



W O T C

CASE FILE #WOTC-5LCR
2026

THE 5 LAWS OF CULTURAL RELEVANCE

What actually makes a brand **matter** to **young people**.

Lorem ipsum dolor sit amet, consectetur adipiscing elit.
enim ullamcorper libero semper accumsan sit amet at eu.
Quisque cursus porttitor metus vitae iincidunt. Viv

Aenean nec
cing a.

Integer blandit massa elit, ac viverra nibh iaculis se
magna, vitae luctus ante adipiscing nec. Fusce vitae p
tristique, nisi vel mattis volutpat, ante nisl molestie
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hendrerit ac. Mauris quis nisl tempus, ultrices lorem sit

DOSSIER / 5 LAWS OF CULTURAL RELEVANCE
CASE FILE / WOTC-5LCR • WAVE 1
SUBJECT / UK • 16-29 • n=1,051



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FROM THE FILE

FOREWORD

A generation ago, being known was enough and it was relatively simple – five TV channels, radio and out of home. That simplicity, both when it comes to the channels and the sole obsession with reach, is over. Awareness was the metric of the broadcast age. CCR is the metric of the peer age.

We surveyed 1,051 young people across the UK and found brands almost everyone recognises and almost no one finds relevant – recognition in the nineties, relevance in the low single digits. The gap between the two is where billions in brand investment becomes ineffective.

This report is our reading of why. It isn't a trends newsletter and it isn't a tracker – it's a point of view, built from what young people told us in their own words and pressure-tested against what we see every day across our network. We've turned it into five Laws, and given each a playbook, so that you can act on these findings.

Ndubuisi Uchea & Hayel Wartemberg

CO-FOUNDERS • WORD ON THE CURB • THIS IS WAVE 1.

EXECUTIVE SUMMARY

THE LETTER OF THE LAW

Being known is not the same as being relevant.

We surveyed 1,051 young people across the UK. The brands they recognise most are not the brands they find relevant – and the gap is where brand investment quietly stops converting.

The headlines...

92%→4%

KNOW NIKE -> RATE IT

50%

VINTED CONVERT FAME
MOST EFFECTIVELY

ONLY
12%

BELIEVE SOCIAL MEDIA
PRESENCE=RELEVANCE

THE FIVE LAWS

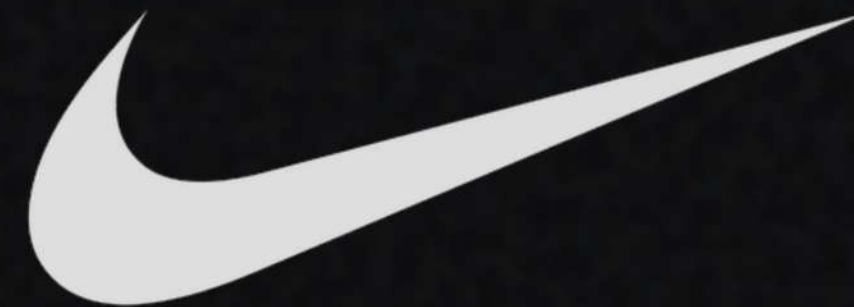
- 01** Stop mistaking fame for relevance.
- 02** Learn the language or get left behind.
- 03** Earn trust before you earn relevance.
- 04** Build the table – let community decide.
- 05** Make it affordable or make it worth it.

Where does your brand sit on this chart?

Wave 2 fields soon.



ALMOST **EVERYONE**
HAS **HEARD** OF
THESE BRANDS...





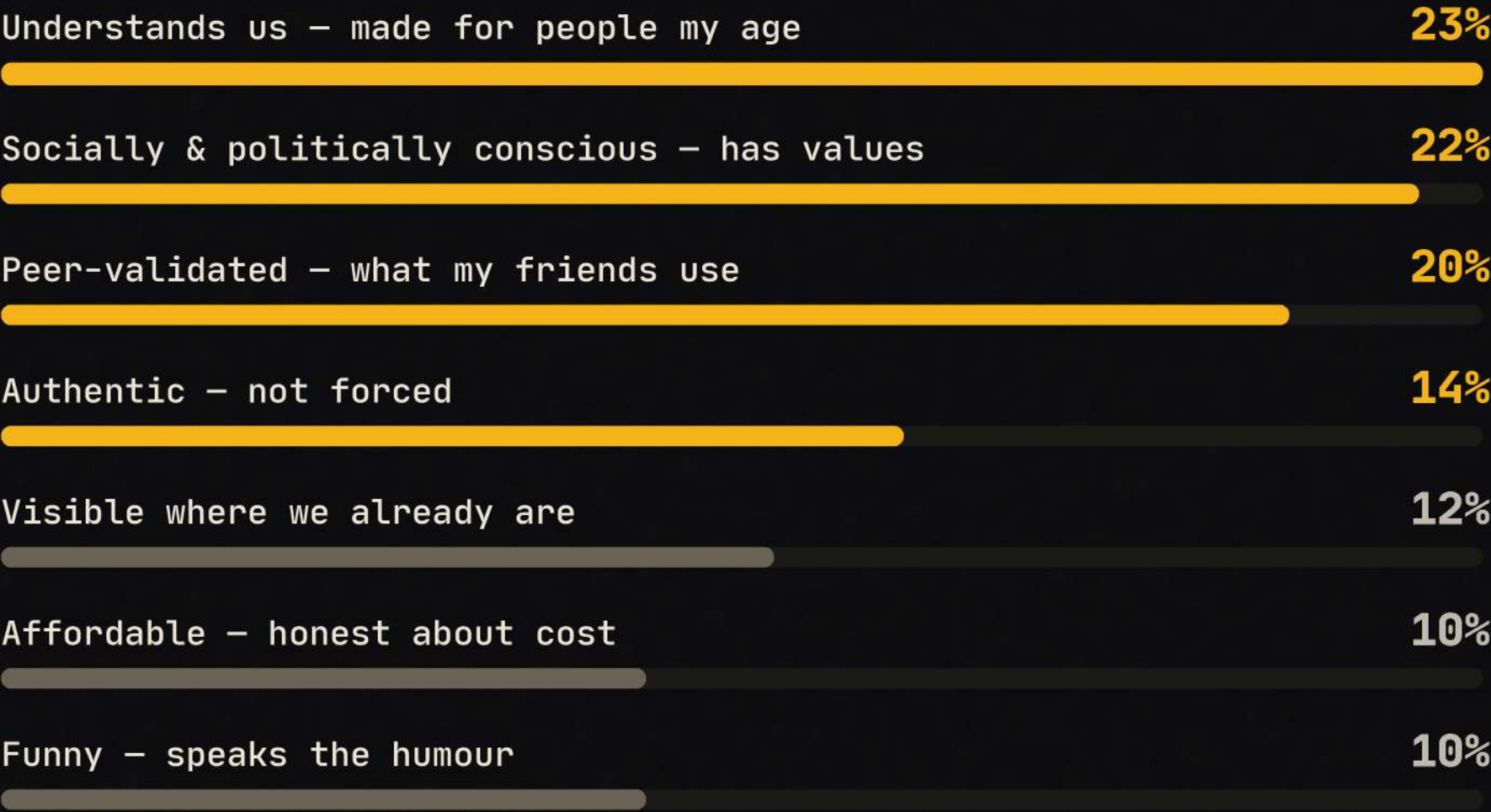
**BUT ALMOST
NO ONE FINDS
THEM RELEVANT.**





WHAT YOUNG PEOPLE LINK RELEVANCE TO

We coded every answer to one open question – *what makes a brand culturally relevant to people your age?* No prompts, no options. This is what 1,041 young people said, ranked by how often they said it.



“Things aimed towards the kind of things we like – not someone else's taste pushed onto people my age.”

– 17, SOUTH WEST ENGLAND

“Class consciousness, and awareness of the political climate and how it affects young people.”

– 25, NORTH WEST ENGLAND

“All my friends use it. I don't know anyone who doesn't.”

– THE MOST REPEATED PHRASE IN THE STUDY



THE FILE'S DEFINITION

A BRAND IS CULTURALLY RELEVANT WHEN –

**young people choose it as part of how they signal
who they are to each other.**

Relevance is **conferred by peers.** It is never claimed by a brand.

These are the patterns. The next forty pages are the **five laws** they point to.



HOW WE READ THE FIELD

1,051 young people surveyed to find the gaps. Then **8** **in depth** to understand why.

The numbers tell you what. The conversations tell you why.

THE KEY

AWARE — recognised the brand.

RELEVANT — named it the single most culturally relevant in its category.

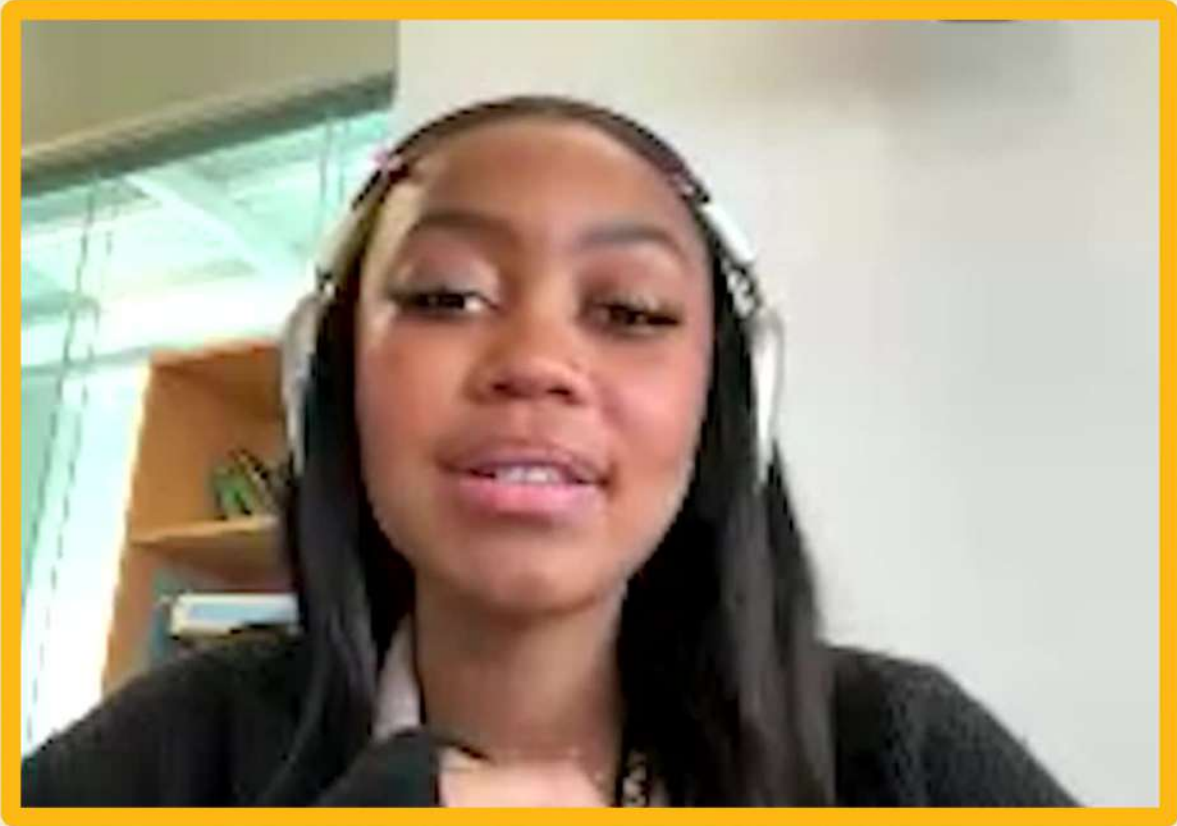
CONVERSION (CCR) — relevance ÷ awareness. A WOTC metric.

“Relevance % = share of everyone;

CCR = share of those aware.”

$$\text{CULTURAL RELEVANCE} \div \text{AWARENESS} = \text{CCR}$$





SOURCE WOTC NATIONAL SURVEY	SAMPLE n=1,051 • UK • 16-29	DATE 2026 • WAVE 1	VERIFIED BY <i>Word on the Curb</i>	
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A UK sample of 1,051 16-29-year-olds, drawn across every nation and region and sourced where culture actually forms – designed to capture the culturally active, who set relevance, not a nationally representative cross-section.

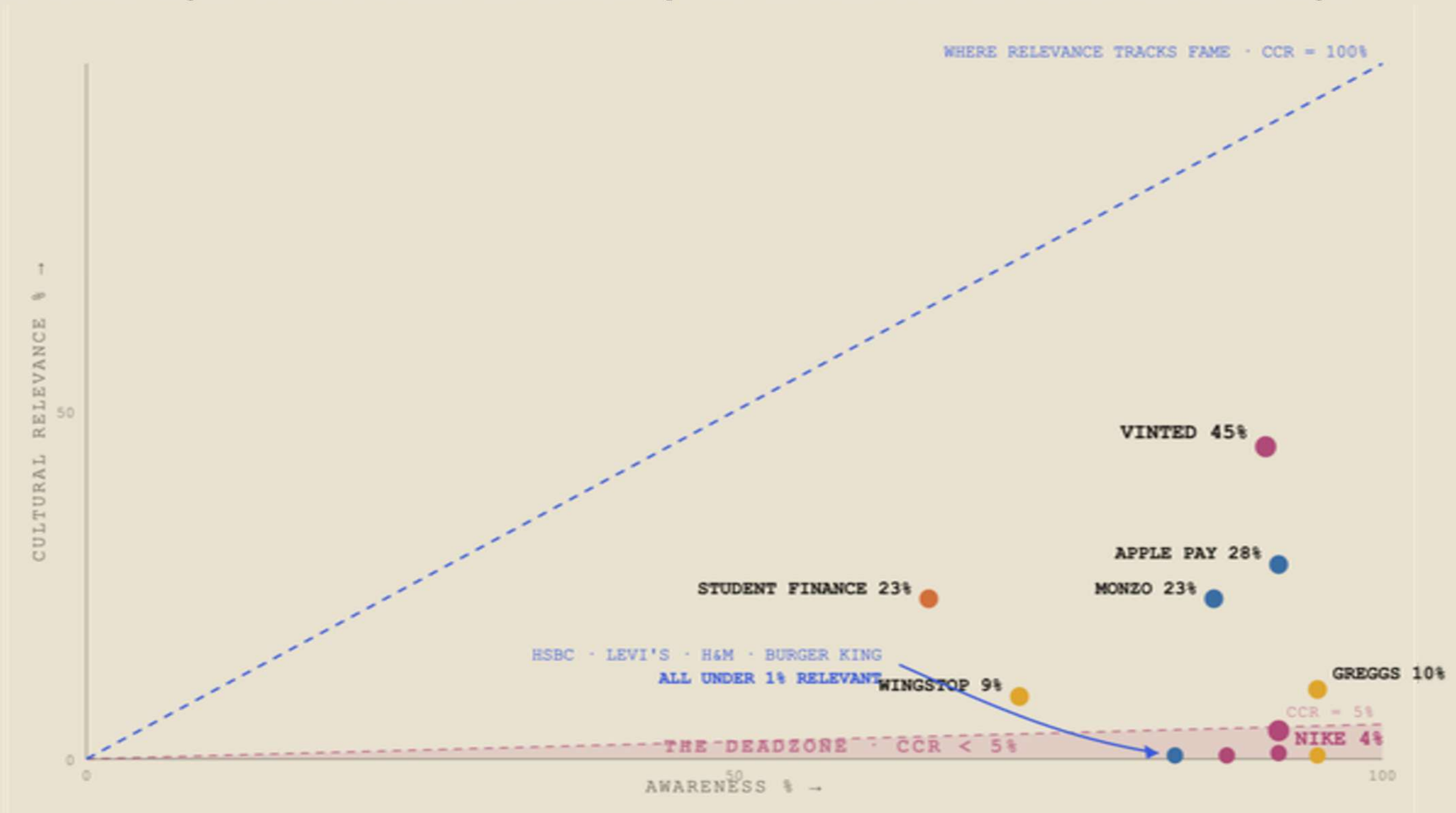
EXHIBIT A

THE DEADZONE

The further right, the more famous. The further up, the more relevant. Most brands sit bottom-right



- FINANCE
- FOOD
- FASHION
- PUBLIC

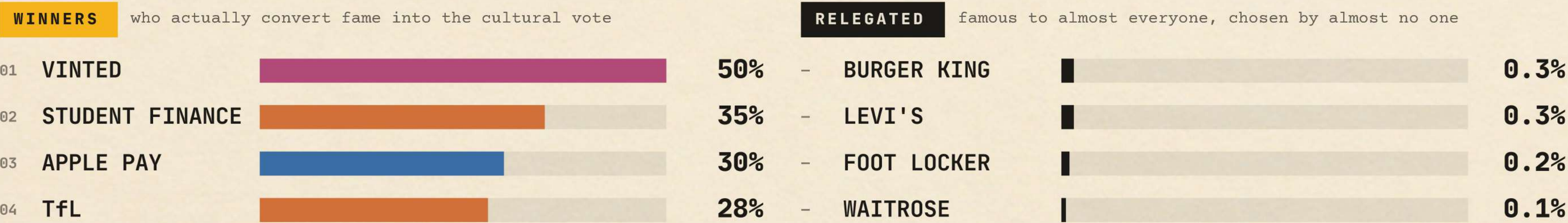




THE CONVERSION LEAGUE

CULTURAL RELEVANCE ÷ AWARENESS = CCR

The **Cultural Conversion Rate** – of the people who know you, this is the share who find you relevant.
[A Word on the Curb metric.](#)



"We're not under-famous. We're [under-converting](#) – and conversion is built where fame isn't."

THE LINE FOR YOUR NEXT BOARD MEETING

ARTICLE



01

STOP MISTAKING FAME FOR RELEVANCE

Awareness alone is a trap you can't afford to fall into.

THE FAILURE:



THE MOST EXPENSIVE FALSE COMFORT IN MARKETING.

Every quarter, a tracker lands on a CMO's desk showing prompted awareness in the nineties, and everyone relaxes. Awareness was a proxy for preference in a world of five channels and one mainstream.

That world is gone. Feeds are individually assembled, the monoculture has fragmented into thousands of scenes, and recognition no longer converts to anything by default. Most measurement programmes literally cannot see the gap – because they were built to measure the old world.

92%

recognise Nike

4%

find it culturally
relevant



THE WORLD'S MOST FAMOUS, BARELY CHOSEN

NIKE

92%

AWARE • 971 OF 1,051

4%

RELEVANT • 38

The world's most valuable sports brand holds the cultural vote of fewer than 1 in 20. That same pattern exists for the likes of Burger King, HSBC, H&M, Levi's, all sat under 1%.

YOUR EYES ONLY

THE CULTURAL CONVERSION RATE • A WOTC METRIC

VINTED

50%

WINGSTOP

12%

NIKE

4%

Wingstop converts at **3× Nike** — on perhaps a hundredth of the spend. Vinted at 50% — a number no campaign has ever bought.



WHAT BROKE THE PIPELINE

01

DISTRIBUTION

Relevance is built in spaces brands can't buy: group chats, comment sections, what your mates wear. "All my friends use it" is the single most recurring phrase across ~1,049 open-ends.

02

SATURATION

Only **12%** say heavy brand presence on social media makes a brand more relevant and **25%** say it makes a brand look try-hard. Being everywhere is no longer a signal of anything.

03

THE SIGNAL ECONOMY

Ubiquity is a weak signal. Everyone has Nike – so carrying it says almost nothing about who you are. Scarcity of meaning, not reach, is the new currency.

Three shifts. One result: recognition stopped paying out.

★ WINNER

WINGSTOP



72%

AWARE

9%

RELEVANT

12%

CONVERSION

01 ENTERED THROUGH A NICHE SCENE, NOT A DEMOGRAPHIC — UK RAP AND BLACK MUSIC ADJACENCY.

03 CREATORS WHO ALREADY ATE THERE — NOT CONTRACTED AMBASSADORS.

02 SCARCITY & LOCALITY — OPENINGS AS EVENTS, QUEUES AS CONTENT.

04 PRODUCT BUILT FOR THE FEED — LOUD, SHAREABLE, DEBATABLE.



▼ LOSER

NIKE



92%

AWARE

4%

RELEVANT

- ✗ Celebrity level stars & athletes it puts front and centre are too famous to feel like anyone's mates.
- ✗ Its ads are built to remind people who Nike is – but everyone already knows. Emotive, brand storytelling has drifted.
- ✗ SNKRS drops get hoovered up by resellers, so the scarcity builds a resale market, not a community.

**The machine keeps buying fame –
and conversion keeps falling.**





THE LINE

**FAME MAKES YOU AVAILABLE,
MEANING MAKES YOU CHOSEN.**

FILE NOTES

THE PLAYBOOK



DIAGNOSE

- ☐ Do you measure what your audience gives each other meaning-wise, or just awareness and NPS?
- ☐ When did you last appear in a group chat unprompted – would you know?
- ☐ Which niche, subculture or scene would claim you as theirs?

MEASURE

- ☐ Conversion rate (CCR), quarter on quarter.
- ☐ Peer-to-peer vs brand-prompted mentions.

MOVE

- ☐ Put relevance next to awareness on the same board slide.
- ☐ Reallocate 10% of broadcast to subcultural seeding over 12 months.
- ☐ Live in one niche properly rather than trying to be in ten.

STOP

- × Celebrating awareness internally as if they were wins.

ARTICLE



02

LEARN THE LANGUAGE OR GET LEFT BEHIND

Mememes aren't a content format. They're the shared language of a generation.

THE FAILURE:



THE BRAND EQUIVALENT OF A SUPPLY TEACHER USING LAST YEAR'S SLANG.

Somewhere right now a brand team is workshopping a meme. The trend is eleven days old. Legal has questions. The post goes out next Tuesday – by which point the trend is over, the format's been parodied, and you're late.

That's the fluency trap: treating internet culture as a channel you post into rather than a language you either speak or don't. The brands that fail don't fail because they're boring – they fail because they're late, or they don't get the joke. And young people can tell from the caption, the word choice, the timing, the punctuation.

*You won't be told you failed.
You'll just quietly stop being
invited.*



CULTURE IS THE OPERATING SYSTEM

65%

name **memes & internet culture** central to youth culture – 685 of 1,051. Nearly double politics, the next answer at 36%.



// When brands reference internet slang or a popular song in an advert, you'll usually hear people talking about it in school – whether it was done well or badly.

– RESPONDENT, 17, SCOTLAND

ON THE RECORD

THE 4 LEVELS OF FLUENCY



01

VOCABULARY

Terms have a lifecycle. By the time one hits a brand deck it's usually dead – "rizz", "very demure".

LIVE NOW:

cooked • chat • aura •
crashing out • rage bait

verified live, June 2026

02

GRAMMAR

Fluency is tone, not vocabulary.

- lowercase as tone
- layered irony
- niche beats broad
- brevity – over-explaining outs you

03

FORMATS

The comments matter as much as the post. POV, reaction screenshots, fan edits.

EACH PLATFORM A
DIALECT:

TikTok immediacy • X wit-speed • IG aesthetic •
group chats where
verdicts happen

04

THE LISTENING ASYMMETRY

Young people detect non-fluency in one post. Brands can't detect their own – because the mockery happens where they don't monitor.

*You won't be told you failed.
You'll just stop being invited.*

★ WINNER • CASE STUDY

NBARESANDDEV

The NBA through pop culture — player deep dives, hotness ratings, memes. It speaks the language because it never learned it as a second one.

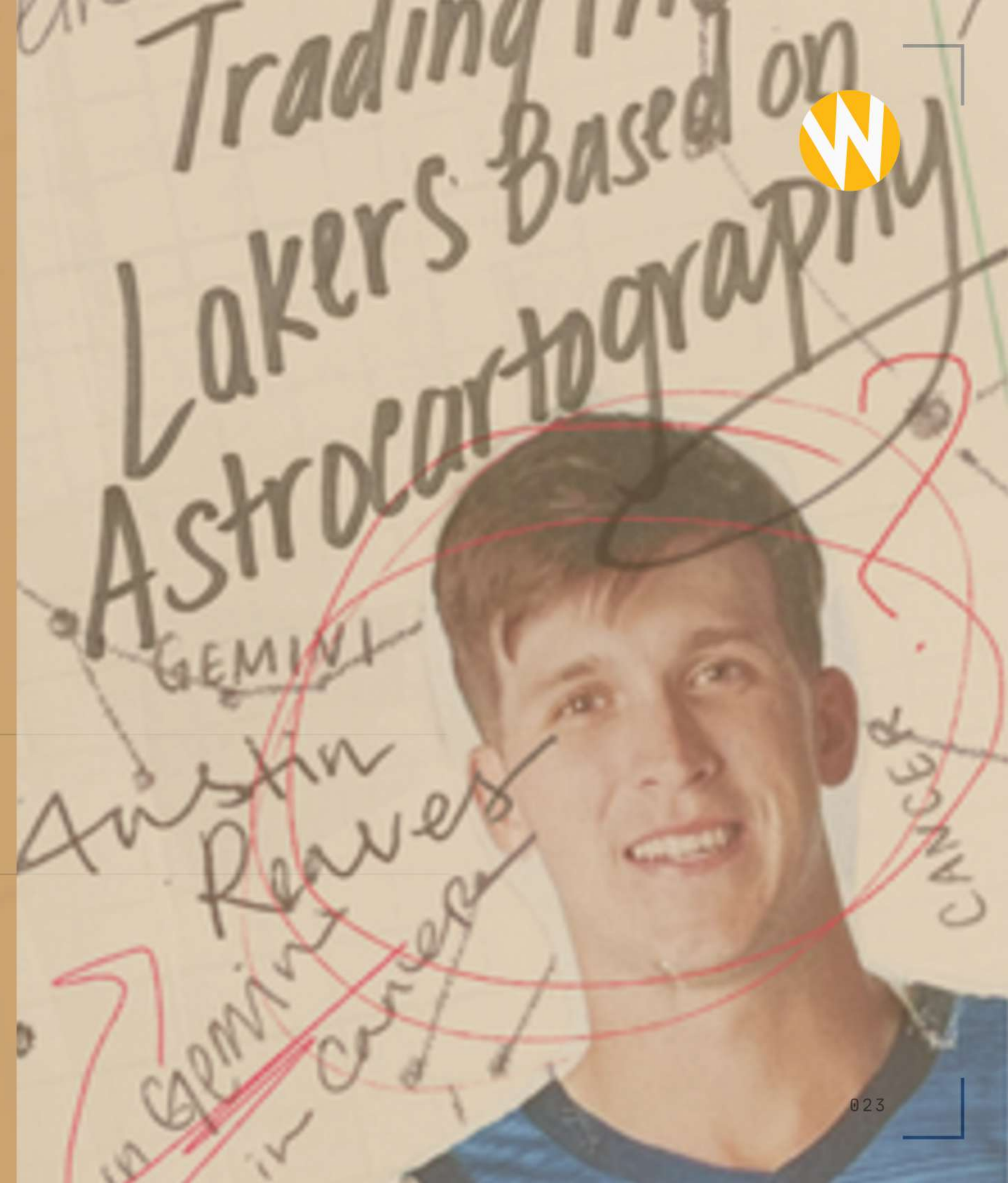
01 BEHAVES LIKE A FAN PAGE — FAMILIAR, FUNNIER, AND TRUSTED BECAUSE IT ISN'T TRYING TO SELL YOU THE LEAGUE.

02 LIVES IN THE CULTURE AROUND THE SPORT — NOT JUST THE SPORT ITSELF.

03 MEME FORMATS, AT MEME SPEED, WITH MEME IMPERFECTION — NOTHING OVERPRODUCED

ARTICLE 02 • CASE STUDY

023





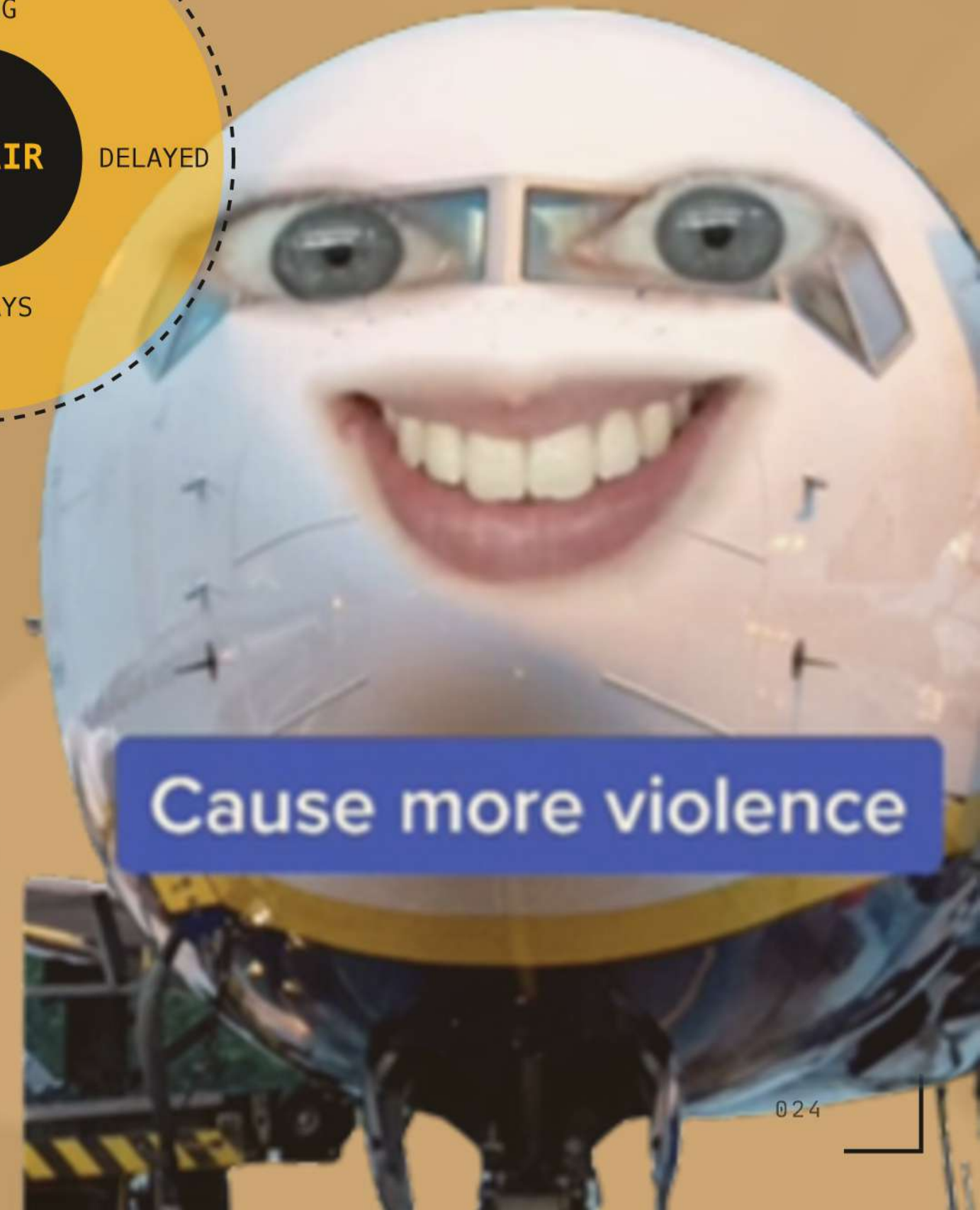
RYANAIR

Genuinely fluent – grammar, speed, self-deprecation all real. But fluency only converts **inside your cultural radius**: where young people have granted you permission to speak.

Ryanair's radius is flying, holidays, being cheap, being delayed. Piling into unrelated TikTok comments reads as a brand following you around the party.

"I SAW RYANAIR IN THE COMMENTS OF A TIKTOK AND JUST THOUGHT... YOU'RE A PLANE BRAND. WHY ARE YOU COMMENTING ON THIS?"

– CHARLOTTE, 17, BELFAST



Cause more violence



THE LINE

**INTERNET CULTURE ISN'T A
CONTENT STRATEGY,
IT'S A FLUENCY TEST.
AND YOU CAN'T FAKE FLUENCY.**

FILE NOTES

THE PLAYBOOK



DIAGNOSE

- ☐ Does anyone in the room consume this culture natively, not professionally?
- ☐ Over 48 hours to approve a reactive post? You can't be fluent
- ☐ Where were you last mocked?

MEASURE

- ☐ Sentiment ratio on participation posts.
- ☐ Are replies playing along – or pointing at you?

MOVE

- ☐ Put a native speaker under 25 in the sign-off chain.
- ☐ Set the 48-hour rule for reactive work.
- ☐ Keep a monthly kill-list of dead terms.

STOP

- × Briefing agencies to "make us part of the conversation." Ask instead which conversations you have permission to enter.

ARTICLE



03

EARN TRUST BEFORE YOU EARN RELEVANCE

Trust is the price of entry — in every category.

THE FAILURE:



THEY POUR THE BUDGET INTO THE ONE THING YOUNG PEOPLE RESPOND TO LEAST.

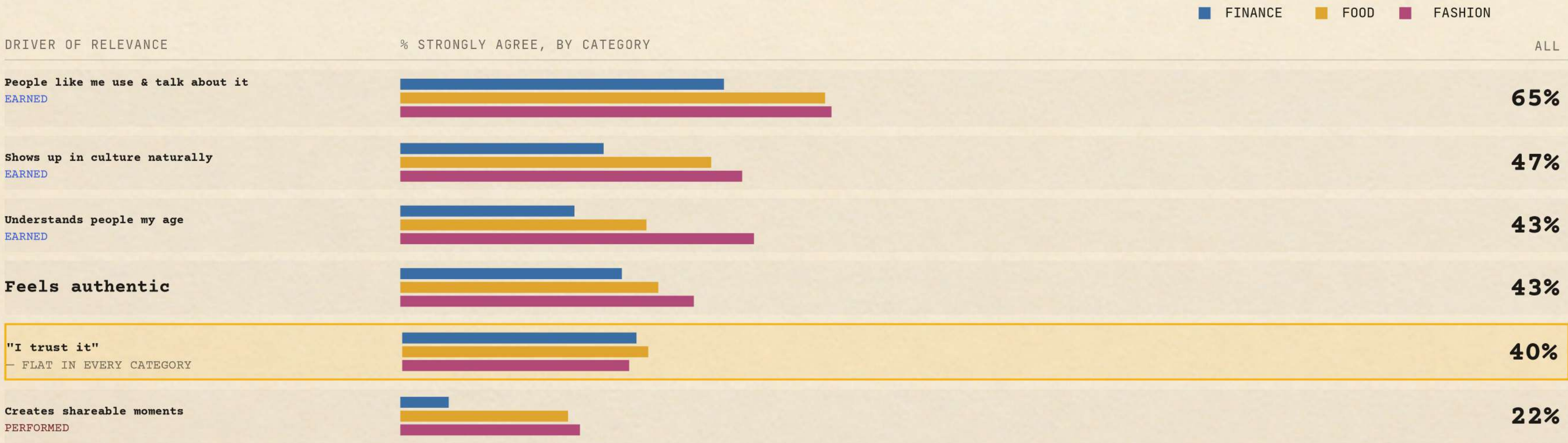
The same mistake plays out in a fashion war room and a bank's marketing meeting, identically: a brand decides the route to relevance is to be seen more — louder, funnier, more viral.

But the strongest reason a brand gets chosen is the quietest one — "people like me actually use it" (65%) — and the weakest is "creates moments people want to share" (22%). Relevance isn't something you perform. It's something other people give you.. Skip the trust and, depending on your stakes, you're either forgettable or radioactive.

They spent on the thing people care about least, then wondered why the thing people care about most caught them off guard.



TRUST IS A **CONSTANT**, NOT A CATEGORY

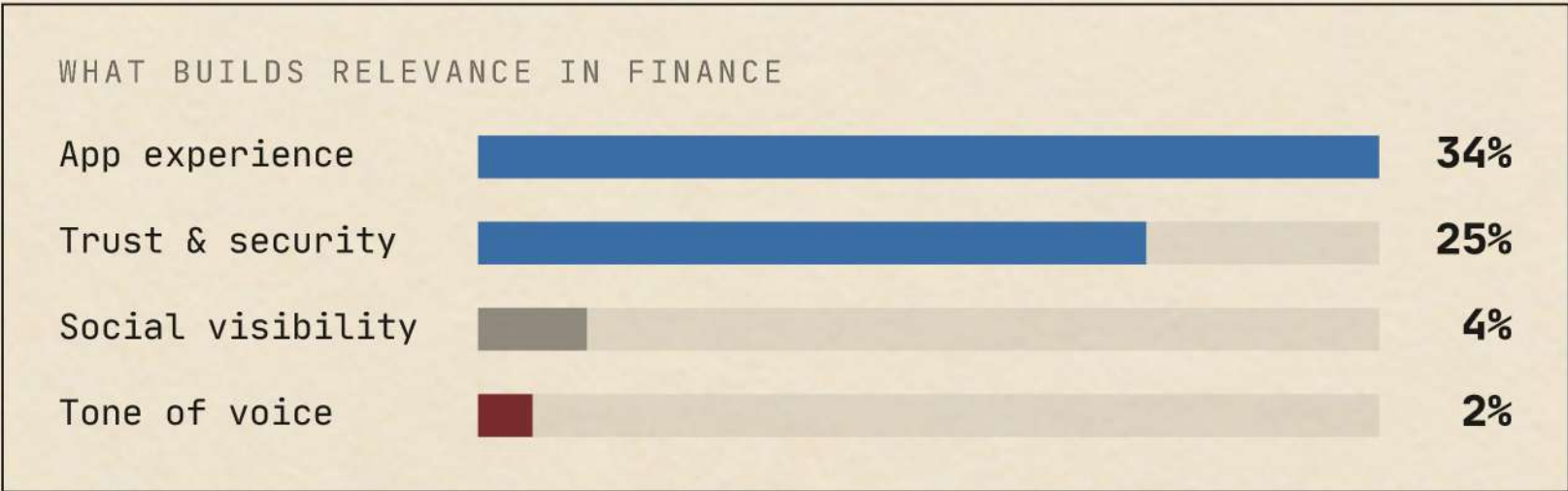


The top three are earned. The thing brands chase hardest sits dead last.



WHERE STAKES ARE HIGH, TRUST IS A GATE

HIGH-STAKES • FORCED CHOICE – TRUST OR RELEVANCE FIRST?



TONE OF VOICE SCORES 15× LESS THAN GETTING THE PRODUCT RIGHT.



A GENERATION TRAINED TO DOUBT

This cohort didn't arrive sceptical – it was trained to be. Greenwashed fashion. Finfluencer scams. BNPL before the first payslip. AI slop. They're switched on to all of it.

One instinct, adjusted to the stakes.

is this real, and can I rely on it?

LOW STAKES → AUTHENTICITY

Trust means "using trends in a believable way, not hopping on them generically." Fail state: the brand "forced through ads."

– 29, LONDON

HIGH STAKES → COMPETENCE & CANDOUR

Product that visibly works, plain-language terms, admitting problems in public. The screenshot a friend sends beats any campaign.

★ WINNERS

MONZO

87% 23% 27%

AWARE RELEVANT CONVERSION

Trust made **visible** – the coral card as a peer signal, features built to be screenshotted, everything easy to read at a glance.

GREGGS

95% 10%

AWARE RELEVANT

"A simple and honest sandwich shop." At low stakes, **that is trust** – and it converts.



money never felt like monzo



TWO ROUTES TO THE SAME PLACE: BE THE BANK PEOPLE NOTICE (MONZO), OR BE THE **PAYMENT METHOD** NOBODY THINKS ABOUT (APPLE PAY, 28%). BOTH BEAT CLEVER

▼ LOSER



LEGACY BANKS

84%

HSBC • AWARE

<1%

RELEVANT

People trust legacy banks to **keep their money safe**. That's it.

And keeping your money safe is the bare minimum now, not a reason to think you are relevant.

"Neither invisible enough to be infrastructure, nor distinctive enough to be identity."

— REMI, 28, LONDON



THE LINE

IN EVERY CATEGORY, RELEVANCE IS BUILT ON **TRUST** — NEVER INSTEAD OF IT.

You cannot meme your way into a category that requires young people to take you seriously.

THE PLAYBOOK



DIAGNOSE

- ☐ On the driver chart, is your spend on earned signals or the performed one that scores lowest?
- ☐ Where are you on the stakes spectrum – and does your trust strategy match?
- ☐ What would a sceptical 19-year-old find searching you on Reddit tonight?

MEASURE

- ☐ Unprompted peer recommendation.
- ☐ App-store rating trend.

MOVE

- ☐ Shift from "showing up" to being genuinely used.
- ☐ Publish something you'd normally hide.
- ☐ High stakes: move budget from tone to product experience.

STOP

- ✗ Spending against the weakest driver – the shareable moment.

ARTICLE



04 BUILD THE TABLE

Let your community decide who eats.

THE FAILURE:



AN AUDIENCE FACES YOU. A COMMUNITY FACES EACH OTHER.

"We need a community strategy" – and what is produced is a Discord with three mods and falling actives, a hashtag, a loyalty scheme rebranded as a "club." All of it mistakes audience for community.

The most relevant brand in our entire study proves it. Vinted – 45% relevant, 50% conversion – isn't even a fashion brand. It's the infrastructure young people run an economy on. It doesn't host the conversation; **it is the reason the conversation exists.**



THE HIGHEST SCORE IN THE STUDY

VINTED:

91%

AWARE

45%

RELEVANT

50%

CONVERSION

The single highest relevance score in the study in any category. Brands don't award themselves relevance. **Peers do – and peers need somewhere to do it.**

// All my friends use it. I don't know anyone who doesn't.

THE MOST RECURRING SENTIMENT ACROSS
~1,049 OPEN-ENDS

ON THE RECORD



THE PARTICIPATION ECONOMY

What young people build on infrastructure brands, unprompted:

VINTED

Haggling rituals, seller-rating etiquette, "wardrobe as shopfront," "check my Vinted" as a bio line.

"all my friends use it" – Vinny, 19, NW England

STRAVA

Turns private exercise into public standings – a leaderboard your friends are on.

SPOTIFY WRAPPED

Turns data into an annual ritual the whole feed performs on the same day.

McDONALD'S

The third space – "a place to go with friends as a broke teenager."

– Nell, 20

THE BRAND PROVIDES THE MECHANISM. THE COMMUNITY PROVIDES THE MEANING.

★ WINNER



VINTED

91%

AWARE

45%

RELEVANT

50%

CONVERSION

- 01 Every transaction is a **social interaction** – the marketing is the product working.
- 02 Users hold the inventory, taste and trust – **the community is the supply chain.**
- 03 Money flows **between** young people – not just from them.
- 04 **Identity infrastructure** – your wardrobe page is a self-portrait.



▼ LOSER



SUPREME

71%

AWARE

<1%

RELEVANT

Once the textbook community brand. The drop model that built belonging became a resale market – community as queue position. The thing that made it sacred became the thing you flipped.

When the table became a till, the crowd moved on.





THE LINE

**THE QUESTION ISN'T "HOW DO WE GET YOUNG
PEOPLE TALKING ABOUT US?"**

**IT'S "WHAT ARE WE BUILDING THAT GIVES
THEM SOMETHING WORTH TALKING ABOUT?"**

THE PLAYBOOK



DIAGNOSE

- ☐ What do two young people do together because of you – with each other, not your brand?
- ☐ If you stopped posting for 90 days, what conversation would continue?
- ☐ Are you trying to be the conversation, or build what makes it possible?

MEASURE

- ☐ Organic peer mentions – not campaign engagement.
- ☐ The conversation you don't prompt.

MOVE

- ☐ Find the latent social mechanic: compare, trade, gift, rank, split, show.
- ☐ Choose your table type: tool, ritual, space, or tradeable artifact.
- ☐ Hand over real keys.

STOP

- ✗ Launching "communities" that are just audiences with extra steps.

ARTICLE



05

MAKE IT AFFORDABLE OR OR MAKE IT WORTH IT

Value is the new status.

THE FAILURE:

PREMIUM BRANDS KEEP READING THIS GENERATION'S ECONOMICS AS A PHASE.

Hold the price, protect the dream, wait for the salaries. The data says people have stopped waiting for that dream.

Shopping cheap *used* to be something you *hid*.

Now it's something you say out loud



FOOD • RELEVANCE

GREGGS	110	10%
LIDL	90	9%
ALDI	82	8%
NANDO'S	38	4%
KFC	19	2%
BURGER KING	3	0.3%

RAW RELEVANCE COUNTS (%) • n=1,051



CRITICISED, AND CHOSEN ANYWAY

SHEIN:

90%

AWARE

16%

RELEVANT • 2ND IN FASHION

Among **the most criticised brands** on the planet. Young people can recite what's wrong with it — and use it anyway. Not hypocrisy: **behavioural pragmatism.**

ELSEWHERE, ON FINANCE...

// Klarna, unfortunately, understands the economic situation a lot of young people are in right now.

The word "unfortunately" is doing a lot of work.

— 27, LONDON



IT'S NOT HYPOCRISY. IT'S BEHAVIOURAL PRAGMATISM.

Convenience, price, necessity and access are ever-present pressures. Young people call out Shein's practices and shop there anyway – not because they can't see the contradiction, but because they're working through it in real time, reconciling idealism with the practicalities of a system built for ease and affordability.

They want to push back against these systems while still living inside them.



VALUE AS IDENTITY

DUPE CULTURE

The £4 version of the £40 product is now COOL.
"Dupe" is a compliment now.

LOUD BUDGETING

Declining plans because of money, said out loud
– "my June budget is £2."

THE BARBELL

Ruthless economy on essentials to fund identity purchases – Aldi pasta and limited trainers, no contradiction.

VALUE-BRAND FANDOM

Middle-aisle hauls as content. Greggs collabs selling out.

THEY DON'T WANT BRANDS TO BE CHEAP. THEY WANT THEM HONEST ABOUT WHAT LIFE COSTS.

★ WINNER

GREGGS

95%

AWARE

10%

RELEVANT • TOP OF FOOD

- 01 **Pride without apology** – never embarrassed about the price point.
- 02 **Cultural collisions** that collapse the class hierarchy of taste.
- 03 **Lets the internet lead** – follows the joke instead of writing it.
- 04 **Ubiquity as honesty** – everywhere, for everyone, and proud of it.



▼ LOSER



BURGER KING WAITROSE • PRET

95%

BK • AWARE

<1%

RELEVANT

Two ways to lose on value: priced out while talking posh (Waitrose, Pret) – or cheap and heartless (Burger King). Same relegation zone, opposite failures.

The middle is the dead zone: too dear to be value, too ordinary to be aspiration.



THE LINE

THE COST-OF-LIVING
GENERATION HASN'T ABANDONED
ASPIRATION. THEY'VE
REDEFINED IT.

THE PLAYBOOK



DIAGNOSE

- ☐ Does your comms acknowledge what life costs – without congratulating yourself for noticing?
- ☐ What's your dupe situation – the duped or the dupe?
- ☐ Where are you on the barbell? The middle is the dead zone.

MEASURE

- ☐ Relevance among non-purchasers.
- ☐ Dupe-discourse sentiment.

MOVE

- ☐ Value brands: own the price point with Greggs-grade confidence.
- ☐ Premium brands: build one genuinely attainable way in.
- ☐ Make honesty the creative platform.

STOP

- × Waiting for their incomes to fix your relevance.



RESALE ATE THE CATEGORY

MOST RELEVANT →



RELEGATED — ALL UNDER 1%

LEVI'S H&M SUPREME

YOUR EYES ONLY

KEY FINDING

Vinted beats every brand that's spent billions on fashion — without being a fashion brand.

"Means I can make a bit of money from old clothes and buy new ones that fit — all my friends use it."

— VINNY, 19, NW ENGLAND

FORWARD SIGNAL → Resale is moving from alternative to default.

LOYAL TO THE MECHANISM



MOST RELEVANT →



RELEGATED

BURGER KING WAITROSE PRET

KEY FINDING

Young people are more loyal to the **mechanism** of getting food than the food itself.

"A place to go with friends as a broke teenager."

— NELL, 20

FORWARD SIGNAL → Discount supermarkets are becoming cultural objects. Wingstop converts at 12% — triple the legacy QSR average.

EASE IS EVERYTHING

MOST RELEVANT →



RELEGATED – ALL UNDER 1%

HSBC BARCLAYS HALIFAX

KEY FINDING

Apple Pay won by **convenience**, Monzo by **referral**. Legacy banks do neither.

FORWARD SIGNAL → Ease is everything – app experience is the top driver of finance relevance at 34%, eight times any messaging lever.

The product is the brand. Brand spend does little next to a better app.

CONSEQUENCES, NOT COMMS

MOST RELEVANT →



RELEGATED

DSIT DCMS LOCAL COUNCILS

KEY FINDING

Material consequences drive relevance, not communications. The bodies that touch your life rank; the ones that talk don't.

FORWARD SIGNAL → The relationship is becoming politicised.

"I don't trust it" (178) beats "wrong channel" (69) for ignoring messages. The channel isn't the problem – trust is.

FOR YOU



WHAT THIS MEANS FOR YOU

FASHION

You're competing with Vinted and peer wardrobes. Win by being genuinely **accessible**, **peer-to-peer**, or **subcultural**.

If you're none of the three, it's a harder question about what you're actually for.

FOOD

Loyalty runs to the **mechanism** and the **price**, not the logo.

Own your price point with Greggs-grade honesty, or be the way food arrives. Don't talk premium while you're priced out of the daily repertoire.

FINANCE

Your product is your brand. Brand spend does little next to a better app.

Pick a route — **invisible utility** or **identity signal**. The middle is where the loss happens.

PUBLIC

You don't have a relevance problem. You have a **tone-and-trust** problem — and the second is more serious.

Stop performing youthfulness. Be honest.

THE RELEVANCE AUDIT

15 QUESTIONS. ONE HONEST LEADERSHIP MEETING.

Score your brand against the 5 Laws – one point per "yes."

THE 15 QUESTIONS



01 • FAME

- ☐ Do you measure relevance as seriously as awareness?
- ☐ Do you know how many people who know you actually rate you?
- ☐ Could you name the scene that would claim you as theirs?

02 • LANGUAGE

- ☐ Is there someone in your sign-off who actually speaks the language?
- ☐ Can you get a reactive post out in under 48 hours?
- ☐ Do you know which topics you've earned the right to talk about?

03 • TRUST

- ☐ Does your product live up to your advertising?
- ☐ Have you ever published something you'd normally hide?
- ☐ Do you know what people say about you on Reddit?

04 • COMMUNITY

- ☐ Do young people use your brand assets with each other when you're not in the room?
- ☐ Would the conversation survive 90 days of you saying nothing?
- ☐ Have you given your community any real control?

05 • VALUE

- ☐ Does your brand acknowledge what life costs right now?
- ☐ Do you know if there's a cheaper version of you going round?
- ☐ Is there an honest, affordable way in?

SCORING

12-15 rare company

7-11 leaking relevance in fixable places

0-6 you're in the Deadzone

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THE ASK



You've just read 1,051 young people telling you where relevance is won and lost. The average brand converts about 1 in 20 people who know it. The best convert 1 in 2. The obvious question:

WHERE DOES YOUR BRAND SIT ON THIS CHART?

Wave 2 fields soon. We place your category's brands on the Deadzone scatter, give you your conversion rate against your competitors', and a private session on the three Laws you're losing.

ONE ANCHOR BRAND PER CATEGORY, PER WAVE.

RESERVE YOUR CATEGORY



TALK TO US ABOUT CURBSIGHTS



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THE FIELDWORK, ON THE RECORD

SAMPLE

1,051 respondents · UK · ages 16-29 · every UK nation & region represented. An audience native sample, sourced within youth-culture communities - not traditional opt in panel. Open-end base 1,047-1,049 by question.

METHOD

Quantitative survey to find the gaps, followed by 8 in-depth conversations to understand why. Brand list built from category leaders plus challenger nominations.

DEFINITIONS

Aware = recognised the brand. **Relevant** = named most culturally relevant in category. **Conversion (CCR)** = relevant ÷ aware.

ABOUT THE CCR. Cultural relevance ÷ awareness: of everyone who recognises a brand, the share who name it the single most relevant in its category. A deliberately high, first-choice bar – which is why Vinted's 50% is exceptional – bounded 0-100% and most robust within a category. [A Word on the Curb metric.](#)

THE CCR INDEX

Each brand's CCR vs. its category average (=100), for fair cross-category comparison. Vinted 975 · Apple Pay 391 · Nike 76 · Waitrose 2.

WORD ON THE CURB

A youth-culture intelligence company. We help brands understand and earn relevance with young people through research, strategy, creative production & media distribution.

Word on the Curb

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Read the case for the Cultural Conversion Rate → wordonthecurb.co.uk

Cultural relevance ÷ awareness.
A Word on the Curb metric.