

A Comprehensive Conceptual Model of Contemporary Coolness for Brand & Social Marketing



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The Concept of Coolness in Marketing



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Coolness is discussed by Marketing Practitioners since mid-1990s (Le Bigot 1996, Fuller and Thygesen 1997).

Coolness is discussed by Marketing Academics from early 2000s (Nancarrow *et al.* 2002, Olson *et al.* 2005).

‘Cool-hunting’, early identification of cool trends, is a thriving global industry (Southgate 2003, Gurrieri 2009).

Recent focus of Marketing Academics on understanding and explicating coolness as a concept (Sbarbaro *et al.* 2011, Rahman 2012, Warren and Campbell 2014).

The Scope of Coolness in Social Marketing



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Marketing Academics have indicated the probable use of coolness in Social Marketing (Bird and Tapp 2008).

Young adults respond to coolness, and young adults are a vulnerable group (Rushkoff *et al.* 2002, Bird and Tapp 2008, Peattie 2007).

- Drug usage, smoking, binge drinking
- Physical activity, healthy eating
- Safe sex

The Scope of Coolness in Social Marketing

Social Marketing is often seen as uncool (Bird and Tapp 2008).

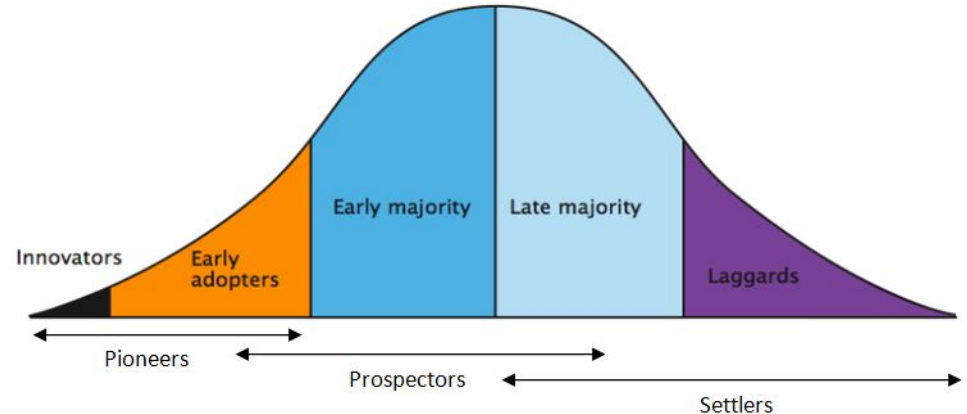
The TRUTH Campaign is an example of successfully using coolness in Social Marketing (de Chenecey, 2003, Gordon *et al.*, 2008).



Understanding of Coolness may Extend the Scope

Advertising has familiarized coolness to wider population and it has an appeal to larger population beyond young adults (Frank 1997, Nancarrow *et al.* 2002).

Appeal of Coolness has been related to the Diffusion of Innovation Theory (Nancarrow *et al.* 2002, Southgate 2003, Gaskins 2003).



Social Marketing often deals with social issues that do not have appeal to larger population. For examples in Australia:

- Sun safety (<http://www.cancer.org.au/preventing-cancer/sun-protection/>)
- Interest in developing less sought after skills (<http://www.challengeofchange.gov.au/>)

Understanding of Coolness may Extend the Scope



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A comprehensive literature review across Marketing and Social Sciences was undertaken to understand coolness.

Characteristics of Coolness include (based on undertaken literature review):

Empowerment, Aspirational, Innovativeness, Authenticity,
Confidence, Composure and Subtlety, Pro-Social Justice, Need to be Extra-ordinary,
Fun and Exciting, Attractiveness, Novelty Orientation,
Autonomy and Unconventionality, Separatist Nature, Irreverence,
Hedonism, Expression of Self, Mystery.

Understanding of Coolness may Extend the Scope



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Some of these characteristics can be related to social issues with little effort.

Characteristics of Coolness:

Empowerment, Aspirational, Innovativeness, Authenticity,
Confidence, Composure and Subtlety, Pro-Social Justice, Need to be Extra-ordinary.

Fun and Exciting, Attractiveness, Novelty Orientation,
Autonomy and Unconventionality, Separatist Nature, Irreverence,
Hedonism, Expression of Self, Mystery.

Understanding of Coolness may Extend the Scope



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Some of these characteristics are often sought after by Marketing.

Characteristics of Coolness:

Empowerment, Aspirational, Innovativeness, Authenticity,
Confidence, Composure and Subtlety, Pro-Social Justice, Need to be Extra-ordinary,
Fun and Exciting, Attractiveness, Novelty Orientation,
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Understanding of Coolness may Extend the Scope



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The relevance of some of these characteristics to Social Marketing may be confusing.

Characteristics of Coolness:

Empowerment, Aspirational, Innovativeness, Authenticity,
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Understanding of Coolness may Extend the Scope



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Extant literature suggest two dimensions of coolness (Dar-Nimrod *et al.* 2012):

- Cachet coolness
- Contrarian coolness

Different explanations of the dimensionality are available from literature.

- Evolution of coolness
- Sub-group dynamics (O'Donnel and Wordlow 2000, Kirkland and Jackson 2009)
- Norm-based analysis of coolness (Warren and Campbell 2014)

Understanding of Coolness may Extend the Scope



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The use of coolness in Social Marketing may not necessarily be in the message, but rather in the expression of the message.

Given the commonly understood nature and characteristics of coolness, the appropriateness of the practice to use coolness in Marketing in general is the domain of Critical Marketing.

Exploring coolness further may provide methods of incorporating coolness that are agreeable to Critical Marketing.

Summary Points



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Addressing certain market segment in Social Marketing requires an understanding of coolness.

Understanding coolness may allow Social Marketing to improve consumer responses.

Analysing the characteristics of coolness suggest incorporating coolness in Social Marketing may have relevance.



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Questions