



MBLM
114 WEST 27TH STREET #2
NEW YORK, NY 10001
WWW.MBLM.COM

RUBENSTEIN PUBLIC RELATIONS
CONTACT: BRIGIT HENNAMAN, 212-805-3005
BHENNAMAN@RUBENSTEINPR.COM

Cardano (ADA) and Bitcoin Ranked Among Top 30 in MBLM's Brand Intimacy 2022 Study

Crypto Is Included for the First Time, Ranking 8th Out of 19 Industries and Outperforming Traditional Financial Services, Which Ranks 14th

Cardano (ADA) and Bitcoin ranked the most intimate crypto brand, number 26 and 30, respectively, out of more than 600 brands, according to [MBLM's Brand Intimacy 2022 Study](#). This is the largest study of brands based on emotions, now in its 12th year. Brand Intimacy is defined as the emotional science that measures the bonds we form with the brands we use and love.

"Crypto is now a part of the modern brand vernacular and continues to capture the hearts and minds of consumers and investors," said Mario Natarelli, managing partner, MBLM. "Cardano and Bitcoin are leaders in this space and have shifted perception from initial skepticism to a widespread appeal. With so many new entrants, I'm excited to see how crypto brands evolve."

The Brand Intimacy 2022 Study contains the most comprehensive rankings of brands based on emotion. This year's study includes 627 brands and over 1.4 billion words from consumers.

The Brand Intimacy 2022 Study, including top performers, will be released on April 12th.

To sign up for the 2022 Study, go to: <http://content.mblm.com/bis-2022-study-subscribe>

###

About MBLM: MBLM invented Brand Intimacy, the emotional science behind the brands we use and love. For our clients, we deliver expertise and value through our agency insights, services, and software offerings.

With offices in five countries, our multidisciplinary teams invent, transform, and enhance brands for businesses of every kind. We deliver marketing that creates stronger emotional connections with stakeholders. These bonds create better performance and long-term returns. To learn more about how we can help you create and sustain ultimate brand relationships, visit mblm.com.

