



*Initiative*

# CULTURE JAMMING

March 2024  
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# CULTURE JAMMING

*« Culture is like jam, the less you have, the more you spread it. »*

*In this newsletter from Initiative's Strategic Planning team, you'll get: best ofs, culture cheat codes and amazing content that we carefully chose and crafted*

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# Dupe-it

*Dupes, short for duplicates, are a major trend on TikTok, although there is nothing new about it. After all, the very nature of the fashion industry has always been about reinventing trends of the past. It is the very principle fast-fashion brands have capitalized on. Today, a dupe is a reproduction of a product that went viral, as true to the original version as possible, for a much more affordable price. If owning a fake copy used to be embarrassing, finding a good dupe is now an accomplishment, a point of pride. And dupes are not limited to fashion items, they are a part of several luxury sectors. This is easily understandable, as few people have the budget to splurge on such purchases : a dupe allows to take part in the trend without breaking the bank. Of course, it also come with some moral questions.*

*If TikTok has become the dupe central hub, the phenomenon goes beyond the borders of the platform, with [Dupe.com](https://www.dupe.com), a website that helps you look for home design replicas (for now). Brands have started taking interest : in May 2023, Lululemon gave people the opportunity to exchange their dupe for a real Lululemon product.*

FOR THE LOVE OF CULTURE

## The Align Legging Dupe Swap

Buttery-soft feel, luxurious comfort, boundless flexibility, a near-weightless sensation... call us biased, but we believe getting into our Align leggings is the best decision you could ever make.

CULTURAL  
PHENOMENON

And once you've gotten into the first, the one, the only, we're confident you'll never go back. So we want you to get the chance to do just that. For free. Kinda.

Join us at the Align Legging Dupe Swap, where we invite you to swap out one pair of your old leggings for a brand-new pair of ours, at no cost to you.

That's right. All you have to do is show up, feel the difference for yourself, and trade in your old dupes. Get there quick while supplies last.

### The Align Legging Dupe Swap

**Location:** Century City Mall, Atrium Area.

**Date:** May 6-7, 2023

**Time:** 11AM-7PM PST, or while supplies last.

**Criteria:** Leggings must be non-lululemon, no returns or exchanges and a limit of one per guest.

Get into it.

See you there,  
lululemon

# Sharknado

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*This month, the business angels of Shark Tank received thousands of pitches on TikTok. [More than 75 000 videos are under the sound](#) of the “trend”, including that of user @maaaddsssssss.*

*She asked the “sharks” to grant her 1,5 million dollars so she could quit her job and take cute little trips with her friends. In return, she promises to give them debriefs of the trips, with all the tea. [Shark Barbara Corcoran even answered](#) “I’m in. Life is too short not to take cute little trips.”*

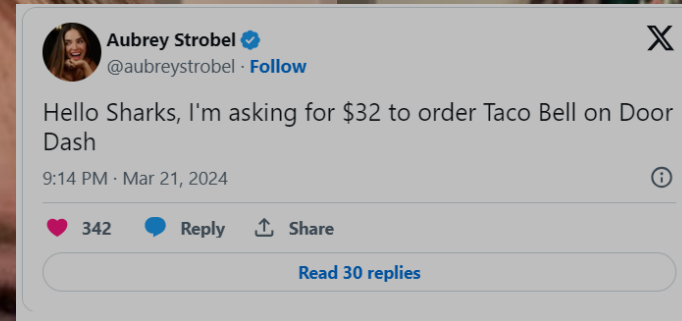
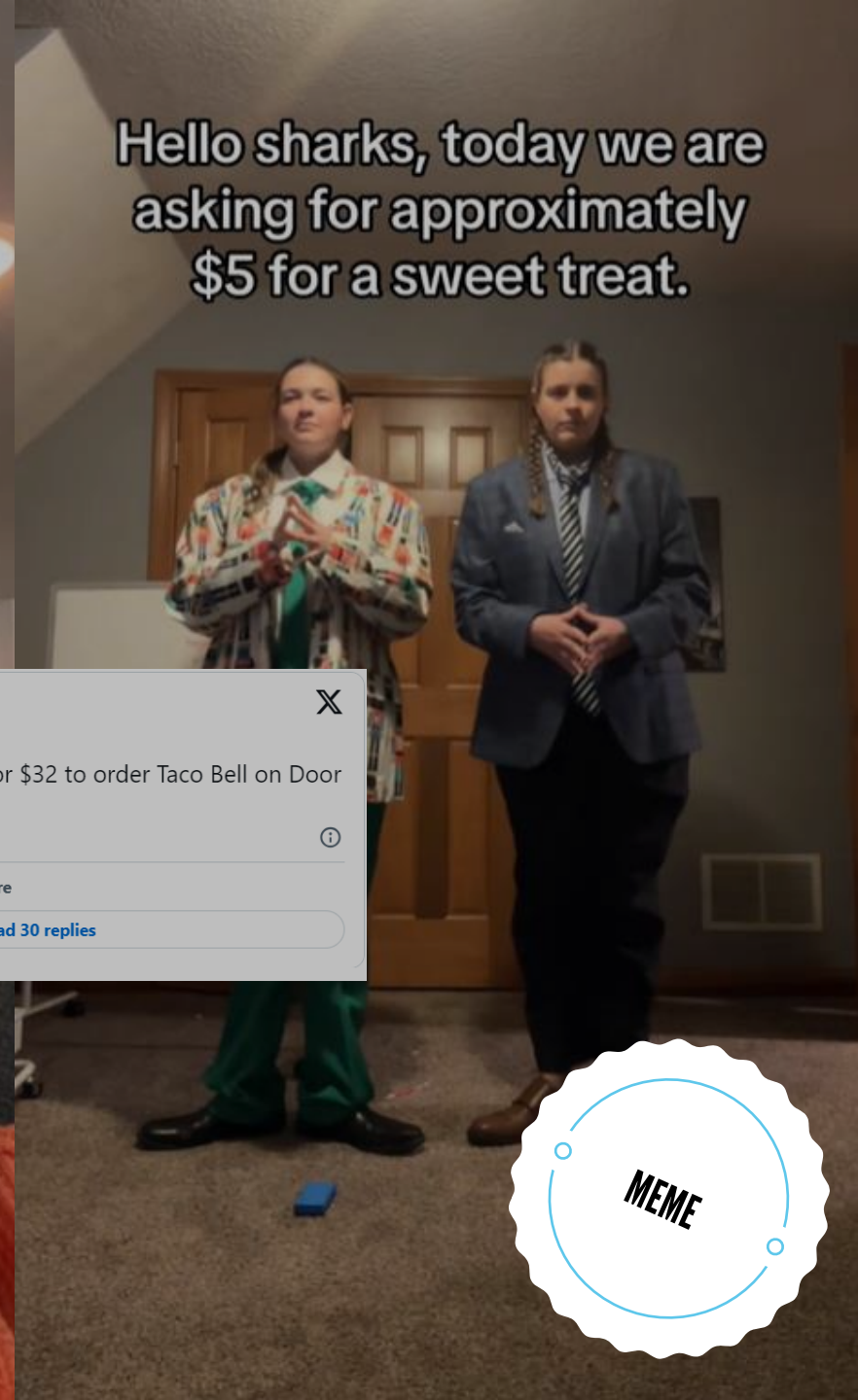
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*If some asks were very out there, a lot were more practical and asked for money to buy a sweet treat, some shopping or order from UberEats.*

*A proof of the importance those little pleasures have for Gen Z and a windfall for brands that can interact with pitchers in the comments, from [Diet Coke to NYC Ferry](#) and [Bumble](#).*

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**FOR THE LOVE OF A GOOD MEME**



# Uber Carshare



Valtteri Bottas is without any doubt the most Australian Finnish pilot ! For the Australian Grand Prix 2024, pilot Sauber guest-starred in an ad for [Uber Carshare](#), the company's carshare service, to encourage Australians to explore their country beyond the limits of their own car.

Famous for his self-deprecating humor, mullet, moustache and unstoppable desire to push his own limits, Bottas praises the qualities of his "second car." Fishing rod holder, flipflop compartment, cooler, bike rack, shower, sunblock dispenser, insect repellent ... Everything Australians could need during a roadtrip across the country. The icing on the cake : Valtteri's car is available for rent on the [Uber Carshare](#) app, in Melbourne, for 48 hours between March 22<sup>nd</sup> and April 12.

Internet users (around 900k likes on [X](#) and [Instagram](#)) and fellow pilots seem to have quite liked the campaign, with a few comments under Valtteri's post. Pierre Gasly dubs him "legend", Lewis Hamilton cries from laughter, Daniel Ricciardo rejoices in seeing three Australian pilots at the starting gate (Oscar Piastri, himself and ... Valtteri Bottas of course !)

Someone give him dual citizenship, ASAP !



### My Ultimate Second Car

By Valtteri Bottas

- Freshwater shower
- Roof racks and fishing rod holders
- Lazy Passenger Neck Pillow
- Meat pie oven
- Kookaburra Horn
- Budgie Smuggler Clothesline
- Bike Rack
- Built in thong storage and working fridge
- B.R.S. Bug Reduction System
- Mullet Aeration Technology
- Driver's Arm Tan Protection

Uber Carshare Australia's Second Car

FOR THE LOVE OF ADVERTISING

# Meme

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If they are today a staple of the current Internet culture, the word meme first appeared in 1976 in a biology book : “The Selfish Gene”, by Richard Dawkins. He defines it as “any information unit that replicates from one person to another, like an idea, a behavior or even a style.” Memes have then become a form of communication, used to share ideas, feelings, often to lighten up a situation so it can be laughed about.

Some quickly get forgotten, while others are meant to remain in the Internet’s collective consciousness. You could mention the unstoppable [Nyan Cat](#), the Success Kid and his [backstory](#), and, of course, the infamous [distracted boyfriend](#). Meme creator [Saint Hoax](#), who has three million followers on Instagram, defines the meme as a medium used to share cultural, social or political ideas, mainly through comedy. “It has the ability to perfectly capture an insight, in a way that is completely in tune with the spirit of the times.”

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Here, you can find the [analysis](#) of a meme lover who made it the topic of his master’s thesis. He explains what, according to him, made memes so popular : their ambiguity.

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FOR THE LOVE OF A GOOD WORD



I wrote my master's thesis on Distracted Boyfriend



# CULTURAL DIET FROM : VINCENT CONTENT PRODUCER JUNIOR @INITIATIVE



## JOIN THE FUTURE BOOK



*Attention all fans of electronic music and curious minds ! Dive into the roots, evolution, impact and influence of bleep techno and all its sub-genres in the British club scene. Explore this universe through the passionate perspective of Matt Annis, a British journalist and expert in electronic music, DJ-ing and club culture. His love for music shines in every page, offering a captivating point of view on this musical phenomenon.*

## SHŌGUN SERIES



*Enter the fascinating universe of Shōgun on Disney+ ! Imagined by Rachel Kondo and Justin Marks, this series transports us to a fictional feudal Japan from the Edo era (1603-1868), during the reign of the Tokugawa family. Already compared to Game of Thrones, this series will take you on an epic adventure !*

## THE YUSSEF DAYES EXPERIENCE - LIVE FROM MALIBU MUSIC



*The Yussef Dayes Experience, is simply the genius of modern Jazz himself Yussef Dayes, with his band. Here they're giving the audience a live session in real time, from whimsical Malibu.*

*33 minutes and 15 seconds of pure delight for your ears and eyes. Hitting replay is highly recommended.*

## HONORABLE MENTIONS WORTH CHECKING OUT

### MESSAGES OF HOPE ON TIKTOK

*A new trend is gathering attention on TikTok, characterized by its positivity, as it combines slideshows of motivational quotes, illustrations, pictures or poems. This content differs from the usual motivational one, as it promotes being gentle with oneself. Welcome to the world of [#Hopecore](#), already more popular on TikTok than [#Barbiecore](#).*

*A true celebration of small and big things in life, between comfort and melancholy. A welcomed break in feeds relaying the atrocities of war as much as oversharing influencers.*

[TO LEARN MORE ABOUT HOPECORE.](#)

### GEN Z IS ON ITS WAY TO BECOME CHEUGY

*After years spent mocking millennial humor, Gen Z-ers are complaining about [feeling old and passé](#), while Gen Alpha (born between 2010 and 2024) begins expressing itself on social media, especially through memes. A reason for their disagreement? The popularity of [Skibidi Toilet](#), an animated series on YouTube with malevolent creatures who sing and dance, resembling toilets and wanting to conquer the world. Full of obscure Internet and gaming references, the videos are a mystery to most adults. On TikTok, the [#SkibidiToilet](#) videos gather 15 million views, and have appeared in countless memes on social media.*

*To the point of becoming “an unprecedented phenomenon on Youtube” and “one of the cultural phenomena of 2023”, according to the platform’s head of Culture and trends.*

[SEASON 1 AND SEASON 2 OF SKIBIDI TOILET](#)

### INTERSTITIAL STORYTELLING

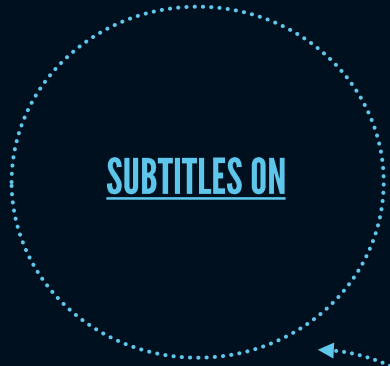
*Ana Andjelic, a strategist specialized in luxury brands and author of [The Business of Inspiration](#), highlights again the importance of interstitial storytelling, defining it as follows :*

*“Brand stories are best told today through interstitial storytelling, referring to a series of connected elements in the canvas of a larger narrative. A story told as a series, each content element containing the seeds of the next story and ending with a cliffhanger. For brands, this means publishing collections like movies, starting with teasers, then trailers, followed by marketing activations, with the goal of creating anticipation for the release of a new collection, rather than just doing its promotion once it is available.”*

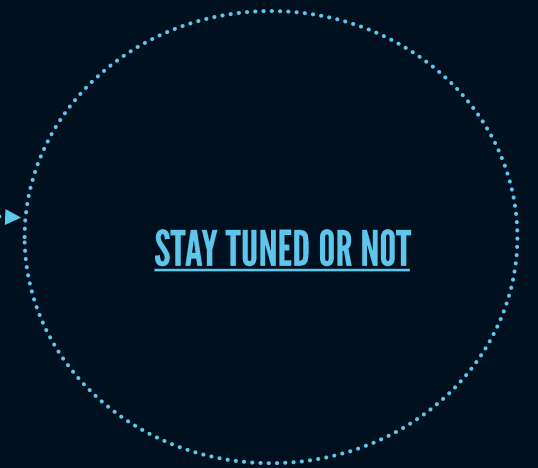
*Interstitial storytelling, or how to insert a brand in pre-existing cultural communities. A good reason for Kering, LVMH and Nike’s ventures into the entertainment industry.*

[GPT CULTURE.](#)





# THE ULTIMATE SOURCE OF SMILES



*Until next time !*

*Initiative*

*Françoise Fassin for the strategic planning team*