

Brand
Intimacy

2022 Report

A bold step forward, now leveraging artificial intelligence and big data to rank over 600 of the world's leading brands based on emotional connection

Overview

METHODOLOGY

600+ Brands Compared

Featuring more brands than ever before, we offer a global orientation and rich comparisons.

19 Industries

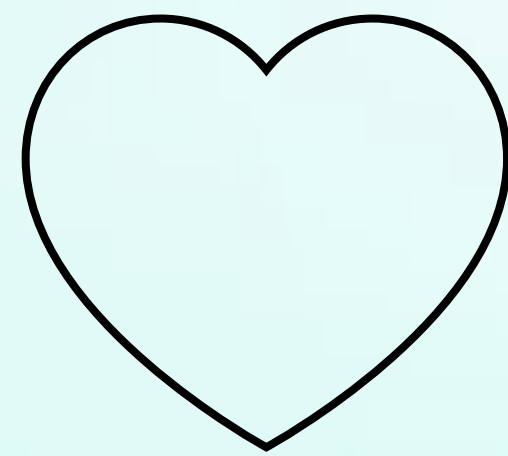
Adding topical industries like crypto, beauty, gaming, and sports leagues delivers new information and broadens our focus.

+1.4 Billion Words Analyzed

Powered by AI, we've applied keywords and social media mentions to each brand, creating more context and depth.

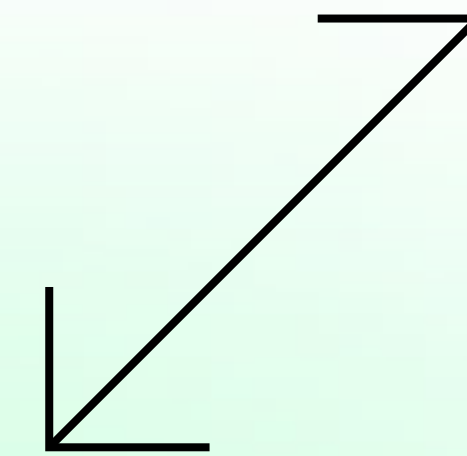
Research and data were underway from January to October 2021.

More **brands**
More **industries**
More **data**
More **insights**



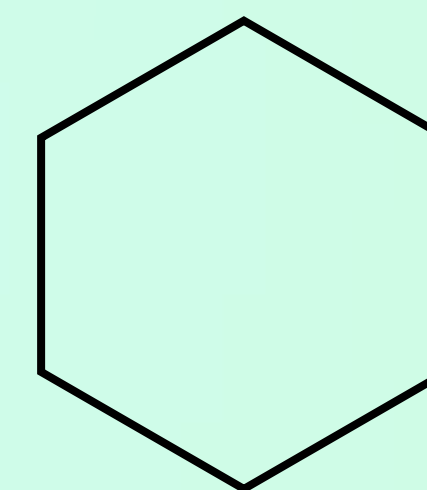
More Emotional Relationships

The percent of consumers in some sort of intimate relationship with a brand has increased **9%** since before COVID-19.



Deeper Relationships

Brand performance has increased **19%** since before the pandemic, highlighting that people are connecting with brands more deeply.



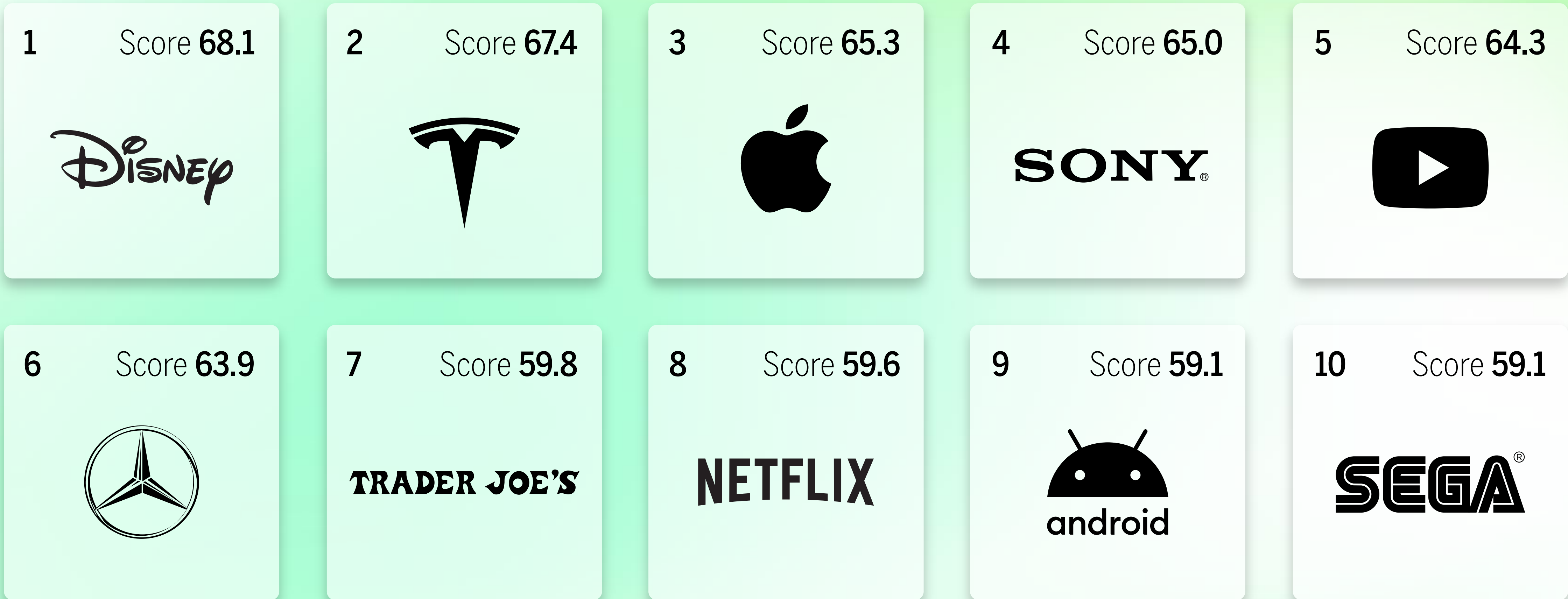
Increasing Indulgence

The indulgence archetype, which centers on moments of gratification and pampering, has increased in strength by **12%** since our 2021 study.

Top 10

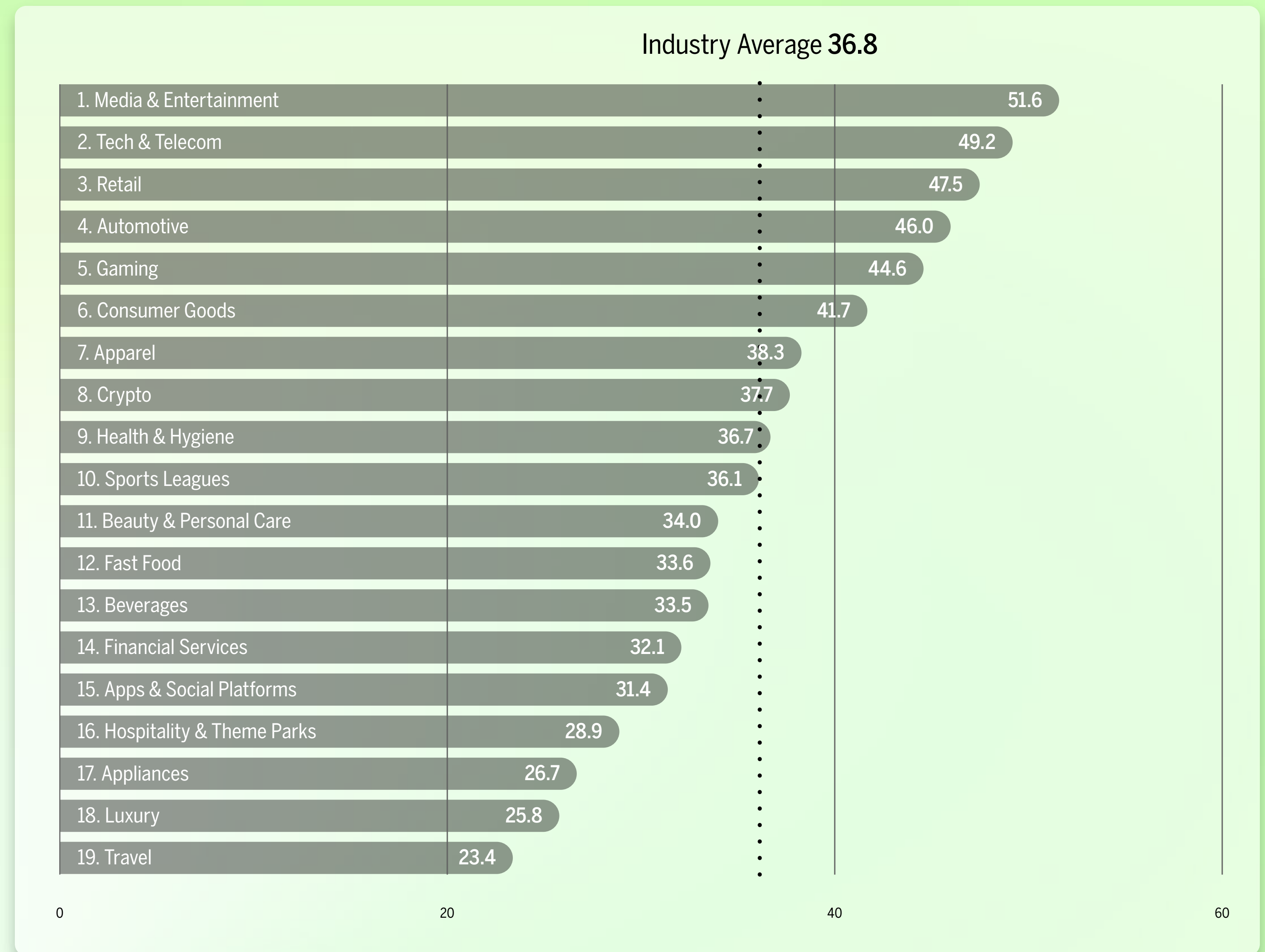
FULL RANKINGS

Our Top 10 includes a varied list of brands, with strength in media & entertainment and technology brands comprising six out of the top 10. Tesla is notable as the highest ranking automotive brand, coming in right behind Disney.



Industries

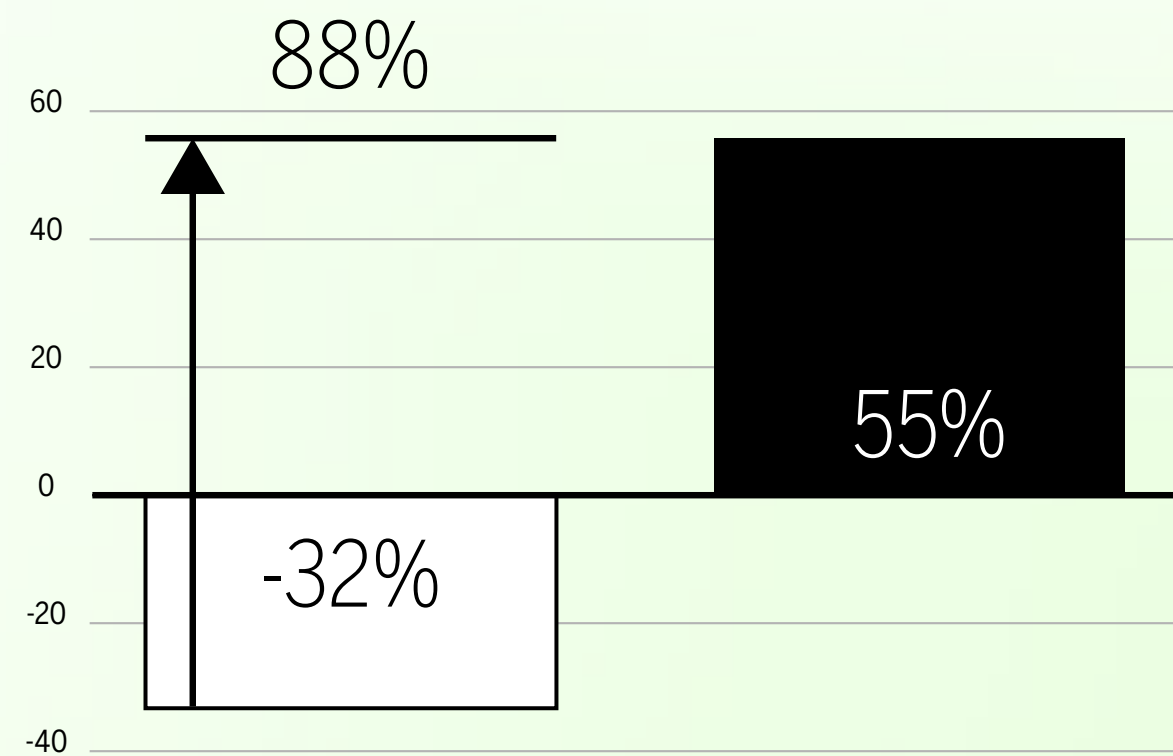
Media & entertainment and tech & telecom continue to dominate with retail and automotive also performing strongly. Notable are new entrants gaming, crypto, and sports leagues all entering the top 10.



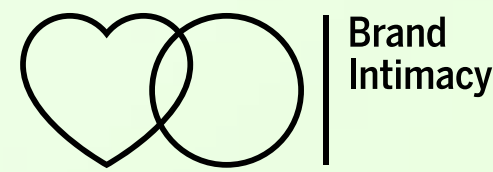
Financial Advantages of Brand Intimacy

Intimate brands continue to outperform Fortune 500 and the stock market. Most recently we have compared our Top 20 intimate brands with Fortune 500 top brands across profit growth and stock performance during 2021 versus 2020. Intimate brands delivered superior results across profit and stock. The percentage differences highlighted are significant and indicate the degree to which intimate brands generate millions more dollars in revenue and profit annually and over the long term.

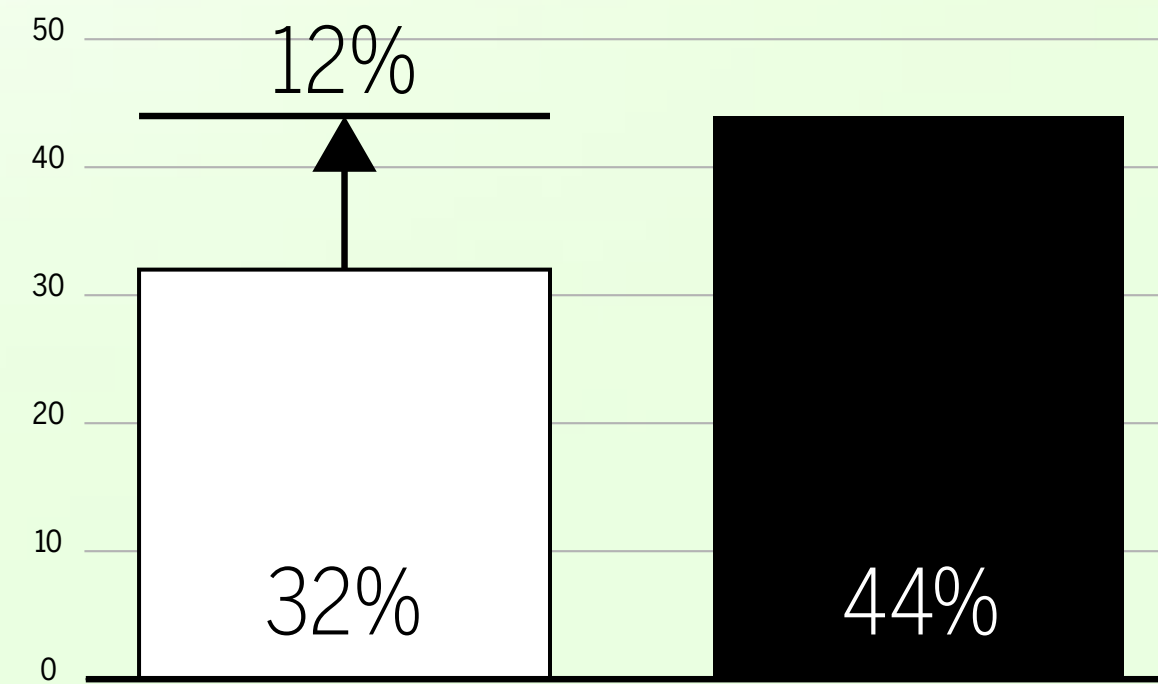
Profit



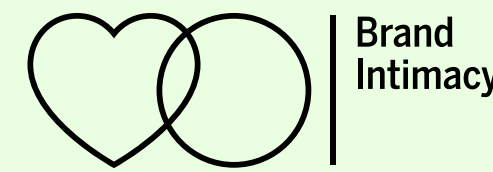
FORTUNE
500



EOY Stock Prices



FORTUNE
500



Related Advantages

Price Resilience

Consumers are willing to pay more for intimate brands and less willing to live without them.

Enduring

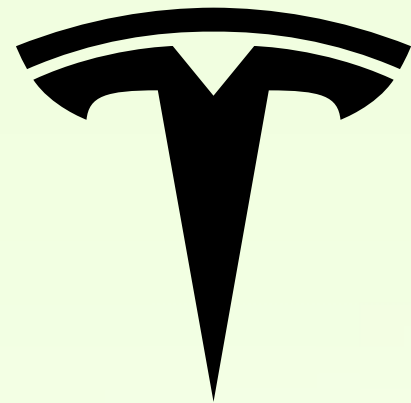
Intimate brands are about long-term relationships, which provide stability in times of crisis.

Engagement

Consumers are more involved with intimate brands and enjoy increased engagement.

Feature: Tesla

Brand



Overall rank
2 /345

Industry rank
1 /21

Keywords

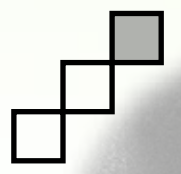
- IMPRESSIVE
- BADASS
- CRYPTO

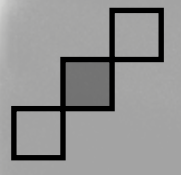
IMPRESSIVE @Tesla@elonmusk this is a so dope Tesla does what other don't and can't, should've but can't now. such freakin much wow, all that


BADASS I will always love my muscle cars but them Tesla's are pretty badass I must say lol

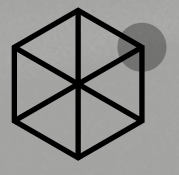
CRYPTO @Tesla@elonmusk please accept the Doge coin for Tesla payment

New entry Tesla ranks as the second most intimate brand in our study. Tesla users have strong emotional attachments with the brand and all it stands for.

Percentage of users in Fusing
#5 

Percentage of users in Bonding
#14 

Fullfillment Archetype
#8 

Identity Archetype
#15 

Feature: YouTube

Brand



Overall rank

5 /345

Industry rank

2 /21

Keywords

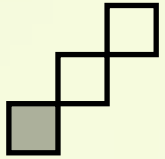
!!

SLEEP

MEANINGFUL

YouTube ranks fifth, demonstrating its continued strength in connecting with users.

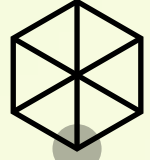
Percentage of users in Sharing

#9 

Highest percentage of intimate users

#12 

Ritual Archetype

#21 

!! Youtube is Freeeeeeee literally Freeeeeeee !!
I find a lot of useful shit on there.

SLEEP eat sleep youtube repeat

MEANINGFUL thank you for 150 subscribers on Youtube!
it means the world to me! much love 🤘🙏

Feature: Cardano

Brand



CARDANO


Overall rank

26 /345

Industry rank

1 /21

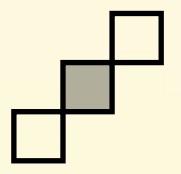
Keywords

 **FUTURE**

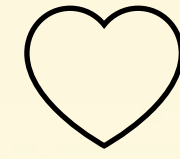
VALUE


New entry Cardano is not only the highest ranked crypto brand but also the highest performing financial services brand in our study, ranking 26th overall.

Percentage of users in Bonding

#18 

Highest percentage of intimate users

#17 

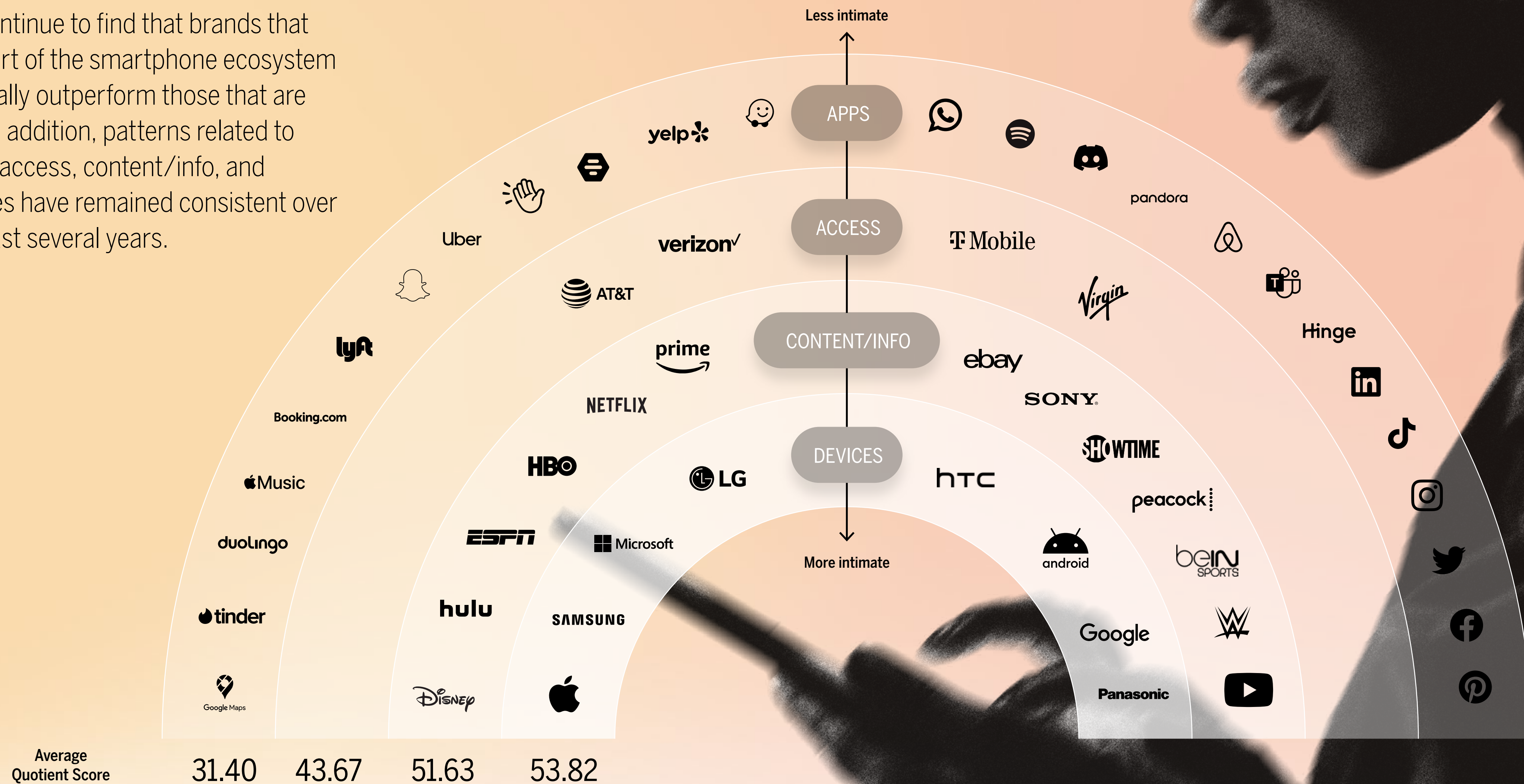
 Cardano is moving along nicely  

FUTURE @TheCryptoLark you can stake with Cardano, lend with Cardano and the future is exciting 

VALUE @Cardanians_io I have no doubt. for me \$Ada is not about the price anymore. I know for a fact that @cardano is a growing future value

Smartphone Ecosystem

We continue to find that brands that are part of the smartphone ecosystem generally outperform those that are not. In addition, patterns related to apps, access, content/info, and devices have remained consistent over the past several years.



Top Performers: Archetypes

We are sharing the brands that scored highest across each of our six Brand Intimacy Archetypes.

Archetypes are patterns or markers that are consistently present, in part or in whole, among intimate brands.

INDULGENCE

Creates a close relationship centered on moments of pampering and gratification that can be occasional or frequent.



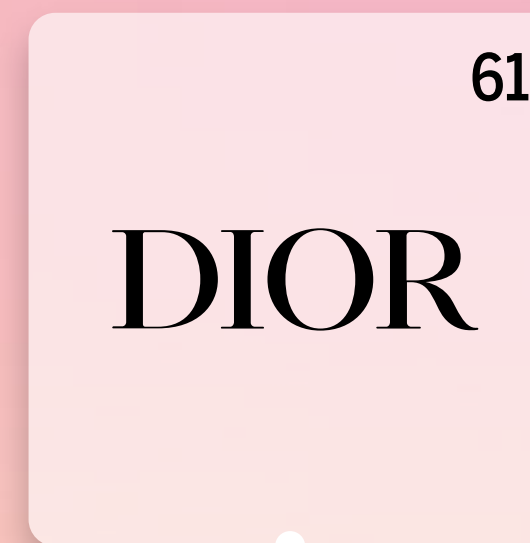
NOSTALGIA

Focuses on memories of the past and the warm feelings associated with them. These are often brands a customer has grown up with.



RITUAL

When a person ingrains a brand into his or her daily actions. It is more than just habitual behavior. It becomes a vitally important part of their daily existence.



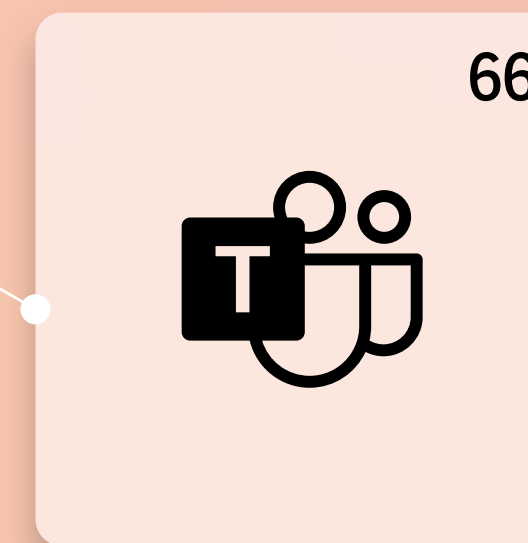
FULFILLMENT

Exceed expectations, delivering superior service, quality, and efficacy.



IDENTITY

Reflects an aspirational image or admired values and beliefs that resonate deeply.



ENHANCEMENT

Customers become better through use of the brand smarter, more capable, and more connected.

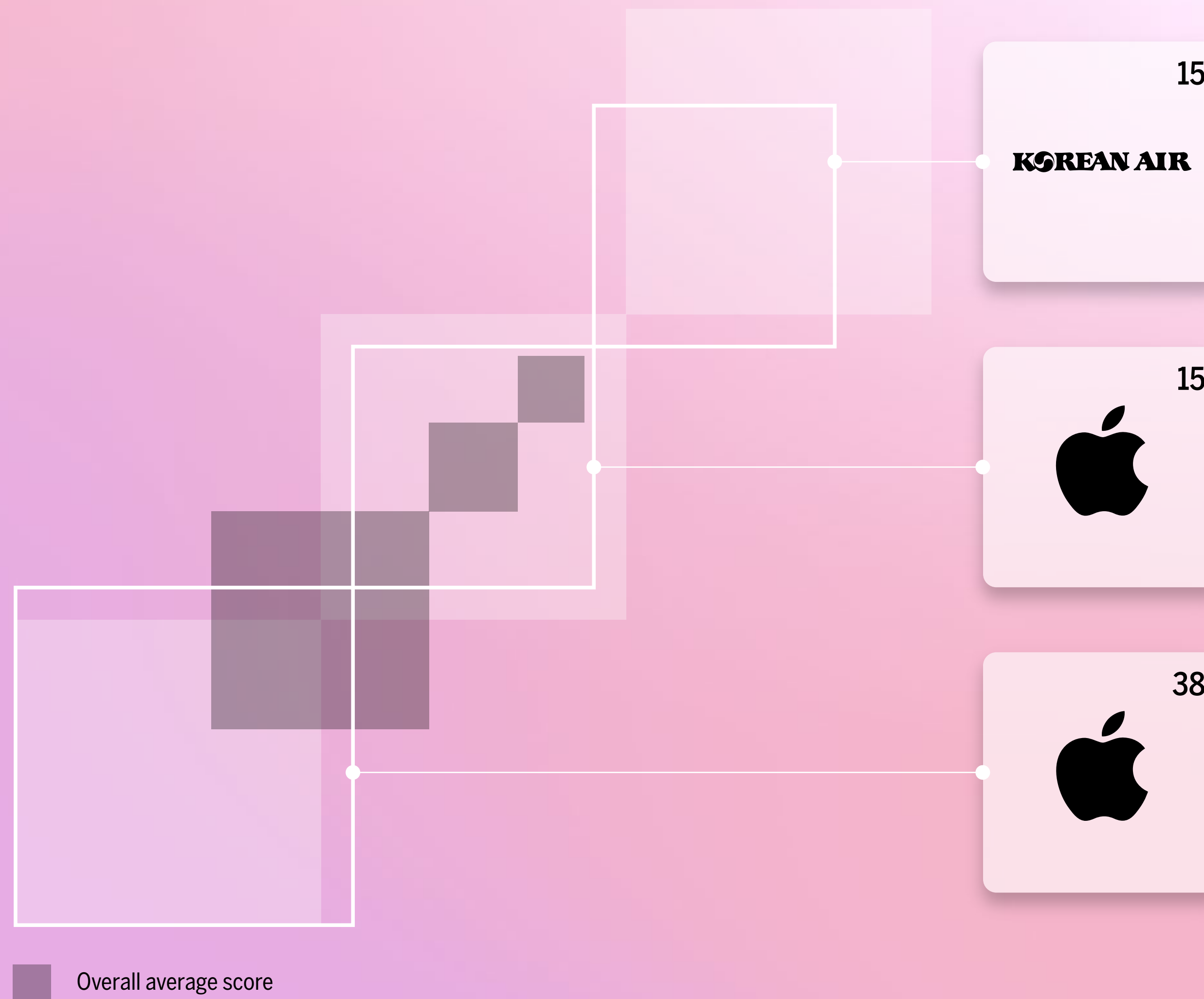


Overall average score

Top Performers: Stages

Apple continues to dominate stages, with new entry Korean Air ranking highest in fusing, the highest stage of Brand Intimacy.

Stages identify the depth and degree of intensity in the relationship between a consumer and a brand. There are three stages of intimacy with criteria for each progression: sharing, bonding, and fusing.



FUSING

When a person and a brand are inexorably linked and co-identified. In this stage, the identities of the person and the brand begin to merge and become a form of mutual realization and expression.

BONDING

When an attachment is created and the relationship between a person and a brand becomes more significant and committed. This is a stage of acceptance and the establishment of trust.

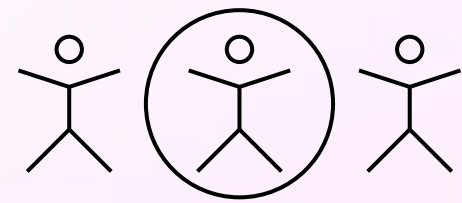
SHARING

When a person and a brand engage and interact. There is knowledge being shared, and the person is informed about what the brand is all about and vice versa. At this stage, attraction occurs through reciprocity and assurance.

Model

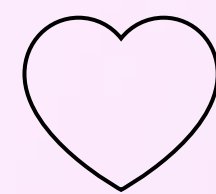
A decade of research has helped determine our Brand Intimacy Model, which comprises five key components that contribute to building intimate brand relationships. The model culminates in a Brand Intimacy Quotient, which is a score each brand receives that indicates its performance.

I. USER



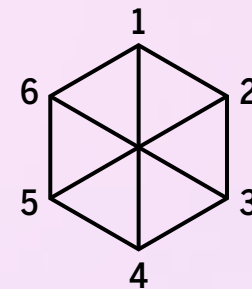
The user in our quantitative studies defines someone intimate with the brand who has engaged with or repeatedly tried it. Users in our big-data studies are those who describe their experiences and relationship with the brand in emotional terms.

II. STRONG EMOTIONAL CONNECTION



A strong emotional connection is a key requirement and the foundation of intimacy. We believe the greater the emotional connection between a brand and consumer, the more powerful the relationship. A strong emotional connection is determined by a series of attributes and language expressions that establish positive feelings a user has toward a brand and the extent to which a person associates the brand with key attributes.

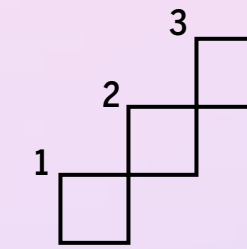
III. ARCHETYPES*



The following six patterns or markers are consistently present among intimate brands. They identify the character and nature of ultimate brand relationships and help determine their strength.

- | | |
|-----------------------|----------------------|
| 1. FULLFILMENT | 4. RITUAL |
| 2. IDENTITY | 5. NOSTALGIA |
| 3. ENHANCEMENT | 6. INDULGENCE |

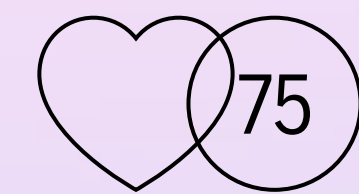
IV. STAGES*



Stages reveal and measure the depth and degree of intensity of an intimate brand relationship.

- 1. SHARING**
- 2. BONDING**
- 3. FUSING**

V. BRAND INTIMACY QUOTIENT



The score assigned to each brand ranges from 1 to 100. The Quotient is based on prevalence (the percentage of users who are intimate); intensity (where the relationship is on the spectrum of three stages: sharing, bonding, and fusing); and character (performance on key archetypes).

It is a shorthand score that demonstrates how a brand is performing relative to its ability to create ultimate brand relationships and enables comparisons to other brands in the same category or to the industry average.

* To see detailed descriptions of archetypes and stages, visit mblm.com/lab/resources/methodology/.

Additional Materials

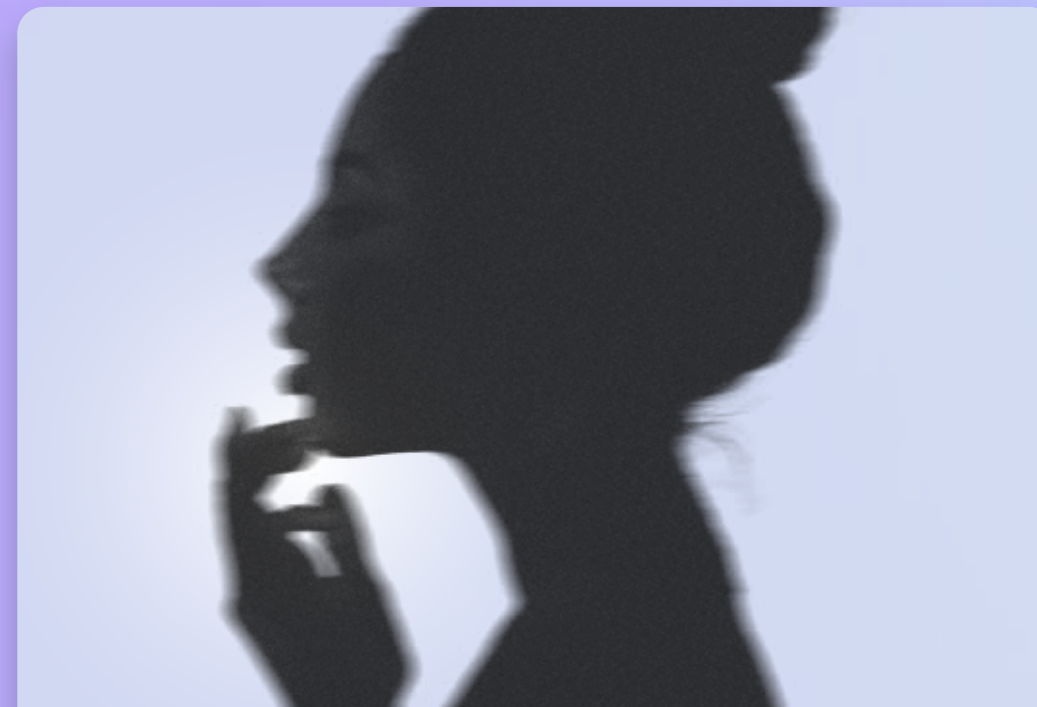
RESOURCES

Explore an extensive array of materials that further dimension Brand Intimacy and our study.



INDUSTRIES

Review the performance of 19 industries, including category trends, top performers, and essential keywords.



ARTICLES

Read a variety of deeper insights and analyses on how brands are connecting with consumers today.



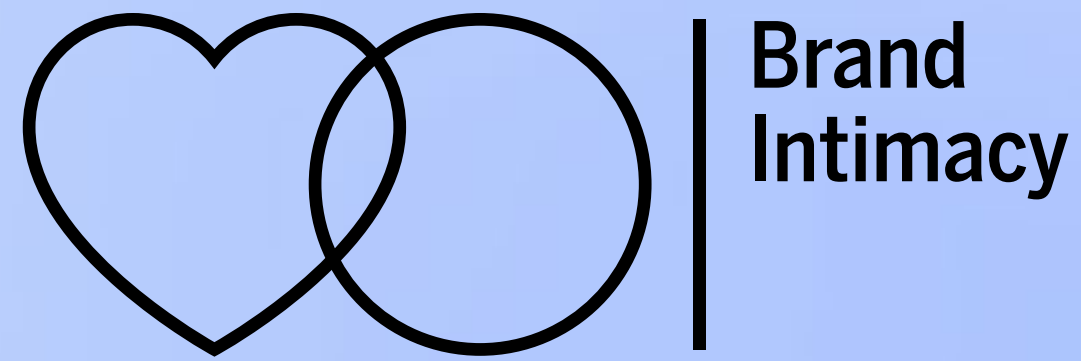
CUSTOM REPORTS

Order a custom Brand Intimacy profile on your brand or any key competitors utilizing our proven methodology.



BRAND INTIMACY BOOK

Learn how to measure, build, and manage your own intimate brand by ordering a copy of our international bestseller.



Acknowledgments

The Brand Intimacy 2022 Study is a comprehensive effort requiring coordination among researchers, strategists, writers, designers, programmers, and coordinators. MBLM would like to thank Mario Ntarelli and Rina Plapler for directing, shaping, and driving this new marketing paradigm every day and making it MBLM's guiding principle. Thank you to our partners Amy Clausi, William Shintani, Sidney Blank, Demetri Mihalakakos, David Clover, Ziwari Majid, Ashwin Kulothungun, and Nelson Hur.

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