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Final

Health & Hygiene Ranked in the Middle of Pack; Industry Placed Eighth out of 15 Analyzed in MBLM's *Brand Intimacy 2018 Report*

Olay Topped Industry Followed by Dove and Scope

NEW YORK — August 14, 2018 — [Health & hygiene](#) ranked eighth out of 15 industries analyzed in MBLM's [Brand Intimacy 2018 Report](#), which is the largest study of brands based on emotions. In the U.S., Olay again topped the industry, followed by Dove and Scope. The remaining brands in the Top 10 for the health & hygiene industry were: Listerine, Nivea, Gillette, Colgate, Head & Shoulders, Pantene and Crest.

Brand Intimacy is defined as a new paradigm that leverages and strengthens the emotional bonds between a person and a brand. For the third year, MBLM's study revealed that top intimate brands in the U.S. surpassed the top brands in the Fortune 500 and S&P indices in revenue and profit over the past 10 years.

"The health & hygiene industry performed comparable to last year, edging up one spot in our 2018 report," stated Mario Natarelli, managing partner at [MBLM](#). "These brands are inherently personal and intimate, yet they do not perform up to their potential in our study. Clearly, there are unmet opportunities for them to create stronger, lasting bonds with their customers and link more strongly to emotion."

Other notable health & hygiene findings in MBLM's *Brand Intimacy 2018 Report* include:

- The industry had an average Brand Intimacy Quotient of 25.3, which is below the industry average of 27.1
- Ritual, which relates to a brand being ingrained into daily actions, was the most prominent archetype in the category, and Dove was the top-performing brand for ritual
- Olay ranked #1 for women, while men preferred Gillette
- Dove ranked #1 for millennials, whereas Ivory was the top brand for users aged 55–64
- Scope and Nivea improved their intimacy scores, while Crest and Colgate declined in this year's rankings
- Crest fell from the third ranked company in 2017 to 10th in 2018

To view the health & hygiene industry findings, please click [here](#). The full *Brand Intimacy 2018 Report* and the Ranking Tool can be found [here](#).

This year's report contains the most comprehensive rankings of brands based on emotion, analyzing the responses of 6,000 consumers and 54,000 brand evaluations across 15 industries in the U.S., Mexico and UAE. MBLM's reports and interactive Brand Ranking Tool showcase the performance of almost 400 brands, revealing the characteristics and intensity of the consumer bonds.

Methodology

During 2017, MBLM conducted an online quantitative survey among 6,000 consumers in the United States (3,000), Mexico (2,000), and the United Arab Emirates (1,000). 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. It

is important to note that this study provides more than a mere ranking of brand performance and was specifically designed to provide prescriptive guidance to marketers. We modeled data from a total of 54,000 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 brands and consumers.

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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.