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## Sega Sets High Score for Gaming Industry in MBLM's 2022 Brand Study

*Gaming is the highest ranked new industry in the 12<sup>th</sup> annual study of 600 brands across 19 industries.*

**NEW YORK, December 13, 2022** – [The first time gaming brands](#) were featured in MBLM's 12th annual Brand Intimacy Study found Sega Corporation outperformed 20 peers in its category with deeper consumer connections that further elevated the company into a top 10 ranking among all 600 brands in the study.

The annual study of the emotional connections people have with brands applied artificial intelligence and big data analysis to study more than 1.4 billion words used by consumers on the social web to measure their performance and rank among industry peers and across all categories. Gaming was the highest performing category among new industries in the annual report, including crypto, sports, and beauty. The gaming industry ranked fifth out of 19 industries, behind media & entertainment, tech & telecom, and retail and automotive.

Sega ranked ninth among all 600 brands studied. Nintendo ranked 11 and Netgear, Rockstar, Xbox and PlayStation each made the top 50. MBLM found that the top keyword for Sega was “anticipation,” Nintendo’s top keyword was “hella,” and Netgear’s was “value.”

“The gaming industry – video game companies, publishers, platforms, and technology providers– had a strong debut in our Brand Intimacy Rankings. These brands open passage into foreign worlds where people can meet anyone they want and experience any specific thrills or excitement they want, or users can design entire new worlds based on the experience they want to have,” said Mario Natarelli, managing partner, MBLM. “Sega and Nintendo are legacy brands with rich history and huge presence in the gaming industry. More people are using more game brands to do more things, and in the coming years this category will only continue to grow.”

The Top Gaming Rankings in MBLM Brand Intimacy Study 2022. Click for details on gaming rankings:

1. [Sega](#)
2. [Nintendo](#)
3. [Netgear](#)
4. [Rockstar](#)
5. [Xbox](#)
6. [PlayStation](#)
7. [Apple Arcade](#)
8. [Electronic Arts](#)
9. [Ubisoft](#)
10. [Activision Blizzard](#)
11. [Oculus](#)
12. [NCsoft](#)
13. [Netmarble](#)
14. [Facebook Games](#)
15. [Valve](#)
16. [NetEase](#)
17. [Tencent](#)
18. [Zynga](#)
19. [EPIC Games](#)
20. [Google Play](#)



## 21. [Gameloft](#)

To see more about Sega's performance, as well as more detail on other gaming brands, MBLM has also released an article, "[Gaming Gets Intimate.](#)"

Overall, the study shows that consumers have increased the brands they are forming emotional connections with by 9% since the pandemic started. They are also building deeper connections with those brands, as brand performance has increased by 19% since COVID, highlighting that people are bonding with brands more deeply.

To download the *Brand Intimacy 2022 Study* or explore the rankings click [here](#).

### **Methodology**

To read the study methodology, click [here](#).

### **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](#).

### **Contact**

Joe McGurk/Zachary Zinser

MZ North America

[Joe.McGurk@mzgroup.us](mailto:Joe.McGurk@mzgroup.us) / [Zachary.Zinser@mzgroup.us](mailto:Zachary.Zinser@mzgroup.us)

973-924-9797 / 248-509-0928