

Culture Pop

It's okay to just let 'demure' happen

Brands are quick to jump onto viral internet moments, but should they?

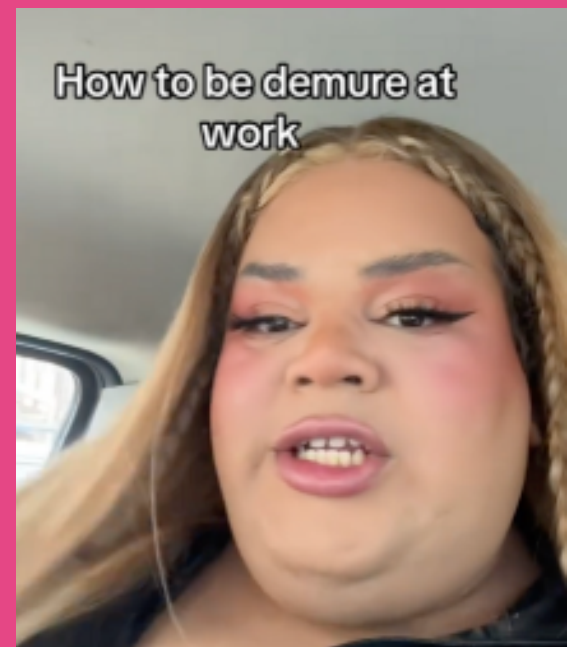


TikTok's latest trend is 'very demure, very mindful'

Sparked by Jools Lebron (@joolieannie), this viral phrase catapulted her from creator to viral sensation (her original video has clocked over 35 million views).

This trend is a perfect example of what makes internet culture so incredibly fun and engaging for audiences.

**'Demure' quickly
became a top-searched
word on Google last
week.**



**But what also felt so apparent
with this latest trend is the
lightning speed in which brands
joined in.**

And many felt that brands had jumped on
the bandwagon before they even had a
moment to enjoy it...



The White House ✓
@WhiteHouse · Follow



Cancelling the student debt of nearly 5 million Americans through various actions.

Very mindful.
Very demure.



Dunkin' ✓
on Friday

Very demure.



maybelline_uk ✓
MaybellineUK · 1w ago

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Maybe it's very demure, maybe it's Maybelline #verydemure #demure

🎵 original sound - MaybellineUK



Netflix UK & Ireland ✨ N
@NetflixUK

See how Penn Badgley wraps his last day on set as Joe Goldberg?

Very demure, very mindful...



Hello Kitty ✓
August 19 at 7:00 AM · 🌐



Have a very demure week, besties 🎀❤️



👍👍👍 11K

246 comments 6.8K shares

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💬 Comment

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**Is ‘very demure, very mindful’
the emergence of a new
aesthetic or ethos, or an
ephemeral internet moment that
will be forgotten tomorrow?
Only time will tell.**

But for now, there’s a few lessons
brands can take away when we it comes
to jumping onto these viral moments

Watch, listen and be 'mindful'

TikTok trends can peak in a matter of days, if not hours. So it's important to approach these viral moments with a watchful eye, to see how they play out among audiences.

Diving into trends too quickly can strip away the fun and spontaneity that make these moments special.

Audiences can sense when a brand is jumping on a viral bandwagon for engagement without adding anything fresh or authentic.

Are you going to create positive engagement or 'ick'?

Adopting internet slang can make brands seem more in tune and relatable. But there's a fine line between hitting the mark and missing it completely.

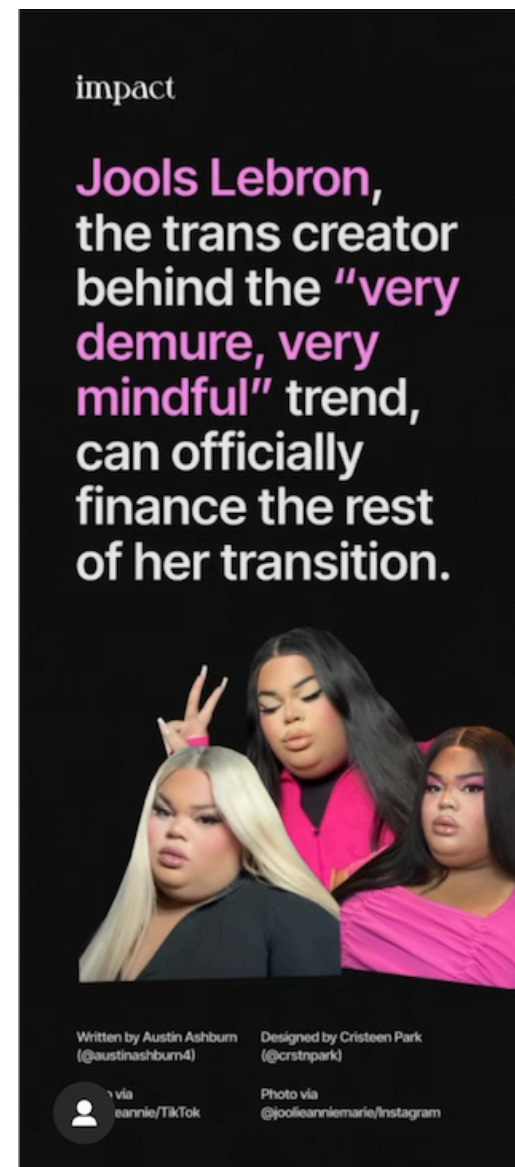
So, before you meme, ask yourself: why is this cultural narrative resonating? Is this truly aligned with your brand? Or are you risking your audiences getting the dreaded 'ick.'

Give credit where credit is due

The virality of this moment has enabled Jools Lebron to finance her transition.

This highlights how important it is to credit the creators of these cultural moments, particularly if brands are tapping in to the momentum they have facilitated.

Because that's demure, and mindful.



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