

OBSESSIVE MEDIATIONS
ON CHANGING CULTURAL DYNAMICS

POWERED BY
ENDEAVOR



160/90

THE DEEP END

2024 / 2025

160/90



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Culture Moves Us.

Introduction—

160over90 knows true culture goes deeper. Deeper than the flavors of the week, the shiny new toys, the #toks and the -cores. And it's built from our core, because our connections and co-creators – what we call The Endeavor Difference – taps us into the pulse of culture like no other. Now we're creating a gathering place for our cultural insight, intelligence and understanding. Join us in... The Deep End.

Diving Deeper Into The Currents.

Cultural Currents

Less & More / What we need less of and what we're ready to embrace

Vibes / How it connects to the global pulse

Stat Check / The numbers that back it up

Brand Examples / The brands in culture that are exploring this cultural current

Pop Culture / How it can break through from current to Cultural Current

The Endeavor Network / Insider info only we can get you

How To Take Action / How you and your brand can capitalize

01 / Romance in Rehab

Exploring the resurging role of romance and love in the pop culture landscape

pg. 07

02 / Soulful Glow-Up

Bringing soul back to a world overburdened with the technical

pg. 17

The Deep End spotlights four powerful cultural dynamics that are shifting the way we see ourselves, each other and the world at large. Sprawling, global and lasting; we call these Cultural Currents and we'll explore each with tangible examples, insights and provocations to help marketers find their place in what's next.

03 / Age Ambiguity

Breaking down the barriers of age as culture becomes multi-generational

pg. 27

04 / Human Edge

Bringing human creativity and insight back to the forefront of technology

pg. 37

05 / Cultural Current Calendar

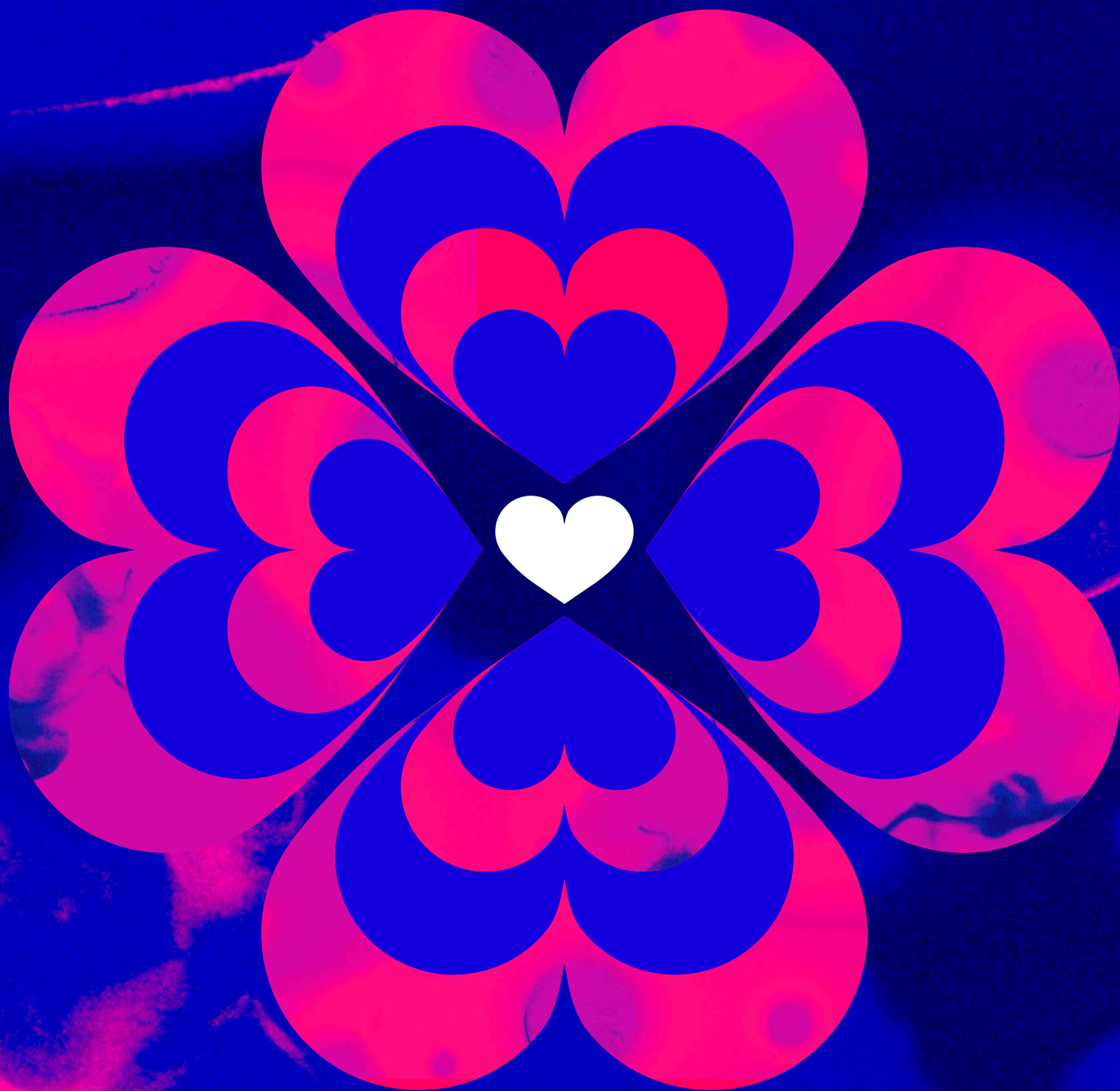
The events and moments that map back to Cultural Currents as we see them

pg. 44

06 / Conclusion

A call to obsess over culture with us

pg. XX



Romance in Rehab

INTRODUCTION

Modern romance is more complex than ever, making people's hearts yearn for healing and evolution and reflecting a desire for new representations of "real" romance and what modern relationships should be.

Less: 50 Shades of Gray



More: Poor Things

Emma Stone as Bella Baxter in 'Poor Things.' (Searchlight Films)

Vibes



01 —

Restoring romance and love in people's relationships.



02 —

People healing their relationship to relationships.



03 —

Romance with a more tender side to allow for healing.

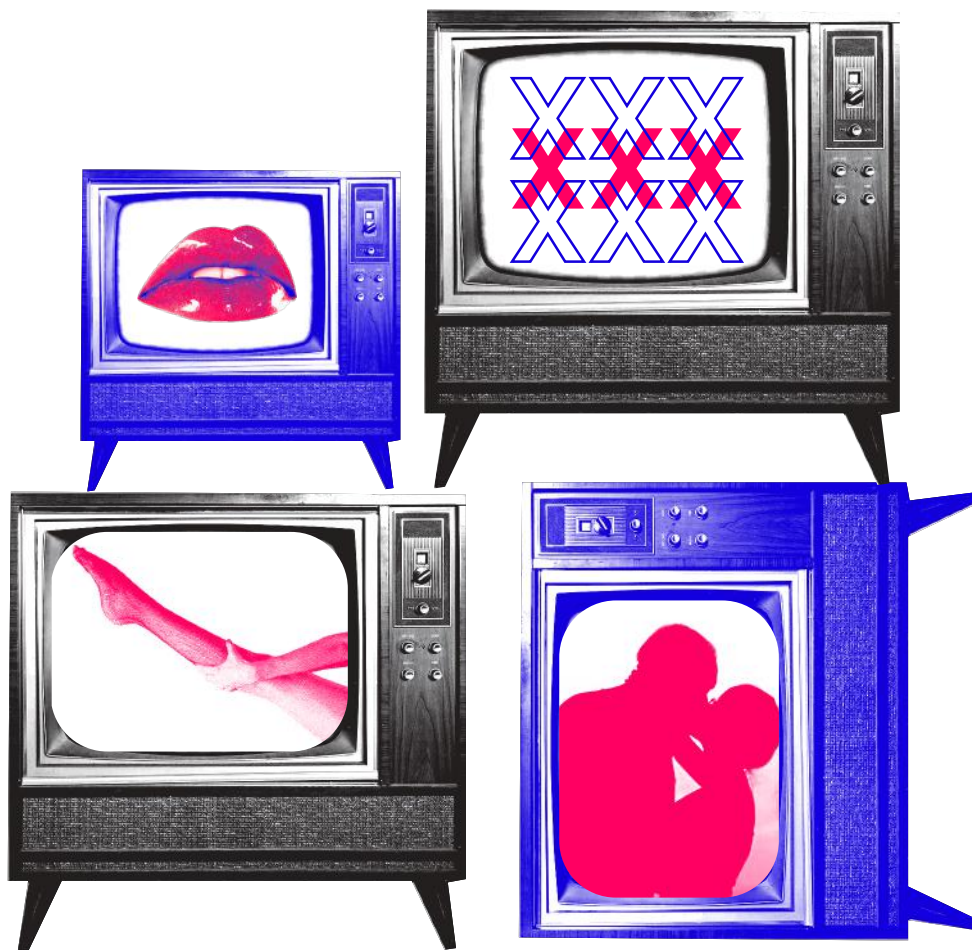


04 —

The portrayal of romantic relationships in a new, different, inclusive way

Stat Check

Nearly half of Gen Z thinks sex scenes in movies and TV are unnecessary.



In Japan, 19.4% of women and 23.7% of men in their 20s believe having romantic relationships is a waste of money and time.

Brand Examples

No Shade Here.



Sweethearts Candy—

People are embracing the idea that relationships these days can be blurry, misprinted, and messy—just like Sweetheart's limited edition ["Situationship Boxes"](#).



Time to let Mom play Cupid.



Tinder—

Tired of how transactional dating apps have become, Tinder launched [Matchmaker](#) so daters can offload the matching process to their loved ones instead.



Score—

Score is a [new dating app](#) that filters those with good credit scores, igniting conversations about financial health and the role of transparency and practicality in modern romance.



Who needs hearts on a sleeve when there's pockets?



Lululemon—

For the Qixi Festival, Lululemon partnered with Chinese psychologist Dr. Li Songwei to design [100 Love Practices](#), a pocket-size pamphlet featuring hundred techniques on how to improve relationships and promote love.

Culture Corner

Beckham—

Slate described this documentary series as [“a moving portrait of a marriage”](#), showcasing how David and Victoria Beckham’s iconic relationship is a complex, evolving team game.

Bottoms—

The highest rated movie of summer 2023 was a comedy film that satirizes the high school romance trope, featuring two lesbian protagonists (Rachel Sennott & Ayo Edebiri) and bottomless absurdist humor.

TikTok’s “The Neighbor Saga”—

TikTok creator [Summer England](#) went viral for sharing a hilarious real life rom-com story on a platform that doesn’t even allow the word “sex”.

Victoria and David’s wedding (Image: OK Magazine)

Around the Corner

Exclusive intel on what's next in culture from the Endeavor network.

Updating—

From Tinder matches to meltdowns, this first-of-its-kind comedy show mirrors the chaos of modern dating through blindfolds, improv, and audience participation.

Marmalade—

Love always finds a way — even behind bars. In this independent romance heist film, Baron (Joe Keery) and his cell-mate Otis (Aldis Hodge) hatch a plan to break out of prison to reunite with Marmalade, the love of Baron's life.

Fern Brady—

In her award-winning memoir “Strong Female Character,” Scottish comedian Fern Brady candidly shares her path to love and self-discovery. From coming out as bisexual to working as a stripper to fund her university education to navigating challenges as an autistic.



Overcompensating—

This upcoming Prime Video comedy series by Benito Skinner (WME) is inspired by his own wild journey of finding his sexuality and juggling the college traumas of horrible hook-ups and flavored vodkas.

Unsteady—

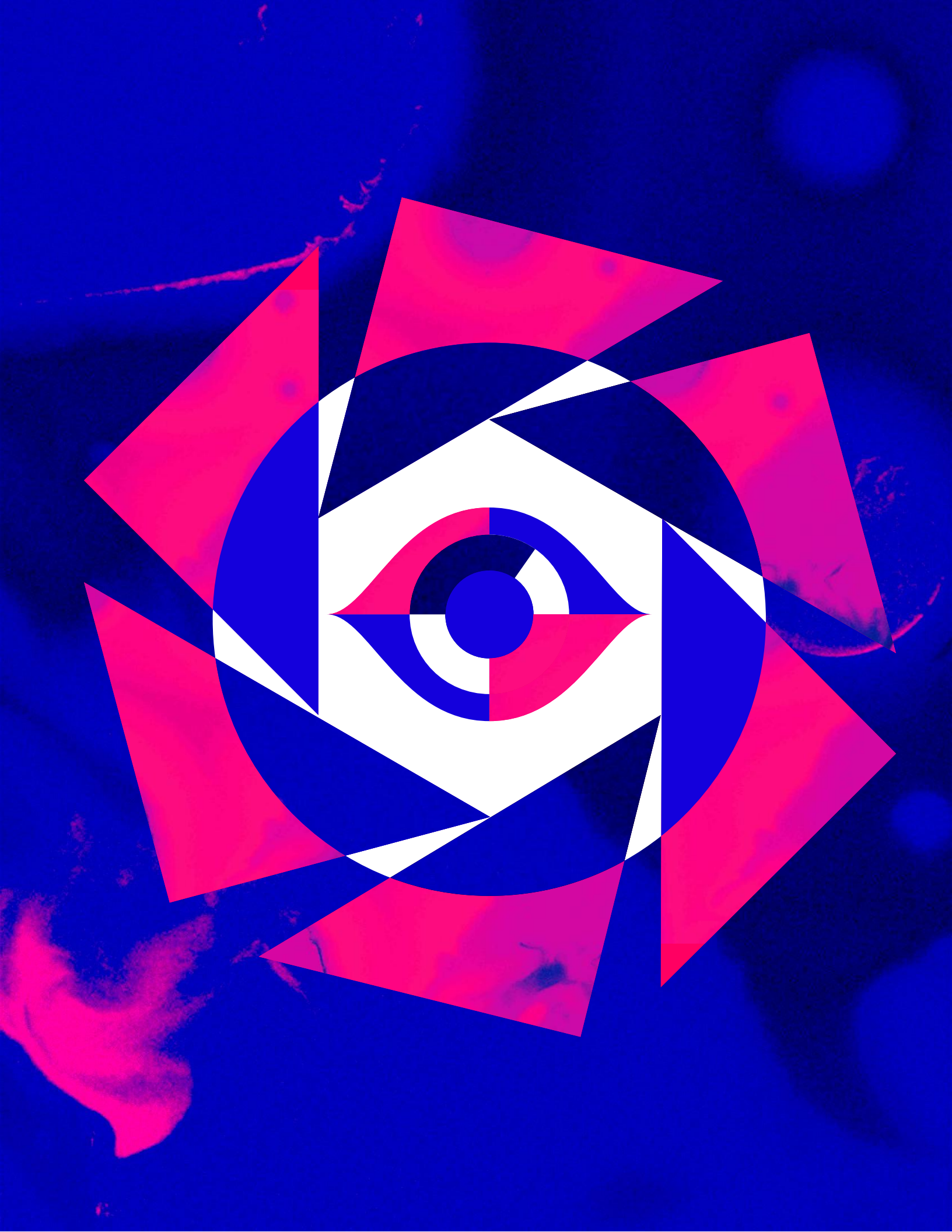
Peyton Corrine (WME)'s latest book isn't any ordinary romance novel. With its hockey storyline and deep themes like overcoming PTSD, navigating family complexities, and recognizing the importance of growth in romance, it's a read that all — hockey fans or not — will fall in love with.

WHAT
SHOULD
A BRAND
DO TO
CAPITALIZE
ON THIS?

A. → Help people navigate the meaning of love today instead of selling outdated notions of romance.

B. → Find ways to celebrate new romantic milestones (ex: friendiversaries, divorces, self-love sabbaticals).

C. → Chart new contours of romanticism, with an emphasis on how heterosexual men are being called to reimagine how they show up.



CURRENT

02

Soulful Glow-Up

INTRODUCTION

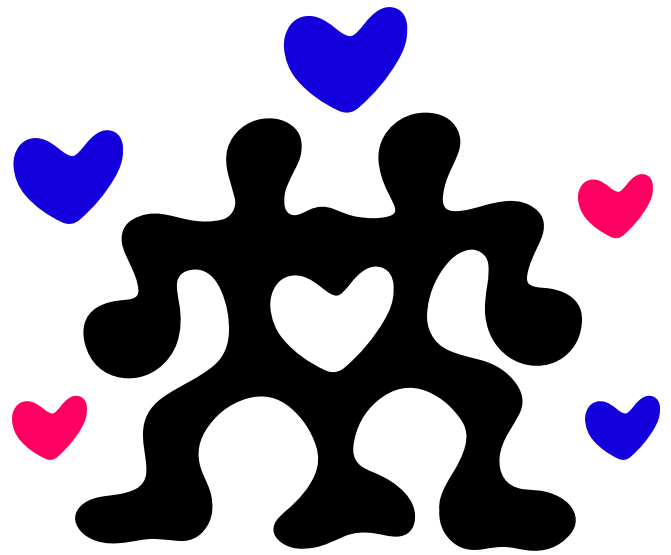
In a world overburdened by reality, people crave glimmers of light to transcend the mundane and elevate their souls to believe in more.

Vibes



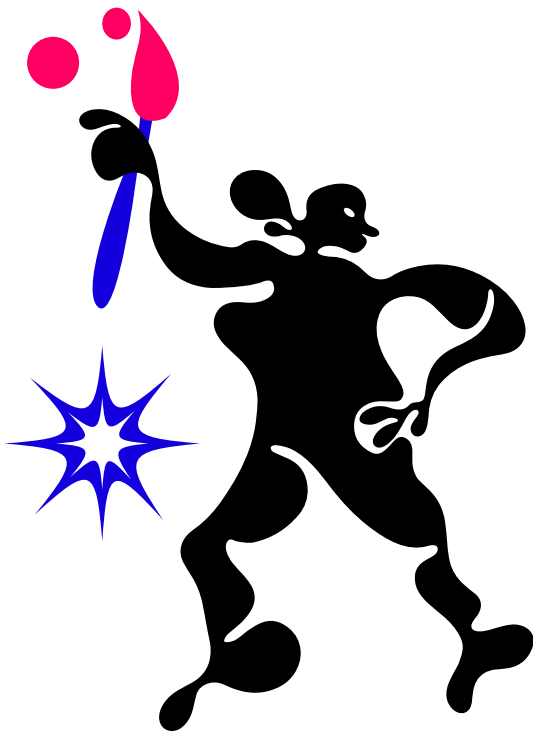
01 —

Embracing intentional rituals to fight instant-gratification culture



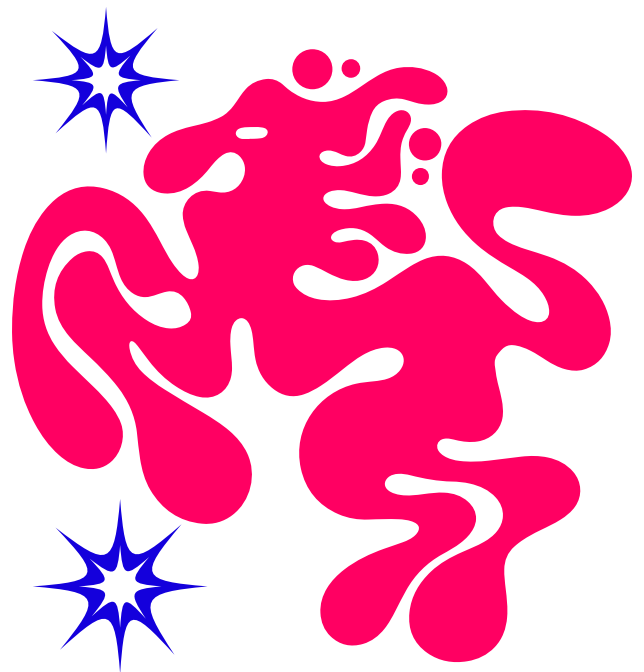
02 —

Collective gatherings as a source of transcendent catharsis



03 —

Grasping for more spiritual experiences through uplifting art

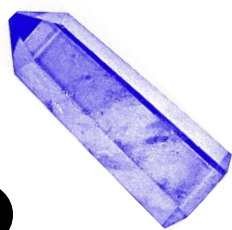


04 —

Exalting nature as a vital source of wholesome warmth and wellbeing.

Stat Check

68%



According to a 2024 report, 68% of global viewers want more diverse perspectives about various faiths and religions.

7 in 10

American adults describe themselves as spiritual in some way.

68%



American young adults experience sacred moments more in nature or in their own homes, compared to 55% in a place of worship.



An upcoming independent religious movie, David, was the highest-funded crowdfunding campaign for a movie and 17th highest across all categories.

Less & More



Brand Examples



← **Fear of God** —
[Jerry Lorenzo's](#) luxury streetwear label made its first ever runway debut in 2023, featuring looks inspired by Christianity and Black creativity.

Pride shines through in every color.



Amnesty International—
[Amnesty International's](#) "The Best Religion Is Love" campaign is a vivid reminder that the fight for marriage equality lives on, even in conservative Peru.

Let's Get Lit.



Rick Owens —

Fashion's lord of darkness, [Rick Owens](#), rode into the light with his spring/summer 2024 menswear collection, breaking away from his usual darker, provocative shows.

Culture



Summer Concerts—

Welcome to the new era. From Taylor Swift to Beyoncé's Renaissance, [summer 2023](#) was the year when concert tours went from regular music performances to sacred, transformative fan experiences.

Ghali—

Featured in [GQ Middle East's Men of the Year 2023](#), Ghali is an Italian-Tunisian music sensation who, fueled by his religious faith, is inspiring young immigrants to chase their dreams no matter their spiritual background. n and renewal.

Stormzy—

As one of the UK's most influential figures who built an artistic career around his spiritual journey, [British rapper and songwriter Stormzy](#) (WME) is rallying fans and listeners to openly express their faiths and champion their rights.

Religious Top Charts—

Here's to the holy hits. Country singers like Lauren Daigle and Lainey Wilson are coming out of the gates with number one tracks inspired by faith and religion.

Around the Corner

Exclusive intel on what's next in culture from the Endeavor network.

Prince Gyasi—

Ghanaian visual artist Prince Gyasi (WME) kicked off 2024 with his latest work for the 50th anniversary of the Pirelli Calendar. His creative direction and photography is celebrated for its emotive colors, utopianism, and distinctly African quality

Tanner Adell—

Praise the tunes. In the realm of country music, Tanner Adell (WME) is a rising breakout star and woman of color who brings her religious background to her soulful music.

Madison Ryann Ward—

From pulpit to playlist, singer/songwriter Madison Ryann Ward (WME) is reinventing the gospel music genre, highlighting themes of spiritual transformation and renewal.



Prince Gyasi at Indie Zero Studios in London, on Sept. 19, 2023. Nwaka Okpara/ke for TIME

WHAT
SHOULD
A BRAND
DO TO
CAPITALIZE
ON THIS?

A. → Consider how to enrich your audience's everyday life with moments of light and inspiration, whether it's through a website user experience or sponsored art installation.

B. → Forget lofty aspirational claims that “sell the dream” and instead provide content that tethers your audience to the moment — and beyond that, inspire them to celebrate moments that are slow and considered.

C. → Find ways to bring people together to experience a collective sense of catharsis (ex: singing in unison, working out together, dance-a-thon).

D. → Treat your audience as people first, and consumers/employees/clients second.



Age Ambiguity

INTRODUCTION

As age becomes less of an identifier, more people are converging into a fresh and dynamic cultural courtyard that we are restructuring together.

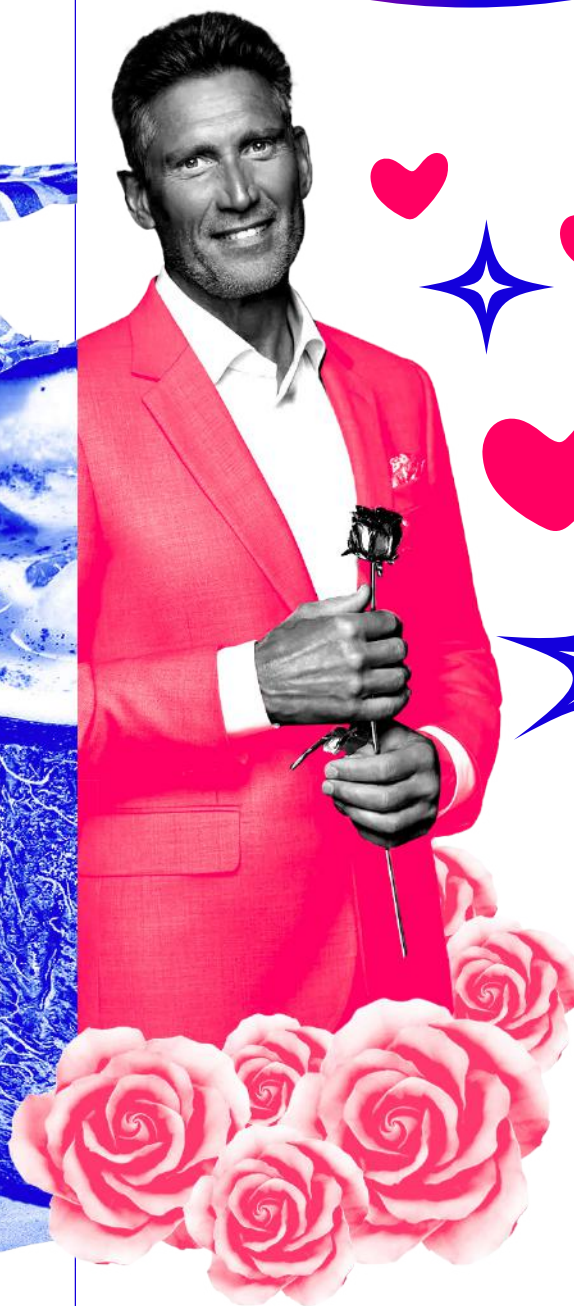
Less & More

~~Less~~



**Bachelor
in Paradise**

More



**Golden
Bachelor**

Gerry Turner, 71, stars in ABC's "The Golden Bachelor." (Brian Bowen Smith / ABC)

ONE SIXTY/NINETY

AGE AMBIGUITY

Vibes



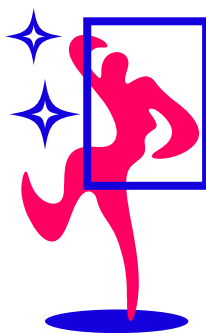
01 —

Young and old coming together.



02 —

Age-inappropriate, surprising, or subversive behaviors.



03 —

New beauty norms becoming more age-inclusive.

04 —

Shifting perceptions of age-appropriate third spaces.

Stat Check

2 in 3 people claim that age is not a defining factor when dating.

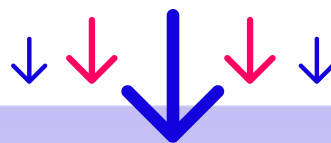


56-year-old model and actress Pamela Anderson reveals she doesn't care about growing older, instead saying "I call it life-ing, not aging".

Grand(dad) Theft Auto



While young people play Grand Theft Auto the most, the next biggest group are 55-64 year olds.



From 2004 to 2023, there was a decline in Google searches for "anti-ageing", while searches related to "healthy", "positive", and "well-aging" have remained relatively stable.

For sex-positive apps like Feeld, the 51+ age category is the fastest growing community.

Brand Examples

Because besties who
Uber together,

Stay Together



Uber —

Uber's "[Best Friends](#)" campaign features an unlikely yet wholesome friendship between 80-year-old Robert De Niro and 26-year-old Asa Butterfield to prove that, yes, the app is truly for everyone.



Drunk Elephant —

With its colorful, Insta-worthy packaging and TikTok cult status, it's no wonder that adult skincare brand [Drunk Elephant is now the latest tween craze](#).

Tik Tok —

The world of TikTok is more than juvenile dances and fame-thirsty influencers — it's also a [powerful search engine for everyone](#) of all ages seeking everything from entertainment to inspiration and education.

Who's Ready to grill and chill?



Australian Lamb —

Turns out, [Australia Lamb's](#) solution to closing the divisive generational gap is with a good 'ol BBQ.

Pop Culture

Culture



2024 Guts Tour—

Olivia Rodrigo's current 2024 Guts Tour features [opening acts from The Breeders](#), a '90s alternative rock band that formed 13 years before the Gen Z queen of teenage angst even hit the scene.

The Golden Bachelor—

Love gets better with age. The Golden Bachelor, with its 72-year-old bachelor and cast of sexy senior ladies, was a successful spin-off with its finale episode reaching 6.1 million viewers, making it the franchise's [most watched episode](#). And now, the golden universe is expanding to include The [Golden Bachelorette](#) and Golden Paradise.

Stormzy—

First, they fought over the throne. Now, they're fighting zombies. Bella Ramsey and Pedro Pascal's long-lasting friendship grew even stronger during the filming of HBO's *The Last of Us*, going from on-screen father/daughter to off-screen BBFs.

Endeavor network

Around the Corner

Exclusive intel on what's next in culture from the Endeavor network.



Young Women in Golf—

Tee up, ladies. In a sport dominated by older men, young women are fueling the growth in professional golf, representing 47% of incoming talent.

Leo Gonzalez—

With over 3 million followers and 6 million views on TikTok, Leo González (WME) creates relatable, POV-style comedy skits impersonating everyday working Americans.

Teyana Taylor—

[Teyana Taylor](#) (WME), iconic R&B star and newly single mother, is coming out of music retirement to not only drop new solo tracks, but also to make fresh career moves in acting and directing.

Valkyrae—

As one of the world's biggest female streamers, multi-hyphenate Rachel ["Valkyrae"](#) Hofstetter (WME), has a community of gamer fans that transcends borders and age groups. Now, she's upgrading to the next level and exploring new frontiers in fashion and acting.

Lauren Hutton—

At age 80, legendary [American supermodel Lauren Hutton](#) (IMG) is ramping up her modeling career while most of her peers have long retired. In addition to being the oldest model to be featured on the cover of Vogue, Hutton is also the latest muse of Yves Saint Laurent's S/S 2024 campaign.

WHAT
SHOULD
A BRAND
DO TO
CAPITALIZE
ON THIS?

A. → Find unexpected connections in values and interests that leap across age gaps and create communities around them.

B. → Disrupt age-based assumptions with age-inappropriate behaviors.

C. → Revisit cultural heroes of the past — mascots and cartoon characters that transcend age groups and geographies — to ignite new waves of nostalgia.



Human Edge

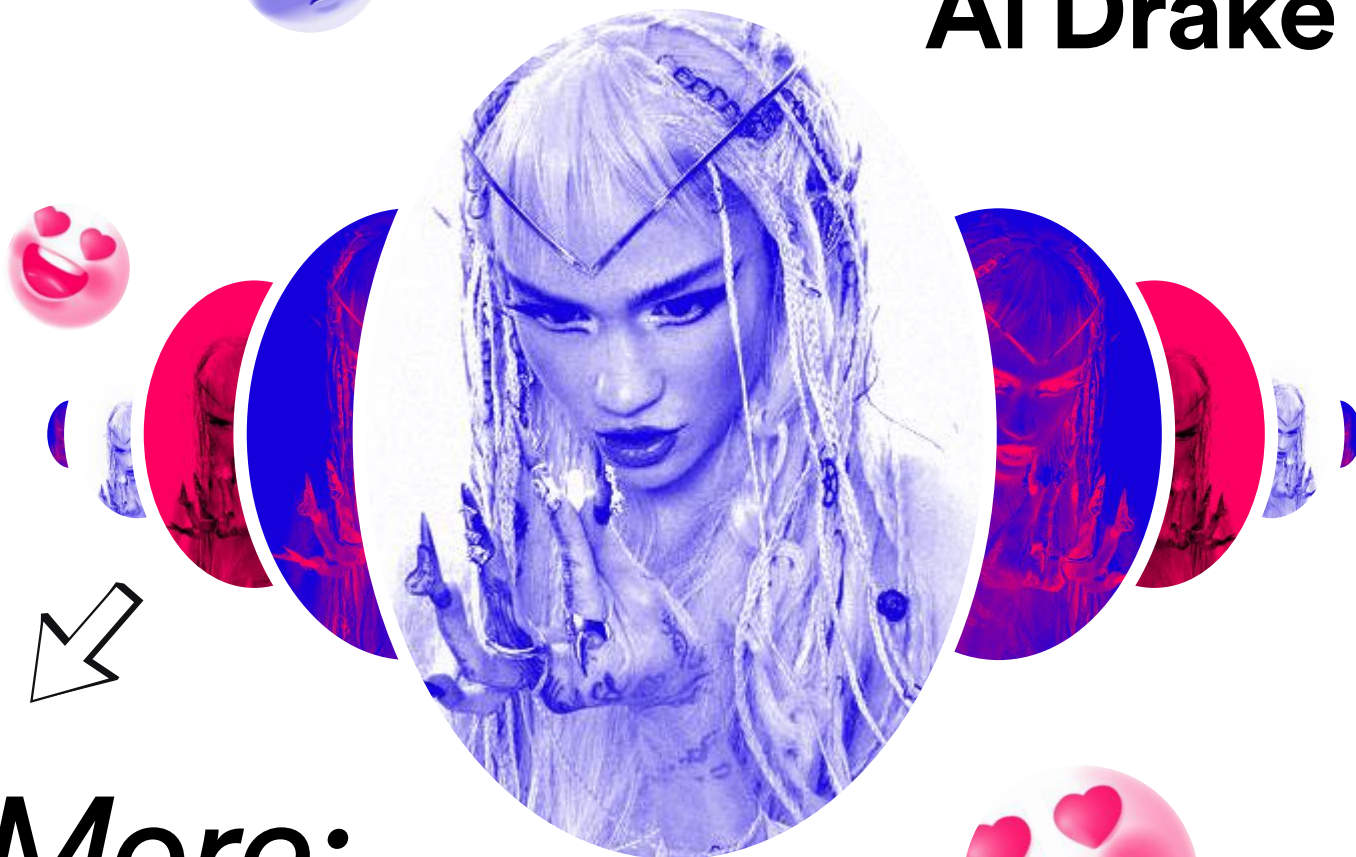
INTRODUCTION

GenAI's rapid advancement is pushing people to the bleeding edge of creativity—where human individuality is at the core and its value is expressed in new and refreshing ways.

Less & More



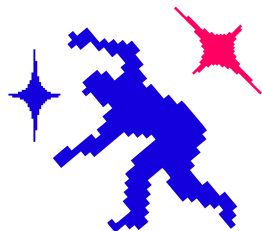
Less:
Ai Drake



More:
GrimesAi

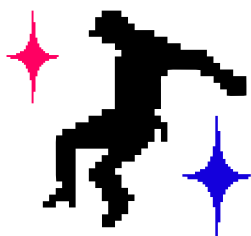
Emma Stone as Bella Baxter in 'Poor Things.' (Searchlight Films)

Vibes



01 —

A visible “human” fingerprint when technology is being used.



02 —

The human creative struggle becoming its own storyline.



03 —

Forming new creative tastes alongside rapid tech changes.



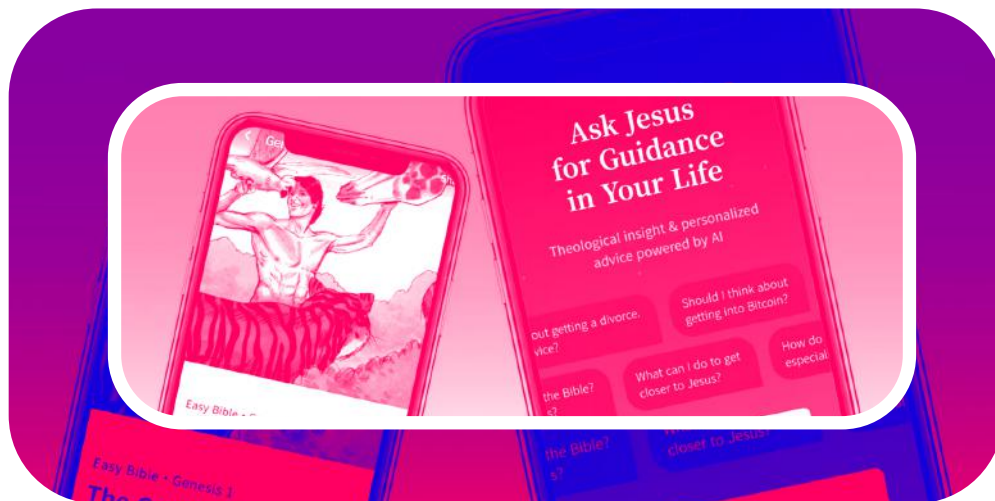
04 —

More art for tech’s sake.
More tech for art’s sake.

Stat Check

On the topic of talent scouting, WME music agent Caroline Simonescu-Marin says

To me, it doesn’t matter how big you are, it’s about how engaged you are, how funny you are, how likable you are”.



Kim Min-Joon, CEO of AI bible chatbot company Awake Corp, cautions pastors against lifting entire sermons from the app: “Religion is all about spirituality... if AI writes a sermon from A to Z, it can’t be soulful.”

Artists and illustrators in the US are using the hashtag #artbyhumans as a form of silent protest and rallying cry against the abundance of AI-generated art & images.

Brand Examples

Street style is taking over—literally



Jacquemus—

[Jacquemus skyrocketed into viral fame](#) when its Bambino bags were seen driving around Paris. The twist? The bus-sized bags were a result of in modern romance.



Iris Van Herpen—

Known for her avant-garde designs, Iris Van Herpen uses AI to create [3D-printed garments](#) that push the boundaries of traditional fashion craftsmanship. It's cyber chic at its finest.

Apple—

In an age saturated with AI-made products, it's no surprise that there's a growing appetite for analogue techniques that capture the beauty of human craftsmanship. Apple is well-versed in this — from puppet fabrication to set design, they spent nearly a month creating the stunning stop-motion animation for their [2023 holiday ad](#).



Seeing isn't always believing.



World Wildlife Foundation—

Teamwork makes the dream work. [WWF's Climate Realism exhibition](#) in Berlin uses GenAI to learn famous painters' styles to illustrate how these landscapes would be impacted by global warming.

Ballarat International Foto Biennale—

Seeing isn't always believing. In response to a new AI-generated photography genre known as "prompt-ography", Australia's [Ballarat International Foto Biennale](#) unveiled a new award category called "The Prompted Peculiar" prize. Yet, this move was met with discourse and debates on the ethics of photography.

Culture



Pink Panthress—

Ah, the sweet sound of machines. Rising Gen Z songstress PinkPantheress harnesses [the sound of intelligent artificiality](#) on her debut 2023 album, *Heaven Knows*.

Keith Haring—

Here's some canvas chaos: when an online user used AI to "finish" artist Keith Haring's unfinished 1989 artwork, aptly titled "Unfinished Painting", [they were met with backlash](#) about disrespecting the nature of Haring's work and the victims of the AIDS epidemic..

Holly+—

[Meet Holly+](#), an AI-powered twin created by music composer Holly Herndon whose mission is to use machine learning to inspire all to create art with her AI-generated voice and image.

Around the Corner

Exclusive intel on what's next in culture from the Endeavor network.

Top Most-Produced Playwrights—

Sure, ChatGPT can churn out a screenplay, but can it win the coveted title of the [American Theatre's Top 20 Most-Produced Playwrights](#)? Despite the rise of GenAI, there is still appreciation for the real humans working behind the scenes, with playwrights like Ken Ludwig, Selina Fillinger, and the Estate of August Wilson (WME) among the roster.

Bright Moments—

Once upon a time, [Bright Moments](#) (WME) was a mere digital art gallery in Venice Beach, CA. Since then, they've expanded to establish art communities around the world, working with generative and AI artists to help produce iconic real world experiences.

Luk.Ai—

From all-star NBA to artificial intelligence, Slovenian basketball star Luka Doncic (WME) launched a digital alter-ego of himself — named Luk.Ai — in an effort to better interact with his TikTok fans.



ONE SIXTY/NINETY

WHAT
SHOULD
A BRAND
DO TO
CAPITALIZE
ON THIS?

- A.** → **Place a human being at the center of any creative process that deploys AI to guarantee a level of creative integrity.**

- B.** → **When it comes to finding digital artists for your brand, opt for individuals who genuinely connect to your brand world and values over those who are trendy and faddish.**

- C.** → **Celebrate human creativity by focusing on the process over the output, going behind the scenes, and giving artists a platform to talk about their work.**

Cultural Current Calendar

Q2

2024

Soulful Glow-Up

Ramadan (March 10 – April 9)

Support the spirituality and perseverance of the religious community through uplifting acts that speak to shared cultural values.

Human Edge

Biennale Arte (April 20)

Met Gala (May 6)

Cannes Film Festival (May 14–25)

Art Basel (June 13–16)

Experiment with artists that showcase new, ingenious uses of technology.

Age Ambiguity

Parent Appreciation:

Mother's Day, Fayher's Day, & Children's Day

(May-June Worldwide)

Tap into multigenerational households and the diversity of experiences across parenthood and childhood.

Romance in Rehab

Pride (June)

Capture the sentiment of Pride's roots as a protest and join in the queer community's mission to inspire everyone to stand up for love in all its forms. the queer community inspire everyone to stand up for love in all its forms.

Q3

2024

Soulful Glow-Up

Primavera Sound Porto (June 6–8)

Tomorrowland (July 19–28)

Montreux Jazz (July 5–20)

Fuji Rock (July 26–28)

Play into the summer music festival scene where its holy grounds serve as transcendental experiences with collective catharsis.

Age Ambiguity

Summer Olympics

(July 26 – August 11)

Tackle the issue of ageism in athleticism on a global stage.

Romance in Rehab

Summer Holidays & Back to School

Discuss dating changes as students create new rules for respect, new expectations for dating, and new ways to DTR (define the relationship)

Human Edge

S/S Fashion Weeks in NYC, London, Milan, and Paris

(September 6 – October 10)

Explore the future of couture as fashion designers integrate GenAI tools and its aesthetic influences.

Q4

2024

Age Ambiguity

Halloween (*October 31*)

Celebrate the fandoms that you truly love and no what age dictates you to do.

Human Edge

Fake News & Elections (*November*)

Investigate how tech-fueled reality distortions collide with one of the biggest election years in the world, across 70 countries and with over 1 billion eligible voters.

Romance in Rehab

Winter Season & Movies (*December*)

Dial up the romance in a way that feels authentic and real for love-seekers everywhere.

Soulful Glow-Up

New Year Eve & New Year End (*End of December*)

Instead of massive parties, celebrate the individual experience, personal growth, and hopes for the future.

Q1

2025

Age Ambiguity

Movie & TV Award Season (*January*)

Showcase celebrities across a range of generations that advocate and support one another.

Human Edge

Consumers Electronics Show (*January 7–10*)

Delve into the potential of human ingenuity and the limitations of technology devoid of human intervention

Soulful Glow-Up

Black History Month (*February, USA*)

Spotlight how faith is an integral part of the Black diasporic identity, bringing people together to believe in favorite athletes and teams.

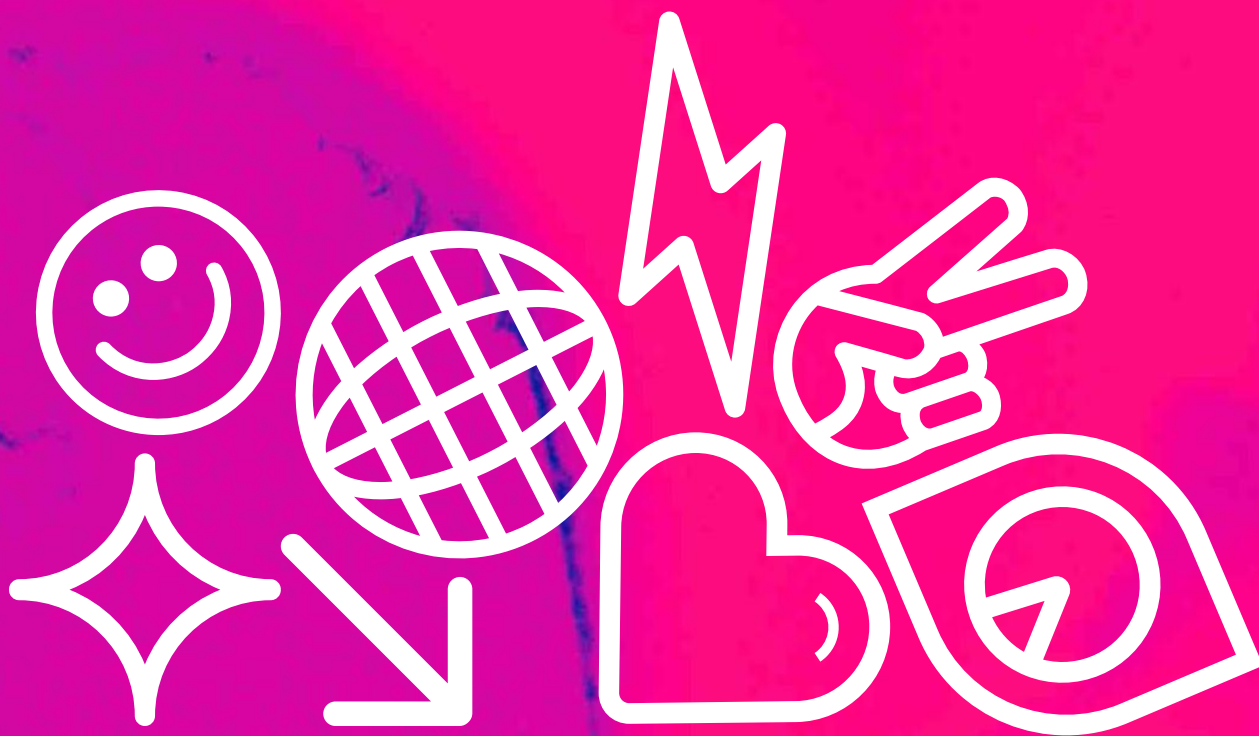
Romance in Rehab

Valentine's Day (*February 14*)

Welcome new fresh takes on Valentine's Day traditions, such as Galentine's, Singles Awareness Day, and romantic rejectors.

Conclusion:

160over90 creates breakthrough ideas that turn followers into fanatics. Connecting brands to the people, places and properties changing culture at large. We know first. We go deeper. And we inspire people to feel something real. As part of Endeavor, we have ins to the next everything. If you're into it, we're all over it. Want to get into it?



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160over90 PRESENTS
THE DEEP END No.1

OBSESSIVE MEDITATIONS
ON Cultural Currents IN CULTURE

160/90

THE ~~DEEP~~ END

2024 / 2025