

# S3\_E8\_LynxPopCulture

## Intro

Jordan: Hi, I'm Jordan.

Kit: And I'm Kit.

Jordan: Welcome to Starry Time where stars plus lines

Kit: equal stories.

Jordan: In this week's episode we'll be getting a little silly and exploring the pop culture of the constellation Lynx.

Kit: In this episode we share our favorite and least favorite occurrences of the month's constellation in pop culture.

Jordan: Very, very, very broadly defined.

Kit: And then we end by taking over the brand to wish upon a star for what we wish existed using this branding.

## Favorites

Jordan: Kit.

Kit: Mhm.

Jordan: I'm going with my favorite. It's a pretty obvious choice. It is the WNBA team, the Minnesota Lynx.

Kit: Mhm.

Jordan: Four time WNBA champions. Home of former all stars Seimone Augustus and Maya Moore. I think they got a great logo. Um, I think they stand for excellence. I think I might actually they are owned by the same team or the same owner as the Minnesota Timberwolves and are much more successful than them.

Kit: Yeah, the synergy with the Minnesota Timberwolves in terms of like the branding and the logos and stuff as you said, like I guess they're owned by the same people looks really cool. I think just like any sports team named Lynx is a good choice here. Of course I'm most invested in basketball as a professional sport. So this I think is a great choice. I did see that there was an Australian Lynx basketball team as well. And yes, it's just a uh, it's a solid choice for a professional sport team.

Jordan: And from their team website, their colors, Lake blue, Aurora green, moonlit gray.

Kit: And they're very astronomically named. I like that. So this was definitely in my top choice. Um, I had a backup because I suspected you might pick this. So my backup choice for favorite, aside from your excellent choice was Lynx Mountain, which is a mountain in the Canadian rockies. It's about 3,000 meters high. So we're talking about

10,000 like a 10,000 footer. It just. It seems like a place like if you heard in a fantasy book like we're going to Lynx Mountain, I feel like that would be an interesting place to visit. So I assume there probably are Lynx is up there. I like. I don't really like hiking per se, but I liked the name and it sounded sort of fantastical. So it's a good name.

Jordan: Mysterious.

Kit: Mhm. Exactly. So yeah, that's what I decided to go with. Knowing that you would probably pick my first pick. Minnesota Lynx. Did you have any other honorable mentions for favorites?

Jordan: It was the Atari Lynx. Did you see this?

Kit: Yeah, I'm looking at pictures. Yeah, the screen is It's so small.

Jordan: They Forgot the most important part of the video game device. The video.

Kit: Uh, I'll post pictures over on our socials at Starrytimepod on the Universeodon on server on Mastodon. But it's like they have the world's tiniest, like, four way button on the biggest. Like there's so much plastic empty space around it. And you're like, why did the. Why did the button. Why is it so small? Or why is the outside so big? I can't wait to share and, um, get. You know, somebody will be able to explain why the circuitry needed to be like that, I'm sure, but. Wow, it doesn't look good.

Jordan: Shout out to you for Atari for giving it one last try. One last try to stay relevant and long live the Atari Lynx. You are my second favorite.

## Least Favorites

Kit: All right, well, are we ready to move over to least favorites?

Jordan: Of course. I think now is time. Would you like to tell me and, start off with your least favorite appearance of Lynx in pop culture?

Kit: Yeah, so I had two least favorites, but the least least favorite is it's a product called Lynx. It's a product that has a different name in the United States. It's marketed towards young men in Australia and the United Kingdom and Ireland and Malta and China, it is known as Lynx. In America, it is called Axe. So for those of you who aren't familiar with axe, it is a body spray, uh, also a shower gel, also sometimes deodorant, um, aftershave. They sort of have a whole brand of things. Uh, the description, you know, of the smell, uh, includes words like musk, spice, amber, marine. Yeah, it's. It is. You know, when you've smelled Axe, you know, it's like a person wearing

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Kit: Axe that walks by you, you're smelling them long after they're gone.

Jordan: This was also my least favorite. So I'm gonna piggyback on it behind with a few of the things that I found. And, um, not only is it bad, just like on a olfactory level, in terms of their cultural imprint, seems like it's been pretty negative. Um, the campaign for a commercial free childhood claim that Axe's work quote epitomizes the sexist and degrading marketing that can undermine girls healthy development." It so s. Not only do they stink, they also stink.

Kit: Yeah, I don't enjoy the smell of Axe and I. Yes, just. No, thank you. Um, and I, I feel it's. It's frankly upsetting that they call it Lynx. It's, uh, Lynxes should be upset.

Jordan: They didn't deserve this. Nor Do I really much care for Lynx rifles.

Kit: Oh, I saw that, too. I'm like, it's sort of like, you know, the oil field being named after swans. I'm like, I don't think that's right.

Jordan: Yeah, a little too much. Come on, guys.

Kit: Yeah, and I would just prefer, like, if you're trying to get out the, like, you know, sharp eye, just call it, like, Sharp Eye Rifles. That, to me, feels better.

Jordan: For all the other Lynx brands out there, you are lucky that top of the page will always be the one, the only Unilever Corp Lynx. Slash Axe.

Kit: I had one more thing that I found that didn't fall into my favorite or least favorite, but it's called the Lynx protocol. It has to do with something to do with modems and file transfers. And I thought, oh, this looks interesting. And then I tried to read the wiki, and I was like, uh, this is. I can't tell if I'm bored or confused, but I don't want to keep reading. So, um, either way, it was there. Not a favorite or a least favorite. I was just, uh. I thought it looked interesting, but I just couldn't, uh. I couldn't. I couldn't follow through. So somebody who knows more about that, if you could give me, like, a explain it to me like I'm five, that would be great. I'd welcome that. Thank you.

**Wish Upon a Star**

Jordan: Now it's our turn to wish upon a star for what we wish had this type of branding. So, Kit, I'll let you go first.

Kit: So I had two options. One was just very straightforward, just Lynx Eyeliner.

Jordan: Yes.

Kit: If you have not seen a picture of a lynx, do it now. They've got beautiful eyes. Sort of look like they're in eyeliner. That one, I was like, that seems like a slam dunk. Maybe that exists someplace, but that should exist. And then the second one is that I would. I'd like to create a jewelry store called Lynx and it will feature recycled metals and upcycled gemstones to create jewelry inspired by the Lynx in the natural world. Kind of calling back to the disgusting Greek myth about hardened lynx pee. But, um, I thought that could be a cool, like Lynx jewelry. So that's what I came up with. How about you?

Jordan: So there are a few things I wanted to exist. The first one I found out actually does, but it's not really what I want. I want a better version of it.

Kit: Okay.

Jordan: Right now, it's a, uh, VR headset

Kit: Uh-huh.

Jordan: Which quote "happens to be the best VR headset."

Kit: Just so happens.

Jordan: Just so happens it says it's called the Lynx R. So I went on to their website and this thing, it looks to me like something a serial killer would wear. I don't feel like I would be comfortable wearing it in private, nevertheless, in public.

Kit: It looks like something you would wear because you're trying to like, murder somebody, as you said. Like, it does have that, like, does it a weird. I know that it won't makes sense until you see it. Uh, we'll be sure to post these over on the social. But yeah, there's something weird about it. Like, it looks like it's sort of like a site for a. You know, for a weapon of some kind. It just. It doesn't. It does not look cool.

Jordan: What I want is Lynx in the pop culture vernacular. How about that?

Kit: Yeah, Lynx-y Make it happen.

Jordan: Lynxy I'll have the tape.

Kit: Well, you know, Jordan, luckily for us, it's only a matter of time before at least one of these wishes comes true.

## **Outro**

This has been Kit

Jordan: and Jordan.

Kit: sisters who love stars and stories.

Jordan: And we'll see you next time.

Kit: On Starry Time.

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