

itv
WHAT UNITES PRESENTS

Hey Ginni! x



Your ultimate guide to
HUN CULTURE!



itv

*Hello and welcome to **Hey Hunni!***

YOUR **ULTIMATE GUIDE** TO HUN CULTURE

In order to unpack the opportunity for brands within Hun Culture, ITV interviewed cultural experts, conducted social listening, focus groups with followers of Hun Culture and extensive semiotic analysis and cultural analysis of Hun Culture artefacts.

BEFORE WE START, A QUICK NOTE ON LANGUAGE

The word 'Hun' has multiple meanings in the UK. In certain areas of the country, it is sometimes used as an offensive term to refer to individuals from the Protestant community. In this report, we are using the term as it is used by our interviewees, in online circles and in media and academic publications, to refer specifically to a pop culture phenomenon and not to any religious group.



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WTF

is Hun Culture?!



GRAB YOUR BEVERAGINO, THROW ON YOUR CHEETAH PRINT KAFTAN AND GET IN THE FIAT 500 - IT'S TIME TO GET YOUR HEAD AROUND HUN CULTURE BABES!

Definition

Hun (short for Hunni) Culture is a distinctly British pop culture phenomenon - picture a glorious amalgamation of Gemma Collins, Girls Aloud, prosecco-fuelled bottomless brunches and lairy leopard print. Hun Culture unashamedly celebrates and elevates the people, tropes and behaviours that might be overlooked or seen as 'naff' or 'frivolous' by 'more serious' people and institutions. In short: **it's the enjoyment of all things unserious, unpretentious and unapologetic.**

"It's a *celebration* of all the things that people would have been *snobby* about but we *now see as iconic*"

Male participant, 18-24



At its core, Hun Culture is a form of **entertainment** that centres around the idea of 'Hun', 'Hon' or 'Hunni', a frivolous and camp personality and attitude that is most commonly found in reality TV, Soaps, Entertainment and Daytime telly as well as on online meme pages such as **loveofhunsx** and **hunsnet** 🦋 (a riff on Mumsnet!)

"It's an *attitude*, it's a *personality*, it's sense of *humour*, it's a *tongue-in-cheek*, self-aware look at a certain section of British culture"

Pete Tierney, Reality & Entertainment Commissioner, ITV

BUT AS NICK YOUNG FROM LIME PICTURES EXPLAINS, THERE'S A DISTINCTION BETWEEN 'HUN CULTURE CELEBRITIES' AND FOLLOWERS OF HUN CULTURE...

"There are people the community deem as 'Huns'; they are typically older women, but also some men, who are working class, who are *unabashedly themselves*...then there are the followers of Hun Culture who are a younger generation who will describe aspects of their lives or things like going to a *bottomless brunch* as 'Hunnish'"

Nick Young, Commercial Director, Lime Pictures



Still don't quite get the picture? That's okay babes, [click here](#) to watch our compilation video of some of the most iconic 'Hun Culture' moments 🦋

Hunni 101

CLASS IS IN SESSION! NOW YOU'VE GOT AN IDEA OF WHAT HUN CULTURE IS, IT'S TIME TO GET AN IDEA OF THE WIDER CONTEXT IT SITS WITHIN, AS WELL WHAT IT ACTUALLY MEANS FOR BRANDS.

THE HISTORY

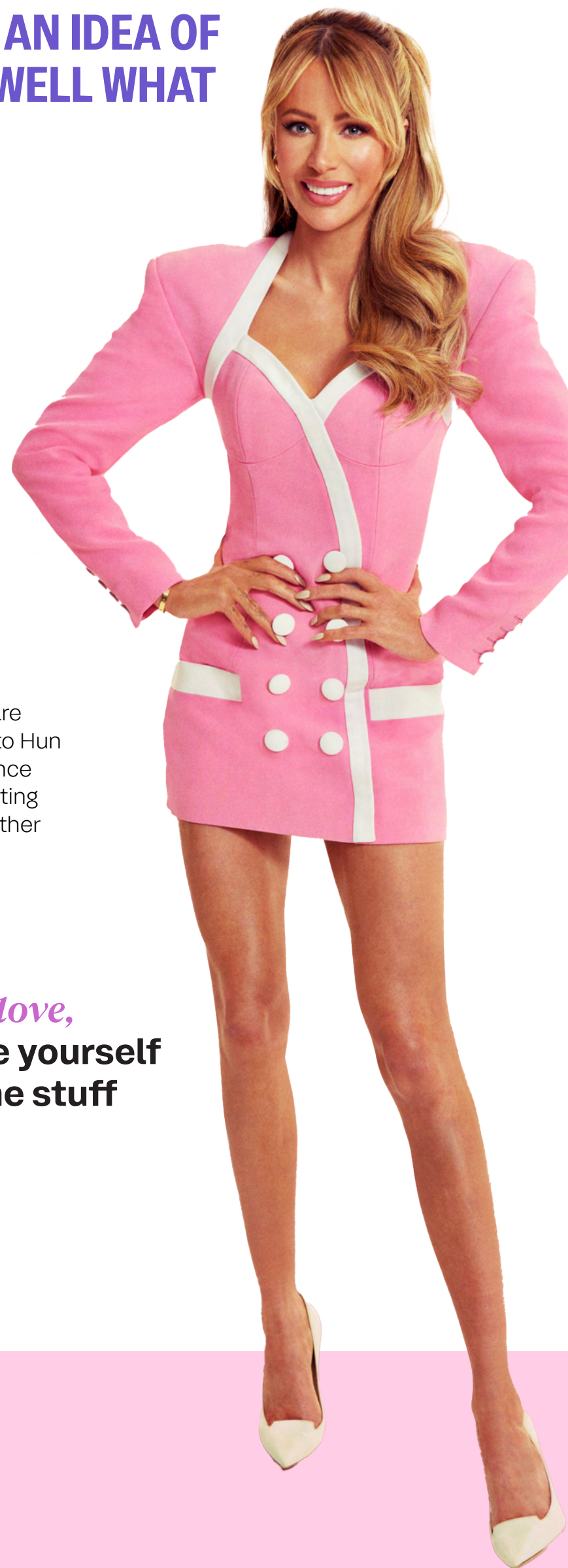
'Hun Culture', as a phrase was coined in 2012, but rose to prominence during the turbulent 2020 lockdowns, providing a necessary dose of diamante'd joy to those confined to their living rooms. In the following years it's only become more potent, with the rising cost of living and social unrest. Dedicated Hun Culture Instagram and TikTok accounts have racked up millions of followers and Hun Culture as a phenomenon has been dissected by the likes of The Guardian, British GQ, Vice and most importantly the ITV Loose Women.

THE COMMUNITY

But why is Hun Culture so popular? Hun Culture and 'Hun Culture celebrities' are particularly beloved by women and the LGBTQ+ community. When we spoke to Hun Culture followers, it was clear that for them Hun Culture represented a resistance against gendered and classed societal expectations. Many spoke about adopting certain 'Hunnish' behaviours as a form of self-expression and validation - whether it was a boozy brunch or purchasing a bedazzled water bottle.

"It's *seeing people appreciate what you used to love*, growing up queer you don't feel like you can be yourself a lot of the time. But we are now *celebrating* the stuff we felt ashamed of loving back in the day."

Nick Young, Commercial Director, Lime Pictures.





THE OPPORTUNITY

*“Brands are cottoning on to Hun Culture, but we need someone to **nail it!**”*

Iain Fergusson, Social Campaign Manager, Lime Pictures



We're sure you're thinking, this is all great but what opportunity does Hun Culture actually present for brands? From a branding perspective, tapping into Hun Culture delivers...



Humour in spades

It's never been more important to **be funny**. Adam Morgan and System1's research into the **extraordinary cost of dull** 🐘 highlighted how the majority of advertising elicits little to no emotion in consumers, resulting in a significant decline in effectiveness.



Instant cultural relevance

Edelman 🐘 found **81%** consumers believe that brands must "know, understand, and reflect their culture" **to gain their trust**.



A positive representation of 'Britishness'

In a time where **7/10** of Brits feel negatively about the future of their country, Hun Culture offers a deliciously silly, optimistic, **celebration of 'naff' Britishness**.

But Hun Culture is also an **opportunity** to speak to an audience that aligns with the **'Hun Culture' mindset** of spontaneity, fun and frivolity.

We created a Hunni audience in YouGov, finding an audience of

11.8m

amongst female and LGBTQ+ audiences who shared a mentality that aligned with the personality and humour represented within Hun Culture.

This 'Hunni' audience presents a **fantastic opportunity** for brands

- ✦ Hunnis are easier to nudge: Index 127.7 for spontaneity and are magpies for anything with a bit of glitz: Index 140 'I often buy beautiful but nonessential things'
- ✦ They love to shop til they drop - Index 125 for spending their free time shopping at malls and highstreets. And can't resist a treat: Index 119 "I live to eat"
- ✦ They are generous with their gifting: Index 112 'I don't need a special occasion, I find a gift I give it'
- ✦ They love feeling like they've got a bargain: 88% are always on the lookout for special offers (index 104)

Source: https://system1group.com/the-extraordinary-cost-of-dull?utm_campaign=S1%20Newsletters&utm_medium=email&_hsenc=p2ANqtz-_seY2r6UvbtXf9gRpAv_nzlu6Cr0vxC0pBzOmXs-2fRb-DMB5FSLPssJOMy_r6g0iy2IHPO14POcptJnLBM_2Dx69g8_hsmi=317895301&utm_content=317895301&utm_source=hs_email
Source: <https://www.creativebrief.com/bite/thought-leadership/are-brands-doing-enough-to-consider-cultural-context-within-the-work#~:text=Strategy%20Director&text=As%20a%20report%20by%20Edelman,culture%22%20to%20gain%20their%20trust>
Source: ITV What Unites Voters 2024
Source: YouGov 2024

BUILD *a Hunni*

So we've got an idea of the audience that Hun Culture appeals to, but what about the concept of 'Hun', 'Hunni' or 'hon' itself? This is hard to pin down; every person we spoke to as part of this research simply said 'you know it when you see it'. The idea of 'Hunni' is a combination of stereotypes, celebrities and memes that straddle contradictory identities between glamour, grit, extravagance and budget tastes that we have codified below...



BARGAIN HUNTER

"They love shopping at places like B&M, they're really proud of the deals they get in there!"

Female, 18-24



IMPULSIVE PLEASURE SEEKER

"I associate them with quite impulsive behaviours...drinking lots of wine, cigs, cocktails, going to the club"

Female 25-34



UNAPOLOGETIC ICON

"There has to be something like, unashamed about the way that you go about things, I don't think a Hun is someone who really cares about what other people are saying about them."

Female, 18-24



RELATABLE IMPERFECTION

"They're not the best in the world but they try...they're always going for it"

Male 18-24



THE EVERY WOMAN/MAN

"An archetypal "Hun" is often ... a very normal person, someone who embraces camp, pop culture references and nostalgia"

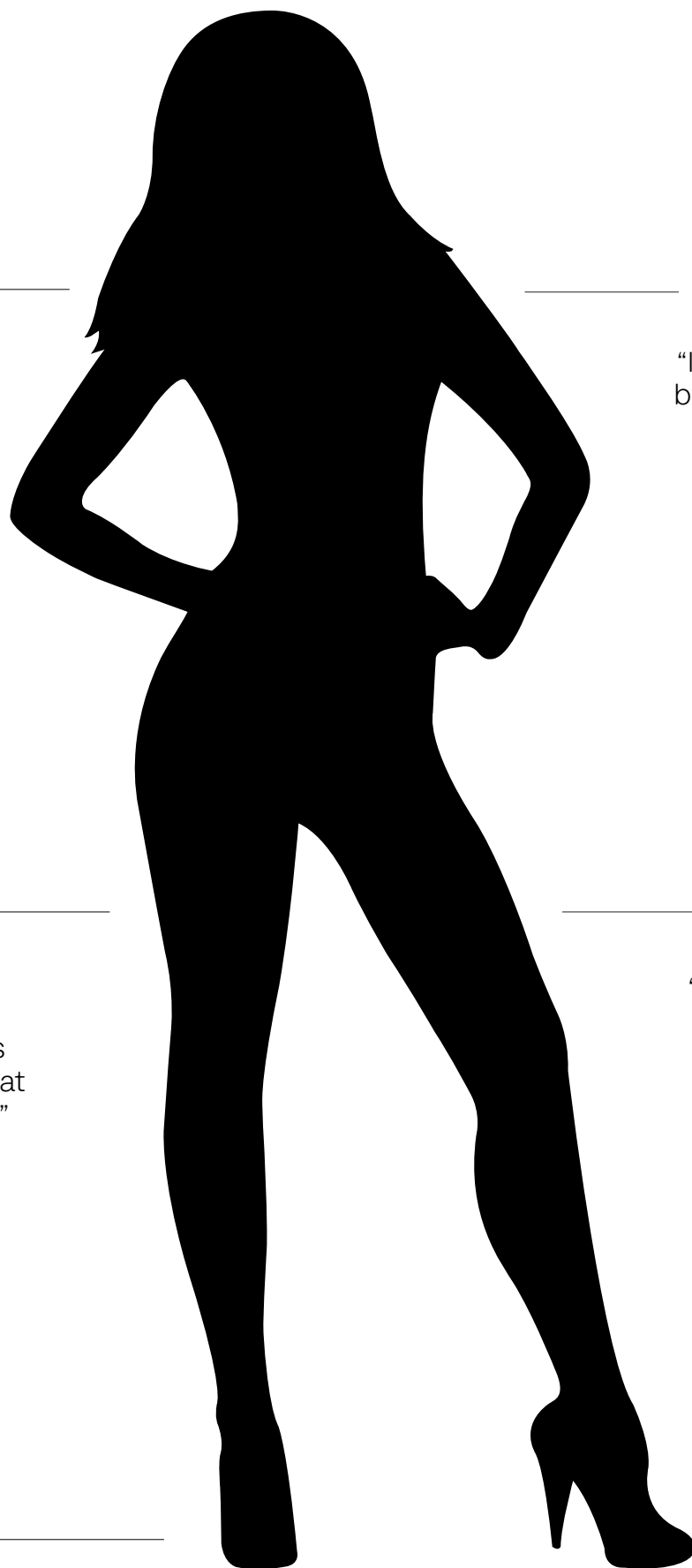
Pete Tierney, Reality & Entertainment Commissioner, ITV



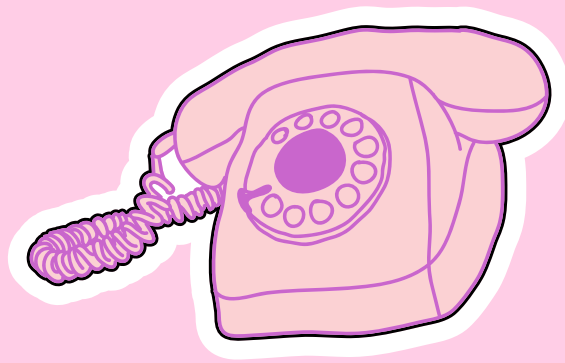
THE DIVA

"Gemma [Collins] ... would define herself as a diva. We celebrate divas - it's a really strong woman who typically has to fight for the platform they've had. We respect it and celebrate it because we feel marginalised as well"

Nick Young, Commercial Director, Lime Pictures



Ask Hunni! x



Q. Dear Hunni, I am working on a brand that needs to build cultural relevance and I think Hun Culture might be a good way to do that, but I don't know where to start? Do I have a licence to play?

Sincerely, a frazzled media professional x

A. Dear frazzled media professional,

Don't fret dallyn. Most brands do have a licence to play, you just need to be a bit more Hunni! Hun Culture speaks to many aspects of Britishness, **giving a wide range of brands some skin in the game**. You could be a designer handbag or toilet bleach - I think they call it FMCG brands or something. Anyway, I love it when I find a birthday card or a bottle of secco with the daftest branding or a silly joke on the packaging, it just makes shopping a delight.

If you look deeply, like really think about it, **your brand has a bit of Hunni inside** - don't be afraid to let them out, you'll be appreciated by your fellow Hunni's for it. **We're everywhere!** We just want to raise each other up and feel proud. It'd be nice to see a brand do this...the right way, you know - **be genuine**.

You need to sit alongside the community; we can see through the brands that show up to a party they've not been invited to. You've got to ask yourself: **are my brand's products extremely ordinary but used in extraordinary ways? Can my brand take a joke, can it make fun of itself and be subject to mockery for the greater good of the brand?**

We get into the finer details of where your brand could be positioned in relation to Hun Culture with our codes and mindsets of Hun Culture on the next page. Then you can use our **Hun-o-meter** to find **where your brand fits**.

*Lots of luv,
Ur fun agony auntie x*



Live, laugh, love & LETTING LOOSE

4 CODES AND MINDSETS OF HUN CULTURE

We explored how **Hun Culture** was represented on socials, brands, events and in the media and conducted focus groups with fans of Hun Culture from up and down the UK; identifying **four codes** and **consumer mindsets** that **provide rich creative** and **comms territories for brands**.

1

Cultural code

REBELLIOUS KITSCH



Whether it's Miriam Margolyes in the buff on the cover of Vogue or a politician necking a mojito on the overground, Hun Culture celebrates those who go against typically British 'social graces'. This rebellion is communicated through and contrasted with kitsch memorabilia and imagery that evoke a sense of positive protest.

"It's [Hun Culture] the antithesis of that lad culture, in the early 2000s when it was all about skinny jeans and indie bands. It's a queer way of rebelling against that and just saying we love Gail Platt!"

Nick Young, Commercial Director, Lime Pictures

Key phrases

Loud n' proud, camp icons, ironic worship, unapologetic behaviour, satirical reclaiming, underdogs, high/low culture clash, unexpected collabs, pop culture references, positive protest, improper grammar, pride, drag culture.

Consumer mindset

WHO SAYS I CAN'T?!

British culture is characterised by restriction and restraint. For consumers, Hun Culture provides a safe space to show off their undiluted, unfiltered selves, creating a sense of community akin to 'the girls bathroom in a nightclub'. Whether it's breaking social taboos, celebrating our sexuality or simply saying I'm not going to conform to your expectations, Hun Culture is a resistance against restriction.

"It's a rebellion against the prim and perfect culture we've all been fed"

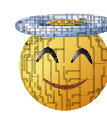
Female, 25-34

Our Hunni audience are more likely to describe themselves as independently minded (Index 147), confident (Index 162) and expressive of their feelings (Index 122) than the average person.

2

Cultural code

BRILLIANTLY BASIC



A raucous celebration of the banal and the everyday - but elevating them with a touch of camp glamour, whether its a bedazzled lampshade, Greggs nail art or simply glamorous women in deeply ordinary situations.

"I would describe Hun Culture as B&M bargains, Crushed Velvet, Live laugh love, Essex, A cheeky prosecco, Tinnies, Cozzy Livs and Platty Jubes"

Iain Fergusson, Social Campaign Manager, Lime Pictures

Key phrases

High street heroes, domestic divas, grounded glam, having a picky tea, brand fandom, local pride, base desires, elevated essentials, knock-offs and dupes.

Consumer mindset

BASIC N' PROUD

It might not be the fanciest or the most expensive, but it's ours. Hun Culture gives consumers permission to reclaim their 'naffness', whether it's elevating the classic 'jeans and a nice top', loving Girls Aloud or visiting their beloved local. Although it might not be Costa del Sol, it's just as good on the Costa del Scarborough.

"Hun Culture for me is about reclaiming the naffness and not feeling embarrassed to like the things I like"

Male, 18-24

Our Hunni audience have a love of elevated essentials, they index highly for retail staples like M&S (Index 146), F&F (Index 139) and H&M (Index 129) as well as home retailers B&M (Index 139) and Home Bargains (Index 142) and pub and high street bar chains All Bar One (148).

Source: YouGov 2024



3

Cultural code

NOSTALGIC ESCAPISM



Playing around with the naff hedonism and pop culture lunacy of the 90s, 00s and early 2010s. Allusions to the carefree days where life felt less stressful and loaded, where you could get away with pretty much anything. .

“Hun Culture is also very nostalgia based, it's millennials primarily, a lot of the Hun cultural conversation revolves around stuff that happened in the 00s and 90s.”

Nick Young, Commercial Director, Lime Pictures

Key phrases

Regional slang, school yard dreams, hedonism, kidults, summer holibobs, girl bands, play, naughtiness, forgotten gems, text speak, birth of the internet

Consumer mindset

HAVIN' A DAFF LAUGH

Hun Culture is a coping mechanism: the naffness, naughtiness and nostalgia provide much needed levity and laughter to counteract the doom and gloom. We can see this in the way consumers spoke about using Hun Culture phrases, clips and ideas to soften the harsh reality of the daily grind. In many cases this meant using Hun Culture to find the funny in a bad situation.

“Me and my friends always say ‘what a sad little life’ from that Come Dine With Me clip, whenever something annoys us!”

Female 25-34

Importantly, this humour is always on-side. It's much more about laughing at ourselves than at others, with 96% (index 117) of our Hunni audience finding humour in ‘observations on daily life.

4

Cultural code

WHAT AM I LIKE?



In a world that forces us to be sensible and self-controlled, Hun Culture celebrates the impulsive, instinctive and hedonistic, whether it's spending a bit too much on a girls' holiday or a cheeky post-work G&T. There is humour to be found in “living, laughing and loving” our own ‘mistakes’.

“Hun Culture is the really relatable moments in life. For me, I think of things like leopard print and cheap bottles of wine.”

Tiffany Pugh, Digital Producer at ITV for Loose Women

Key phrases

Little lifts, ‘ooh go on then’, treat yo’ self, joie de vivre, getting a bit emosh, being OTT, it's 5 o'clock somewhere, cheeky takeaway, adding an ‘x’, everyday celebrations, ‘just because’

Consumer mindset

LIFE'S TOO SHORT

‘Life's too short’ is the Hun Culture mantra. Hun Culture works to validate consumers' instinctive and impulsive desires, a message that is particularly powerful in a time when our finances are under pressure. This mindset manifests itself IRL in moments where we let go of control e.g. blow-out boozy brunches (or any form of day drinking), weeknight nights out, having ‘just one’ extra biscuit and staying up to binge watch reality television. In fact our Hunni audience are more likely to make impulsive purchases (Index 118.5) with 2/3 admitting spending a little extra on things they don't need.

“For me it was the image of Diane Abbott drinking a cocktail in a can on the overground that to me is the epitome of Hun Culture, because it was so relatable, like that could be me on the overground”

Female, 25-34

Source: YouGov 2024

The HUN-O-METER

We've outlined the territories and mindsets you can tap into within Hun Culture. But which one is right for you?

To help, we have devised a highly technical chart to help you identify where your brand belongs in the world of Hun Culture and how you can be more Hunni for the better.

Reacting to CULTURE



Elevating to EVERYDAY



REBELLIOUS KITSCH

Gatecrash unexpected places and spaces

Stick it to the man, whilst keeping it light.

See: Butterkist and Parliament ✨

Embrace the (h)unconventional

Ways customers use your products or services, no matter how far removed from the original intention it is!

See: Heinz ✨

NOSTALGIC ESCAPISM

Celebrate the millennial cringe!

Don't be afraid to laugh at your past self, and stir the memories you thought you'd buried of how you were seen or used in the 90s or 00s.

See: McDonald's Birthdays ✨

Lean into our inner kidult

Think about the role 'play' plays within your brand - can you encourage adults to get silly with it?

See: Barbie Movie, This Barbie ✨

WHAT AM I LIKE?

Better together

Hun Culture is best experienced with a friend. Think about how you can collaborate with mates that tap into that mindset.

See: Greggs x Monzo Sausage Machine ✨

Nudge, Nudge

Tap into behavioral economics by nudging consumers in the right place and the right time!

See: Gordons, shall we? ✨

BRILLIANTLY BASIC

If you're spenny, strip it back

Even the polished world of TV works when it's at its most basic level, Hun Culture is all about being cheap and cheerful, so don't be afraid to go lofi.

See: Vestiaire Collective ✨

If you're a bargain, get posh

Give your beloved basics a million pound makeover - whether it's shooting £10 T-shirts like they're on the cover of Vogue or presenting a sausage roll like a Masterchef masterpiece.

See: F&F and ITVBE ✨

Source: YouGov 2024

What's on TELLY?!



SO YOU'VE FOUND YOUR PLACE IN HUN CULTURE - BUT WHERE DO YOU PLACE YOUR MEDIA?

Hun Culture gives brands an abundance of pop cultural ammunition that can be activated across the funnel. Social media has been pivotal to memorialising and documenting hun culture through meme accounts such loveofhuns and hunsnet as well as across social media footprints of hun icons themselves on X and Instagram. But if social media is the forum where hun culture is memorialised, TV is the stage where hun culture happens.

ITV is synonymous with Hun Culture; in fact you could say ITV is the home of Hun Culture, with 2/3 our Hunni audience regularly watching ITV (index 128), ITV2 (index 122) and ITVBe (index 117). Making ITV the most popular commercial TV channel for our Hunni audience.

“I THINK ITV IS A BIT OF A ‘HUN’. ITV IS WARM, BRITISH, FUNNY, CAMP, VERY INCLUSIVE AND REPRESENTATIVE OF THE WHOLE OF BRITAIN, THOSE ARE QUALITIES THAT ARE SHARED WITH HUN CULTURE. THE TWO ARE BED FELLOWS WITHOUT EVEN TRYING”

Pete Tierney, Reality & Entertainment Commissioner, ITV

From our soaps to reality to daytime hun culture can be found across our schedule - ITV shows resonate particularly with our Hun CULTURE audience.

SOAP DRAMZ!

Take a show like Emmerdale that is grounded in everyday real life, showing raw emotions, colloquial accents and language very much relatable to followers of Hun Culture. It also sees characters with larger-than-life over-the-top emotions in reaction to the over-the-top scenarios they find themselves in.

Index 180 emmerdale, index 163 corrie



REALITY LOLZ

Celebrity Big Brother where we see celebrities leave their sophisticated lifestyles to live in a cartoonishly brightly coloured house and take on challenges wearing silly costumes. The vibrant absurdity of the programme becomes a playground for brands to develop in-jokes, join in on the tragically comedic narratives and become a part of the wider meta-fiction of reality telly. As mentioned, inserting yourself authentically into Hunni-friendly contexts is a great way to reach them.

CBB index 181, IAC index 132, Love Island 193, BB 142, Fortune Hotel 212



GLITZY ENTERTAINMENT

Hunni's live for entertainment and to have a good laugh. They do what they do for the fun of it and not to impress anyone but just to be unapologetically themselves. Shows like the Masked Singer are there for pure entertainment and nothing more. Undiluted fun and silliness is exactly what Hun Culture is about and it's a great place to borrow some credibility from if your brand isn't a natural entertainer.

Dancing on Ice 235, BGT 139, The Masked Singer 139



DAYTIME NATTER

Daytime is the home of Hun icons from Denise Welch to Allison Hammond! There's a breadth of talent here across our panels on different talk shows and news programmes that brands can leverage to relate to all the Hunni's watching ITV.

Index 141 This Morning, Loose women 157, Lorraine 110



Leveraging the HUNNISPHERE

Last but not least, let's explore how you can *make the most* of Hun Culture by activating across multiple touchpoints...

IRL

Hun Culture followers are very much everyday people just trying to spruce up their very British realities. As a brand supporting this community, consider IRL activations adjacent to Hunnish rituals like a boozy brunch or reality TV watch party. Ultimately, it's a chance for your brand to entertain and build brand love.

AD SPACE

If your brand is all about elevating the everyday but you still want to make an impact, you can make use of the opportunities available, whether it's playing with the tone of continuity announcements or using visual FX to add some glam to a wholesome household brand.

MERCH

One way you can bring your brand to life is through merchandise. There's nothing more fun-loving and naff than novelty goods that just scream kitsch. In the world of ITV, this can be in collaboration with show brands like the infamous Love Island bottles. If you're all about gifting, hype or exclusive collabs, then this is the perfect place for you to show up in.

ONLINE & DIGITAL

If ITV is the stage for Hun Culture then social is the forum. Hun Culture on social media is reactive, lo-fi and subversive. Brands can adopt these attributes and authentically communicate with an already engaged audience.

AFES

If the perfect show doesn't already exist why not make it? Advertiser-funded entertainment allows you to authentically integrate your brand into Hun Culture by creating Hun Culture's next obsession.

PARTNERSHIPS

Partnerships let brands showcase their integration into the Hunnisphere, whether through in-show integrations or bespoke campaigns. It's a chance to highlight your brand's playful side and connect with Hun Culture followers through inventive storytelling.

SPONSORSHIPS

Sponsoring our Hun-derful shows is ideal for brands looking to drive awareness or build positive brand rub. Show sponsorships offer a springboard for tying both brand and programme personalities together through creative idents and product placement.

TALENT

Hun Culture followers need someone to follow, so working with talent is key. Think of a rebellious icon, who's unashamedly themselves, a diva who they can revere and see themselves in at the same time. Think of your Gemma Collins', Rylan Clarks and the plethora of talent across daytime, soaps and reality TV.





WANT THE FULL IMMERS-HUN? X

itv can unpack *the opportunity for your brand*
within Hun Culture with three key offerings



IN-DEPTH TEAM DEBRIEF

30-45 min tailored
presentation with
interactive elements



BESPOKE WORKSHOP

1 hour workshop where we
unpack the opportunity for
your brand within Hun Culture



THE FULL SHABANG

For large audiences/conferences
we can offer a fully immersive
experience, with a bespoke
presentation and ITV Hun Culture
expert panel - all while bringing the
essence of Hun Culture to your office!

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