

THE SUMMER OF FUN, SLUTTY, POP

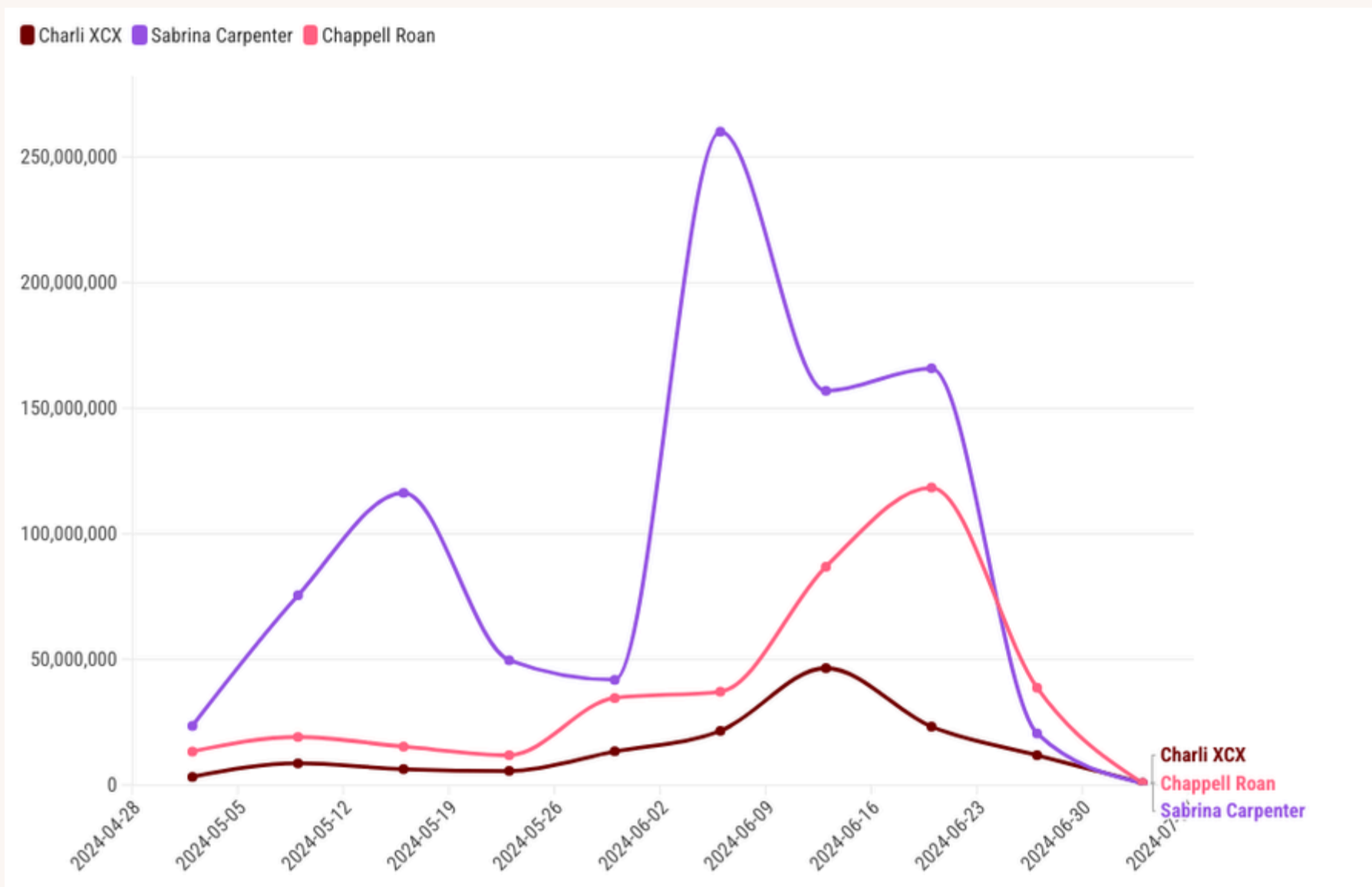
What social listening can tell us about the current female pop phenomenon and why you should care...

I've looked at the three female artists who are being credited with making pop fun again: **Sabrina Carpenter**, **Chappell Roan**, and **Charli XCX**.

First is TikTok-specific comparisons of the three artists and some light-touch audience insights.

After that, I dived a little deeper into Chappell and Charli and the conversation surrounding them.

Finally I've explained why any of this matters and what you can do with this info.



This chart above shows **TikTok UGC video view data** for @ mentions of the three artists from May–July 2024.

When it comes to views on UGC, **Sabrina is outperforming Charli & Chappell by a massive margin.**

But when we look at the same period but focus on the **number** of UGC videos created, although Sabrina still leads, it's by a much smaller margin.



THIS INDICATES THAT SABRINA DOESN'T HAVE AS MANY SUPER-ENGAGED FANS AS THE OTHERS, BUT SHE DOES HAVE MANY MORE FANS WHO ARE HAPPY TO VIEW, RATHER THAN CREATE CONTENT.

Although Sabrina has around 8 times more followers than Charli and Chappell, when looking at views on owned videos over the last 90 days, both Charli and Chappell are punching above their weight.

Chappell is achieving just under half as many views as Sabrina, and Charli has racked up almost **275k shares**.

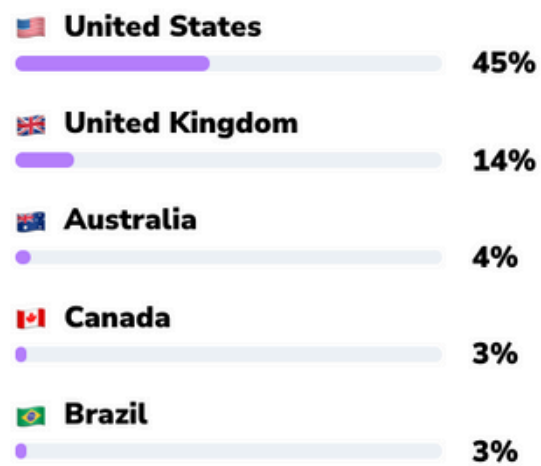
 Charli XCX 	 Sabrina Carpenter 	 chappell roan 
Totals	Totals	Totals
Views83.7M	Views  252.9M	Views112.4M
Likes9.3M	Likes  24.7M	Likes10.6M
Comments41.8K	Comments  103.3K	Comments36.7K
Shares  273.7K	Shares179.0K	Shares151.4K
Engagement  11.5%	Engagement9.9%	Engagement9.6%
Averages	Averages	Averages
Views1.6M	Views  12.6M	Views4.0M
Likes178.8K	Likes  1.2M	Likes379.3K
Comments805	Comments  5.2K	Comments1.3K
Shares5.3K	Shares  8.9K	Shares5.4K

Who are the followers?

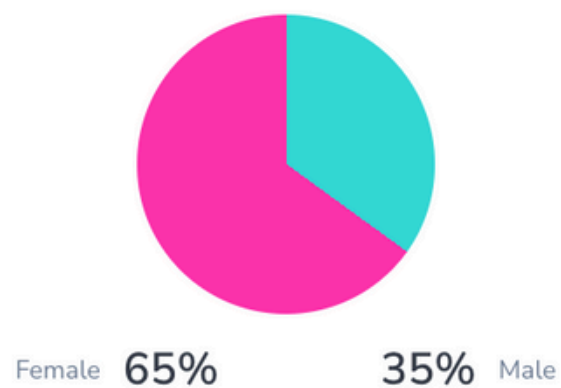
Followers ?

 Charli XCX

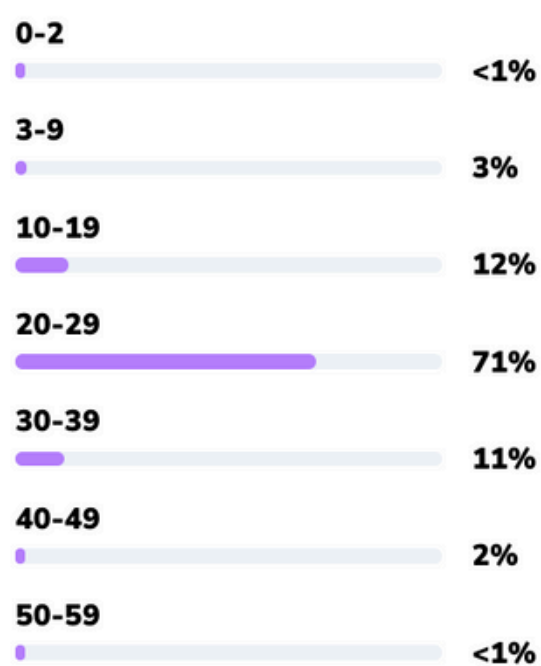
Countries



Gender

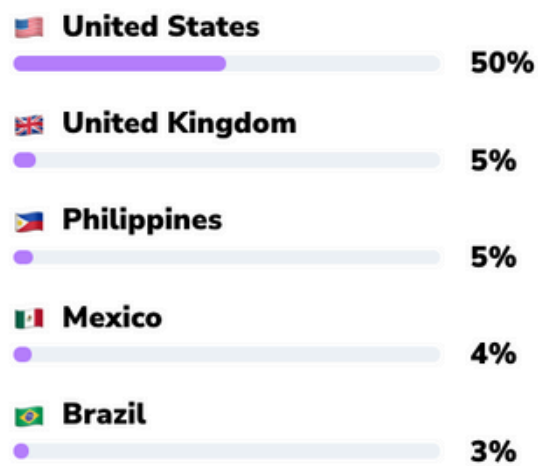


Age

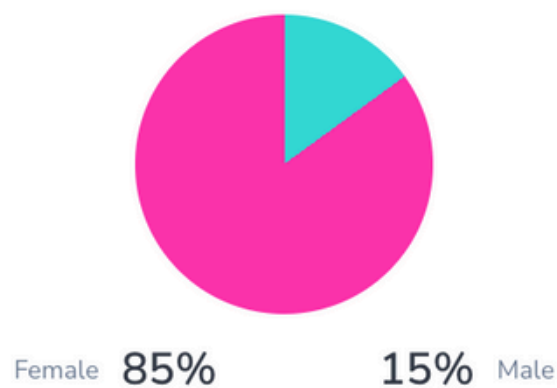


 Sabrina Carpenter

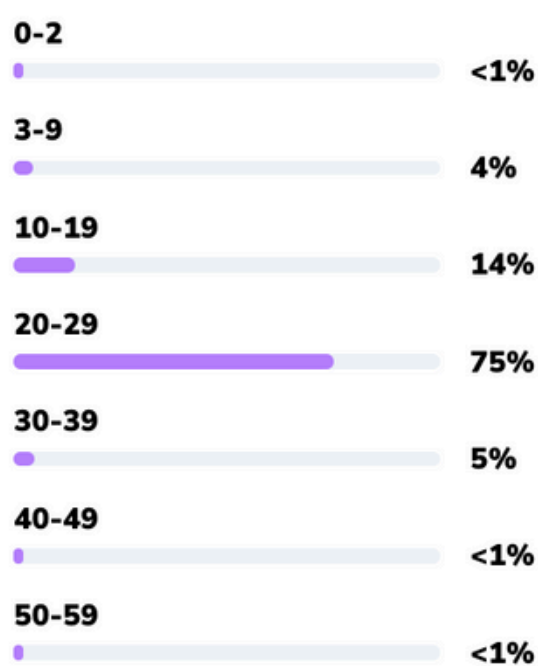
Countries



Gender

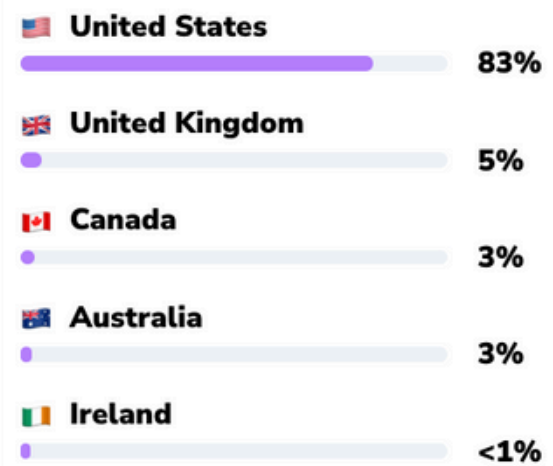


Age

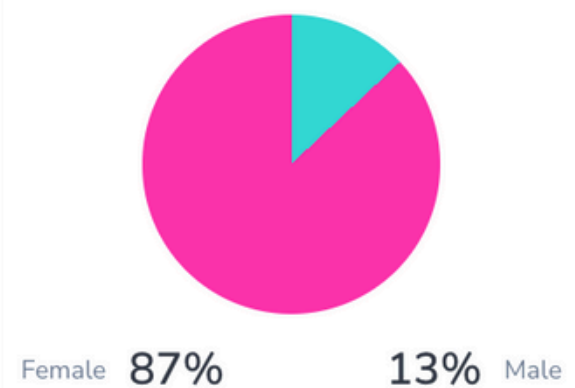


 chappell roan

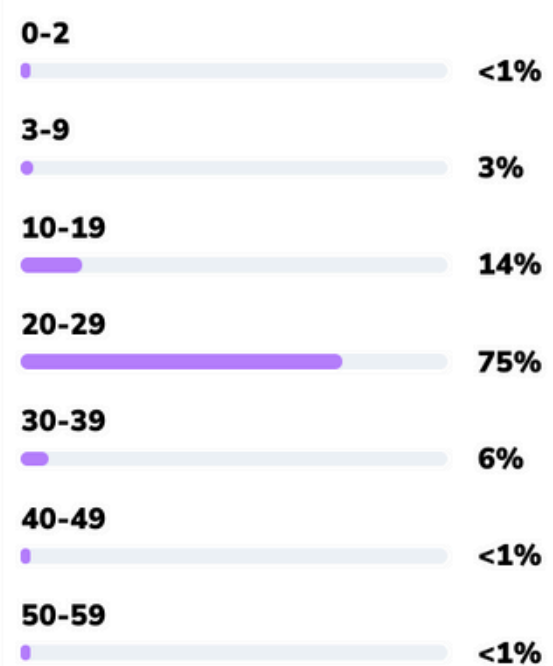
Countries



Gender



Age



Chappell's fans are really US-focused, whereas **Sabrina** has a truly global fanbase.

As we would expect it's people who identify as female who make up the majority of all the fan bases. **Charli XCX** has the most male fans with almost 35% of her followers identifying as such.

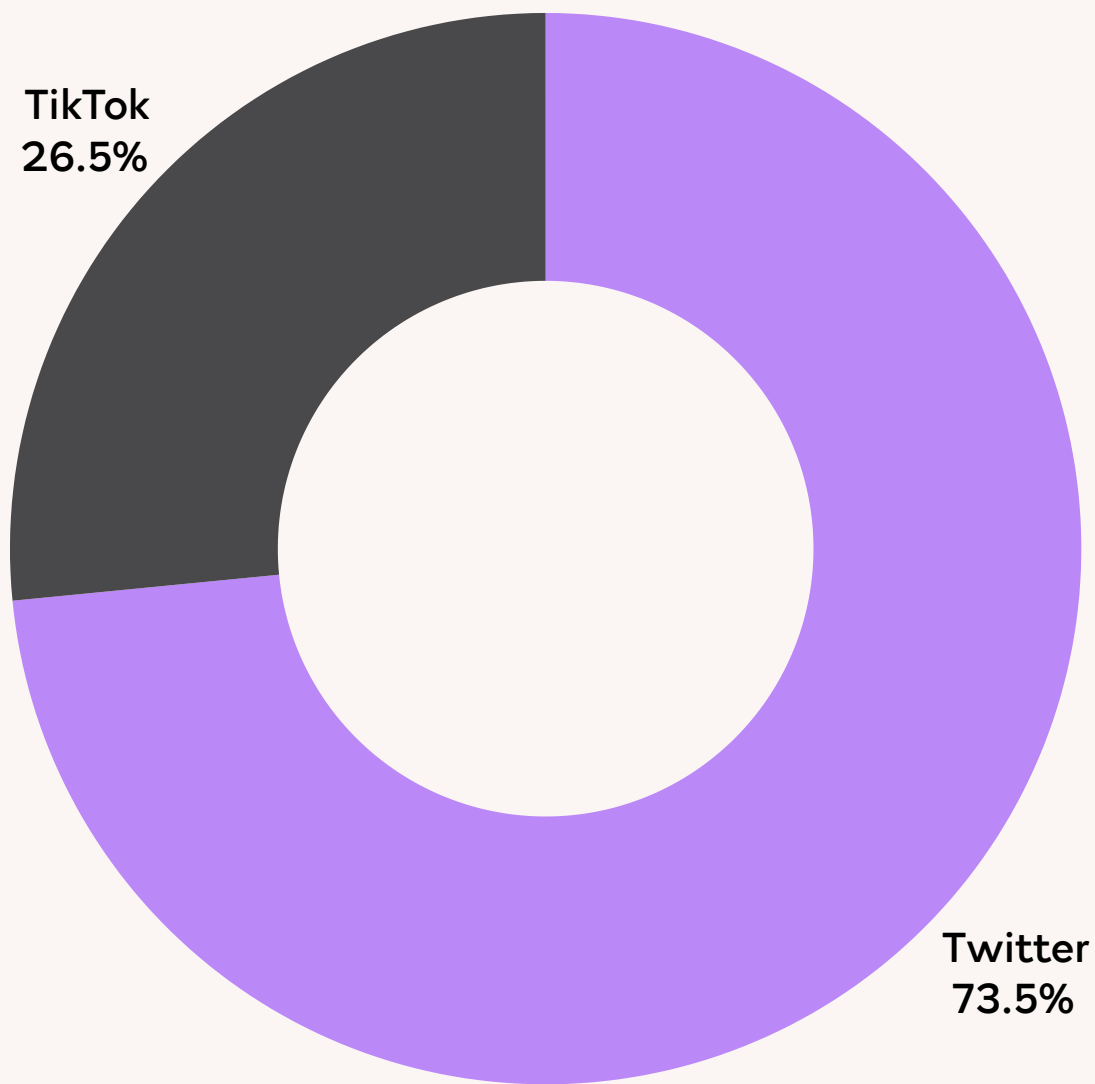
Gen Z is the core age range for all the fans, with Charli XCX having a higher number of millennial fans than the rest.

TAKEAWAY: It's definitely girls who are driving the love for these artists on TikTok.

For the rest of this report, I've analysed mentions of Chappell and Charli (Sabrina was skewing the data with so many more fans) on TikTok and Twitter over the month of June to extrapolate more cultural and behavioural insights.

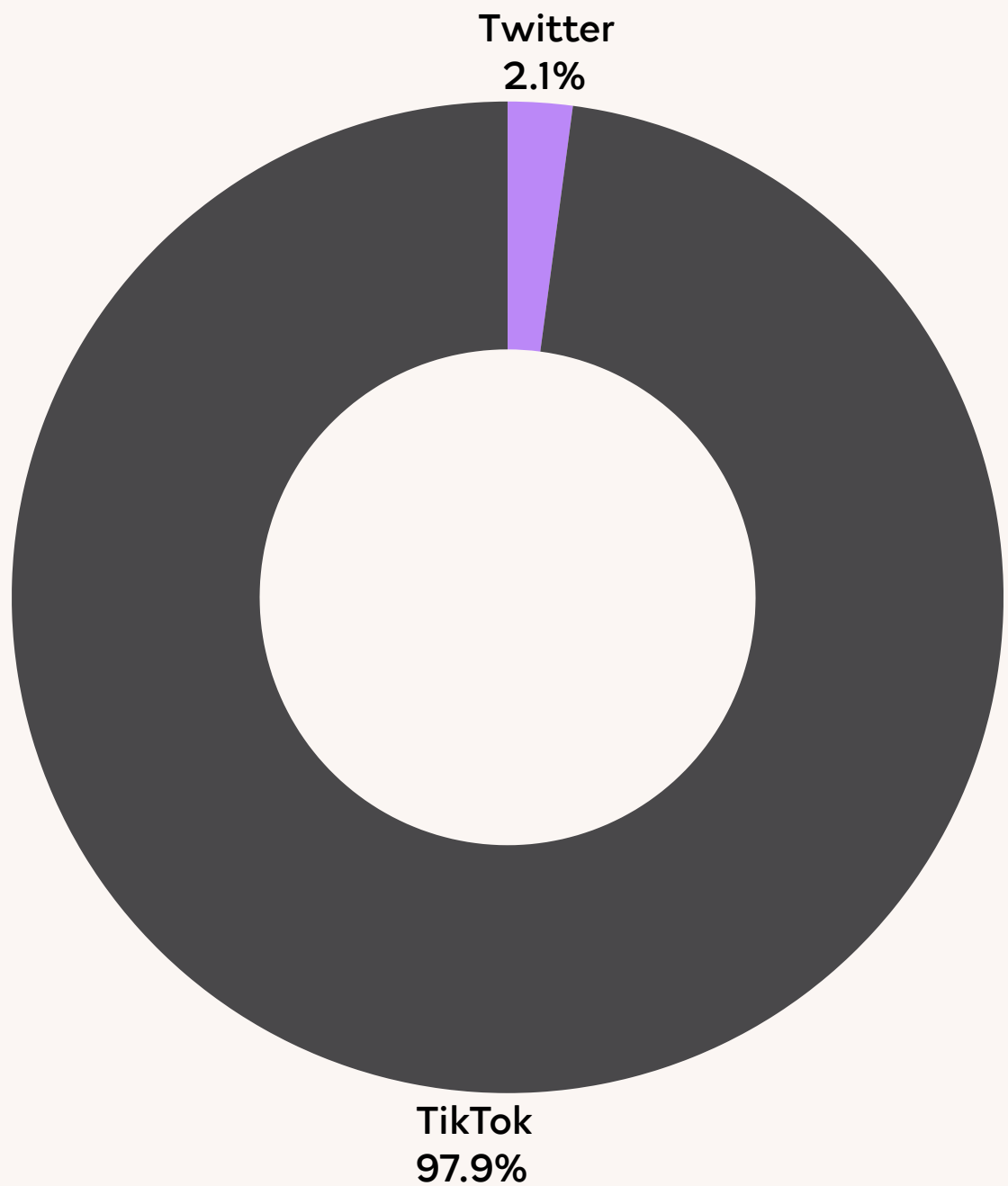
I collected **262k mentions**, which generated a pretty sizeable **220,677,535 engagements**.

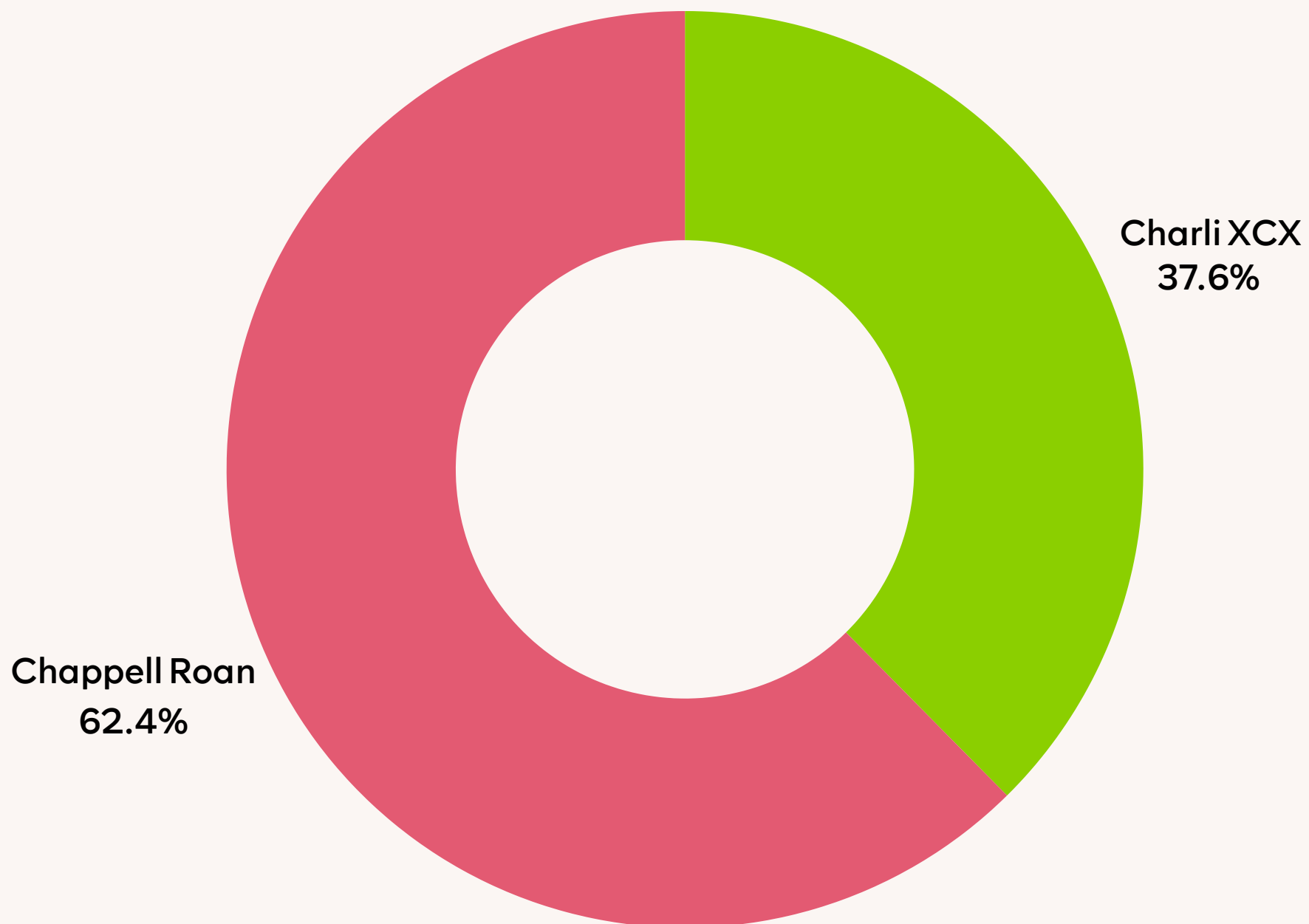
THIS MEANS AN AVERAGE POST IN THIS CONVERSATION GETS 842 ENGAGEMENTS. PEOPLE REALLY CARE!



Twitter
was home to
over **73%** of
mentions in
the search

But TikTok was
where **97.9%** of
the engagements
happened.





Overall, there was much more conversation about Chappell across both Twitter and TikTok despite our search covering the release of BRAT.

Chappell-based conversation drove **160.6M engagements** where Charli convo drove **43.8M engagements**.

One of the things people talked about most in the Chappell conversation was how much they loved her live shows, and what a positive environment they were for the fans. Her music is also bringing families together, with multiple positive mentions from parents.

Our daughter's favorite singer right now is Chappell Roan ❤️ We're all for it 😊 #ChappellRoan

@chappell roan i hope you get to see this!! Thank you for answering my daughters questions, taking your time making my daughter feel special all throughout your show. You probably changed her life with just those small gestures. You had a fan of me and my family, but even more so now. #chappelleshow #chappellroan #pinkponyclub #pinkponygirl

sandercha Sander Cha · 4d ago

My daughter chose this song for me to learn. This is her favorite artist right now. I've actually seen Chappell Roan perform this live when she opened for Olivia Rodrigo. #chappellroan #goodluckbabe

🎵 original sound - Sander Cha



Jen ❤️
@jmzcharlie2003

So thrilled my daughter is seeing CHAPPELL ROAN tonight! Eeeekkk.

5:14 PM · Jun 1, 2024 · 18 Views



Chappell is beloved within the queer community with **nearly 30%** of all posts analysed mentioning **LGBTQ+** keywords in some way. The majority of these posts were mega-positive with themes of acceptance, representation and inclusivity running through the conversation.

(Note: the listening took place during Pride month)

The most popular Twitter post captured the essence of Chappell Roan's current 'moment'. It received **12k RTs** and **127k likes**.



hally

@birdbrainmd3

my timeline rn is like:

“we’re cooked”

“we’re so fucking cooked”

“unbelievably cooked”

picture of Chappell Roan

“guys we’re so fucking cooked”

2:45 AM · Jun 28, 2024 · **1.4M** Views



96



12K



127K



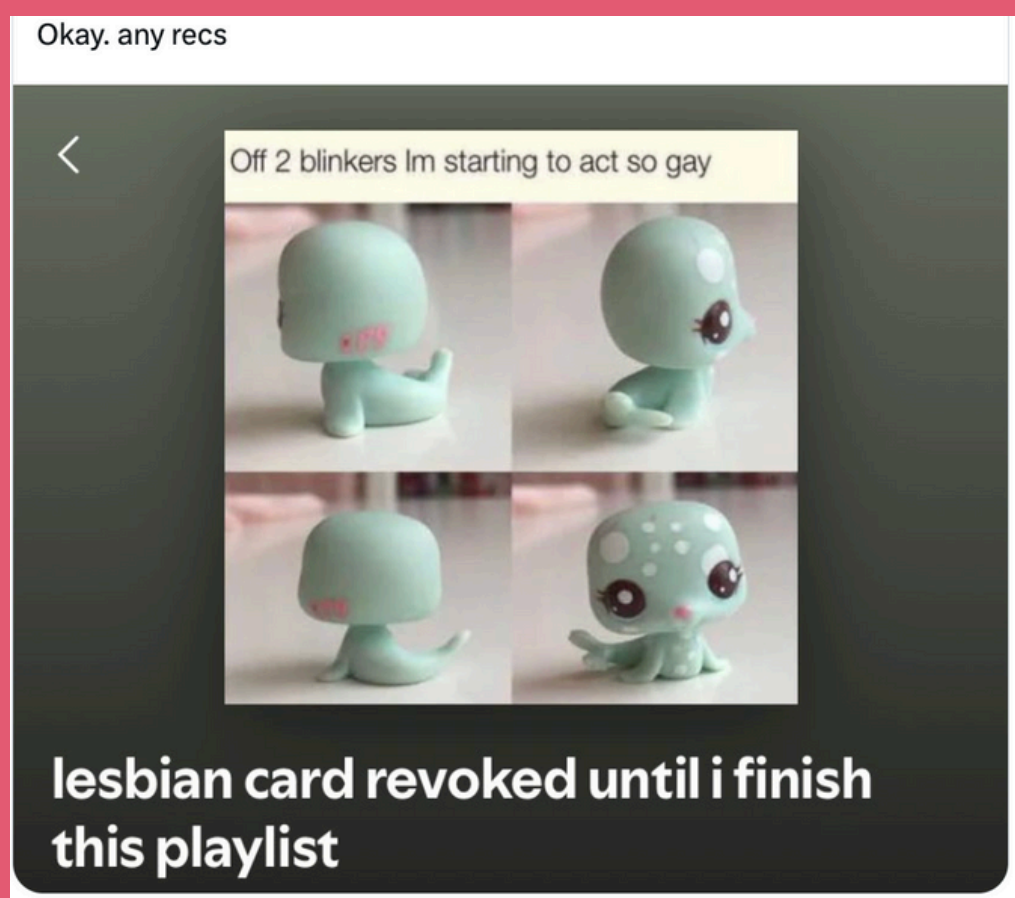
1.6K

*CHAPPELL IS EVERYWHERE RIGHT
NOW AND PEOPLE ARE HERE FOR IT...*

This post went viral and received hundreds of responses from fans of lesbian artists.



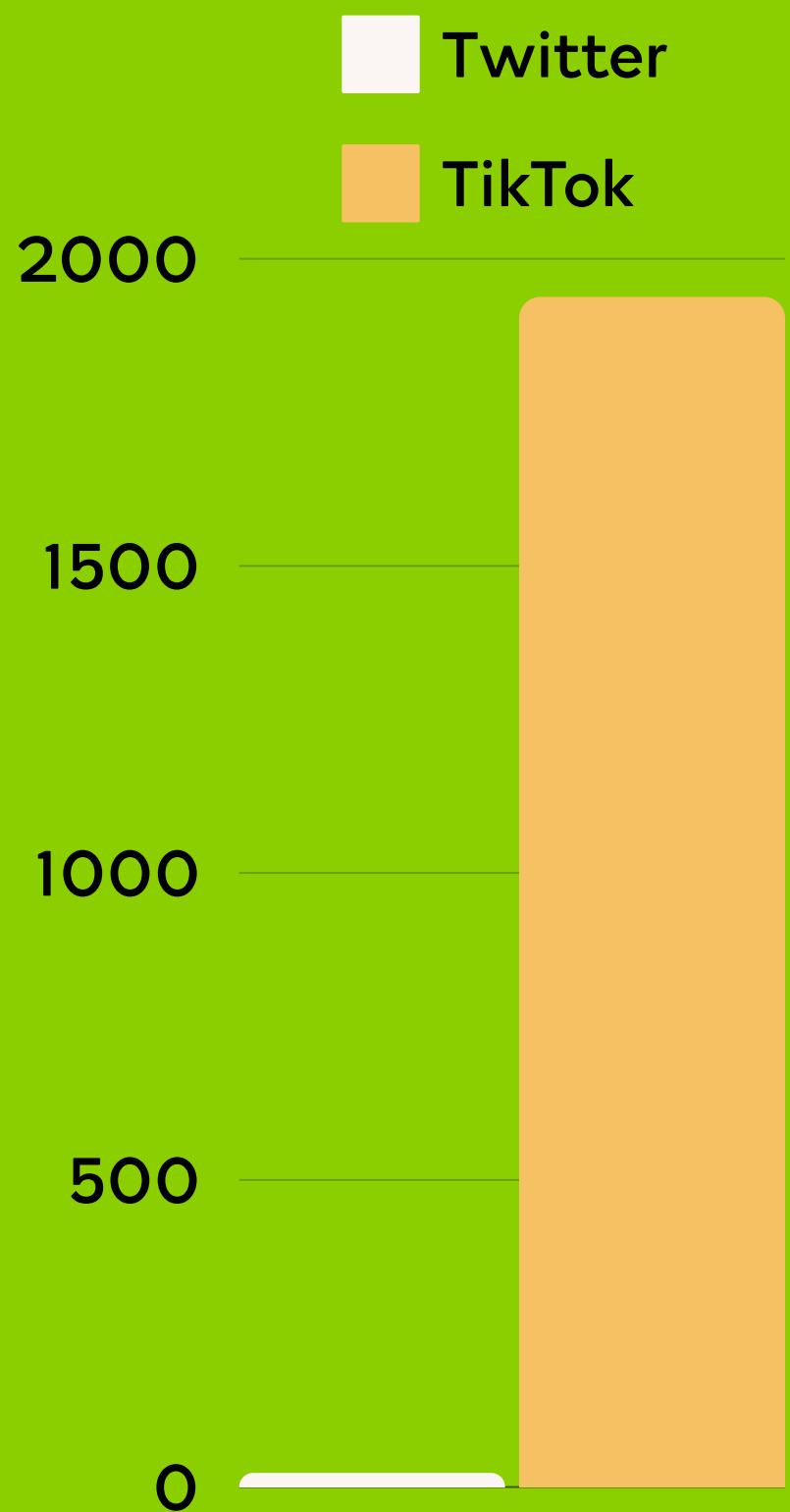
But the original poster apologised, took recommendations on board, and even created a playlist based on the recs.



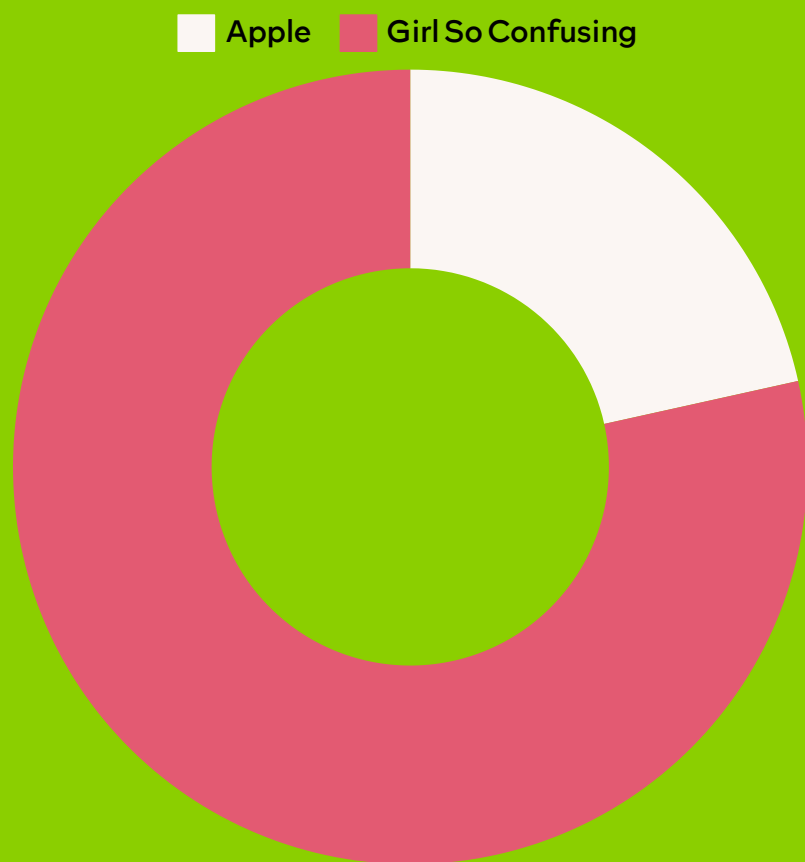
**THIS INDICATES THAT THE CHAPPELL FANDOM BOTH HOLDS OTHERS TO ACCOUNT AND IS ALSO ACCOUNTABLE THEMSELVES.*

Twitter was home to 78% of the conversation around Charli XCX with TikTok accounting for just 22%.

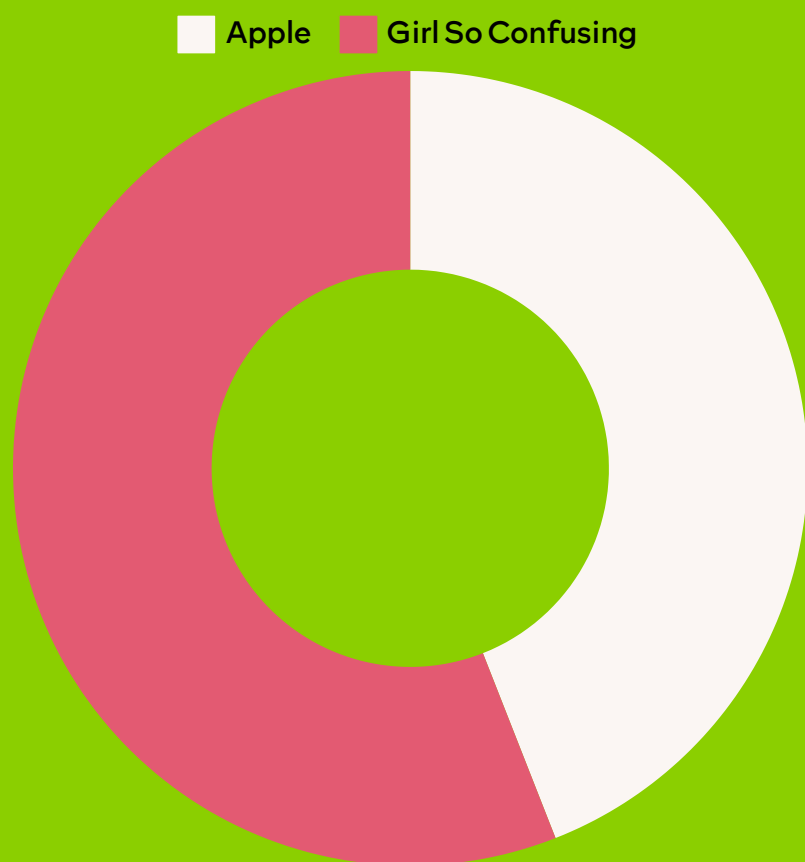
BUT there were an average of just 23 engagements on a Twitter post versus *1938 on a TikTok post.



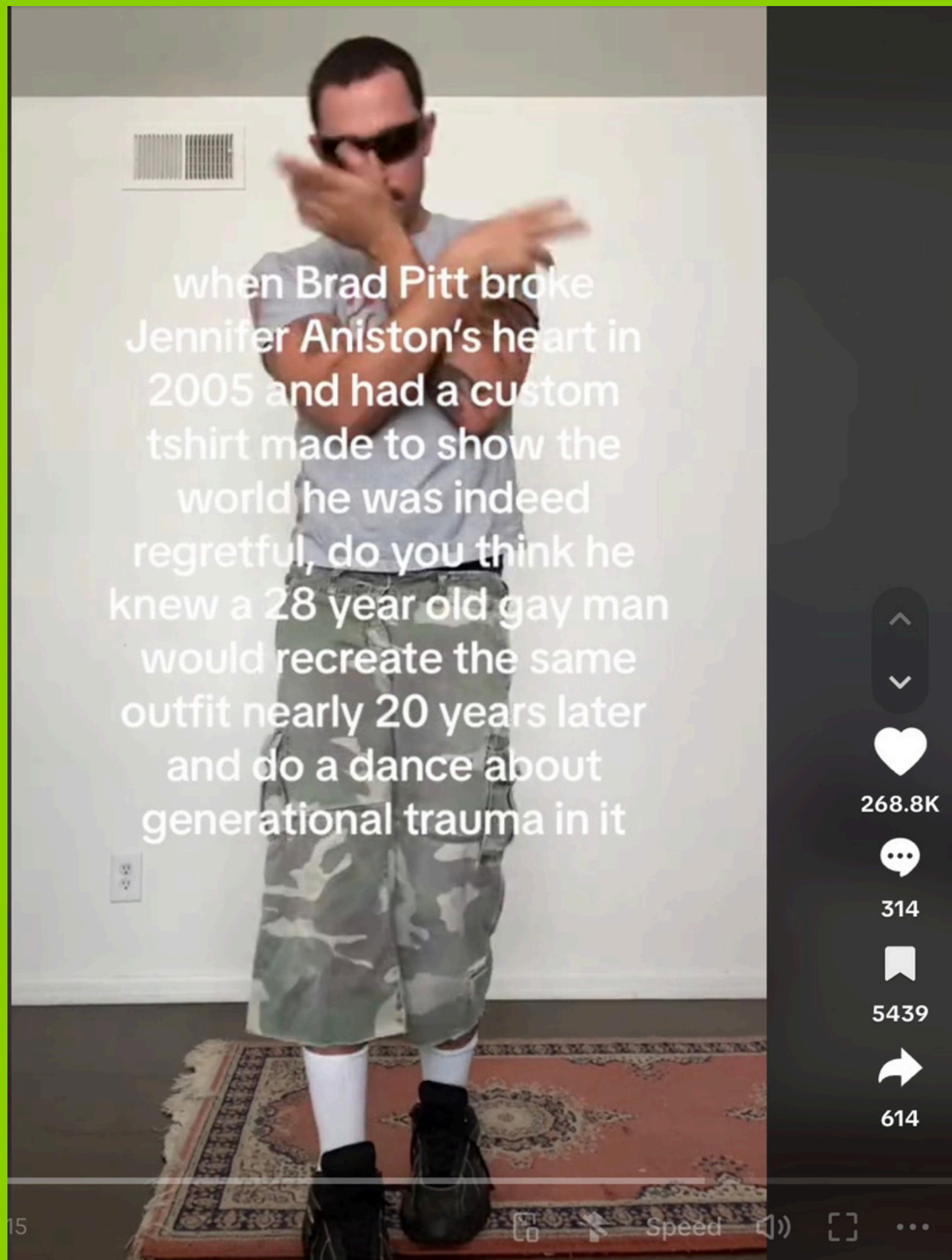
**BRANDS REALLY NEED TO STOP SLEEPING ON TIKTOK COS THEY 'DON'T GET IT'!*



'Girl, So Confusing' and 'Apple' were the most mentioned tracks. 'Girl, So Confusing' garnered **79% share of voice** (13% of all posts that mentioned Charli ALSO mentioned Lorde)



Things evened out considerably once we factored in engagements. Potentially due to the Apple dance.



The 'apple dance' is TikTok doing what TikTok is best at. Everyone is doing it. Even Kyle MacLachlan.

And who are the Charli XCX fandom? This viral tweet captures their whole vibe in a simple sentence.



In the analysis I was able to run, there were 5129 people using **BRAT green** as their key colour.

*BRAT GREEN, IF YOU
WEREN'T AWARE...*

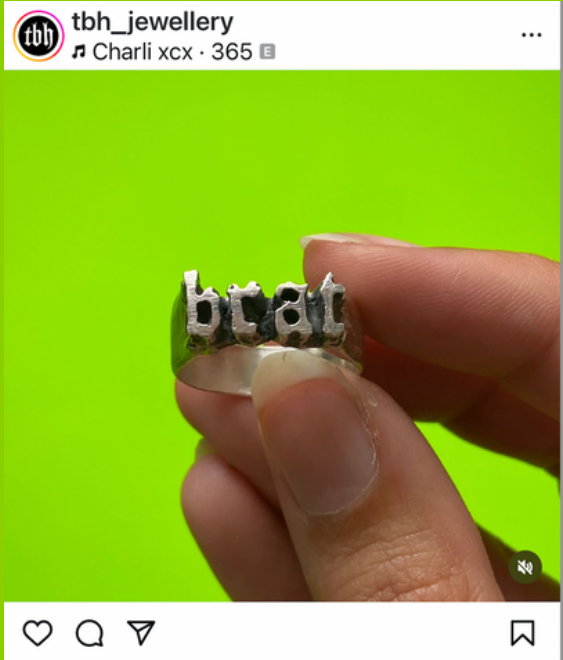


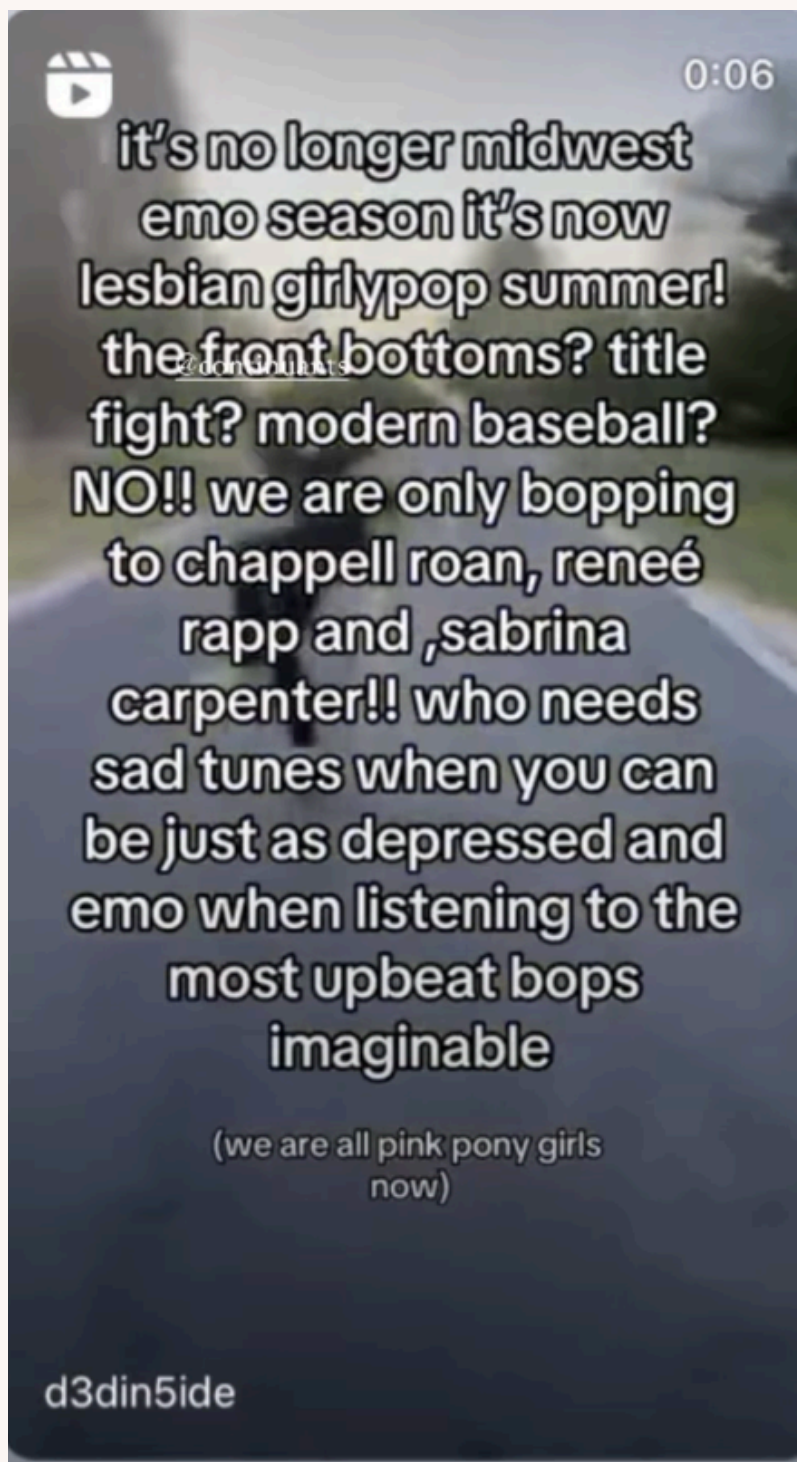
Although #bratsummer has only been a thing since June it already has over 90 million views on TikTok and has already made the transition to Instagram.

It features content around OOTD, makeup looks, nail art, and the general vibe.

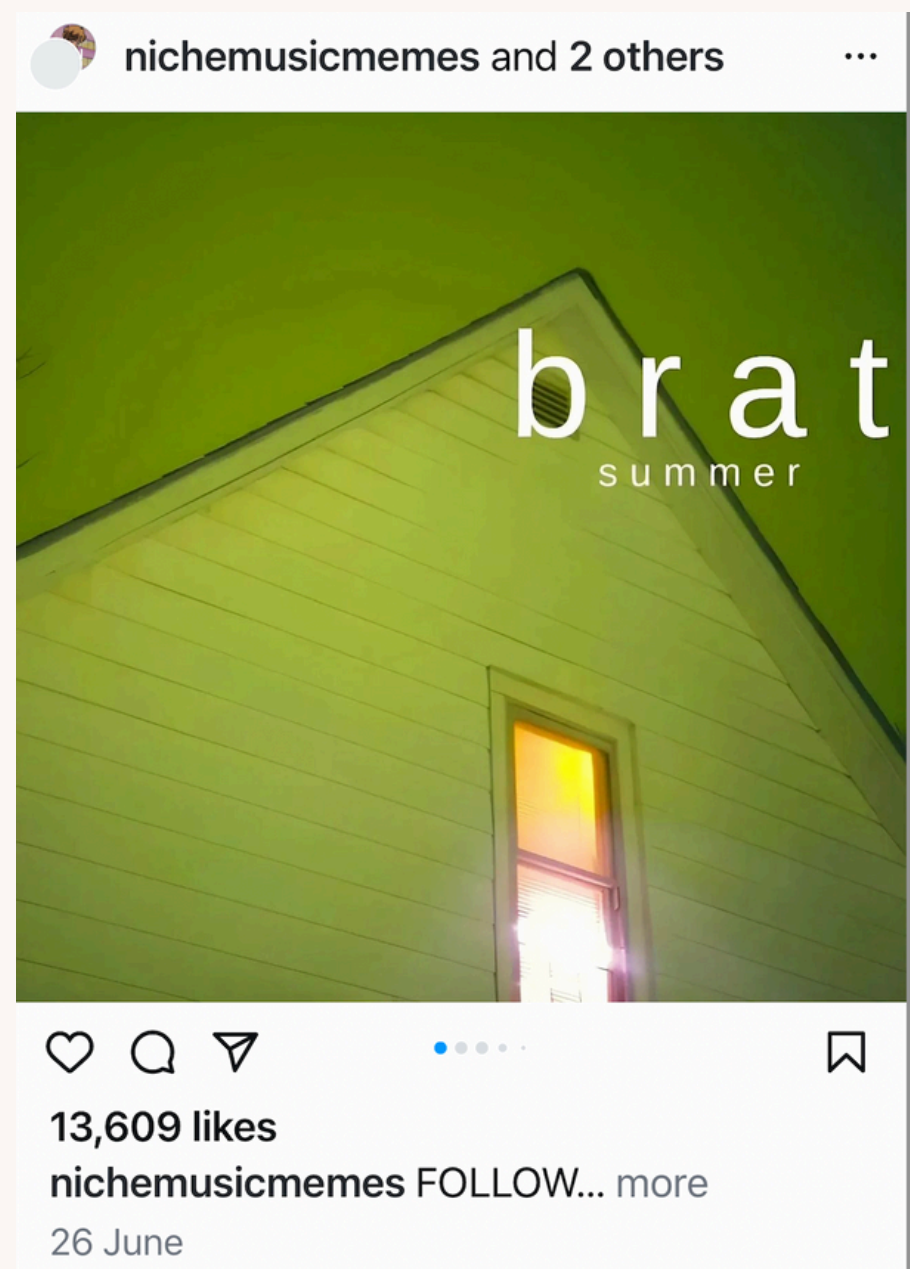
As one TikTok user put it:

“Bratsummer is everything because anyone can be a brat and being a brat can look like anything”





I've been seeing posts like this on r/emo for the last couple of months.



If even fans of American Football are getting into pop music then things have changed dramatically.



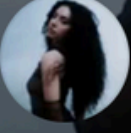









autumn
@pinkponyg1rl

i would argue that chappell roan is midwest emo. step aside modern baseball

6:44 PM · May 18, 2024 · 32 Views

Top Artists

last.fm

1		Charli XCX
2		Taylor Swift
3		Jimin
4		Billie Eilish
5		Jung Kook
6		Chappell Roan
7		RM
8		Sabrina Carpenter
9		BTS
10		Kendrick Lamar

These are the stats from last.fm this week.

Last.fm was long considered the home for people who were serious about music. It was not the home of pop.

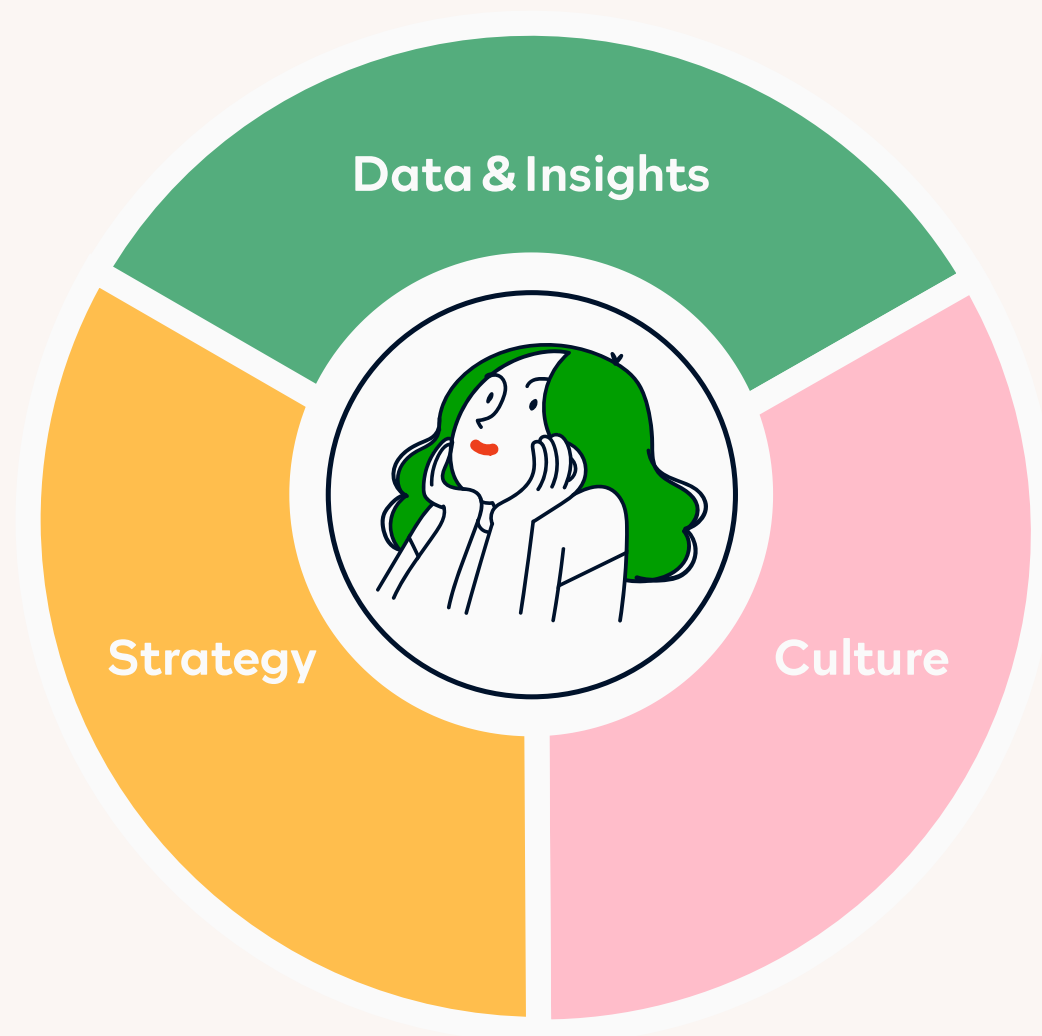
Streaming and SONOS will have impacted this, but still, this is a big signal that a huge shift happened while no one was watching.

So, what can we learn from all of this?

People are sick of misery, and hate, and all the isms. They just want to have some fun and dance to things that fill their hearts with joy.

But this is not the bubblegum pop of previous generations, these songs feature themes of generational trauma, LGBTQ relationship issues, and more, all while remaining danceable and largely upbeat.

This is a self-aware, new breed of female artists who write smart, sexy songs that sound good *and* discuss big, relatable issues, and it seems that this Summer at least, **everyone** is digging it.



**I am now booking for all your
social listening, cultural insights,
and social strategy needs.**

Drop me a DM!