

14th August - 21st August

● this week
indigital



**keeping up
the meme-entum**

get more insights here

be mem(e)orable



An average millennial looks at 20-30 memes every day.



56% of 18-20-year-olds follow meme accounts on social media.



Leveraging memes for advertising is 60% cheaper than placing ads on an influencer post.



Paid memes garner a 30% engagement rate across Facebook & Instagram, compared to 1%-15% for influencer or branded posts.

Sources: Forbes, YPulse, ThePrint, Netbase



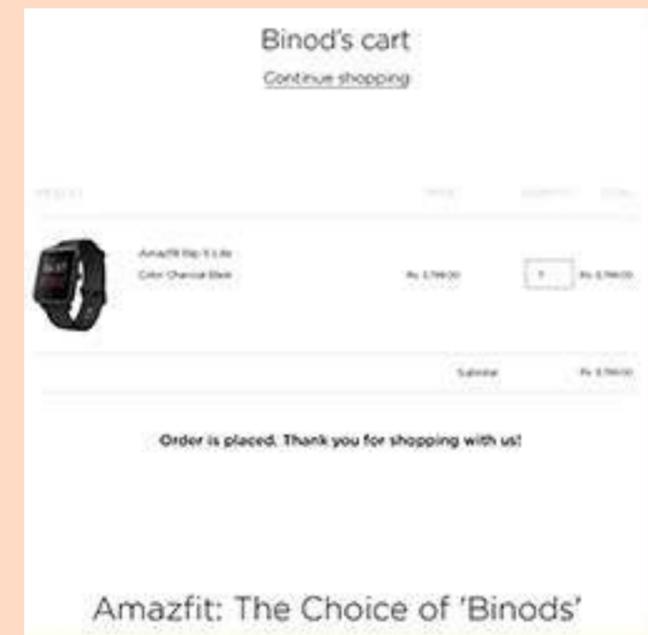
current meme trends



The 2020 Challenge charts out the emotional journey over the past 8-9 months.

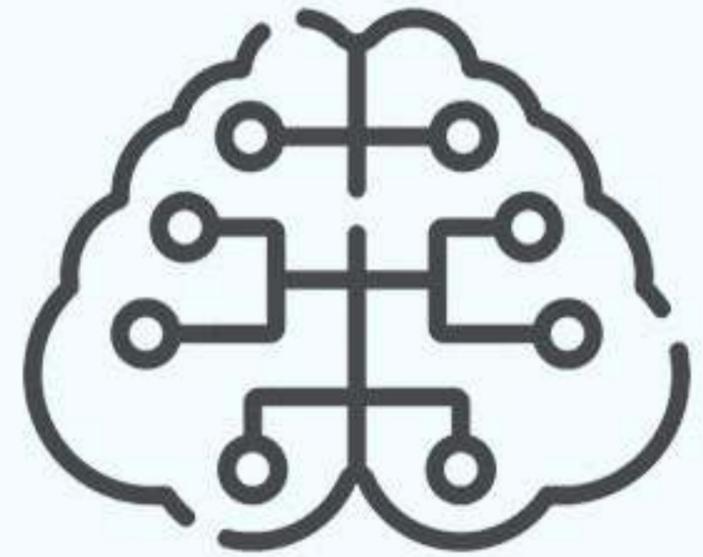


My Plans // 2020 shows what one thought the year was going to be vs. how it turned out.



Binod started trending when 'Binod Thakur' commented his name under YouTube videos.

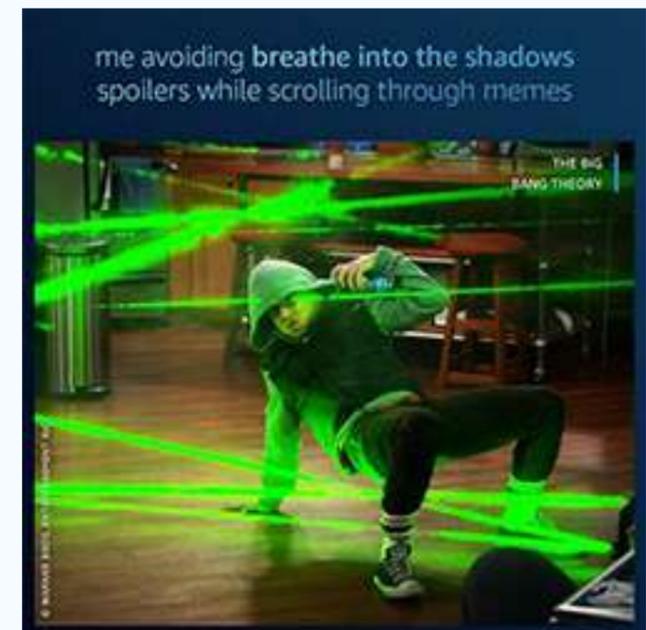
brands riding the meme wave



Netflix India turned a clip from the show into a relatable meme.

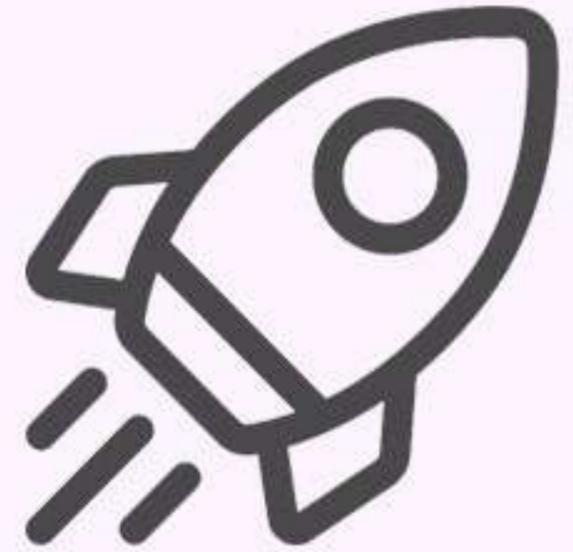


Fevicol used subtle humour for creating brand connect with a meme.



Prime Video promoted its show with a relatable meme on avoiding spoilers.

get started with memes



Known for their catchy & self relatable humour, memes help establish emotional connect with the audience.



Leverage memes to incite shares, reach a wider audience & build advocacy for the brand.



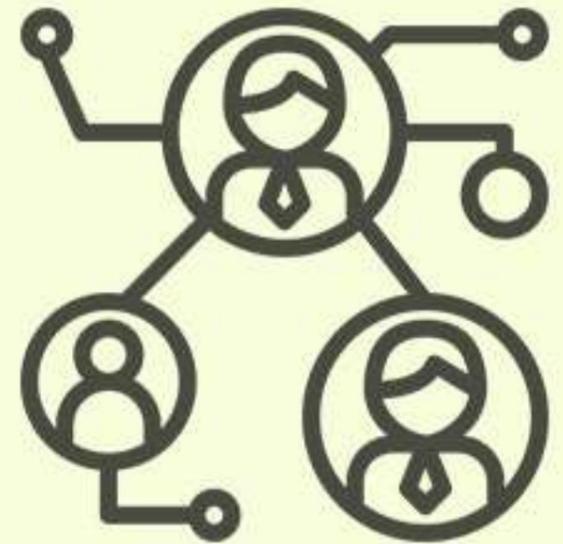
Amplify the message organically without force feeding an advertisement to the target audience.



Stay updated with the latest trends & use trending hashtags to make the most of the limited life span of memes.



maintain brand connect



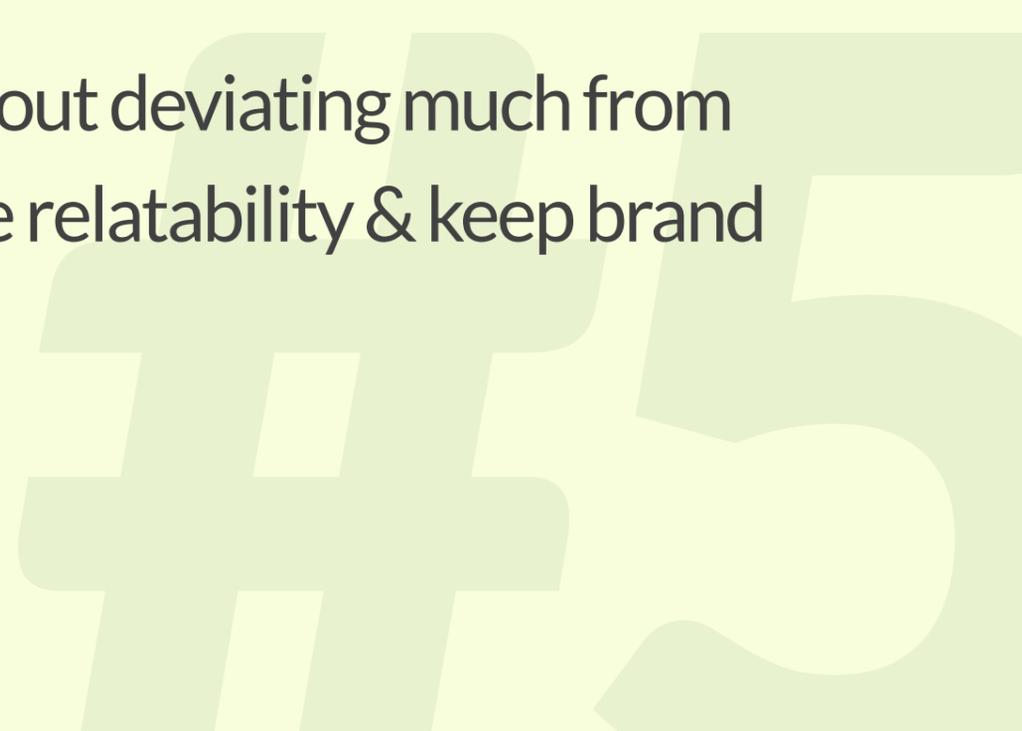
Understand the target audiences' psyche, thought process & tolerance levels to create memes that they will enjoy seeing.



Take brand values, elements & aura into consideration to create a meme that resonates with the brand.



Add originality to the meme without deviating much from the template aesthetics to ensure relatability & keep brand connect intact.



effective distribution



Plant memes relating to the brand on relevant meme pages for a natural placement.



Infuse memes to create the perfect social media cocktail & strengthen the influencer campaign.



Make your upcoming title or web series a talk of the meme town & up your chances of going viral with humour & simplicity.



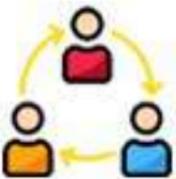
Leverage performance driven meme marketing campaigns to get app downloads.



missteps to avoid



Create memes in good taste by avoiding destructive criticism or below the belt digs, attacks on gender, race etc.



Make sure that the meme isn't overtly promotional to ensure shareability.



Be careful not to hurt customer sentiments while trying to indulge in a meme war with another brand.





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