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Praxis Research Partners and MBLM Develop New Research Model to Measure Brands Based On Emotion

Brand Intimacy Model Utilizes Quantitative Data and Structural Equation Model

NEW YORK — November 11, 2015 — Based on surveys of 6,000 consumers across the U.S., Mexico and UAE, 400 brands and nine industries, market research company [Praxis Research Partners](#) and MBLM, the Brand Intimacy Agency focused on strategy, design, creative and technology, developed a new model measuring brands based on emotion, the Brand Intimacy Model.

This model forms a key component of MBLM's [Brand Intimacy 2015 Report](#), which examines ultimate brand relationships.

While traditional measures of brand performance typically rely upon brand saliency, usage, satisfaction or likelihood to recommend, this new approach uses Structural Equation Modeling to define a brand's strength largely upon the emotional connections between the brand and its users. The Brand Intimacy Model provides a snapshot of a brand's current intimacy profile: its Brand Intimacy Quotient, the extent to which its users are emotionally invested in the brand, and an understanding of what drives intimacy across six emotional dimensions (archetypes).

The model goes beyond describing a brand's current state, it can also be used to provide prescriptive guidance. It delivers insight on the specific emotional levers that marketers need to push, in order to move their brand's users from lower states of emotional connection to the highest, and most profitable, level of intimacy.

"Not only do the results of the modeling have strong face validity, but they also have a higher correlation with the financial performance of brands than typical brand measures of saliency and usage," stated Marcelo Nacht, Praxis Research Partners.

"Given the unique nature of brand intimacy and its focus on measuring emotion, we are excited the intricate process Praxis created has established an innovative and sound model," stated Mario Natarelli, [MBLM](#)'s managing partner. "It also provides a framework for any company seeking to create stronger bonds with their customers, ultimately having a positive impact on their bottom lines."

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

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About Praxis Research Partners:

Praxis Research Partners was established in 2002 by three senior market research professionals. Our guiding principle is to measure and create growth opportunities for our clients through revenue-driven targeting and researching on branding, positioning, and optimization strategies. Collectively, Praxis represents more than 60 years of strategic research experience, with an analytic heritage stemming from years spent in leadership positions at Yankelovich Partners and the Marketing Corporation of America. To learn more visit praxis-research.com.

About MBLM:

MBLM is the Brand Intimacy Agency, dedicated to creating stronger bonds between people, brands, and technology. We integrate strategy, design, creativity, and technology skills to shape brands for the needs of today and the vision of tomorrow. Our partners have built B2C, B2B, and B2G brands of all sizes and scales across continents and categories. With offices in seven countries, our multidisciplinary teams form an experienced and dynamic multicultural network that helps clients deliver stronger marketing outcomes and returns over the long term. To learn more about how we can help you create and sustain ultimate brand relationships visit mblm.com.