



UK's First Solely Meme Marketing Agency takes flight.

Agency backed by Gary Vaynerchuck, setting the future direction of youth marketing.

London, 27th October 2023. Lucid Meme, a trailblazing marketing firm, is set to transform the UK's advertising landscape with the introduction of the country's first-ever Meme Marketing initiative. This progressive approach to marketing, which leverages the power and virality of memes, has gained the backing of renowned entrepreneur and internet personality, Gary Vaynerchuck.

As memes continue to dominate social media platforms and resonate with audiences of all ages, Lucid Meme's strategy taps into this cultural phenomenon, offering brands a bespoke and highly engaging way to connect with their target audience.

Jacob Nomafo, CEO of Lucid Meme, remarked, "We've always believed in the potential of memes to transform marketing. With Gary's backing and our team's expertise, we're excited to lead the charge in this new era of advertising."

Jonah Blackburn, COO added, "In the world of digital marketing, memes have become the new currency. Their ability to captivate and engage audiences is unparalleled, and we're at the forefront of harnessing this power for brands."

The digital age has seen a shift in how audiences consume content, with memes emerging as a universal language that transcends borders and demographics. *Memes boast about ten times more reach alongside a 60% organic engagement rate when compared to regular marketing graphics* . This showcases a significant improvement in engagement metrics by leveraging memes. Click-Through-Rate of a meme campaign tracks 14% higher than that of email marketing campaigns, showing the potential of this method to drive traffic and engagement with a target audience.*

Lucid Meme's approach is not just about creating memes but understanding the nuances and cultural references that make them resonate. Their team of meme experts and creatives work closely with brands to craft bespoke meme campaigns that align with their values and messaging, ensuring authenticity and maximum engagement with their audience.

Currently, Lucid Meme is collaborating with a broad range of businesses, establishing a robust presence among the Gen Z audience. Recognising the distinct preferences and digital habits of this generation, Lucid Meme crafts strategies that are not only trend-driven but also culturally relevant. The company's success stories span a variety of industries, with brands witnessing a significant uptick in engagement and recall among Gen Z consumers.

For businesses looking to make a mark in this dynamic market segment, Lucid Meme extends an invitation to collaborate. "Our mission is to bridge the gap between brands and Gen Z. If

you're striving to resonate with this audience, reach out to us. Let's create something memorable together," encourages Jacob Nomafo.

Jonah Blackburn, COO, further commented, "The meme culture is more than just a trend; it's a reflection of the digital age we live in. At Lucid Meme, we're not just creating memes; we're crafting stories that leave a lasting impact."

** 2023 study by NYU*

- ENDS -

For further information please contact
Jonah@lucidmeme.co.uk or Info@lucidmeme.co.uk

Links:

Website: <https://lucid.meme/>

LinkedIn: <https://www.linkedin.com/company/lucid-meme/>

Instagram: <https://www.instagram.com/lucidmeme/>

TikTok: <https://www.tiktok.com/@lucid.meme>