

Cool Brands UK

Task 1 Cool words

How many words do you know in English that have a similar meaning to ‘cool’ and ‘uncool’? Your teacher can help you with this.

How many do you know in your own language? Write them in the space below.

English	My Language
Cool	
Uncool	

Task 2 Cool class survey

Ask five classmates the questions in this survey to decide what is cool and what is uncool according to your group. Write two questions of your own in the empty spaces.

Questions	Student 1	Student 2	Student 3	Student 4	Student 5
Who’s the coolest actor?					
Which is the coolest shop?					
Which is the coolest pet?					
Which is the coolest magazine?					
Who’s the coolest sports person?					
Who’s the coolest singer / group?					
What’s the coolest TV programme?					
Who’s the coolest politician?					

- Tell your group about the results.
- How long do you think the results will be valid for?

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Task 3 Cool qualities

When you need to buy something new what are the most important factors for you? Imagine you are going to buy a new pair of trainers. Put the following qualities into order – number 1 the **most** important and number 8 the **least** important.

colour	quality	brand	price	comfort	fashionable	original	cool
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- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.

- Do you have the same opinions as your classmates?
- Compare and discuss your answers.

Task 4 What's cool and what's not?

Before you read the text discuss these questions in your group:

- How could you define a 'cool brand'?
- Is it important for new brands and products to be cool?
- Who can decide what is cool and what is uncool?

Now read the text and answer these questions:

- What qualities does Cool Brandleader consider to decide is a brand has the 'X factor'?
- Which famous people did well in the survey?
- Do you know any of the brands mentioned? Do you think they're cool in your country too?
- According to Cool Brandleaders what's the best way for a brand to get known?
- What would the top five coolest brands in your country be?
- Do you agree with Linda's comment at the end?

Title: What's cool and what's not – Trend UK article

Summary: An annual survey of over 3000 city dwellers aged 18-44 attempts to define who and what is cool.

Story:

The Cool Brandleader survey is done each year to monitor people's reaction to brands. UK's five coolest brands today are apparently Selfridges followed in order by *Dazed and Confused* magazine, Agent Provocateur, the Hakkasan restaurant and the art school at Goldsmith's college. Glamour models Jordan and Jodie Marsh and Mr and Mrs Beckham feature at the top of the list of what's uncool according to the survey of over 3000 'urbanites' aged 18-44. Strangely England captain David Beckham also features fifth on the list of coolest celebrities...

Big Brother

Jude Law is the fifth coolest celebrity according to the survey and, with Beckham, is accompanied by the only other Brit in the top ten, Nadia from Big Brother. The new breed of reality TV celebrities also features on the uncool list with Jade Goody, also from Big Brother, in ninth place.

A new book *Cool Brandleaders* which names the brands at the cutting-edge coincides with the survey. It contains 63 entrants which were chosen from a list of 1,300 by the Cool Brandleaders Council.

Shopping, reading, drinking and listening

London topped the coolest venues' list with the London Eye. Selfridges was top retailer with shops in London, Manchester and Birmingham's Bullring.

To be really cool with the best of British you need to be listening to The Streets, reading Harry Potter, wearing Topshop clothes and drinking Innocent smoothies.

X Factor

Participants in the survey said to appear cool brands need, 'style', 'innovation' and be 'original', 'authentic' and 'unique'. 'Word of mouth' is the best way to get known with 'celebrity endorsement' the worst.

Stephen Cheliotis, chairman of the Cool Brandleaders Council said, 'whilst cool is subjective, we have gained a great snapshot of who, what and where has the X factor right now'.

Linda from London doesn't necessarily agree with Mr Cheliotis and comments, 'What sort of a moron would buy a book called *Cool Brandleaders* by the Cool Brandleaders Council!!! Seriously uncool I would have thought'.

Task 5 What's in / what's out?

You are going to make a poster about what's 'in fashion' and 'what's out of fashion'. Plan your poster here, then put it onto a big sheet of card.

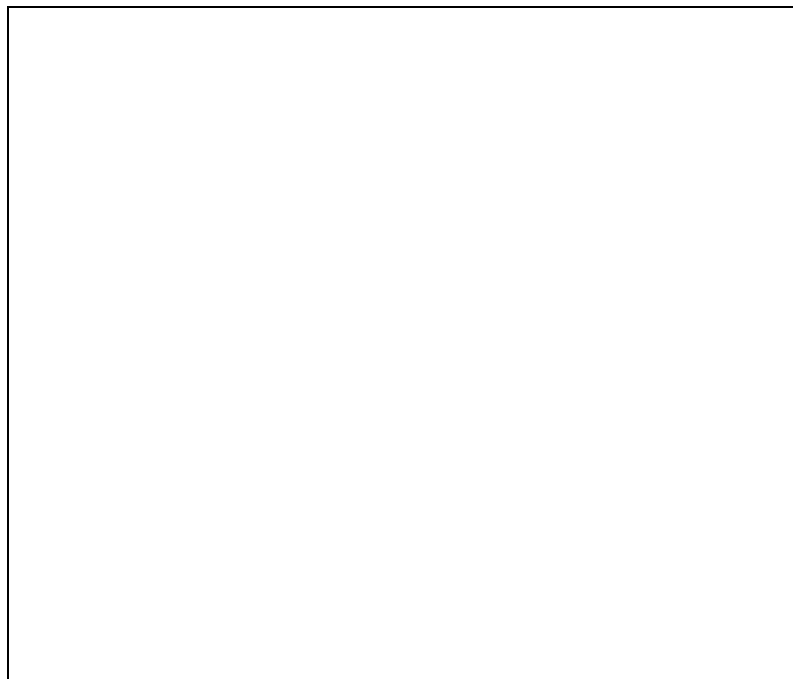
What's in	What's out

Task 6 Design a new brand

Imagine that you work for a design company. They want your help to design a new brand for their product.

First decide on the product. It could be trainers, rucksacks, clothes, chocolate bar ...

When you have a product try to think of a name for the new brand. When you have a name, design the logo. Draw your logo here:



When all the groups have finished, present your ideas to the group and have a vote to decide which is the coolest brand.