



THE CULTURAL CONVERSION RATE FULL LEAGUE TABLES.

Every brand. Every category. Ranked.

CULTURAL RELEVANCE ÷ AWARENESS · A WORD ON THE CURB METRIC

SUBJECT / UK · 16-29 · n=1,051 · ~76 BRANDS · 4 CATEGORIES

DEFINING THE TERM

THE CULTURAL CONVERSION RATE

THE METRIC



Cultural relevance ÷ awareness · of the people who know you, the share who find you relevant · [A Word on the Curb metric.](#)

WHY WE BUILT IT

Awareness measures who's heard of you — a metric built for a broadcast age where being seen meant being chosen. That age is over. A brand can now be **famous and irrelevant at once**. CCR measures the gap awareness can't: of those who know you, who actually chooses you?

WHY IT HOLDS UP

Across 1,051 young people and 76 brands, CCR consistently separated the brands young people talk about and use from the ones they merely recognise — and it exposed challengers (Wingstop, Vinted) and Deadzone giants (Nike, HSBC) that awareness alone misses entirely. It measures something real, and it's repeatable wave on wave.

SINGLE-PICK

Relevance is one forced choice — the single most culturally relevant brand in category — not a multi-select nod.

WITHIN-CATEGORY

Most robust against direct rivals. Cross-category comparison is directional.

BOUNDED 0-100%

A clean ratio, not an index — easy to read, easy to move, easy to repeat wave on wave.

WHY VINTED'S 50% IS EXCEPTIONAL

Half of everyone who's heard of Vinted calls it fashion's most relevant brand — no campaign buys that; it's peer-conferred.

"Awareness was the metric of the broadcast age. [CCR is the metric of the peer age.](#)"

— Hayel Wartemberg & Ndubuisi Uchea, Co-Founders, Word on the Curb



· CCR LEAGUE TABLES

intro



READING THE TABLES

AWARENESS	% of all respondents who recognise the brand (multi-select).
RELEVANCE	% who named it the single most culturally relevant brand in its category (single pick). Shares are of the full n=1,051.
CCR	Relevance ÷ Awareness – of the people who know you, the share who find you relevant. A Word on the Curb metric.
▽ LOW BASE	Awareness under 40%; CCR is directional, not directly comparable to high-awareness brands.

CCR is most robust within a category. Cross-category comparison is directional.



CONVERSION (CCR) ↑

(under-converting → converting)

THE CHALLENGERS

under-famous • over-converting – the blueprint

Student Finance • Wingstop • Uniqlo • Corteiz ▾

THE ICONS

famous AND chosen – the goal state

Apple Pay • Monzo • Klarna • Revolut • Google Pay • NHS • TfL • BBC • Uber Eats • McDonald's • Greggs • Lidl • Deliveroo • Aldi • Just Eat • Tesco • Vinted • Shein • Primark

THE UNBUILT

under-famous • under-converting – a blank slate

Wise • Starling • Chase UK • DVLA • DWP • Citizens Advice • Footasylum • New Balance • Supreme • Off-White ▾ • Palace ▾

THE DEADZONE

famous but NOT chosen – the trap, and the biggest quadrant

Nike • Adidas • JD Sports • Zara • M&S • Converse • Vans • H&M • Next • Reebok • Puma • Levi's • Foot Locker • ASOS • HSBC • Barclays • Lloyds • NatWest • Santander • Halifax • PayPal • Nationwide • GOV.UK • HMRC • Local council • KFC • Nando's • Subway • Burger King • Waitrose • Domino's • Sainsbury's • ASDA • +more

AWARENESS →

(less famous → more famous)

Beating your category average is straightforward, but beating your direct rivals is what matters



WHAT GOOD LOOKS LIKE

25%+

CATEGORY-DEFINING

Only 5 brands in 76 clear this.

10–25%

STRONG CONVERTER

5–10%

CONVERTING

<5%

THE DEADZONE

Famous, not chosen. Most of the market.

Read your own number against this and you've self-diagnosed before we say a word.

FINANCE & PAYMENTS

CATEGORY-AVG CCR
≈ 7.4

#	BRAND	AWARE	RELEVANT	CCR
1	Apple Pay	92%	28% (290)	29.9
2	Monzo	87%	23% (244)	26.8
3	Klarna	82%	11% (119)	13.8
4	Revolut	86%	10% (102)	11.3
5	Google Pay	85%	8% (81)	9.0
6	PayPal	94%	7% (70)	7.1
7	Nationwide	88%	5% (55)	6.0
8	Wise ▾	21%	1% (10)	4.5
9	Starling	45%	1% (15)	3.1
10	Santander	88%	2% (17)	1.8
11	NatWest	89%	2% (16)	1.7
12	HSBC	84%	<1% (9)	1.0
13	Lloyds	91%	<1% (9)	0.9
14	Chase UK	42%	<1% (4)	0.9
15	Barclays	91%	<1% (8)	0.8
16	Halifax	85%	<1% (4)	0.4

- Apple Pay – 30%**

Won by disappearing into daily life. Invisible utility as relevance.
- Monzo – 27%**

Won by being a peer signal. The coral card did what a campaign can't.
- HSBC – 1%**

Maximum recognition, near-zero relevance. Trust without cultural standing.

PUBLIC SECTOR

CATEGORY-AVG CCR
≈ 12.8

#	BRAND	AWARE	RELEVANT	CCR
1	Student Finance England ★	65%	23% (237)	34.7
2	Transport (TfL / local)	80%	22% (230)	27.5
3	NHS	95%	22% (232)	23.2
4	BBC	94%	16% (165)	16.8
5	GOV.UK	97%	6% (64)	6.3
6	DVLA	67%	4% (41)	5.8
7	DWP	42%	2% (25)	5.7
8	Citizens Advice	56%	2% (25)	4.2
9	HMRC	76%	2% (20)	2.5
10	Local council	80%	1% (11)	1.3

Student Finance – 35%
The highest converter you'd never call a "brand." Relevance follows material consequence.

Transport – 28%
Touches daily life; earns its place. Consequence beats communication.

Negligible base (shown for completeness, not ranked): DSIT – 2% aware, 1 pick · DCMS – 6% aware, 2 picks. Too few respondents recognise these to compute a meaningful CCR.

FOOD & DELIVERY

CATEGORY-AVG CCR

≈ 4.6

#	BRAND	AWARE	RELEVANT	CCR
1	Uber Eats	95%	14% (142)	14.3
2	McDonald's	95%	12% (124)	12.4
3	Wingstop ★	72%	9% (94)	12.4
4	Greggs	95%	11% (110)	11.0
5	Lidl	92%	9% (90)	9.3
6	Deliveroo	94%	8% (86)	8.7
7	Aldi	91%	8% (82)	8.6
8	Just Eat	92%	8% (80)	8.2
9	Tesco	96%	6% (58)	5.8
10	M&S Food	92%	4% (40)	4.1
11	Nando's	93%	4% (38)	3.9
12	KFC	95%	2% (19)	1.9

#	BRAND	AWARE	RELEVANT	CCR
13	Wagamama	89%	2% (18)	1.9
14	Domino's	94%	1% (15)	1.5
15	Sainsbury's	92%	1% (13)	1.3
16	Subway	95%	<1% (9)	0.9
17	ASDA	94%	<1% (7)	0.7
18	Pret	82%	<1% (6)	0.7
19	Five Guys	92%	<1% (5)	0.5
20	Pizza Hut	94%	<1% (5)	0.5
21	Taco Bell	92%	<1% (4)	0.4
22	Morrison's	92%	<1% (4)	0.4
23	Burger King	95%	<1% (3)	0.3
24	Waitrose	91%	<1% (1)	0.1

Uber Eats vs Just Eat – 14% vs 8%

Same fame, nearly double the conversion. The clearest head-to-head in the study.

Wingstop – 12% • Greggs – 11%

Wingstop converts like a leader on a fraction of the fame; Greggs owns its price with zero shame.

FASHION & RETAIL

CATEGORY-AVG CCR
≈ 5.2

#	BRAND	AWARE	RELEVANT	CCR
1	Vinted	91%	45% (477)	50.1
2	Shein	90%	16% (171)	18.2
3	Primark	95%	11% (112)	11.2
4	Corteiz ▽	15%	2% (16)	9.9
5	Uniqlo ★	64%	5% (56)	8.3
6	Nike	92%	4% (38)	3.9
7	ASOS	80%	2% (23)	2.7
8	Adidas	91%	2% (25)	2.6
9	JD Sports	88%	2% (23)	2.5
10	Zara	85%	2% (17)	1.9
11	M&S	92%	2% (17)	1.8
12	Footasylum	65%	1% (10)	1.5

#	BRAND	AWARE	RELEVANT	CCR
13	Converse	88%	1% (12)	1.3
14	Palace ▽	14%	<1% (2)	1.3
15	New Balance	70%	1% (8)	1.1
16	Vans	87%	1% (9)	1.0
17	H&M	92%	1% (9)	0.9
18	Supreme	71%	1% (7)	0.9
19	Next	89%	1% (8)	0.9
20	Off-White ▽	40%	<1% (2)	0.5
21	Reebok	77%	<1% (3)	0.4
22	Puma	85%	<1% (3)	0.3
23	Levi's	88%	<1% (3)	0.3
24	Foot Locker	78%	<1% (2)	0.2

Vinted – 50% • the ceiling

Half of everyone who knows it names it #1. Nothing in any category comes close.

Nike 4% • Corteiz ~10% ▽

The textbook Deadzone vs the challenger blueprint – proof CCR isn't a fame game.



High CCR doesn't require **high fame.**

CORTEIZ ▽

Converts at **~10%** on just **15% awareness**.
Known by few — chosen by a real share of
them. The challenger blueprint.

NIKE

92% known, 4% chosen. The exact inverse.
Maximum fame, minimal conversion.

Directional — small base — but real: CCR isn't a fame game.



- 01 Only **5 brands out of 76** convert above 25%. Relevance is scarce.
- 02 The average brand converts about **1 in 20** people who know it. The best convert **1 in 2**.
- 03 In **every** category, the most famous brand is almost never the most relevant one.
- 04 Awareness is now **table stakes** — near-universal, and it predicts almost nothing about who gets chosen.
- 05 The gap between **known** and **chosen** is the biggest unmanaged risk in brand-building — and the first time it's been measured.

HOW THIS WAS BUILT

SAMPLE

n=1,051 · UK · ages 16-29 · four categories: finance & payments, food & delivery, public sector, fashion & retail.

CCR

Relevance ÷ awareness. Benchmarked within category; cross-category comparison is directional.

RELEVANCE

Single-pick: respondents named the one most culturally relevant brand per category. Awareness is multi-select.

LOW-BASE CAVEAT ▾

Brands under 40% awareness are flagged; their CCR is directional, not directly comparable to high-awareness brands.

The Cultural Conversion Rate (CCR) is a [Word on the Curb](#) metric.

GET YOUR CCR



Your brand isn't in this table? Most aren't.

We can run your CCR – your number, your position on the matrix, your gap to your real competitive set – in Wave 2.

CALCULATE YOUR OWN CCR

Take your prompted awareness. Take the share who'd name you most relevant in your category.

Divide the second by the first.

Under 10%? You're in the Deadzone.

Then talk to us about **moving it.**

THE CCR INDEX • info@wordonthecurb.co.uk
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