

REWIND
2024
NOREACH

TRENDS & TRENDING TOPICS

**The
Presidential
Election**

**End of an
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Celebrity
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Sports!!!!

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TRENDS & TRENDING TOPICS



The Presidential Election

The last few [election cycles](#) have seen the most online campaigning in history, from election coverage livestreams, to creators being paid to endorse political candidates. Creator Tana Mongeau, like many creators and consumers alike, gets their news solely through social media channels, was [allegedly offered 'millions'](#) to endorse a political campaign, while Bryce Hall faced allegations for being paid to endorse Trump after appearing on stage at his rally. Creators are taking on a pivotal role in shaping public opinion, as they demonstrate the ability to mobilize their digitally connected audiences.

Unhinged Marketing

Nutter Butter's Marketing Team rolled out a [series of videos](#). Viewers are calling these videos "[unhinged marketing](#)," that "cross horror movies with an acid trip." The tactic may raise eyebrows, but many are embracing the uptick in engagement due to the trend. During the election, [Kamala HQ](#) embraced "brat," a slightly unhinged summer aesthetic created and popularized by CharliXCX, while Wendy's Twitter/X has been popping off with iconic clapbacks, generating likes and retweets.

Sports!!!!

From lifestyle influencers to fitness gurus, this year was the year of sports collaborations – with creators from every niche. Whether it's college football, The Olympics, the U.S. Open, an obscure new Pilates studio, or a WNBA game, creators are playing a massive role in promoting the sports scene and all of its newfound excitement. Of course, it's not just full-time influencers contributing to this new culture of Internet enthusiasm – it's also the athletes themselves. Olympian athlete [Ilona Maher](#) has been tapped for brand collaborations galore, and even appeared on Dancing with the Stars.

Viral Stars of the Animal Kingdom

Animals like Moo Deng, the mischievous pigmy hippo, and Pesto the penguin captured the internet's heart, became viral sensations on platforms like TikTok and Instagram. Moo Deng's daring escapades and playful antics were a hit with millions, showcasing the hippo's cleverness and charm, while Pesto's quirky personality and heartwarming interactions at the aquarium inspired countless memes and feel-good content. These animals proved that the internet's love for adorable and relatable animal stars remains as strong as ever, sparking widespread joy and engagement.

SNL's Celebrity Guests

Multiple SNL skits have become massively popular online. An audio clip from SNL's "Domingo" skit has gone viral. The off-key parody of Sabrina Carpenter's "Espresso" has been used in thousands of TikToks, with "Domingo" becoming a popular meme. Kamala Harris also made a surprise appearance on SNL during the election cycle where she gave a pep-talk to her mirror image, played by Maya Rudolph.

Look-Alike Contests

Look-Alike contests are back in style! A viral [Timothée Chalamet look-alike contest](#) took place in NYC. Timothée Chalamet himself actually showed up to take photos with his doppelgangers. Though the contest got shut down by the police, and the organizers being hit with a \$500 fine, the contest remained a hit on the internet, prompting many more look-alike contests.

End of an Era(s) Tour

Taylor Swift has closed out her Eras Tour. This marks the end of, well, an era. The Eras Tour broke records, visiting 152 stadiums across 5 continents, Swift played an impressive 3 ½ hour show just about every weekend for nearly two years. For many, the tour was a celebration of girlhood and the shared love of Swift's music. Each night, costumes and tour outfits were meticulously planned, from glittery dresses to cowgirl boots. Friendship bracelets were exchanged, and Swift's songs were screamed by thousands of loyal fans.

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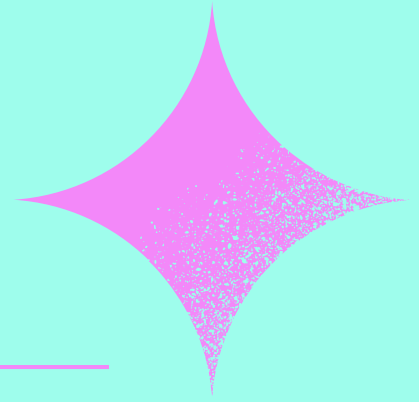
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PLATFORM UPDATES



Spotify

In a [podcast conversation](#) with [Big Tech](#) writer [Alex Kantrowitz](#), Spotify's co-president, CTO, and CPO, Gustav Söderström revealed the platform's AI aspirations for upcoming years. Söderström addresses worries that AI may "replace" musicians. He counters that notion, saying that innovations such as AI will "amplify creativity." He asserts that he was to adhere to copyright laws, but will not prohibit musicians from experimenting with AI generated songs. Söderström asserts that Spotify will not be generating any AI songs of their own; Spotify wants to prioritize the wants and needs of its creators.

Spotify has also been investing in longer-form content such as podcasts and audiobooks. Video content is being introduced as short-form representation in discovery feeds. Despite the similarity to TikTok and Instagram, the video content is meant to browse long-form podcast content that a user can then save to their library.

Pinterest's Holiday Plans

[Pinterest's new 'Gift Discovery' tool](#) takes holiday shopping to your home page, and makes your purchasing decisions easier than ever. With features such as "holiday finds," Pinterest offers a curated selection of gifts for the holiday season. Pinterest will recommend personalized products. Users can "quick save" their favorites for purchase.

Pinterest is offering over a [thousand curated gift guides](#). They have also collaborated with influencers and celebrities such as [Laufey](#), [RuPaul](#), [Emma Chamberlain](#) and more to create curated gift guides for fans. "Gift Discovery," and features on other platforms such as TikTok ship deals and e-commerce integrations show a growing market for influencers looking to monetize their product recommendations. This is especially prevalent, as reports show that Gen Z heavily relies on [influencer gift recommendations](#).

TikTok's Newest Report

TikTok released their newest report, "Why Q5 is TikTok's Golden Opportunity for Marketers," urging creators, brands, and marketers to plan for post-holiday campaigns. TikTok is claiming that this time of year - the "quiet" spending period between Christmas, extending just after New Year's - is a lucrative shopping period. Marketers can take advantage of Q5's natural "treat yourself mentality" to gain ad space and sell products even after the holidays.

Instagram/Meta Discreetly Alters AI Labels, Hurting Artists and Prompting Backlash

Debates have sparked online surrounding [Meta's](#) controversial labeling practices. "Made with AI" labels had been popping up on artist's work, effectively [mislabeling art as AI](#). The inability to opt out of AI training programs has been a legacy copyright issue, hurting artists, writers and other creators who unwittingly find their art being used to train AI. Certain platforms, such as [Cara](#), are emerging to offer themselves as non-AI spaces that support artistic expression without the fear of AI plagiarism.

Bluesky and the 'X Exodus.'

Former Twitter (now X) co-founder and CEO, Jack Dorsey, launched [Bluesky](#). Bluesky is a Twitter-like app finding an audience with those dissatisfied with Elon Musk's handling of Twitter. Bluesky boasts [25 million users](#), surpassing other Twitter competitors but still not surpassing X. Former X users have cited the lack of labeling, and proliferation of hate speech and right-wing propaganda as a major reason for their leaving X. 1 million users joined Bluesky in the weeks following the 2024 US presidential election. Bluesky's biggest competitors are Meta's Threads and Musk's X.

Amazon's AI Shopping Guides

Amazon has announced its new "[AI Shopping Guide](#)." Amazon has begun training its ChatGPT-like large language models on retail data to create AI-generated shopping guides for its buyers. Amazon is looking to make AI chatbots that recommend products to users of the site. Though they understand the importance of a chatbot remaining largely nonintrusive, they are considering allowing large parameters for the AI, going further than just recommending products, but also adding to a cart or even buying them.

Instagram's Endless Features

Instagram has rolled out hundreds of new features this year. With the ability to now test Instagram Reels, revamp story highlights, add clickable links to Reels, personalize your profile with stickers and profile cards, and more. The amount of updates is almost fatiguing, and it remains to be seen how users will leverage these new features come 2025.

Reddit Boasts New Translation Features

[Reddit's new translation features](#) open up their platform for users across the world using machine-learning localization and translation. Initially introduced in France, then Brazil and Spain, Reddit's new automatic translation feature opens up conversations across languages. Redditors can post in their native language, and users can translate the post to their own language.

THE BEST MEMES OF 2024





Our baby: Brat Summer

Arguably 2024's most iconic album, Charli XCX's "Brat" and its green album cover took the world by storm. Now, we're in Brat winter. For most of us, this wasn't merely a trend, but a new way of life. Thanks, Charli! ❤️

'Send it to me, Rachel'

Send it to me! Please! If it's not still showing up on your FYP, chances are it's ingrained in your everyday vernacular.

1

2

Demure

Very mindful, very demure



3

Holding Space

We've been holding space for "Defying Gravity"..... and also the rest of the Wicked PR and marketing featuring the magical Cynthia Erivo and astonishing Ariana Grande. The Wicked movie marketing took hold of nearly every industry by collaborating with over 150 brands, emulating the aesthetics of Glinda and Elphaba by participating in various pink-and-green designs. An iconic press tour has leaned into Cynthia and Ariana's adoration for the movie musical - as well as a bit of puzzlement over how to "hold space" for the lyrics of "Defying Gravity.

4

Hawk Tuah

While Haliey Welch's infamous one-liner, a byproduct of a street interview on TikTok, gave her a few minutes of fame, she's continued to build. From hosting celebrity guests on her popular podcast "Talk Tuah" to her controversial 'memecoin,' she's the perfect example of the power (and absurdity) of stardom online.

'You think you just fell out of a coconut tree?'

Even before she launched her presidential campaign, Kamala Harris reminded us that we "exist in the context of those who came before us." However, the introduction to this reminder became such an endearing meme that the video and sound went viral on TikTok, used by countless influencers and celebrities.

Chappell Roan's infamous drag looks

It's no surprise that this year's music belonged to the pop princess girlies, and by far one of the most unique and popular was Chappell Roan. "The Rise and Fall of a Midwest Princess" was nominated for several Grammys, and her signature drag stage looks went viral every time she put on a show. One of our all-time favorites was her take on the Statue of Liberty.

Everything Olympics – from breakdancing to Paris shooters, and Ilona Maher

Who could've imagined that the Olympics would've been the marketing pinnacle of the year? Well, we did! With dozens of Olympic athletes gaining online traction and shifting their careers, this year proved that platforming athletes can be abundantly successful.

BREAK OUT INFLUENCERS



OF
20
24



BRITTANY BROSKI

She's come a long way from her viral "Kombucha Girl" meme - now, she's an absolute powerhouse creator, having solidified her spot in 2024 as a pop culture icon. She's built a career beyond viral moments with her podcast "[The Broski Report](#)" (where she recently had Timothée Chalamet on an episode) and her celebrity interview show "[Royal Court](#)" on YouTube.

HALIEY WELCH

Hailey Welch, aka Hawk Tuah Girl, demonstrated the stardom possible from a single viral moment. She now hosts the "[Talk Tuah](#)" podcast, where she dives into meme culture and internet trends. She's also embracing the digital frontier with her upcoming controversial memecoin, proving creators can innovate beyond traditional platforms.



BEAUTY CREATORS-

MONET MCMICHAEL, MIKAYLA NOGUEIRA

2024 showcased how beauty creators [Monet McMichael](#) and [Mikayla Nogueira](#) have mastered the art of monetization, thanks to [TikTok Shop's e-commerce capabilities](#). Monet's honest reviews and Mikayla's tutorials converted audiences into shoppers, setting new standards for creator-led commerce. Their success mirrors how beauty brands like CANVAS BEAUTY, led by Stormi Steele, used TikTok Live to tap into major sales opportunities during Black Friday.





OLYMPIC ATHLETES

STEPHEN NEDOROSIK, ILONA MAHER, AND SUNI LEE

Olympic athletes redefined their platforms in 2024, combining sports prowess with online charisma. Stephen Nedorosik and Ilona Maher charmed audiences on *Dancing with the Stars*, growing their social media followings in the process. Meanwhile, Suni Lee kept her gymnastics star power alive through niche viral moments that resonated with fans globally.

ALEX COOPER

Call Her Daddy host Alex Cooper continued her domination of the video podcasting space in 2024. Following her Spotify success, she redefined podcasting again with her SiriusXM partnership. Alex balances niche topics and mass appeal by featuring high-profile guests like Vice President Kamala Harris on *Call Her Daddy* and always staying ahead of trending cultural conversations, proving how creators can influence both pop culture and policy discourse.



LIFESTYLE CONTENT-

ALIX EARLE, JAKE SHANE

Lifestyle creators like Alix Earle and Jake Shane emerged as the ultimate digital comfort zones in 2024. With approachable, conversational content and recommendations that feel like advice from a friend, they've built communities that thrive on authenticity. Jake's lighthearted storytelling and Alix's makeup tutorials and "NFL man" stories embody a trend where audiences seek connection and comfort in their feeds.



BRANDS THAT CRUSHED IT!



FISHWIFE



DUNKIN'



CERAVE



DUOLINGO



NUTTER BUTTER

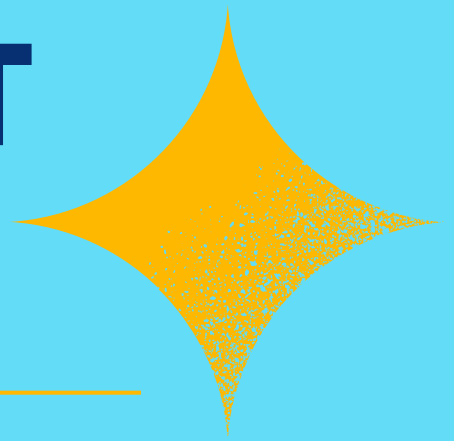


DIOR BEAUTY & MAC



LIQUID DEATH

BRANDS THAT CRUSHED IT!



FishWife

This tinned seafood company almost solely garnered support online, then had successful NYC pop-ups from that audience and are now in Whole Foods! The power of creator-led growth is so real, and amazing for businesses.

Dunkin'

The coffee chain continued its reign on social media with the return of its viral Spider Donut in 2024. This simple yet brilliant seasonal product generated widespread online chatter and countless TikTok videos. Campaigns like these prove that small, trending moments can create a massive impact when executed well.

CeraVe

CeraVe won the hearts of millennials and Gen Z this year with a GENIUS marketing move: casting Michael Cera in an ad campaign that leaned into his signature awkward, but somehow charming, personality. This perfectly aligned with CeraVe's reputation as an approachable, reliable skincare brand and garnered significant social media buzz.

Duolingo

Duolingo once again stole the spotlight in 2024 with its adorable (and sometimes scary) green owl, Duo. From a show-stealing appearance at Charli XCX's concert to clever influencer and product placements, the brand's unconventional approach to marketing keeps it firmly in the cultural conversation.

Nutter Butter

Nutter Butter's marketing team turned heads this year with their witty, self-aware social media strategy. From viral tweet threads to playful collaborations with creators, the brand proved that humor and a strong online presence can create a whirlwind of social media stardom.

Dior Beauty & MAC

Beauty brands like Dior Beauty and MAC dominated the social media beauty space in 2024 by building strong community connections through influencer partnerships and interactive TikTok content. Both brands demonstrated how to blend luxury with digital accessibility, shedding their exclusive image and inviting a brand-new audience of young social media users.

Liquid Death

For an entertaining inbox message, sign up for their newsletter! Liquid Death, as simple as it is, is truly the epitome of a Gen Z and Millennial-targeted brand, and they've garnered worldwide success as a result.



CLOSING OUT

20

24

2024 has been an absolute rollercoaster of online magic! From TikTok trends we couldn't escape to influencers breaking the internet (and sometimes our patience), this year has shown just how wild and wonderful the digital world can be. Whether it was political drama, hilarious memes, or brands pulling off 🙌 *chef's kiss* campaigns, we've laughed, cried, and doom-scrolled through it all. Here's to the trends that kept us hooked and the creators who made it unforgettable—bring on 2025 and whatever chaos it has in store!

