

PDF | Brand Intimacy: A New Paradigm in Marketing

by Mario Natarelli and Rina Plapler

BRAND INTIMACY

A NEW PARADIGM
IN MARKETING



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From Patagonia to Apple, Whole Foods to New Balance, we love our favorite products--and, by extension, the companies that provide them. The emotional connections we form with our beloved brands and services are important relationships--relationships that are potentially worth *billions*.

In the fast-paced, constantly-changing world of the modern marketplace, brands must adapt or perish—strategies, methods, and techniques must evolve to remain effective and relevant. Are you using yesterday's thinking for tomorrow's challenges?

Brand Intimacy details ways to build better marketing through the cultivation of emotional connections between brand and consumer. The book provides lessons for marketers and business leaders alike who are seeking to understand these ultimate brand relationships and the opportunities they represent.

Divided into three sections, *Brand Intimacy* starts with Context and Understanding. This explains today's marketing landscape, the effects of technology, consumer behaviors and the advancements around decision making. Through research we discovered that people form relationships with brands the same way they develop relationships with other people. This section provides guidance on how to think about complimentary concepts such as loyalty, satisfaction and brand value. We then explore and compare established approaches and methodologies and showcase why intimacy is a compelling new and enhanced opportunity to build your brand or market your business.

The second section, Theory and Model reveals and dimensions the brand intimacy model and dissects it into steps to

help you better factor it into your marketing approaches or frameworks. Here you will learn the core concepts and components that are essential to build bonds and the role emotion can play to help you achieve greater customer engagement. You can also review the rankings of the best brands in terms of Brand Intimacy. A summary of our annual research reveals the characteristics of best performers, the most intimate industries, and differences based on geography, age, gender and income. By examining the top intimate brands, we reveal and decode the secrets of the bonds they form with their customers.

The third section is Methods & Practice, this details the economic benefits and advantages of a strategy that factors Brand Intimacy. Intimate brands are proven to outperform the Fortune 500 and Standards and Poors' index of brands. Intimate brands create more revenue and profit and last longer. Consumers are also willing to pay more for a brand they are more intimate with. Conversely, we also explore a series of brand failures and lessons learned to help you avoid common pitfalls in brand management. We articulate the steps to build a more intimate brand as well as share a glimpse on the future where software will play a more important role in brand building. The book outlines a proprietary digital platform that we use to help manage and enable intimacy through collaboration, simulators and real-time tracking of emotions.

Business and marketing owners face an increasing difficult task to build brands that rise above the clutter, engage more and grow. *Brand Intimacy* explains how to better measure, build and manage enduring brands. Brands that are built to inspire as well as profit. Written by experienced marketers and backed by extensive research, *Brand Intimacy* rewrites the rulebook on how to establish and expand your marketing. The book is equal parts theory, research and practice, the result of 7 year journey and a new marketing paradigm for the modern marketer.



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