



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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## Media & Entertainment Industry Topped MBLM's *Brand Intimacy 2019 Study*

*Disney Ranked #1 in Industry Followed by Amazon Prime and Netflix*

NEW YORK — March 5, 2019 — The [media & entertainment industry](#) topped MBLM's [Brand Intimacy 2019 Study](#), which is the largest study of brands based on emotions, for the second year in a row. Disney ranked #1 in the industry, and in the overall study, followed by Amazon Prime and Netflix. The remaining brands in the Top 10 for the media & entertainment industry were: PlayStation, YouTube, Xbox, Nintendo, Hulu, HBO and WWE.

Brand Intimacy is defined as the emotional science that measures the bonds we form with the brands we use and love. Top intimate brands in the U.S. continued to significantly outperform the top brands in the Fortune 500 and S&P indices in both revenue and profit over the past 10 years, according to the *Brand Intimacy 2019 Study*.

"Media & entertainment continues to be our most intimate industry. The need to escape reality, consume content on demand, and lose ourselves in stories is a powerful combination of factors," stated Mario Natarelli, managing partner, MBLM. "Disney is leveraging its nostalgic associations to cultivate stronger bonds with customers. It has also improved its performance with men, while continuing to innovate and expand its offerings."

Additional noteworthy findings in the media & entertainment industry include:

- Disney was the #1 brand with both men and women as well respondents aged 45-64
- Disney was also the top brand for people making over \$100,000
- YouTube ranked first for millennials
- YouTube also ranked first for those making \$35,000-\$50,000
- Media & entertainment was also the #1 industry for millennials

In addition to the industry findings, MBLM also released a comprehensive article entitled, "[Crowning a New Champion of Brand Intimacy](#)." The piece focuses on Disney's rise in ranking from fifth overall in the 2018 study to first this year. MBLM discusses how Disney has always been a strong, highly-emotional brand and has capitalized on the current appetite for escapist content, continuing to establish itself as source for nostalgia, while expanding its other core associations. Its gender-neutral approach and characteristic attracts a broad audience, and how the brand has improved cultivating deeply emotional bonds with a high percentage of users.

The *Brand Intimacy 2019 Study* 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. MBLM's reports and interactive Data Dashboard, which features a brand ranking tool, showcase the performance of almost 400 brands, revealing the characteristics and intensity of the consumer bonds.

To view the media & entertainment industry findings, please click [here](#). To download the full *Brand Intimacy 2019 Study* or explore the Data Dashboard click [here](#).

### Methodology

During 2018, MBLM with Praxis Research Partners conducted an online quantitative survey among 6,200 consumers in the U.S. (3,000), Mexico (2,000), and the United Arab Emirates (1,200). Participants were

respondents who were screened for age (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 research provides more than a mere ranking of brand performance and was specifically designed to provide prescriptive guidance to marketers. 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 MBLM's approach, visit its [Methodology page](#).

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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).