



QUICK HITS: BRAND & CAMPAIGN

Heinz had a great agile win and something we can all learn from. Remember in January when a news story dropped that a man survived 24 days lost at sea eating [mostly just ketchup and spices](#)? Heinz wanted [to find him](#), and couldn't. They wrote a [message on IG](#) along with a CTA #FindTheKetchupBoatGuy with the offer to gift him a new boat with full navigational tech. Their IG post broke brand records and, best of all, [they found him](#)! You'll note they got two different stories: 1) jumping on a trending news story with brand offer—help us find him so we can give him a new boat and then 2) hey! They found him!

We knew Chipotle would offer the Philly cheesesteak quesadilla made popular on TikTok and [it dropped this past Thursday](#). Love this quote from the CMO in the press release:

"TikTok has not only changed the way we communicate with Gen Z, but it's proven it can identify areas of opportunity within our business," said CMO Chris Brandt.

Did State Farm's no-Super Bowl ad, TikTok-only strategy work out? [Big time, according to CMO Kristyn Cook](#).

"Among the influencers it worked with, State Farm confirmed it had a combined reach of over 245 million, more than 11 million organic views, and more than 568,000 organic likes. [Khaby] Lame's video alone has more than 221 million views, while @JakeFromStateFarm's has more than 17 million."

[Hard Mtn Dew](#) is celebrating its anniversary with a "Definitely Over 21" party at a Florida retirement village.

QUICK HITS: CELEB & CULTURE

No, [Kevin Hart](#) didn't know why he was trending /a meme last week, either!

If you can't get enough *Stranger Things*, head across the pond to the West End where a [prequel play is coming](#).

Selena Gomez took a pause from social media amidst the [internet blowing up over the drama between her and Hailey Bieber](#). Fans weighed in on TikTok [breaking down the posts](#), the [timeline](#) and their takes.

QUICK HITS: NEWS

Uh, sorry but a [single banana](#) isn't a "vegan" meal.

[New time zone on the horizon?](#) I don't think that's a pun...but I don't think it doesn't work. Know what I mean? Speaking of space, we're apparently launching the [DNA of former Presidents into the ether](#). Which feels like the start of a sci-fi movie?

QUICK HITS: SOCIAL & TREND

[BeReal's numbers are dropping](#). Peak BeReal usage was 9/22, where the app had 12MM monthly downloads. This past Jan? 3.3MM. October 22 had 20MM daily users. Now? 10.4MM.

Gen Z is doing a dance move called "[The Griddy](#)" in unsuspecting places. The joke? Using a [baby voice](#) to explain where they're doing it.

This is an interesting look at how studios are using [creators to hype the red carpet](#). We found the focus on authenticity and diversity by the studios a nice parallel to what we've been chatting about across the board.

[Slow Living, and #SlowLiving](#), is gaining traction as a push against stress.

QUICK HITS: CREATOR TO FOLLOW

[@octopusslover8](#) (1.1MM followers) – Jake Shane is a rising comedy creator gaining fame for his take on re-enacting cultural and historical moments his followers request. Recent favorites include "[the president who didn't make Mount Rushmore](#)", "[Cinderella realizing her Uber turned into a pumpkin](#)", and "[the Mona Lisa after being painted](#)."

DEEP DIVE: SOCIAL, PLATFORM, INFLUENCE TRENDS

Jack Dorsey launches Twitter rival Bluesky

What's going on: Bluesky is a social platform in private beta with selected users that looks to serve as a more attractive alternative to Twitter. Though it appears identical to Twitter, it aims to be a “decentralized social network” formatted to better protect data security and general control over the user experience.

POV: The main selling point for any social platform is tried-and-true: people delivering cultural impact through easy-to-use digital tools. Most people don't use Twitter for its data security and control over the user experience. They use it because it's funny! 😊 Pay attention to how platforms perform on “heat” metrics to evaluate whether it can help your brand show up in culture.

YouTubers share results of first month of Shorts monetization

What's going on: Last month, YouTube launched its Shorts revenue share program, which distributes half of Shorts ad money to top creators based on content performance and eligibility. It's more equitable than programs by TikTok and Instagram, which are inconsistent and static with payouts, even though YouTube's are low for now. There's also value in Shorts driving viewers to your YouTube channel, which offers significant monetization.

POV: Shorts' low payouts (for now) mean its current value is in driving viewers to your more-monetized YouTube channel, making them a complementary format. The short-form vertical video competition is led by who has the most cultural impact, and TikTok is winning by a large margin due to its user base having established habits on a mass scale with its unique, easy-to-use creation tools. Again – measure social platforms first and foremost by cultural “heat,” just as users do, to evaluate potential brand impact.

DEEP DIVES: THIS WEEK'S EARNED BOP

Ted Lasso And Jeni's Ice Cream Team Up For 'Biscuits With The Boss' Flavor

What's going on: Leading up to the release of Ted Lasso season 3, the show partnered with Jeni's Splendid Ice Cream to offer show-inspired flavor “Biscuits with the Boss.” Jeni's Ice Cream, known for its creative flavors, made the perfect partner to re-create the iconic biscuits from the show.

Why it's a bop: With an authentic tie to the show, this story drove coverage in pubs Mr. Lasso likely wouldn't typically appear in like Delish, USA Today, CNET, CNBC Make It, The Washington Post. This collab's simple approach to engaging fan base in a way that's beneficial for both partners make this a delicious BOP!

DEEP DIVES: THIS WEEK'S EARNED FLOP

[PATRÓN® Tequila Announces New AI Art Generator to Craft the Margarita of Your Dreams](#)

What's going on: Patrón Tequila launched an artificial intelligence art generator that crafted personalized images of Patron Margaritas ahead of National Margarita Day. Patrón also held a sweepstakes giving fans a chance to see Becky G perform live in NYC.

Why it's a flop: This campaign followed the AI trend, but in this case the tie-in fell flat. The National Margarita Day timing could have worked if the AI was designed to give people custom recipes to make at home or another CTA (i.e. more ChatGPT), but the digital image didn't feel compelling. We would have suggested leaning into Becky G in a more meaningful way that could have supported earned. The above, coupled with a sweepstakes with complicated entry rules, made it difficult for this campaign to gain traction beyond a few trade outlets.

