

Upping the Anti



Setting the scene

Upping the Anti

This week, we highlight the different expressions of “anti” on the internet. To do this, we explore the cultural pushback against contemporary norms and the status quo.

Challenging dominant assumptions, whether in the realm of aging, the workplace, or consumerism, reflects the wider Gen-Z led “vibe shift” occurring in 2023.

This week, we explore 3 manifestations of rising TikTok hashtags in line with the “Anti” mindset.



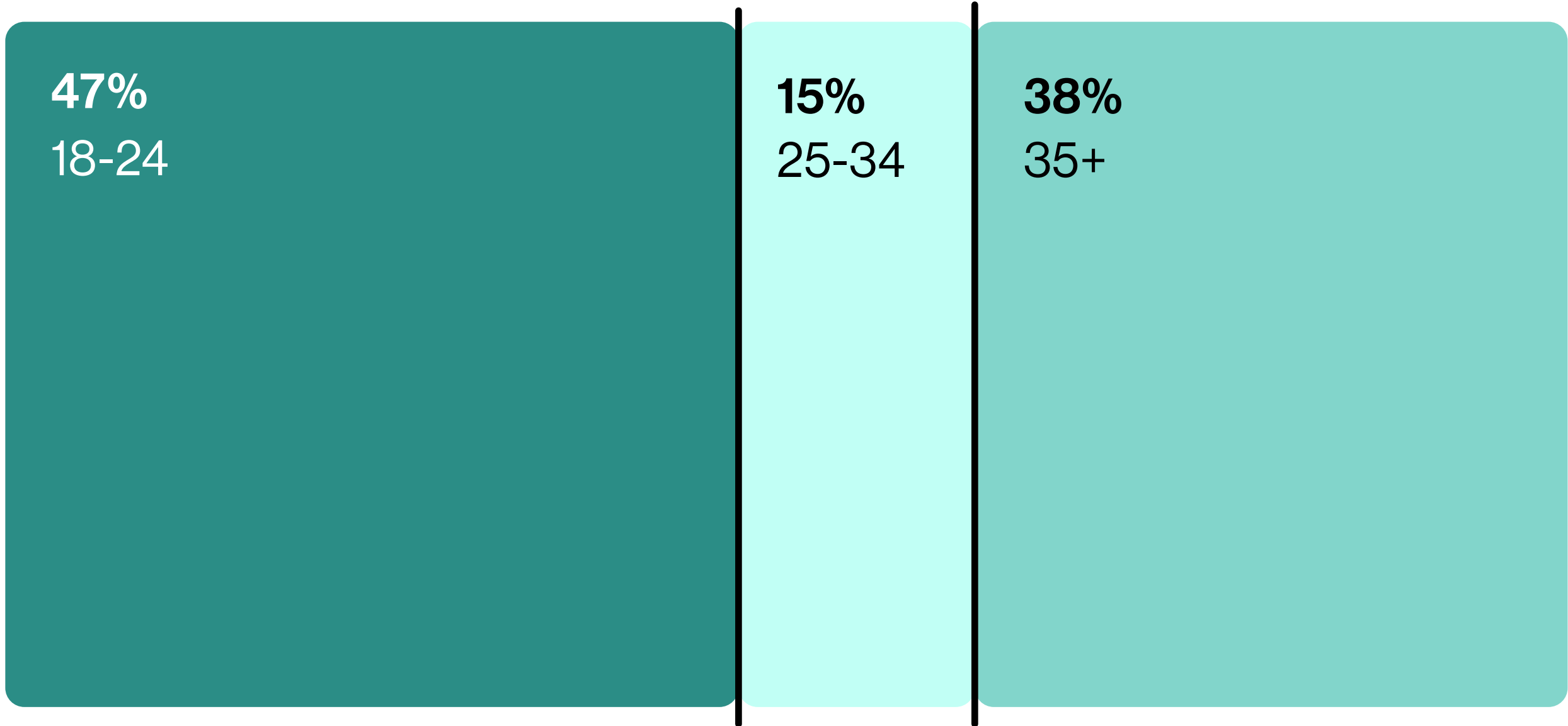
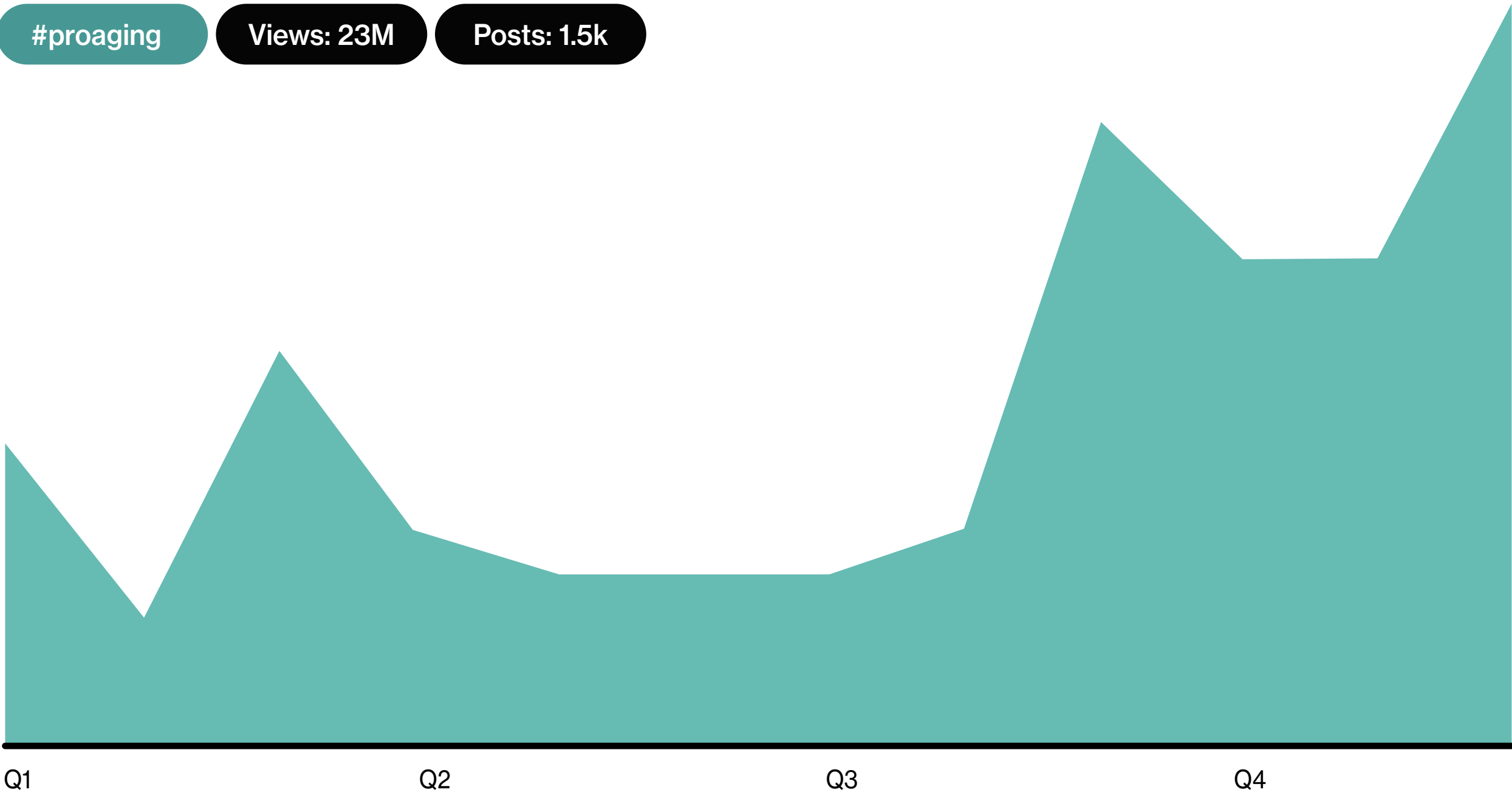
Increasing numbers say “no” to age shaming

Tired of toxic anti-aging discourse and unrealistic beauty standards, rising numbers on TikTok are saying loud and clear: aging is fully in.

#proaging

Views: 23M

Posts: 1.5k



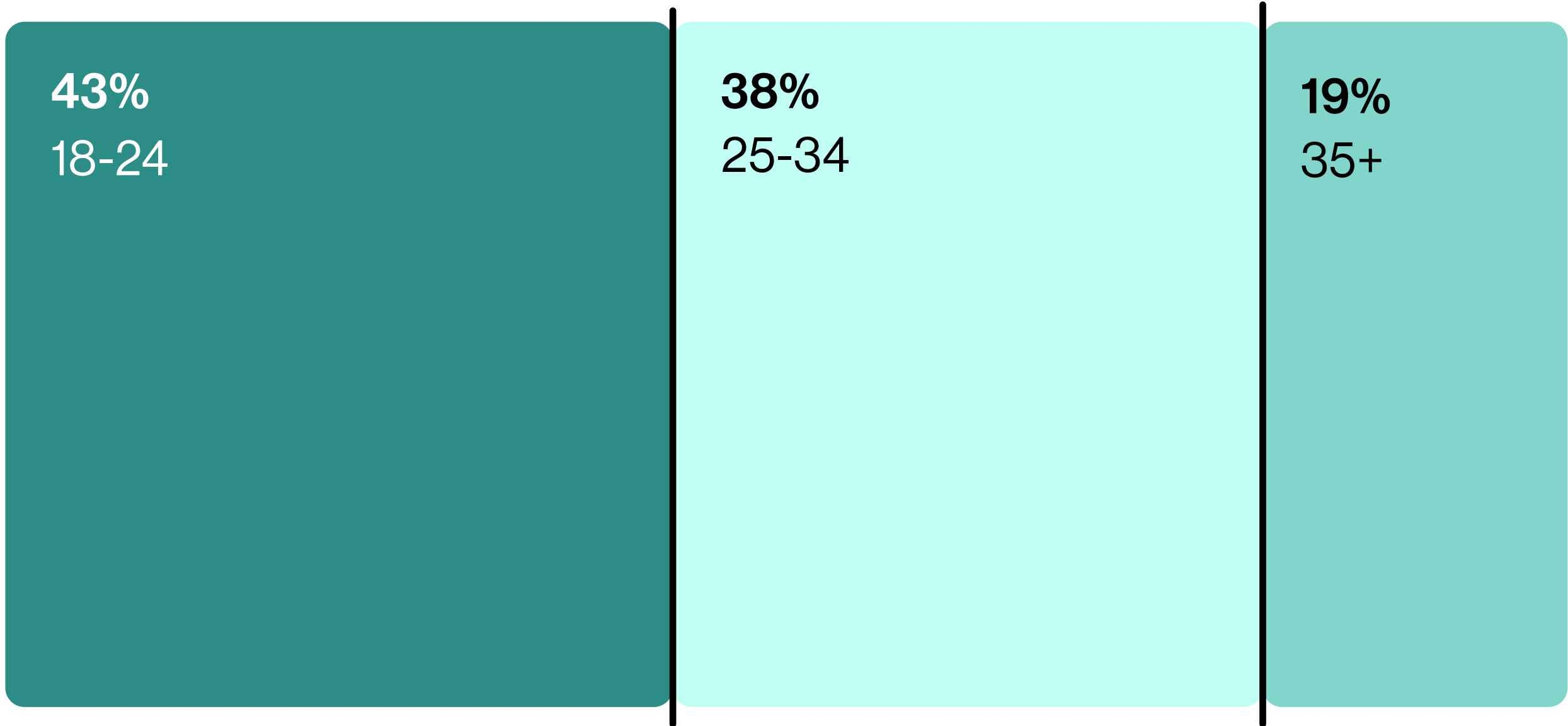
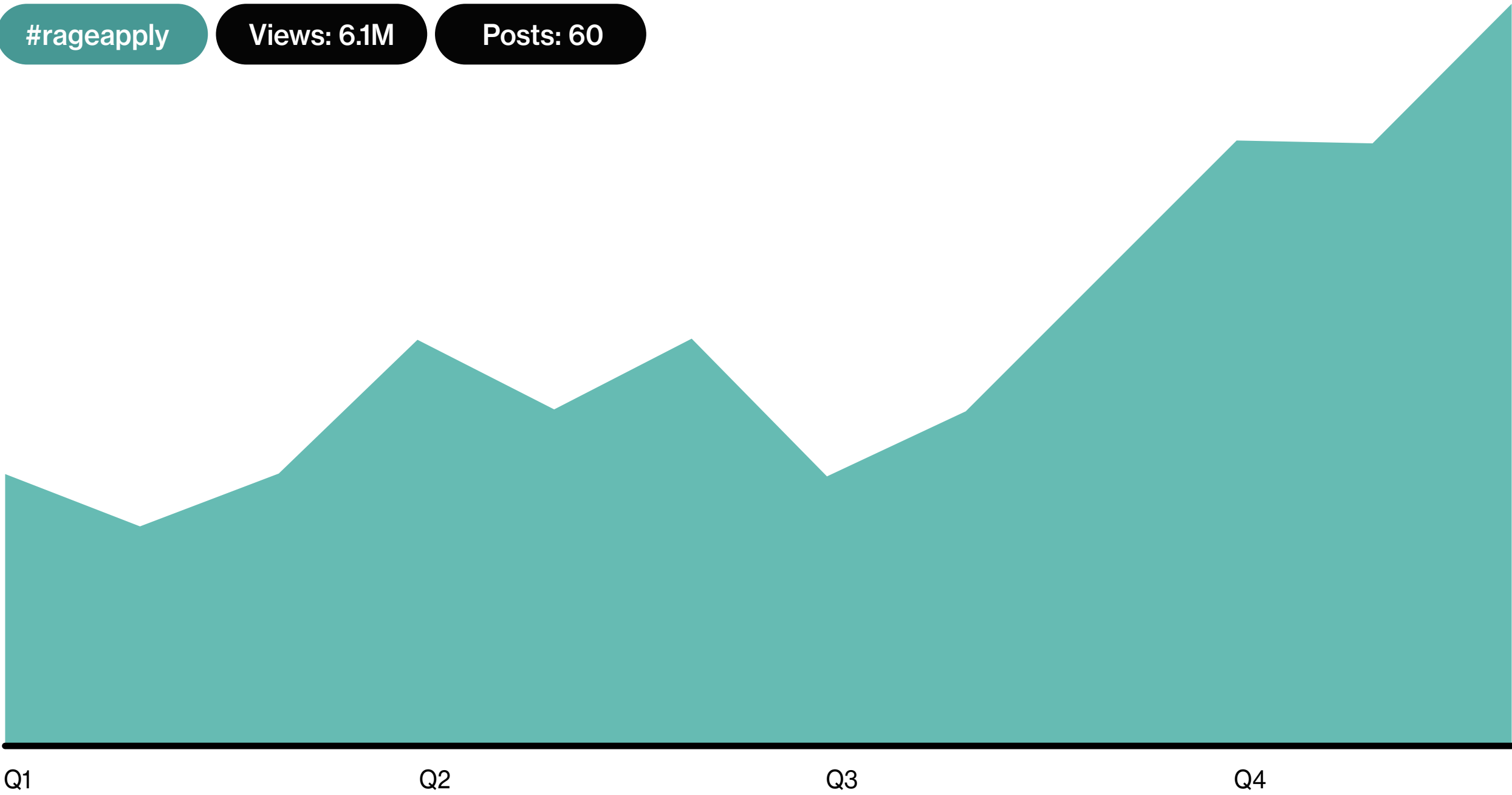
While others quiet quit, some opt for a more aggression

In the shadow of the “great resignation” and layoffs, feelings of work disillusionment are high. Enter rage applying: angrily sending off multiple job applications (often at work) that have better pay than current roles.

#rageapply

Views: 6.1M

Posts: 60



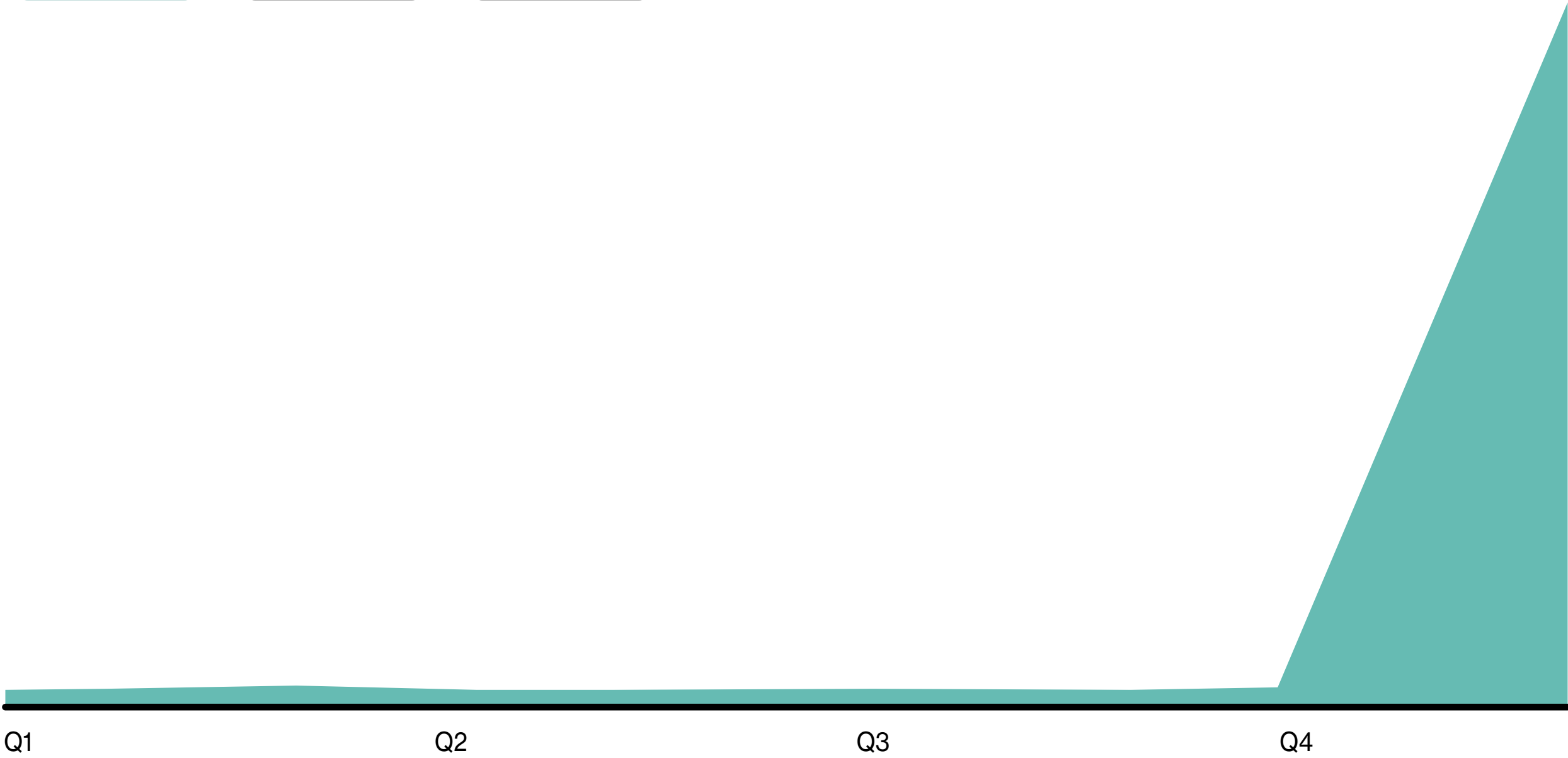
More netizens begin to question ‘haul’ culture

#antihaul along with its twin hashtag #deinfluencing is gaining steam on TikTok. Aligning with the anti-materialism and anti-consumerism trend, many are questioning viral purchases and realizing that more is not always better.

#antihaul

Views: 16.8M

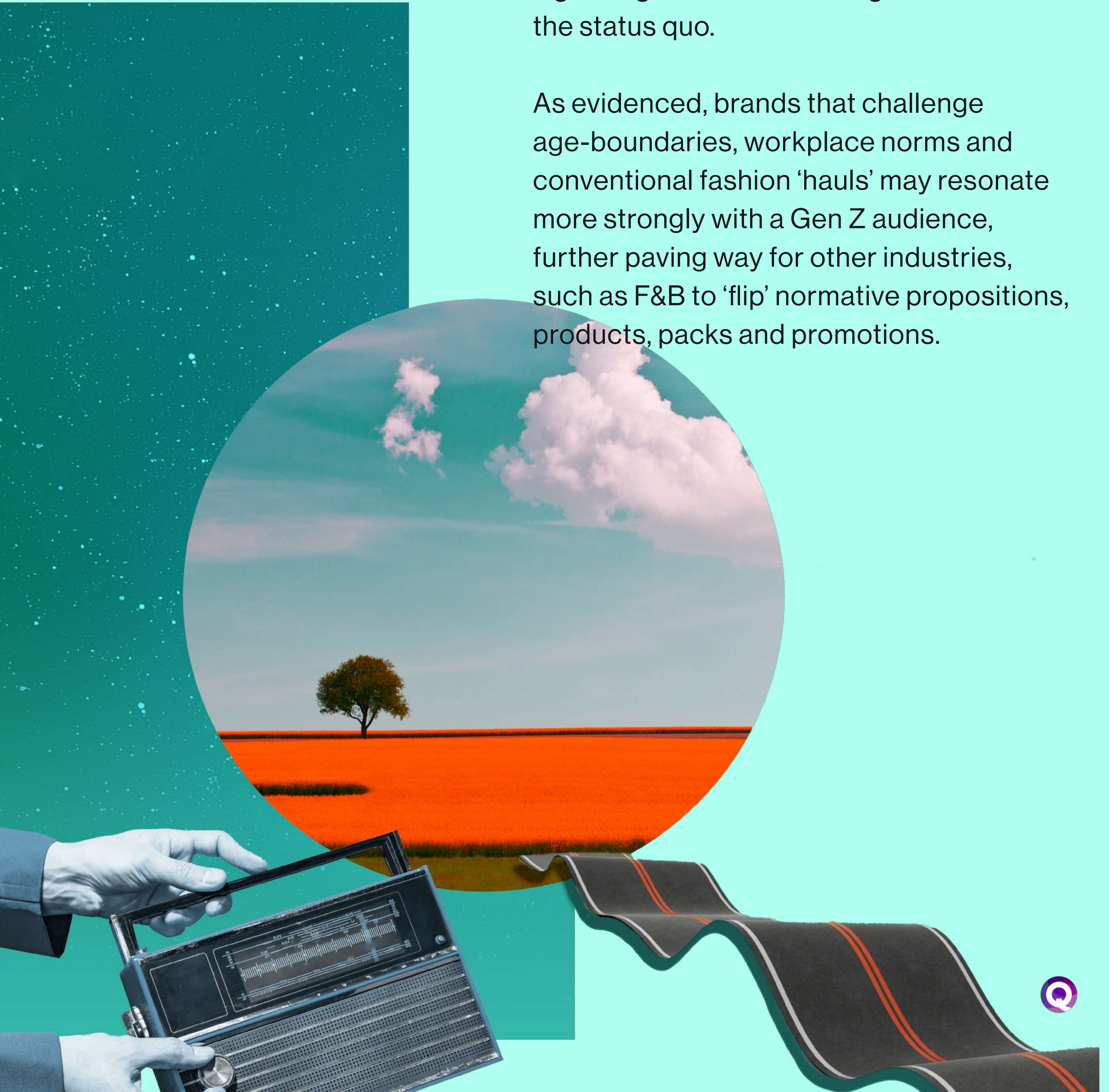
Posts: 526



‘Master’ a counter-normative stance

The growth in counter-culture indicates a potential deviation from master narratives, signalling a need to challenge norms and the status quo.

As evidenced, brands that challenge age-boundaries, workplace norms and conventional fashion ‘hauls’ may resonate more strongly with a Gen Z audience, further paving way for other industries, such as F&B to ‘flip’ normative propositions, products, packs and promotions.



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