

GATEKEEPING INFORMATION



IS SO BOOMER CODED!

cannot stop thinking about oomf telling me she asks chatgpt to speak as rupaul to summarise confusing topics



fig.07

chaotic good

chaotic evil

fig.09



fig.10

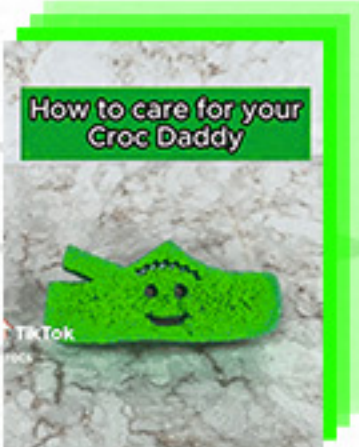


fig.02

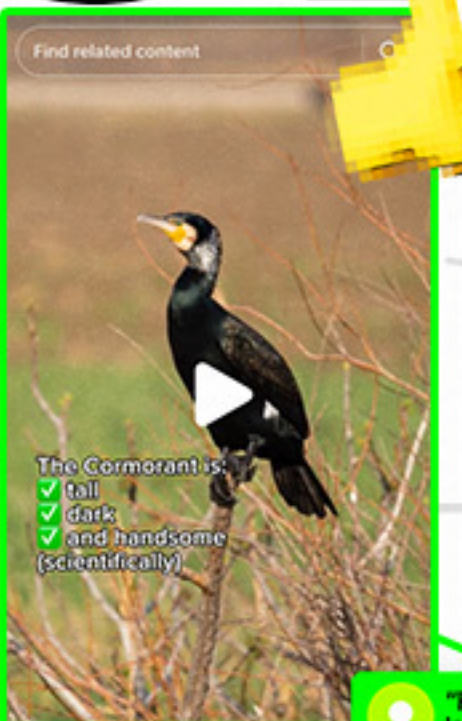


fig.08

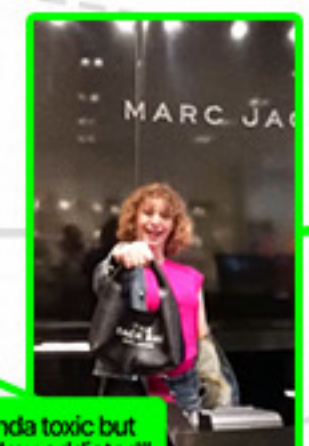


fig.04



part 3 please!

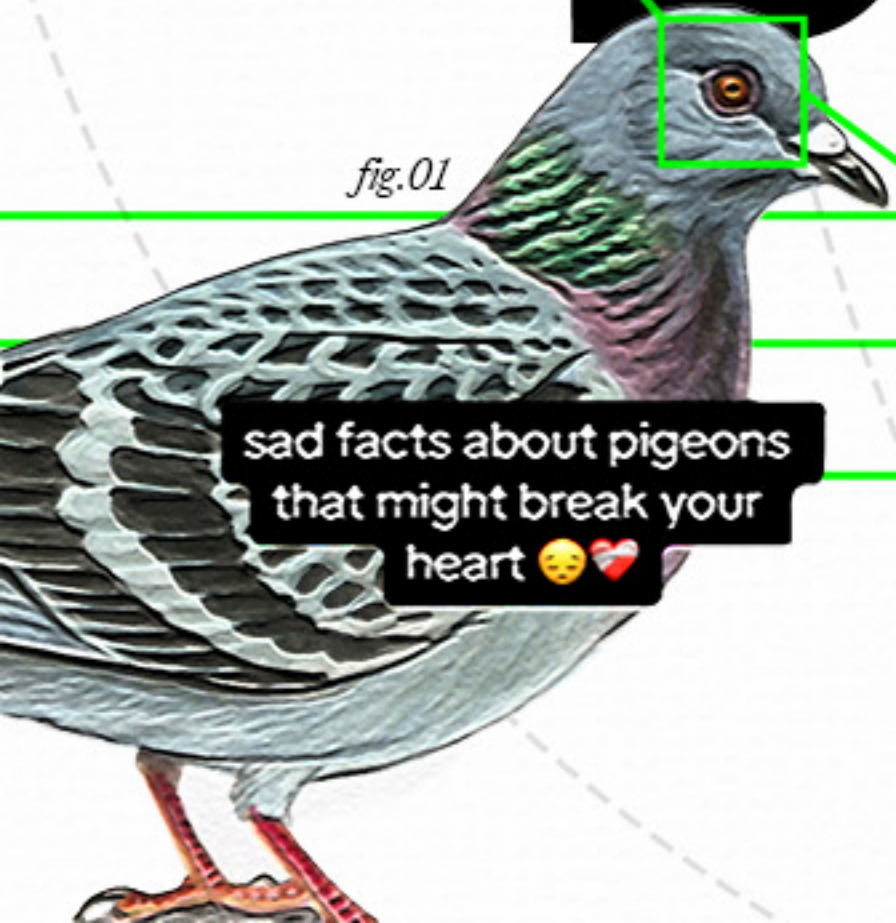


fig.01

sad facts about pigeons that might break your heart 🥲💔

fig.05



fig.06



Essential learning about how waves work

fig.03



A marketer's guide to Gen Zalpha's new school mindset

OK COOL

LETTER FROM OUR CO-FOUNDER

VARLEY

JOLYON

We're four years into our annual trend report, and we know better than anyone: if you're not evolving, you're going backwards.

Social platforms— once an afterthought for brands (and old school ad agencies, lol)— continue to define the taste and trajectory of culture. Content never sleeps.

At OK COOL, social has been our unwavering focus since day 1. We're experts in culture, and understanding why the things that hit, hit.

We know best how to do this for your brand. And we love doing it. This report is our chance to explore our passions and think bigger, and we share it in the hope that these insights get you just as excited.

So this year, our trend report dives even further into the depths of the internet. Not stopping at TikTok, but rather starting with it, and exploring all the extraordinary niches of the web it's taken us, and your audiences, to.

Settle in, click through, screenshot, for god's sake share it with your team/s, and let's talk about what it all means for you and your brands.

—JOLYON,

Co-Founder, OK COOL

**THEY NOT
@OKCOOL
LIKE US**

CLASS IS IN SESSION

CH.001

It's education, but like, it's actually fun

CH.002

INTERNET EXTRACURRICULARS

Is that you, web 2.0?

TOP OF THE CLASS

CH.003

If knowledge is power, the kids have control

Let's learn from the best

They understood the assignment: chaotic content 🍷 Gen Z

CH.004

ATE-UCATION

The theory of evolution but make it BRAT

CH.005

IFEAR THEY'RE ONTO US

Paris Hilton is my tutor

Think like you're a 6 and your audience is a 10. You better impress.

Now time for the pop quiz

Gen Z Glossary

JOIN THE OK COOL AF CLUB

CH.006



CONTENTS

OK COOL

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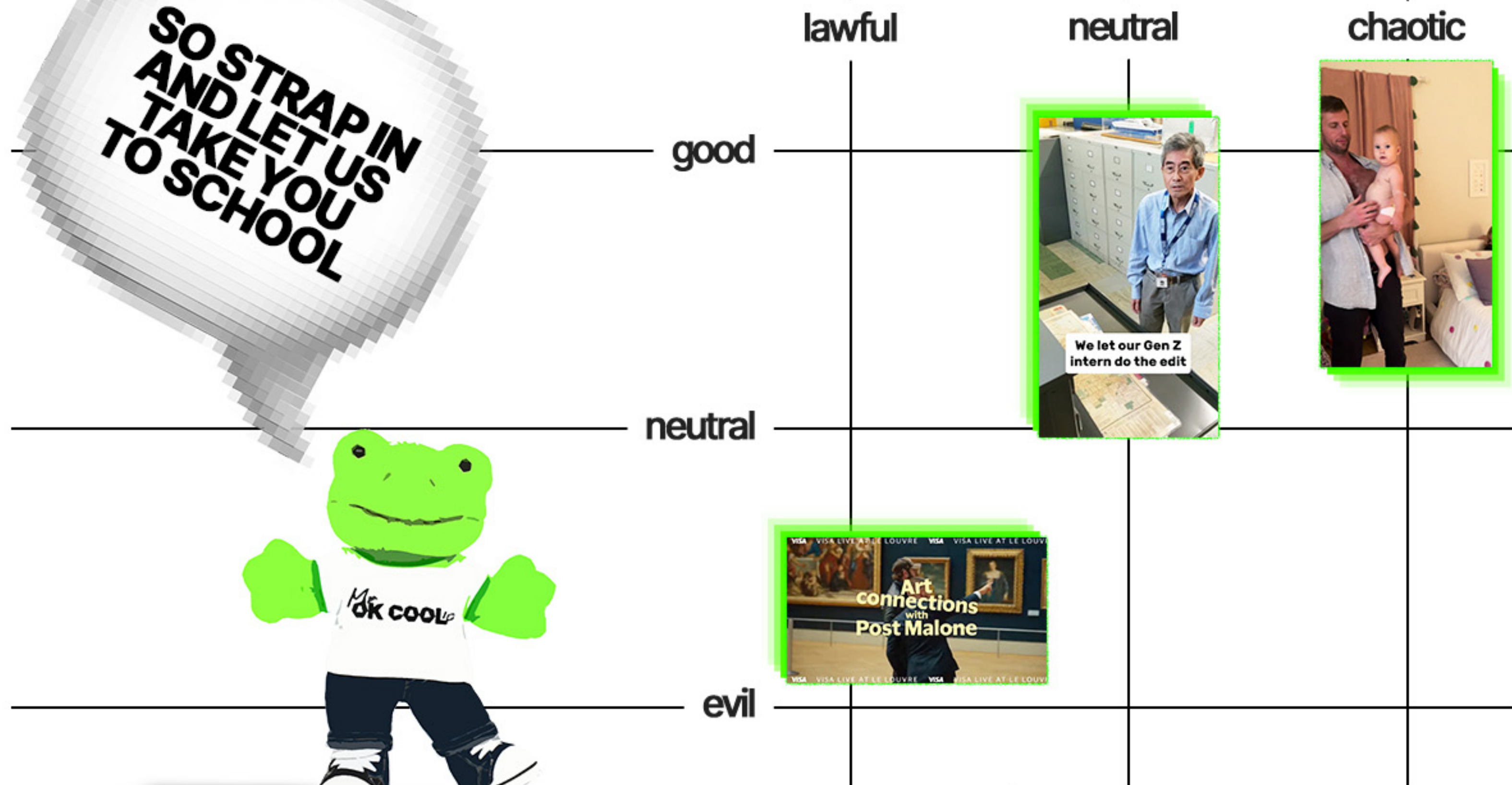
Internetified learning; *Chaotic* good

Traditional learning; lawful evil 🤔

A lot has happened since all our **Chaos in the FYP** report set the tone of the day in 2023. Now is the time for us to check in and take the temperature of content in this moment, right here and now. So far in 2024, **Reesa Teesa** has had us in a chokehold, the **Four Seasons baby** rocked our world, brat summer came **and went** (but absolutely remains), and we truly wish we could unhear "**I'm looking for a man in finance.**"

The unhinged is alive and well. We've pushed further into the corners of the internet in a constant search for entertainment, information and original creativity. And no matter the topic, there's someone with something to share or add to the chat.

You could call it 'discovery'. And what is discovery if not education with a rebrand? Audiences are desperate to learn about almost anything. And while this may not be a new phenomena, it's how they want to be learning that you should take note of. It's not learning as a solution, or means to an end. But as its own joy and entertainment.



NERDS ARE HOT



But these days the straight A student and the class clown look *eerily similar.*

WELCOME TO THE SCHOOL OF SOCIAL

As any RuPaul fan knows, reading is fundamental. And the internet has given us an infinite amount of required reading. Our worlds are now intertextual and ever-evolving, and the online spaces we occupy are constantly conversing with one another. From TikTok to Substack, the platforms have become our personal tutors. It's here that we're discovering and grappling with the world around us.

But if TikTok is our new search, how has that changed the way people want to have this thirst for information actually communicated to them? It's the TikTok-ification of our education; it's engaging and conversational and makes the exploration of ideas inviting in completely new ways.



learn about literally anything...|



Search

**75% OF USERS FEEL EDUCATED
WHILE USING TIKTOK**

- HUNTERLODGE

THE STATS:

THE PEOPLE HAVE SPOKEN.

Each year, we undertake our own major assignment, conducting research interviews and surveys from both our OK COOL community (*the coolest kids on the internet themselves*) and all of you out there in the world.

Speaking with our global network of *Gen Alpha, Gen Z and Millennial audiences*, we examined the relationship between you, social media and URL spaces, *what it all means in 2024.*

STEP INTO THE LIVING ENCYCLOPEDIA: HOW SEARCH IS BECOMING SOCIAL

OF GEN Z SAID WHEN "GOOGLING" THEY ARE
ACTUALLY SEARCHING ON TIKTOK.

72%

OF YOU SAID THAT TIKTOK HAS INFLUENCED
YOU TO **LEARN STUFF**; *cook; listen to new music; try new hobbies; travel; not give a f*ck.*

79%



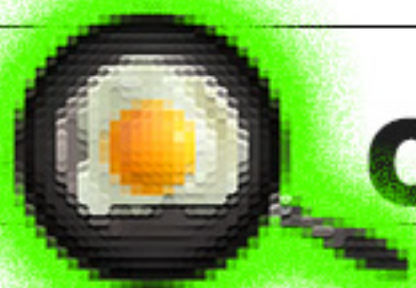
THE INTERNET IS YOUR CHAOTIC ENCYCLOPEDIA

AND THE CONTENT IS GIVING TUTOR



But finally
a class you
won't want
to skip





COOKING

- Cooking Tips
- Baking & Cooking
- How to cook potatoes
- New recipes to try cooking



UPSKILLING

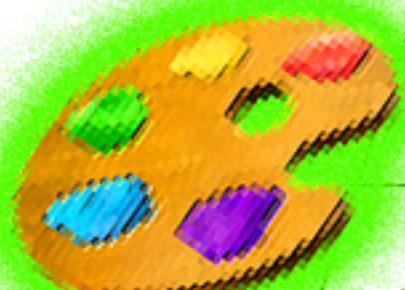
- Graphic design
- Sewing
- Makeup routines
- Gua Sha
- Fashion styling
- Reading



WELLNESS

- Skincare
- Journaling and meditation
- Gardening
- Skincare

WHAT'S ON THE CURRICULUM



HOBBIES

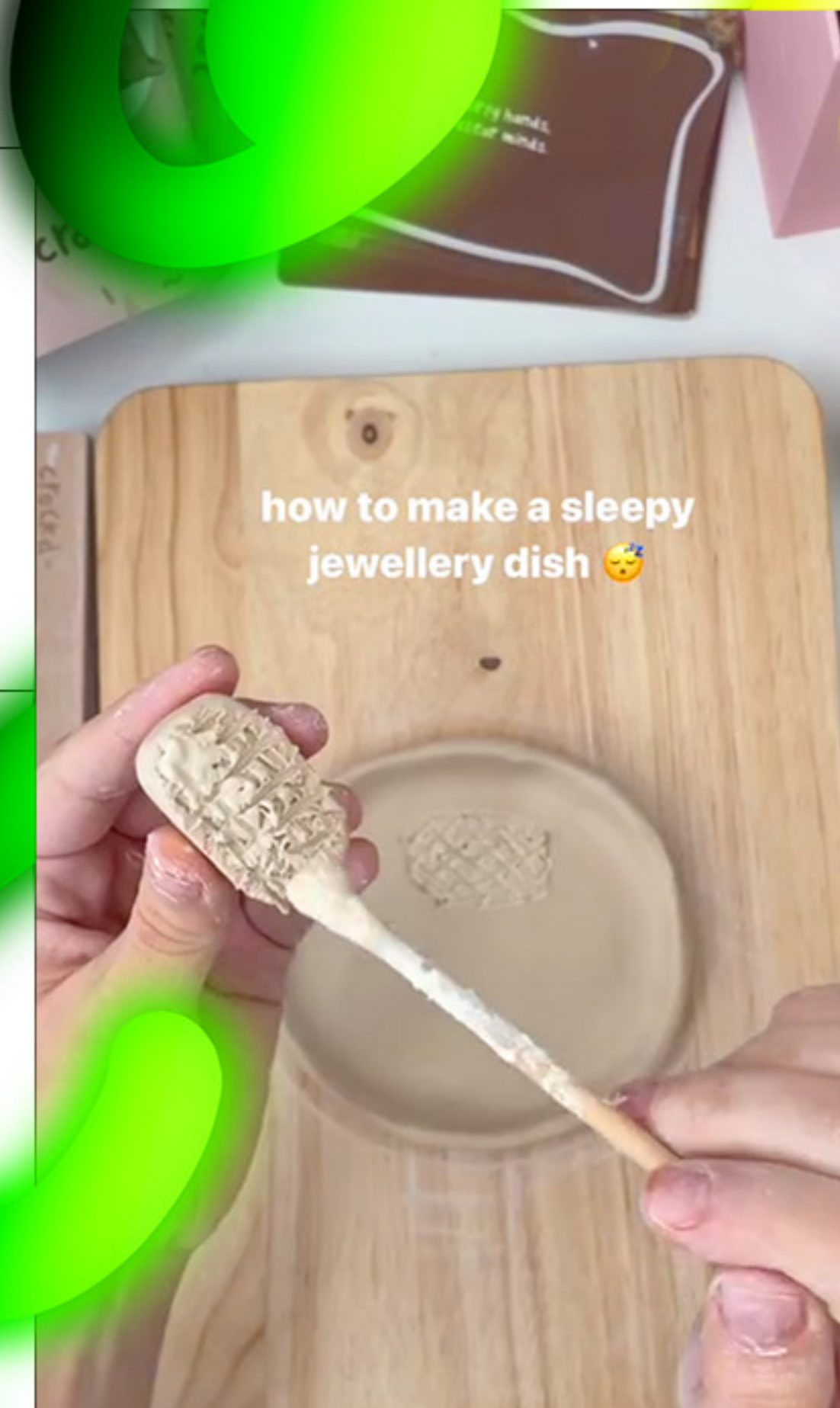
- Painting & knitting
- Bouldering
- Female DJing
- Pottery

WE ASKED, YOU ANSWERED:
79% OF PEOPLE SAID SOCIAL MEDIA HAS HELPED THEM UPSKILL



SPORT

- Running
- Hiking
- Bouldering
- Tennis



DISCOVERY

EDUCATION

THE NEVER ENDING LOOP OF
**CONTENT
-UCATION**

WHAT'S IN

TRAVEL RECCOS

SHOWS IN NEW YORK

BUDGET TRAVEL

WHO IS PLAYING DRUMSHEDS

HOW TO GET THERE

NEW ARTISTS

WHERE TO EAT

MUSIC

GLUTEN FREE IN THAI

MUSIC PRODUCTION

LEARN THAI

TRACK EDITING

SIDE HUSTLES FOR TRAVELLERS



fig. 01



fig. 05



fig. 04



fig. 02



fig. 03

**IF KNOWLEDGE IS
POWER, THE KIDS
HAVE CONTROL**

We're smarter and savvier when taught by our mates. Recognising familiar faces *supercharges our learning.*

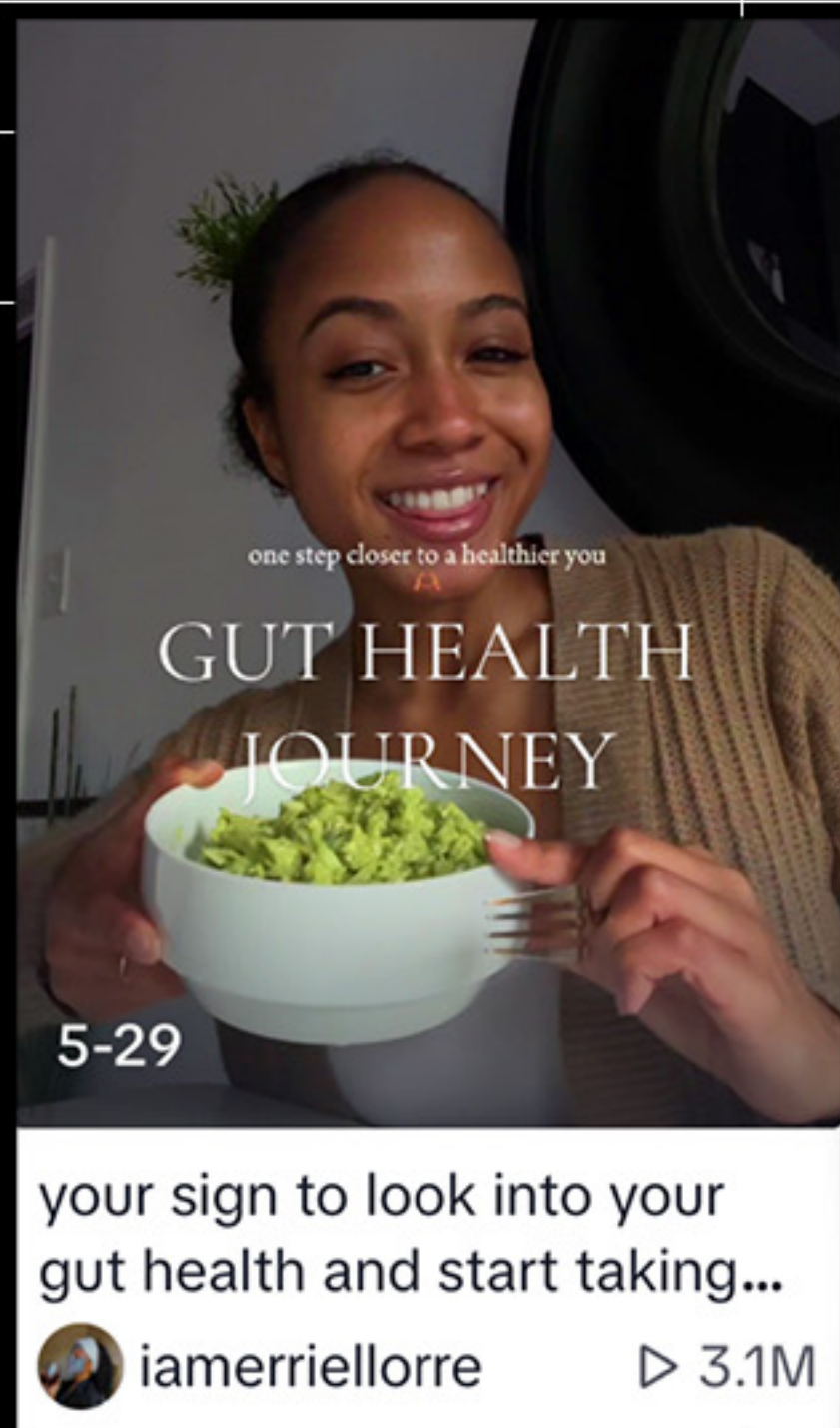
And The Perfect Formula?

(CHAOTIC)
ENTERTAINMENT
X
(DISCOVERY &)
EDUCATION

**A WORMHOLE OF CONTENT AND EXPERTS
ON THE MOST HYPERNICHE TOPICS**



"I'm very into health, but TikTok shows me *exactly what I need to be doing*, like, internally, like detoxing, just everything to get my mind and body right."



WWS

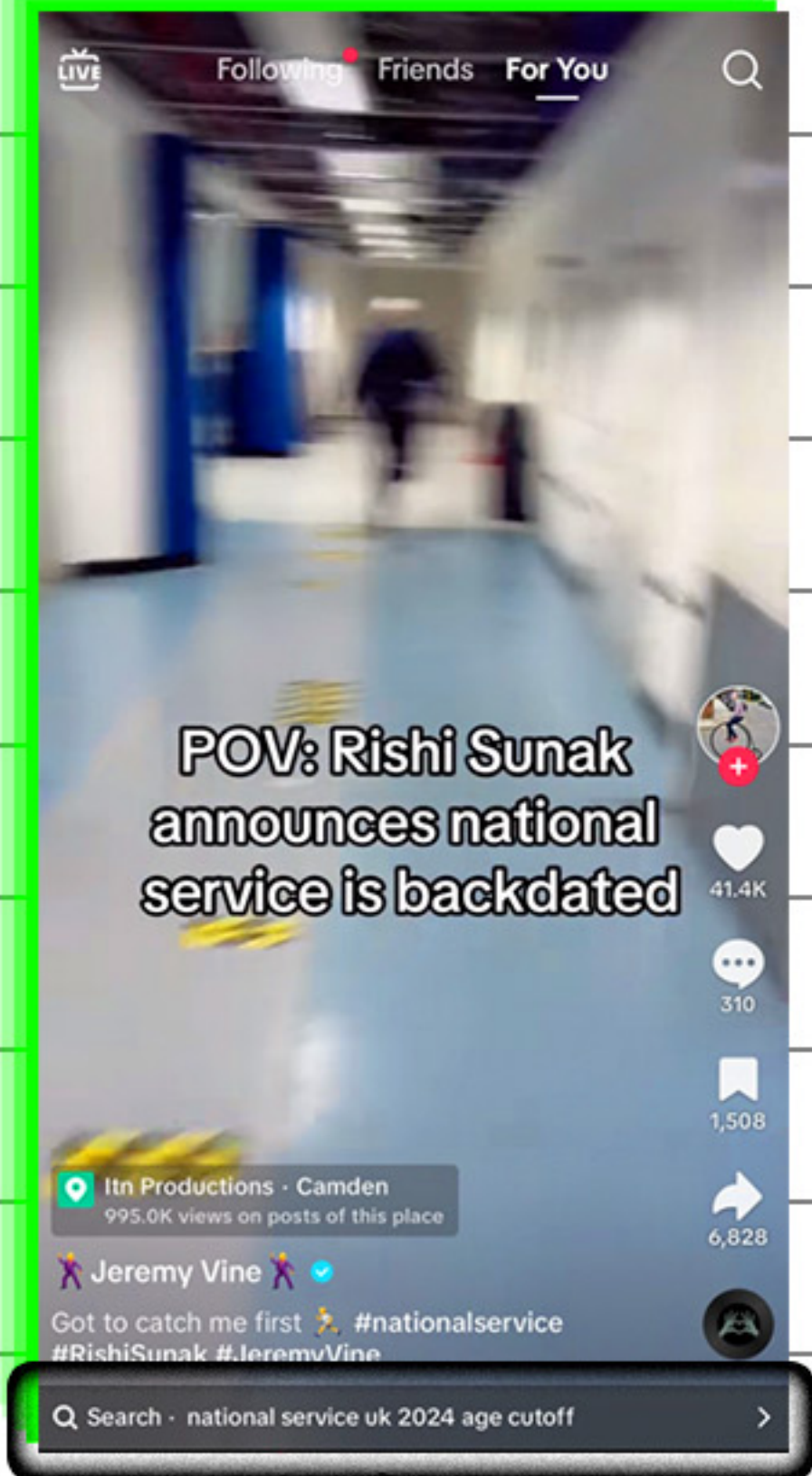
"Getting deeper into fashion. Learning more about the history, learning more about the shows, learning more about the culture that surrounds it. Like the problematic people, the good people, the new designers and stuff like that."



< Q rishi sunak 18yr old army Search

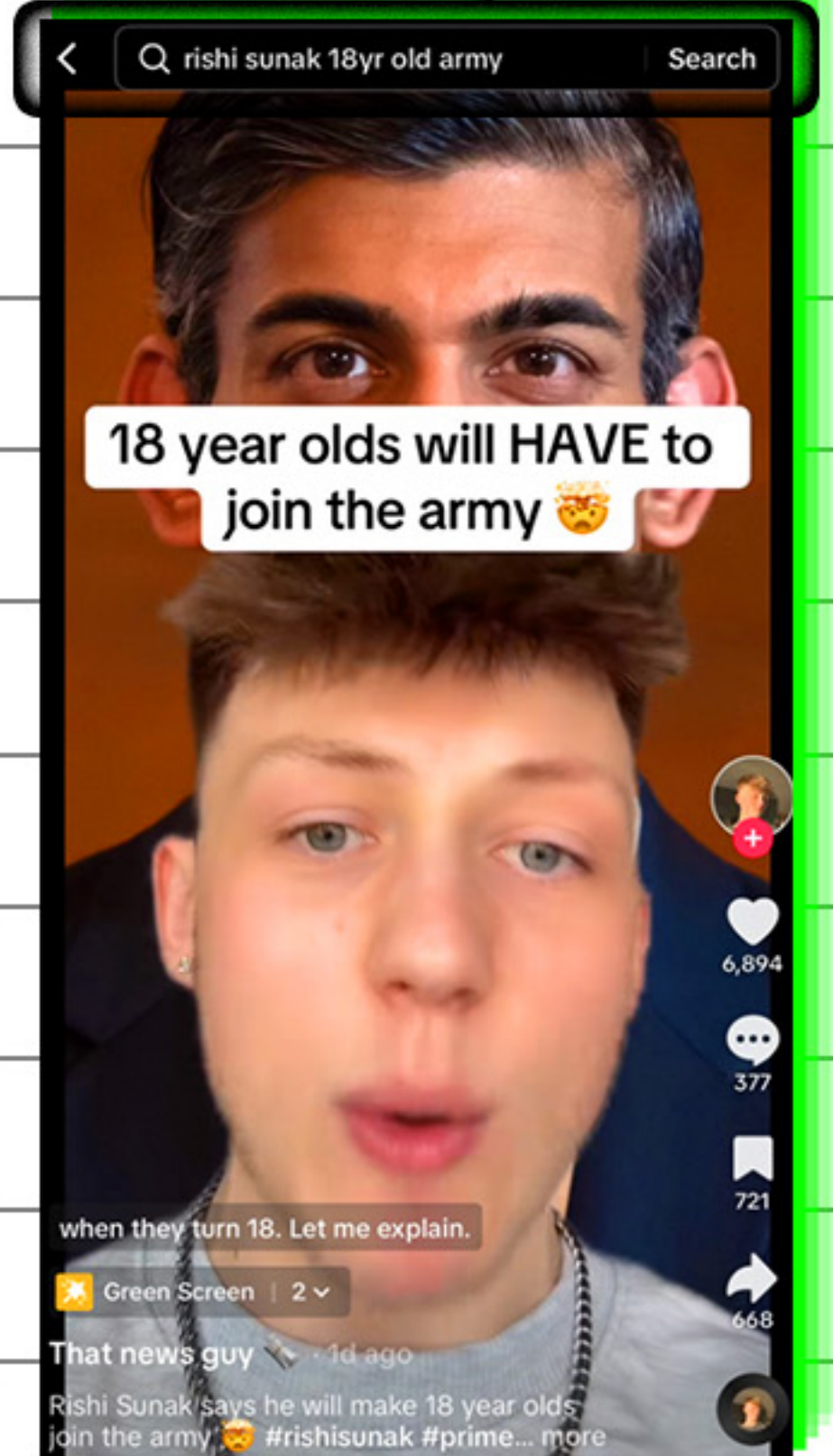
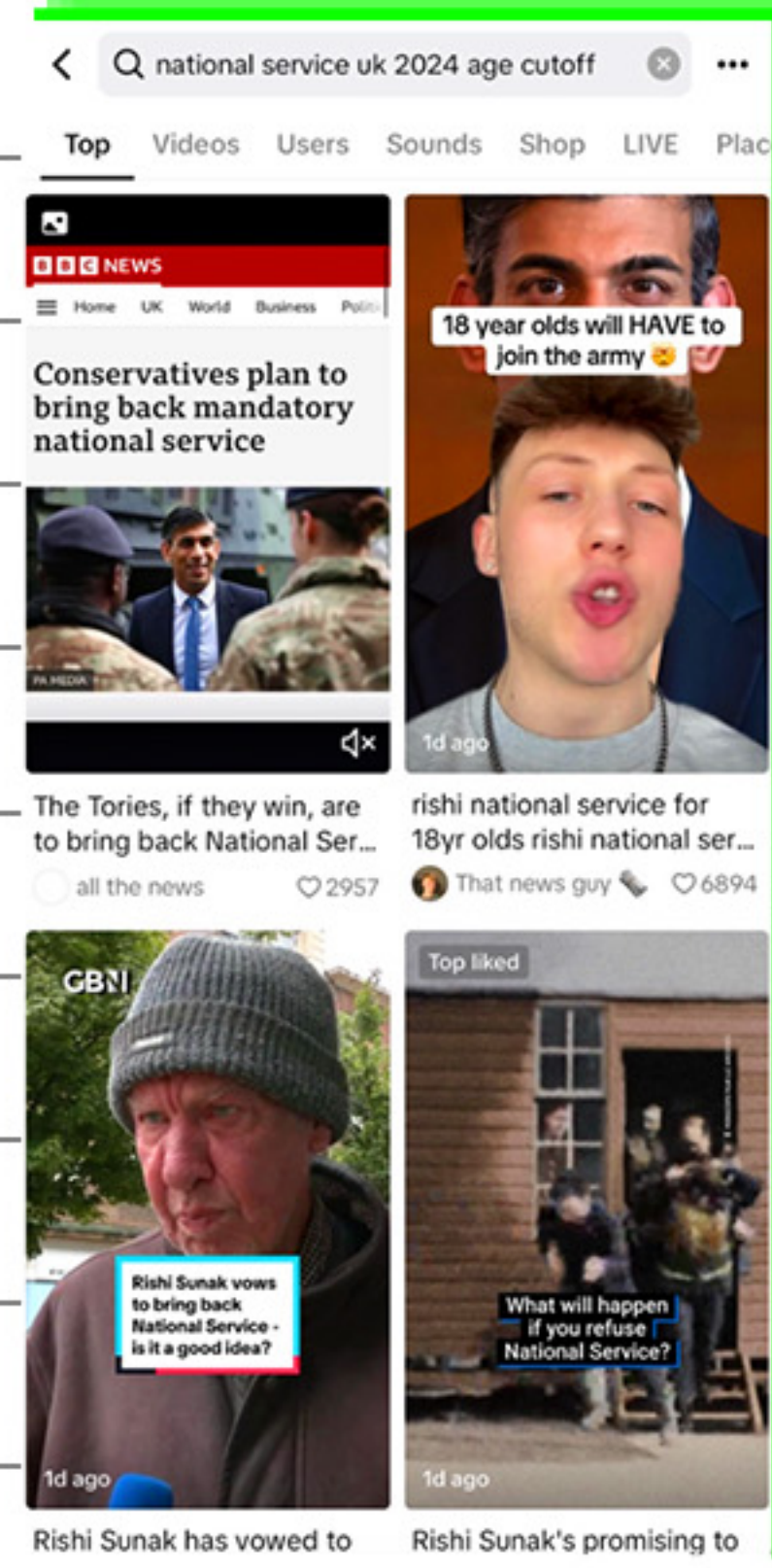
Step One

Content is introduced to your FYP



Step Two

Suggested search bar introduces you to content only on that topic/question

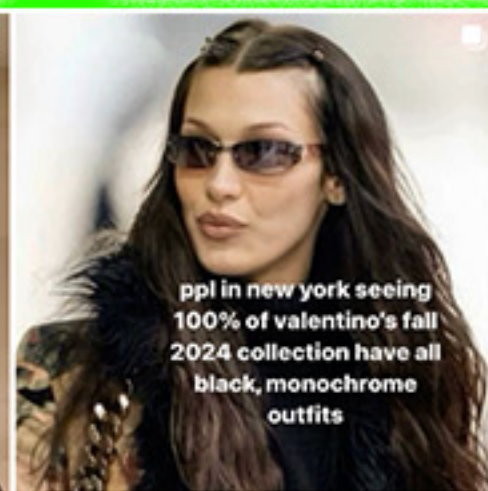
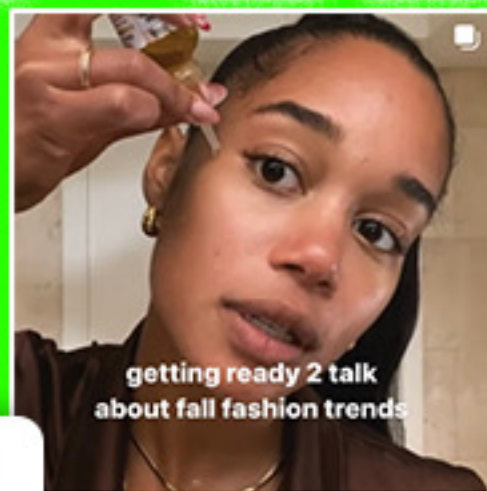
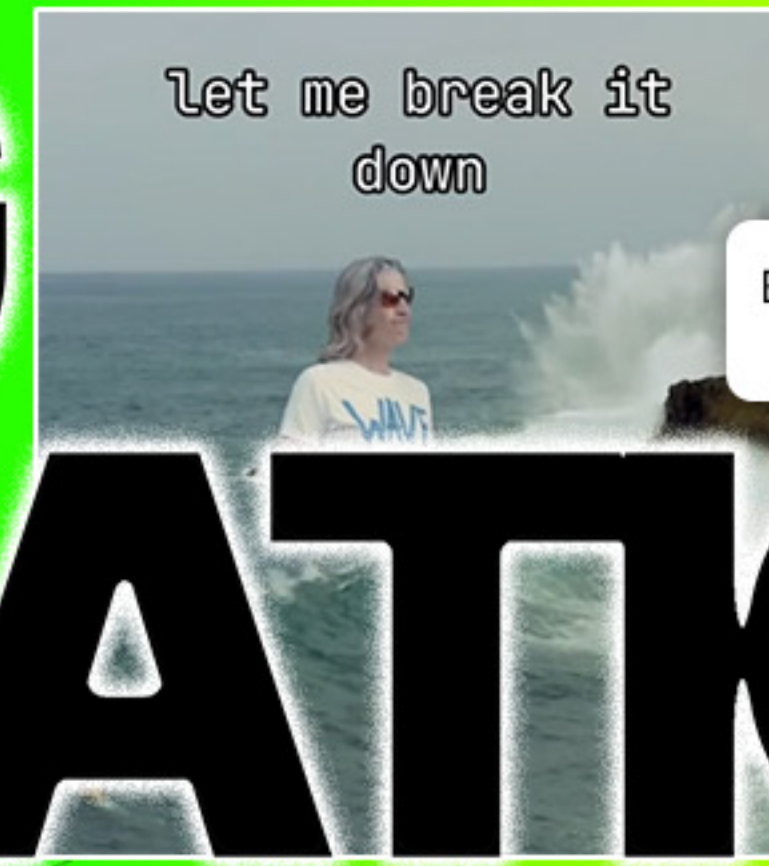


Step Three

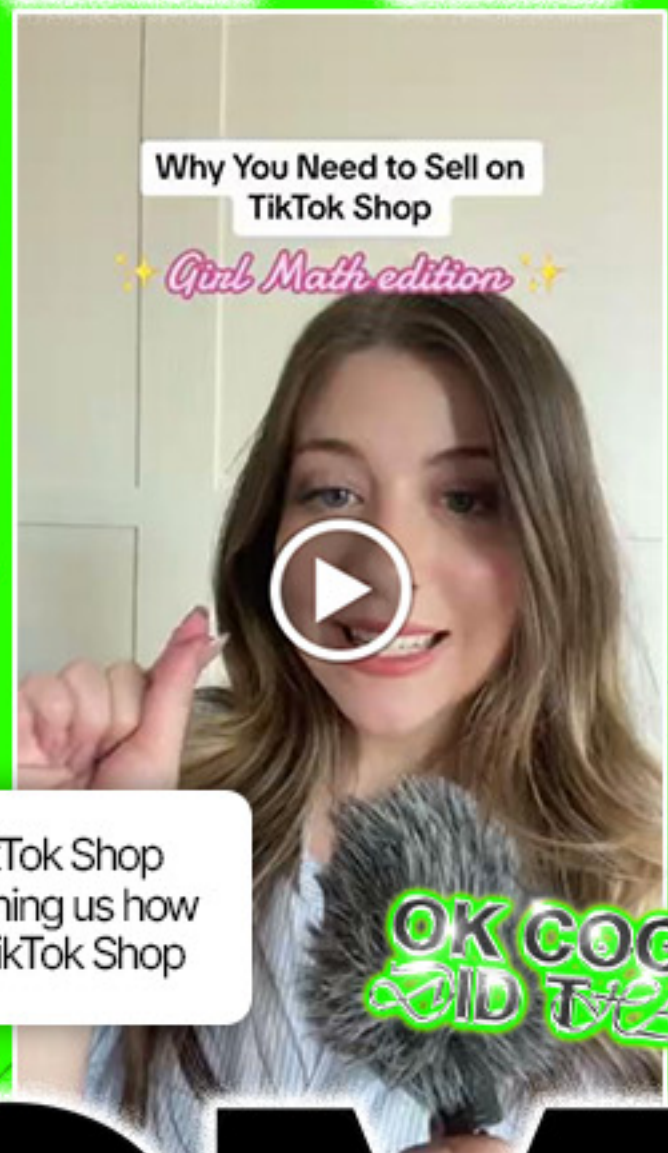
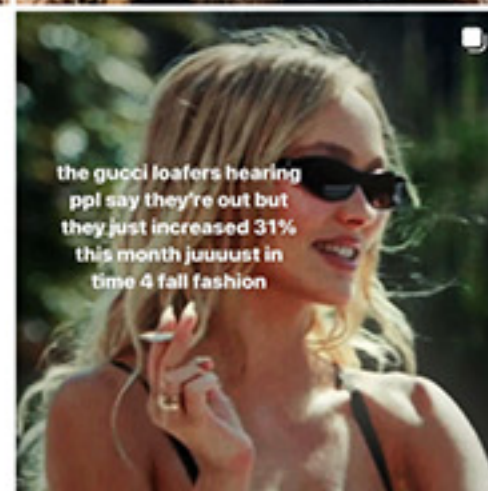
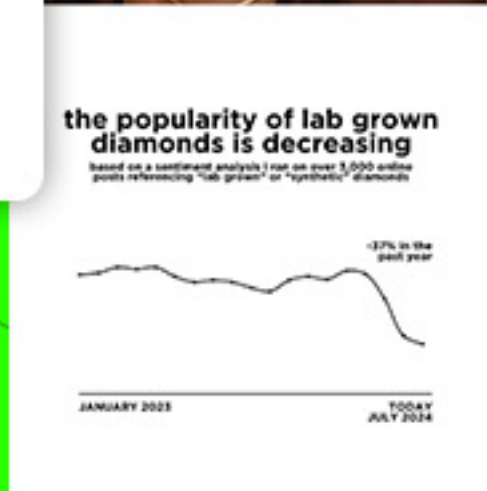
Wormhole of information begins with suggested search bars/content expands

Q Search • national service uk 2024 age cutoff >

GATEKEEPING INFORMATION



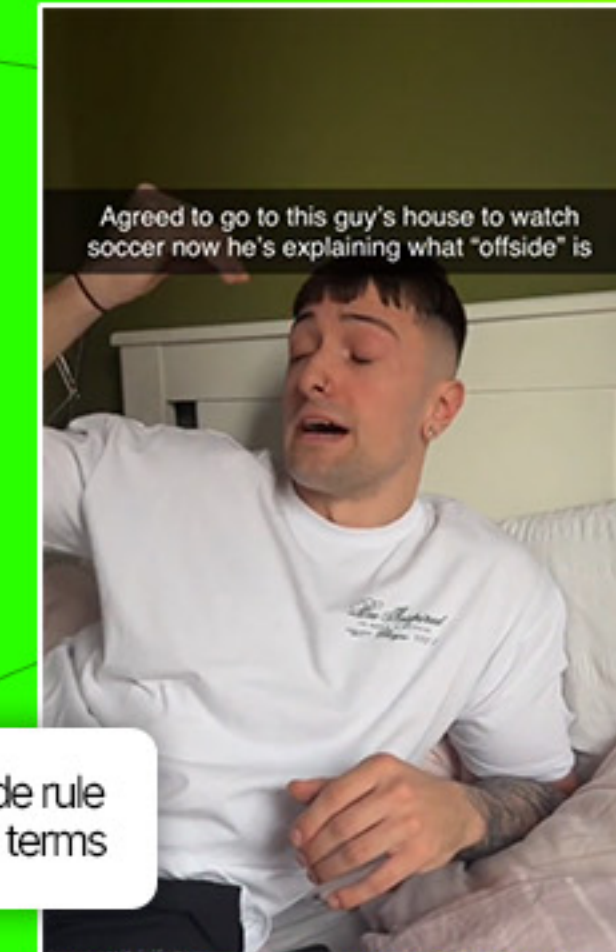
@databutmakeitfashion sharing HOT trending fashion data in numbers through IG



TikTok Shop teaching us how to TikTok Shop



CULTED's mini trend report insta carousels



Learning the offside rule through shopping terms



Educational X content and update on menswear

IS SO BOOMER CODED!



Not RuPaul teaching us how to parallel park?

The internet opened up a world of information. But only now are users reshaping what that actually looks like. Content is the anti-elitist entry to a world of information and discovery. We're upskilling intellect and realising it's fun AF.

The people are **reclaiming the power,**
rewriting the narrative and **bypassing**
the structures and ideals that have
reduced or excluded them until now.

In today's lesson,
we'll be dissecting a
recent historical
phenomenon...



FROM *Barbie* TO brat

THE IT GIRLS OF THE INTERNET SAY WHAT ONCE WAS SHAMEFUL IS NOW CHIC

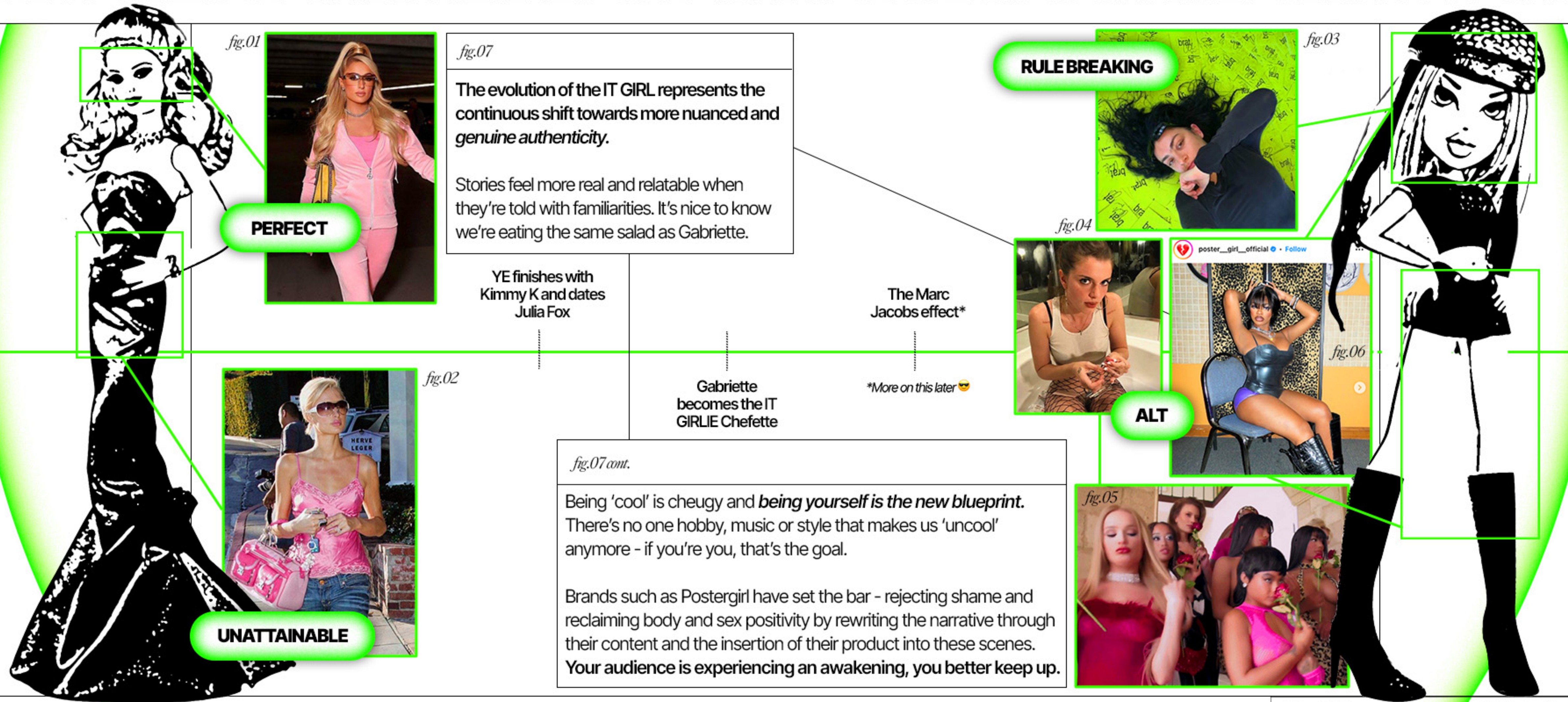


fig.01



PERFECT

fig.07

The evolution of the IT GIRL represents the continuous shift towards more nuanced and *genuine authenticity*.

Stories feel more real and relatable when they're told with familiarities. It's nice to know we're eating the same salad as Gabriette.

YE finishes with Kimmy K and dates Julia Fox

The Marc Jacobs effect*

*More on this later 🤪

RULE BREAKING

fig.03



fig.04



ALT

fig.06



fig.02

UNATTAINABLE

fig.07 cont.

Being 'cool' is cheugy and *being yourself is the new blueprint*. There's no one hobby, music or style that makes us 'uncool' anymore - if you're you, that's the goal.

Brands such as Postergirl have set the bar - rejecting shame and reclaiming body and sex positivity by rewriting the narrative through their content and the insertion of their product into these scenes. **Your audience is experiencing an awakening, you better keep up.**

fig.05



And now the IT GIRL anthem doesn't come without a **philosophical exploration** of womanhood in the modern age...

Is it even a film clip if the interneters It Girls aren't participating in a meta discussion for 5 minutes at the start?

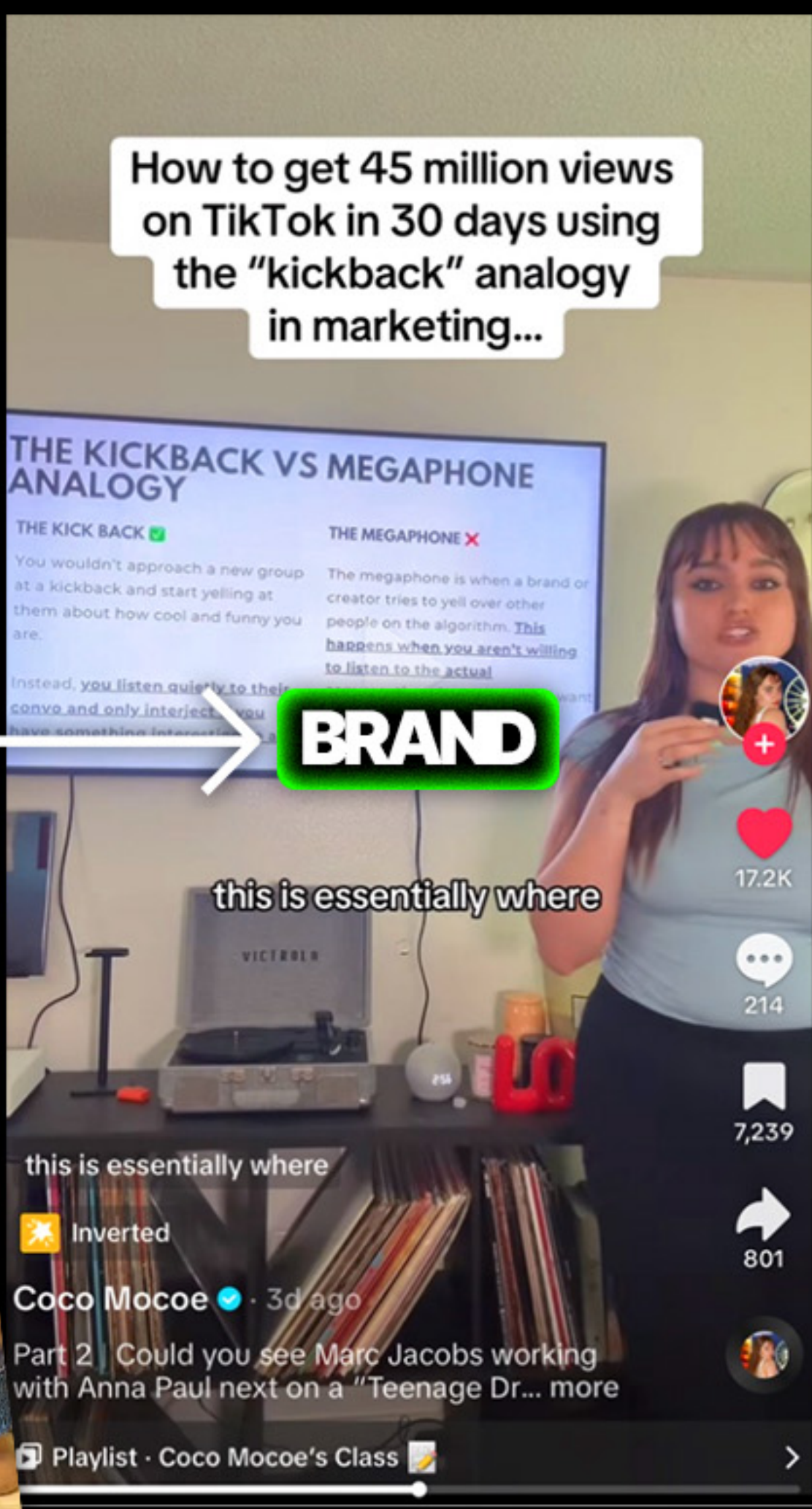
Without a point of view, your art (and content) is kind of nothing. The internet literate understand that the culture today contains multitudes, our discovery is self-referential, and we're as interested in exploring complex ideas as we are gaming.

BRANDS Pay attention in class. Don't make the mistake of imagining your audience as the 2D version of themselves.



FUCK WITH THE SYSTEM

Don't interrupt just to repeat what's been said. **Add something new to the conversation.**

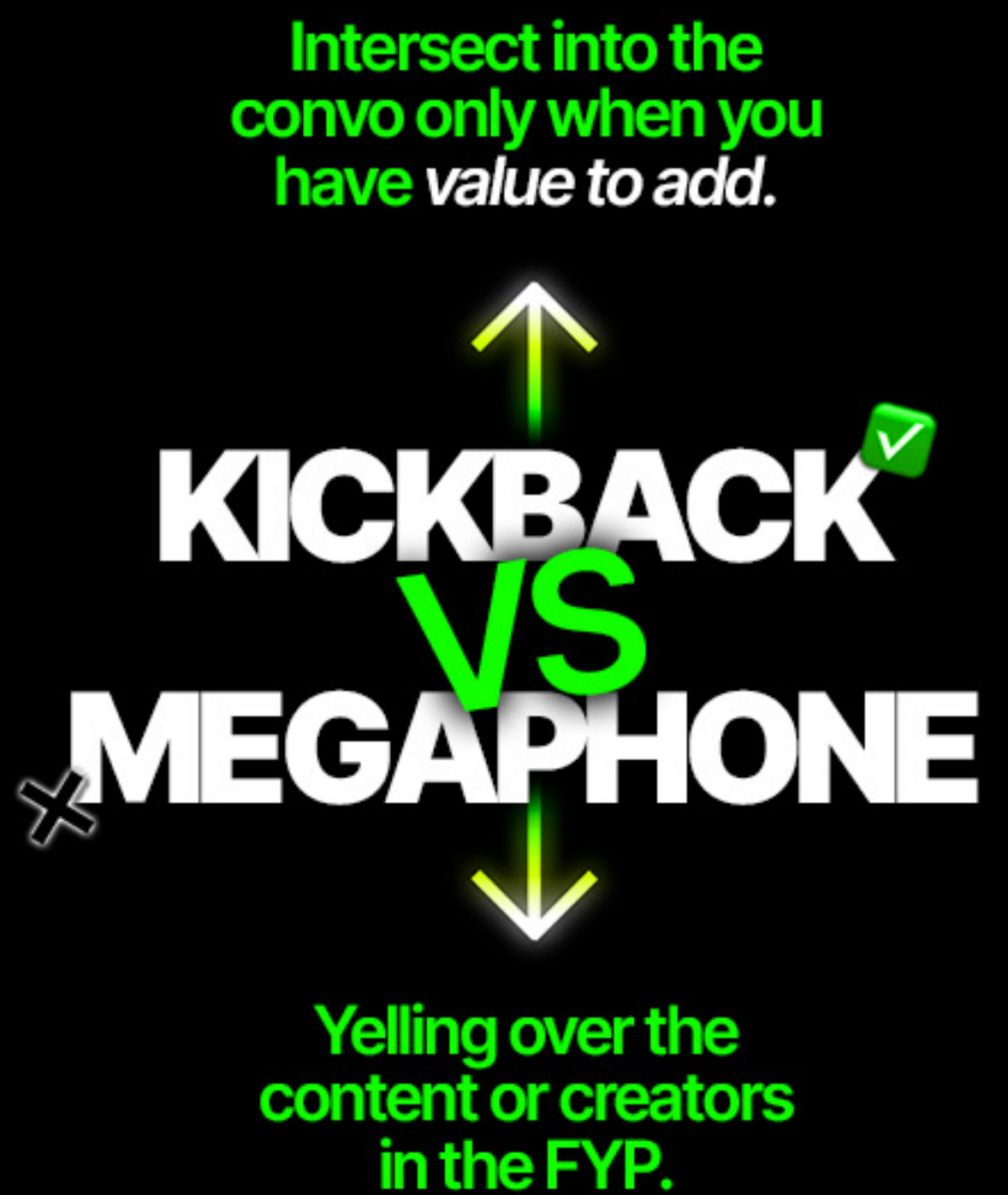


How to get 45 million views on TikTok in 30 days using the "kickback" analogy in marketing...

Brands should be creating a content personality that does something. The best brands boldly establish themselves through their tone and codes. But when you can't, let the right cast of voices do it for you. The trick is choosing smartly, and this might not be who you expect.

Traditionally, brands would engage with creators that represented their story. The narrative was linear and in favour of the brand. Now, brands are partnering with the TikTok natives, letting them take the reins, allowing the product to fit into their content and lifestyle in a way that works for them and *feels authentic*.

Brands should create social-first content ONLY when their input is authentic, allowing the audience to come to the brand through content that makes sense to them: **The Kickback Analogy (@cocomoncoe).**



INTERNET EXTRA OURRRRIGULARS



Substack, Letterboxd, Strava or Discord (to name a few). **Our search for originality is sending us further down the rabbit hole.** So it's no wonder we're finding ourselves in increasingly weird (*and wonderful*) spaces. Let's take a wander through the platforms offering the **niche salvation we're looking for.**

YOU SAID IT. WE'RE READY TO GHOST THE SOCIAL SITUATIONSHIPS THAT AREN'T SERVING US.

We hear you. Things are hectic here and what do we do when things get hectic? Retreat to nostalgia with broadcast groups that pay homage to MSN/Tumblr.

The internet is going in a new direction and we're here for it; ready to mindfully seek the spaces worth occupying and contributing to.

"TikTok is brain rot (but sometimes I want that). IG is mates and inspiration. YouTube is TV. Patreon is knowledge. WhatsApp sucks but it's what's everyone is on. Facebook is dead and twitter/X is an echo chamber of cryptobros and brands copying each other"

"Kinda toxic but lowkey addicted"

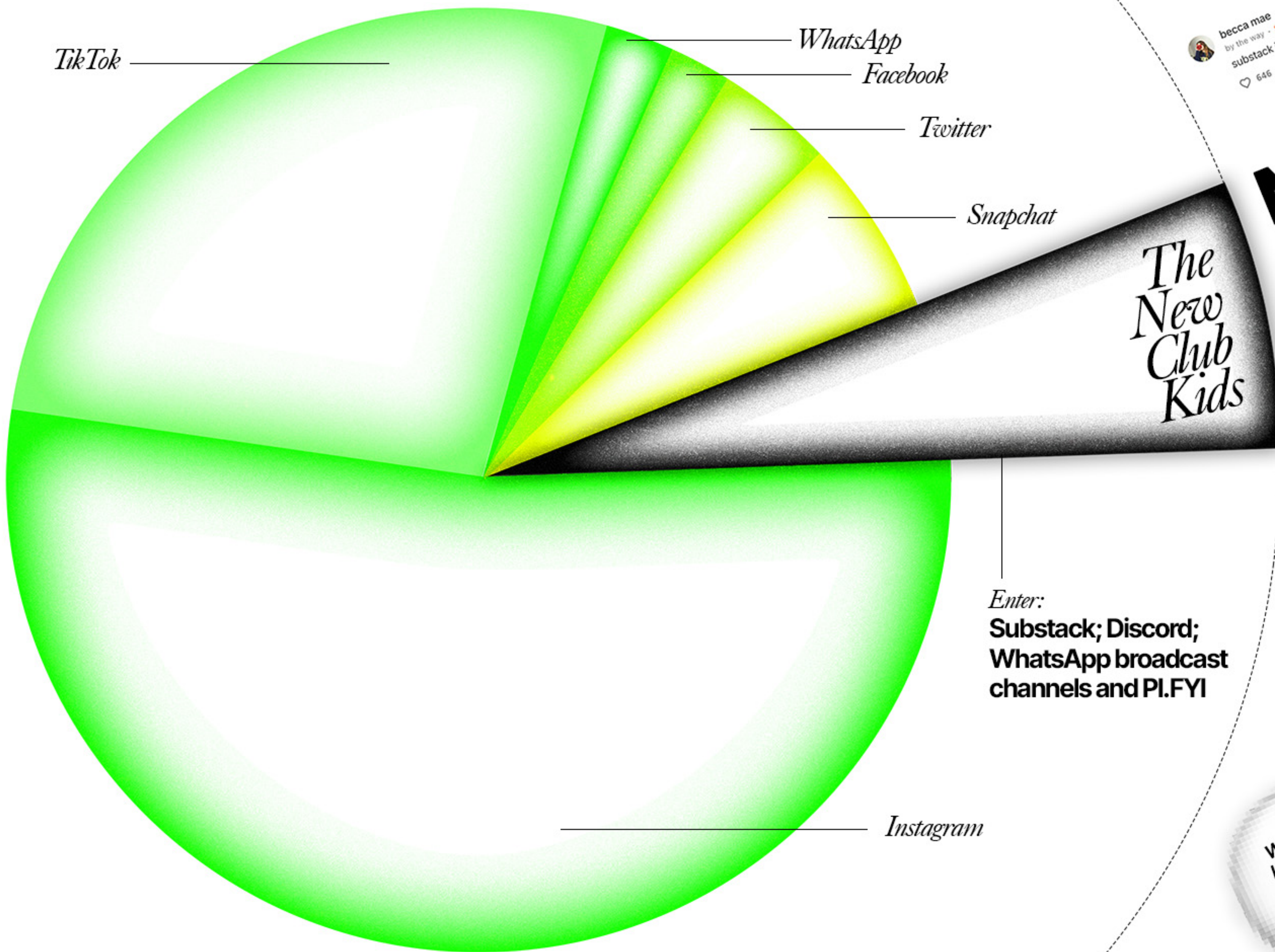
"I miss how the internet used to feel full of wonder and excitement, weird and silly"

"I think social media should end"

"I wish I could be present in it, rather than being a constant observant"

"I am so tired of spending so much time scrolling, I need to spend less"

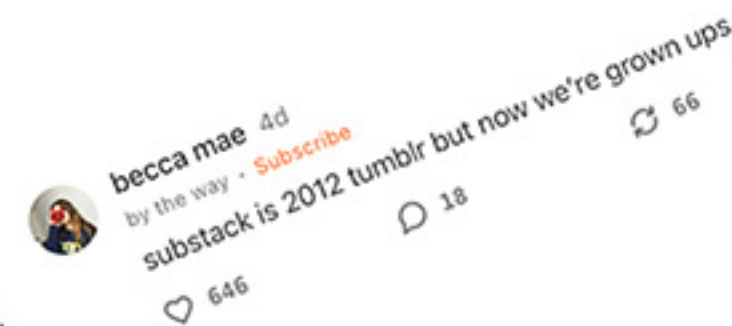
"It's a horrible, stressful, negative place and I hate it here"



Enter:
**Substack; Discord;
 WhatsApp broadcast
 channels and PI.FYI**

**Move over,
 there are
 some new kids
 on the block.**

Instagram and TikTok continue to be the most used social platforms, BUT we're seeing internet spaces emerging that are offering the kind of genuine discourse your audiences are begging for.



sophie 5d
 soph's words - Substack
 me catching up on all my unread substack newsletters



Where the cool kids are hanging out without you (according to our research)



IS THAT YOU WEB 2.0?

The return to a fragmented internet;

CIRCLE OF SOCIALS

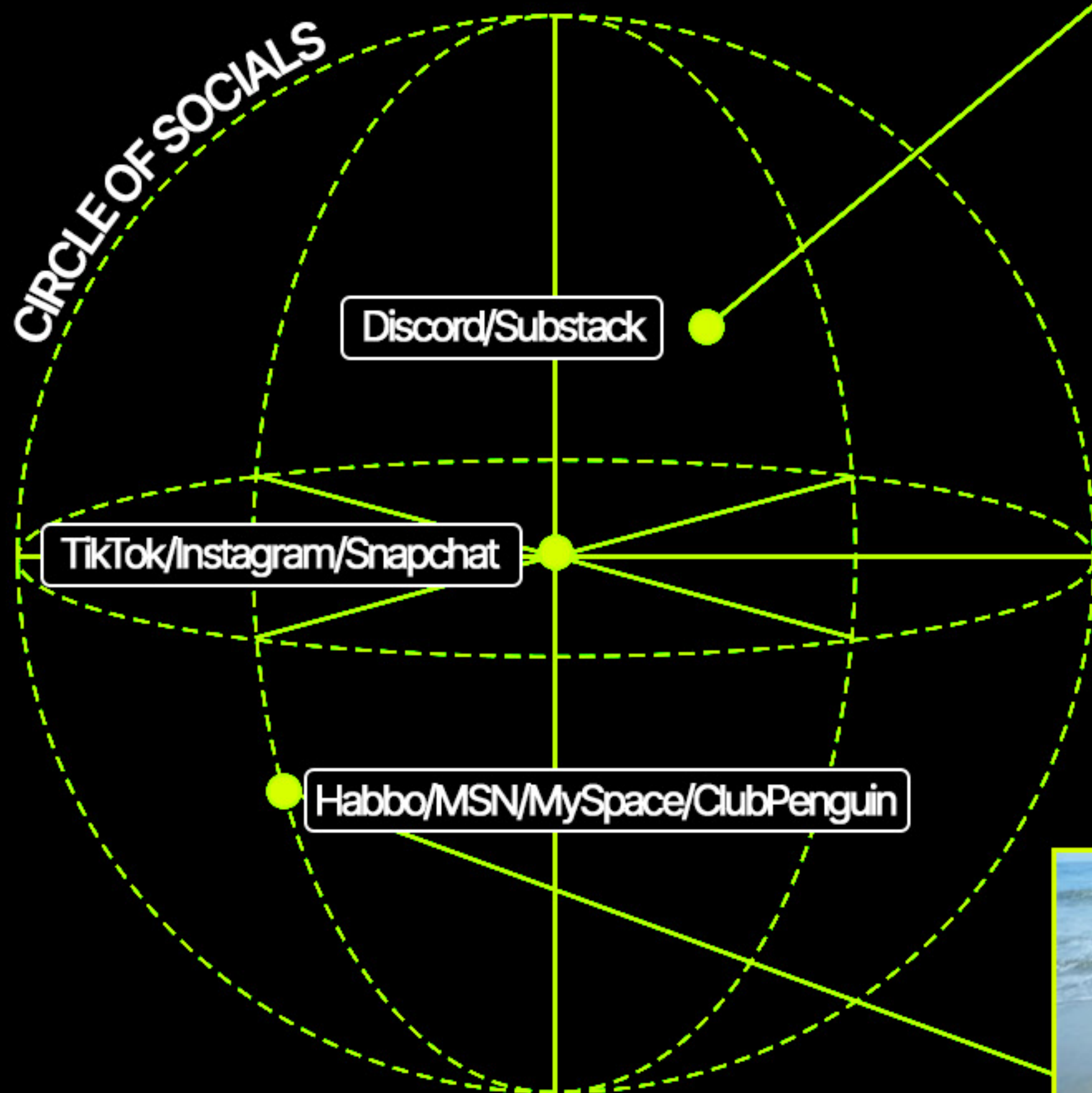


fig. 01



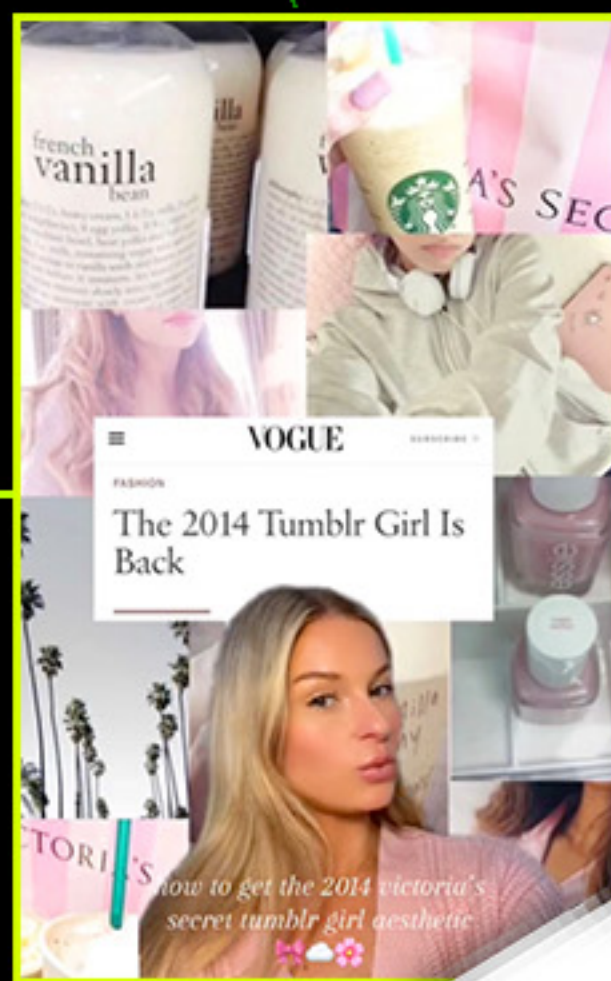
Queue the tumblr resurgence

Everyone deserves a rebrand now and then. This year, it's the IT girls and the internet—specifically, our behaviors on it.

We've been living in an overstimulation, chronically online, consistently fed information with no end and we're looking to retreat and **regain control**. So is it any wonder we've retreated to 2012?!

Blogging is back. And where do you find us these days when we need a break from the fyp...

fig. 02



WE'RE BLOGGING AGAIN?!



fig. 03



THEIR VIRTUAL PLAYGROUNDS

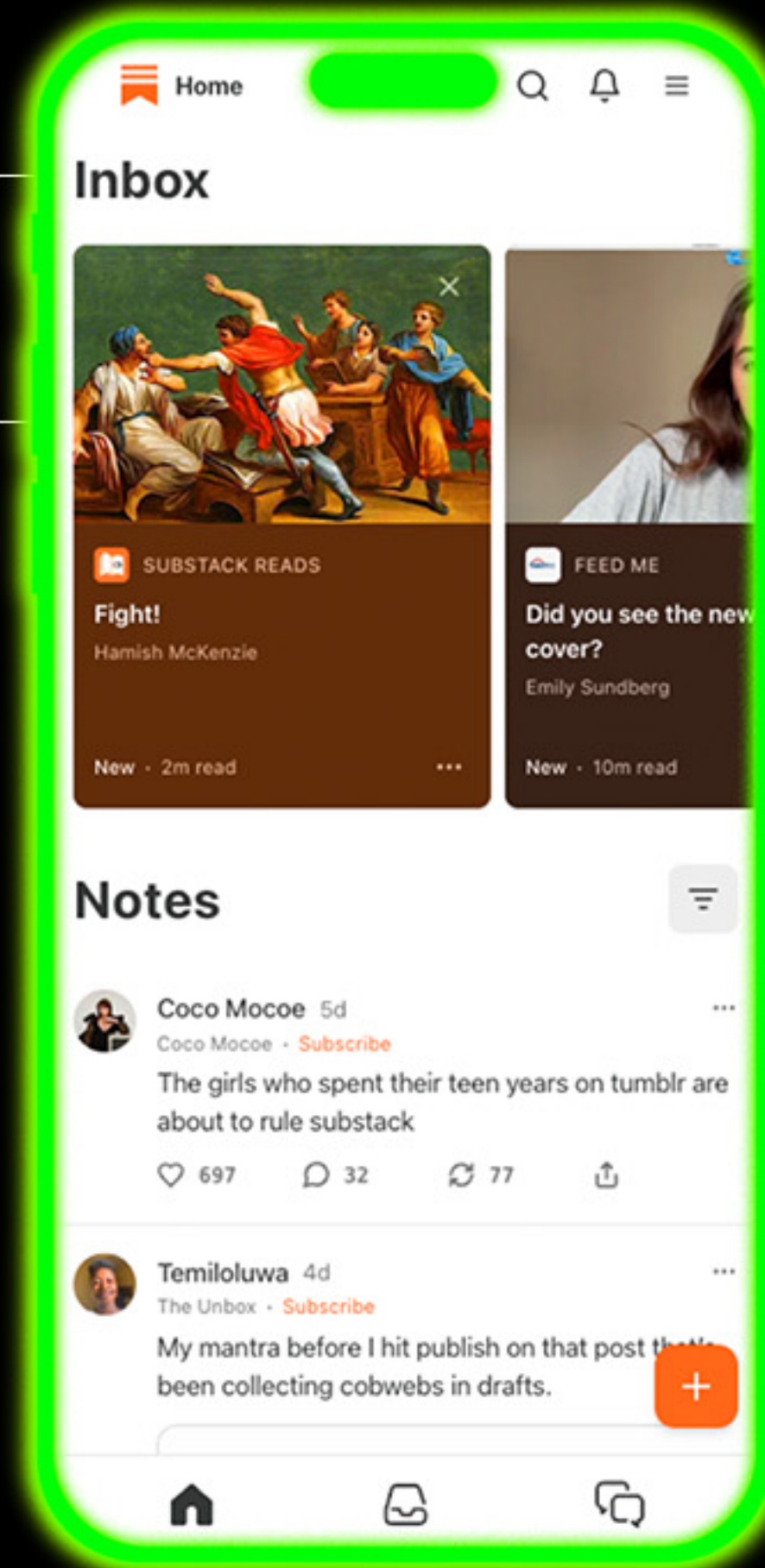
The chronically online are seeking social circles on *Substack*, *Pl.FYI*, *NoSpace*, and *WhatsApp Broadcast channels*, where peer-to-peer communication reigns supreme. They're the ones dictating what these spaces are - equal parts creative and unexpected.

If brands can't play by the rules online, and break their own (the right way 😊) in the process, they'll drive audiences away.

The Insta hashtag spon con era has not aged well



SUBSTACK



Newsletters are back and the culture critics are coming in hard and fast, with an expert for everything and anything.

LETTERBOXD



It's a social media platform for film enthusiasts. A space for specific, in-depth convos and deep dives. And the hot takes put X (cough*Twitter*cough) to shame ...

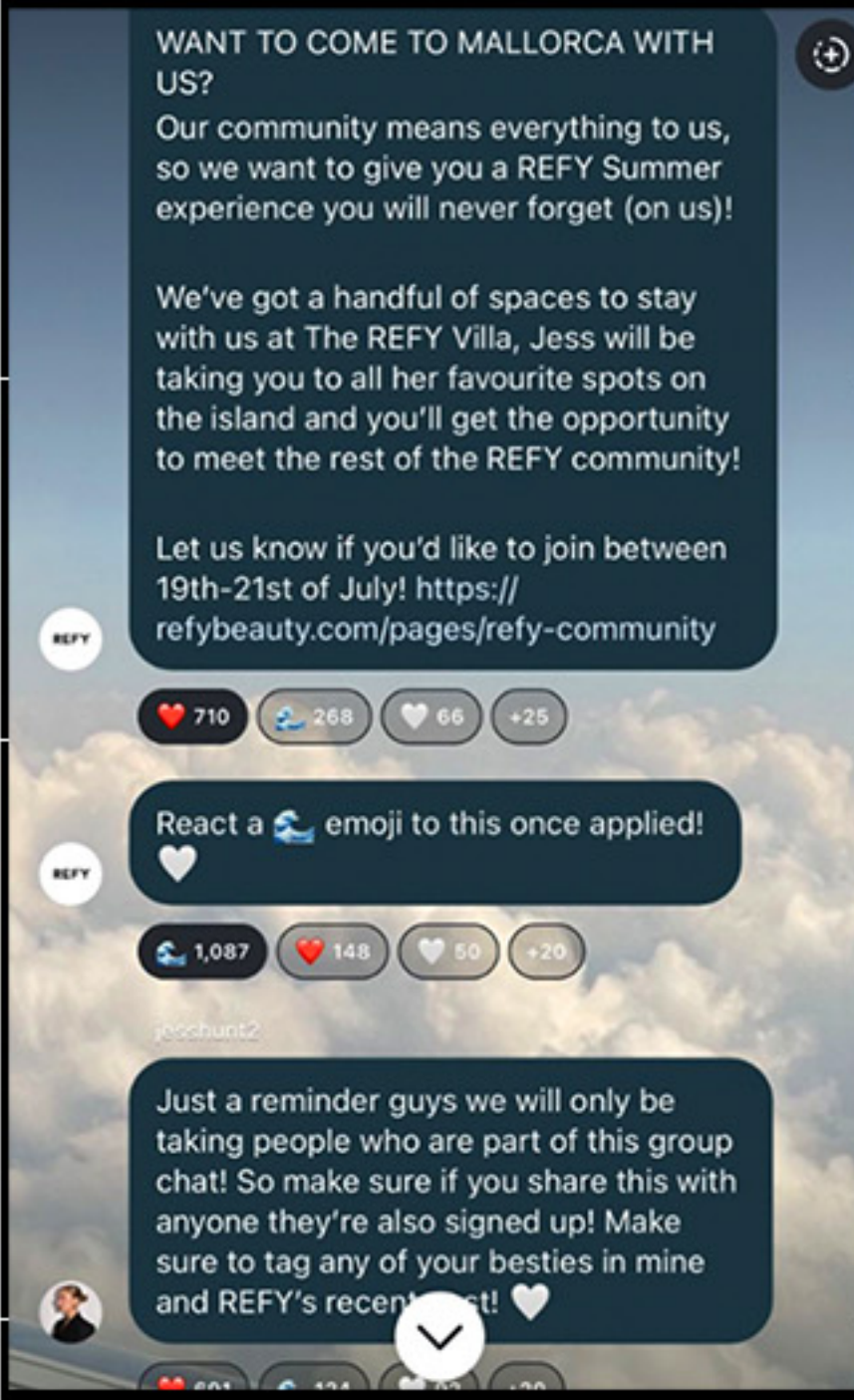
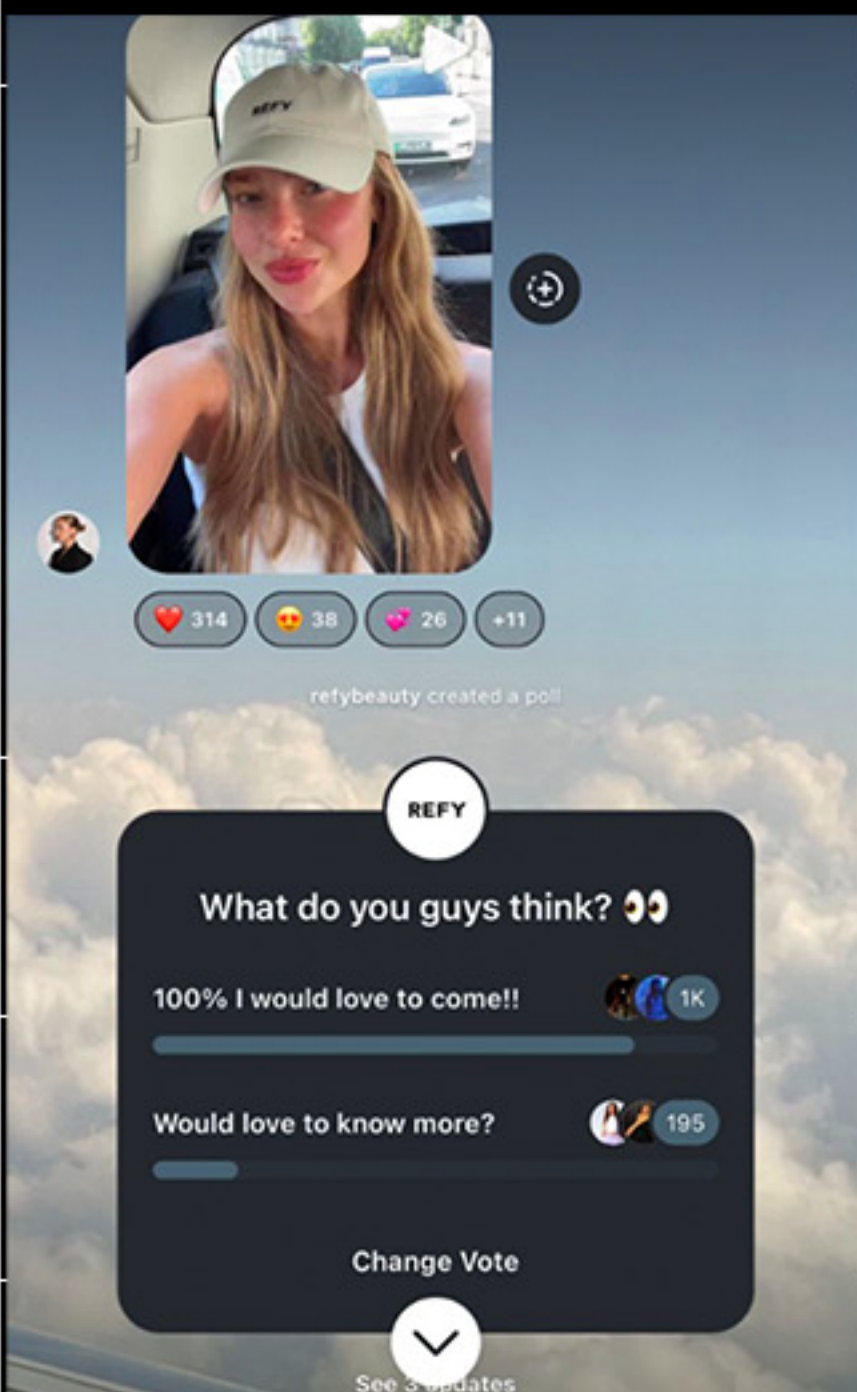
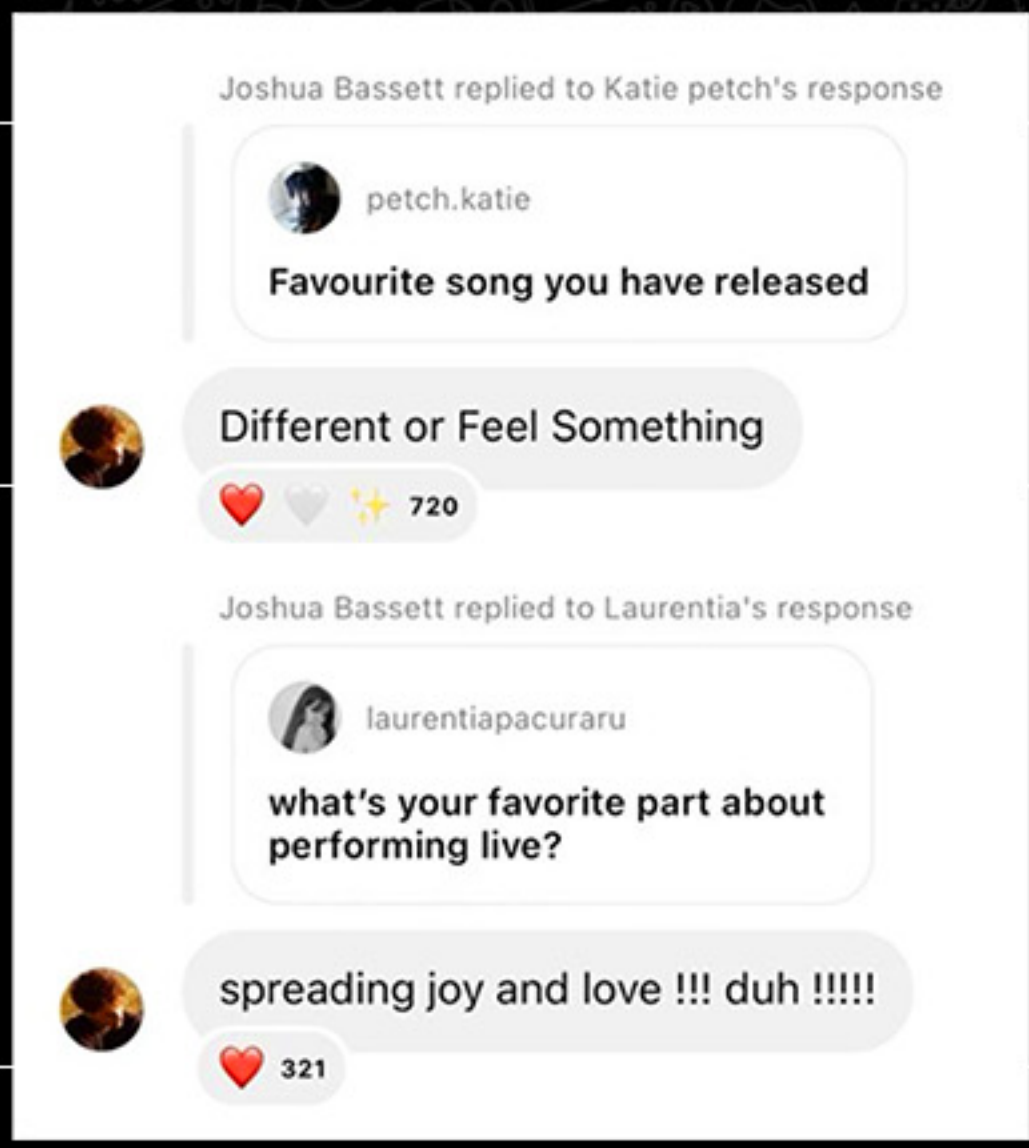
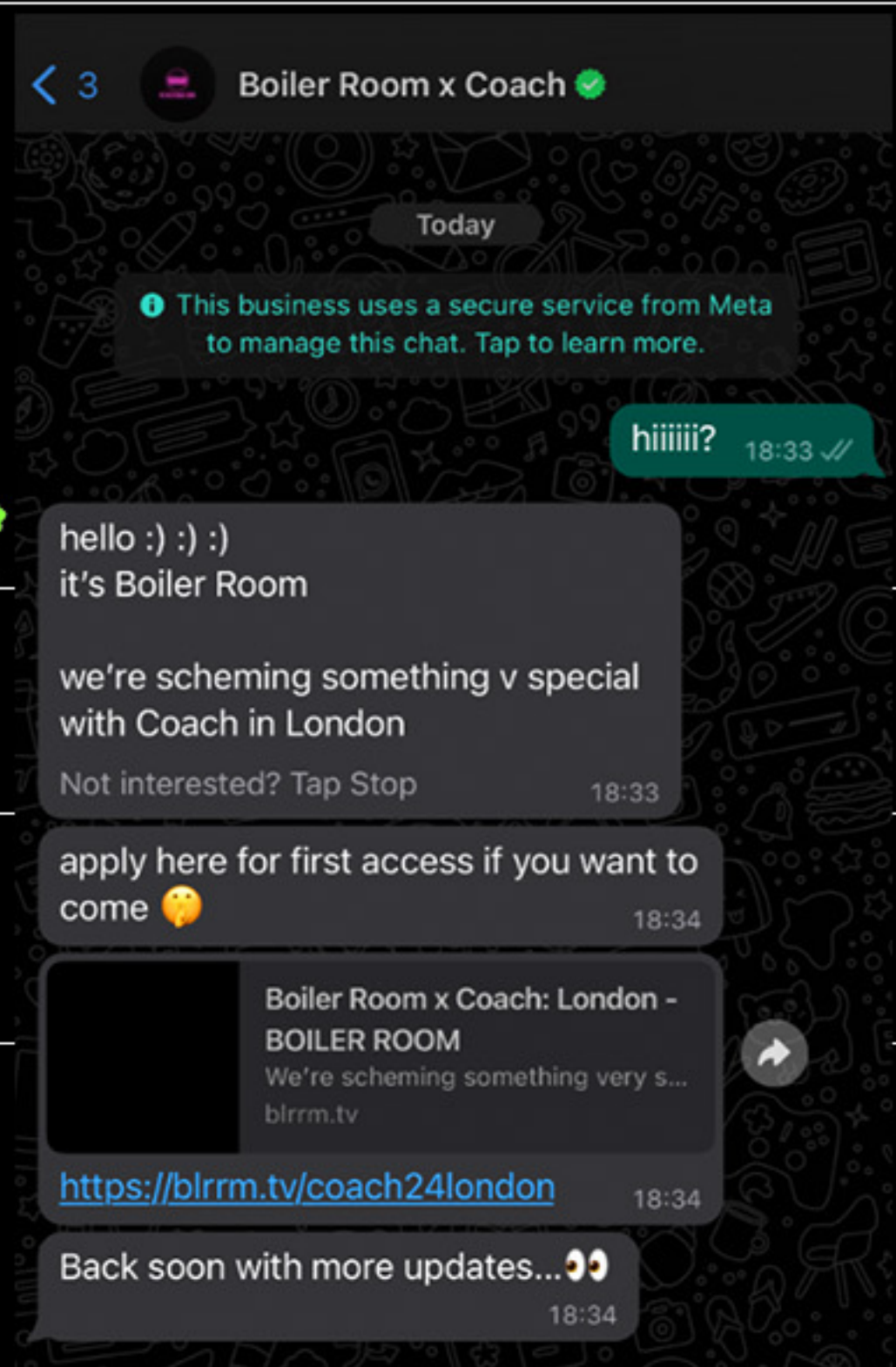
PY.FYI

W's in chat



PY.FYI is a safe space for sharing any single thought that enters your mind. Keeping things simple; recommendations and questions only.

Authenticity today is a little ironic, a lot real, and likely unhinged.



WE'VE ENTERED THE CHAT

And we're not leaving.

In response, the brands, creators and celebrities are also finding new ways to authentically connect with their superfans: on the finstas, group chats and forums.

57% of you said that you are part of an "exclusive internet group"

Personal experiences > social experiences

It's education, but like, it's *actually* fun

Knowledge is power. So it shouldn't be boring. These spaces have allowed users to make it their own, and demand the discourse they want to be a part of.

FROM THE SAIE OFFICE

Overheard at Saie HQ

Really good recs (drinks, lunch spots, and more)

THE SAIE OFFICE
15 AUG 2024 AT 17:36

Our office is a goldmine of recommendations. Our team is always on the prowl for the best new thing. Here are some of our team's favorite things based on this month's office chatter:

- "Hugo Spritz is the new Aperol Spritz."

Instead of Aperol it has St. Germain which is a little less bitter and more refreshingly minty with a touch of floral. If you're in NYC, the one from Rosemary's is our favorite!

- "I feel like Converse are going to be the new Sambas."

As you might imagine, this was clearly shared by a team member too young to remember the iconic "A Cinderella Story" movie cover. Anyways, we're pretty sure they're making a comeback because did they ever really go out of style?

And IYKYK is an invitation to learn and discover more

The Departed 2006

Watched 26 Dec 2023

I'm always a bit nervous talking about my past publicly just because people can have such a weird sense of familiarity but I dunno, fuck it. I'm proud of my work!

So, I was the dialect coach on this movie but ONLY for the word "microprocessors." I taught everyone how to say the word microprocessors in the funniest way possible and I did an amazing job. Didn't get enough time with Vera, obviously, but the past is the past....

If... more

19,904 likes

Chicken Run 2000

★★★★½ ❤️ Rewatched 25 Dec 2023

first movie all week where my family was completely silent

5,979 likes

Rear Window 1954

Rewatched 25 Dec 2023

Great movie to have on if you have a mom who loves asking how old a movie is because it looks old!

2,539 likes

joyci @joyci_schechter

cannot stop thinking about oomf telling me she asks chatgpt to speak as rupaul to summarize confusing topics

So, Miss Judith is basically strutting down the philosophical runway, throwing shade at the whole idea of gender being as fixed as a corset on a drag queen's waist. She's telling us, "Henny, gender ain't what you're born with; it's the performance, the show you put on for the audience." Yes, Gawd! It's like every day is a ball, and we're all competing in the category of Realness.

Butler's spilling the T that when we wake up and slap on that gender – be it butch queen or high femme – we're doing drag, baby!

3:56 am · 8 Feb 2024 · 14.1M Views

10.9K Reposts 2,965 Quotes 94.7K Likes 17.6K Bookmarks

Substack is the substance we've been looking for. People with something to say, and now the means to say it. A place for all users' interests, where brands can share secrets and knowledge to their most dedicated divas.

It's the film lover's cinematic universe. A tool for discovery. Starting with a movie, but ending with community as you connect and communicate with purpose and genuine interest. Ayo Edebiri gets it.

ChatGPT to do your homework for you? Ew. ChatGPT to help you understand the world around you in a contextual and genuine capacity in language you understand and resonate with? Slay.

THE TOP OF



THE CLASS

Some of the brands and creators that are doing it
LIKE NO ONE ELSE.

Let's learn from **THE BEST**

This is your SWEET SPOT. Speaking fluent TikTok in your own brand voice - creating an authentic community. Owning the chaos in your own way.

MWAH

For the past few years, TikTok has humbled brands in many ways. It was difficult for them to navigate how to appear on the app without seeming chuegy or boomer - and with some brands, *they've finally seen the light.*

To speak fluently in Gen Z and to the content literate, look to the brands, creators and chaotic fringes doing it best.

Trying to speak TikTok in another brands voice - copying unique formats recognisable to another brands in hope you'll go viral in the same way.

CRINGE

CHUEGY

Being too dated with your TikTok strategy, playing it too safe, not allowing your brand to have a separate personality on TikTok compared to other platforms.

**SLAY
SCALE™**

They understood the assignment: **CHAOTIC CONTENT** 🤝 **GEN Z**

Marc Jacobs

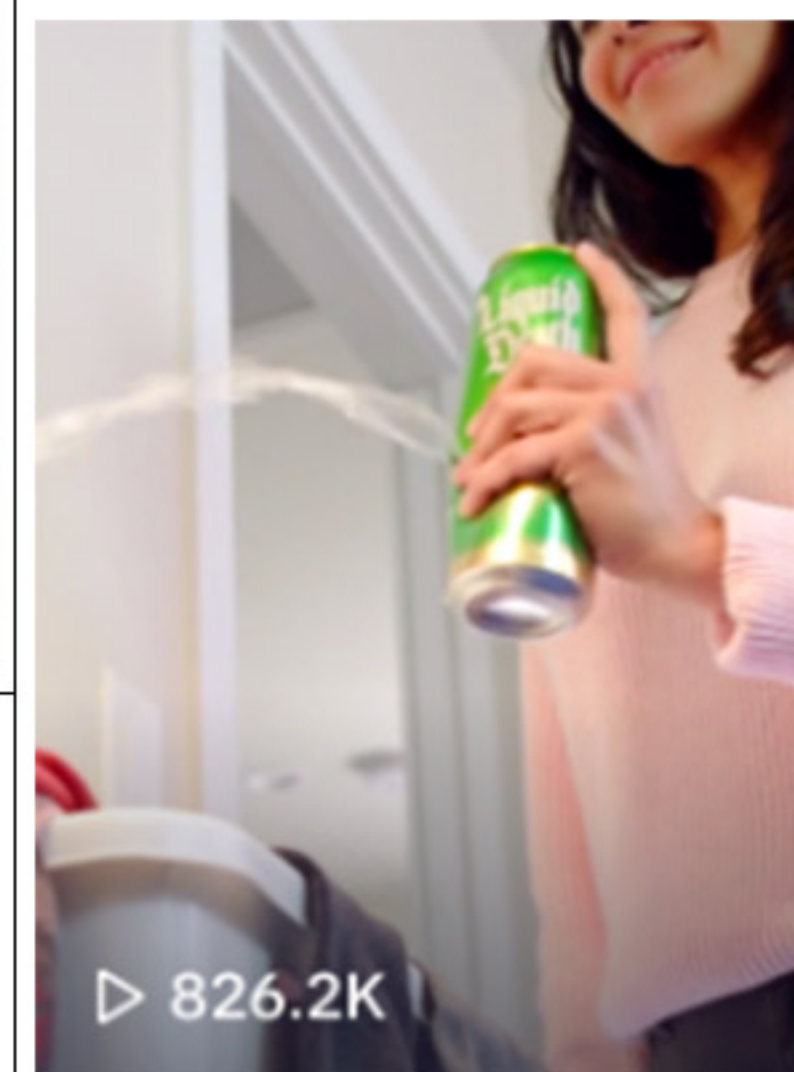
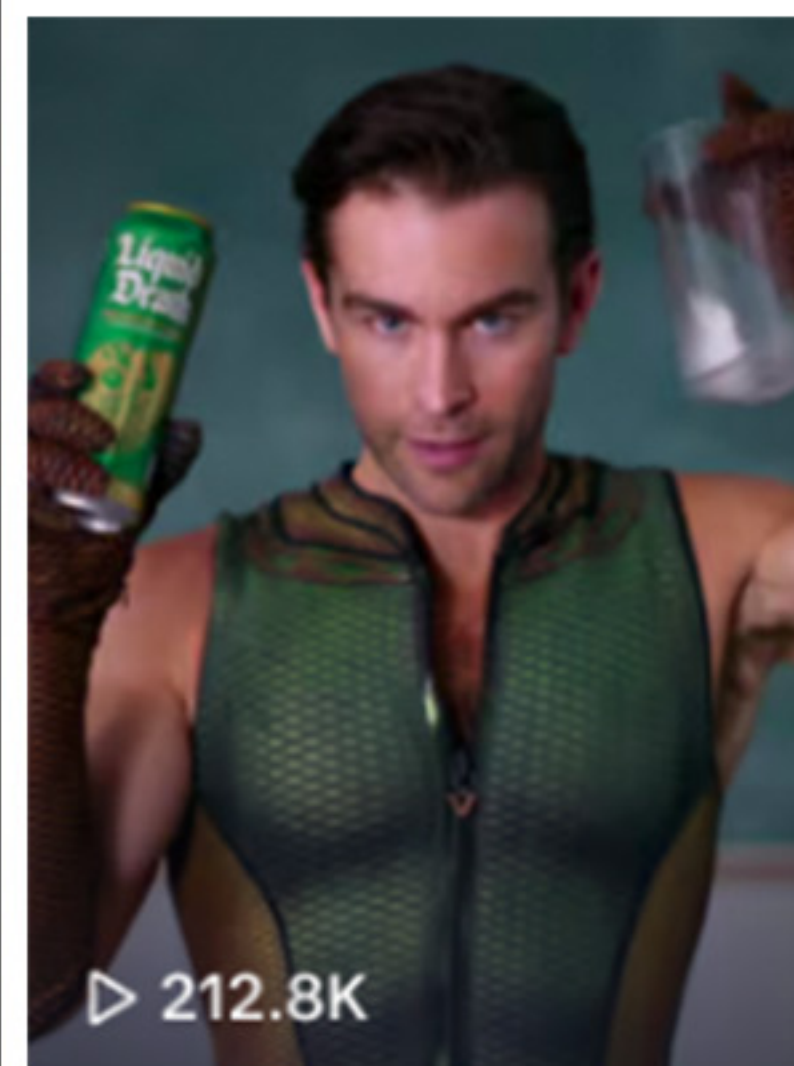
Luxury brands are speaking in absurdity, and Marc Jacobs are fluent in it; making them insanely successful on TikTok. Collaborating with Gen Z creators like DJ Mandy, Gina and rumoured to be behind the success of Beabadoobee.



GEN Z MINDSET

Liquid Death

By blending low-lift, spontaneous content with polished, high-effort studio productions that have a platform native narrative, Liquid Death are able to tell a cohesive and compelling story of chaos.



Paralympics

The @paralympics has been popping off on TikTok, driving conversation amongst audiences with a bold comedic strategy, all whilst breaking down stereotypes by bringing the audience in on the joke. It's highly native and hilariously bold.




 **paralympics** ✓
paralympics · 18h ago

We've found him!

🎵 Looking for a man tima remix - Tima Pages

SOUND 🤝 VISUAL

 **paralympics** ✓ · **Creator**

This is Johannes Floors, we think he's who everyone is looking for. ❤️ 52

18h ago Reply

Scrub Daddy

Making cleaning cool and relevant. Scrub Daddy ATE in 2024, collaborating with everyone from Dunkin Donuts to Benefit cosmetics. They understand we're thrill seekers craving unexpected endings. Collaborations and content needs to be chaos to cut through.



Urban Outfitters **OK COOL** **2024 TRENDS**

In their most recent campaign Urban Outfitters allowed their creators to expand their (and the brand's) creative world. By collaborating in a way that gives them the power to think bigger than the brief we see creative that has genuine impact and does the job the brand alone can't do.

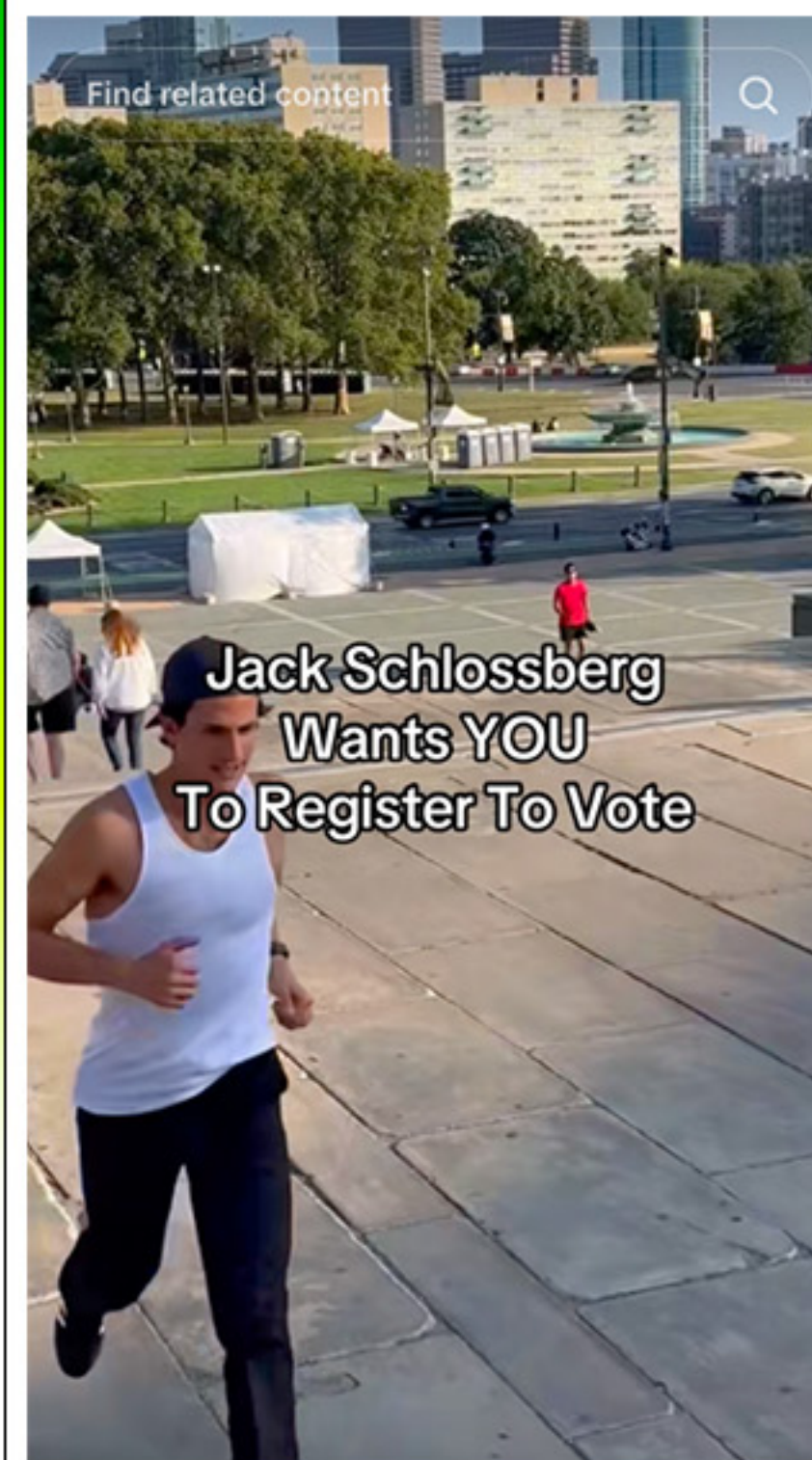


CREATIVE FREEDOM



Vogue

Vogue is making politics colloquial and culturally cool by hiring JFK's grandson and successful TikTokker, Jack Schlossberg, as a political correspondent. No stranger to the TikTok audience, Jack's job is to discuss politics in a personable, understandable, and organic way.



UNEXPECTED PAIRINGS

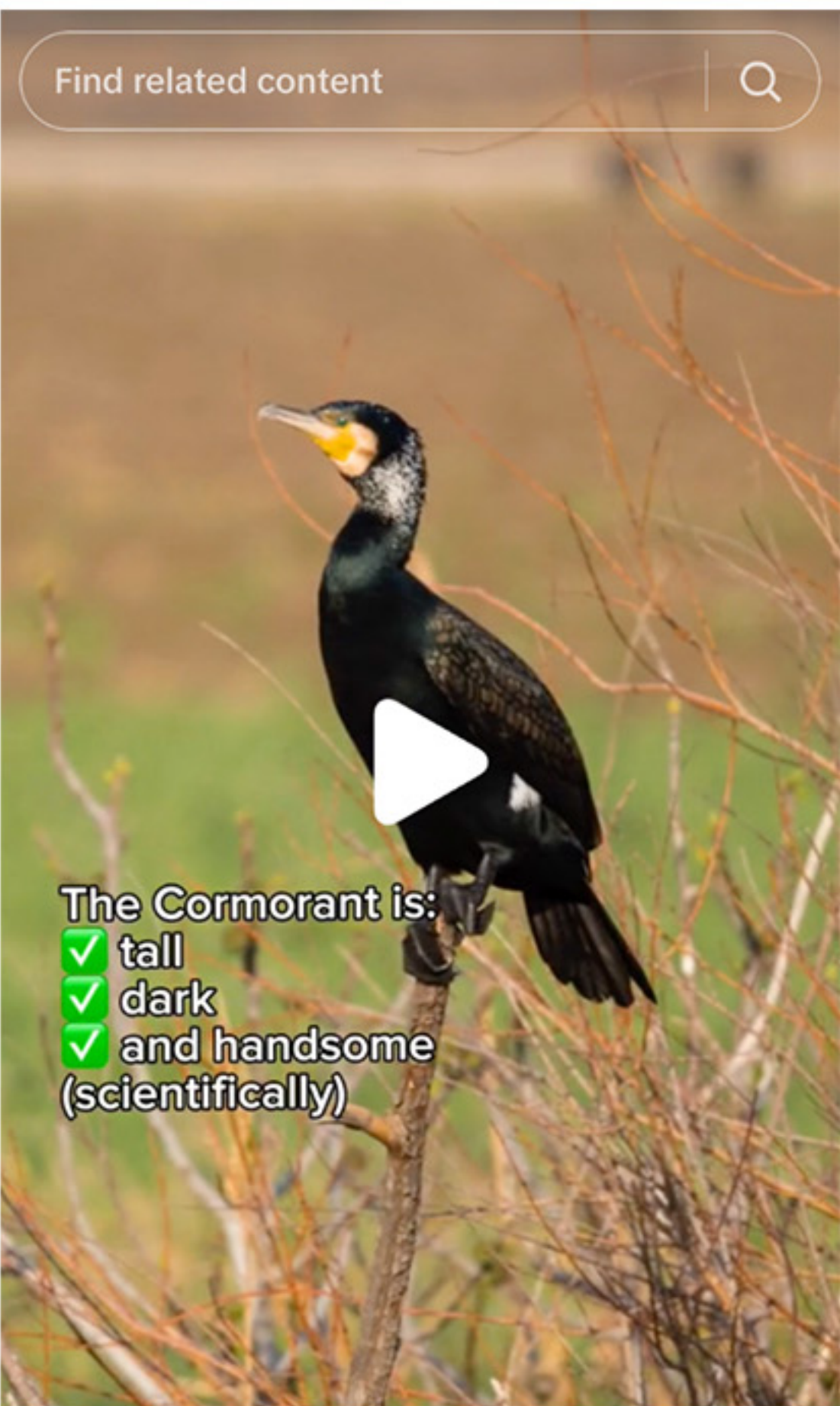


RSPB

Who thought learning about birds could be such a vibe? RSPB bird charity are educating us on all things birds through their unique spin on trends and culturally coded content. The language is TikTok fluent and gets that, at the end of the day, we love an unexpected laugh.

OK COOL DID THAT AWAY

AWAY learns from their creators by allowing them to bring to life their own content vision inspired by the product. Instead of the product being the main event, it's how it authentically works into content that they already produce. The perfect formula for the perfect collabs.



EDUCATION + CHAOS = PERFECTION



CREATOR & BRAND COLLABORATION



SET Active

Since pivoting their strategy & hiring famous creator Sam Vicchiollo to direct their content, SET Active have popped OFF on TikTok & their followers have shot up.

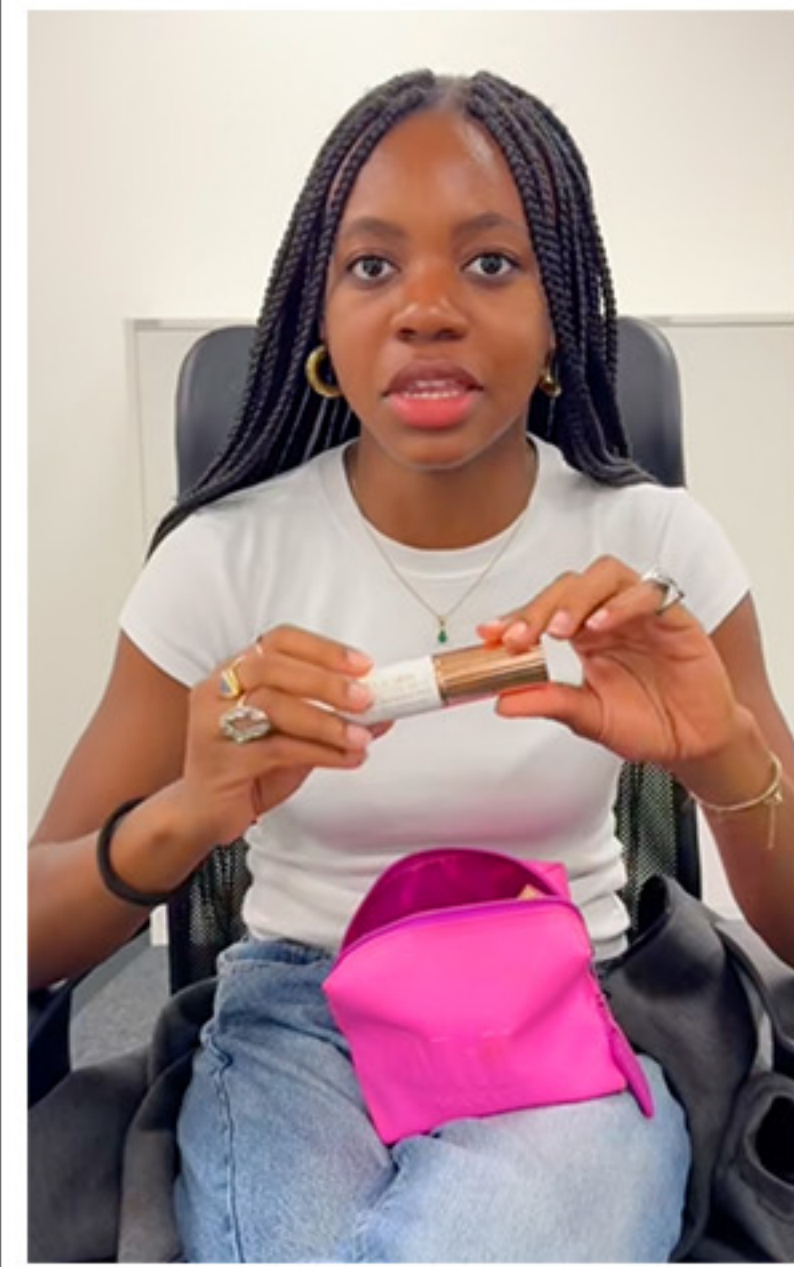
TRENDING SOUNDS



Luxegen

From branded content to creators in their own right.

What started as the brands TikTok channel; a fashion and lifestyle page featuring the office icons, slowly turned into the franchise of Luxegen itself. A strategic marketing tactic allowing them to spearhead different content streams aligned to each office "character's" aesthetic. Creating a brand based cinematic universe.



t ▼ This is a Saroop[®] fan account
 3-5 Reply ❤️ 782

luxegen • Creator
 🤔🤔
 3-5 Reply ❤️ 21

View 2 replies

ORIGINAL CONTENT

EDUCATING BRANDS 101

Be all ears:

Listen to your audience & be involved in the conversation.

Collaborate with community leaders to speak to their people.

Be real, give value, teach them something.



Get looseeee with the creative brief and lean into the creator's niche.

Don't ignore what your people are posting.

Don't be rigid & boring. Make sure you are agile and prepared to switch it up.

Don't work in isolation: you need to be listening, watching, and engaging.

Don't be unresponsive to your community.





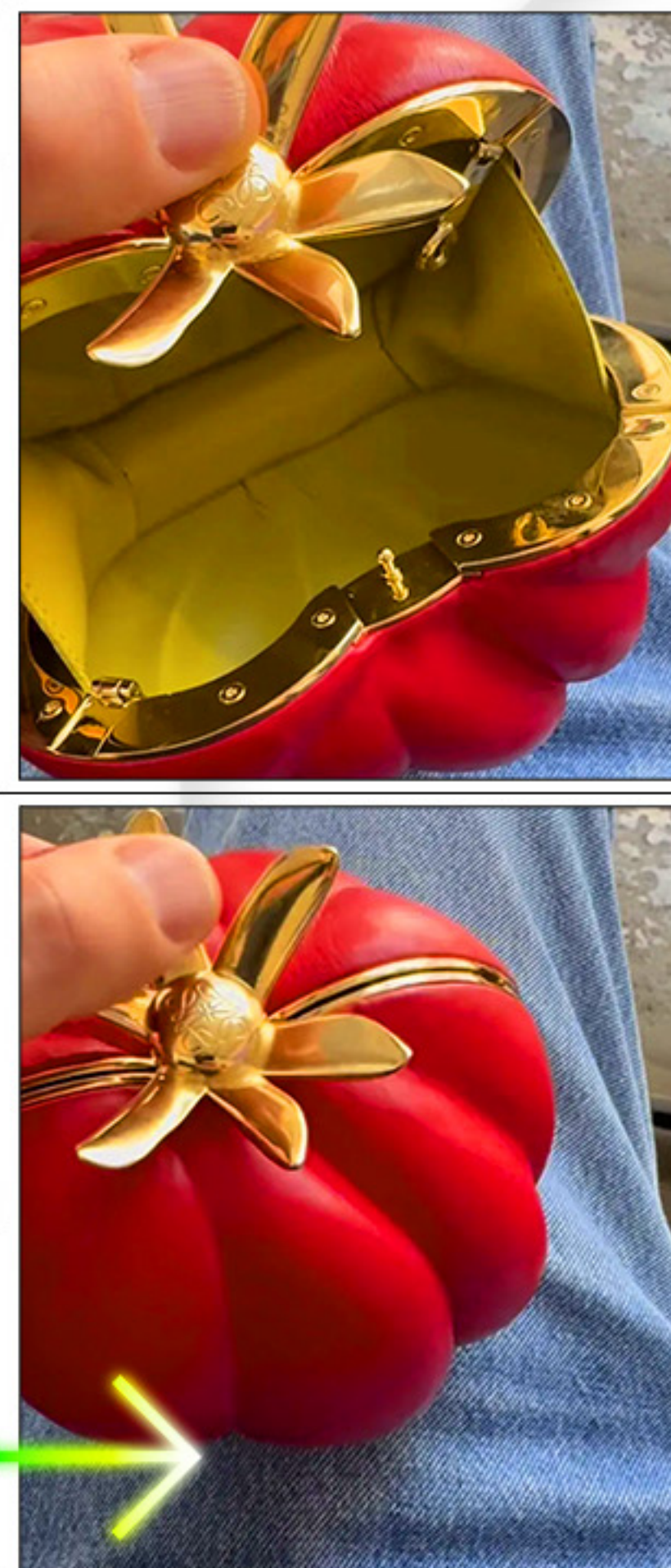
ATE-UCATION

Audiences are **reclaiming the power** from brands, teaching them what they want to see.

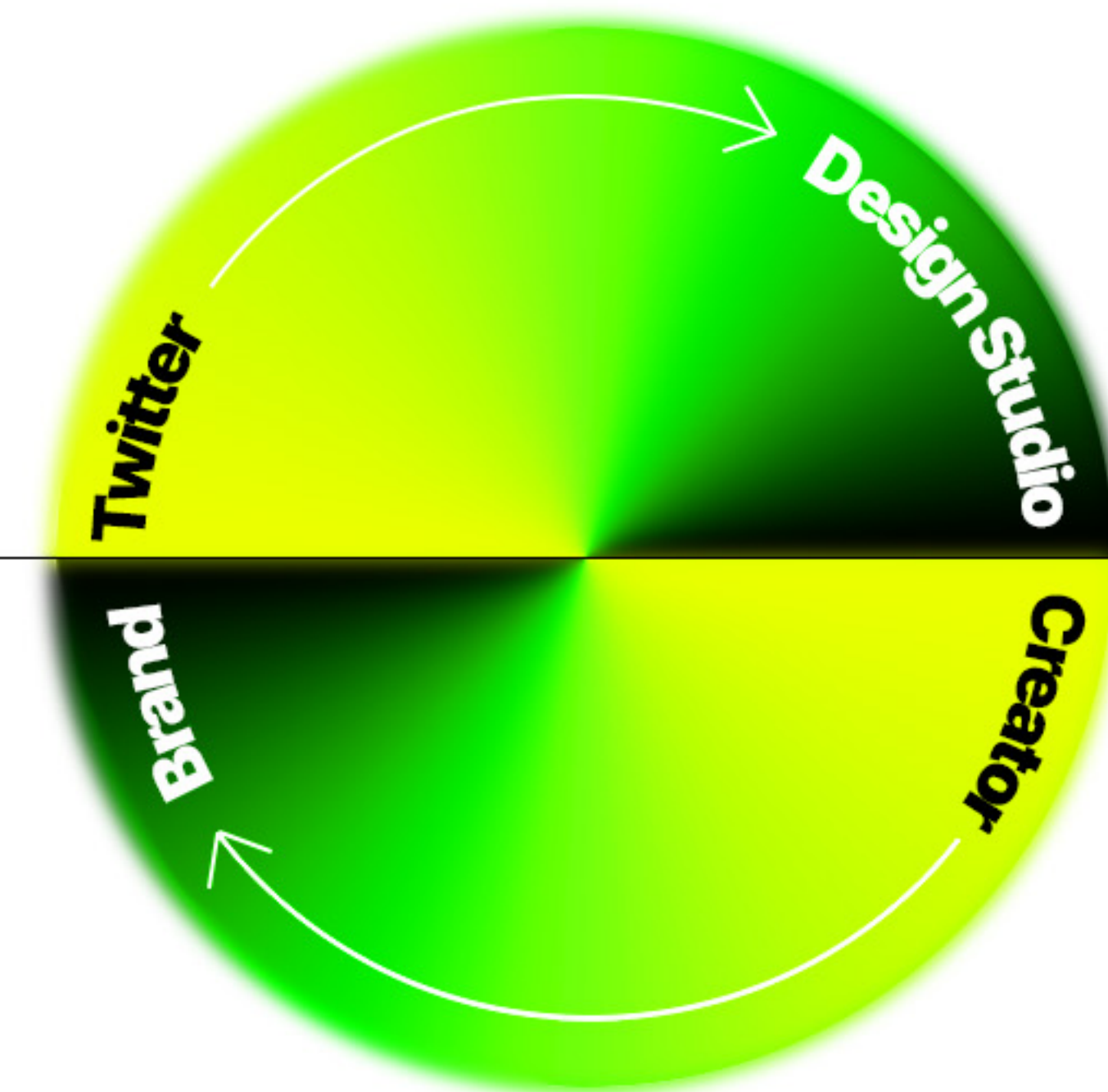
This internet is also in its **learning** era. Audiences want **more substance** and are setting the pace and leading the class. It's forcing brands, creators and content makers to **take notes and keep up.**

(more like Loe-slay)
Loewe
 giving the
 people what
 they want

The brands that get it, get it:
 you gotta be all ears to the
 ground when you wanna be IT.
 And sometimes your audience
 knows you better than you
 know yourself.



Chiming in on those conversations and listening to your audience makes the internet obsessed.



Just one image can have massive impact and when you have such a strong identity, even the most bizarre links can create connection with your audience.

URL 2 IRL: IN CONSTANT CONVERSATION

The internet isn't what it once was. We used to go looking for things on the internet that were inspired by our physical IRL space. Now, our IRL spaces are a representation of the internet's infinite taste, tales, styles and stories. Everything you see or hear is somehow influenced by the internet.

It's why we're not seeing trends die, *but evolve.*

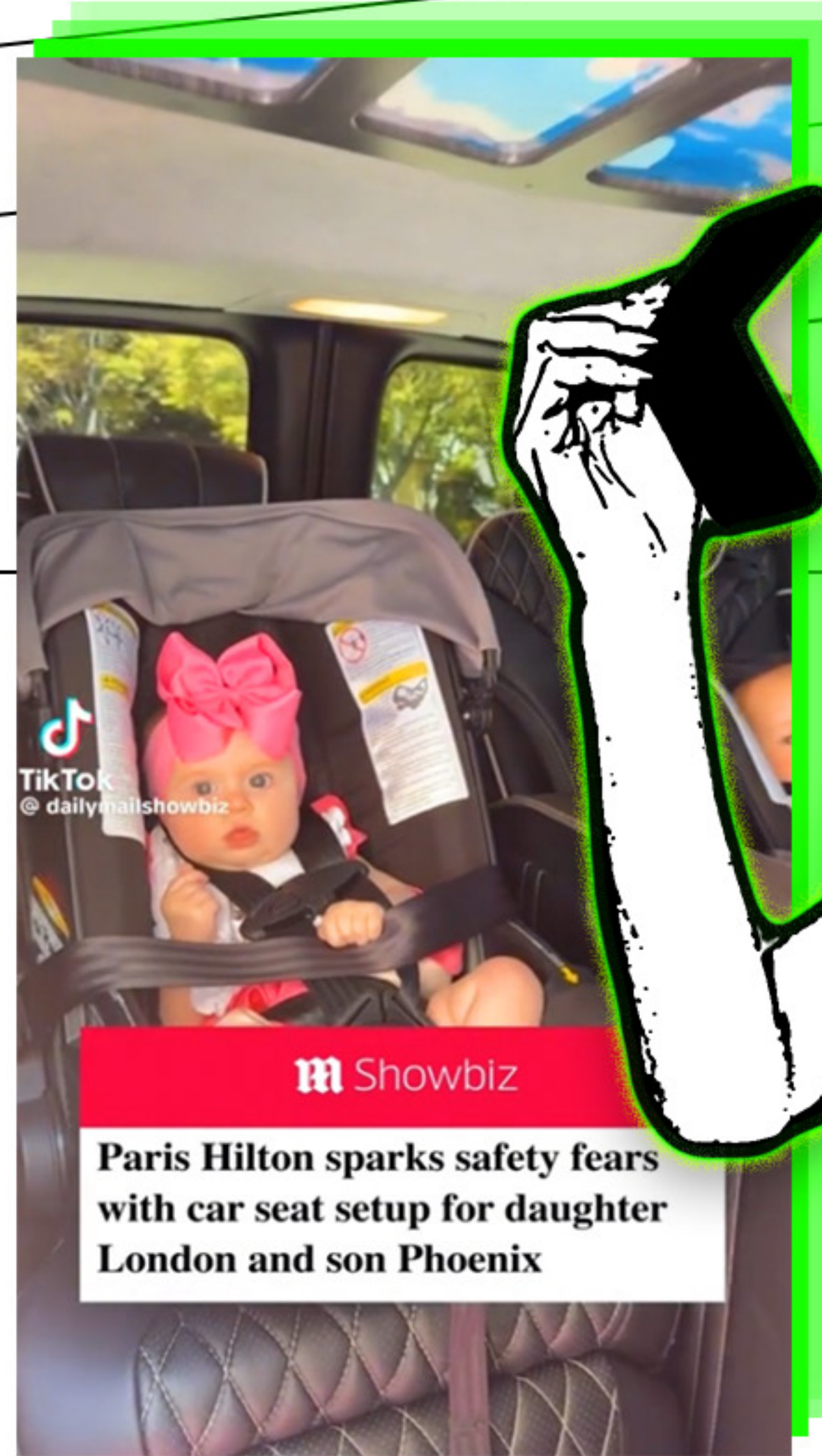


@Reiss call me
studio@okcool.io



66% of people surveyed said that they had seen or heard the song used at festivals, in DJ sets, and flash mobs; and from big brands like Disney UK to smaller, more local brands.

Paris Hilton is my TUTOR



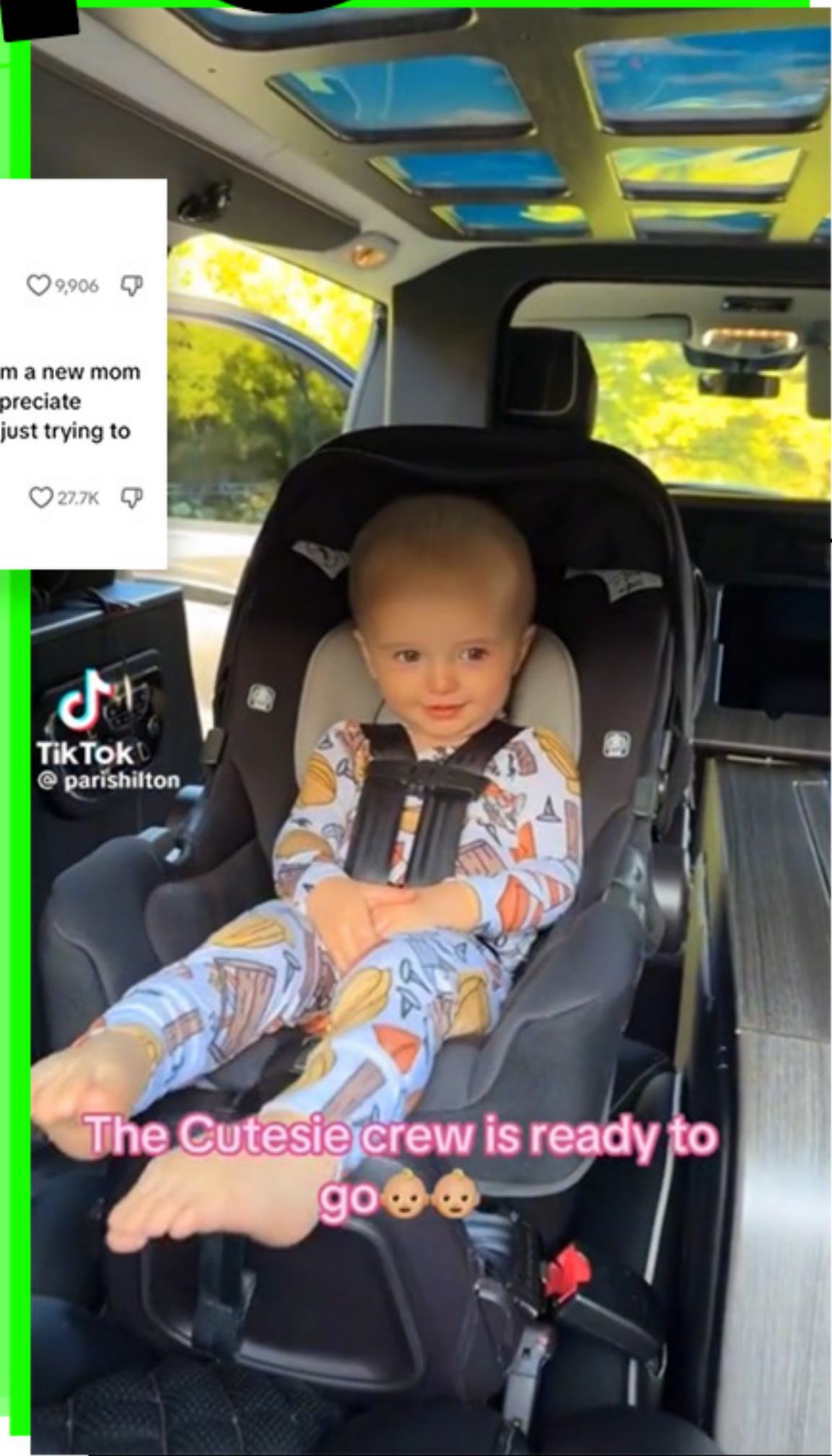
Allegedly the DVLA said "That's Hot" when asked about Paris' carseat sitch



When Paris Hilton installed her baby seat wrong and it was spotted on TikTok, the comments section stepped in.

Instead of shying away from the commentary or criticism, Paris showed her community she was learning from them and there was no shame in that as a new mum.

Teaching her audience the lesson that even the most sliving girlies can get educated on TikTok.



The theory of evolution but make it **brat**

"The internet will go crazy"
- Charli XCX

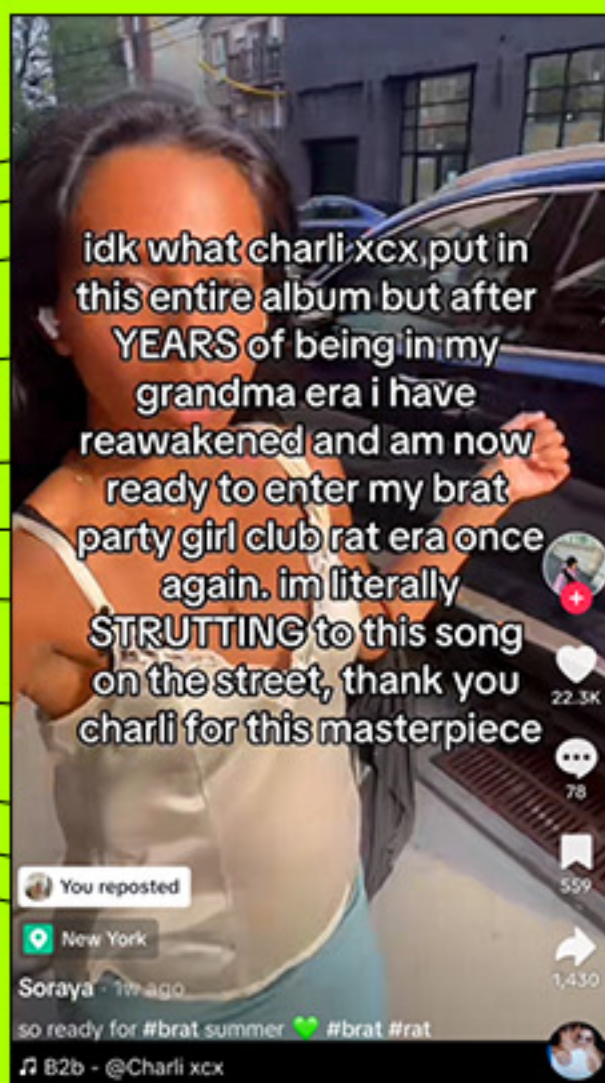
Charli released BRAT



Creative album promotion



BRAT lifestyle was born

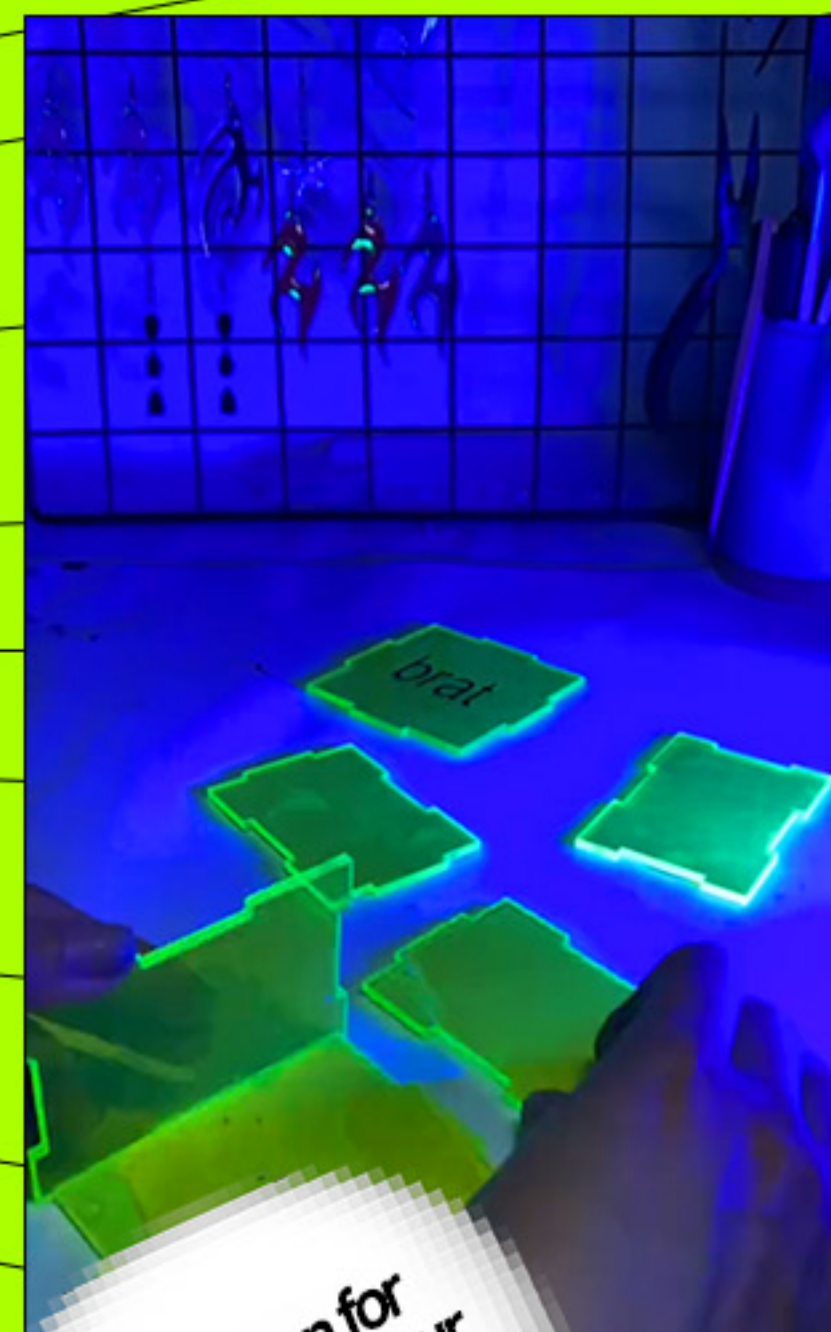


Live performances of the album



Oskarooni
She's done some damn good branding, the way everyone knew from a COLOUR
1d Reply

DIY merch



Brat Green for Pantone's colour of the year?

Cultural phenomenon



Brat went from being an album release to a **lifestyle**. Charli XCX's marketing has surpassed the realms of the internet and is now the most coveted personality trait. But it doesn't stop there, as it's becoming a code we use to talk big ideas and culture at large.



Seeking virality? As you can see,
the conversations that take hold **can't be tamed.**

That means a willingness to let your content and brand
take on a life of its own. The theory of evolution is an
unstoppable force. So **be brave,** and let your audience
become a part of writing your story. Whether that's
creators or **your community.**

I FEAR THAT THEY'RE ON IT TO US



Once we all served the internet,
now the internet serves us

THINK LIKE YOU'RE A 6 AND YOUR AUDIENCE IS A 10.

YOU BETTER IMPRESS.

Miu Miu's recent summer campaign didn't sell any product and no major influencers or celebs were involved - just connection through giving back.



hey from london 🌸👉

miu miu summer reads pop-up in nyc 🇺🇸

Show that you see your audience and are embedded in their community.



OK COOL MID TEST

Your audience has the power to swipe you out of their lives in an instant. And they're more aware and discerning than ever before. You have to give them a reason to listen to you, or your access to them will be revoked.

Think about their world, the perspective you and your brand can offer they'll care about, the cultural touchpoints that consume them, and the spaces they're occupying.

NOW TIME FOR THE POP QUIZ

What's the most important factor on socials?

Having millions of followers



Building a community



Posting every day



Your community values...

An authentic voice that speaks directly to them



Whatever is trending on the platform



Constant product promotion

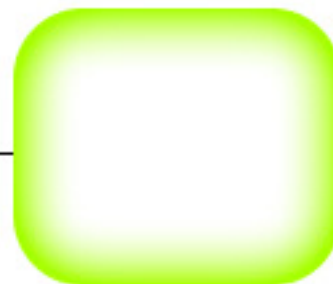


When you post, you should...

Get something live just because it's trending



Replicate another brand's content because it went viral



Develop your own approach to trending formats



When considering your TOV, you should...

Say whatever Gen Z says, SLAY!



Use the same TOV across all our branding, duh?



Consider what your brand's personality looks like on that social platform



TLDR; Our findings.

A GENERATION OF OVERSHARERS

With the wave of education on the internet, not only do we have knowledge of the hyperniche subcultures and topics, but we know ourselves better, and we know what we want. Everyone from RuPaul to Paris Hilton is sharing their knowledge, and it's powerful.

DON'T FAKE IT TIL YOU MAKE IT

Stop trying to impress everyone, it's embarrassing. Find your specific voice amongst the noise and your community will find you. Being purposeful with your strategy is the building of a personality on social, not being a one hit wonder.

BASIC VS. BRAVE

Brands copying one another...we're over it. We wanna know who that brand is and how they align with us. The brands that create something knowing it won't be for everyone, are generally thrilling a lot more than the ones that try too hard. You can smell the desperation.

ACCOMPANY THEM FROM URL TO IRL

The question is - how does your content serve your audience? It's no longer posting for posting's sake, it's what your community can carry from their URL experience into their IRL through your brand. Your followers are now your clients.

So we'll leave you with this...

Today, social is nu wave academia. Audiences are seeking to discover the world, and themselves, through content, and it's not high brow, overly worthy or self important. Instead it's unhinged, joyful, discursive and continually evolving.

Brands need to contribute something of substance. **Even if it's a little chaotic.**



DryMove™ achieved optimal comfort while wicking away sweat.

Take note: don't take your brand too seriously. H&M Move's new "Test Lab" series by OK COOL.



Skyscanner are giving us unhinged inspiration for discovering and learning about the world ready to be explored.



Spend your money wisely at a theme park



FEAR GLOSSARY

Slay
(verb)

Doing everything perfectly

Sigma
(adjective)

You're good/cool

Ohio
(adjective)

Something weird or cringe

W
(adjective)

You've had a win/done something good

Rizz
(verb/adjective)

Someone who has a great vibe/charisma

Cheugy
(adjective)

Something out of touch or dated

Sus
(adjective)

Something/someone acting suspicious

Unhinged
(adjective)

To be out of control (in a good way)

**Negative
/Positive
Aura**
(adjective)

If you have negative aura, you did something uncool/bad, if you have positive aura you did something good/cool

Pick Me
(adjective)

Someone who tries exceptionally hard to be liked, not being their authentic self

JOIN THE OK COOL AF CLUB



Slide into the dms x

 Skyscanner























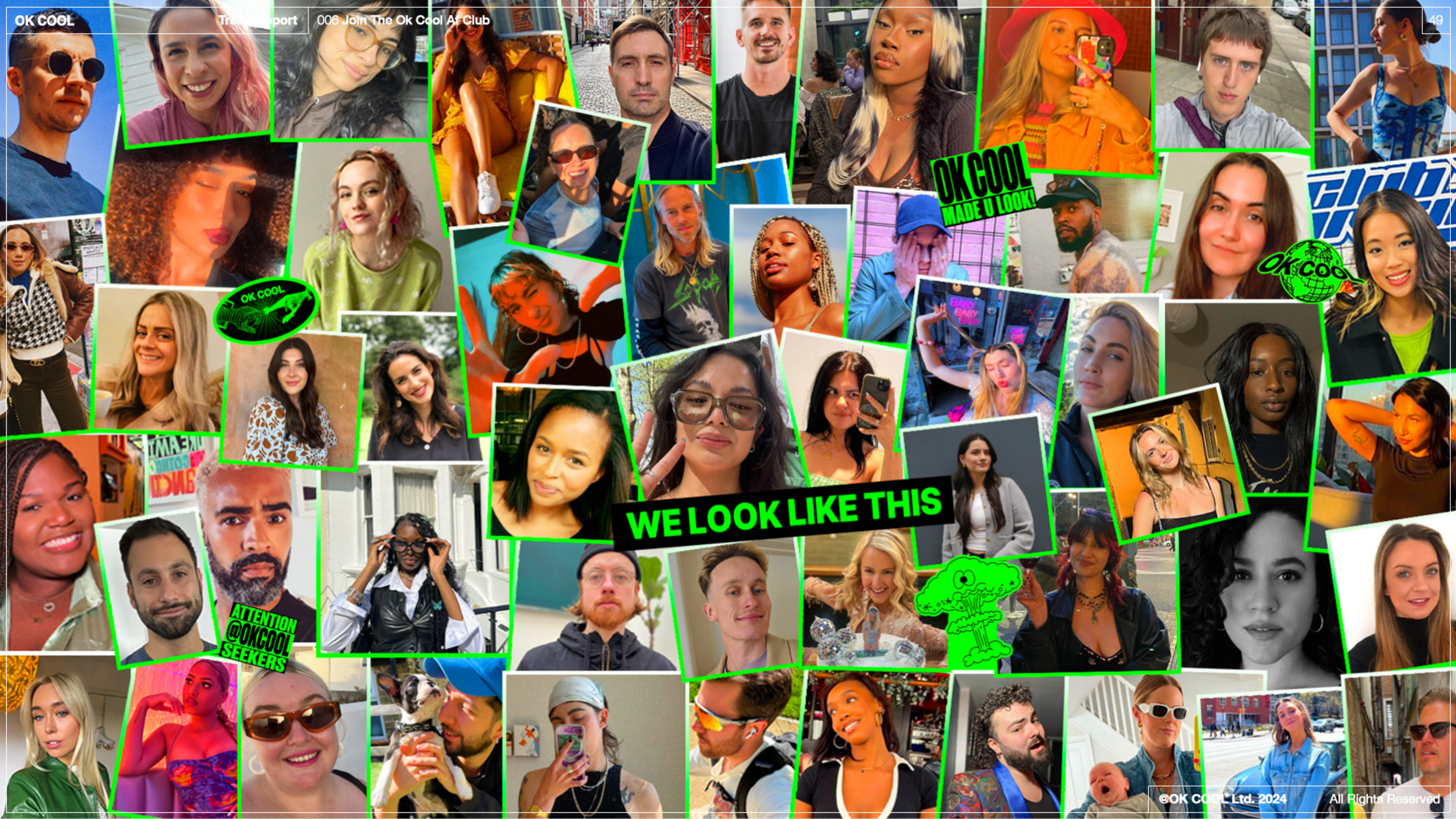


OK COOL is a *creative agency built for social, with a unique understanding and specialism in Gen Z, youth and subcultures*. With headquarters in London, New York and Melbourne, we act as strategic and creative partners to the top 0.001% of brands.

We are enthusiasts: for people, ideas and the internet. When you work at the frontline of culture, it's impossible not to be an evangelist for it.

New trends and tech percolate into our collective consciousness, hourly. We are parsing and sharing thousands of new data points each day, across cultures, continents and timezones. Slack, WhatsApp, IG and TikTok DMs ring off with links, memes, ideas and profiles as we scan the noise for signals and map those to our clients needs in real time.

It's fucking rad.



OK COOL
MADE U LOOK!



WE LOOK LIKE THIS



ATTENTION
@OKCOOL
SEEKERS



Q4 2024, H1 2025 — *let's get busy*

As a strategic and creative partner to OK COOL, you'll never miss.

Pass us a note now: **studio@okcool.io**

meet up today to talk 2025?

yes

no

maybe