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MBLM's Mario Natarelli and Rina Plapler Release First Book: *Brand Intimacy, A New Paradigm in Marketing*

Theory and Practice Detailed for Building Brands that Emotionally Connect, Endure and Financially Outperform

NEW YORK — October 31, 2017 — [MBLM](#), the Brand Intimacy Agency focused on strategy, design, creative and technology, today revealed that Mario Natarelli, managing partner, and Rina Plapler, partner, released their first book: [Brand Intimacy, A New Paradigm in Marketing](#). The book is published by Hatherleigh Press, which is distributed by Penguin Random House, and now available in print and online.

The book focuses on the concept of Brand Intimacy, which is a new marketing paradigm that leverages and strengthens the emotional bonds between a person and a brand. *Brand Intimacy* provides insight and lessons for marketers, business leaders and entrepreneurs who are seeking to understand these ultimate brand relationships and the opportunities they represent. Certain brands are studied, such as Apple, Amazon and Netflix for their successes as well as United, Foursquare and Apple again for their missteps.

“We are thrilled to announce the release of our book,” stated Natarelli. “It is the result of seven years of working to identify, define, test and implement an effective new way of building and managing brands for the fast-paced, constantly changing world of today.”

“Brand Intimacy doesn’t just make intuitive sense, we’ve proven that it drives more revenue, profit and longevity for brands,” stated Plapler. “We look forward to people gaining valuable insight on how to build stronger bonds between their brands and their customers.”

Leveraging seven years of qualitative and quantitative research with more than 12,000 consumers from the U.S., Germany, Japan, Mexico and the UAE, the authors dissect and define universal patterns that impact the bonds formed between brands and their users.

Divided into three sections, *Brand Intimacy* starts with Context and Understanding. This explains today’s marketing landscape, the effects of technology, consumer behaviors and the advancements around decision making. The second section, Theory and Model, delves into the Brand Intimacy model and dissects it into steps to help readers better factor it into their marketing approaches or frameworks. The third section, Methods and Practice, focuses on the economic benefits and advantages of a strategy that factors Brand Intimacy. Intimate brands are proven to outperform both the S&P and Fortune 500 indices in both revenue and profit.

Throughout the book, the authors reveal how to apply these findings and insights to brands of every scale and type. Written by experienced marketers and backed by extensive research, *Brand Intimacy* rewrites the rule book on how to establish and expand a company’s market presence, all while increasing sales and consumer satisfaction.

For more information, visit: <http://mblm.com/brandintimacybook/>.

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About MBLM: Founded in 2004, MBLM is the Brand Intimacy Agency, which is dedicated to creating greater emotional connections between people, brands and technology. With offices in nine countries, its multidisciplinary teams help clients deliver stronger marketing outcomes and returns for the long term. To learn more about creating and sustaining ultimate brand relationships, visit mblm.com.