



Break The Internet: A new generation of celeb chefs, a new kind of Poparazzi

1 message

Apple Social Team <no-reply@wearekettle.com>

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To: team@wearekettle.com

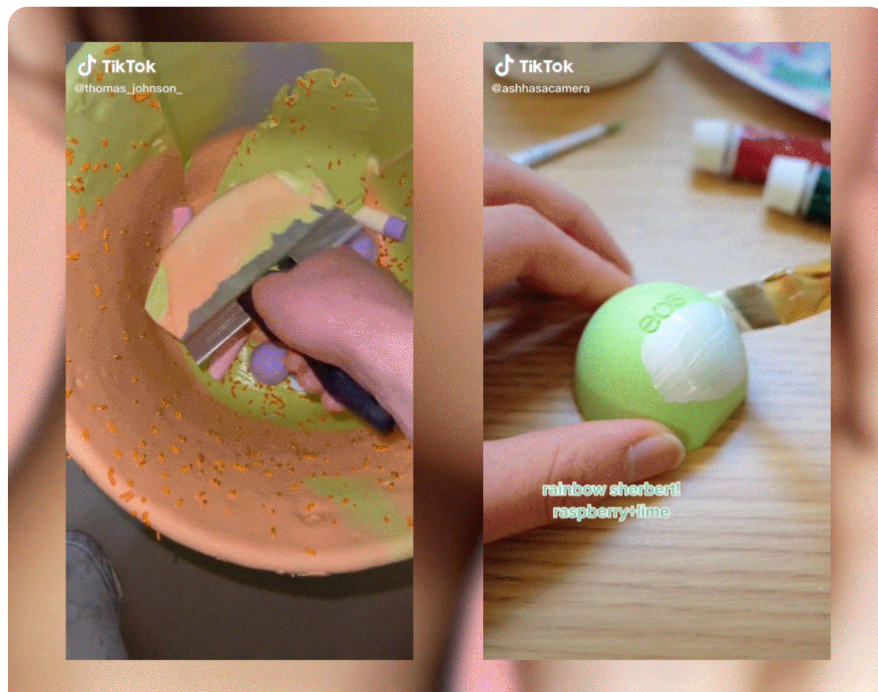
Break The Internet

The stories from social you should know about.



TikTok cooks up a new batch of Zoomer celebrity chefs.

Going to culinary school and winning a James Beard award used to be the path to celebrity chefdom. But a generation of TikTok chefs armed with little more than a smartphone and some recipes they've dug up online are trading Michelin stars for millions of followers — and dollars. Serving up accessible recipes in a laid-back format and getting a serious boost from the FYP, the Zoomer chefs on #FoodTok are tasting success without having to cut their teeth as line cooks.



Eos gets #ArtTok to use cosmetics as its canvas.

As the first brand to work with Charli D'Amelio and the beneficiary of very enthusiastic praise from Carly Joy, Eos Cosmetics is no stranger to TikTok. Now, they're partnering with a bunch of #ArtTok creators to showcase lip balm in media ranging from subway portraits to ASMR paint mixing. By driving to purchase pages through paid posts and emphasizing niche communities over more generic influencers with larger followings, Eos has a chance to show that there's an art to driving sales on TikTok.



From Pins to legos.

Lego is one of the world's most versatile mediums for bringing creative ideas to life. Pinterest is all about finding crafting inspiration. So it only makes sense that promoting the new season of Lego Masters involves Pinterest's creators turning trending search topics into Lego masterpieces. With Pinfluencers using Idea Pins (fka Story Pins) to showcase the brick-by-brick process of assembling sunglasses and DIY flower vases, starting your next craft project may involve a trip to the toy store.



Scan the rainbow to go beyond the rainbow.

There's a lot of (well-placed) cynicism this June about brands "rainbow-washing" to cash in on Pride. With its "Beyond the Rainbow" campaign, however, H&M hopes to delve deeper into the rainbow flag's meaning, as told through the experiences of LGBTQIA+ celebrities. Using first-of-its-kind image recognition technology that lets smartphone scanners "see" color, any rainbow Pride flag can become a teachable, empowering moment built on the unvarnished stories of the diverse community it represents.



Finally, some Poparazzi you'll want to see.

We've seen enough of ourselves on our own cameras over the last year — now it's time to let our friends take the shots with Poparazzi. The buzzy photo-sharing app deactivates the front-facing camera to de-emphasize selfies, and builds profiles out of others' photos you've been tagged in. Similar to Dispo's own social, unpretentious take on photo-sharing, Poparazzi may be popping up at just the right time as Hot Vax Summer arrives.



Who wins the social shopping arms race?

With data suggesting the pandemic's made us more willing to shop through social media, Instagram, Facebook, Snapchat, and TikTok are racing to implement a winning set of features (and the right ecommerce integrations) that can turn users into customers and brands into ad buyers. Vogue Business details each platform's specific strategy, ranging from Instagram's fashion biz-influenced take on curated shopping, to Facebook's livestream version of QVC, to Snapchat's big AR play, and TikTok's upcoming features.

ACCOUNTS TO ADD

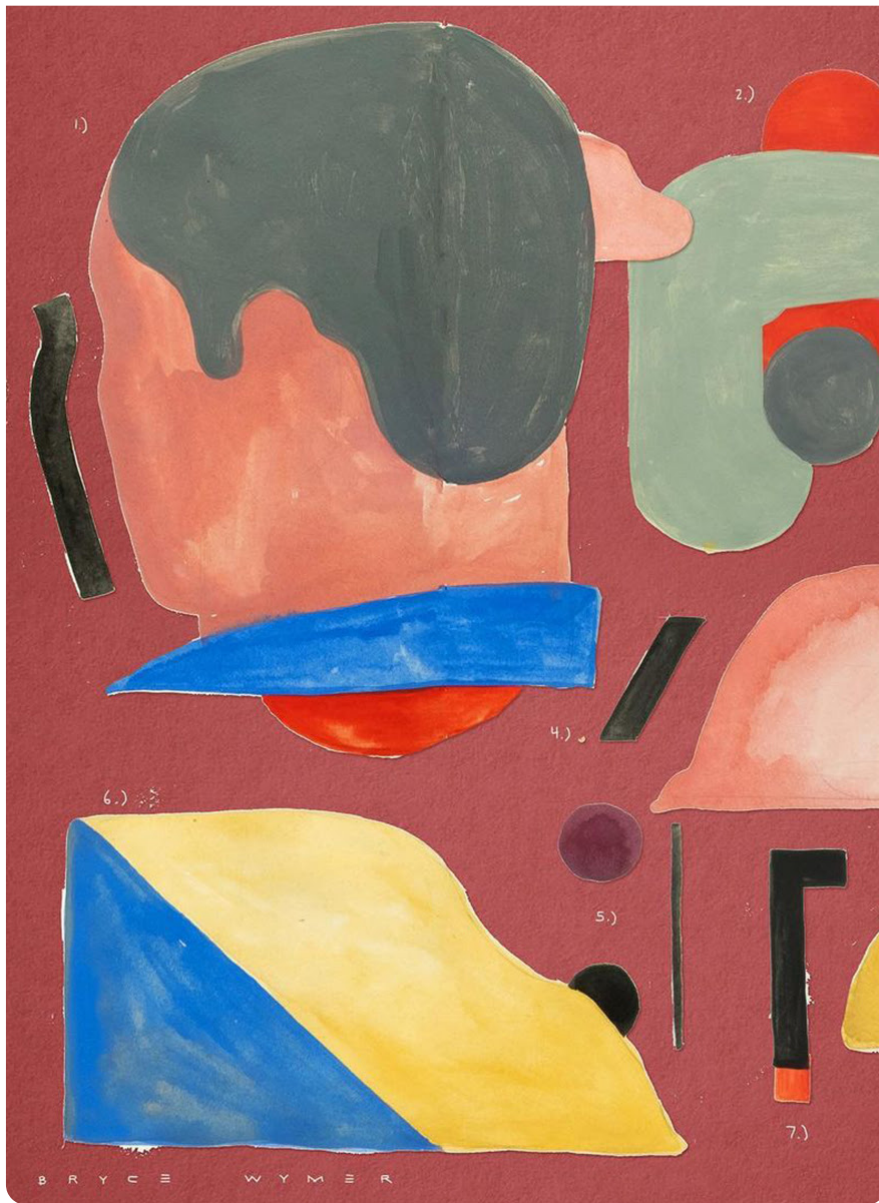
@jq.wan

Jiaqi Wang's technicolor illustrations have appeared everywhere from Wired to the LA Times.



@brycewymer

New York artist Bryce Wymer's surreal sketches and paintings contort the human form into occasionally otherworldly shapes.



@jasonchuangart

Jason Chuang's comics and illustrations deploy the absurd and the poetic to explore emotion.



PLATFORM UPDATES



Everyone on Instagram can now hide like counts in their feeds and on their own posts.



Quincy Jones launches OneOf, a musician-friendly NFT platform that aims to lessen the digital art market's environmental impact.



Facebook adds multi-user AR effects and multiplayer games to Messenger and Instagram video calls.



Twitter testing vertical, full-screen Fleet ads, including a “swipe up” CTA.



Instagram makes rare, viral products shoppable with new Drops ecommerce tool within its Shop section.



Instagram extends its Reels ad tests to US, UK, Canada, and France.

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