THE BIGGEST BRAND AND POP CULTURE MOMENTS OF 2024.















BRANDS EAT POP CULTURE FOR LUNCH

Or is it the other way around?

Brand and culture are intertwined – you can't see where one ends and the other begins. They are cyclical, the chicken and the egg, one and the same.

Is Moo Deng technically a brand, because the Thailand zoo she lives in is making money off her by pumping out branded pyjamas for the line around the block? Or is it a pop culture moment because, well, it's a baby hippo, 2024 was a financially and politically hard year, and loving her was comfortingly uncomplicated?

In a world where everyone and their mum flooded their Instagram stories with brat green and everything from Maybelline mascara to Netflix shows were "very demure, very mindful", brands need to understand where the cultural conversation is.

What is trending is often a symptom of the cultural shifts that society at large is experiencing. And although trying to "be brat" may not work for your brand, if your audience is all about brat summer, it's vital to understand what's lying underneath the putrid-green exterior. Humans are emotional creatures, and everything we know at Tracksuit about brand building makes it clear: relatability is everything.

We've surveyed over 20,000 people across the globe to find out what were the biggest brand and pop culture moments of this year – what cut through the noise, and how that may have differed across countries, ages, gender (all that good demographic breakdown stuff).

Let's dive in.

TRACK RECORD

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👑

2024 WAS THE YEAR OF...

Biggest brand moments (overall).

1

The Olympics



The crowned moment of 2024 has had a long time to grow awareness: a version of it has been around since 776BC, after all. With countless brands taking centre stage, it also gave us plenty of pop culture moments, including Raygun, Olympic Village muffins, the USA pommel horse hero, and more...

2

Ozempic

Regardless of your thoughts on the subject, it's hard not to admit that Ozempic has experienced a meteoric rise, with terms like "Ozempic face" entering everyday vernacular. According to our data, it has 65% awareness in the US – the highest of any weight-loss drug.



3



The rise of Temu

The Chinese retail behemoth Temu has more than 167 million monthly customers using their app. It was the most downloaded app by Gen Z in the US in 2024. Globally, it's more popular than Amazon (even though studies show Gen Z trust Amazon more). Big brand moment!

4



Stanley Cup craze

This is a major testament to fandom and how to make people feel like they belong. The Stanley Cup community, supported by #WaterTok on TikTok, came out in droves for new drops, becoming a new-age, low-price-point status symbol.

5

Victoria Secret's comeback

For its first runway show since 2018, Victoria Secret debuted to mixed reviews, from missing the mark on diversity, to not being glam enough, despite star-studded returnees like Gigi Hadid, plus celebs like Tyla and Cher.



6

Charli XCX ‘brat’ album release

Brat was the highest-rated album of 2024 on Metacritic and had a smart, calculated roll-out that started in mid Feb (though it came out in June). Charli’s team knew the brat brand like the back of their hand – the collabs, visual identity, social media strategy.



7

Nike’s fall from grace



Although Nike’s troubles had reverberated through our channels, it likely didn’t enter the consciousness of consumers’ minds. However, our Tracksuit data saw its brand health metrics plummet in the last year, with revenue down 10% year-on-year.

8

Liquid Death x E.L.F campaign

Everyone’s favourite subversive canned water brand Liquid Death collided with an unlikely partner, e.l.f cosmetics, to create Corpse Paint – a coffin-shaped make-up set that made waves online but perhaps disappeared too quickly after.



9

Airbnb x Polly Pocket campaign

Riding the coattails of the Barbie craze, Airbnb launched a life-sized Polly Pocket compact set amongst lush green trees, where you and four guests could stay for a night. Nostalgia is all the rage right now, but it’s hard to compete with the big moments above.



10

Rhode x Hailey Bieber lipstick case

Hundreds of copy-cat cases have flooded the market after Hailey Bieber snapped a pic of her using a chic phone case holding a Rhode lip gloss (her own skincare brand). Perhaps this brand moment never made it out of TikTok (reminder for us to touch grass).



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SHE REIGNS SUPREME...

Biggest pop culture moments (across the globe).

1

Taylor Swift and Travis Kelce

Between Taylor Swift's boo playing in the Superbowl this year, his podcast New Heights and, obviously, the continued effects of the Eras Tour, it's hard to dispute the reach of the world's most famous popstar and her golden retriever himbo BF.



2

Kendrick vs Drake beef

This feud was so big it has its own Wikipedia page due to the sheer amount of content produced. We love a musical rivalry – do you guys remember Mariah Carey and Eminem? – especially when it gives us bangers like 'Not Like Us'.



3



Oasis reunion

In further proof that nostalgia is the gift that keeps on giving, the Oasis reunion was nipping at the heels of TS. It was narratively compelling, with a heartfelt reunion between estranged brothers, and plenty of brands joining in the action (see: Lidl).

4

Very demure, very mindful

Brands lapped "very demure, very mindful" up. It was ripe for the picking by consumer brands (describing your product as "very demure" was very safe), and also leaned into the long-tail of "girlhood" – the lacy coquettishness of it all.



5

The Euros

Nothing like a sporting event to unite the nation (or the globe, in the Olympics case). The Euros is one of the world's largest football championships, and is a timely reminder that just because it didn't reach your world, doesn't mean it wasn't a big moment.



6

The Simone Biles effect

It was the GOAT's year: winning countless medals at her last Olympics, documenting her Olympic journey on TikTok, receiving one too many brand deals, and being the poster child for athletic excellence.



7

Willy Wonka Experience fail

A fairly insignificant moment by most people's standards which then spiralled into an internet phenomenon – and a documentary, for some reason? – that echoed the failures of the Fyre Festival. Though this one upset small children, not adult ravers.



8

Moo Deng

Incredibly rude that the People's Princess has fallen right to the bottom of the heap: unloved, unwanted. This doesn't seem to reflect in the amount of people that line up to see her at Khao Kheow Open Zoo, so hold your head up high, baby girl.



9

Chappell Roan's rapid rise

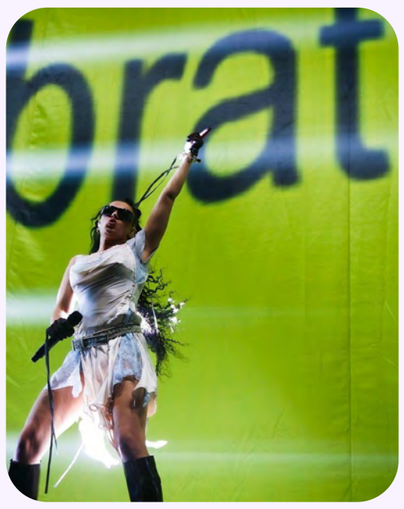
Yet more evidence that we Tracksuiters exist in our own internet bubble. This Femininomenon did not hit our nationally representative samples like they did our TikTok feed, but her album 'The Rise and Fall of a Midwest Princess' does slap.



10

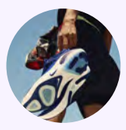
brat summer

"This one's definitely going to win," we all echoed, only to find it had slid down right to the bottom. Brat summer is the feeling of freedom: of being your truest, grossest, most chaotic self. We guess people wanted to be very demure instead.



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BRAND MOMENT RANKINGS

	The Olympics	37%		Charli XCX's "Brat" album release	2%
	Ozempic	23%		Nike's fall from grace	2%
	The rise of Temu	8%		Liquid Death x E.L.F Cosmetics	1%
	Stanley Cup craze	6%		Airbnb x Polly Pocket campaign	1%
	Victoria's Secret fashion show return	4%		Rhode x Hailey Bieber lipstick case	1%

These results reflect what people heard the most about – the one event or pop culture moment that consumers perceive to have been the biggest of 2024.

The top brand moment of the year was The Olympics, which, alongside enjoying global reach, also had a key point of difference this year: social media was allowed into the Olympic Village and into the day-to-day nuances of the athletes lives.

This signals the strength of the creator to brand pipeline; how much personal connection matters to consumers and their level of engagement. However, the Olympics result was driven primarily by males, Gen X, and Baby Boomers.

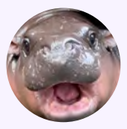
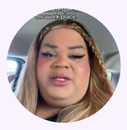
So while, yes, social media was a big part of the Olympics this year, we can't discount that TV remained a dominant medium for viewing the Olympics – and Gen X and Baby Boomers are significantly more likely to consume TV. While the global consumer average for TV consumption is 60%, Gen X is significantly more likely to consume TV, sitting at 63%, and Baby Boomers at 77%.

- **Ozempic's** rise in prominence is closely tied to social media platforms, particularly TikTok and Instagram, which has played a pivotal role in its popularity. While 32% of the global consumer average uses TikTok, usage among females is significantly higher at 35%.

- The fact **Ozempic** has resonated so strongly, particularly in the Northern Hemisphere markets, could be indicative of a cultural shift underpinned by society's obsession with anti-aging, alongside a noticeable decrease in body positivity rhetoric.

- **The rise of Temu's** third-place ranking was primarily driven by Gen Z and Millennials. We know that Temu has invested heavily in advertising across Meta and TikTok – spending approximately 1.2 billion on Meta ads in 2023, and enjoying over 11 million #Temu hashtags on TikTok videos.

POP CULTURE MOMENT RANKINGS

	Taylor Swift and Travis Kelce	43%		The Simone Biles effect	3%
	Kendrick vs Drake beef	10%		Willy Wonka Experience fail	2%
	Oasis reunion	6%		Moo Deng	2%
	Very demure, very mindful	6%		Chappell Roan's rapid rise	2%
	The Euros	4%		brat summer	2%

The top pop culture moment people heard the most about in 2024 was Taylor Swift and Travis Kelce, which was, interestingly, driven by females, Gen X and Baby Boomers (not Gen Z).

Though their relationship was widely covered across both social media, we know this moment made it to other traditional platforms (like newspapers, magazines and radio), particularly thanks to Travis Kelce's appearance in the Superbowl this year.

Gen X and Baby Boomers overindex on traditional media channel consumption. Baby Boomers are significantly more likely to consume newspapers/magazines online (35%) or printed (36%) compared to the global consumer average.

Plus:

- **The Kendrick vs Drake beef** was driven by males, Gen Z and millennials. Social media highly accelerated this pop culture moment, with plenty of coverage across X (formerly Twitter), Instagram and YouTube.

- Males are significantly more likely to consume X at 32% (the global consumption average is 25%). They are also significantly more likely to consume YouTube as a media channel (68% compared to 64%).

- **The Oasis moment** was significantly driven by the UK, which showed a distinct preference for the reunion and The Euros over any other pop culture moment.

- The '**Very demure, very mindful**' ranking in this list is driven by Gen Zs. While the global consumption rate of TikTok is 32%, this is significantly higher amongst Gen Zs at 65%.

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WE'RE BUILT DIFFERENT, YOU 🇺🇸 AND I 🇦🇺

A breakdown by country.

Things you need to know

- The top three brand moments were generally aligned across regions, indicating that certain brand messages or campaigns resonate universally. Well-crafted brand moments can have broad appeal and be scaled effectively across regions.

- Consumers in the United States were significantly less likely to identify the Olympics as the top brand moment. In contrast, they were significantly more likely to choose Ozempic. Ozempic originated in the US and its popularity is driven by celebrity consumption and culture, as well as being one of the only high-income countries (besides New Zealand) that allow pharmaceutical companies to advertise directly to consumers.

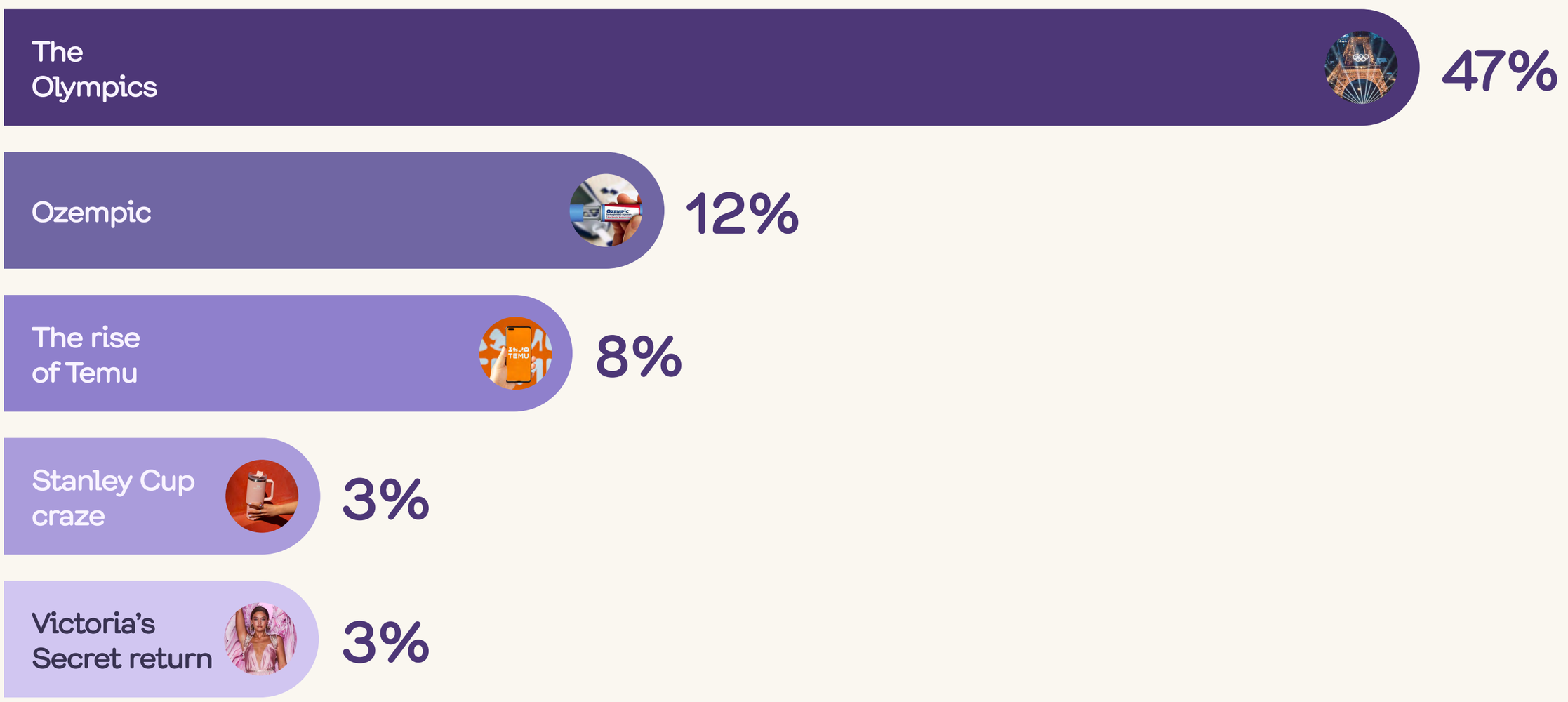
- While there was relative alignment across the regions for the top three pop culture moments, the UK showed up differently, with distinct preferences to the Oasis and the Euros.



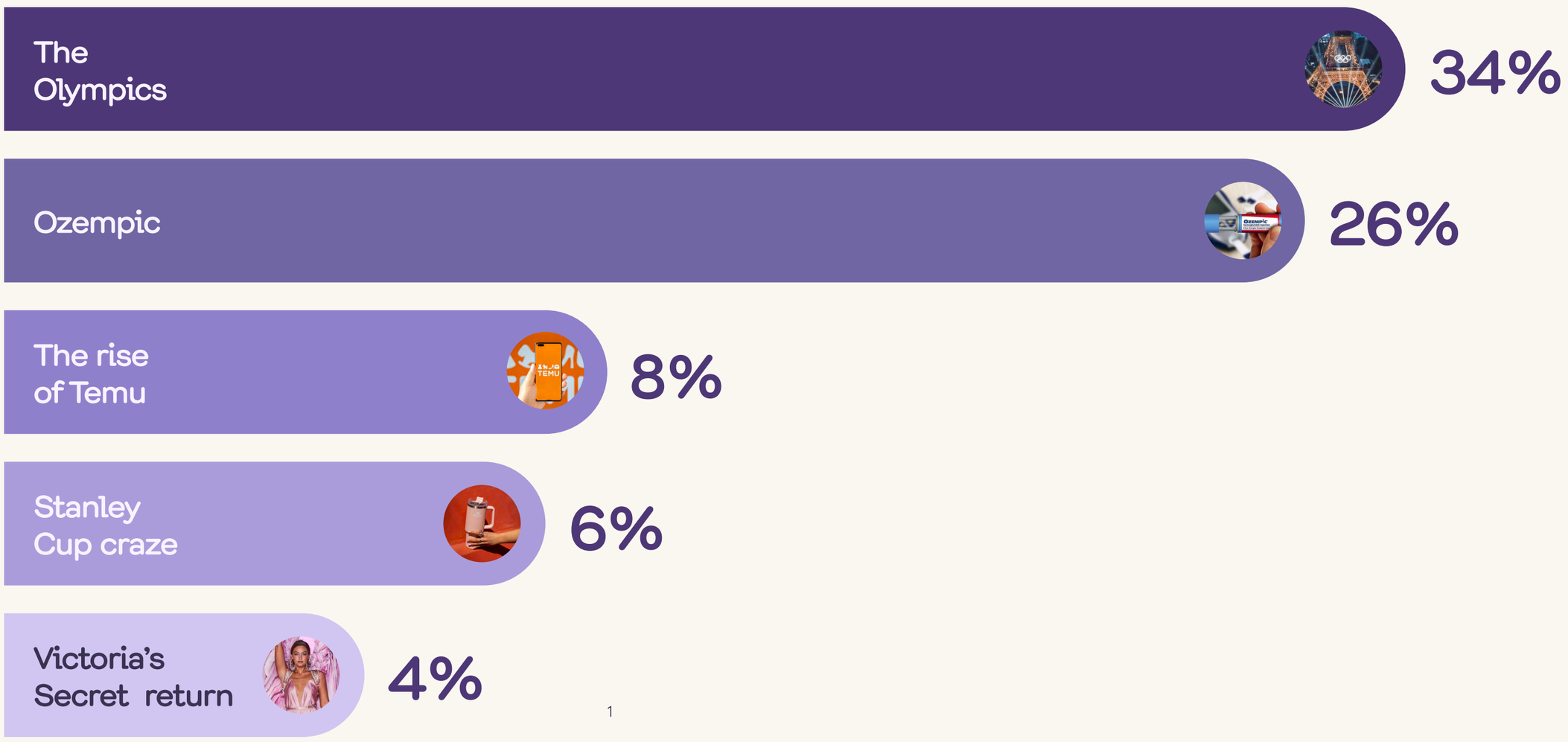
BRAND MOMENTS BY REGION

Stanley cups may have had a chokehold on the US – we all saw that frankly insane Walmart video – but did it have the same effect Down Under? We break down the brand moments by country to show that, contrary to what might be suggested by your TikTok For You feed, we don't all share one brain cell.

🇬🇧 UK



🇺🇸 US



1

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🇦🇺 AU

The Olympics  41%

Ozempic  15%

The rise of Temu  9%

Victoria’s Secret return  4%

‘Brat’ album release  4%

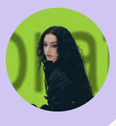
🇳🇿 NZ

The Olympics  42%

The rise of Temu  16%

Ozempic  7%

Victoria’s Secret return  3%

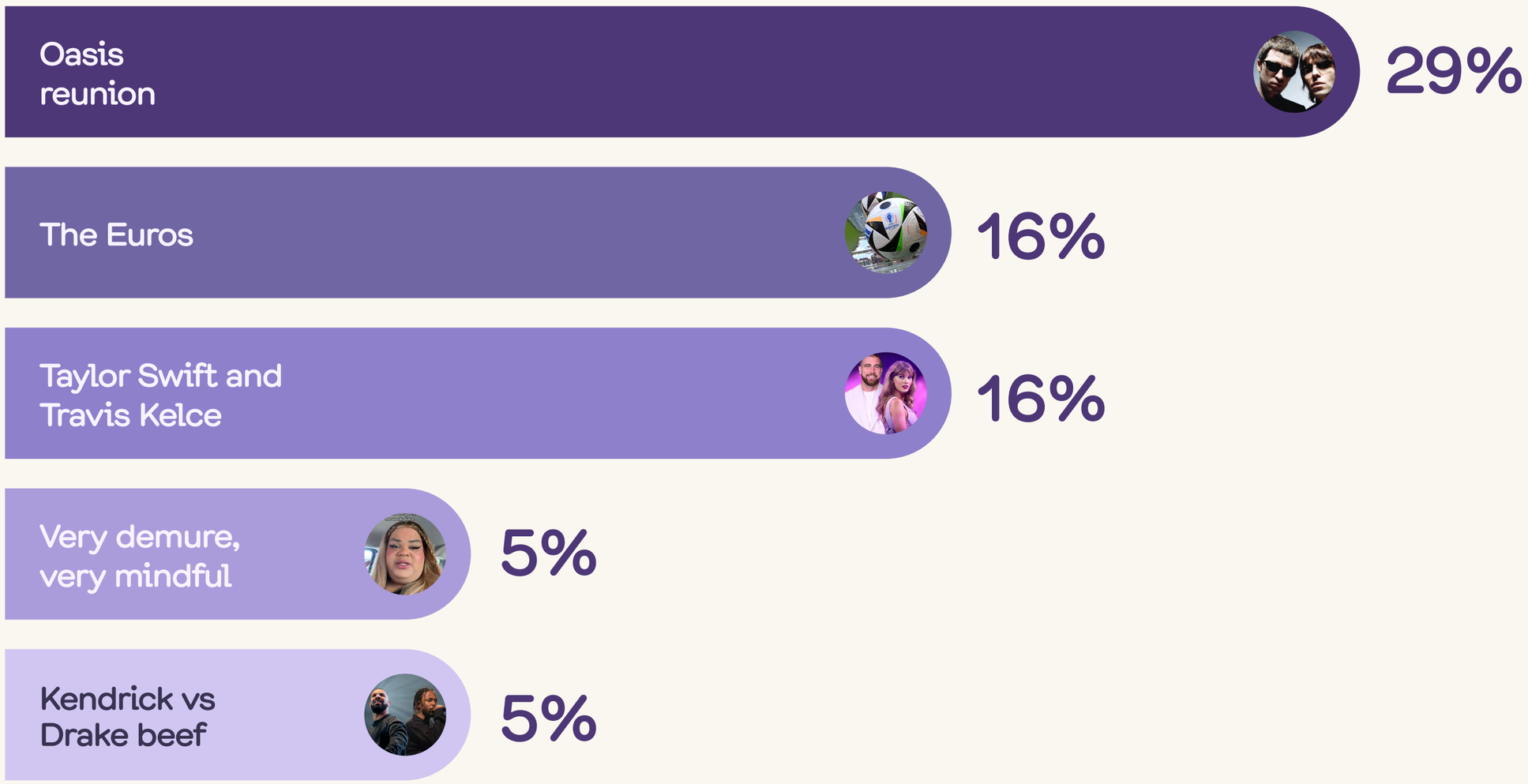
‘Brat’ album release  2%

1

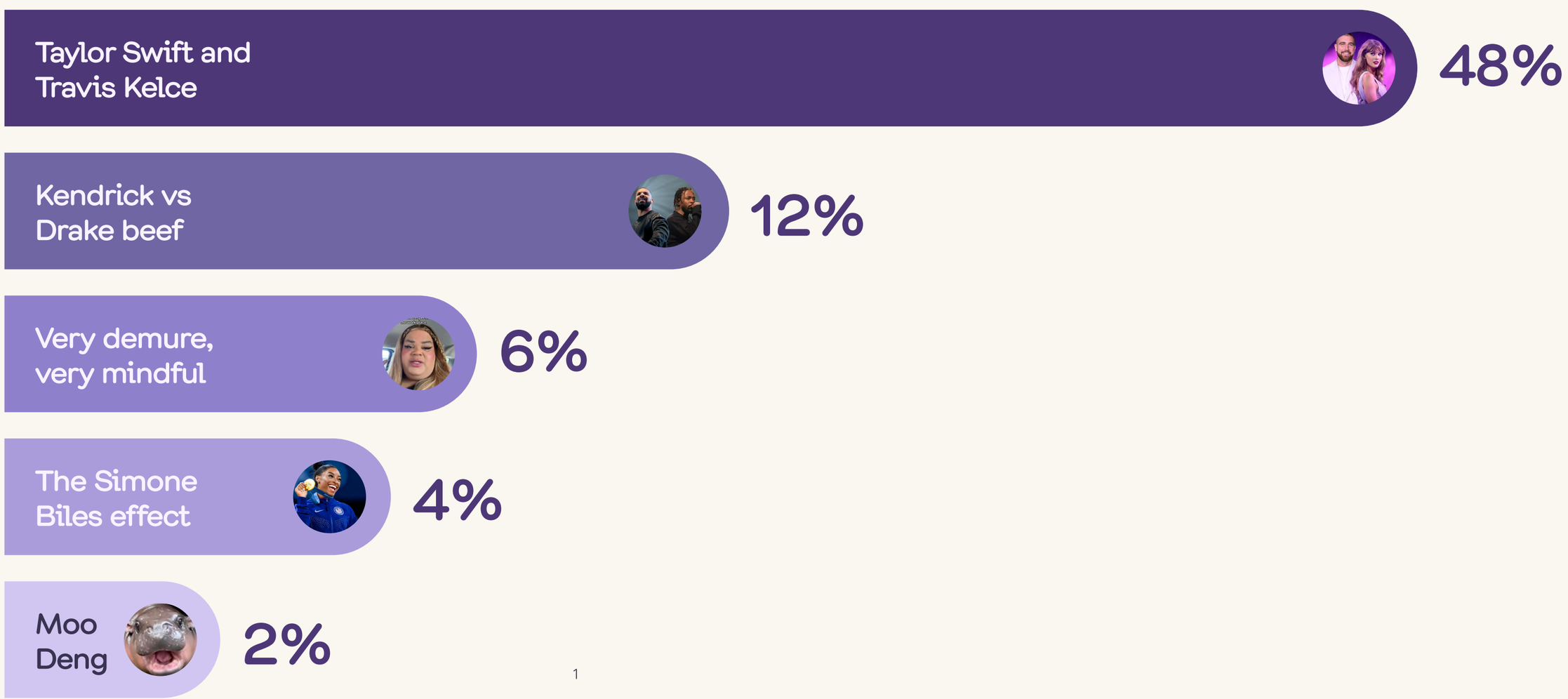
POP CULTURE MOMENTS BY REGION

Cultural differences means that sometimes things can get lost in translation. Did the Oasis reunion or the Euros really resonate across the globe, or were these only enjoyed by our UK friends?

🇬🇧 UK



🇺🇸 US



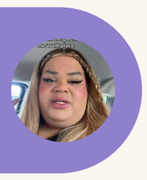
1

TRACK RECORD

🇦🇺 AU

Taylor Swift and Travis Kelce  34%

Oasis reunion  8%

Very demure, very mindful  6%

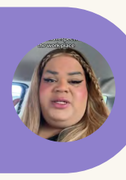
Kendrick vs Drake beef  5%

The Euros  4%

🇳🇿 NZ

Taylor Swift and Travis Kelce  23%

Oasis reunion  8%

Very demure, very mindful  7%

Kendrick vs Drake beef  7%

Chappell Roan's rise  3%

TRACK RECORD



AGE AIN'T NOTHING BUT A NUMBER





But sometimes it matters.
A breakdown by age.

Things you need to know

- While the Olympics came out on top for all four age groups, you can see that Gen Z's results are driven by their consumption of social media channels like TikTok and Instagram. They are the only age group that had the Charli XCX 'brat' album release in the top five.

- Gen Z and Millennials are significantly more likely to have chosen more social media driven pop culture moments than older generations – a good reminder to assess your assumptions about whether your target audience is across the memes and pop culture moments you're using in your messaging.

- For example, 16% of Gen Zs chose 'Very demure, very mindful' as their top pop culture moment (on par with Taylor Swift and Travis Kelce), whereas a whopping 0% of Baby Boomers picked 'Very demure'.

BIGGEST BRAND MOMENTS BY AGE

Let's be honest, our dads weren't that into brat – so what did they care about? Although marketing can sometimes feel unfairly skewed to Gen Z, there's a lot of dollars up for grabs in all age groups, so it pays to understand how people of all ages respond.

💬 GEN Z



19%

The Olympics



14%

The rise of Temu



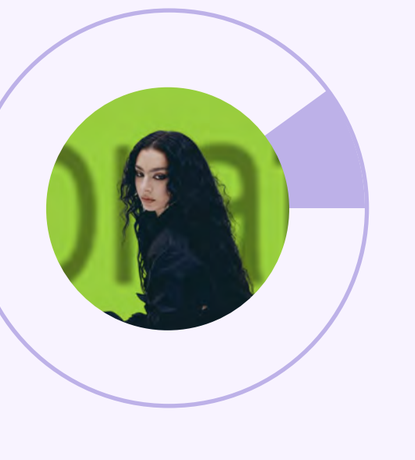
13%

Ozempic



13%

Stanley Cup craze



10%

Charli XCX's "Brat" album release

MILLENNIAL



32%

The Olympics



20%

Ozempic



10%

The rise of Temu



7%

Stanley Cup craze



5%

Victoria's Secret fashion show return

GEN X



41%

The Olympics



27%

Ozempic



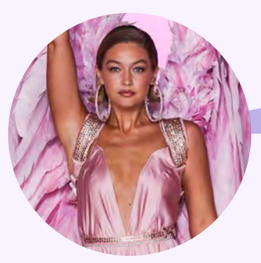
7%

The rise of Temu



4%

Stanley Cup craze



3%

Victoria's Secret fashion show return

BABY BOOMER



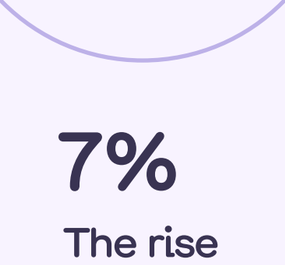
46%

The Olympics



27%

Ozempic



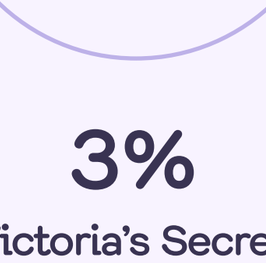
5%

The rise of Temu



3%

Stanley Cup craze



2%

Victoria's Secret fashion show return

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BIGGEST POP CULTURE MOMENTS BY AGE

Culture is increasingly fragmented and fame is spread thin – who's big in your world may be but a speck in someone else's. That becomes even more obvious with age; one day you think you're cool and then the next your Gen Z colleague is pulling out the whiteboard to explain what "very demure" is.

💬 GEN Z



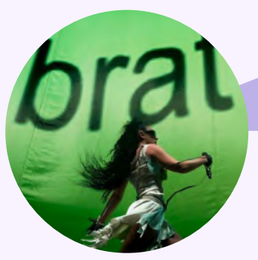
28%
Kendrick vs Drake beef



16%
Very demure, very mindful



16%
Taylor Swift and Travis Kelce



6%
brat summer



5%
Chappell Roan's rapid rise

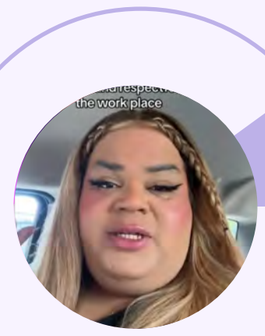
👾 MILLENNIAL



34%
Taylor Swift and Travis Kelce



16%
Kendrick vs Drake beef



10%
Very demure, very mindful



5%
The Euros



4%
Oasis reunion

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💻 GEN X



50%
Taylor Swift and Travis Kelce



8%
Oasis reunion



4%
Kendrick vs Drake beef



4%
The Euros



3%
The Simone Biles effect

📖 BABY BOOMER



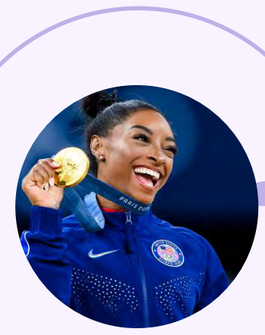
56%
Taylor Swift and Travis Kelce



7%
Oasis reunion



3%
The Euros



3%
The Simone Biles effect



1%
Willy Wonka Experience fail



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DIFFERENT LENS



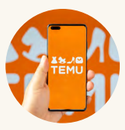


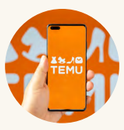
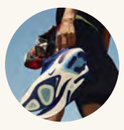
A gender breakdown.

Things you need to know

- The top three ranked brand moments are relatively similar across genders, indicating shared recognition or appeal for certain key events or campaigns. Brands can tap into universal values, emotions, or cultural significance that resonate broadly across demographics.
- There is variation in the top three rankings for the biggest pop culture moments among gender. This may be driven due to gender-specific interests, but also due to differences in media consumption habits.
- Males overindex on Kendrick vs Drake Beef, which is a pop culture moment that had a strong presence on X, where males are significantly more likely to consume this media channel (32% compared to global average of 25%).

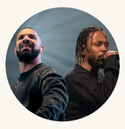
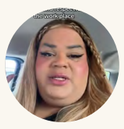
🔍 TOP FIVE BRAND MOMENTS, BY GENDER

Brand moments	Female
 The Olympics	33%
 Ozempic	28%
 The rise of Temu	8%
 Stanley Cup craze	7%
 Victoria's Secret fashion show return	4%

Brand moments	Male
 The Olympics	41%
 Ozempic	19%
 The rise of Temu	9%
 Stanley Cup craze	5%
 Nike's fall from grace	3%

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🔍 TOP FIVE CULTURE MOMENTS, BY GENDER

Brand moments	Female	Brand moments	Male
 Taylor Swift and Travis Kelce	46%	 Taylor Swift and Travis Kelce	39%
 Very demure, very mindful	8%	 Kendrick vs Drake beef	13%
 Kendrick vs Drake beef	8%	 Oasis reunion	6%
 Oasis reunion	6%	 The Euros	6%
 The Simone Biles effect	4%	 Very demure, very mindful	4%



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🔬 BEHIND THE SCENES

🔮 Methodology

This research, conducted by Tracksuit, aimed to understand what brand and pop culture moments consumers heard/saw the most in 2024 across five key markets: the United States, the United Kingdom, Australia, New Zealand, and Canada. The total sample size of this research was 21,118 respondents, which took place in November 2024.

🗺️ Sample Size by Market

New Zealand: 2,227 respondents
Australia: 4,879 respondents
United States: 6,018 respondents
United Kingdom: 4,967 respondents
Canada: 3,027 respondents.

The “Global Consumer Average” was calculated using a weighted average analysis, factoring in the population sizes of each market. This approach ensured the results reflect the relative impact of each market.

🧪 Research Design

This research used a nationally representative sample in each market to ensure balanced demographic coverage. Respondents answered two single-choice questions, where they were presented with 10 prompted options, along with “None of the above” and “Other” as alternatives. This design ensured respondents were not compelled to select a prompted option if none aligned with their experience.

💭 The core questions were:

- Which of the following brand or consumer events did you hear or see the most about in 2024?
- Which of the following pop culture events did you hear or see the most about in 2024?
- Additionally, media consumption data, referenced throughout this report, was gathered via the question: In the past month, which of the following media channels have you used, read, seen, or listened to?

Note: this question was asked generally about media and was not asked in reference to the biggest brand moments.

💜 THANKS FOR REACHING THE END OF OUR REPORT!

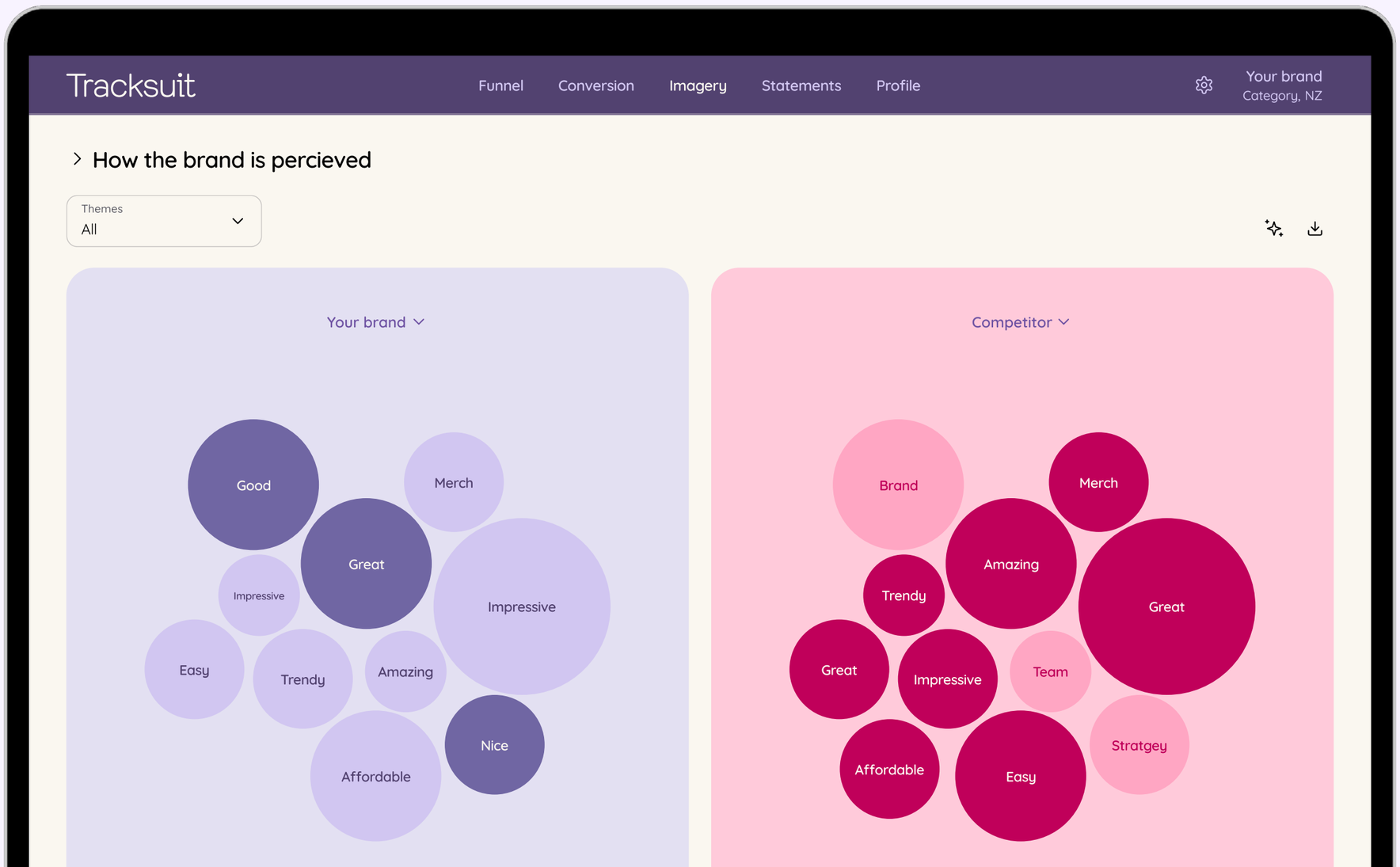
This research is brought to you by the team at Tracksuit, a brand tracking platform that is tracking more than 8000 brands globally. Tracksuit exists for two reasons:

1. We believe brand building is a key way to grow a business.
2. But it's really hard to build a great brand.

A strong brand delivers better financial outcomes: it creates better customer acquisition, reduces price elasticity and ensures your business has a competitive advantage. Brand building is fuelled by creating an emotional connection with consumers, and until now, this has been tricky to measure. At Tracksuit, we help businesses find out what people think and feel about their brand by measuring both qualitative and quantitative aspects (including that more intangible, feelsy stuff, like trust).

To cut through the noise and connect with consumers, we need an understanding of what's driving culture (and fame). Track Record shows the importance of brands conducting market research and marketing and agency teams looking beyond their own biases. You may think you know what resonates most with the consumers you're targeting, but the results can often be surprising. We might be living in an echo chamber of people just like us, and not making our marketing activity relatable to a broader group of people which will ultimately grow Future Demand and drive business growth.

Want to learn more about how we help businesses grow their brands?
Get in touch with us at gotracksuit.com.



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