

Keeping up with pop culture

What, how, and why



?

WHAT

scroll
scroll
scroll
scroll

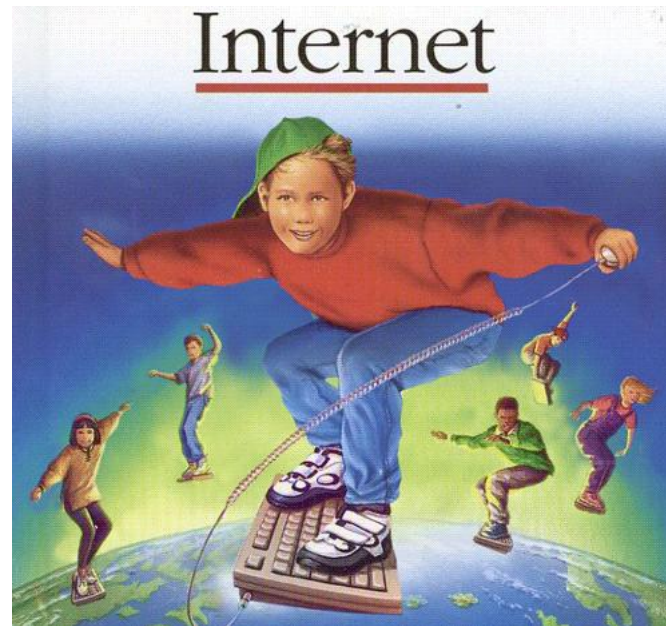
Culture is a stream

and trends are the currents

scroll
scroll
scroll
scroll
scroll

The internet is Pop Culture

*Culture is no longer broadcast
it's uploaded, stitched, and memed*



Subculture is the new center

*The **niche** is the powerhouse of culture*

Subculture

BookTok

Clean Girl Aesthetic

Corecore

F1 Girlies

Origin

Readers + TikTok creators

Beauty YouTubers & TikTok
micro-creators

Alt Gen Z edits on TikTok

Tumblr & TikTok fandom

Impact

Drove publishing industry sales by
20%+

Spawned brand campaigns from e.l.f.,
Glossier

Sparked cultural thinkpieces and
academic analysis

Drove F1's popularity growth with
women & Gen Z



The lifecycle of a trend

Culture flows through distinct phases

*Niche → Viral → Mainstream → Satire → Death
→ Resurrection*

??

HOW

Campaign calendars move slower than culture

. Late . Literal . Extractive .



??

Cultural fluency > Trend Chasing

Fluency = Tone x Timing x Relevance



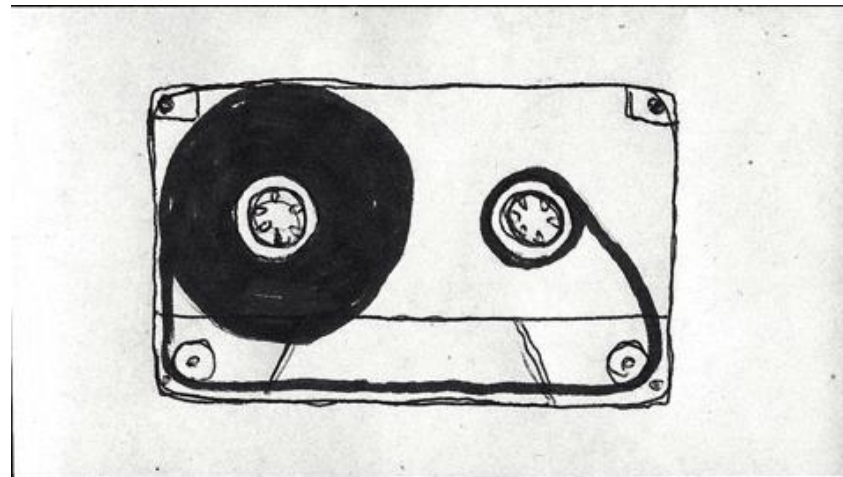
Build your culture ops system

Cultural scouts
Platform-native creatives
Lo-fi-friendly workflows



The culture readiness playbook

LISTEN → *TRANSLATE* → *ACT* → *REFLECT*



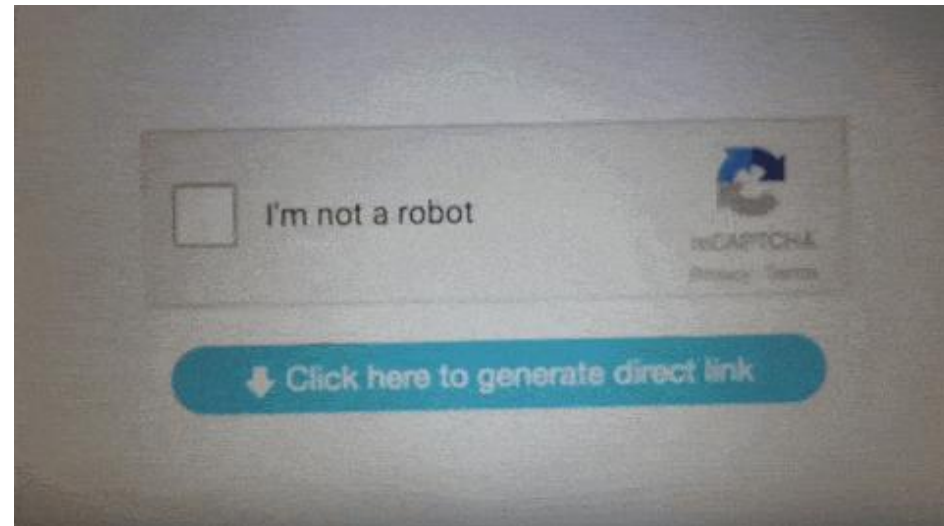
???

WHY

???

What's in it for you?

Your Brand's Human Signal in the AI Age



Resources and best practice



Surreal



Taylor Lorenz



Spinneys UAE