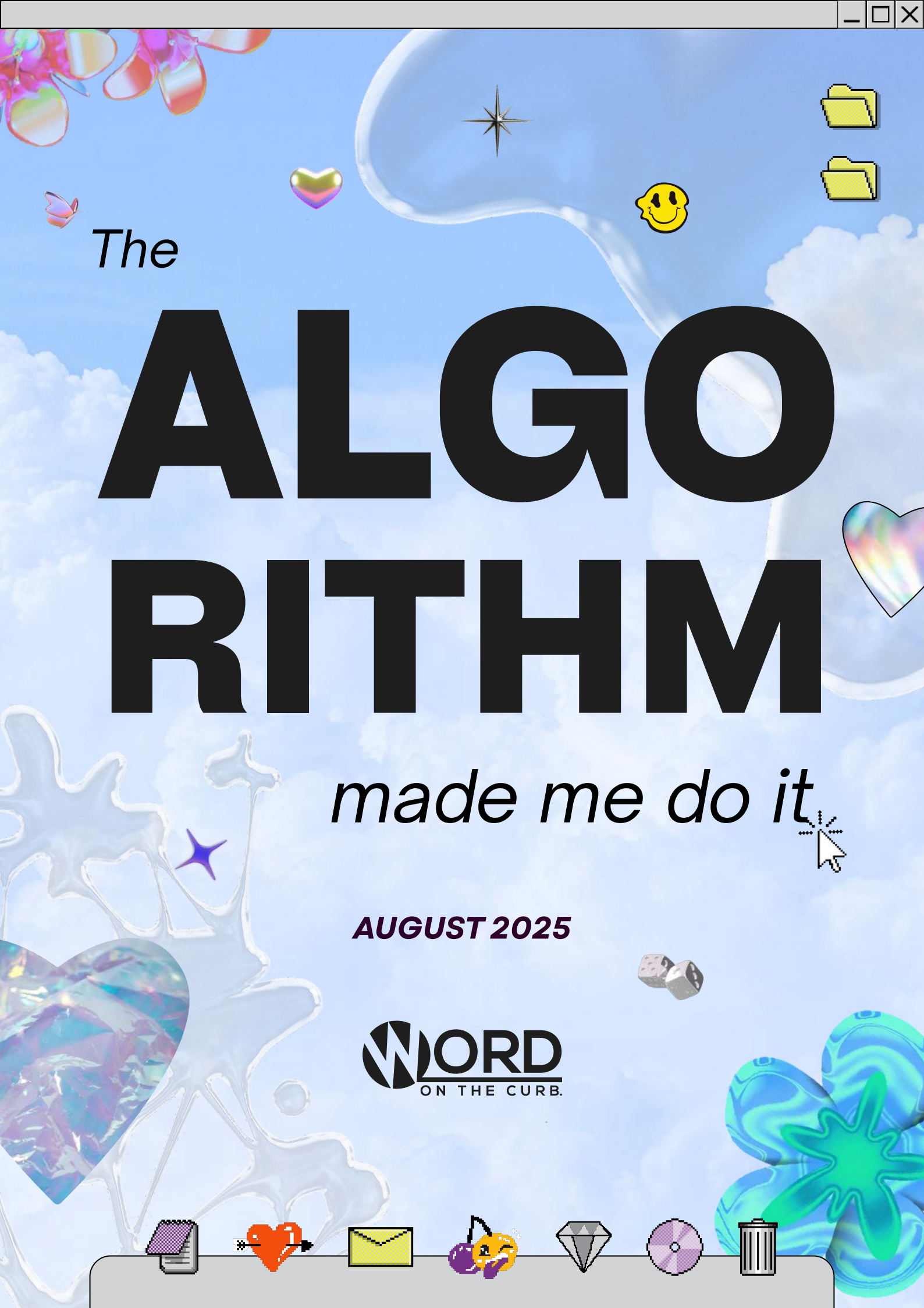


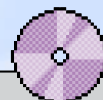


The

# ALGO RITHM

*made me do it* 

**AUGUST 2025**



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# YOUR FEED CASTS CULTURE AND HERE'S HOW

It started innocently enough. Last winter, I cracked open TikTok “just to check a notification”, then four hours later I was deep in glow-in-the-dark slime tutorials. By the way, this was because I was curiously searching for Christmas presents for my 8-year-old cousin. My sister peeked in: “Since when did you care about slime?” I didn’t. The algorithm did.

Across the UK, **72% of Gen Z** tell us their latest obsession wasn’t a choice, it was an accident of the feed.

Even for me, a four-second clip of someone hand-crafting mood-lighting slime had me ordering neon glue at midnight.



***“I’ve learned more about politics from TikTok than school.”***

*-Curb Community member*

***“I didn’t pick pottery. It picked me.”***

*-Curb Community member*



Welcome to a world where your feed is both a talent scout and a coach, and where “niche-feeling” creators, those with strong insider vibes, shared rituals, and secret languages, now drive culture more than mass-appeal celebrities.

Algorithms don’t just serve content, they **cast** and **coach** us into communities, turning random scrollers into superfans.

In this report, powered by a **~1,500-person UK survey** and our **Curb Community insights**, we'll unpack:

**1**

## **WHY GOOD CONTENT FEELS ADDICTIVE**

The five-step rabbit hole dopamine doused journey from scroll to potential purchase.

**2**

## **WHY YOU NEED TO LEAD WITH EMOTION**

How the emotional hooks needs to come first, expertise comes later.

**3**

## **WHY TINY COMMUNITIES RULE**

Why niche feeling creators now rival Beyoncé-level celebrities.

**4**

## **THE BRAND CREATOR CAMPAIGN MODEL**

A three-phase relay to produce creator campaigns that actually land.

**5**

## **11-ASIDE CREATOR INDEX**

The top 11 creators in 11 cultural corners that Gen-Z picked as their fave content categories that you need in your cast.

**Spoiler:** Your next campaign isn't a funnel. It's a rabbit hole.

**Flip for our Executive Summary** - four things you really need to know in 2025.

# THE 4 RULES OF GEN Z OBSESSION

## **RULE 1: OBSESSIONS ARE ACCIDENTAL - LET THE FEED FIND YOU**



72% of UK 16–24s say their latest hobby “found” them.

One scroll can spark a five-phase obsession: **Scroll → Ping → Flood → Save → Chat → (Maybe) Buy.**



## **RULE 2: LEAD WITH EMOTION, THEN PROVE & SEAL**

**Hook:** Most Gen Zers follow pages/people for a laugh or gasp.

**Prove:** They stay for what feels authentic.

**Seal:** They only buy/take action when they see cold, hard proof.



## **RULE 3: MICRO-COMMUNITIES & INSIDER VIBES BEAT BIG NUMBERS**

‘Niche feeling’ Creators who build shared rituals, in-group jokes, and an “if you know, you know” vibe drive way more trust and action than big-name influencers who feel generic.

## **RULE 4: MOVE YOUR AUDIENCE—MASS → MOMENTUM → MAGNETISM**

The best campaigns aren’t funnels—they’re relays. Each phase needs a different kind of creator:

1. **Mass** to **grab attention.**
2. **Momentum** to **deepen obsession.**
3. **Magnetism** to **seal with trust.**

If you skip a phase, you might stall the journey.





### "NICHE" ≠ "NICHE-FEELING"

**Niche:** A creator who focuses on a specific, small interest area (e.g., pottery, ASMR, local fashion).

**Niche-feeling:** A creator whose community shares insider jokes, language, or rituals, creating a "members-only" vibe, even if their follower count is large or mainstream.

Not every big creator is niche-feeling. Even hugely popular creators (like KSI, Molly Mae, or MrBeast) can have loyal fans without insider rituals or shared "in-group" language. That means they might have mass popularity without necessarily being niche-feeling.

**Test it:** If a random viewer easily understands the content without needing context or explanations, they're probably not niche-feeling.



### YOUR MINI CHECKLIST

- ✓ **Drop the funnel:** Start with a "whoa" hook, layer in a quick proof, then hand off to a niche expert.
- ✓ **Map every creator:** Tag them as Mass, Momentum, or Magnetism - and spot the gaps.
- ✓ **Think micro-first:** Scout communities, not just celebrities.

Oh- and by the end of this report, you should get tapped into our full creator index to cast your next campaign.



# CULTURE NOW STREAMS FROM POCKETS

Before algorithms, culture trickled down from a few broadcast towers, TV networks, magazines, radio. Now it erupts, from billions of smartphones, each one a mini studio. We call this **TikTokification**: your For You Page is both casting director and coach, pulling you deeper into tiny communities:

## 1. IT'S MADE EVERYONE A CONTENT CATALYST

**Cause:** Any clip - even a friend's sleepy rant- can break out of your feed and go global.

**Effect:** We're no longer just audiences; we're part-time creators, feeding the very thing that feeds us. Oh, and Brands can't command culture; they have to collaborate with it.

As David Bowie predicted back in 1999: ***"The interplay between user and provider will crush our old ideas of what mediums are all about."*** We're now living that reality.

## 2. TREND CYCLES ARE ON FAST- FORWARD

**Cause:** Algorithms spot what you like in seconds and flood your feed with more, rewinding the culture clock from months to hours.

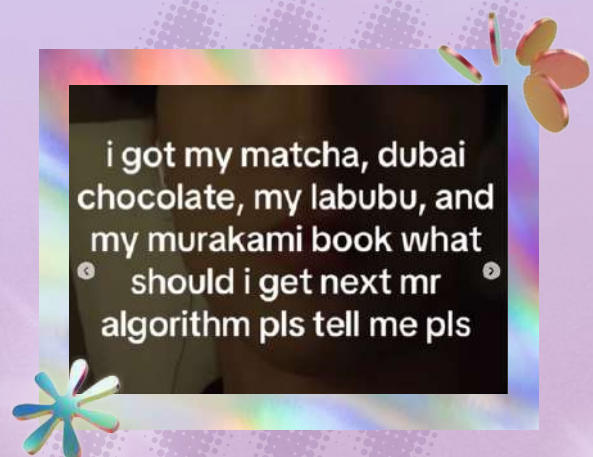
**Effect:** Memes now peak in days, not seasons. What's viral Monday is yesterday's news Wednesday. "Agile content calendars" aren't optional, they're survival gear.

## 3. MADE FOR ME "MIRROR CONTENT" IS KING

**Cause:** A quick meme or sound nails an emotion—"That's so me!". In other words, complex feelings are flattened into one-tap relatability, if it lands with "me too"

**Effect:** You hit share without thinking, and the algorithm sends you more.

Natalie Podaima calls this ***"templated identity, engineered for frictionless sharing."*** When your FYP hands you a screenshot of your own feelings, you're compelled to amplify it further.



#### 4. MICRO-COMMUNITIES RULE

**Cause:** Overwhelmed by endless choice, people flock to micro-communities such as #BookTok's secret reading circle or #PlantTok's green-thumb gang.

**Effect:** These niche groups feel personal and real. Every like, save, or share reinforces the sense of belonging –and powers the very algorithm that brought you there.

#### 5. WE'RE NOW IN AN ALGORITHMIC MEDIA BUBBLE

**Cause:** Platforms now surface the most attention-grabbing clips from a global pool, regardless of who shared them, prioritising hook potential over peer relevance.

**Effect:** You live inside a dopamine-fueled “For You” loop of sensational, fast-hooking ideas. Brands must earn algorithmic placement rather than rely on interrupting friendship feeds



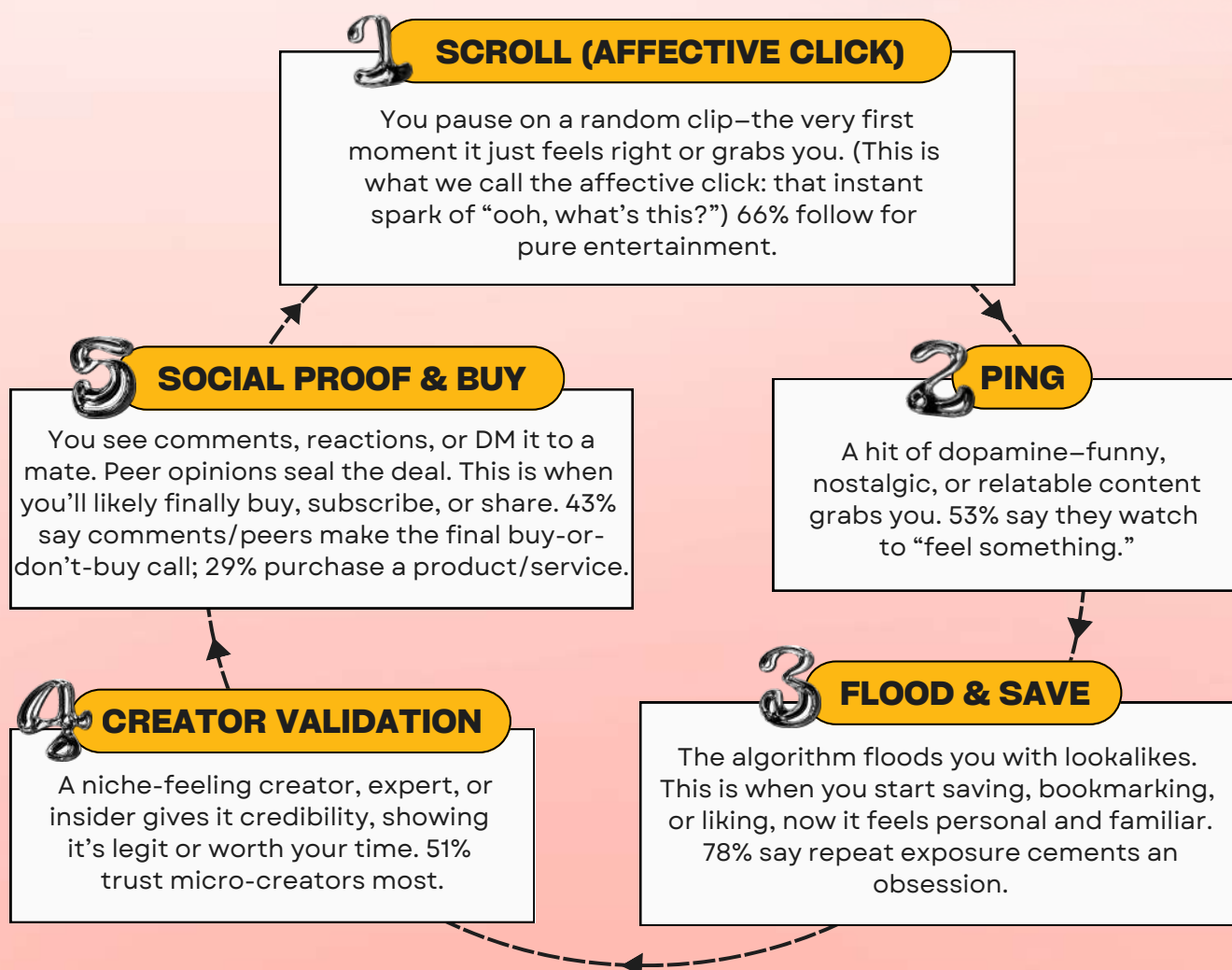
#### WHERE DOES THIS LEAVE BRANDS?

Step in with empathy, not interruption. Earn the right to co-create culture, one micro-moment at a time.

# UNDERSTANDING THE SOCIAL MEDIA RABBIT HOLE

## SO...WHY IS THIS HAPPENING?

Well, every obsession is broadly following the same anatomy. We asked just under 1,500 UK 16–24-year-olds to describe how they fell in love with their latest fixation. Here's the 5 step pattern:



Put more succinctly:

***“The fyp took me down  
a fat ass rabbit hole.”***

*-Curb Community member*

### WHY DOES THIS MATTER?

If you don’t spark that “ooh, what’s this?” moment (the affective click), ride the flood, get validated by a trusted creator, and secure peer proof—you’ll never make it out of the scroll.

This journey is hardwired into how Gen Z discovers, obsesses, and buys—making it the playbook for any marketer trying to turn attention into action.

### TOP 5 GEN Z RABBIT HOLES: WHAT THEHELLY THEY’RE GETTING OBSESSED WITH...

We hand-coded nearly **1,500 Gen-Z free-texts** to learn that the late-night scrolling reveals the same five “rabbit holes” again and again, each a goldmine for brands. Here’s what matters most, and why brands should care:

- **Gaming:** Be the “power-up”—sponsor play-along, not just gear.
- **Crafts & DIY:** Enable that first “I made it!” high—offer starter kits, tools, tutorials.
- **Fitness & Sports:** Join the tribe. Build community, not just before/after shots.
- **True Crime & Mystery:** Fuel curiosity—make your brand part of the reveal or the journey.
- **Cooking & Baking:** Inspire action—turn “food porn” into “I’ll actually try this.”

**24%**



Gaming & Game-Related Content

**17%**



Crafts & DIY  
(Crochet,  
Pottery, Art)

**12%**



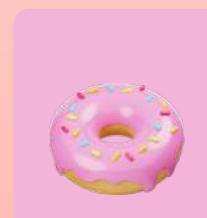
Fitness &  
Gym / Sports

**11%**



True Crime  
& Mystery

**10%**



Cooking  
& Baking

## 1. GAMING & GAME-RELATED CONTENT (24%)

Streamers are this generation's vicarious avatar.



***"I don't have (a) console/PC etc., so I can watch people play what I want."***

*-Curb Community member*

Your brand can be the power-up in their narrative, not just a billboard in the lobby.

***"I don't game but p4perback on Twitch doing his SMP made me want to watch it even though IRL I don't game."*** *-Curb Community member*

## 2. CRAFTS & DIY (17%)

For Gen-Zalpha, that "I made it" dopamine hit is pure gold.



***"I watched a lot of craft content that ultimately led to me trying embroidery."***

*-Curb Community member*

Tool and material brands can be the hero in someone's first "ta-da" moment.

***"Crochet, seeing all of the pictures of things people made on Pinterest and patterns for sale made me really want to learn."*** *-Curb Community member*

## 3. FITNESS & GYM / SPORTS (12%)

Workouts are a spectator sport until they become personal trials.



***"Edits of Paige Bueckers drew me into basketball a lot more!!"***

*-Curb Community member*

Slip into their #GymTok feeds with community-driven activations, not just logo placements.

***"Sports videos e.g. day in the life training for a marathon... they show how fun it can be, the community it creates."*** *-Curb Community member*



#### 4. TRUE CRIME & MYSTERY (11%)

“Who done it” is the perfect stage for branded mini-docs, immersive XR drop-ins, even mystery merch that whispers “stay curious.”

**“Videos on paranormal activity led me to pursue it as an interest IRL.”**

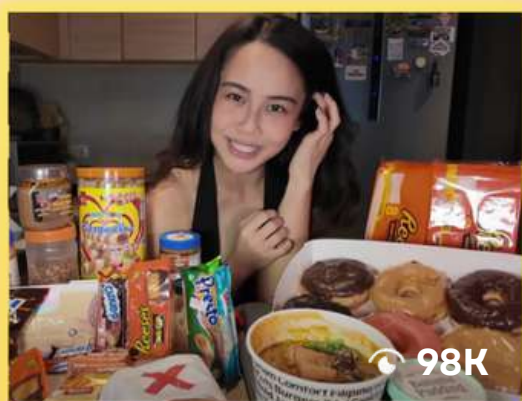


-Curb Community member

**“True crime shorts mostly intrigued me into studying in my own time and doing a criminology degree.”** -Curb Community member

#### 5. COOKING & BAKING (10%)

Food porn meets “...maybe I’ll actually do this.”



**“Obsessive watching of cooking videos hooked me on starting to cook/bake myself.”**



-Curb Community member

From countertop gadgets to subscription meal kits, this rabbit hole is perfect for any brands connected to the kitchen.

**“I saw a TikTok on my FYP about a recipe I’d never thought about before... now I’m ordering gadgets at midnight.”** -Curb Community member

**“I don’t cook much or do anything fancy, but I LOVE cooking content - it’s relaxing and relatable.”**

-Curb Community member

# MATCH YOUR MESSAGE TO PLATFORM DNA

Your next campaign isn't just about content, it's about context. Each platform has its own algorithmic accent, audience mood-music, and cultural norms. If you miss the nuances, then the opportunity to meaningfully engage with the rabbit-hole risks fizzling out.

## SERENDIPITY AND BELONGING ARE EVERYTHING:

- Across all platforms, Gen Z craves surprise (56% love randomness) and belonging (54–58% want niche, deep communities).
- The best brands don't just broadcast—they embed themselves in the right micro-community and culture.

## PLATFORM PERSONAS & NEEDS

### Instagram

- **Main Vibe:** Fast-scroll, meme-heavy, FOMO
- **What Wins:** Skits, hot takes, visual memes
- **Why They Come Back:** For a laugh, FOMO

### YouTube

- **Main Vibe:** Deep-dive, explainer, co-watch
- **What Wins:** Storytelling, opinions, long-form
- **Why They Come Back:** To learn, hang out

### TikTok

- **Main Vibe:** Chaotic, remix, “for you”
- **What Wins:** Relatable, in-group humour, soundbites
- **Why They Come Back:** To feel something, random discovery

### Twitch

- **Main Vibe:** Live, participatory, niche
- **What Wins:** Gaming, live Q&A, streamer vlogs
- **Why They Come Back:** For belonging, community chat

## FEED FEELINGS &amp; FUNCTIONAL NEEDS

|         |                                                                      |  |  |  |  |
|---------|----------------------------------------------------------------------|-----------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| FEELING | <b><i>“Chaotic &amp; random but entertaining.”</i></b>               | <b>56%</b>                                                                        | 55%                                                                                 | <b>56%</b>                                                                          | <b>56%</b>                                                                          |
|         | <b><i>“Niche &amp; deep into my favourite topics.”</i></b>           | 54%                                                                               | <b>58%</b>                                                                          | 55%                                                                                 | <b>58%</b>                                                                          |
| NEED    | <b><i>“I watch to feel something.”</i></b>                           | <b>53%</b>                                                                        | 49%                                                                                 | <b>53%</b>                                                                          | 52%                                                                                 |
|         | <b><i>“I watch to connect with others.”</i></b>                      | 13%                                                                               | 14%                                                                                 | 13%                                                                                 | 14%                                                                                 |
|         | <b><i>“I watch to explore parts of myself that I can’t IRL.”</i></b> | 8%                                                                                | 9%                                                                                  | 9%                                                                                  | 9%                                                                                  |

Across apps, random fun and chaos is universally desired; depth wins on TikTok and Twitch. If you want emotion, go IG/YouTube; if you want live connection, lean TikTok/Twitch.

**RANDOMNESS  
WINS**

*Plan hooks, not scripts. Give the feed something to flood.*

**GO DEEPER  
WITH A NICHE**

*Pick one subculture. Make content for micro-communities.*

**EMOTION,  
THEN LOGIC**

*Lead with a feeling or inside joke, not facts.*

**DIFFERENT PLATFORM,  
DIFFERENT PLAYBOOK**

*Don’t just cross-post. Re-cut for the culture of each app.*

# HOOK GEN-Z WITH EMOTION THEN SEAL WITH PROOF

## WHY “FEELS FIRST” FUELS FUNNELS

Why do Gen Z follow creators and buy/buy-in? It's a three-step ladder:

- 1. Hook:** Use emotion to get attention. Does this make me feel something? (funny, relatable, surprising)
- 2. Prove:** Generate authenticity. Is this creator “like me”? Does the content feel real and unfiltered?
- 3. Trust:** Is there more evidence or endorsement that seals the deal?



To illustrate how this works in practice, let's take a recent viral post from 'Bansal Jewellers' and map it across three content touch-points:

| PHASE        | TIMING        | CONTENT TYPE             | BANSAL JEWELLERS EXAMPLE                                                                                        |
|--------------|---------------|--------------------------|-----------------------------------------------------------------------------------------------------------------|
| <b>Hook</b>  | Day 1         | Organic reel/story       | Viral funny clip of a staffer holding a “Don’t look at the lady behind me” sign.                                |
| <b>Prove</b> | Day 2-3       | Retargeted feed ad       | Three-slide carousel: 1) sapphire ring reveal, 2) “100 yrs family-run” stat, 3) expert hand-setting demo.       |
| <b>Trust</b> | Day 4-ongoing | Stories + UGC Collection | Customer unboxing clip (“I couldn’t resist this sparkle”) + pinned fan comment (“So glad I didn’t skip this!”). |

By evolving Bansal Jewellers’ initial viral stunt post into a three phase process, you can see exactly how to shepherd viewers from an emotional hook through proof and finally into a place of trust, creating a seamless, measurable campaign journey.

# WHY INSIDER CREATORS ARE THE NEW MEGASTARS

Not all creators with big numbers are “niche-feeling.”

Our data shows Gen Z doesn’t just trust the biggest creators – they trust the ones who feel like insiders and in many ways a quirky friend:

**67%** *trust creators because they’re entertaining*

**63%** *because they seem honest/authentic*

**53%** *for humour*

**47%** *for passion/obsession*

**38%** *for perceived expertise*

Beta Squad and Sidemen have mass reach. Their content is funny, relatable, and anyone can “get it” straight away. That’s mass appeal.

By contrast, creators like **Minimuteman (HistoryTok)** or **FunkyFrogbait (Gamer)** fill their feeds with in-jokes, community rituals, and references that only make sense if you’re part of the crowd. If you’re not “in,” you might be confused—and that’s the point.

**That’s the key: Mass reach ≠ niche-feeling.** Niche-feeling can scale to millions, but never feels generic. It’s about that “if you know, you know” energy. Fans feel part of an exclusive club, not just an audience.

## WHY IT MATTERS FOR BRANDS

- Insider creators drive deeper trust and loyalty.
- They create powerful word-of-mouth, because the message feels personal.
- Their engagement (comments, shares, buys) comes from real belonging, not just passing interest.

If your brand wants more than just eyeballs, you need to tap creators who feel niche, even if their audience is in the millions.



## SOME ARCHETYPES OF NICHE-FEELING CREATORS

Not all “insider” creators look the same –but they all create micro-fame through in-group energy and cultural cues. **Here’s how some of them break down:**



### THE CURATOR

Surfaces unseen gems and hidden corners (think BookTok’s whispered tours)

**Brand play:** Drop “first-look” or limited offers exclusively through them.

### THE MAKER

Leads hands-on how-tos and creative projects (pottery, crafts, tutorials)

**Brand play:** Co-create beginner kits or live “first project” streams.

### THE SLEUTH

Spins bite-sized mysteries and hunts for hidden clues (true-crime, gaming, lore)

**Brand play:** Embed QR codes or clues that unlock mystery-box subscriptions.

## HOW BRANDS CAN EARN MICRO-FAME

Want your brand to feel like an insider? Borrow from these playbooks:

- **Pick your archetype:** Don’t try to be everywhere. Partner with creators whose style and community align with your brand’s soul.
- **Create exclusive experiences:** Early access drops, private “green rooms,” or “secret handshake” hashtags signal you get the culture.
- **Amplify the algorithm:** Craft moments that nudge fans to “save,” “share,” and comment. The more the in-group reacts, the more you win. This is the engine that powers every niche-feeling rabbit hole.

**Bottom line:** When brands act like insiders, not outsiders, they earn real trust, not just views.

## THE 3-PHASE CREATOR CAMPAIGN GAMEPLAN

To convert curiosity into action, you need a creator relay with three moves: **Mass, Momentum, Magnetism** to support our **Hook-Prove-Trust** model. Each phase is best when delivered by a creator who feels like an insider—not a broadcaster.

**Note:** Many creators play multiple roles, but Magnetism is best delivered by someone with real community credentials and an “if you know, you know” bond with followers.

| PHASE            | PURPOSE                       | EXAMPLE ROLE   | “NICHE-FEELING” CRITERIA                                                       |
|------------------|-------------------------------|----------------|--------------------------------------------------------------------------------|
| <b>Mass</b>      | <b>Hook:</b> Stop the scroll  | Entertainer    | Hooks you with humour, “same!” energy. Feels like your people.                 |
| <b>Momentum</b>  | <b>Prove:</b> Build belief    | Contextualiser | Adds depth, shows real-life context, tells in-jokes, not just facts.           |
| <b>Magnetism</b> | <b>Trust:</b> Seal with trust | Insider/Expert | Proves credibility with lived experience, specialist language, shared rituals. |

### HOW TO APPLY:

- Mass: Entertain, make people feel seen (“Whoa, that’s me! or haha wtf!”)
- Momentum: Explain, contextualise, show why it matters
- Magnetism: Validate, bless, or deepen the connection (“This is one of us, not just a spokesperson”)

### The Non-Negotiable Rule:

- All three phases are most effective when delivered by creators who feel like they’re from the inside, not the outside.
- If the creator feels generic or “for everyone,” you lose momentum and trust.

### PHASED FLEXIBILITY:

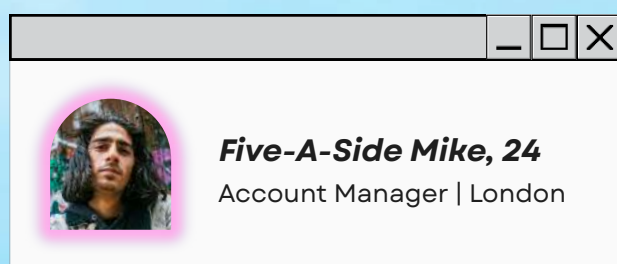
- You can dial this up or down depending on budget—run all three, just two, or even just one.
- But skip a phase and you risk losing either trust or momentum.
- The strongest brand results come from all three: “Hook, prove, seal.”



# THE CREATOR GAME PLAN IN ACTION: THE NUTRI8 FOOTBALL FAN RELAY

To see the Creator Gameplan in action, let's apply it to a hypothetical product: "Nutri8"—a new supplement brand promising clean, science-backed hydration for active Gen Zs.

Meet "Five-A-Side Mike," a 24-year-old London account manager who treats his weekly kick-about like a mini World Cup and hates clunky supplements.



## MEDIA FLOW: A CREATOR FOR EVERY MOMENT

- **Mass scrolling:** TikTok/Reels football highlights on the tube
- **Momentum deep-dive:** YouTube panel podcasts with dinner
- **Magnetism hangouts:** Instagram Lives with real sports creators, coaches, tacticos

By mapping each creator and format to Mike's routine, every phase feels like part of his day—not an awkward ad.

## PHASE 1: MASS (HOOK) – ENTERTAINER/HUMOUR

- **Creator:** Expressions (289K TikTok) Oozing via DRSports (459K YouTube)
- **Moment:** 10-sec split-screen: Expressions fails a rooftop volley, then nails it after chugging Nutri8, proceeding to delve into his comical idiom laden insider slang and football jokes.
- **Why it works:** Insider footie banter and meme energy stop the scroll instantly.
- **Key Point:** This is an entertainer, not just a random influencer—his humour feels "one of us."



## PHASE 2: MOMENTUM (PROVE) – CONTEXTUALISER

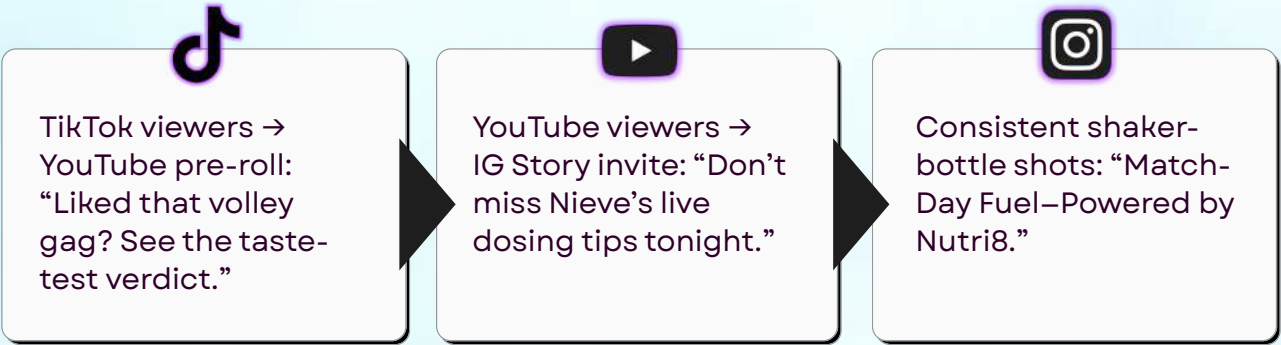
- **Creator:** FilthyFellas (209K YouTube)
- **Moment:** “Friday Night Panel” taste-tests Nutri8 vs. energy gels in pure locker London -room slang.
- **Why it works:** Fast-cut data, real debate, in-group jokes. Remember, 78% of Gen Z say repeat exposure builds obsession.
- **Key Point:** Contextualiser adds story, proof, and nuance, makes the product relevant to fans.



## PHASE 3: MOMENTUM (TRUST) – INSIDER/EXPERT

- **Creator:** Nieve Petruzzello (@stuntpegg, 165 K IG followers)
- **Moment:** Live Q&A: “Ask your Nutri8 dosing questions.” Real tactical tips, real language.
- **Why it works:** Fans trust micro-experts with lived experience. Peer validation, not just brand spin.
- **Key Point:** Magnetism demands an insider, someone who truly “gets it,” not just reads the script.

STITCHING THE RELAY TOGETHER



PHASED FLEXIBILITY FOR LEANER BUDGETS

BRONZE

Only Magnetism (Nieve Q&A) = Niche, high-conversion trust

SILVER

Mass + Momentum (Expressions + Filthy Fellas) = Awareness + rationale

GOLD

All three = “Whoa” → “Proof” → “Seal”–the full rabbit-hole effect

The strongest results blend all three, delivered by creators who feel from the inside.

WHY “NICHE-FEELING” MATTERS

**True Magnetism:** Only lands if the creator’s language, rituals, and in-jokes feel “for us, by us.”

So you can use Any Voice, at the Right Time, but the question is, does the creator feel like they’re from within the culture, not just broadcasting to it? That’s the ultimate litmus test.

| PHASE             | EXAMPLE CREATOR   | TYPE           | WHY IT WORKS                      |
|-------------------|-------------------|----------------|-----------------------------------|
| Mass (Hook)       | Expressions       | Entertainer    | Fast hook, community energy       |
| Momentum (Prove)  | Filthy Fellas     | Contextualiser | Depth, context, peer credibility  |
| Magnetism (Trust) | Nieve Petruzzello | Insider/Expert | Specialist knowledge, “one of us” |

**Takeaway:** You don’t need blockbuster budgets, but each phase boosts your odds. Dial it up or down, but skip a phase and you risk losing trust or momentum.

# REAL-WORLD CASE STUDY

*How the 3-Phase Gameplan powers real-world brand success—and what every marketer can steal from it.*



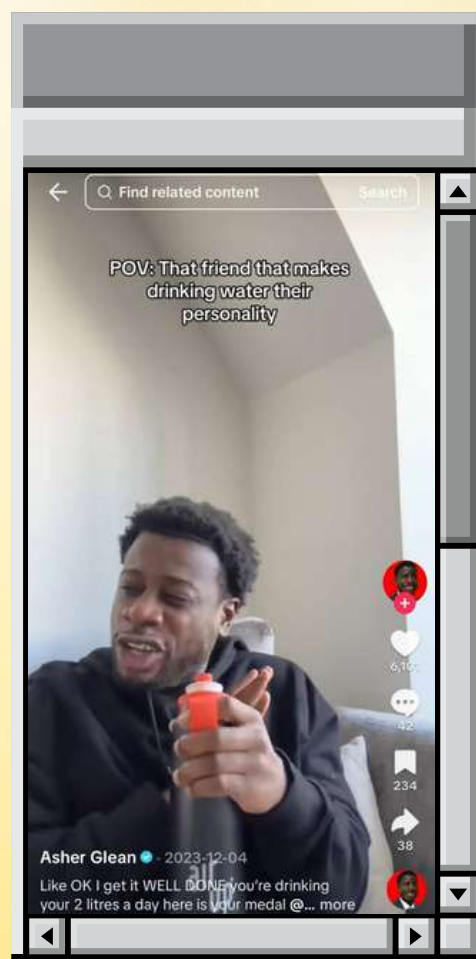
**Urban Hydrator Zoe, 25**  
Digital Designer | London  
Marathon-runner in training

**Quirk:** Swears by citrus-flavored water to spark creative ideas.

**Routine:** TikTok on the commute, YouTube to unwind, deep-dive in creator DMs

## PHASE 1: MASS (ENTERTAINER) – GET ATTENTION, FAST

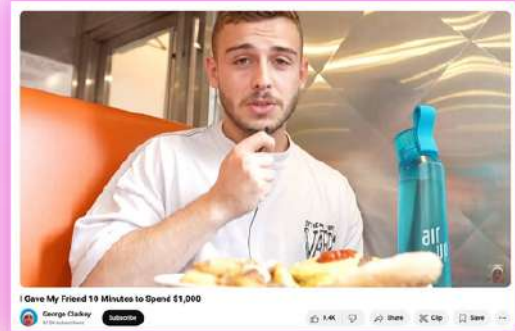
- **Creator:** [Asher Glean](#) (2.5M TikTok)
- **Moment:** POV TikTok: “Your mate turns hydration into a personality.” Asher awards a fake medal for chugging AirUp.
- **Why it works:** Your first touchpoint needs instant, culture-coded humour. A scroll-stopping moment makes AirUp part of the in-joke, not just the product. Your job: show you “get” the audience—don’t sell to them.



## PHASE 2: MOMENTUM (CONTEXTUALISER) – BUILD PROOF & CONTEXT

- **Creator:** [George Clarkey](#) (612K YouTube)
- **Moment:** YouTube challenge: “10 Minutes, \$1,000 in NYC.” George checks hydration levels using AirUp, weaving it into his real-world adventure.

- **Why it works:** Now is the moment to show your product fits their world. Build context, utility, and relevance by embedding your brand in real, everyday challenges. Let trusted voices demonstrate, not just talk.



### PHASE 3: MAGNETISM (INSIDER/EXPERT) – EARN TRUST & CONVERSION

- **Creator:** RichardsLittleDiary (2.2M TikTok)
- **Moment:** Honest TikTok review: Richard samples “winter apple” AirUp, reacts in real-time, and answers fan questions about flavour and feel.
- **Why it works:** Trust is sealed by niche experts, not just big names. You need a voice who feels “one of us”–they answer questions, react honestly, and give the audience permission to buy.

### KEY TAKEAWAY

Every phase of your campaign should have a clear “so what” for the audience. Start with attention, add proof in context, and finish with peer-to-peer trust. That’s how you move from scroll to sale.

# THE LONG & SHORT OF IT



## YOUR 5-STEP RABBIT HOLE PLAYBOOK

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### ✓ **HOOK**

Stop the scroll in 7 seconds or less. If you need to explain it, it's not a hook.

### ✓ **FLOOD**

Seed at least 3 follow-ups. One viral hit isn't enough—spin the rabbit hole!

### ✓ **BLESS**

Let a niche expert put their stamp on it. 51% trust micro-creators most—give them the mic.

### ✓ **PEER PROOF**

Create a “gotta-share” moment. Pin top comments, share codes—43% convert (or bounce) here.

### ✓ **TURN THE ENGINE**

Run Mass → Momentum → Magnetism. Miss a phase? You stall the journey.

***Snap this and challenge your team.***

*If you only remember one page, make it this. Print it. Stick it to your team wall.*

# YOUR 11-ASIDE CREATOR INDEX

This index spotlights creators you might not know—but who command huge influence inside their own corner of culture. Here, popularity isn't the goal. Resonance is.

So Why 11? Well, each category reflects one of the top cultural obsessions our UK Gen Z panel couldn't stop talking about.

## WHAT'S INSIDE:

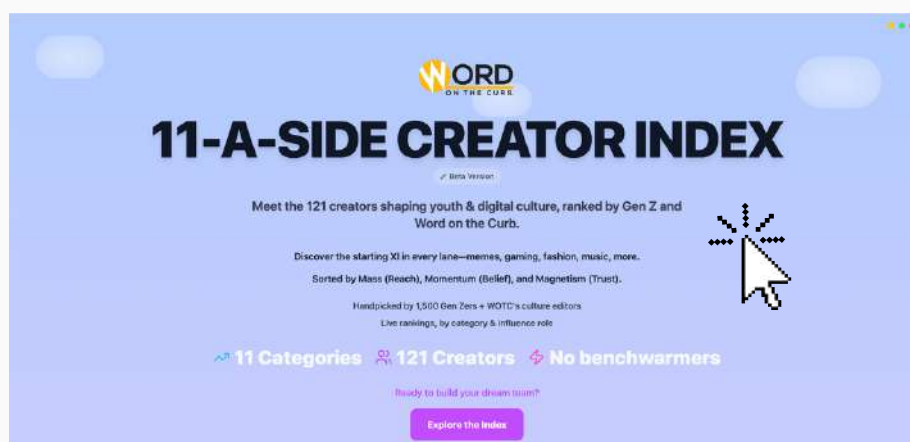
- 121 creators, from under-the-radar gems to cult favourites, who shape opinion, set trends, and spark real action within their micro-communities.
- For each: a snapshot of content style, regional reach, and a tactical “how to use” tip for brands.

## WHY IT MATTERS:

These aren't just creators with big numbers—they're the heartbeat of niche worlds. Tapping them means reaching the most passionate fans.

Being a top creator isn't about having the most followers. It's about being the most resonant voice in the room—turning group chats, comments, and DMs into your own “if you know, you know” media channel.

**Want to see who's really moving culture?**  
**To explore the full 11-a-side Creator Index click here:**



# APPENDIX

## METHODOLOGY

### Survey Design & Fieldwork

**Sample Size:** 1,418 UK respondents (unweighted) aged 16–24

#### Age breakdown:

- 16–17 yrs: 404 (29 %)
- 18–19 yrs: 637 (45 %)
- 20–21 yrs: 237 (17 %)
- 22+ yrs: 140 (10 %)

#### Gender breakdown:

- Man: 514 (36 %)
- Woman: 514 (36 %)
- Non-binary: 115 (8 %)
- Trans man: 104 (7 %)
- Gender fluid: 41 (3 %)
- Gender neutral/Other/Prefer not to say: (10 %)

**Field Dates:** 12 – 19 June 2025

#### Recruitment:

- Social-media-driven outreach across TikTok, Instagram, YouTube and Twitch.
- Invited UK 16–24s via paid ads and organic posts to complete a 10-minute online questionnaire.

## About Us

Word on the Curb is a youth media agency powered by cultural insight. We turn real Gen-Z understanding into campaigns that land—across research, strategy, creative, and creator/media partnerships. Brands like O2, Spotify, Pinterest, Just Eat, NHS, Warner Bros., Channel 4.0, and the RFU trust us to turn scrolls into genuine engagement. For more info, go to [www.wordonthecurb.co.uk](http://www.wordonthecurb.co.uk)

## Questionnaire & Coding

### Sections:

- Platform behaviors: frequency, time spent, trust drivers
- Open-ended “obsession” prompts: free-text responses on latest hobbies
- Trust & engagement metrics: follow-reasons, purchase journeys

### Free-Text Analysis:

- Hand-coding of ~1,500 open-texts into 12 “obsession kingdoms.”
- Dual-coder validation ( $\kappa = 0.82$ ) to ensure category reliability.
- Final “Top 5” kingdoms account for 74 % of mentions.

### Weighting & Significance:

- Reporting: All headline tables presented unweighted, with raw bases noted by demographic cell.
- Statistical Testing: Column differences tested at 5 % risk level; very small bases (< 30) flagged and excluded from significance testing.