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## PlayStation Ranked #1 Among Millennials in MBLM's *Brand Intimacy 2020 Study*

*Gen Z Selected Xbox as its Top Intimate Brand  
Study to be Launched on Valentine's Day*

NEW YORK — February 7, 2020 — PlayStation ranked the most intimate brand among millennials, climbing up from the eight spot last year, according to MBLM's [Brand Intimacy 2020 Study](#), which is the largest study of brands based on emotions, now in its 10<sup>th</sup> year. Brand Intimacy is defined as the emotional science that measures the bonds we form with the brands we use and love. Among Gen Z, Xbox topped the list followed by Spotify and Sephora.

"PlayStation has been a strong millennial brand in our study for years and in 2020 has emerged as top performer, especially among men." stated Mario Natarelli, managing partner, MBLM. "Similar to our 2019 findings, millennials form strong connections with brands in the media & entertainment industry. The combination of the e-sports phenomenon and impact of hardware platforms has likely fueled PlayStation's rise in the rankings. Impressively, more than 50% of millennials in our survey are in some form of intimacy with the brand."

Amazon and Target ranked as the second and third most intimate brands for millennials. Comparatively, in MBLM's 2019 study, YouTube placed first followed by Apple and Netflix.

The other brands that rounded out the top 10 for millennials were: Disney, Ford, Jeep, Apple, YouTube Xbox and Nintendo. Millennial women selected Walmart, Target and Disney as their top three and millennial men selected PlayStation, Xbox and YouTube.

The *Brand Intimacy 2020 Report* contains the most comprehensive rankings of brands based on emotion, analyzing the responses of 6,200 consumers and 56,000 brand evaluations across 15 industries in the U.S., Mexico and UAE. The study will be launched on Valentine's Day.

To sign up for the 2020 Study, go to <http://content.mblm.com/bis-subscription-2020>

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**About MBLM:** MBLM has invented a new marketing paradigm, Brand Intimacy, delivering expertise and offerings across three areas of focus: Agency, Lab and Platform. With offices in seven countries, our multidisciplinary teams help clients build stronger bonds and deliver optimized marketing outcomes and returns for the long term. To learn more about how we can help you create and sustain ultimate brand relationships, visit [mblm.com](http://mblm.com).