

**WHAT THE F*?£!
IS CULTURE?"
AND WHY
'TAPPING IN'
ISN'T THE
ANSWER**

NDUBUISI UCHEA



IT SEEMS EVERYONE IS TRYING TO ENGAGE THE NEXT GENERATION WITH THEIR COMMS.

Three Steps For Cracking
The Gen Z Marketing Code

**WHY BRANDS ARE EMBRACING
THE LANGUAGE OF GEN Z**

How marketers can craft
compelling stories to woo Gen Z
and millennials

Authentically connecting
your brand with Gen Z
and Millennials

Gen-Z 101: A Marketing
Guide To Connecting With
The Next Generation Of
Consumers

**How to speak to Gen Z: The ultimate
slang word list revealed**

How humor can connect your
ads with a Gen Z audience

A background image of three people (two women and one man) standing in front of a window with horizontal blinds. The image is darkened to serve as a backdrop for the text.

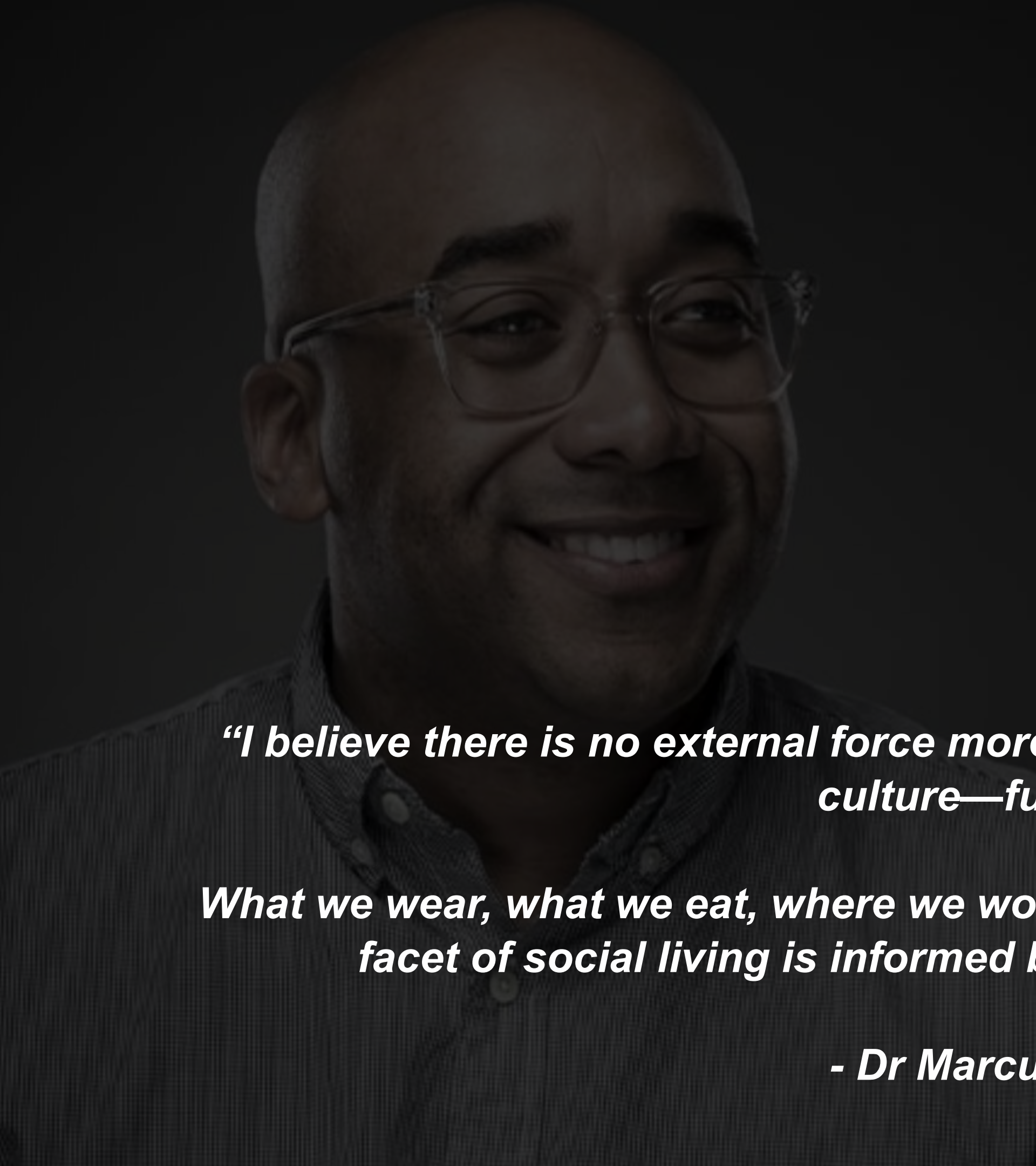
**THE TERM CULTURAL RESONANCE HAS
INCREASED IN CREATIVE & MEDIA BRIEFS
BY 9,370% YOY***

***A RECENT FINGER IN THE AIR INSIGHTS SURVEY WITH 10BN RESPONDENTS IN 30 MINS**

WHAT IS CULTURE?

WHAT IS CULTURE?

- Culture often gets reduced to a proxy for race or youth demographics, but it's much deeper.
- It's not about ethnicity; it's about a collective mindset, a way of doing things that becomes magnetic. It's why people ask 'what's the culture like at X company?'
- Culture is about shared customs, beliefs, and values—it's when someone says, "I see the world this way, do you?" and others connect.

A dark, semi-transparent portrait of Dr. Marcus Collins, a Black man with glasses, smiling, serves as the background for the left half of the image.

“I believe there is no external force more influential on human behavior than culture—full stop.

What we wear, what we eat, where we work, how we vote, and just about every facet of social living is informed by our cultural subscriptions”

- Dr Marcus Collins.

**SO WHEN WE TALK
ABOUT CULTURAL
INSIGHTS IT'S FOR
GOOD REASON.**

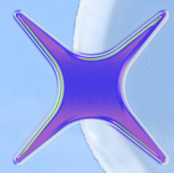
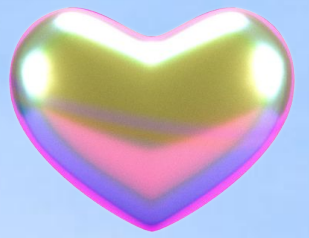
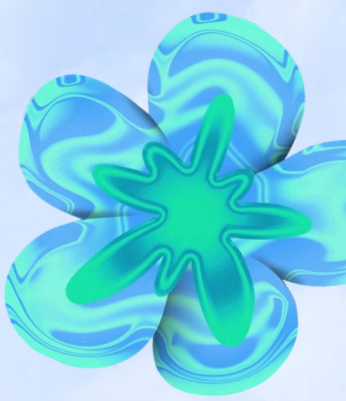
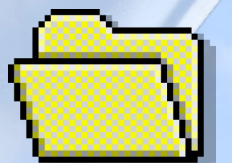
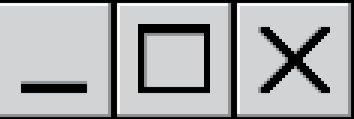
Our model leverages always-on, intersectional, immersive **cultural insights to better inform our creative and media strategies.**

CULTURE IS DYNAMIC

CULTURE KNOWS NO BOXES

A photograph of three young people of diverse backgrounds smiling and embracing each other against a solid yellow background. In the foreground, a Black man with a mustache is smiling broadly, wearing a green shirt and a purple shawl. Behind him, a woman with dark hair and a bindi is smiling, wearing an orange patterned top and a colorful beaded necklace. To the right, a woman with blonde hair and green eye makeup is smiling, wearing a red and orange garment and large gold earrings. The text "CULTURE IS SOMETIMES UNKNOWN" is overlaid in large white capital letters across the center of the image.

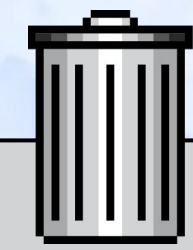
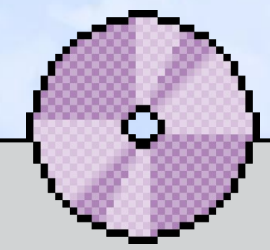
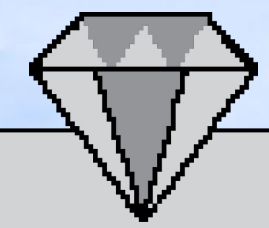
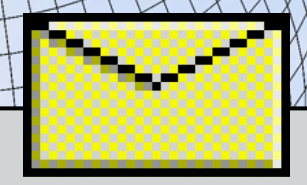
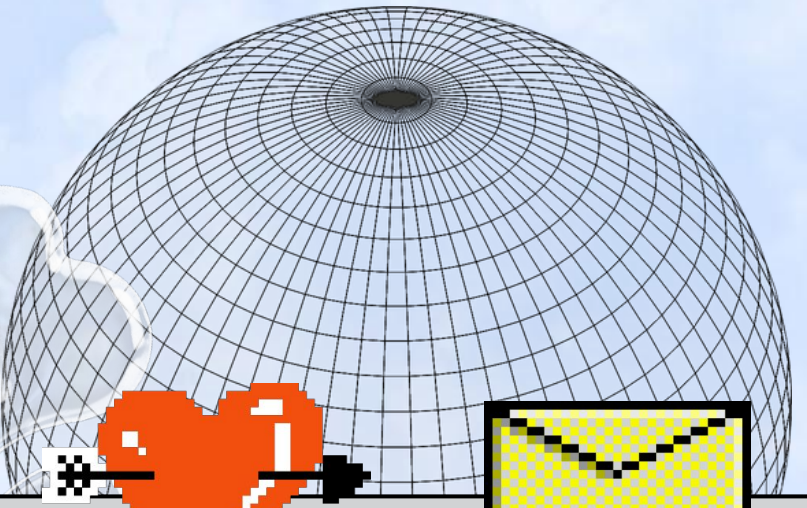
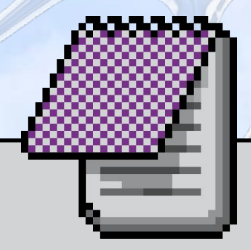
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UNKNOWN**

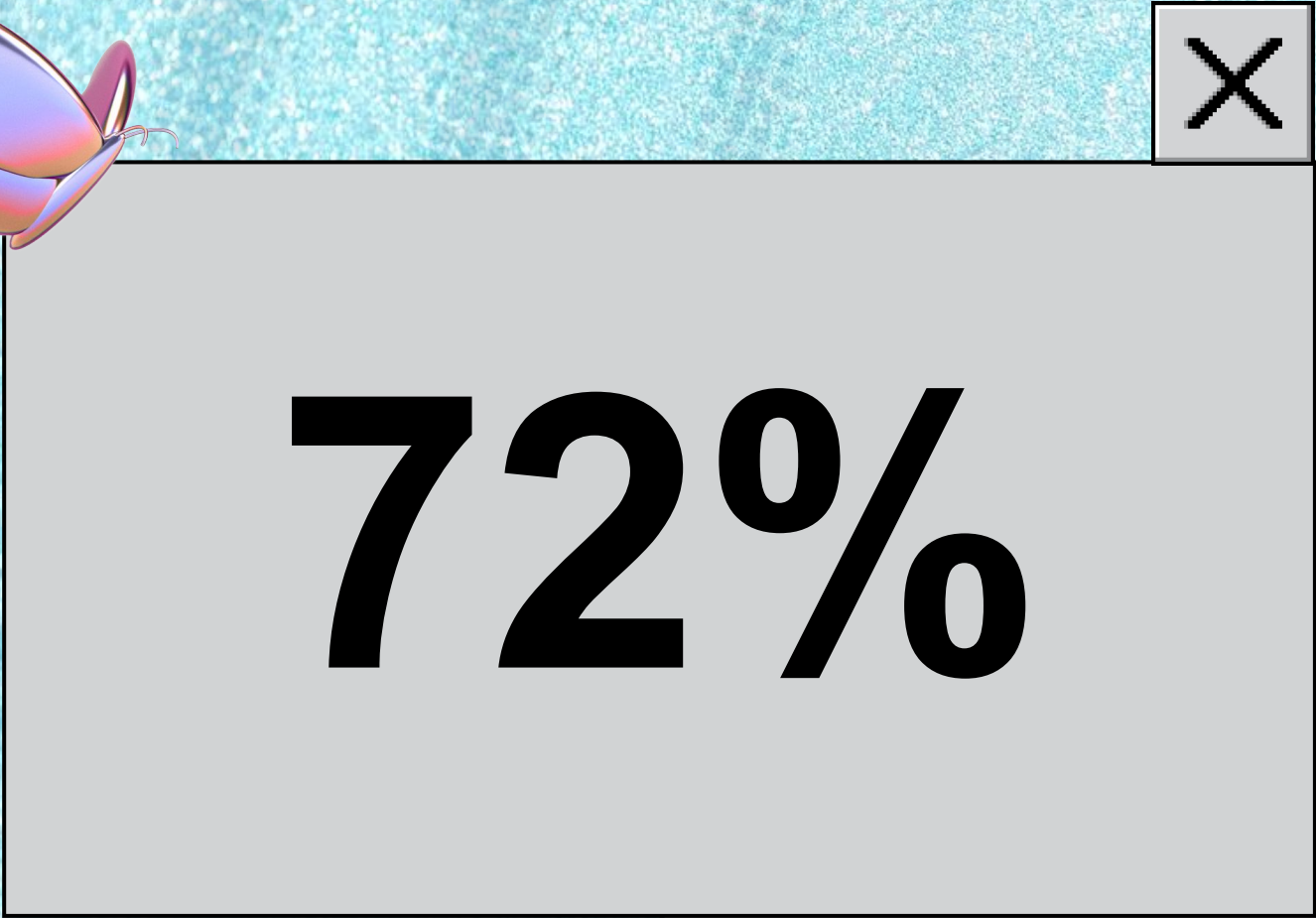


The

ALGORITHM

made me do it

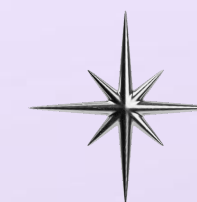
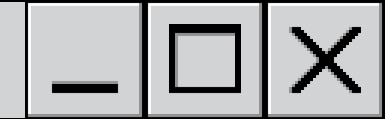




72%

of UK 16-24s say their latest obsession is something they'd never previously engaged with until the feed found them.





***“THE FYP TOOK ME
DOWN A FAT ASS
RABBIT HOLE.”***



THE TRUTH ABOUT THE ALGORITHM*



PASSIVE → ACTIVE

Hobbies and obsession now
happen to people



ALGORITHM = TALENT-SCOUT

Brands are casting directors...or
extras

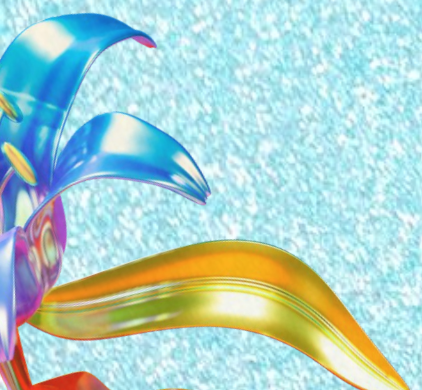
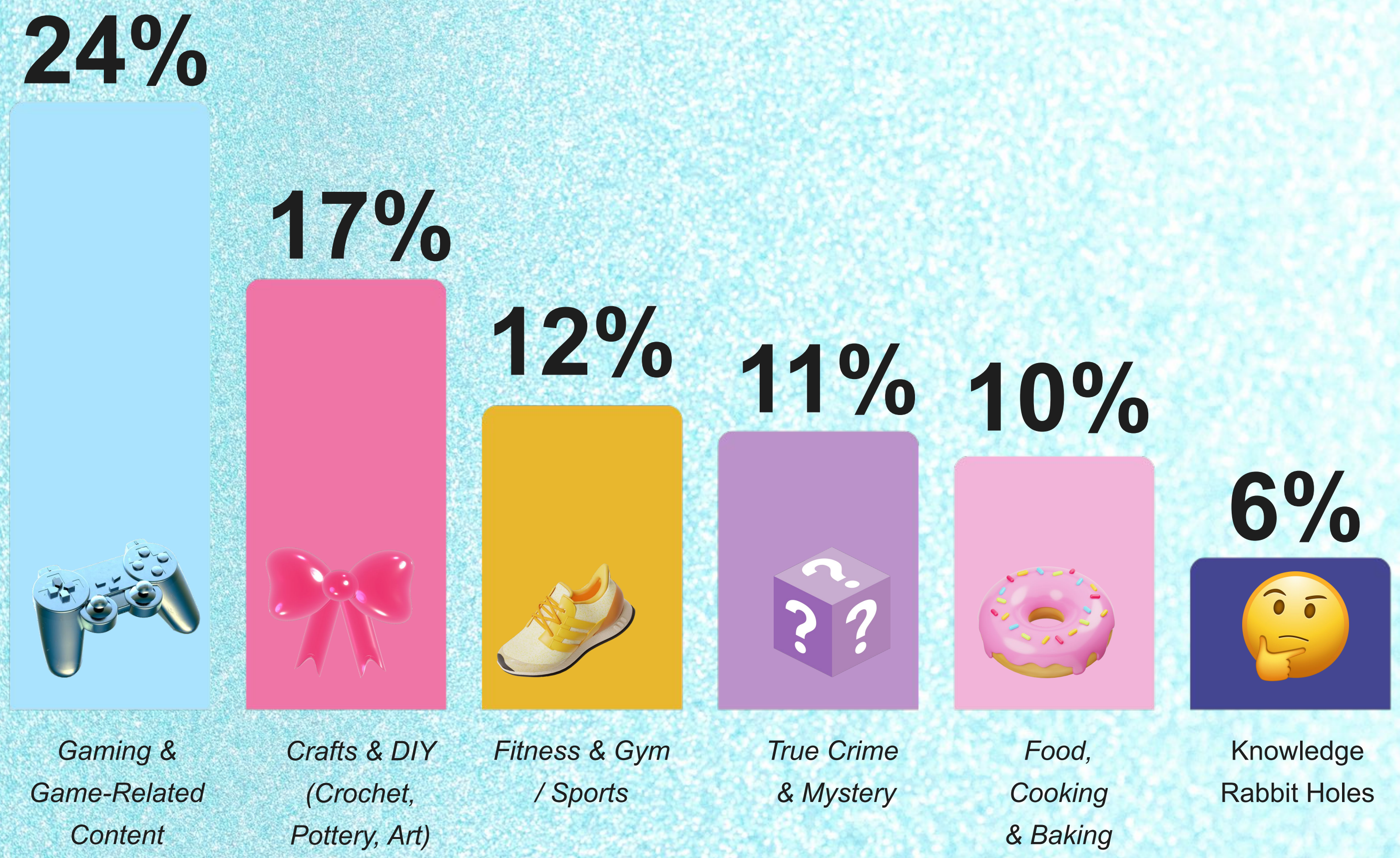


TRUST FLIP

66% want entertainers
61% want authenticity
Affective > Cognitive



WHERE THE OBSESSIONS LIVE



**22M GLOBAL AUDIENCE: MASS APPEAL,
ANYONE CAN “GET” THEIR CONTENT**



**OLD FAME =
BROADCAST PYRAMID**

VS

**CONTEXTUAL REACH: 8M REACH,
BUT ONLY IF YOU SPEAK ‘HAMMER ME’...**



**NEW FAME =
NICHE GALAXY**



***“INFLUENCE TODAY
IS NICHE NOTORIETY,
NOT UNIVERSAL
RECOGNITION.”***



HOW BRANDS CAN WIN



GET ACCESS TO THE REPORT & CONTENT CREATOR INDEX



Or the Algorithm will flood you with it later...

Our *'The Algorithm Made Me Do It'* report launches soon, and you can get your hands on it before everyone else.

Scan the QR Code and you'll know about it before any other brand planners.



TAKE A PIC OF THIS SLIDE

THE 'DON'T TAP INTO CULTURE, LIVE IT FRAMEWORK' (DNS)

Dissolve the ego. We are not the 'consumer'.
Live in their world, listen, understand & learn.

Culture has **no campaign period**. Ensure cultural insights is an always-on, BAU strategy.

Work with **specialised 'niche' partners** who hold credibility and longevity in the spaces you desire to engage with



I NEED FRIENDS



NDU@WORDONTHECURB.CO.UK



/IN/NUCHEA



NDUONTHECURB

