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## Technology & Telecommunications Industry Ranked #3 in MBLM's *Brand Intimacy 2019 Study*

*Apple Topped the Industry Followed by Samsung and Google*

NEW YORK — March 19, 2019 — The [technology & telecommunications](#) industry ranked third in MBLM's [Brand Intimacy 2019 Study](#), which is the largest study of brands based on emotions, climbing up one spot from the 2018 study. Apple ranked #1 in the industry for the fourth year, followed by Samsung and Google. The remaining brands in the Top 10 for the technology & telecommunications industry were: Sony, Microsoft, AT&T, HP, Verizon, Dell and LG.

Brand Intimacy is defined as the emotional science that measures the bonds we form with the brands we use and love. Top intimate brands in the U.S. continued to significantly outperform the top brands in the Fortune 500 and S&P indices in both revenue and profit over the past 10 years, according to the *Brand Intimacy 2019 Study*.

"With its presence and dominance in our modern day living, technology & telecommunications continues to build emotional bonds with consumers," stated Mario Natarelli, managing partner, MBLM. "Brands that are part of the smartphone ecosystem – device manufacturers, content providers, access brands and apps – have higher rates of Brand Intimacy than those that do not. Device manufacturers performed particularly well, which suggests hardware brands are benefitting the most from the increasingly important role that smartphones play in our lives."

Additional notable findings in the technology & telecommunications industry include:

- Apple was the #1 brand for both women and men
- Apple was also #1 for millennials, users over 35 and users with incomes of \$50,000 or more
- Google was the #1 brand for users with incomes under \$50,000

MBLM explored the tech giant Google in a piece released in conjunction with the findings, "[What's Going on with Google?](#)" The article delves into the Brand Intimacy profile of Google and its recent advances and setbacks. It discusses its Brand Intimacy performance, notably, its strong linkage to the archetype of enhancement and its success at connecting with millennials.

In addition to the release of the findings and article, MBLM also hosted a webinar on the technology & telecommunications industry. A recording of the webinar can be found [here](#).

The *Brand Intimacy 2019 Study* contains the most comprehensive rankings of brands based on emotion, analyzing the responses of 6,200 consumers and 56,000 brand evaluations across 15 industries in the U.S., Mexico and UAE. MBLM's reports and interactive Data Dashboard, which features a brand ranking tool, showcase the performance of almost 400 brands, revealing the characteristics and intensity of the consumer bonds.

To view technology & telecommunications industry findings, please click [here](#). To download the full *Brand Intimacy 2019 Study* or explore the Data Dashboard click [here](#).

### Methodology

During 2018, MBLM with Praxis Research Partners conducted an online quantitative survey among 6,200 consumers in the U.S. (3,000), Mexico (2,000), and the United Arab Emirates (1,200). Participants were

respondents who were screened for age (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 research provides more than a mere ranking of brand performance and was specifically designed to provide prescriptive guidance to marketers. We modeled data from over 6,200 interviews and approximately 56,000 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 their brand and consumers. Thus, marketers will understand not only where their brand falls in the hierarchy of performance but also how to strengthen performance in the future.

To read a more detailed description of MBLM's approach, visit its [Methodology page](#).

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**About MBLM:** MBLM has invented a new marketing paradigm, Brand Intimacy, delivering expertise and offerings across three areas of focus: Agency, Lab and Platform. With offices in seven countries, our multidisciplinary teams help clients build stronger bonds and deliver optimized 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).