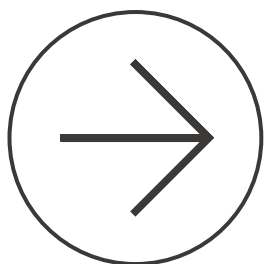


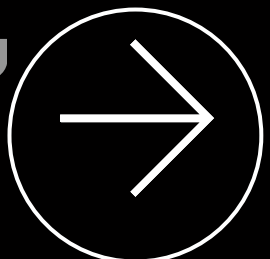
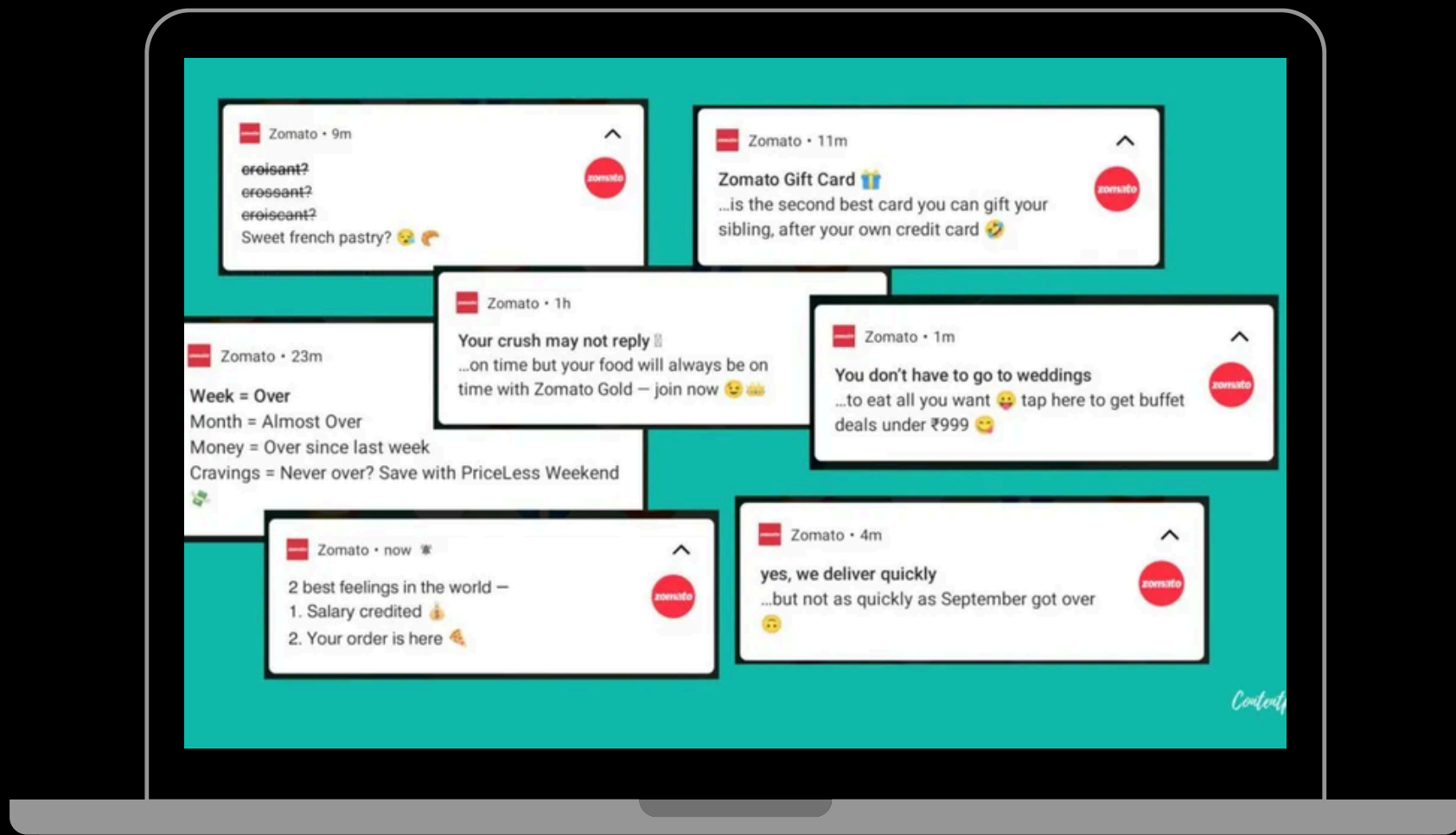
Why Every Brand is Trying to Be Relatable

*HOW BRANDS WENT FROM CORPORATE
TO CHAOTIC –
AND WHY IT'S WORKING*



Ever noticed that brands don't
'act' like brands anymore?

Instead of sounding professional,
they talk like your chaotic best friend.



Why are brands doing this?

To
sound
relatable

To
grab Gen Z's
attention

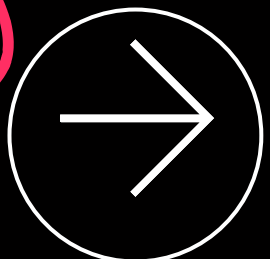
To
go viral on social
media

Create a relatable brand tweet

The tweet gets **shared**

Becomes a **meme**

Boosts **engagement**



This strategy actually works

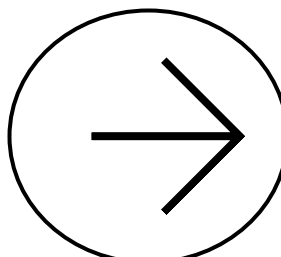
Brands like **Duolingo, Ryanair, and Wendy's** have gained MILLIONS of followers just by acting unhinged online.



RYANAIR



WENDY'S



But sometimes...

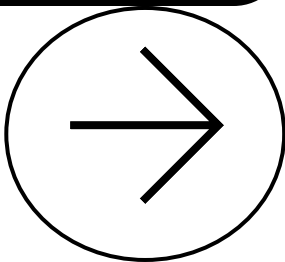
Some brands try too hard and end up getting roasted instead

This happens when brands–

Overuse
Gen Z slang incorrectly

Jump
on every trend (even when
it doesn't fit their brand)

Try
to be funny but coming off
as cringe

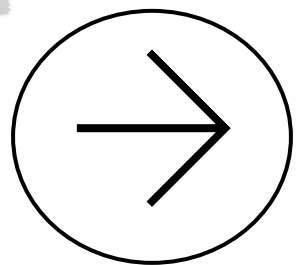


What Makes a 'Relatable' Brand Work?

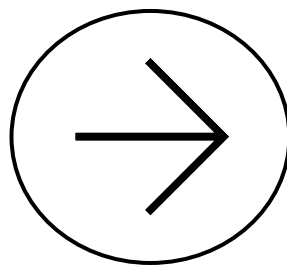
✓ **Authenticity** »
It feels natural,
not forced.

✓ **Consistency** »
They stay in character
across all platforms.

✓ **Relevance** »
Their humor aligns
with their audience.



Example of a brand that missed the mark

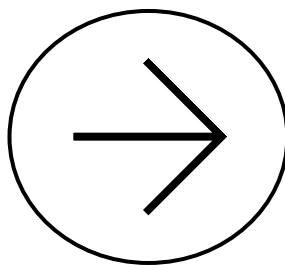


The Takeaway

Talking like a 'bestie'
works only if it feels real

Otherwise,
it backfires

Instead of **copying viral brands,**
find a tone
that fits **YOUR brand's identity**



**LIKE, SAVE AND SHARE
THIS POST IF YOU FOUND
IT HELPFUL**



*Follow @Dual_Canvas
for more*

**What's a brand that does this well
(or horribly)?**

Drop your thoughts below!