# Pop of Culture

Monthly Brief from Lauren deLisa Coleman
Digi-Culture Trend Analyst
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Timely Pop Culture Take-Aways
& Trend Forecast

–at the speed of light….

Celebrity Indicators

- Singer Robin Thicke is not quite able to pull a fast one for sales. Ridiculed for capitalizing over the break-up of his wife via videos, Twitter Q&A's & more for the latest album, he is now considered an international sales bomb indicating worldwide shift in attitude not only toward the singer but blatant plays for $. The consumer is over it.
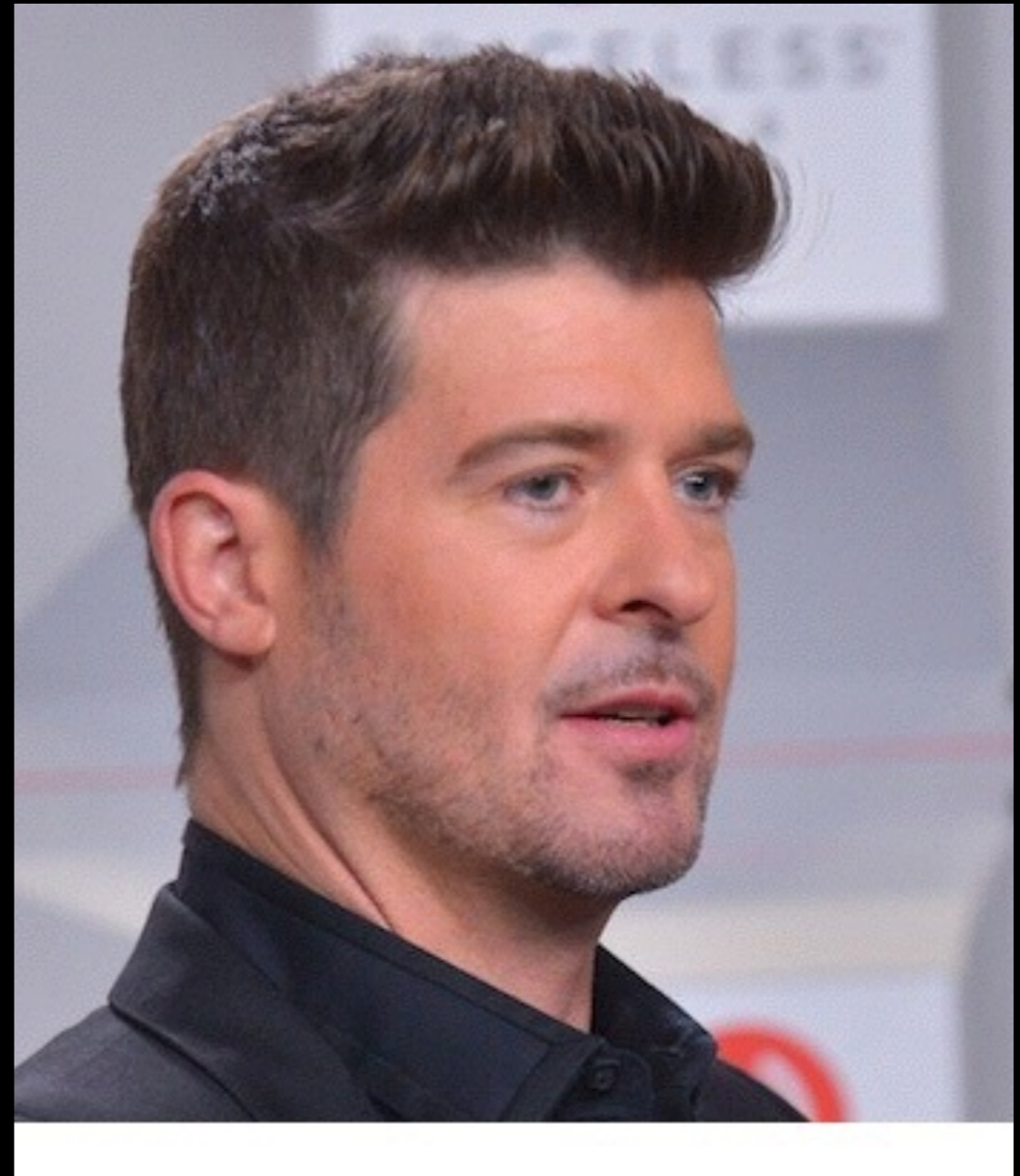
Millennial Mash-Up

- New reports say millennial females may not be cutting cable TV cord any time soon and watching more hours than ever. This demo will be the new "get." Evidence? Oxygen network moving to more and more hip-hop culture-related programming from women's perspective (this will also contribute to the shift toward matriarchal society).
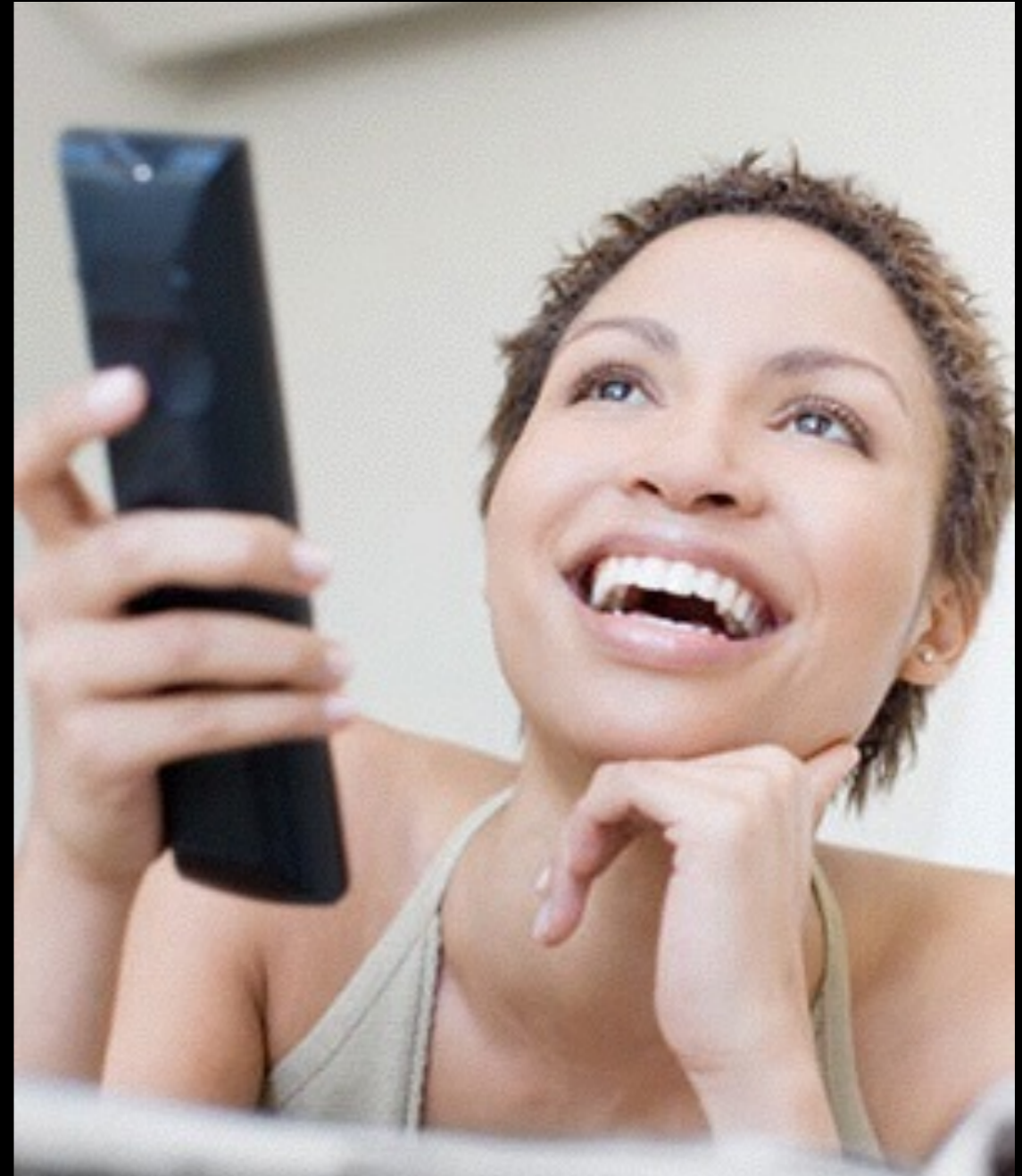
Next in Tech

- "Confused Face Girl" sues Instagram, sleeping stadium fan sues team. In the age of image, watch for individuals to guard their personal brands just like celebs for unauthorized usage creating new digital image rules!

New studies show that today's Millennials, given their all-time low approval rating for Obama, may indicate their upcoming shift

toward GOP. But disruption will hit government just as all sectors. Watch for entrants like Sean Parker's Brigade, to shake things up!

Cultural Intelligence

What's Your Strategy To Connect Your Interests, Organically?

Lauren keeps her eyes and ears open at all times to gather thorough understanding of not only current trends in the digital space, but also where trends and the interests are headed 2 years out, 5 years out, and into the future (to help drive numbers). She is precise and driven to learn and explore.
- Molly Weingart, Content, Comcast

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in the meantime: Twitter @ultra_Lauren, www.ultralauren.com
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