



*Initiative*

# CULTURE JAMMING

February 2024  
#11

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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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## Universal mutes TikTok

After rough negotiations, the contract allowing the social media platform to use Universal Music's catalog ended on February 1<sup>st</sup> . At the center of the disagreement between the two parties was the issue of artists' remuneration: "TikTok tried to intimidate us so we would go for an agreement of inferior value compared to the one we had before, way under market value and that does not reflect their exponential growth" stated Universal.

The result: one of the app's cornerstones is weakened, with thousands of silenced videos, rendered cringy or even incomprehensible: the end of the TikTok grammar. A tragedy for a lot of content creators, but a shift for the music industry that has had to comply to the platform's codes to make their artists known. Another possible outcome: the imperative to be creative with the use of sound and audio on the platform.

FOR THE LOVE OF CULTURE

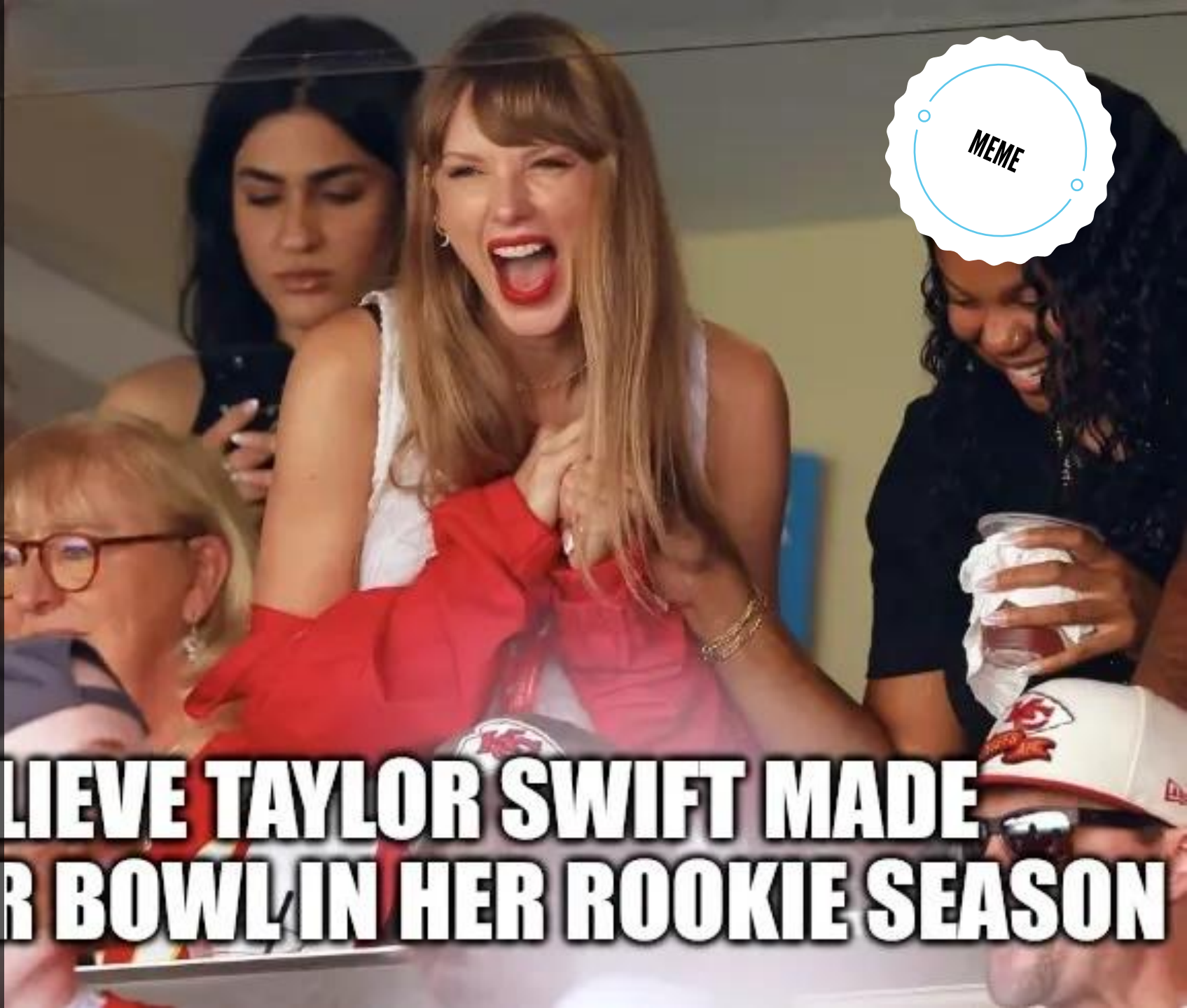


# Taylor Swift's Super Bowl

On the 11<sup>th</sup> of February, the Super Bowl finale played out between the Kansas City Chiefs and the San Francisco 49ers, in Las Vegas. Some were there for the sports, some for the ads or the partying. But for the first time, a lot came just so they could see [Taylor Swift](#) watch her partner Travis Kelce plays.

As soon as the final whistle blew, a storm of memes flooded social media, attributing the Chiefs' victory to the [popstar](#), who was experiencing her first Super Bowl. An outstanding example of good luck for her, as fans sometimes wait their whole lives hoping to see their team win.

NFL meme accounts led the craze, with more than 114K likes on this [post](#) referencing *Breaking Bad*. The artist's fans were delighted in celebrating, not a trivial victory, but the [couple's joy](#). The event concluding thought summed up: don't bet against [Taylor Swift](#).



I CAN'T BELIEVE TAYLOR SWIFT MADE IT TO THE SUPER BOWL IN HER ROOKIE SEASON

FOR THE LOVE OF A GOOD MEME

WORD

# Love

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*How can one choose another word than “love” for the month of February? We could go on and on: fraternal love, family love, passionate love ... But this time we’ll shed a light on the love imprinted in culture; one that is so needed in these troubled times, that allows us to escape, to bond, that can drown us in sadness as much as it can motivate and uplift us.*

*Cultural love is all around this February: first in cinemas with [La La Land](#) being brought back for Valentine’s Day, on smaller screens with the [TV series inspired by the cult movie Mr. & Mrs. Smith](#) (this time with Donald Glover and Maya Erskine), and finally in our headphones, with [Taylor Swift announcing her new upcoming album](#), based on love and poetry.*

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*“Happy endings are just stories that haven’t finished yet”  
Jane Smith, Mr. and Mrs. Smith, 2005*

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**FOR THE LOVE OF A GOOD WORD**





## *Super Bowl*

*As it does every year, the Super Bowl had its lot of surprises on the field, the stands and during commercials. We chose to present to you this campaign by CeraVe, the skincare brand most recommended by dermatologists in the United States.*

*During several weeks before the event, the brand teased the campaign by falsely leaking [videos](#) of actor Michael Cera [on TikTok](#). Skillfully relayed by various influencers like [Bobbi Althoff](#), the news was widely talked about until people started questioning the link between CeraVe and Michael Cera.*

*[The TV film was the final reveal](#), in which we could see the actor pitch the campaign's idea to a board of dermatologists. Smart, this campaign strengthened the brand's scientific and historical credibility with a humorous tone. At the same time, the brand demonstrated that it perfectly masters the codes of Internet culture.*

**FOR THE LOVE OF ADVERTISING**

**CeraVe**<sup>®</sup>  
DEVELOPED WITH DERMATOLOGISTS

# CERA STANDS FOR CERAMIDES NOT MICHAEL CERA.





“PLATA O PLOMO”  
SERIES



*If series about drugs are now countless and break all viewership records on streaming platforms, Griselda completes the catalog, with a touch more femininity. The miniseries is based on Griselda Blanco, a famous Colombian drug Lady who managed an empire in the USA in the 70's and 80's.*

MONUMENT OF FASHION  
SERIES



*The awaited homage to Cristobal Balenciaga is available on Disney+. A 6 episodes long biopic telling the story of the famous Spanish fashion designer who came to Paris in the 1930's and conquered high fashion. Exclusive content for fashion lovers.*

LET « LA COUR DES MIRACLES » BE  
MUSIC



*For his new album, S.Pri Noir brings an authentic and singular sound to the French RAP scene. The Twinsmatic duo and Tayc joined hands to produce the record. Eclectic music we plan to replay without restraint.*

## HONORABLE MENTIONS WORTH CHECKING OUT

### ODE TO DAILY RITUALS DURING PARIS FASHION WEEK

*During the last fall-winter 2024/2025 fashion shows, the Japanese brand Undercover paid homage to our daily rituals, to the preciousness of our lives. The show staged various reinterpretations of “daily” clothes to which designer Jun Takahashi attached pieces of extra fabric (vaporous chiffon, flashy metal, shaggy mohair), making them all but ordinary or mundane. In the background and in echo of the looks, the writer and filmmaker Wim Wenders lent his voice and writing. The artist read his poem *Watching a Working Woman*, that describes the typical day of a young woman. Pure poetry.*

[THE SHOW AND THE POEM.](#)

### ARE SUBCULTURES STILL A REALITY FOR TEENS ?

*Subcultures have this ability to create bonds between people, places. They allow the sharing of specific cultural traits with other individuals as well as the feeling of belonging to a community. Being part of a Subculture impacts the way you speak, you dress, the people you hang out with, the issues that concern you or the places you go to. Essentially, a place of one's own, a comfort. Except that today, algorithms offer, especially to teens, to engage with cultural atmospheres, mostly online, with names, looks, and hashtags that fade as quickly as they appear. At a time when loneliness and anxiety are prevalent symptoms among young people, they deserve more than this.*

[TEEN SUBCULTURES ARE FADING.](#)

### PRE-TEENS'S NEW FAVORITE TOY : SKINCARE

*Nicknamed the Sephora Kids, girls between 8- and 12-years-old are going on social media to explain their skincare routine and do Sephora hauls. To the point that this new craze has come to be presented as THE toy of their generation.*

*The problem? They buy famous skincare products formulated for adults, not at all suitable for their age.*

*This initially very American phenomenon is coming to France. Watch out carefully*

[LES « SEPHORA KIDS », QUAND LA « ROUTINE BEAUTÉ » DES PETITES FILLES DEVIENT VIRALE.](#)



FAST-FOOD

PAUSE

**THE ULTIMATE SOURCE OF SMILES**

OSCAR!

BIG DREAMS

*Until next time !*

*Initiative*

*Françoise Fassin for the strategic planning team*