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## Media & Entertainment Ranked #1 for the First Time in MBLM's *Brand Intimacy 2018 Report*

*Disney Placed First in Industry, Followed by YouTube and Netflix*

NEW YORK — May 30, 2018 — The [media & entertainment industry](#) ranked #1 out of 15 industries studied for the first time in MBLM's [Brand Intimacy 2018 Report](#), which is the largest study of brands based on emotions. Disney came in first in the industry, and fifth in the overall study, followed by YouTube and Netflix. The remaining brands in the Top 10 for the media & entertainment industry were: Nintendo, Xbox, WWE, PlayStation, Amazon Prime, HBO and ESPN.

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, the 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.

"Brands in the media & entertainment industry help us escape reality and provide comfort, inspiring strong feelings and powerful bonds," stated Mario Natarelli, managing partner at [MBLM](#). "As the category continues to evolve into content producers, platforms & services and devices, we expect to see richer entertainment experiences and nuanced roles for each of these offerings within media & entertainment. Brand Intimacy provides a compelling framework for these brands to continue to deepen the bonds they build with consumers."

Additional significant media & entertainment industry findings in MBLM's *Brand Intimacy 2018 Report* include:

- The category's Brand Intimacy Quotient was 45.8, well above the overall industry average of 27.1
- It ranked #1 with millennials with an average Brand Intimacy Quotient of 50.3, which was nearly seven points higher than the #2 industry, automotive, which had a Quotient of 43.4
- Disney ranked #1 for women and millennials
- YouTube ranked #1 for men
- Users age 35–64 preferred Netflix, as did people with incomes between \$35,000 and \$75,000
- Indulgence, which is associated with pampering and gratification, was the dominant archetype in the category
- The industry was #2 for nostalgia, #2 for indulgence, #3 for ritual and #4 for fulfillment
- Devices were the most intimate group in the category, followed by platforms & services and content producers
- The industry led in its percentage of users in the sharing and bonding stages of Brand Intimacy

In conjunction with the industry findings, MBLM released an in-depth article entitled, "[How Media & Entertainment Brands Make Us Fall In Love](#)" as well as a webinar entitled "How Brands Are Winning with Emotion in the Media & Entertainment Industry." A recording of the webinar can be found [here](#).

To view the media & entertainment 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](http://mblm.com).