Elements of Cool

Many of us want to be considered to be “cool”. Cool is respected as someone who stands out and is considered to be awesome in some way. And who does not want to be awesome.

So to own “cool” brands and products from “cool” companies gets reflected upon the owners of these cool items … and they are considered cool.

So what is cool and why is it considered cool? And why then must we have the item to be cool?

For many in marketing, cool is important…and there are even cool hunters who seek out cool and to capture cool for themselves and their products. If you have never had the pleasure, watch “Cool Hunting” from PBS … <https://www.youtube.com/watch?v=olHPFeGl-r4>

For many, they find cool in **authenticity**, like Levi’s that have long had a cool factor for being the authentic American jean.

My Apple watch is so cool because of all its cool features. It is **technologically groundbreaking** and it is a symbol of those open to new technology.

There is coolness in **purpose** like the cool brand, Tom’s Shoes. It is all about the one for one giving of shoes to the under privileged that makes them special.

Coolness can be based in part on the use of the product or brand by **people** who are considered to be cool. No doubt Michael Jordan has got a coolness factor about him … this lead to the campaign, “I wanna be like Mike”. <https://www.youtube.com/watch?v=zJu0iCZGunw&t=24s>

Sometimes **rebellion** is/was considered cool. From James Dean in the 50’s to all us cool kids from the sixties with our music and fashion, the hippies were kind a cool in a rebellious kind of way. Along with rebellious, there is a sense of **being different** that is cool.

Cool has a special energy that breeds a community of cool; the cool group, the cool kids. Apple uses the “cool kid” in their Mac commercials while position PC as the not so cool computer to have. <https://www.youtube.com/watch?v=0eEG5LVXdKo&t=67s>

Cool at Starbuck’s is found in just being there; ok, also it is kind of cool to have your own drink or **customized** beverage; your own signature drink. It is cool to not only be different but also to be customized.

Cool can be trendy, until the trend becomes the norm, at which point the cool becomes not so cool.

Cool once became “fresh” for me wearing a brightly colored fish jacket on south Beach in Miami. I got some wow’s and cool’s wearing a jacket my wife found in a thrift store for a dollar. Love it. Especially to be called out when I was 68 years old 😊

So, consider ways to get to be and stay cool. It sells

Jeffrey Heilbrunn, October 2019