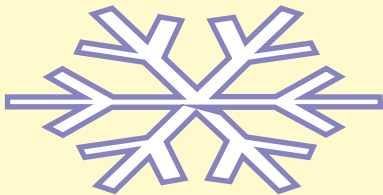


THE LITTLE BOOK OF

COOL



the insider's guide to what's
cool around the world

MOTHER TONGUE



The Little Book of Cool

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Introduction

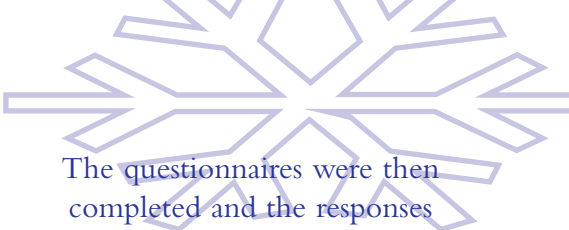
Set against a backdrop of global advertising and general product globalisation, where the young are increasingly seen as lucrative targets, we decided to take a snapshot of the cultural diversities and similarities that exist throughout youth markets around the world. This is not intended to take the place of quantitative or qualitative research - it's more a handful of interesting observations about 15, 16 and 17-year-olds across various markets around the world.

This age group is seen not only

as an emerging consumer market, but also as setting the trends for older generations. What is seen as cool within this age group now could become cool in the mass market of the future. Discovering what is cool is clearly not an easy task, but, while aware of the risks of over-generalising, being too subjective, and allowing any preconceptions or stereotypical characteristics to enter into the process, we have been able to uncover some interesting cultural differences, not to mention many similarities.

Sources

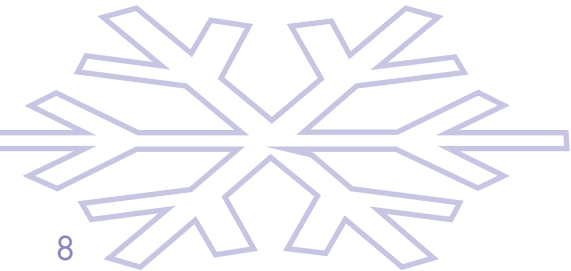
In each of the markets chosen for this study, we asked our local copywriter to locate and question around ten 15,16 or 17-year-olds, both male and female. The respondents came from various backgrounds, although most were from the city rather than the country. The questionnaire was adapted into the local language to make sure the respondents understood everything.




The questionnaires were then completed and the responses translated back into English. As would be expected with this age group, the replies were quite varied, and the team at Mother Tongue reviewed the replies, first individually and then as a group, selecting the most illuminating comments for each market. Care was taken to make sure no over-generalisations were made.

China

Western fast food is cooler than
Chinese food



China



David Beckham is as cool here
as he is in Manchester

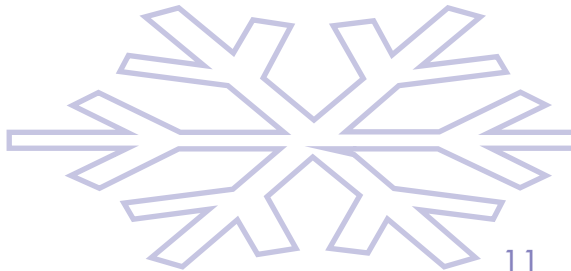


China


Chat by QQ
(instant messaging via PC/Mobile)

China

Making money is the goal in life -
study is the way to achieve this



Czech Republic



Spend time in bed -
sleeping and having sex...

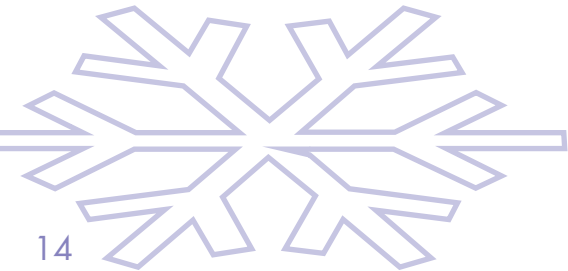


Czech Republic

...and as you might expect, slacking
and dreaming is considered cooler
than working for a living

Czech Republic

'In' words are *Boží* and *Vole*
(‘cool’ and ‘fool’)



Czech Republic



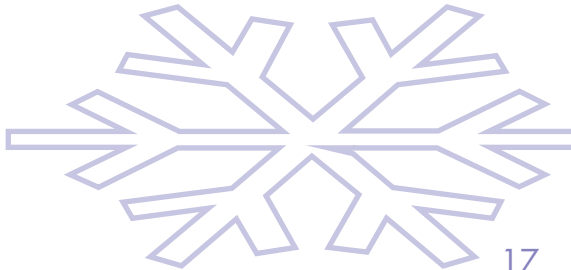
Home-grown actors and singers are
as cool as American ones



After the long winter, Spring is about
the best thing that can happen

Finland

Watch *Oz* on television (imported
fantasy prison struggle)



Finland



Nokia, Finland's biggest export name,
is as popular here as it is all over the
world



In this cold country, ice hockey's the
coolest sport

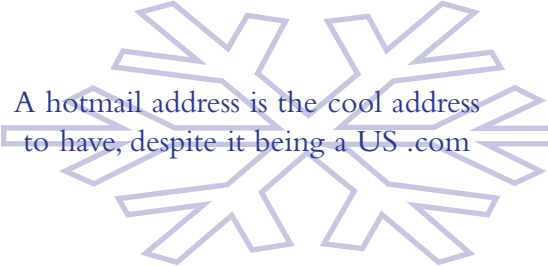
France

Playing around with words in French
backwards or rearranging syllables:

'cimer' (*merci*/thanks),

'cheum' (*moche*/ugly)

France



A hotmail address is the cool address
to have, despite it being a US .com

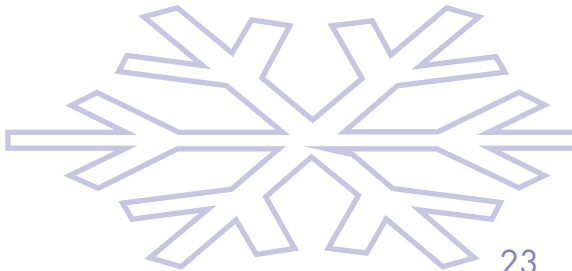


France

Malibu and punch are the cool
drinks ... not a mention of wine

France

Hollywood movies score much higher than the French film output



Germany



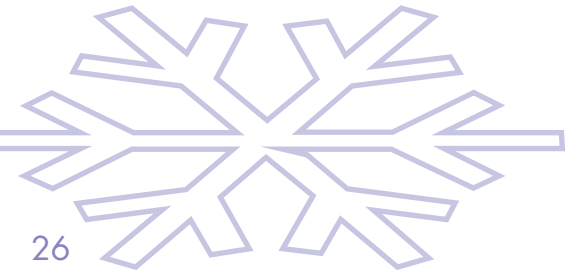
Snowboarding's the
coolest thing to do



Bro'Sis, winners of Germany's *Pop Stars*, are really in

Germany

Spirits are cool -
tequila, Baileys and vodka



Germany

A large, light blue snowflake graphic with a central text overlay. The snowflake has six main branches, each with smaller sub-branches, creating a symmetrical, crystalline shape. The text is centered within the snowflake.

Weather plays an important part in
life - especially sunshine



Greece


Big Brother's definitely
the thing to watch

Greece

Going on holiday around Greece is as cool as going to a long-haul destination



Greece



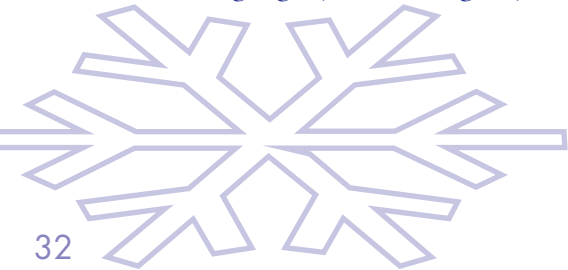
The cool drinks in this part of the world? Vodka (Ursus) and whisky or alcopops – Gordon's Space and Smirnoff Ice



City kids go for imported music
while the island kids prefer local
talent

Hungary

Street slang is based on the native language and does not involve any other language (such as English)



Hungary

Dr Martens are the shoes to wear

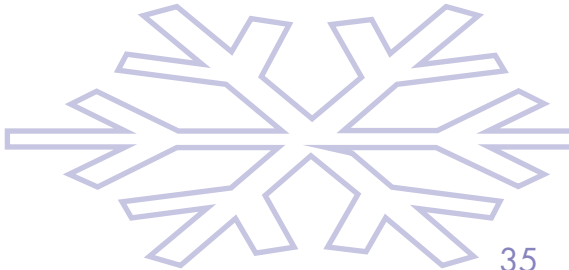


Hungary

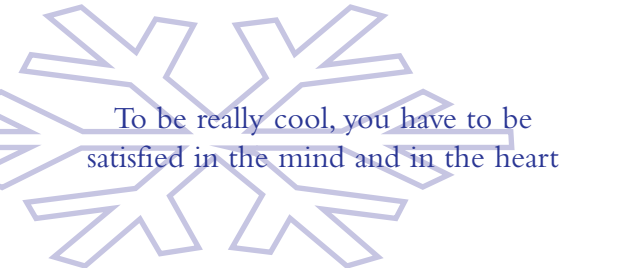
Eat *gyros* - a savoury blend of meat and Greek spices served in pitta bread with tzatziki sauce.

Hungary

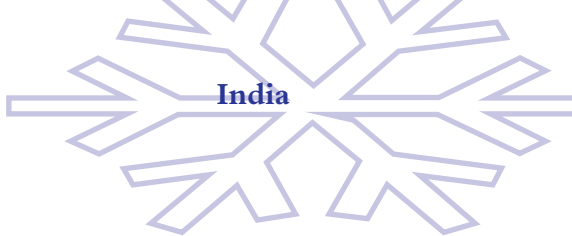
Travelling is cool in a country with
recently relaxed border controls



India



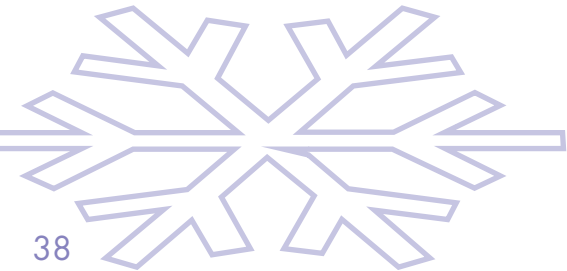
To be really cool, you have to be
satisfied in the mind and in the heart



Parents, brothers and sisters can be
important and cool

India

Read adventure and romantic novels



India



Home-grown pop and movie stars
are much cooler than western ones

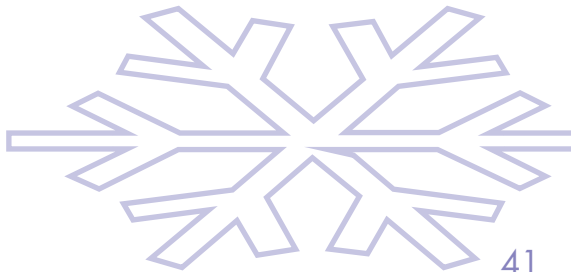


Israel


Internet sites are only cool if they are
in Hebrew.

Israel

Opinions are strongly held and
aggressively expressed



Israel



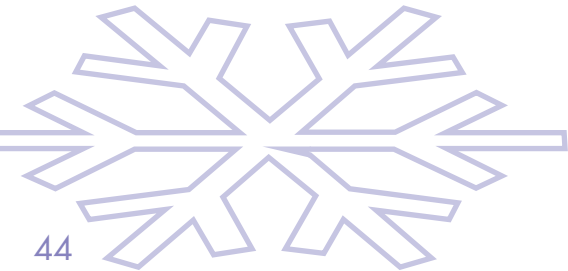
Their lives centre around listening to
and making music



Kitzi's Dreams is the TV show to
watch (Israeli youth show)

Italy

Football is cool (no surprise) - play it,
watch it. Best job: footballer



Italy



It's cool to be seen in the disco

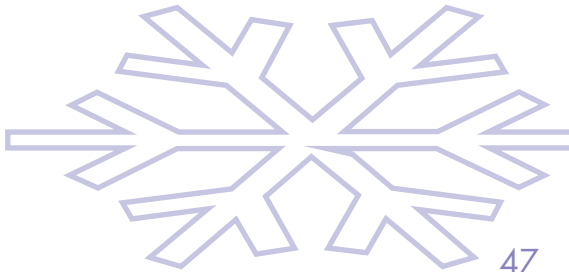


Italy

Anything from the USA is cool

Italy

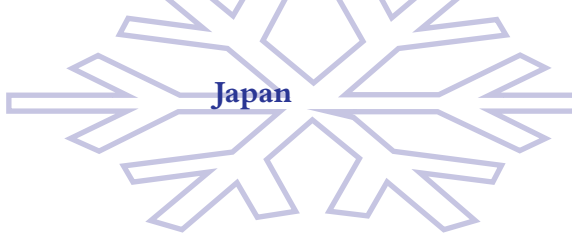
Cool saying: *non mi rompete*
(don't break my balls)



Japan



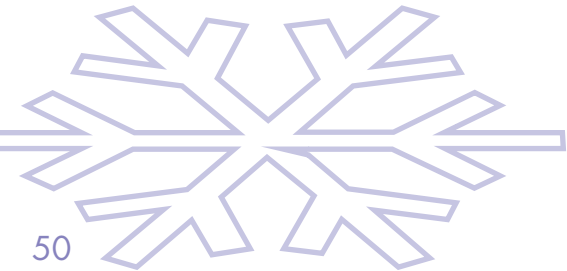
The UNIQLO fashion retail chain is cool (because it's not expensive)



Most of the pop singers are home-grown, unlike most of the cool movies

Japan

Say 'Three peace' and you're cool
(be 3 times happier than you are now)



Japan



Tea is the most fashionable drink - as
it has been for centuries.



Malaysia

Cool to own electronic gadgets and electronics is a cool sector to work in

Malaysia

Adding 'lah' to the end of English words to malaysianise them is cool -

Relakslah (relax-lah)



Malaysia



Be see in KLCC - huge shopping
centre in Kuala Lumpur

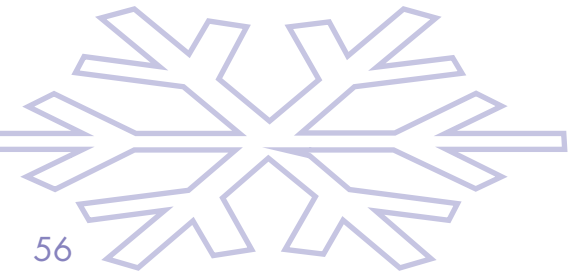


Malaysia


Western pop bands are definitely cool
here, unlike western food

Mexico

Drink pina colada, and tequila
(really!)



Mexico



The TV shows to watch are *Friends*
and *Otro Rollo* (guest/chat/sketch
show)

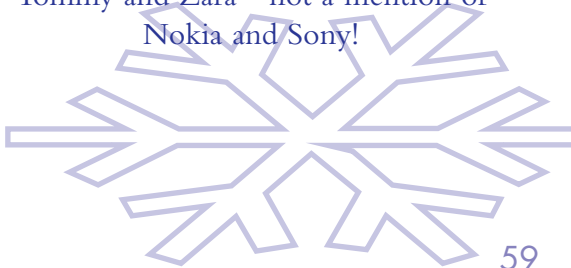


Mexico


Say
¿Que onda?
(What's new?)

Mexico

Of all brands, clothing brands are the most aspirational - Armani, DKNY, Tommy and Zara - not a mention of Nokia and Sony!



Netherlands



Just hanging around is cool - no need
to *do* anything

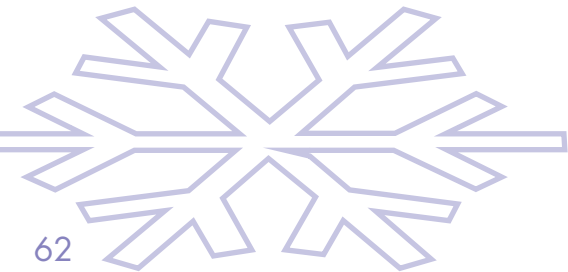


Netherlands

Eat rice noodles with curry

Netherlands

Wear unbranded clothing



Netherlands



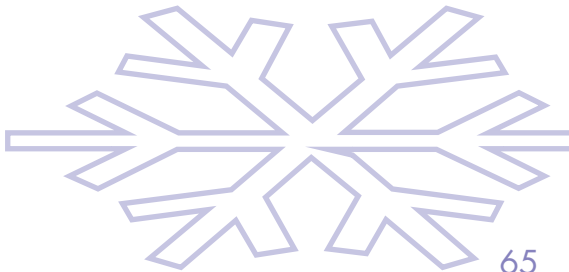
Read magazines - nothing too
highbrow!




Get into online communication -
texting and internet chat

Norway

Creative jobs are cool



Norway



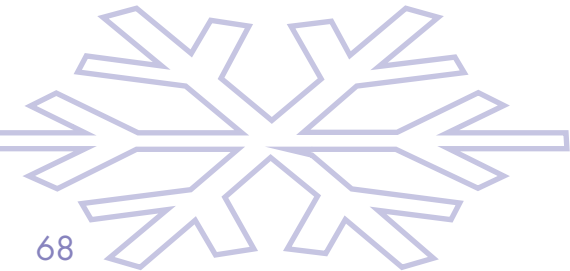
The brief summer is the highlight of
the year

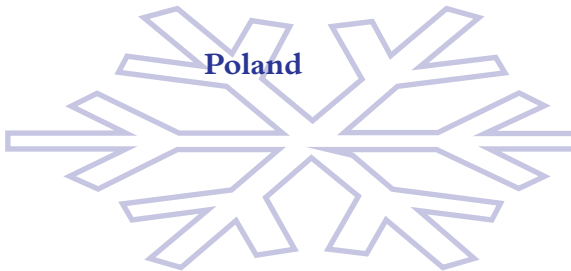


Kul (cool) has become Norwegian in spelling

Poland

‘We finally have Polish MTV - that’s
the coolest thing in my life at the
moment’





Poland

HWDP

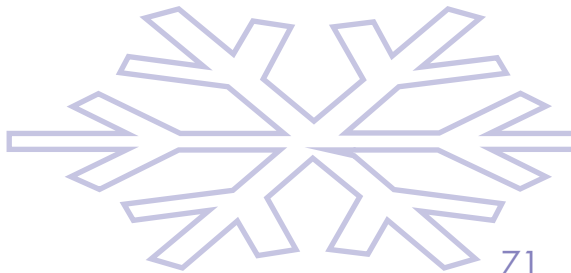
(short for *Huj W DuPe*/up your arse)



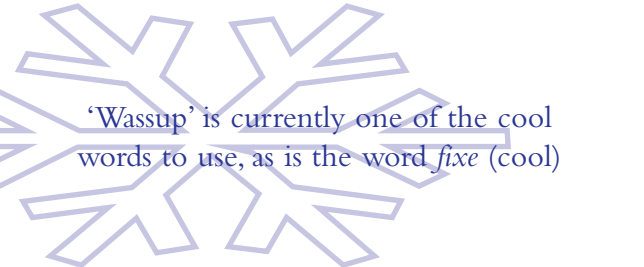
Beer is a key drink at this age

Poland

For a country not known for it,
skiing is really in



Portugal



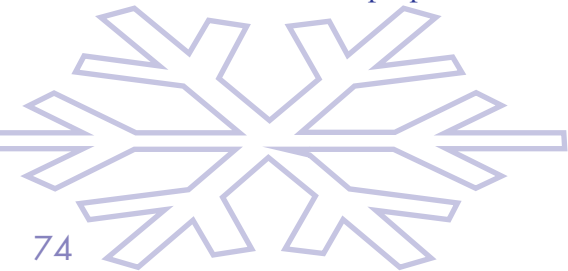
‘Wassup’ is currently one of the cool words to use, as is the word *fixe* (cool)



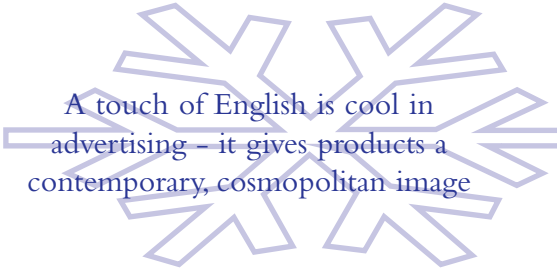
Sport features highly - either actively or passively through internet sites, sports papers and computer games

Portugal

Brazil is quite an influence with cool drinks *caipirinha*, *guaraná* and *caipirosca*, not to mention the soap operas on TV



Portugal



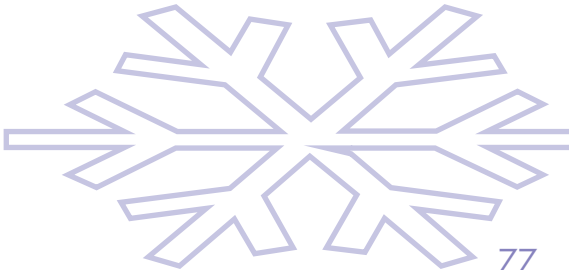
A touch of English is cool in advertising – it gives products a contemporary, cosmopolitan image




Vodka is conspicuous by its absence
from the cool list

Russia

Big global brands are in - the Nikes
and the MTVs of this world



Russia



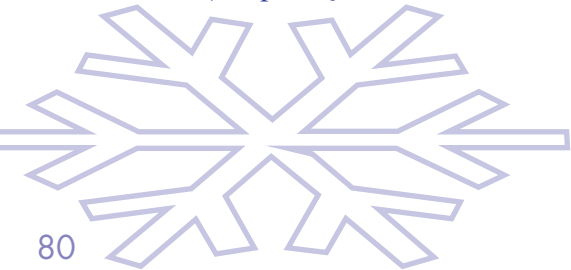
Dachas (country houses) are still the place to go and be seen



It's cool to have an affinity with the bleaker side of life - read *Crime & Punishment*, watch *Trainspotting*

Singapore

Drink Bubble Milk Tea (giant black tapioca balls sucked up through a fat straw) Pepsi, Qoo and Coke



Singapore



Be seen in Orchard Road buying the
latest gadgets

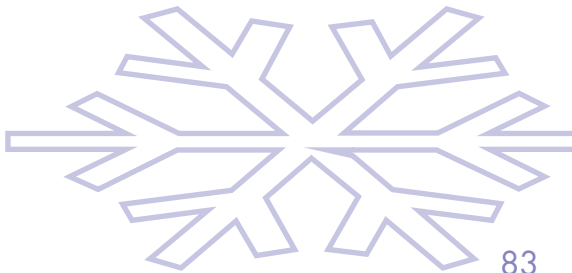


Singapore

The pop stars are all from Hong Kong, Taiwan, Japan and the West - no home-grown talent.

Singapore

The USA is the place to
go on holiday



Slovenia



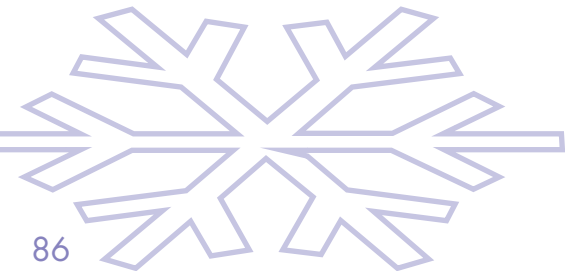
Holiday on Slovenia's
Mediterranean coast




Miss Sixty clothing for the girls

Slovenia

Pizza is the coolest thing to eat



Slovenia



Read some interesting and
sophisticated books by English
authors

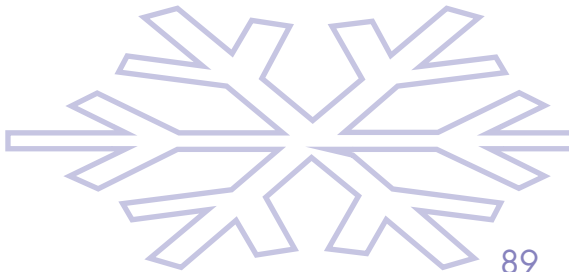


South Africa

Wearing surfer brands, listening to
grunge and chilling at an awesome
bbq

South Africa

Levi's is still the coolest clothing brand



South Africa



Read magazines like *Cosmo*, *Elle* and
Marie Claire – books aren't so cool

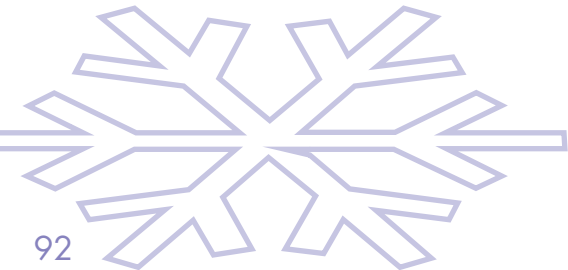


South Africa

Quite hippy in attitude - peace and love will solve the world's problems

Spain

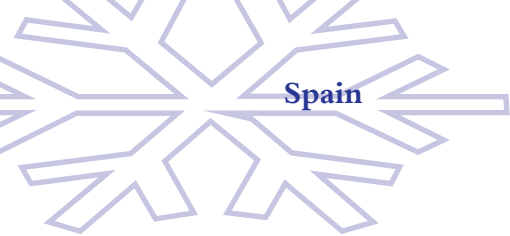
Chatting using Microsoft messenger is
really cool



Spain



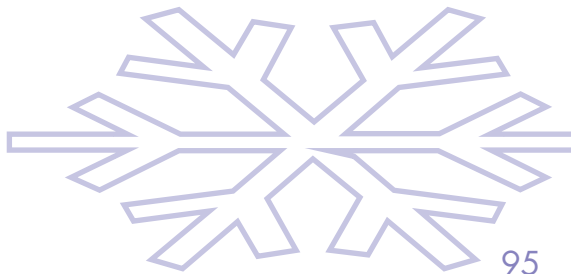
Football and basketball are the key
sports here




Anything branded is cool

Spain

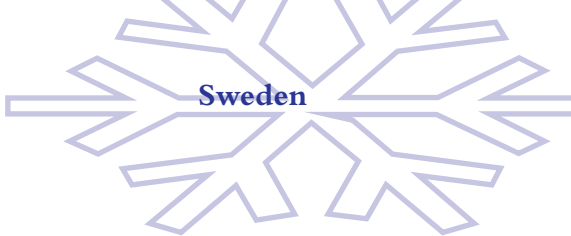
Love to party and go out lots



Sweden



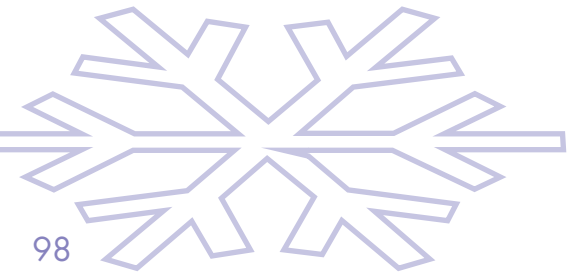
Read some serious literature - the
Bible for instance



Aspire to professional jobs

Sweden

The Great Outdoors and nature are
cool



Sweden



Brands are not important

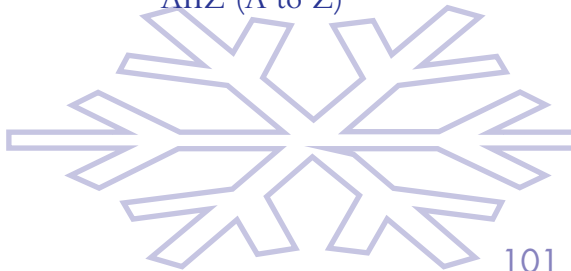


Thailand

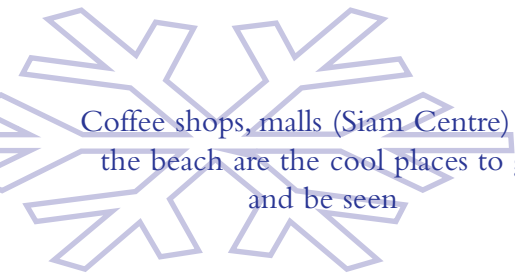
Coollest computer game:
Counter-Strike

Thailand

English is cool in advertising - the coolest clothing label is Thai brand
AIIZ (A to Z)



Thailand



Coffee shops, malls (Siam Centre) and
the beach are the cool places to go
and be seen



Thailand

American music dominates the cool
charts

General views on the whole sample as a single global group

While all the nationalities displayed different characteristics, there were certain replies which recurred wherever they came from. Interest in music was a common thread running through the age group, but perhaps the most striking similarity is the very negative attitude towards politics and a complete mistrust of politicians, bearing in mind many of these people will be voting for the first time very soon. Perhaps not so surprisingly, some big brand

names appeared frequently like Coke, Nokia and Pepsi, however, McDonald's was conspicuous by its absence. When talking about ads on TV, they all seem to remember the big local mobile network provider ads. On the subject of English usage in local advertising, very few had a problem with it, although there were some objections. What's the coolest thing in the youngsters' lives? Their friends. This probably says even more about peer pressure than we could ever have imagined.



Mother Tongue

was set up in December 1990 to meet the creative copy adaptation needs of the advertising and marketing worlds.

Our aim is to raise the standard of advertising adaptation.

Realising that straight translation was often not the best option, we have evolved our services to offer our clients the most viable language solutions available.

The invaluable experience gained in this area makes us the informed choice for any agency wishing to extend campaigns to overseas markets.

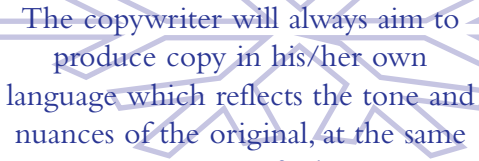
We are now used on a regular basis by many of Europe's top above- and below-the-line agencies because they know they can trust us to produce hard-working creative copy. All the people at Mother Tongue are passionate about advertising and language.

We are all keen to produce top-quality advertising overseas that is as powerful and effective as the original copy. Most importantly, we are firm believers that the key to producing excellent international advertising lies in a good idea.

Adaptation

Over the last 12 years we have worked on every significant global brand and most of the pan-European ones. In fact, if you flick through any one of today's main European newspapers and you'll probably see something we've worked on!

We have market-based copywriters with experience in adapting TV scripts for final recording or research, press ads, endlines, radio scripts, posters, cinema advertising, below-the-line collateral, press releases, web copy and direct mail.



The copywriter will always aim to produce copy in his/her own language which reflects the tone and nuances of the original, at the same time as creating refreshing copy which is culturally relevant. If the copy is being adapted into numerous languages, we will compare copy between countries, to see if this stimulates further ideas which are common to the various countries.

Our copywriters are also able to create campaigns directly from brief, without having to rely on original copy or concept.

Typesetting

We are able to offer a complete typesetting service to complement our copywriting service.

The benefits of this can be huge, with the right hand knowing exactly what the left is doing.

When we typeset copy, it is done by people who not only have an eye for detail, but who work in their own language. Once set, the proof can be sent back to the copywriter to check.

We can work in all languages and in all types of electronic formats.

Voice-overs

Choose from hundreds of voice-over professionals, covering all the world's major languages. From the list on our website, click the language you are looking for, then identify voice samples which meet your brief.

Click on the code to download the voice sample then simply call us on 020 7371 0686 and we will tell you who the artists are, how much they cost and if they are available.

Alternatively, tell us what you're looking for and we will tell you which of the voices meet your brief.



**International copy adaptation
for advertising**

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