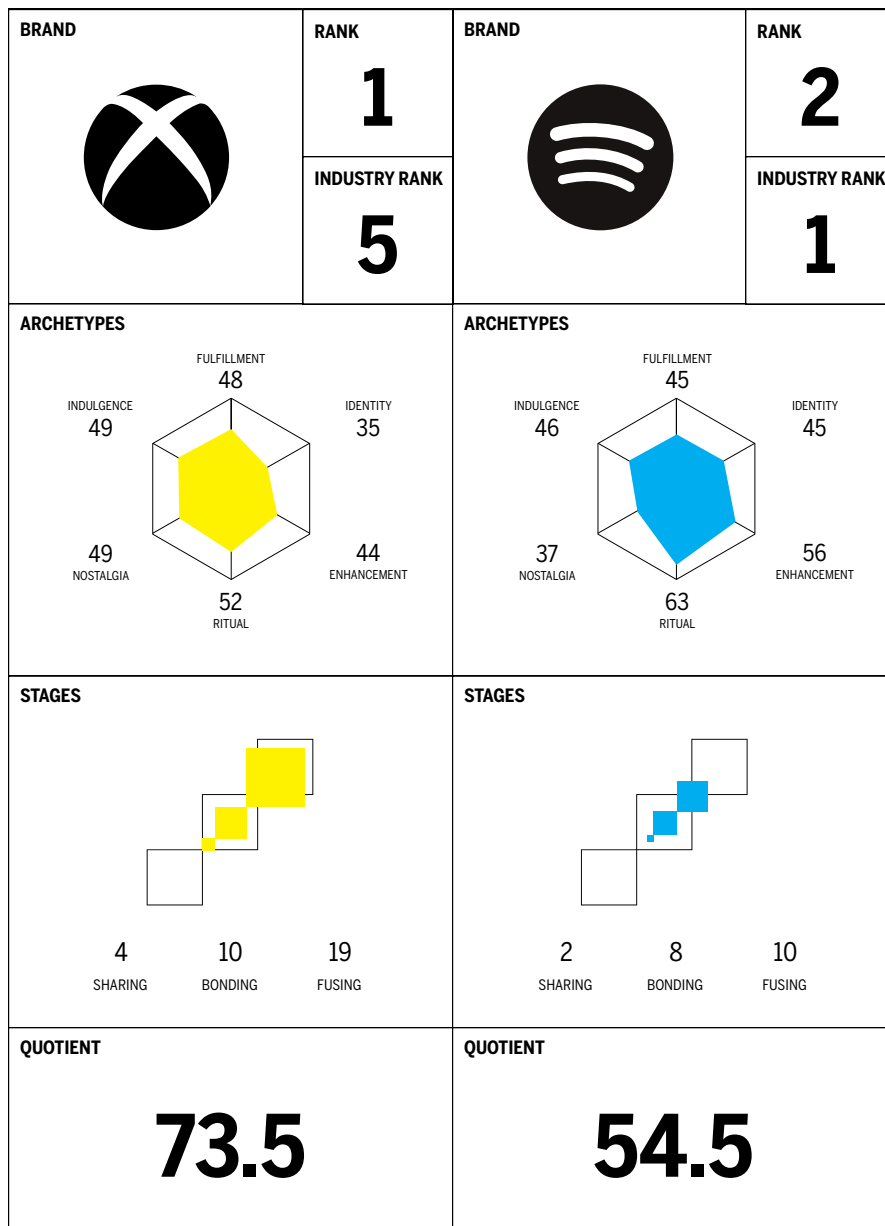
The smartphone ecosystem is divided into four groups: apps, access, content/information services, and devices. Content/information services and devices tend to have higher Brand Intimacy scores than apps and access. This is likely because access brands and apps can easily be seen as utilities or built-in aspects of the larger smartphone experience. Although these brands enable and enhance the smartphone experience, they often get less credit than they deserve, whereas the devices themselves become the ultimate target of the users' affection. This year we noticed that devices and content/info have become more closely ranked. In the past, devices ranked higher. This may point to the growing importance and impact of content to consumers.



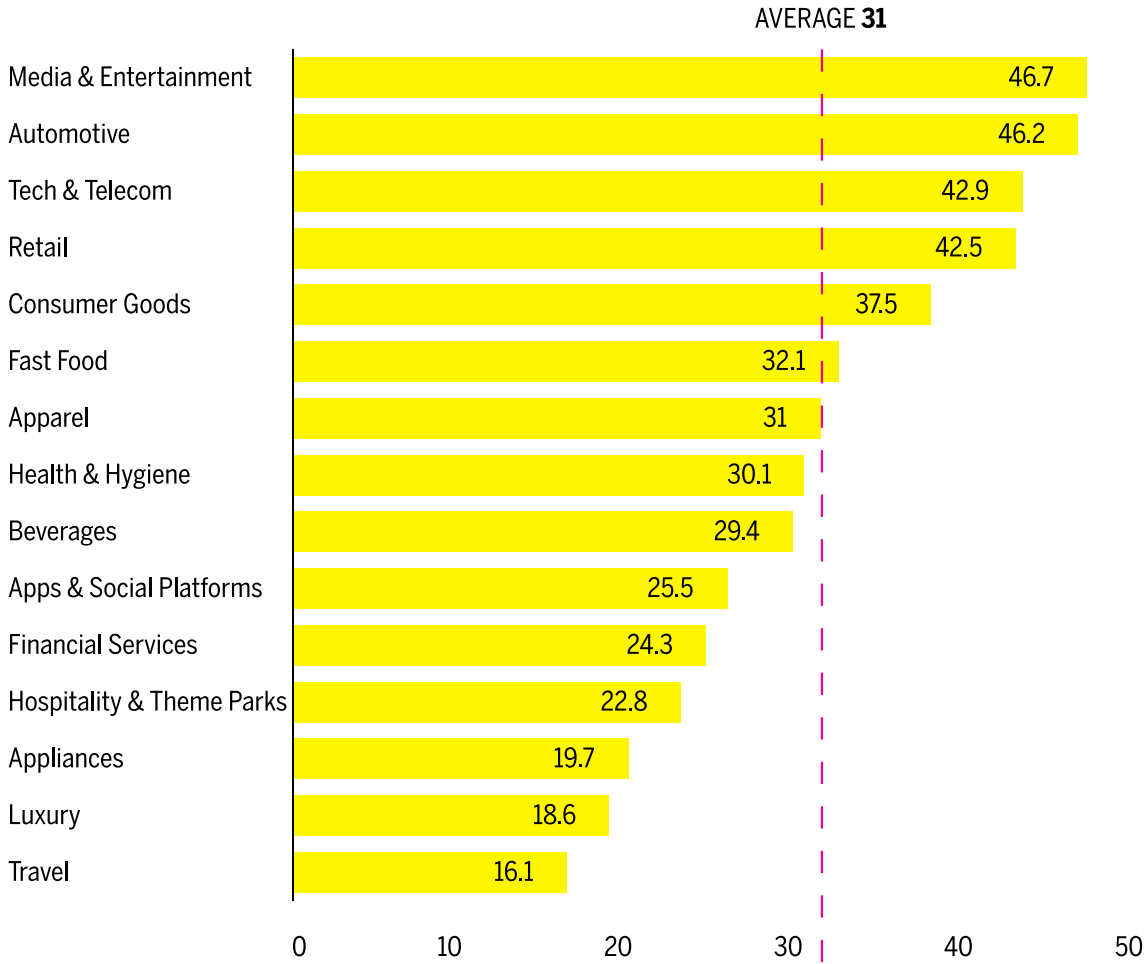
Gen Z Findings

Xbox and Spotify are the two top brands among Gen Z. They belong to two different industries (media & entertainment and apps & social platforms) and have some interesting similarities and differences. Both brands are strongly associated with ritual, which is when a brand becomes ingrained in daily life. Xbox is also linked to nostalgia, while Spotify is more

aligned with enhancement. Both brands also have their largest amount of users in fusing, the highest stage of intimacy, although Xbox has nearly double the fusing customers of Spotify. Over 60 percent of users felt an immediate emotional connection with Xbox, compared to just under 50 percent for Spotify.



Industries

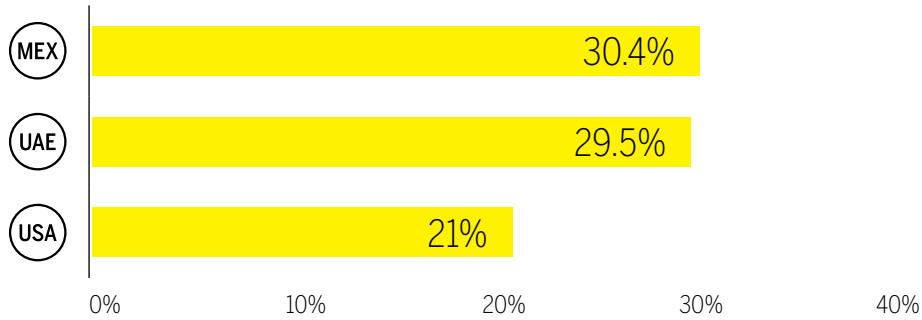


EXPLORE DETAILED INDUSTRY FINDINGS AS WE RELEASE THEM OVER THE YEAR

<p>MARCH</p> <p>MEDIA & ENTERTAINMENT</p>	<p>APRIL</p> <p>HOSPITALITY & THEME PARKS</p>	<p>APRIL</p> <p>TRAVEL</p>	<p>MAY</p> <p>APPS & SOCIAL PLATFORMS</p>	<p>MAY</p> <p>FINANCIAL SERVICES</p>
<p>JUNE</p> <p>HEALTH & HYGIENE</p>	<p>JUNE</p> <p>CONSUMER GOODS</p>	<p>JULY</p> <p>BEVERAGES</p>	<p>JULY</p> <p>RETAIL</p>	<p>AUGUST</p> <p>FAST FOOD</p>
<p>SEPTEMBER</p> <p>APPLIANCES</p>	<p>SEPTEMBER</p> <p>TECHNOLOGY & TELECOMMUNICATIONS</p>	<p>OCTOBER</p> <p>AUTOMOTIVE</p>	<p>OCTOBER</p> <p>APPAREL</p>	<p>NOVEMBER</p> <p>LUXURY</p>

Global Findings

CONSUMERS WHO ARE INTIMATE WITH BRANDS



The overall percentage of intimate users across the countries of our study showed that Mexico has the highest rate of intimacy, slightly higher than the UAE, although the gap between the two countries decreased this year. The United States continues to have significantly lower levels of Brand Intimacy compared to Mexico and the UAE.

TOP INDUSTRIES BY COUNTRY

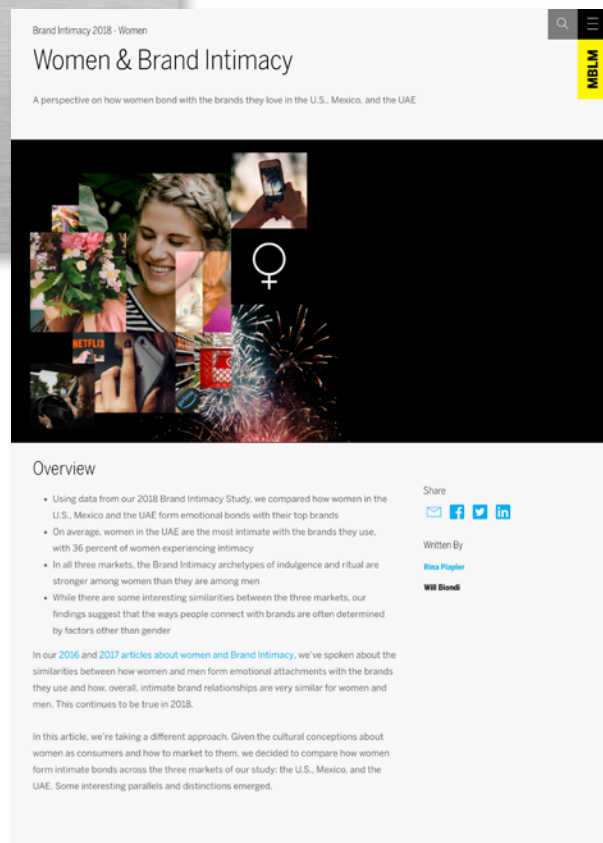
Rank	USA	MEX	UAE
1	MEDIA & ENTERTAINMENT	TECHNOLOGY & TELECOMMUNICATIONS	AUTOMOTIVE
2	AUTOMOTIVE	FINANCIAL SERVICES	TECHNOLOGY & TELECOMMUNICATIONS
3	TECHNOLOGY & TELECOMMUNICATIONS	CONSUMER GOODS	APPAREL



Industry Findings and Articles



BRAND	RANK	BRAND	RANK
	1		2
	INDUSTRY RANK		INDUSTRY RANK
	1		1
ARCHETYPES INDULGENCE 49 ↑ FULFILLMENT 39 ↓ 43 ↑ RITUAL 58 ↓ ENGAGEMENT		ARCHETYPES INDULGENCE 41 ↓ FULFILLMENT 45 ↓ 20 ↓ RITUAL 55 ↓ ENGAGEMENT	
STAGES 18 ↓ SENSING 7 ↓ BINDING 16 ↑ FUSING		STAGES 23 ↓ SENSING 14 ↑ BINDING 12 ↓ FUSING	
QUOTIENT 74.2		QUOTIENT 70.5	

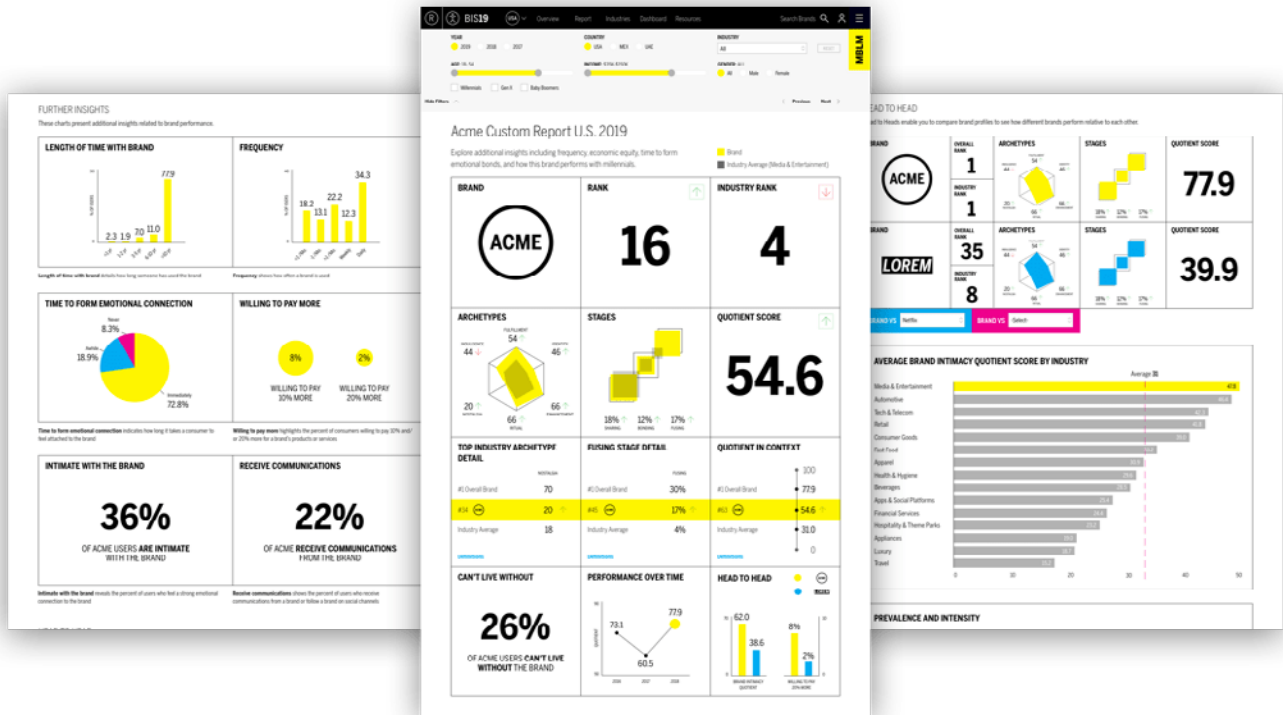


Explore findings, trends, and patterns across 15 industries. Read our expanding collection of articles to further understand how leading brands are building emotional connections.

EXPLORE

Custom Dashboard

Everything you wanted to know about your brand's emotional performance can be found in the Custom Dashboard. You can compare competitive brands, examine scores year over year, review geographic findings, and examine data across a variety of filters in an easy-to-use, dynamic format.



EXPLORE

20 Unique Variables

FILTER

Demographics
Geography
Income

COMPARE

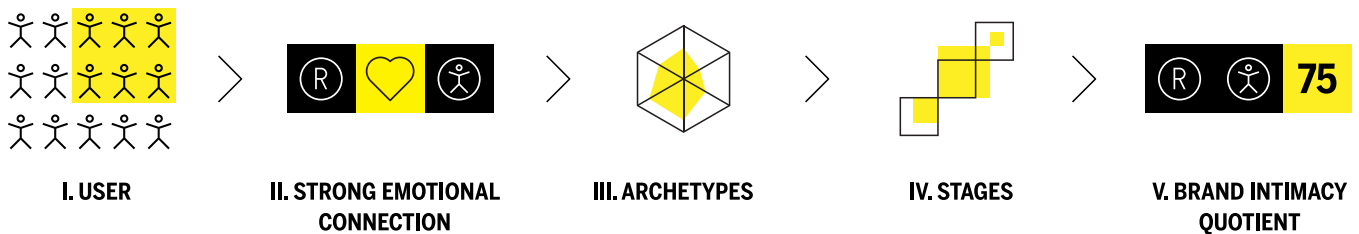
Key Competitors
Best in Class
Past Performance

EXPLORE



The Brand Intimacy Model

Nearly a decade of research has helped determine our Brand Intimacy Model, which comprises five key components that contribute toward building intimate brand relationships. The model culminates in a Brand Intimacy Quotient, which is a score each brand receives that indicates its performance.



I. USER

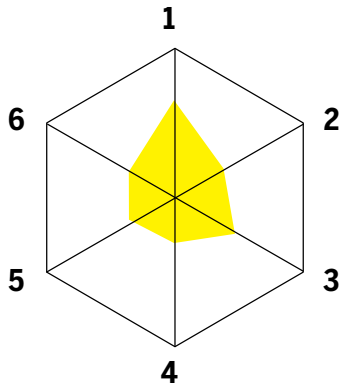
The user is the first part in our model because you cannot be intimate with a brand you have not engaged with or repeatedly tried. Think of this as similar to human relationships; you cannot be intimate with someone you are not already involved with.

II. STRONG EMOTIONAL CONNECTION

A strong emotional connection is a key requirement and the foundation of intimacy. The greater the emotional connection between a brand and a consumer, the more powerful the relationship. This connection is determined by the degree of overall positive feelings a user has toward a brand and the extent to which a person associates the brand with key attributes.

III. ARCHETYPES

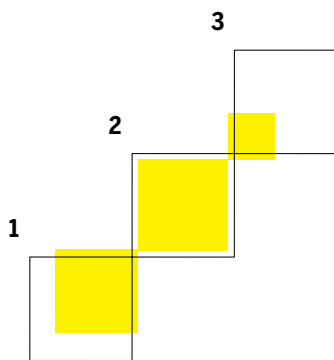
The following six patterns or markers are consistently present among intimate brands. They identify the character and nature of ultimate brand relationships and help determine their strength.



1. FULFILLMENT	Exceeds expectations, delivering superior service, quality, and efficacy.
2. IDENTITY	Reflects an aspirational image or admired values and beliefs that resonate deeply.
3. ENHANCEMENT	Customers become better through use of the brand—smarter, more capable, and more connected.
4. RITUAL	When a person ingrains a brand into his or her daily actions. It is more than just habitual behavior. It becomes a vitally important part of daily existence.
5. NOSTALGIA	Focuses on memories of the past and the warm feelings associated with them. These are often brands a customer has grown up with.
6. INDULGENCE	Creates a close relationship centered around moments of pampering and gratification that can be occasional or frequent.

IV. STAGES

Stages reveal and measure the depth and degree of intensity of an intimate brand relationship.



1. SHARING

When the person and the brand engage and interact. There is knowledge being shared, and the person is informed about what the brand is all about, and vice versa. At this stage, attraction occurs through reciprocity and assurance. Should the relationship advance, it would evolve to bonding. Should it decline, it would likely cause disengagement fueled by indifference.

2. BONDING

When an attachment is created and the relationship between a person and a brand becomes more significant and committed. This is a stage of acceptance and the establishment of trust. Should this stage advance, it would move to fusing.

3. FUSING

When a person and a brand are inexorably linked and co-identified. In this stage, the identities of the person and the brand begin to merge and become a form of mutual realization and expression.

V. BRAND INTIMACY QUOTIENT

The score assigned to each brand that ranges from 1 to 100. The Quotient is based on prevalence (the percentage of users who are intimate), intensity (where the relationship is on the spectrum of three stages: sharing, bonding, and fusing), and character (performance on key archetypes).

It is a shorthand score that demonstrates how a brand is performing relative to its ability to create ultimate brand relationships and enables comparisons to other brands in the same category or to the industry average.



METHODOLOGY

Study

During 2019, MBLM, with Praxis Research Partners, conducted an online quantitative survey among 6,200 consumers in the United States (3,000), Mexico (2,000), and the United Arab Emirates (1,200). Participants were respondents who were screened for age (i.e., 18 to 64 years of age) and annual household income (\$35,000 or more) in the U.S. and socioeconomic levels in Mexico and the UAE (A, B, and C socioeconomic levels). Quotas were established to ensure that the sample mirrored census data for age, gender, income/socioeconomic level, and region. The survey was designed primarily to understand the extent to which consumers have relationships with brands and the strength of those relationships (from fairly detached to highly intimate). We modeled data from over 6,200 interviews and approximately 56,000 brand evaluations to quantify the mechanisms that drive intimacy. Through factor analysis, structural equation modeling, and other sophisticated analytic techniques, the research allows marketers to better understand which levers need to be pulled to build intimacy between their brand and consumers. Thus, marketers will understand not only where their brand falls in the hierarchy of performance but also how to strengthen performance in the future.

To read a more detailed description of our approach, visit our [Methodology page](#).

ROI

For each brand, our team gathered the reported revenue and profit/loss for 2009–2018 from their annual reports and 10-K forms. From the data, we then calculated the average year-over-year growth rates for both revenue and profit for the 10-year period. Top intimate brands delivered superior results in relation to revenue and profit growth, suggesting the importance of emotion in driving the world's leading brands.

ACKNOWLEDGMENTS

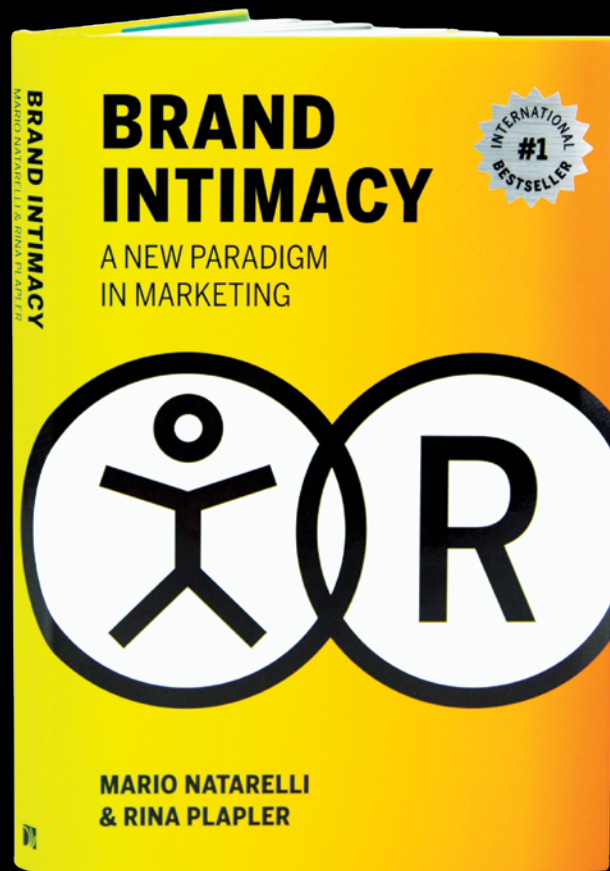
The Brand Intimacy Study is a comprehensive effort requiring collaboration among researchers, strategists, writers, designers, programmers, and coordinators. MBLM would like to thank Mario Natarelli and Rina Plapler for directing, shaping, and driving this new marketing paradigm every day and throughout each year. Without the support of the other partners at MBLM, the study could not have been realized. Our thanks to Amy Clausi, Claude Salzberger, David Clover, Demetri Mihalakakos, Eduardo Calderón, John Diefenbach, Sidney Blank, and William Shintani for their support and leadership.

A very special thank you to our dedicated and hardworking team whose brilliance brought the study to life: Melisa Agúndez, Frank Alcock, Lyutha Al-Habsy, Arcangelo Anthony, Juan Baker, Michael Conybeare, Sylvia Chu, Santiago Espinosa, Eduardo Gutiérrez, Deyan Iolov, Joe Jian, Ashwin Kulothungun, Huimin Lee, Nate Mahadeo, Zivar Majeed, Scott McLean, Cecilia Rodríguez, Wendy Sejas, Aquiles Soledad, Saneesh Sukesan, Sandy Tran, Jenna Trinchini, and Tom Weick.

MORE ON BRAND INTIMACY

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SAMSUNG



GREATNESS AWAITS



GENERAL MEN



MMM...

NEW EPISODES



Pics or it didn't happen



RUSSIAN MINDHUNTERS



TOSS A COIN TO YOUR WITCHER



Think

different.

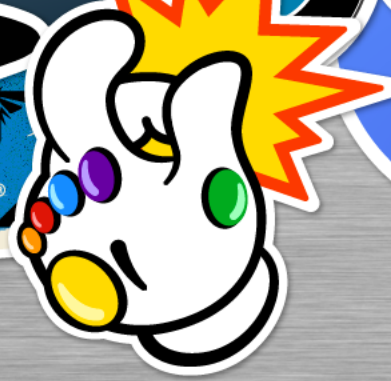
IDENTITY

FEEL THE POWER

Disney



Only on PlayStation



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BRAND INTIMACY

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