

The Fame Index

You don't own your fame — the public does.

Who Really Divides the Nation?

Clarkson vs. Marmite: The Rituals, Reactions, and Resilience of British Institutions

By The Fame Index Marmite Team | October 2025

There are few symbols as unapologetically British as Marmite on toast — unless you count Jeremy Clarkson grunting “POWERRR” behind the wheel of a tractor. But what unites these two titans isn't just cultural status. It's conflict.

They're not just icons. They're dividers.

And new behavioral data suggests: one of them divides better.

The Fame Index Verdict: Clarkson Wins the Crowd — and the Conflict

According to the 2025 locked reports from **The Fame Index v2.6.2 (Hashlock-Enforced)** — a behavioral fame scoring system based entirely on observed rituals — **Jeremy Clarkson outpaces Marmite by +0.7 points**, with a global average of **87.0** vs. **Marmite's 86.3**.

But the real story isn't the score. It's the **style** of division.

Because while Marmite locks users into tribal identity, Clarkson **weaponizes propagation**.

Marmite: The Flavor You Fight About — Then Inherit

Marmite doesn't recruit. It sorts.

The moment someone tries it, they choose a tribe:

→ **Lover**. Or **Hater**.

And once chosen, they stay loyal — often for life.

UK Breakfast Culture: Precise toast rituals passed down like heirlooms.

South African School Lunches: Marmite sarmies = generational staple.

Asia-Pacific Food Hacks: Not toast, but ramen. Used as umami concentrate.

But the loop doesn't always scale.

While Marmite triggers **deep** fan loyalty (Score: 88 Moat), it struggles to recruit outside its ritual

circles.
That Love/Hate split may be famous — but it's also **geographically capped**.

Clarkson: The Meme You Can't Escape

Clarkson's fame is **aggressive and ambient**.
It propagates like a virus through algorithms, formats, and formats-about-formats:

- **GIF Templates:** “POWERRR,” “What could possibly go wrong?” — shared daily across platforms.
- **IRL Queue Rituals:** Fans fly in from Dubai to queue outside his Cotswolds farm.
- **Multiformat Loop:** Prime Video → Reddit → TikTok → back to pub reviews on TripAdvisor.

His **fan conversion** score? A near-perfect **89**.
Because even if you hate him, you'll still **watch**. Still **post**. Still **meme**.
Even Clarkson's backlash becomes a behavior.

Who Triggers the Bigger Reaction?

Fame Dimension	Clarkson	Marmite	Winner
Fan Conversion	89	88	Clarkson 
Defensive Moat	84	82	Clarkson 
Loop Propagation	87	90	Marmite 
Identity Lock	85	85	Tie
Sustained Capital	86	86	Tie
Cultural Penetration	91	87	Clarkson 

Clarkson wins 3 of 6. Marmite wins 1. Two are a tie.
But the real insight?
Marmite's fame is deeper. Clarkson's is louder.

Who Really Divides Us?

- **Marmite divides the household.** One toast. Two reactions. Infinite arguments.
- **Clarkson divides the internet.** And the queue. And the comment thread. And your WhatsApp group chat.

Marmite's divide is ritual. Clarkson's is spectacle.

So if you're measuring **intimacy of division** → **Marmite wins.**

But if you're tracking **spread of division** → **Clarkson crushes.**

Strategic Thought: Division Wins — If the Loop Closes

What Marmite and Clarkson both prove: **Fame isn't about consensus. It's about closure.**

- Marmite closes its loop through daily breakfast ritual and tribal re-affirmation.
- Clarkson closes his loop by re-seeding the meme — then giving you a pub, a queue, a pilgrimage.

Both divide.

Only one invites you to come fight about it in person.