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MBLM Reveals Technology & Telecommunications Industry Ranks Fourth in its Study and Uncovers the Source of Greater Brand Intimacy

Brands in the Smartphone Ecosystem Perform Better Than Those Outside of It

NEW YORK — December 8, 2017 — MBLM, the Brand Intimacy Agency focused on strategy, design, creative and technology, today revealed the [technology & telecommunications](#) industry ranked fourth out of 15 industries in its *Brand Intimacy 2017 Report*. The report, which is the largest study of brands based on emotions, found that brands that are linked in some way to smartphones excel. Brand Intimacy is defined as a new paradigm that leverages and strengthens the emotional bonds between a person and a brand. According to the 2017 report, top ranked intimate brands continued to outperform the S&P and Fortune 500 indices in revenue and profit over the past 10 years.

MBLM also found that brands within the smartphone ecosystem outperform all others that were ranked. They tend to build more emotional bonds with consumers by leveraging the functions, ubiquity and highly-personalized benefits that smartphones deliver. “Why this matters is that the greater the Brand Intimacy Quotient score, the more consumers are willing to pay and the less they are willing to live without a brand,” stated Mario Natarelli, managing partner at [MBLM](#).

The study reveals there is a pecking order or hierarchy of intimacy with greater intimacy the seemingly closer the user gets to the device itself. Manufacturers (Apple, Samsung), top the list followed by content (Netflix, Disney), information and services (Google), access (AT&T, Verizon) and finally app (Facebook, Uber) brands. There is over a 200 percent difference between the top performing manufacturer brands and the lowest performing app brands.

“Brands that are a part of this ecosystem tend to be seen as enhancing consumers, making them smarter, more capable and more connected and an essential part of their daily lives. Any brand that can become a relevant part of the smartphone ecosystem needs to be, especially if they hope to create more emotional connections with their stakeholders,” added Natarelli.

Exploring the components that create Brand Intimacy, brands in the smartphone ecosystem perform above average not only in the Enhancement archetype but also across the three Stages that measure the degree of intensity.

Natarelli states, “With the ever-growing ubiquity of the smartphone it will be interesting to see if new brands can take any share from the brands that have established a place within the ecosystem.”

This year’s report contains the most comprehensive rankings of brands based on emotion, analyzing the responses of 6,000 consumers and 54,000 brand evaluations across 15 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 2017 Report* or explore the Ranking Tool please visit: <http://mblm.com/brandintimacy/>.

Natarelli and Rina Plapler, partner at MBLM, also released their first book in October 2017, which became an international Amazon bestseller: [*Brand Intimacy, A New Paradigm in Marketing*](#).

Methodology

During 2016, Praxis Research Partners conducted an online quantitative survey among 6,000 consumers in the United States (3,000), Mexico (2,000), and the United Arab Emirates (1,000). Participants were respondents who were screened for age (i.e. 18 to 64 years of age) and annual household income (\$35,000 or more) in the U.S. and socioeconomic levels in Mexico and the UAE (A, B, and C socioeconomic levels). Quotas were established to ensure that the sample mirrored census data for age, gender, income/socioeconomic level, and region. The survey was designed primarily to understand the extent to which consumers have relationships with brands and the strength of those relationships, from fairly detached to highly intimate. It is important to note that this study provides more than a mere ranking of brand performance and was specifically designed to provide prescriptive guidance to marketers. We modeled data from a total of 54,000 brand evaluations to quantify the mechanisms that drive intimacy. Through factor analysis, structural equation modeling, and other sophisticated analytic techniques, the research allows marketers to better understand which levers need to be pulled to build intimacy between brands and consumers.

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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.