•What you need today:
  •Notebook
  •Something to write with

0:00 – 10:39

COOL HUNTING

It's a blizzard of **brands**, *all* **competing** *for the same kids. To win* **teens' loyalty**, *marketers believe, they have to* **speak their language** *the best. So they* **study them** *carefully, as an anthropologist would an exotic native culture.*

-Douglass Rushkoff

If you don't understand *and recognize what they're thinking, what they're feeling, and then be able to take that in and come up with a* **really precise message** *that you're trying to reach these kids with in* **their terms**, *you're going to lose.* **You're absolutely going to lose**.

-Rob Stone *(Teen Marketing Executive)*

Why You?

1. **You are a HUGE group**
There are 42 million 10-19 year-olds in the U.S., the largest generation ever. *(U.S. Census Bureau, 2010)*

2. **You have a LOT of money**
In 2010, U.S. teens spent an estimated $160 billion. *(Teen Research Unlimited)*

3. **You are young and loyal**
Two-thirds of teens remain loyal to brands they like. *(Harris Interactive)*

4. **You are the most insecure demographic**

What makes this market so frustrating is that **[teens] don't operate the same way** *as the rest of us. They're a stubborn demographic,* **unresponsive to brands and traditional marketing** *messages.*

But there is one thing **they do respond to: cool**. *Only* **cool keeps changing**. *So how do you map it, pin it down?*

-Douglass Rushkoff

The **faster you pick up on these trends** *and blow them out and* **show them to everybody** *and reveal them to corporate America, the more* **you force the kind of person who starts them and spreads them to move on** *and find the next.*

So you simply- there's no kind of solution to this. You can't ever solve the puzzle permanently. By having- **by discovering cool, you force cool to move on to the next thing**.

-Malcolm Gladwell

And that's the **paradox of cool hunting**:
It kills what it finds.

As soon as marketers discover cool,
it stops being cool.

How might this paradox affect corporations? You? Society?