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## ***Brand Intimacy Agency MBLM's Report Finds Disney, Nintendo and Xbox Rank Most Intimate Entertainment Brands***

### *The Industry Ranks at Average Level for Brand Intimacy*

NEW YORK — May 3, 2016 — MBLM, the Brand Intimacy Agency focused on strategy, design, creative and technology, announced today that Disney was the top most intimate brand in the [entertainment industry](#). The overall industry ranked at average level in creating and building intimate brand relationships, according to the agency's extensive *Brand Intimacy 2015 Report*.

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: Nintendo, Xbox, WWE, Netflix, PlayStation, Lego, YouTube, NASCAR and Universal Studios.

“Disney ranking 6<sup>th</sup> overall and top in the entertainment category is logical; however, we were surprised to see more platform brands like Xbox and YouTube also ranking,” stated Mario Natarelli, [MBLM's](#) managing partner.

Entertainment continues to be a thriving and important industry. The projected value of the global entertainment and media market in 2016 is project to be \$2 trillion. In the U.S., its growth rate is 5.1 percent with a market value of \$594 billion.

Additional findings of the report include:

- Disney performed stronger with women versus men
- HBO ranks 13<sup>th</sup> and ESPN 15<sup>th</sup>
- Men rank Nintendo as their most intimate entertainment brand, whereas women pick Disney
- HBO is the stronger intimate brand compared to Showtime
- Entertainment (notably gaming) is a strong category for male millennials. Among its top five brands, three are entertainment: Nintendo, PlayStation and Xbox

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).