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Amazon Ranked Most Intimate Brand Among Millennials, According to MBLM's Brand Intimacy Report

Apple and PlayStation Round Out the Top Three

NEW YORK — September 28, 2015 — Amazon ranked the most intimate brand among millennials according to [MBLM's Brand Intimacy 2015 Report](#), which examines how to create, sustain and measure ultimate brand relationships.

This year's report contains one of the most comprehensive rankings of brands based on emotion, analyzing the responses of 6,000 consumers and 54,000 brand evaluations in the U.S., Mexico and UAE. The agency defines brand intimacy as an essential relationship between a person and a brand, that when achieved has been proven to result in improved business performance and lasting value.

"Amazon has clearly become a dominant force in retail," stated Mario Natarelli, MBLM's managing partner. "Our results show that they out-pace the category in characteristics such as enhancement, fulfillment and ritual. These brand intimacy archetypes help Amazon create strong bonds with millennials."

Following Amazon, Apple and PlayStation were ranked as second and third most intimate brands for millennials.

"Millennials are savvy consumers, comfortable in the digital and mobile world we increasingly live in. This research reflects their mastery of the digital world, with Amazon emerging as the brand with which they are most intimate – a brand that has built relationships online, and is a natural connection for millennials," stated Marcelo Nacht, who led the brand intimacy research with his firm, Praxis Research Partners.

The full [Brand Intimacy 2015 Report](#) will be released on October 6, 2015.

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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 seven 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.