



MBLM  
114 WEST 27<sup>TH</sup> STREET #2  
NEW YORK, NY 10001  
WWW.MBLM.COM

RUBENSTEIN PUBLIC RELATIONS  
CONTACT: KATI BERGOU, 212-805-3014  
KBERGOU@RUBENSTEINPR.COM

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## **YouTube Climbs to the Top, Ranking Most Intimate Brand among Millennials, According to MBLM's *Brand Intimacy 2019 Study***

*Apple and Netflix Place Second and Third with this Generation  
Full Study Findings to be Announced on February 14, 2019*

NEW YORK — February 7, 2019 — YouTube ranked the most intimate brand among millennials for the first time, climbing up from third last year, according to [MBLM's \*Brand Intimacy 2019 Study\*](#), which is the largest study of brands based on emotions. Brand Intimacy is defined as a new paradigm that leverages and strengthens the emotional bonds between a person and a brand.

“YouTube ranked 10<sup>th</sup> with millennials just two short years ago and has steadily made its way to the top,” stated Mario Natarelli, managing partner, MBLM. “The brand has demonstrated an ability to entertain a diverse millennial audience through its extensive content. It is also continuing its expansion of services, including the launch of YouTube Music in 2018, as it finds new ways to connect with consumers. Millennials in particular bond strongly with the media & entertainment industry and YouTube is doing a good job at building a brand that caters to the wants and needs of this audience.”

Apple and Netflix ranked as the second and third most intimate brands for this generation. Comparatively, in MBLM's 2018 study, Apple placed first followed by Disney and YouTube.

The other brands that rounded out the top 10 were: Disney, Nike, Target, Xbox, PlayStation, Google and Walmart. Millennial men selected Xbox, PlayStation and Spotify as their top three and millennial women selected Target, Amazon and Disney.

The [Brand Intimacy 2019 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 full report will be released on February 14, 2019.

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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).