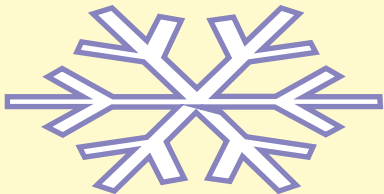


THE LITTLE BOOK OF

COOL²



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

MOTHER TONGUE
& ZoneCool.com



Mother Tongue Writers
in association with ZoneCool.com

*International copy adaptation
for advertising*

International research

English copywriting

Foreign language voice-overs

Foreign typesetting

Index

- | | |
|------------------|----------------------|
| 4-5 Introduction | 60-63 Kazakhstan |
| 6-7 ZoneCool | 64-67 Malaysia |
| 8-11 Brazil | 68-71 Mexico |
| 12-15 China | 72-75 Norway |
| 16-19 Denmark | 76-79 Poland |
| 20-23 Egypt | 80-83 Portugal |
| 24-27 Finland | 84-87 Russia |
| 28-31 France | 88-91 Serbia |
| 32-35 Germany | 92-95 Spain |
| 36-39 Greece | 96-99 Sweden |
| 40-43 Hungary | 100-103 Thailand |
| 44-47 India | 104-105 Global |
| 48-51 Israel | 106-107 Who we are |
| 52-55 Italy | 108-109 Adaptation |
| 56-59 Japan | 110-111 FlameWriters |

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Introduction

The first *Little Book of Cool* was published in 2002. This second book not only takes a snapshot of the cultural diversities and similarities that exist throughout youth markets around the world, but starts to track the changes and trends in these markets over a period of time. 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.

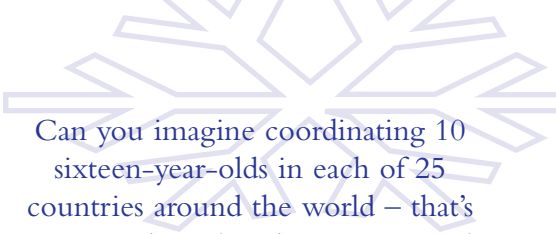
This age group is seen not only as an emerging consumer market, but also as setting the trends for older generations. What is seen as cool within this age group now, could become cool in the mass market of the future. Discovering what is cool is clearly not an easy task but, while aware of the risks 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.

ZoneCool

ZoneCool is a research facility which gives clients access to what's happening in the heads of today's youth around the world via a global network of young people.

ZoneCool was formed by language consultancy Mother Tongue to address the need for a quick and simple method of researching views and opinions around the world with an emphasis on adolescents.

ZoneCool.com



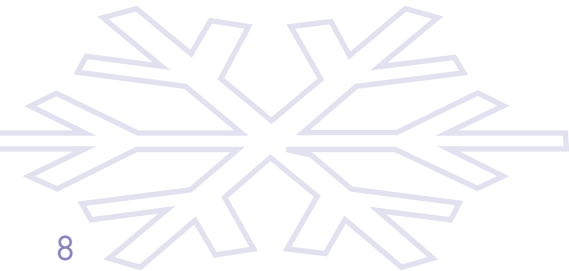
Can you imagine coordinating 10 sixteen-year-olds in each of 25 countries around the world – that's 250 people and 25 languages – and getting a result inside of a week?

Within a very short space of time we can determine how your product or service is perceived by the age group you want, and our market-based coordinators do all the groundwork necessary, making the whole process plain sailing.

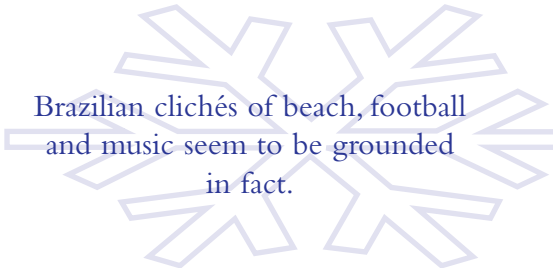
ZoneCool.com 020 7371 7286

Brazil

Drink water and soft drinks
- no alcohol.



Brazil



Brazilian clichés of beach, football
and music seem to be grounded
in fact.

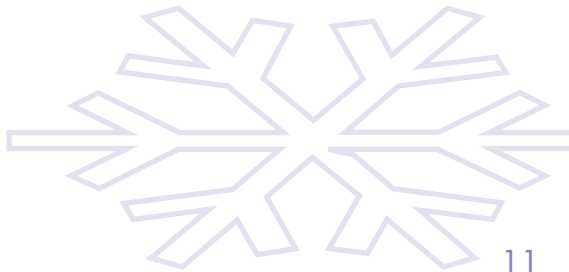


Brazil

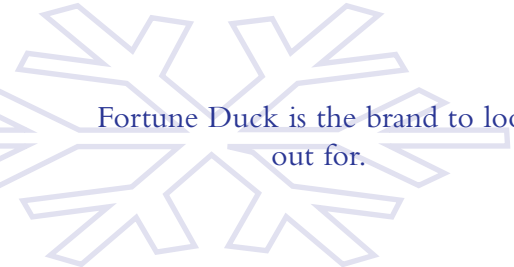
Cooler TV personality:
Marco Nanini.

Brazil

Brazil is the coolest place to live and
go on holiday.



China



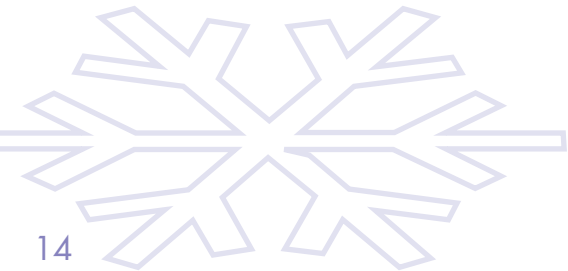
Fortune Duck is the brand to look
out for.



Pal juice soda ads are cool.

China

It would be cool if the world would
finally notice China.



China

Cool accessories are a mobile
phone rope or chain.



Denmark

Mediterranean regions are cool
holiday destinations but the best place
to live is Denmark.

Denmark

Football is very popular either as a sport, hobby or as a computer game - football players are cool heroes.



Denmark



Black Eyed Peas are the cool band.

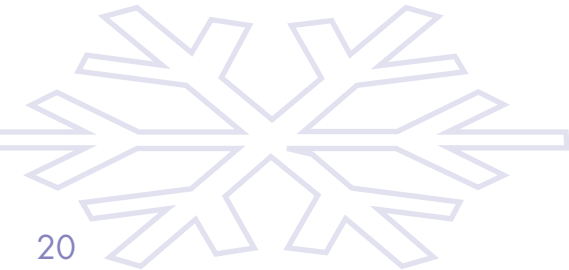


Denmark

Vodka and vodka cocktails are
cool here.

Egypt

Cameron Diaz is the only Hollywood star mentioned. Local stars like Mana Shalabi are much cooler.



Egypt



A Wrangler or Cherokee Jeep is the
cool car.

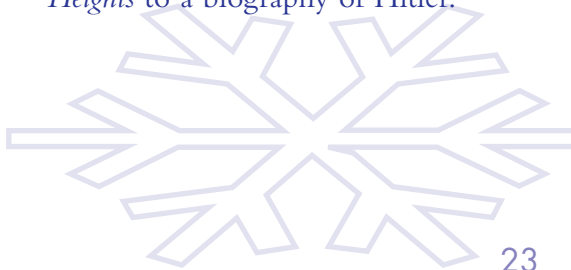


Egypt

Football is by far the coolest sport
here.

Egypt

Interesting choice of reading matter:
from *Mohammed's Wives* to *Wuthering
Heights* to a biography of Hitler.



Finland



It's cool to go skiing
in Lapland.

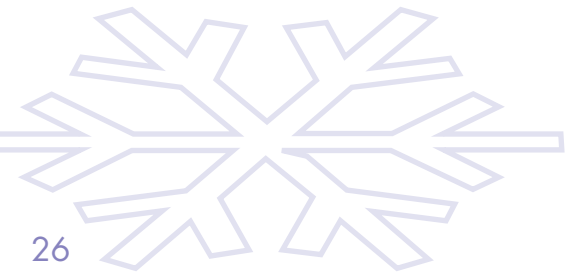


Finland

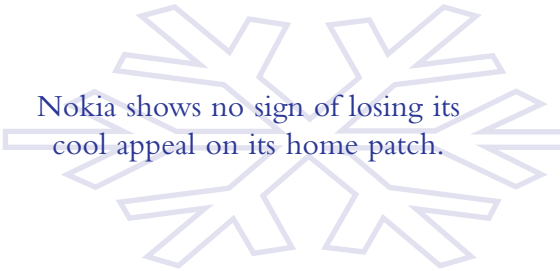
Nokian Tyres ad is cool - the hero
dresses as a duck during the
hunting season.

Finland

German cars are cool.



Finland



Nokia shows no sign of losing its cool appeal on its home patch.

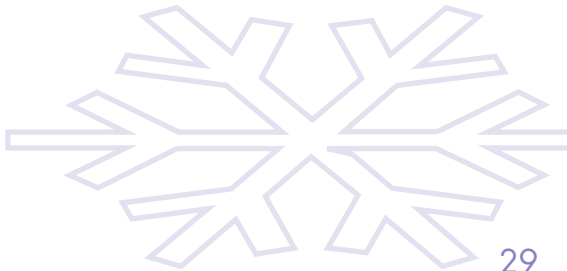


France

Traditional French dishes are still very
much appreciated at home...

France

...but paninis are the cool bite to eat outdoors.



France



Bob Marley's still as cool as ever.

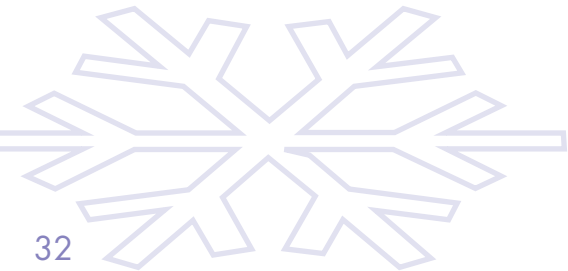


France

“mdr” is the texter’s equivalent of “lol” (stands for “mort de rire” - literally “dead from laughter”).

Germany

Ahoi vodka, vodka Redbull and
Smirnoff Ice are cool drinks.



Germany



Sony Ericsson mobile phones are as
cool as Nokia.

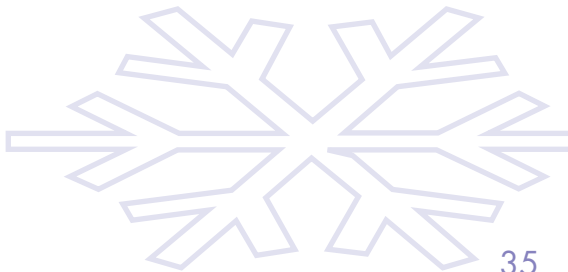


Germany


The Sims is the coolest computer
game for girls.

Germany

Dieter Bohlen (German celebrity) is
the coolest person at the moment.



Greece



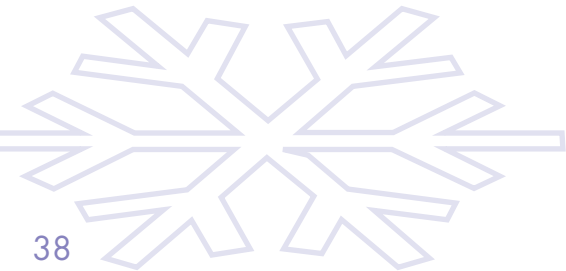
Margaritaria.com (youth portal) is the coolest website.



Fast cars are cool.

Greece

Themis Anastasiadis is the coolest
TV personality.



Greece

A PlayStation is absolutely cool.



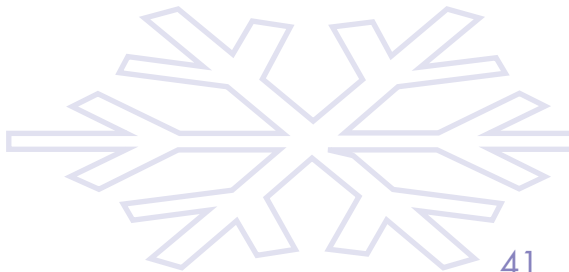


Hungary

An eclectic taste in alcohol - vodka,
Jägermeister, tiramisu liqueur!

Hungary

Local pop/rock music is cool -
especially Edda, a band from the 80s.



Hungary



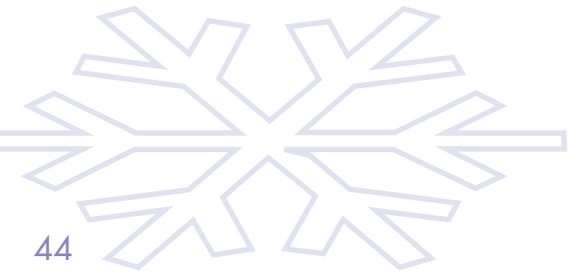
TV isn't cool...



...but sex is.

India

Mercedes and BMW are the
coolest cars.



India



"Do the dew" is the coolest ad
(for Mountain Dew soft drink).

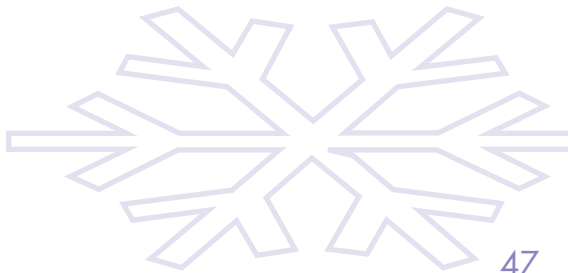


India

It's not cool to work too hard and it
would be cool to have more days off
during the week.

India

Pizza and Coke make a cool meal.



Israel



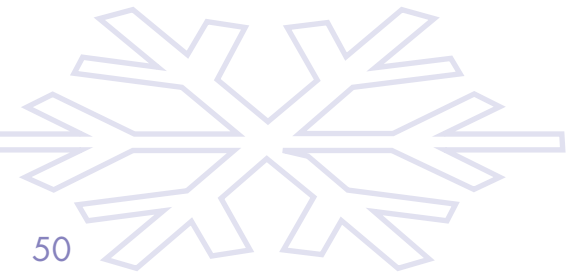
It's cool to have a part-time job.



"Anita it's me, answer" (cellphone ad)
is not only a cool ad, but has also
become a cool saying.

Israel

ICQ messaging software is cool.



Israel



Castro is the cool clothing brand.

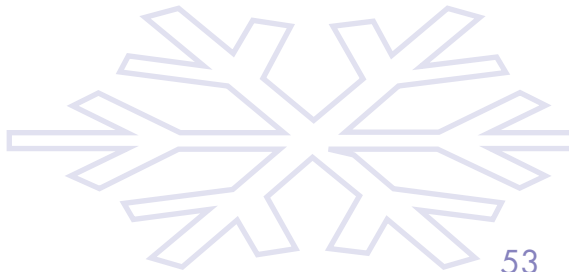


Italy

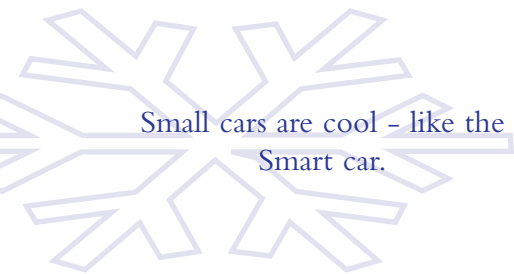
A new mobile phone is the
number one birthday wish.

Italy

Cigarettes are cool here.



Italy



Small cars are cool - like the
Smart car.

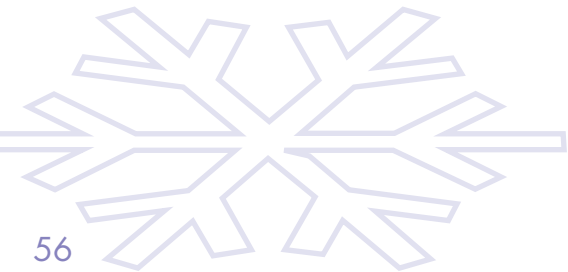


Italy

It's cool to watch *Camera Caffé*
(fly-on-the-wall comedy show
meaning “the coffee room”) on TV.

Japan

It's cool to have a Docomo
mobile phone.



Japan



Nissan Micra is the coolest car
(no Minis here).

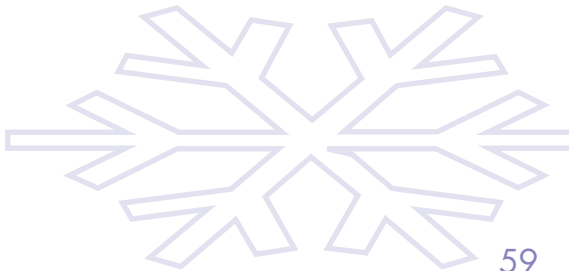


Japan

Disneyland Tokyo is the cool place to
be seen.

Japan

There's only one cool drink:
green tea.



Kazakhstan



Not so cool to be into sports.

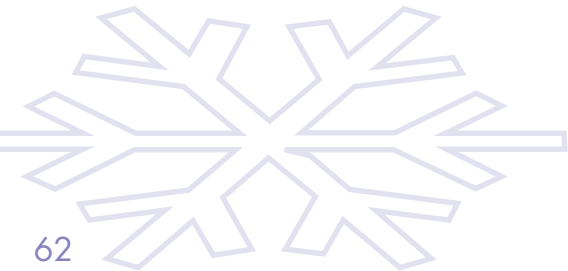


Kazakhstan

Dmitry Nagiev - Kazakh TV-show
presenter - is cool.

Kazakhstan

Only Pepsi and Coca-Cola are cool.



Kazakhstan



Russian pop groups like
Mnogotochije are cool.



Malaysia


Aznil Nawawi, the host of the Malaysian equivalent of *Pop Idol*, is very cool.

Malaysia

Linkin Park are cool, but local singers and actors are generally more popular than imported ones.



Malaysia



The Kuala Lumpur City Center
(shopping mall) is still the coolest
place to be seen.

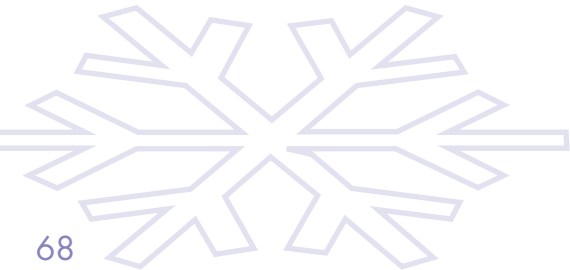


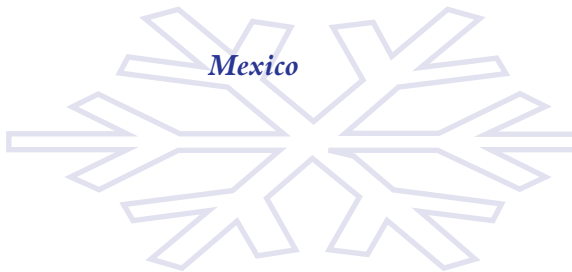
Malaysia

Four-wheel drives/SPVs are the coolest cars, especially if they are made in Malaysia.

Mexico

asizomos.com (the way we are) is a cool music/chat site.





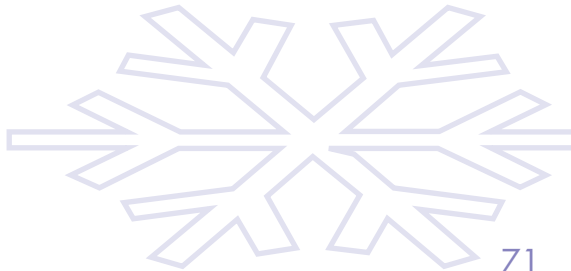
Coollest place to live and holiday?
Definitely not USA - mainly Europe.




The Axe (Lynx) ads are really cool.

Mexico

Designer clothing brands like Guess
are cool.



Norway



Go to Spain or anywhere hot
on holiday.




The cool TV series is *Hotel Caesar*,
Norway's first reality soap.

Norway

Part-time jobs are cool and necessary
due to no pocket money
from parents.

Norway



On a desert island, it's cooler to take
a toothbrush than a mobile phone or
girl/boyfriend

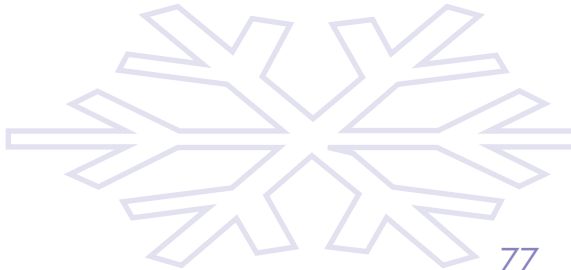


Poland


Soft drinks are the coolest, especially
Coke and Pepsi - no mention
of alcohol.

Poland

GG / Gadu-Gadu (Chat-Chat) is
Poland's coolest internet chat service.



Poland



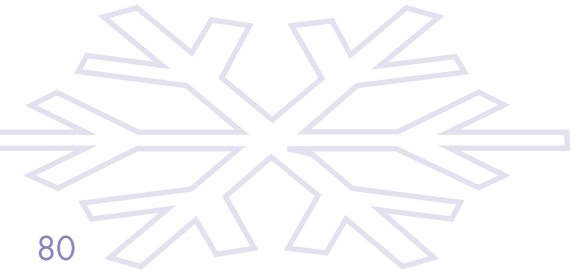
Europe's cooler than long haul for
holiday destinations.



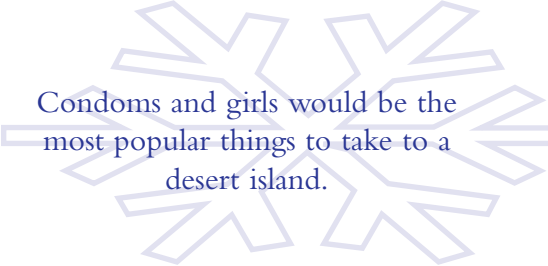
Rock/heavy metal bands are cooler
than pop.

Portugal

Virtually everyone mentioned Nike
as one of the coolest brands.



Portugal



Condoms and girls would be the most popular things to take to a desert island.

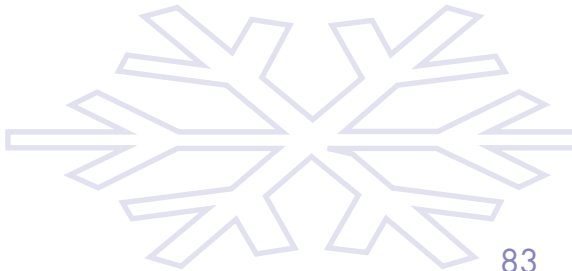


Portugal

The USA is a cool place to live, but
Portugal is the place for holidays.

Portugal

Fernando Rocha's the coolest
TV personality.



Russia



rotten.com is a cool website.



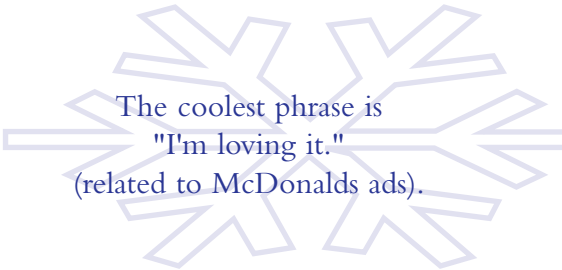
Russia

Pizza is the cool thing to eat. No
mention of any national dishes.

Russia

All the coolest actors/pop stars are
US based - no reference to
Russian artists.

Russia



The coolest phrase is
"I'm loving it."
(related to McDonalds ads).

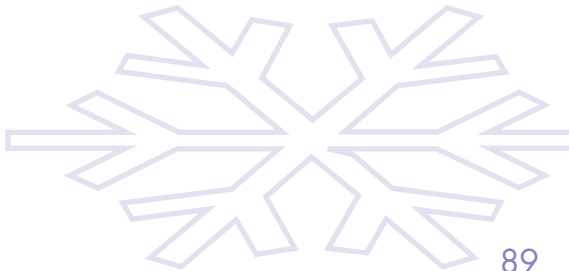


Serbia

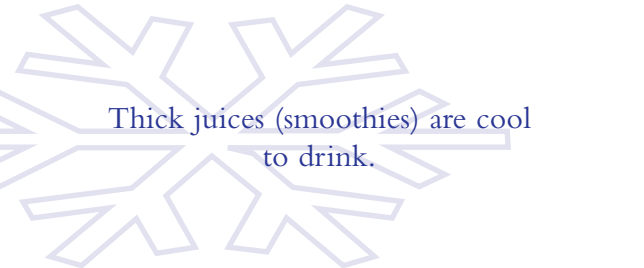
Turkey and Greece are cool holiday destinations, Hawaii too.

Serbia

Cafés and floating nightclubs (on the Danube) are the places to be seen.



Serbia



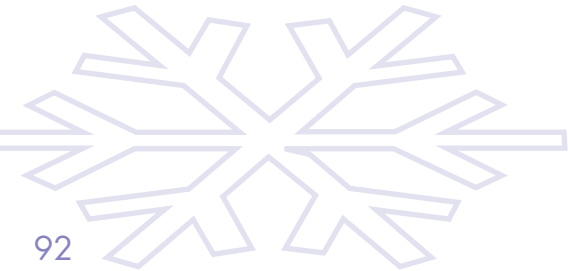
Thick juices (smoothies) are cool
to drink.



Pink TV is by far the coolest
TV station.

Spain

Say “Mazo” to be cool
(means much/a lot).



Spain



Hawaii is cool for holidays, mainland
USA is a cool place to live.

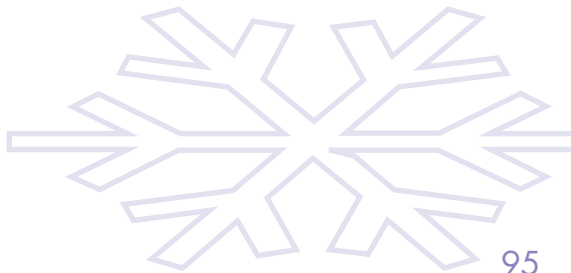


Spain

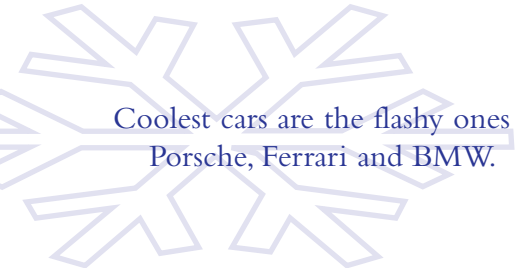
Coca-Cola is the cool drink
- no alcohol.

Spain

Watch *Smallville*, but Homer Simpson
is the coolest TV personality.



Sweden



Cooler cars are the flashier ones -
Porsche, Ferrari and BMW.

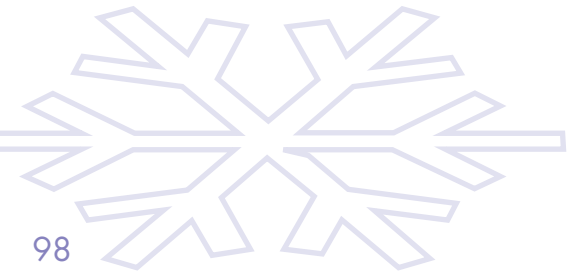


Sweden


The coolest ads on TV are for ICA -
a supermarket chain.

Sweden

The USA is the coolest place to live.



Sweden



The rich and famous (JK Rowling, Ruud van Nistelrooy, Sweden's King & Queen) are cooler than friends and family.

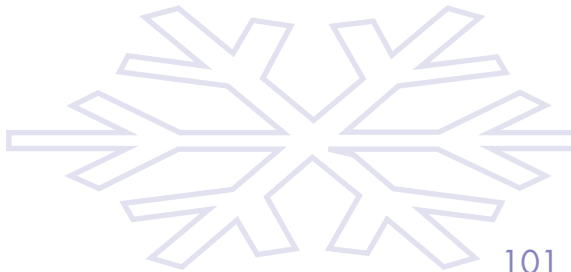


Thailand

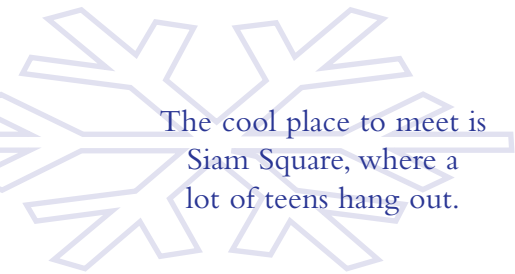
Cooler advert is for Happy Dprompt
(mobile phone network).

Thailand

Thai boyband Bodyslam are cool favourites.



Thailand



The cool place to meet is
Siam Square, where a
lot of teens hang out.



Thailand

Parents are very cool.

*General views on the whole sample as
a single global group*

Again we found many similar characteristics across borders – music, the power of friends, some of the more obvious big brand names like Nike, Adidas and Nokia. McDonald's is back on the cool list after a period of absence – along with some emerging names like ICQ, a messaging service we identified in the last *Little Book of Cool*. It would seem that the global teenager eats pizza, watches Punk'd TV and Pop Idol, saw “Pirates of the Caribbean”,

thinks Jim Carrey is cool and logs on
to www.rottentomatoes.com (eww!)

One significant shift since the last
Little Book of Cool is the general
response “What would you do to
make the world a better place?”, with
almost all respondents suggesting
“stop wars” this time around. Another
interesting fact is that the world
seems to be divided into two groups
- those that would take practical
things with them to a desert island
(knives, compass, boat etc.) and those
who would take boy/girlfriends,
condoms, beer and a bed!



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.

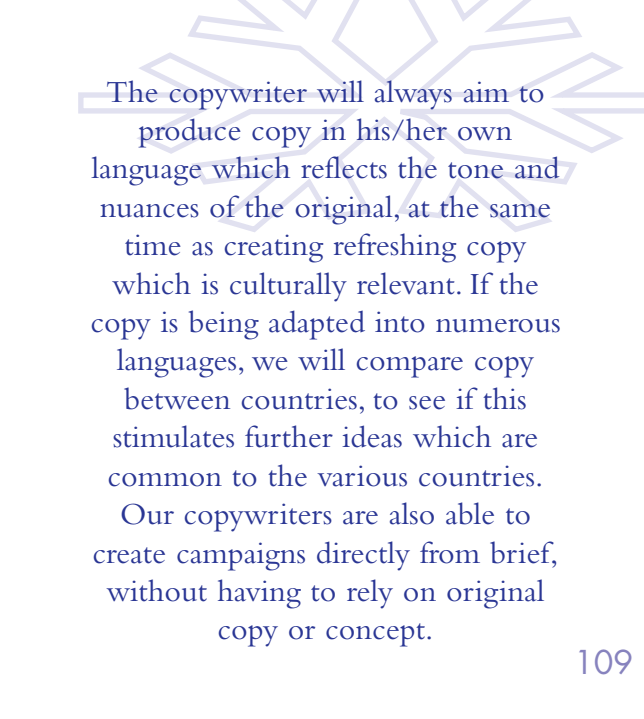
We are now used on a regular basis by many of Europe's top above- and below-the-line agencies, because they know they can trust us to produce hard-working creative copy. All the people at Mother Tongue are passionate about advertising and language.

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, 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.

FlameWriters

FlameWriters is the English copywriting arm of Mother Tongue Writers, an established copy adaptation agency with a pedigree of quality work in the advertising, design and marketing worlds. Everyone at FlameWriters is passionate about writing, they are all experts in their respective disciplines, and they know what a deadline means. A team of account handlers provide organisational skills and strong management. They facilitate the copywriting process by being

FlameWriters

involved at the briefing stage, conducting research and providing editing and quality checking before copy is presented to the client for approval. Our fees are in line with industry standard rates. We always give fixed quotes so there won't be any surprises with open-ended costs. We have writers with experience in many industry sectors including: financial, insurance, consumer goods, medical, health, automotive, engineering, IT, education, travel, leisure, sport, telecoms, property, media and more.



*The Little Book of Cool*²

Published in the UK by
Mother Tongue Writers
in association with
ZoneCool.com

Ever wondered if what is
cool in the UK is equally
cool in foreign markets?




Researched by our market-
based copywriters, *The Little
Book of Cool²* provides a
unique insight into youth
cool culture around the
world.



15 Harwood Road
London SW6 4QP

Tel: 020 7371 0686
Fax: 020 7371 0730

Mother Tongue  *Writers*