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## ***MBLM's Report Finds Coca-Cola Ranks Most Intimate Consumer Packaged Goods Brand***

*The Industry Ranks Low for Brand Intimacy According to MBLM, Hershey's and Kraft Place Second and Third*

NEW YORK — June 2, 2016 — MBLM, the Brand Intimacy Agency focused on strategy, design, creative and technology, announced today that Coca Cola was the top most intimate brand in the [consumer packaged goods](#) industry. The overall industry ranked below average in creating and building intimate brand relationships, according to the agency's extensive *Brand Intimacy 2015 Report*. Nine out of the top 10 brands are food and beverage related.

Brand intimacy describes an essential relationship between a person and brand that transcends usage, purchase and loyalty. According to the report, intimate brands create enhanced business performance.

The remaining brands part of the top 10 are: Hershey's, Kraft, Kellogg's, Lipton, Quaker, Pepsi, General Mills, Ben & Jerry's and Tide.

The consumer packaged goods market is a sizable industry, it is expected to nearly double in size by 2025 to \$14 trillion.

"Many ranking brands in this industry are 'staple' products and therefore their results are expected. We do, however, foresee these incumbents needing to continue to dramatically evolve their products and marketing to stay relevant," stated Mario Natarelli, [MBLM's](#) managing partner. "The projected growth indicates an opportunity for companies to focus more on brand intimacy and creating effective bonds with customers."

Additional findings of the report include:

- Coca-Cola ranks the highest consumer packaged goods brand among both men and women
- Budweiser and Jack Daniel's rank 14<sup>th</sup> and 16<sup>th</sup> respectively
- Red Bull ranked 12<sup>th</sup> overall and 4<sup>th</sup> among 18-34 year-olds

MBLM's 2015 report contains one of the most comprehensive rankings of brands based on emotion, analyzing the responses of 6,000 consumers and 52,000 brand evaluations across nine 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.

To download the full *Brand Intimacy 2015 Report* or explore the Ranking Tool please visit: <http://mblm.com/brandintimacy/>.

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**About MBLM:** MBLM is the Brand Intimacy Agency, dedicated to creating greater intimacy between people, brands and technology. With offices in nine countries, our multidisciplinary teams help clients deliver stronger 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).