



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

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

Mario Natarelli, Managing Partner at MBLM, Unveils Brand Intimacy in Korea

Natarelli Shares Insights from Brand Intimacy 2018 Report and Recently Released Book with the Korean Customer Council, the Nation's Leading Marketing Association

NEW YORK — April 26, 2018 — MBLM today announced Mario Natarelli, managing partner, delivered keynotes on [Brand Intimacy and the 2018 Report](#) at the Customer Loyalty Awards ceremony, an Insights Meeting with leading Korean marketers and the Team White Student Academy of the country's top 200 student marketers.

Natarelli spoke at these three events from April 18 – 20 sharing his first co-authored book: [Brand Intimacy, A New Paradigm in Marketing](#) which included theories, models and the practice of building more intimate brands from his 20 years of experience.

"It was an honor to be invited by the Korean Customer Council to these events and I was thrilled with the enthusiasm from audience members on the concept of Brand Intimacy," stated Natarelli. "We believe companies in Korea will benefit from creating stronger, more emotional bonds with customers, and are delighted with the engagement and excitement the presentations generated."

Secretary General of the Korean Customers' Council, Jun Jae Ho added, "Brand Intimacy is an intuitive and compelling new paradigm. We saw strong enthusiasm and excitement from academics, practitioners and students alike. Korea is a dynamic and technologically advanced marketplace where Brand Intimacy can add real value and deliver stronger business results."

MBLM and the Korean Customer Council will be planning events and initiatives to broaden the exposure to include the translated Brand Intimacy book, and an annual Conference and Awards for top performers. For companies looking to improve their performance, consulting services are also proceeding.

Brand Intimacy: A New Paradigm in Marketing is an Amazon #1 international bestseller in the US, Canada, Mexico and Australia. Natarelli and co-author Rina Plapler, partner at MBLM, are also bestselling authors in the Business & Money book categories. The book provides insight and lessons for marketers, business leaders and entrepreneurs who are seeking to understand these ultimate brand relationships and the opportunities they represent. It is published by Hatherleigh Press, which is distributed by Penguin Random House, and is available in print and as an eBook.

To download the full *Brand Intimacy 2018 Report* or explore the Ranking Tool, please visit: <http://mblm.com/lab/brandintimacy-study/>. And to learn more about *Brand Intimacy: A New Paradigm in Marketing*, please visit: <http://mblm.com/brandintimacybook/>.

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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.