



Credit: @jet2

OK COOL PRESENTS:



Harry Harvey573

Anyone but bre larson. I liked this show, dont let her ruin another project



8

5d ago Reply



Blaxtonboi

pack it up boys, harryharvey573 doesn't like it



97

5d ago Reply

Credit: @blaxtonboi



Credit: @ibizahq



Credit: @1granary



Credit: @nolitadirtbag



B.

@buhlesrevenge

Follow

the easiest way to hide information from me is to put it in a WhatsApp group chat

Credit: @buhlesrevenge

DONT @ US  
@OKCOOL  
LOL KIDDING

Credit: @fandomcrone



Fandomcrone 🇺🇸🇬🇧🇺🇸

I once dated three guys consecutively called david. Every single guy after that was called "not-david" by my friends



5420

4-26 Reply

View 47 replies



Credit: @rudeboybrody

Playlist on shuffle,  
emotions on spiral



Credit: @kemytherizzler

THE FEAT LOSE

The marketer's guide to the culture and conversation that's defining your brand (without you even knowing it).





# LETTER FROM OUR CO-FOUNDERS



JOLYON VARLEY

OK COOL Co-Founder  
and Global Head of Brand

OK COOL Co-Founder and  
Global Chief Creative Officer



LIZ STONE

We keep meeting like this.

Five years and five global offices later and we're buzzed to be bringing you another culture-defining annual trend report.

You know the drill. We're going big-brain on the internet and culture, because we're not in the habit of saying more of the same. Or the things old-school, big agencies have only just figured out. Anyone here still working with them? ;)

At OK COOL, this is our moment to observe the taste and trajectory of culture so that when we put work into the world, we know people will bother to pay attention. Over the years, what's become clear is that this isn't a social media or platform report. We're not here to catalogue trends. We're here for the why. And we promise you, it's a better use of your time.

This is an examination of people and what thrills, captures attention, and defines conversation. A cultural state-of-play report. A temperature test on taste. A deep dive into the psyche of the people you most want to impress.

Settle in, scroll through, and step into the proverbial meeting room with OK COOL's biggest thinkers.



The culture is in the comments,  
and the hot take is currency



Another year, another OK COOL trend report, and you know the drill. We get into the weeds on, well, the whole of culture, content and the internet.

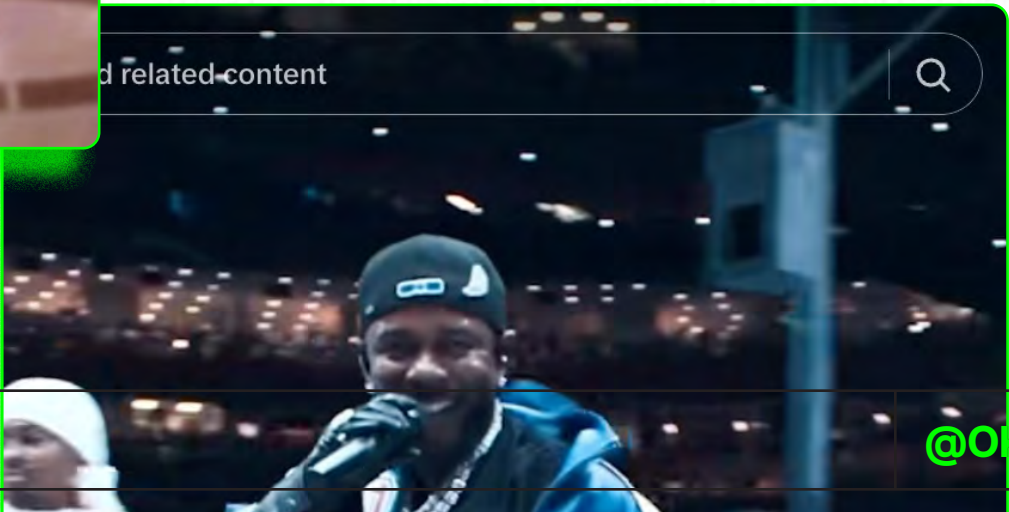
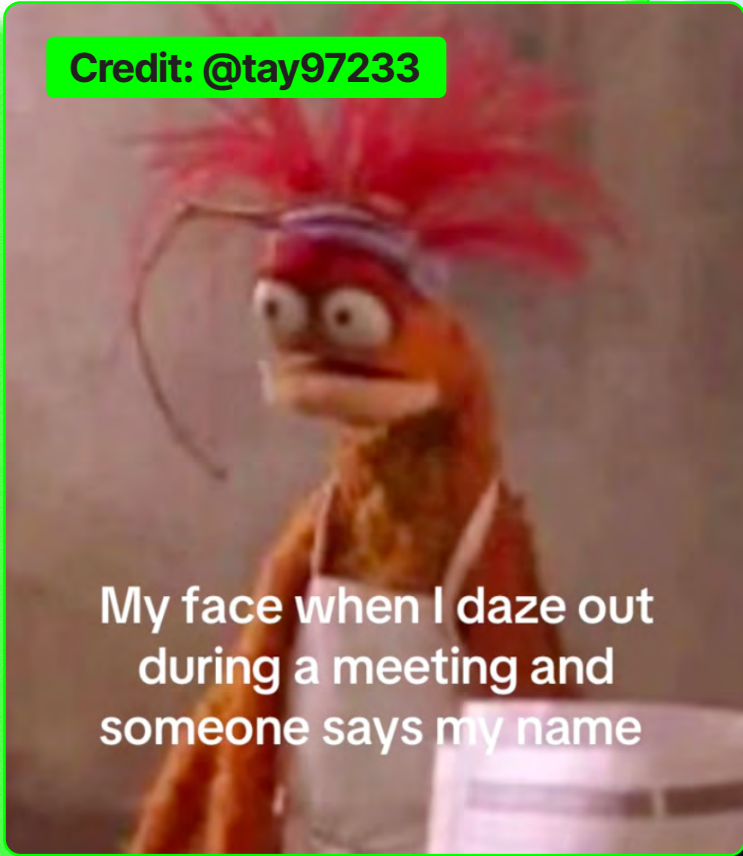
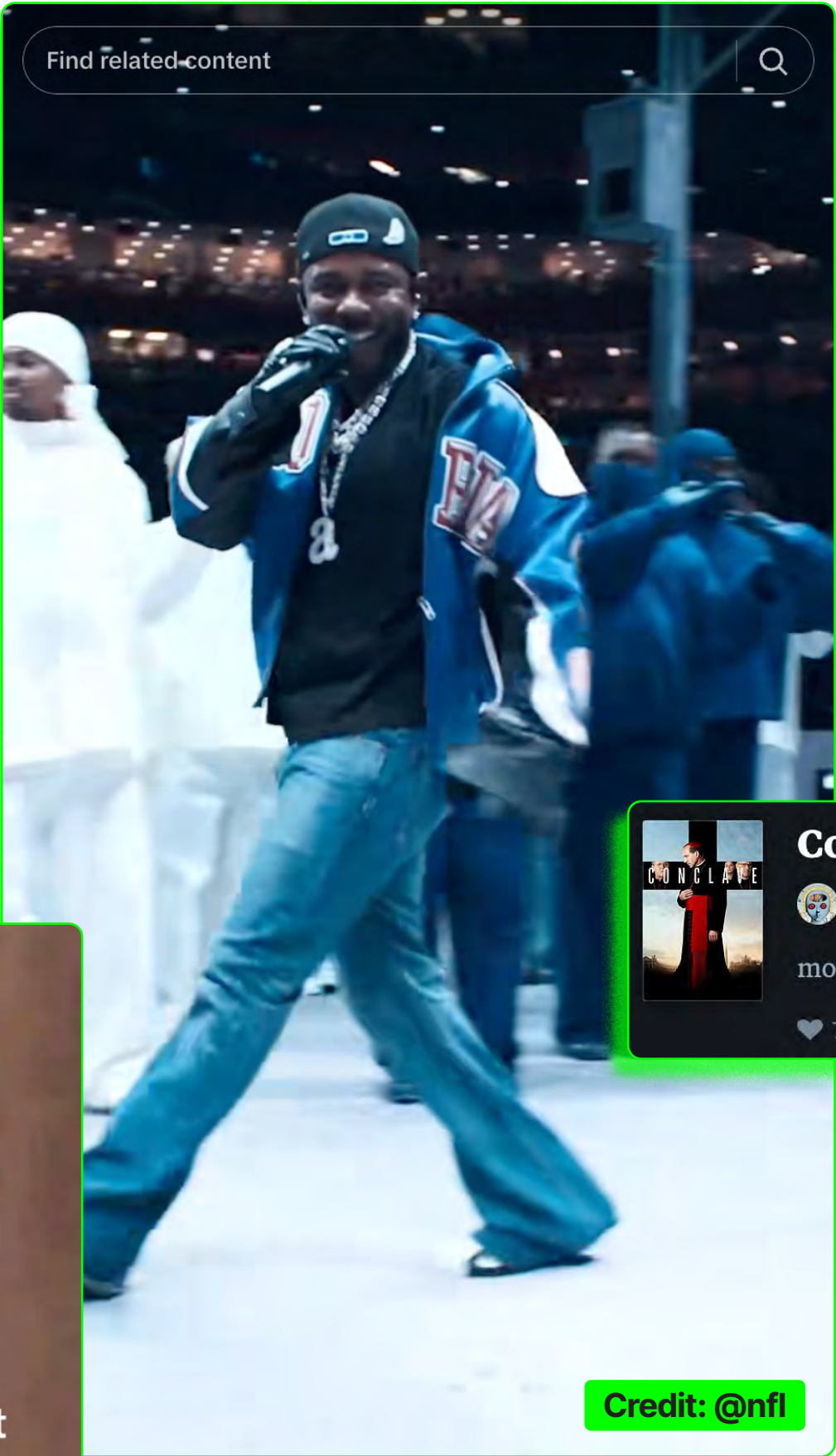
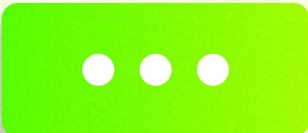
We're not listing trends, rather we're getting to the bottom of what thrills the audiences we're trying to impress. What motivates them on social and screen, but more importantly, what motivated them irl, in their everyday lives, and to spend their time, money and loyalty.

Last year, content got smart in the dumbest way possible. As we saw in **Gatekeeping Information is SO Boomer Coded**, class was in session with the TikTok-ification of education, empowering audiences to seek access in previously unimaginably entertaining ways. As content got clever and your audience got demanding, substance in content became a non-negotiable.

They're more informed, and subsequently they've got more to say. **The comments section is lit up with the kind of cutting observations once reserved for brutal 90's editorial think pieces in The New Yorker.**

We're deeping how high the bar for entertainment and connection is, who holds the power, and how to find your brand and perspective when the balance of influence lies in the detail.

BUT LOL IF YOU THINK THIS IS A COMMUNITY MANAGEMENT STRATEGY





# BUT DON'T JUST TAKE OUR WORD FOR IT

As usual, we dipped into the mainframe and heard it straight from the source, 2700 of you to be exact, from across the world, across generations and experiences.

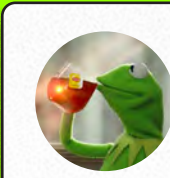
You're seeing it, too. Influence is going grassroots, conversation is king, and culture lives in our ability to remix and reinvent in a million different ways. Culture is crowdsourced.

DETAILS ON OUR SAMPLE:  
**WHERE THEY'RE FROM:** 58% Western Europe, 21% North America, 13% Australia/NZ, 6% South America, 2% Asia/Eastern Europe.  
**WHO THEY ARE:** 45% Millennials, 33% Gen Z, 16% Gen X+, 6% Gen Alpha.

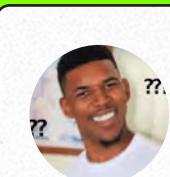
YOUR OPINIONS  
ARE ABSOLUTELY  
OUR BUSINESS



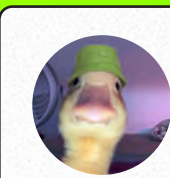
**Everyone has an opinion these days.**  
Over 70% of respondents believe we're living in a hot take economy.



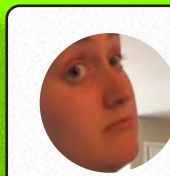
**The hot takes are popping off:**  
"The people in the comment section are the real cultural critics."



**Where is culture actually culturing?**  
Apparently it's IRL, TikTok and Instagram (although 32.9% said it's happening exclusively in the group chat).



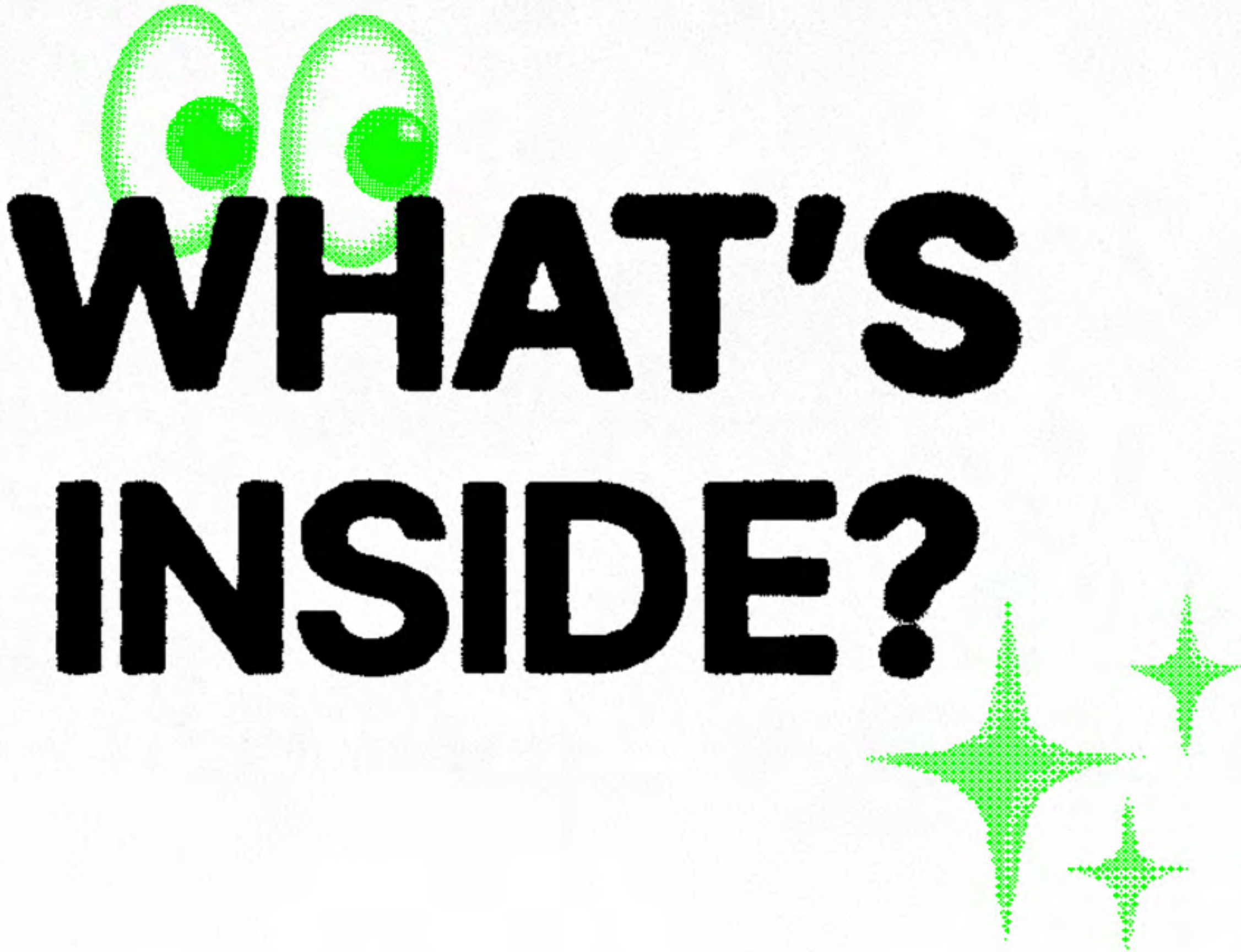
**We're creating spaces for the real ones, and they're influential af.**  
77% of ya'll are using Close Friends and Finstas, keeping the unhinged, unfiltered and NSFW moments for the real ones.



**Overwhelmingly, the content you're enjoying most comes from creators, hot-take and opinion creators, podcasters and personalities. We're loving an opinionated diva. But NO ONE is funnier than the strangers in the comments section.**  
65% of you know that rn the besties in the comments are the height of comedy.

YOUR ACTUAL BESTIES  
IN THE GROUP CHAT  
ARE A CLOSE SECOND  
SO THAT'S CUTE





one:

✓ welcome to the new town hall,  
what have you got to say?

two:

✓ but the world is bigger than an fyp

three:

✓ but wait, am i talking to a real person?

four:

✓ icons know how to be the  
center of the conversation

five:

✓ how your brand can do it  
without giving hey fellow kids

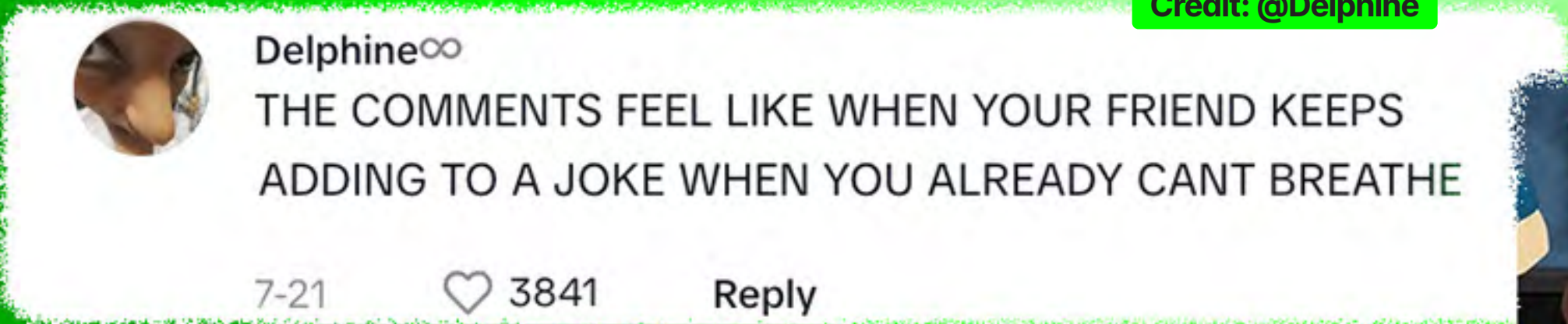
six:

✓ slide into our dms





Credit: @brookefromonline



Credit: @Delphine



# WELCOME TO THE NEW TOWN HALL , WHAT HAVE YOU GOT TO SAY?

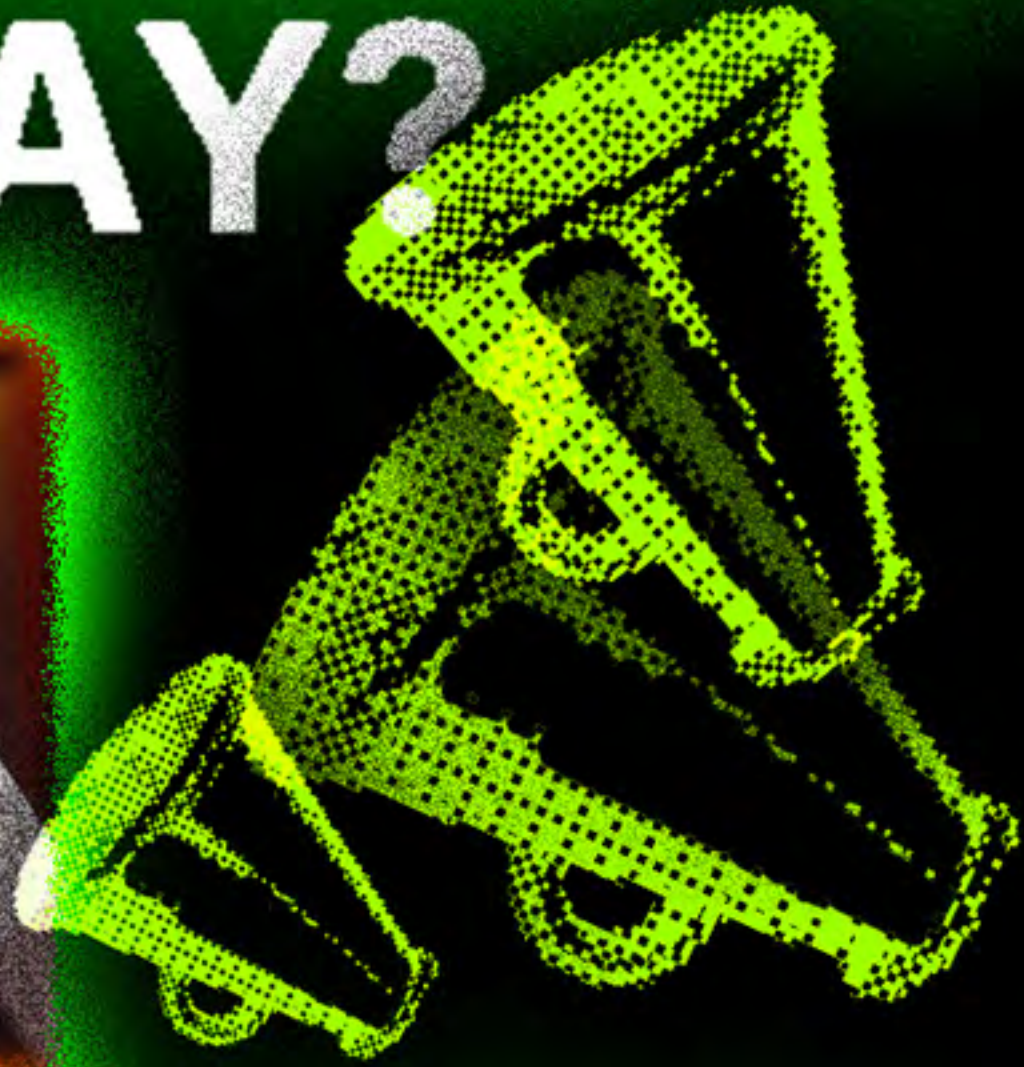


The Pope Draft

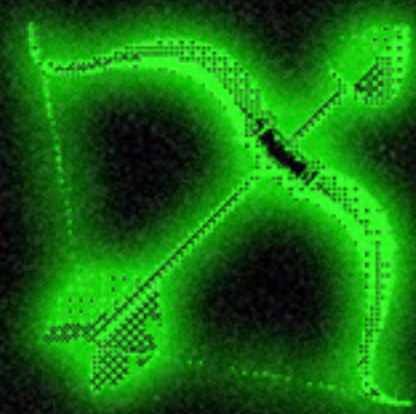
Credit: @chrisbarnescomedy



Credit: @calebsaysthings







**We've gone full circle. The internet is just a medieval town square.**

Jokers, philosophers, town criers and the angry rabble all together vying for attention.

Years spent curating your perfect digital self? It means nothing. You've got mere seconds to make your mark, and no one can fake it in the comments section. We're fans, haters, stand-up comedians, theorists. Holding everyone (for better or worse) to account.

THE LORE IS BEING  
BUILT BRICK BY BRICK

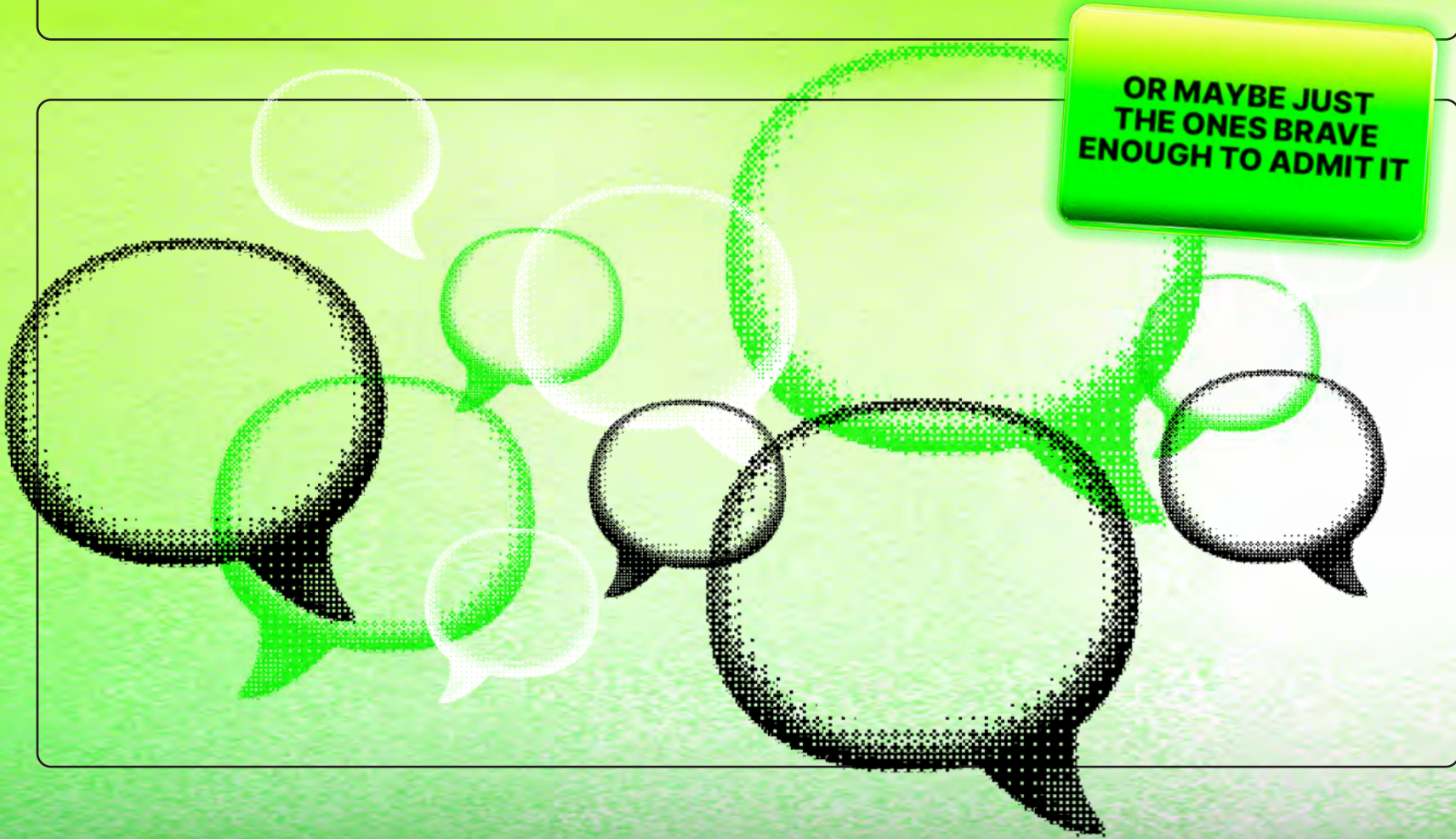




THE COMMENTS ARE  
KEEPING US UP AT NIGHT  
AND WE CAN'T GET ENOUGH.

91%  
OF YOU SAID YOU ARE  
LURKING IN THERE.


BUT 29% OF U R THE  
REAL ONES.  
IN THERE AND ACTIVELY PARTICIPATING.






OR MAYBE JUST  
THE ONES BRAVE  
ENOUGH TO ADMIT IT




AS IF YOU'RE  
NOT LURKING FOR  
LOLS THIS GOOD




Credit: @celly.xia



can some plane nerd pls explain to me what the use of a dude holding a 90000lbs plane on a leash is? xx

 a chicken strip ✨  
ex-pilot here, ive seen this before. i think you youngsters call it 'bdsm'  
5-5 Reply  17.3K   
View 75 replies

 Bradley Robertson  
It's a headphone cord plugged into the plane. It allows him to speak to the pilot to coordinate things like releasing/applying the parking brake and starting the engines among other things.  
5-4 Reply  315   
View 3 replies

 El wey de las botas  
He trained that plane. It's beautiful how after all those years the plane still remembers him and wouldn't attack  
5-5 Reply  10.4K 

Credit: @chloeleaa1111

I'm bored....  
Describe your job as poorly as possible

23,896 comments

 ilove2eatpum  
You do illegal thing? Pay me. I say Nuh uh not true  
6d Reply  74.4K   
View 190 replies

 rod  
Person sad, I listen, person sadn't  
6d Reply  72.1K   
View 140 replies

 A.  
street pharmacist  
5d Reply  12.6K   
View 70 replies

 Meezy\_Wheezy🦋  
I give the earth a hair cut  
6d Reply    
View 50 replies



# THE COMMENTS = THE CONTENT. AND IT'S THE MOMENT

JOIN US, IF YOU DARE (BUT REALLY SHOULD)

JOIN US, DARE (BUT REALLY SHOULD)

JOIN US, DARE (BUT REALLY SHOULD)

Comments are now an expected extension of content and creators on the platform are leaning into this. Queue **comment farming**.



Credit: @michelleperibanez

If anyone can name what drink this is, i'll let my boyfriend go out with his friends 😊

Ka'iulani Ahuna

bartender of 5 years here 🍹 that is a piña colada ❤️❤️

4-25 Reply 182.5K

View 68 replies ▾

liptonicetea

Lipton ice tea

4-29 Reply 11.4K

View 21 replies ▾

sophie

Baby that's 3 bean soup

4-25 Reply 151K

View 247 replies ▾

Natalia

girl that's a guinness

4-24 Reply 87.8K

Credit: @fizzsinclair

Make the comment section look like a Facebook mums post x

Hi love, did you hear about Irene at number 21,Dead!Send love to your mum xx

4-15 Reply 213

View 3 replies ▾

jevv

ambulance on bridge street. hope everyone is ok xxx

4-14 Reply 17

View 1 reply ▾

Jessica

love the earrings hun xxxx uncle dave is having his prostate exam today xx

4-14 Reply 28.2K

View 126 replies ▾

alexjgo\_

Just me and the kids from now on

4-14 Reply 6.5K

Credit: @oceanmanbyween69

servers: what are your best bits you do w your tables? not just giving the check to the baby like what's the most theatrical saul goodman esque bit you've pulled that paid off. need some new material

3,805 comments

landryttg77

if i'm carrying multiple plates and one is hot, i'll put the hot one down first and say "this plate is super hot" and then when I put the other plate down I say "and this one has a good personality"

5-4 Reply 126.1K

View 158 replies ▾

Emily Hanback

my wife and I (so, two lesbians) had a server bring two takeout containers at the end of our meal and say "Here you go! Two boxes - your favorite!" Years later and I will NEVER forget that!

5-5 Reply 16K

THE GROUP  
CHAT  
ON STEDS





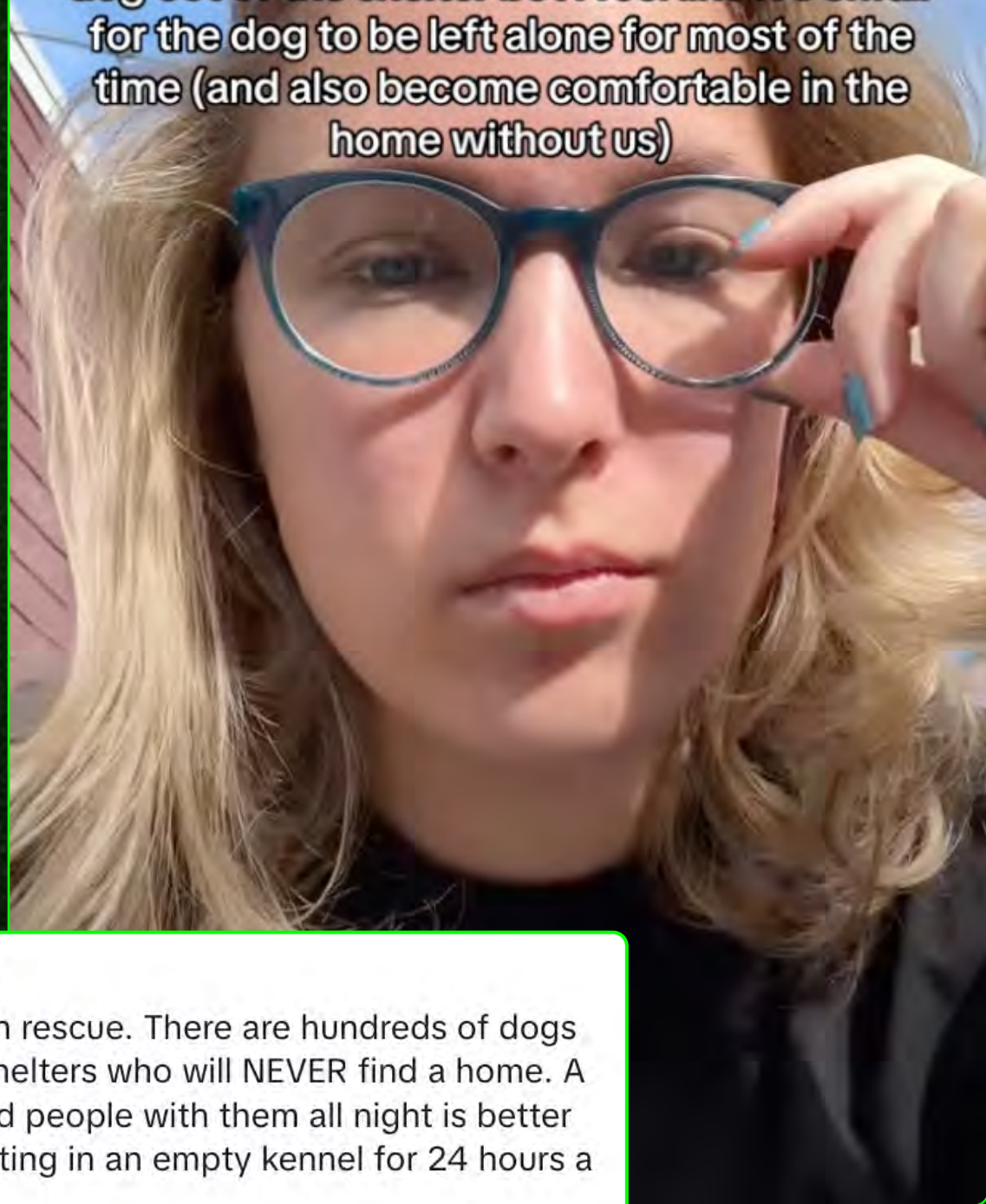
THERAPY? NO  
STRANGERS ON THE  
INTERNET? YA

# IS THE INTERNET OUR NEW THERAPY?

Not only is TikTok our Google, it's becoming our confidant. We're exposing our deepest, sometimes darkest, concerns to corners of the Internet with more trust than ever. A rise in AI and automation has sent us searching for peer-to-peer advice in the comments: personal, flawed, but with feeling.

Credit: @cameronisaboysname

i saw this post of dogs at a shelter saying "we'd rather be alone 9 hours of the day then 23.5 hours of the day" encouraging people will full time in person jobs to adopt. i want a dog so badly and my fiancé and i ruled it out cause we both work full time in person. i would love people's unbiased opinions on this cause i would love to get a dog out of the shelter but i feel like it's unfair for the dog to be left alone for most of the time (and also become comfortable in the home without us)



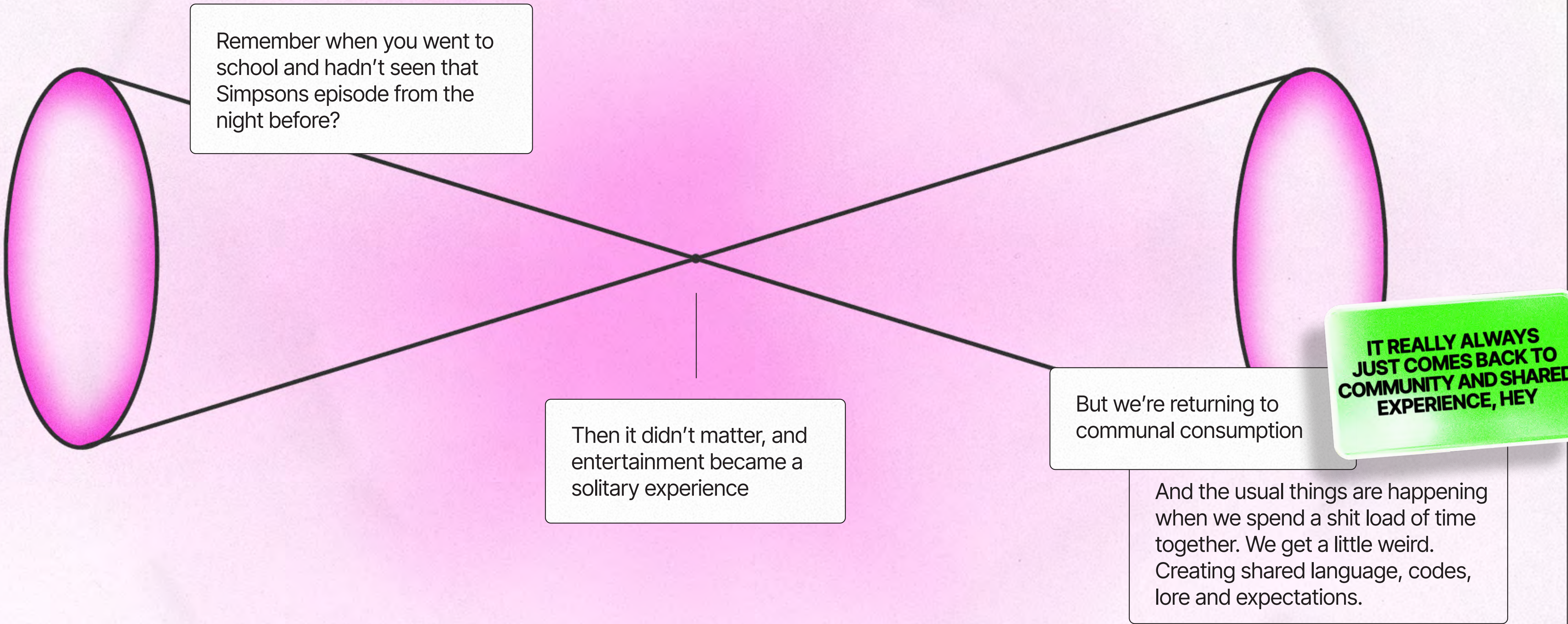
lozs97

I work in rescue. There are hundreds of dogs sat in shelters who will NEVER find a home. A sofa and people with them all night is better than sitting in an empty kennel for 24 hours a day.

3-31    1482    Reply



# WHY ARE WE MIGRATING TO THE COMMENTS?





BUT LIKE, SO WHAT?



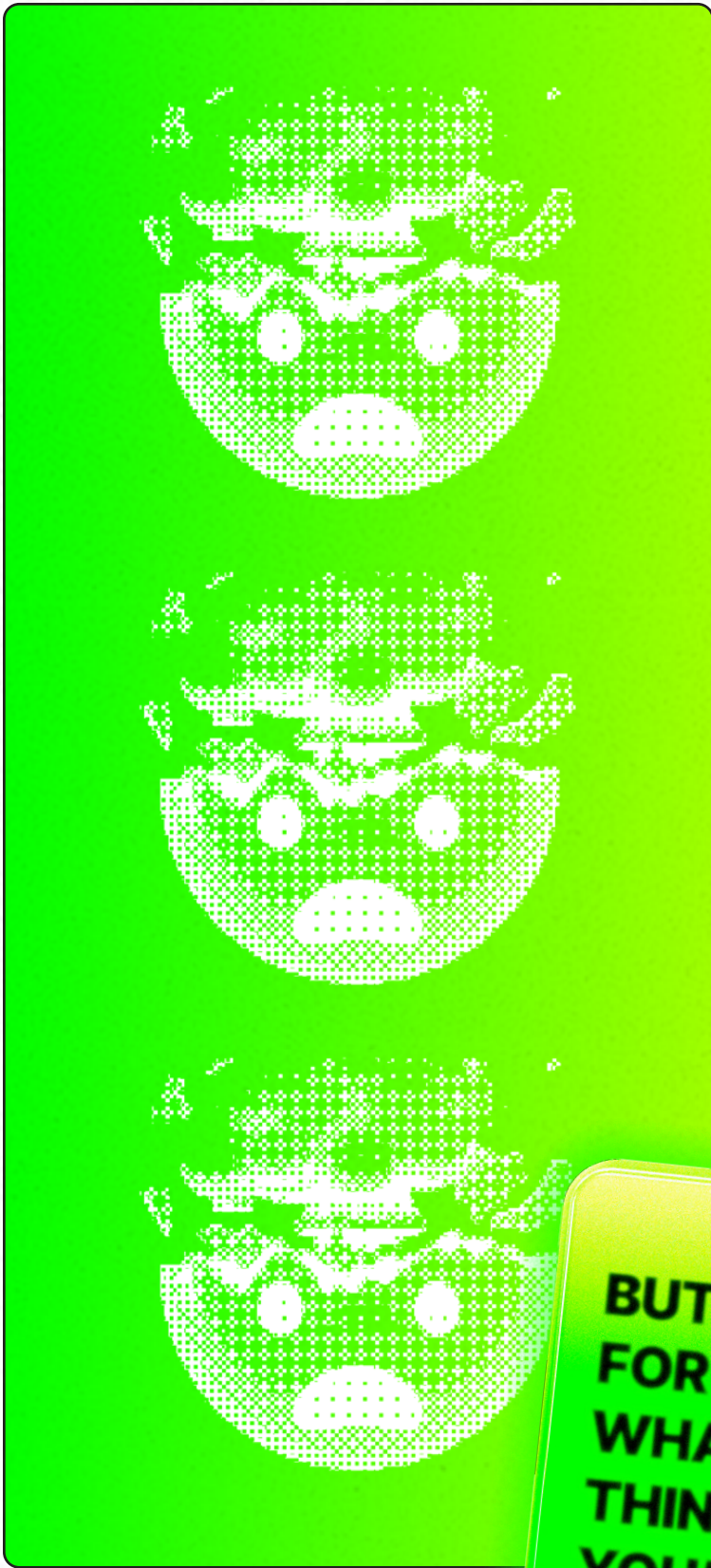
IT'S NOT JUST "THE COMMENTS"

IT'S THE COMMENT-ARY



# THE POWER HAS 100% GONE TO OUR HEADS

YOUR AUDIENCE IS UNIONISING IN THE COMMENTS. BRANDS, ACCEPT YOUR FATE, LISTEN IN, AND GET IN FRONT



BUT THE COOLEST MOVE FOR A BRAND? TO JUST SAY WHAT THEY'RE ALL THINKING (THEY KNOW YOU'VE BEEN LURKING TOO)

We know there is power in numbers, and the silent scream from the comments is surprisingly loud.

Audiences have the power to drag you, and make their demands. Whether it's the stans literally begging for a Shrek 5 redesign, or HBO just knowwwwing they're going to get roasted for the sixth logo design in recent years.

But don't think of it as a bad thing. It means you're the custodian of a fandom that really cares. So get self-aware, **read the comments**, and know that sometimes the final boss brand move is just calling a spade a spade.



THE COMMENTS GIVING BRUTAL DGAF FOCUS GROUP ENERGY



THE COMMENTS SECTION IS THE  
AUDIENCE'S REVENGE  
FOR BEING UNDERESTIMATED  
AND BORED BY BRANDS, CREATORS  
AND ENTERTAINMENT  
FOR A LITTLE TOO LONG



# COMMENTARY? AN EXPONENTIAL, PROPULSIVE FORCE

Jet2 are ascending, but not in flight....

The classic TV jingle, once an intentionally earnest ad for family-friendly discounts, has become the trending sound of the summer. It’s evolved from a trending sound paired with chaotic, ironic holiday content. Now the VO artist is performing live alongside DJs. We just can’t get enough of it. Brand properties, reclaimed by audiences, colloquialised and embedded in cultural lore.

NOTHING BEATS A JET2  
HOLIDAY!!! THE POWER OF  
THE PEOPLE IN REAL TIME

THEY OWN THE  
NARRATIVE, WE’RE JUST  
ALONG FOR THE RIDE



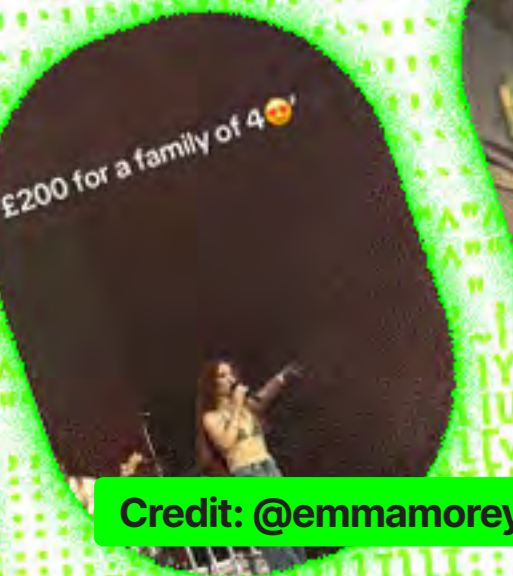
Credit: @moderndaymama1



Credit: @aggythegift2.0



Credit: @mercedesfbenson



Credit: @emmamorey\_



Credit: @jacksonchristx



Credit: @jet2

ANOTHER ELITE  
BRAND MOVE?  
PUTTING IT BACK ON  
AIR ON SPOTIFY ADS



# Turns out one fish can say a lot about humanity

**WHO KNEW?** When the viral Angler Fish swam to the surface this year, we probably didn't clock at first that it was actually a reflection on the hopeless state of modern dating in 2025, or on what it means to persevere despite all odds. This diva once again showed us that the audience is operating on levels we can't even fathom.

But the internet did what it did best, and made something deeply silly, yet profound.

Credit: @animalcrew.13

BRANDS TAKE NOTE ;)

A TRUE DIVA

You don't have to reinvent the wheel. Do something good, something that first captures your audience because it is good - then allows them to take it, roll with it and make their own.

Credit: @belleperez\_wards the su...

I JUST FOUND OUT ABOUT THE ANGLER FISH AND IM SOBBING 🥹

Credit: @niallocallaghan91

Find related content

Reply to Lee Wanless's comment  
Praying you do a fish skit!! 🐟

#anglerfish  
49.7K posts

✨she was in pain, but she finally saw the light she didn't have to make herself ✨

Credit: @nightshift1976

The Deep Sea

- Search interest in **deep sea fish** is at an all time high, and "[how big is a deep sea angler fish](#)" was the top-trending related question in the past week
- "[how deep is the deepest part of the ocean](#)" was a breakout search in the past week, and "[how deep can you scuba dive](#)" also broke out in the past 90 days
- "**Life on mars**" has been searched [+50% more](#) than "**deep sea fish**" over the past five years, but in the past week, "**deep sea fish**" was searched [+200%](#) more
- Search interest in deep sea creature [telescope fish](#) also broke out in the past month, as well as the [Greenland shark](#)
- "[where can i see bioluminescence](#)" rose [+190%](#) in the past week, and Alaska was the top state searching bioluminescence

Credit: @lordheavell



Your audience owns the narrative, and there's nothing more IYKYK than intertextuality. They're going to remix, reimagine and recreate. Have the confidence to let them. They'll love you the more for it.

It's not so much what they see of themselves in content, it's what they can create with it.



"Comments and DMs often spark my biggest ideas, it's gone from me just posting to creating together. A simple comment can spark a spin off series or idea that I'm yet to work on."

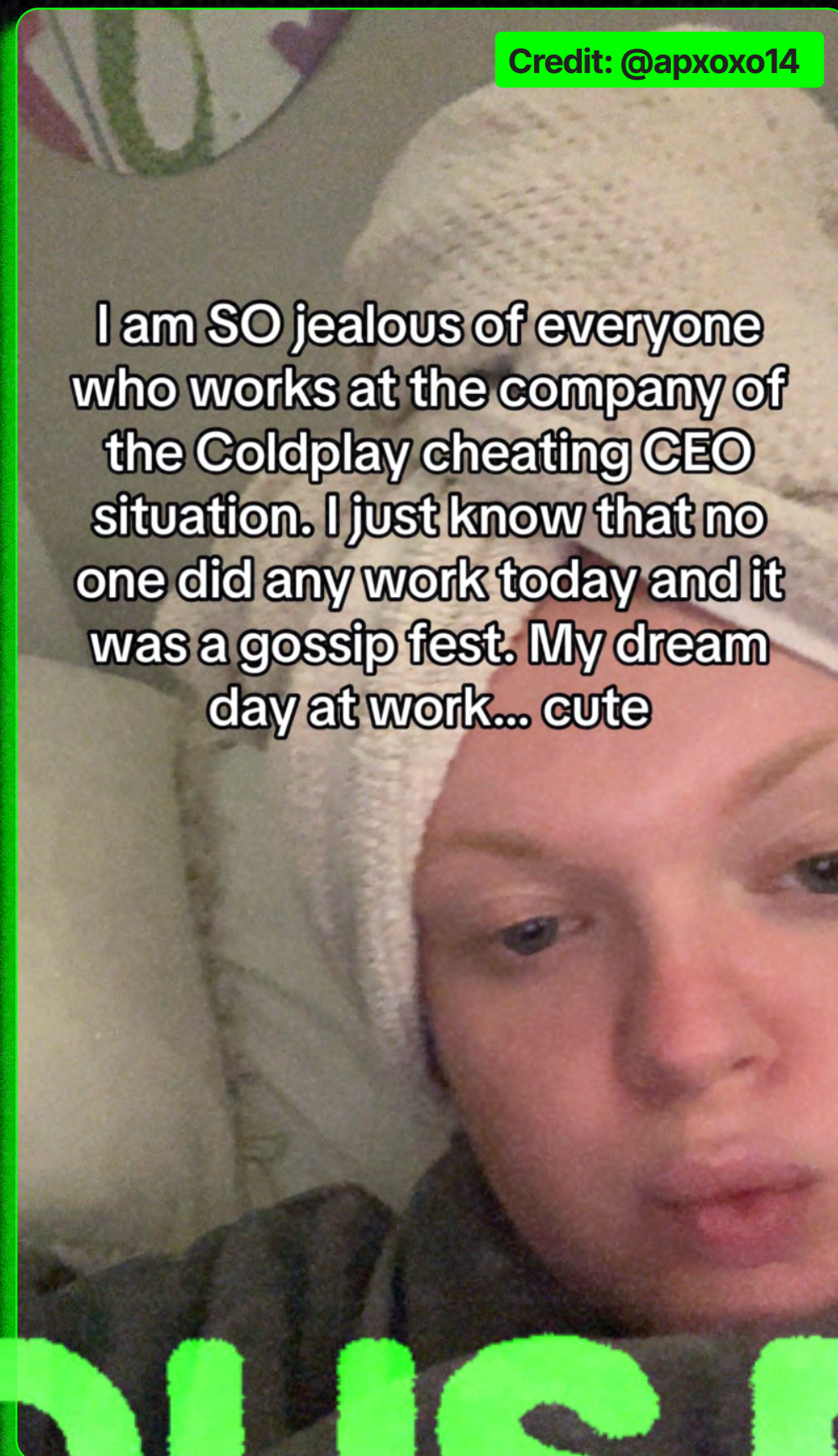
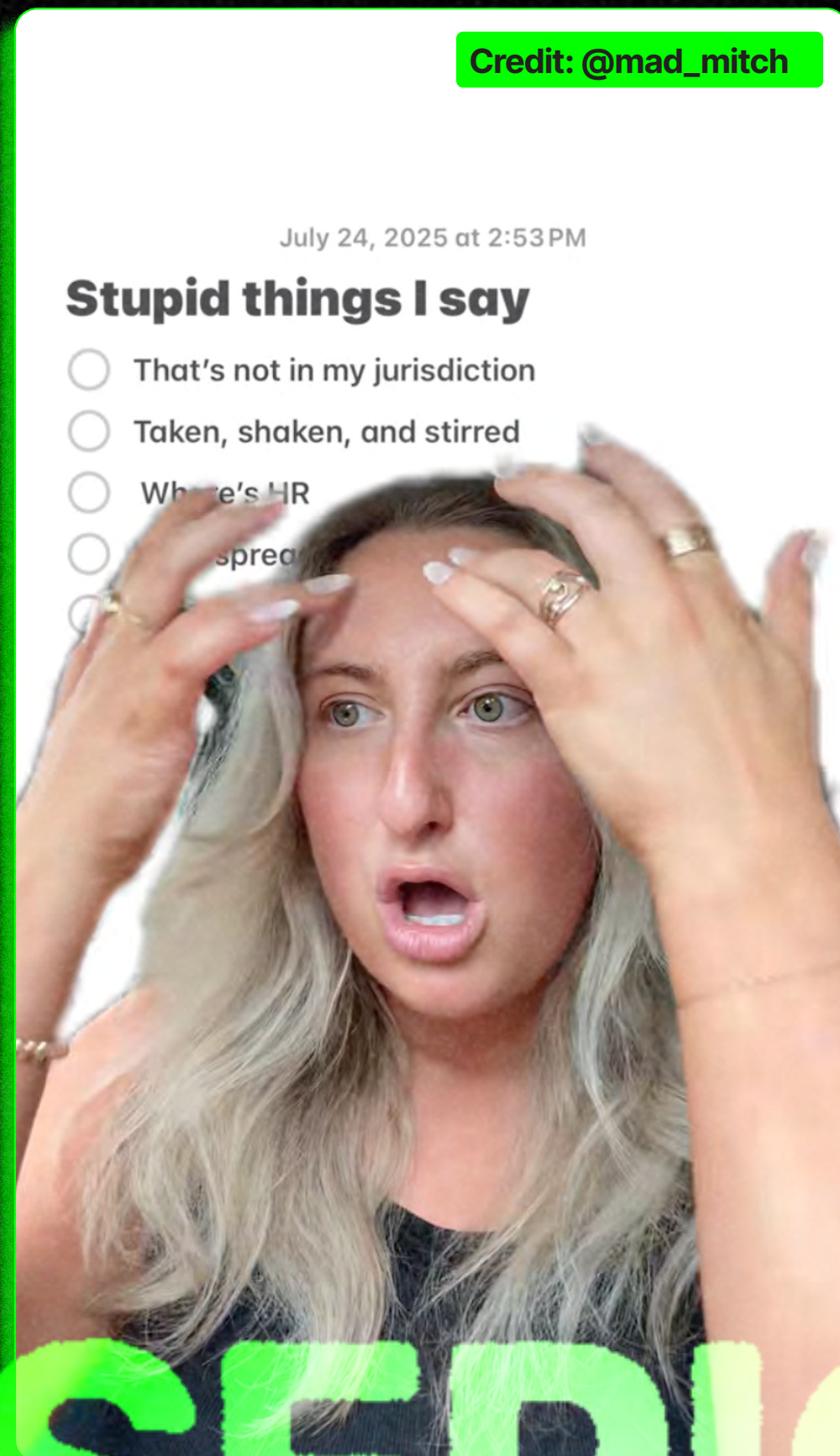
**your name**  
**keeps coming up**

EVERYTHING IS COMMENTARY.  
CULTURE IS IN DIALOGUE.  
SHIT CHAT IS UNFORGIVABLE.

Your audience wants content that lets them get into the weeds with their fellow stans. Create for the few in the comments, and you'll see results from the many on the FYP.







# RU (UN)SERIOUS RN?

COMMENTARY HAS BEEN TIKTOK-IFIED. THE COMMENTARY IS MORE SILLY THAN EVER.



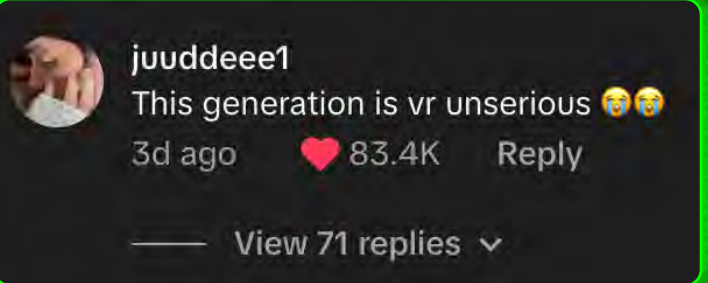
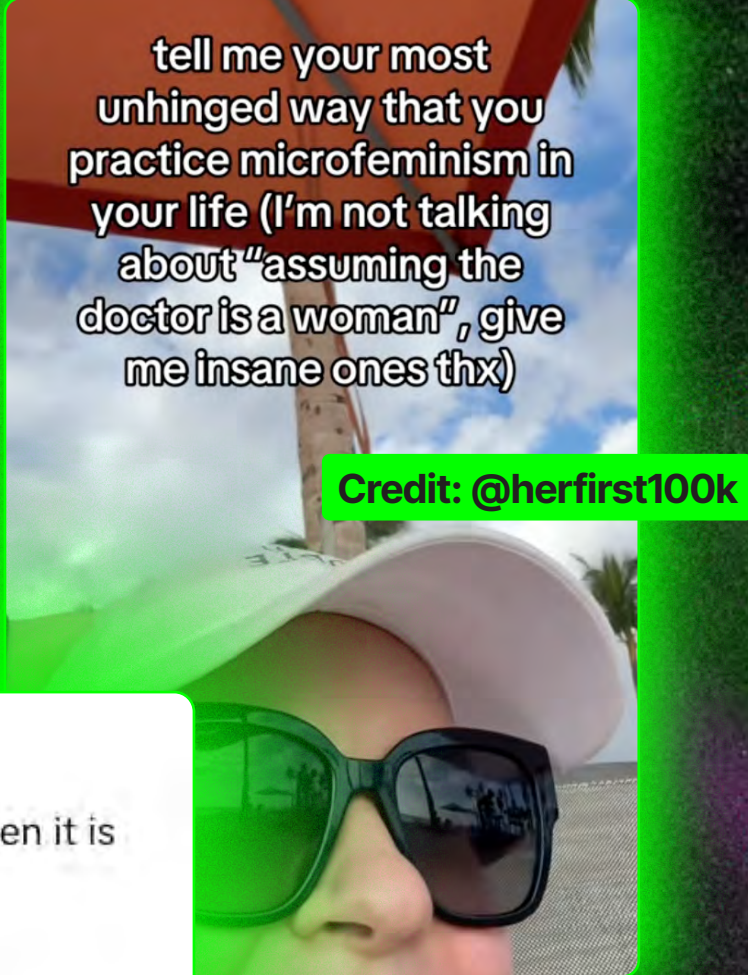
Years of brainrot has rewired the younger generation as they reach new heights of consciousness.

Constant exposure to other people’s opinions has resulted in a dramatic shift. Irony is their north star, and they’re self-aware to unprecedented levels.

This has heralded the death of sensible. Behaviour itself is shifting in response to this chaotic new world, where free will reigns, and nothing is ever that serious.



SURE, WE’LL GO WATCH A GUY FOLD A FITTED SHEET WITH A THOUSAND EQUALLY WEIRD STRANGERS





# HATE IS BACK!?

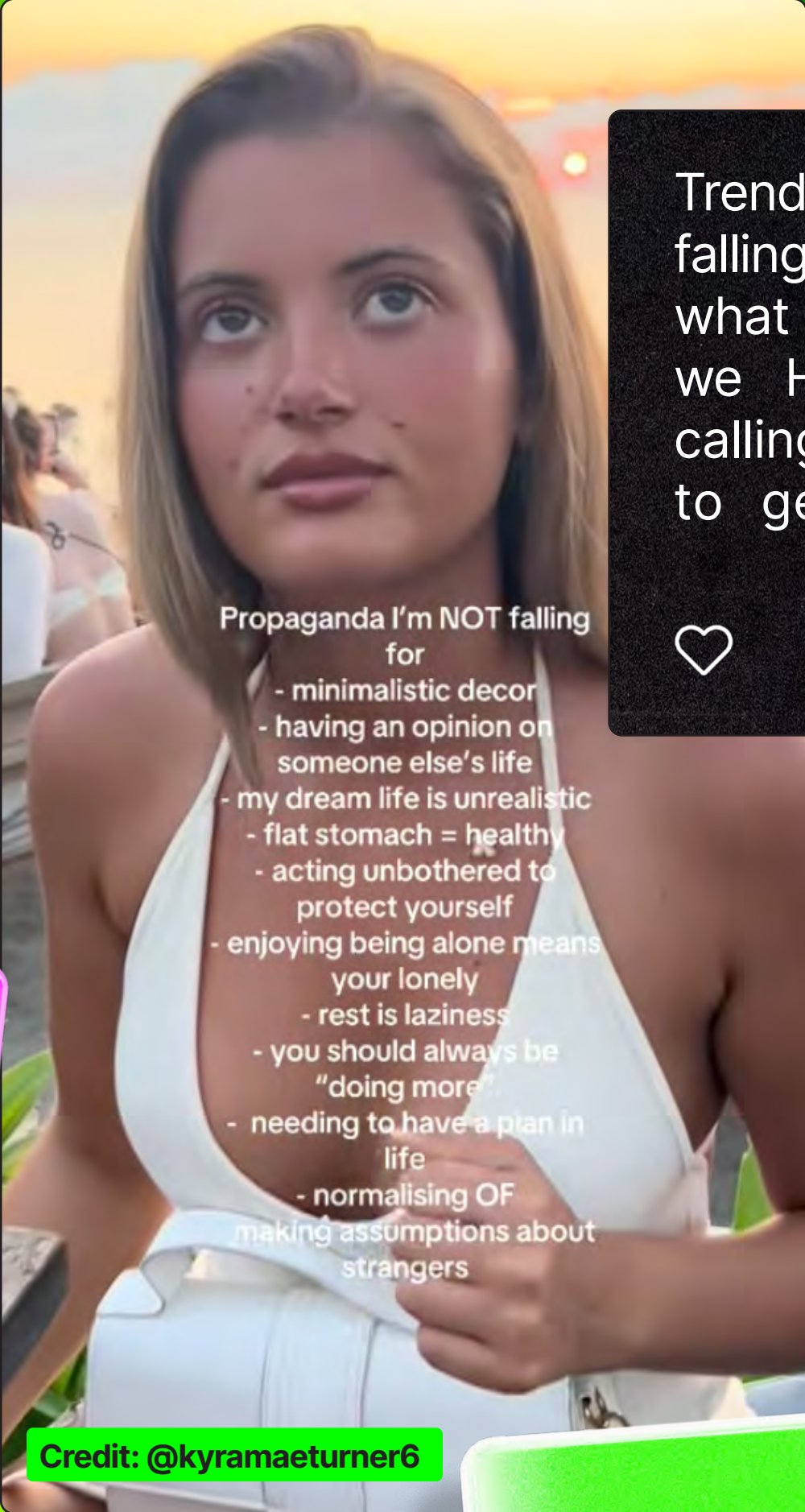
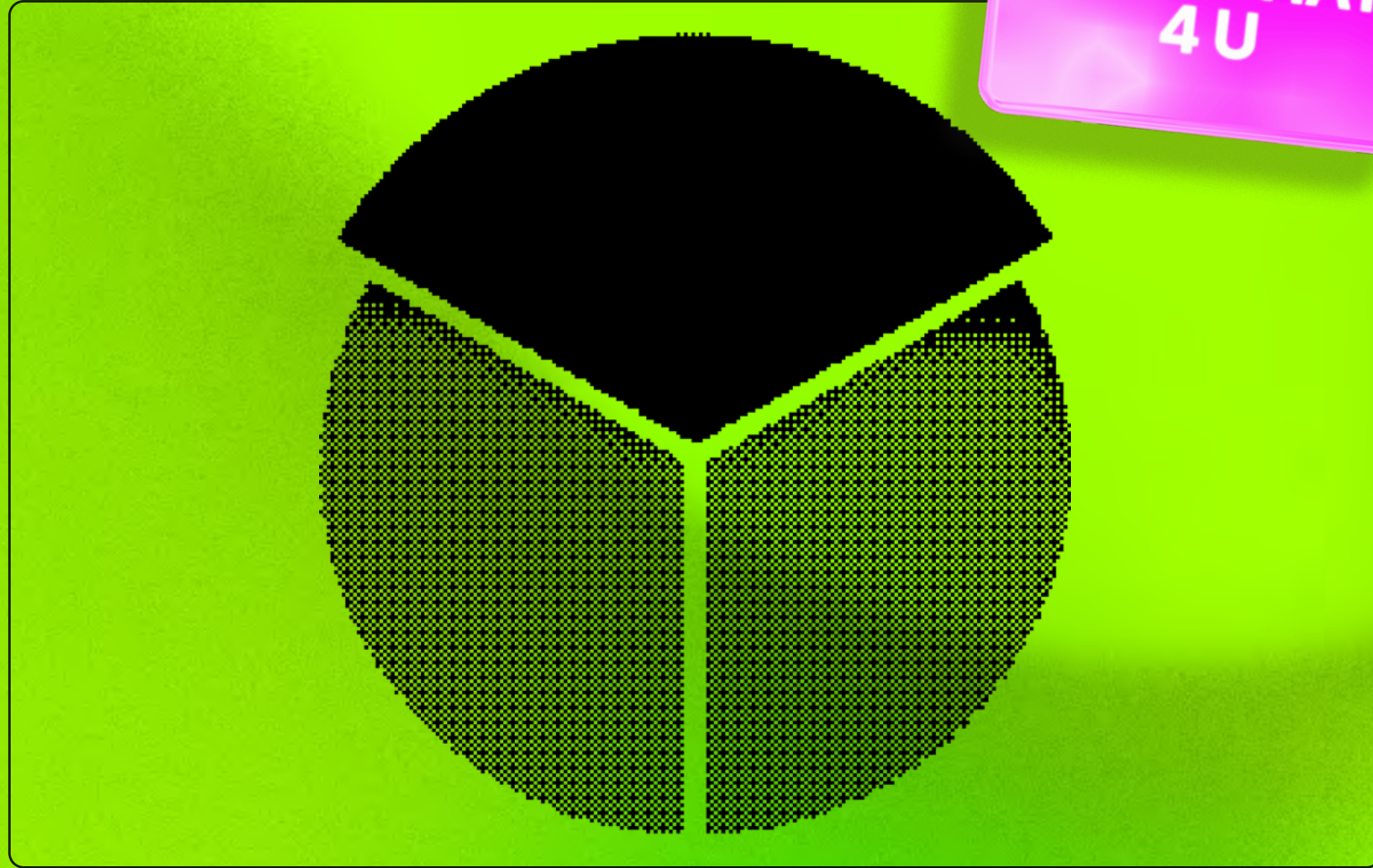
## A LITTLE (UNSERIOUS) RAGE LOOKS GOOD ON US

We have X wars and diss tracks; **hater mentality** is back.



**1/3** OF YOU SAID YOU WOULD DESCRIBE YOURSELF AS A HATER!!!! ❌

LOVE THAT 4 U



Trends like "Propaganda I am not falling for" are all vehicles for saying what we really think: "this is lame and we HATE it." Audiences are mass calling it, and it's feeling really good to get some things off our chest.



SUBMITS APPLICATION TO BECOME A PROFESSIONAL HATER ✓





# BUT LOVE IS ALSO BACK??

Not the overly earnest, brand safe kind, though. Instead, emerging from the algo is a raw and diabolically silly version. Parallel to conversations of radical acceptance, we're encouraging ourselves and others to reclaim enthusiasm and care.



Credit: @yearningyardies  
Find related content

my boyfriend wants to show you more of his plants so you BETTER say nice things

72.3K



Jayzar Recinto  
You heard me clapping all the way from the Philippines, right? RIGHT?!

6-14 Reply



yearningyardies · Creator  
you'll be excused once you slide some pancit over our way 🍜

6-14 Reply

34.2K



Hungry Shark  
Glad you found your passion

6-17 Reply

View 22 replies

Find related content

OK COOL IS GOING TO SHOW YOU THEIR TREND REPORT, YOU BETTER SAY SOMETHING NICE OR ELSE... 😏

120K



Subway UK & Ireland  
we don't sell strawberries but if we ever did we'd know who to call

6-13 Reply

View 141 replies

00:13/00:

Credit: @yearningyardies



# & CAMARADERIE TOO.

## GOING TO WAR FOR THE SWEETHEARTS: THE ANTIPASTO CONTROVERSY

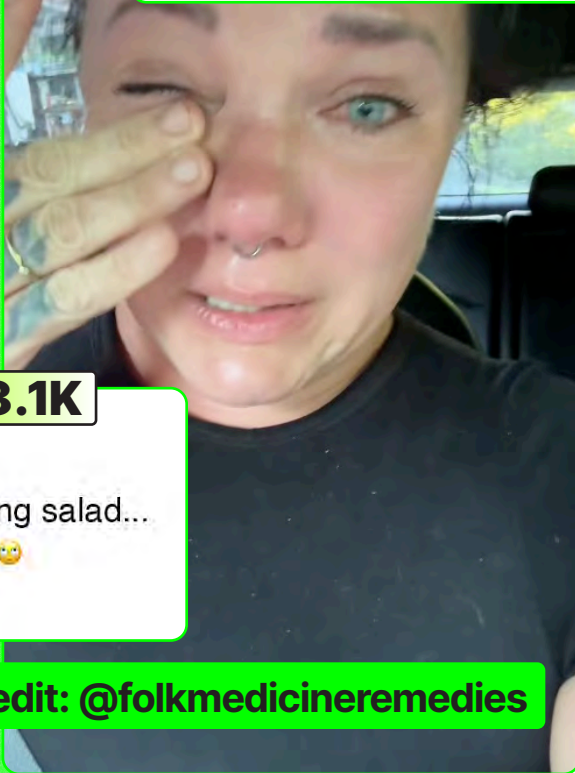
There’s a lot out of our control these days. But what is in our control? Getting revenge for people who have been wronged online.

The besties in the comments; ready to mobilise.

1

**Ashley Ramsey**  
This is screaming “I peaked in high school and I still live there”  
View 15 replies

3110



Credit: @folkmedicineremedies

### THE RESPONSE

we are not mean people  
neither is my mother in law

Effect - BAHAMAS BY BRYANT

STASIA  
#stitch  
anything

**Mona Lisa Latina**  
I’m glad she didn’t accept your apology Stasia.

View 14 replies

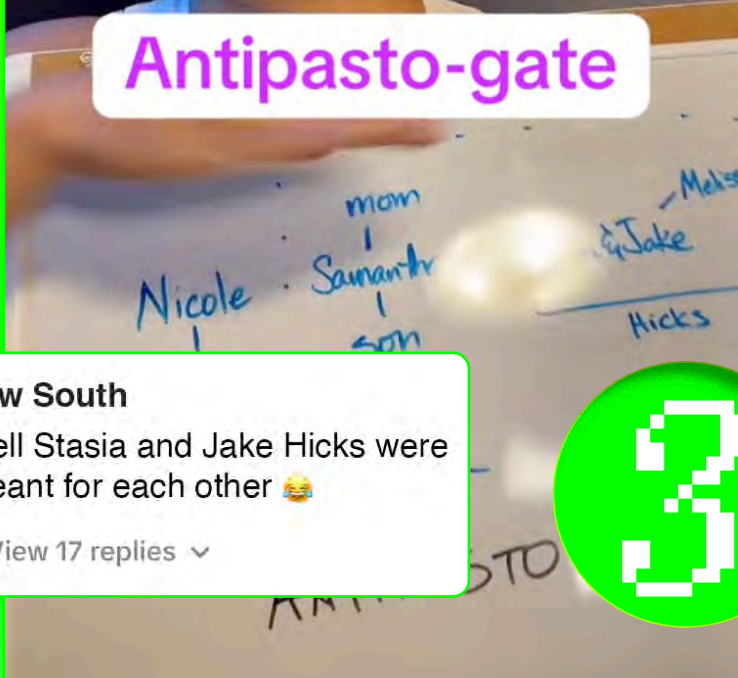
29.8K

**Andrew South**  
I can tell Stasia and Jake Hicks were just meant for each other  
View 17 replies

Credit: @puzzlesbringmepiece

I learnt today that my husband knows

Antipasto-gate



3

**Shannon Whitaker**  
Nah. Your tone of voice lets me know that you’re the problem  
View 87 replies

Credit: @jezbreezy

If Stasia Hicks was an Indian Mom:



4

**Katie Reed**  
“I am not a mean person” & immediately starts saying horribly mean words...  
View 49 replies

70.1K

Credit: @folkmedicineremedies

**princessfaewilde**  
It is the anti-stassia salad

20.2K



5

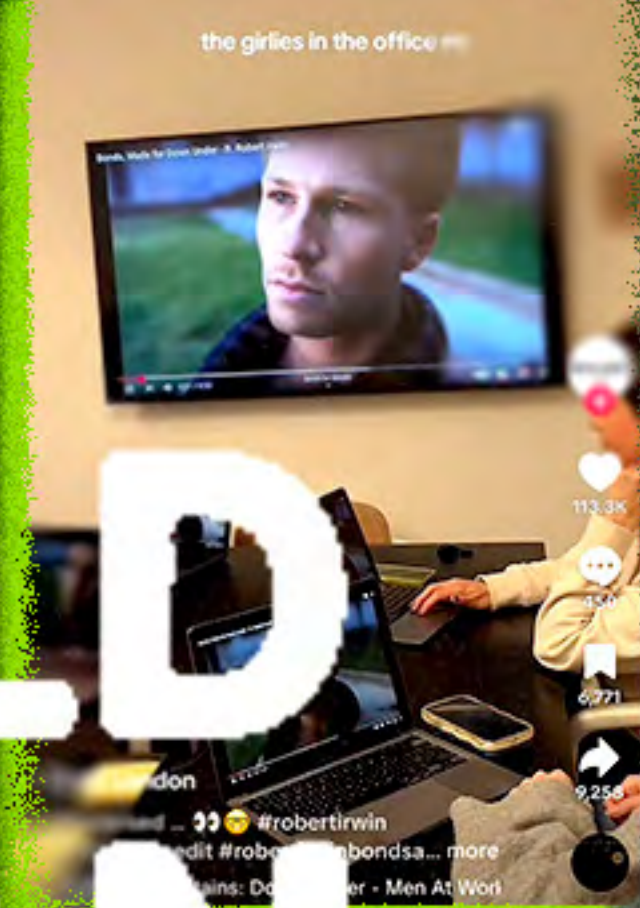


# BUT THE WORLD IS BIGGER THAN AN FYP



Credit: @highsnobiety

Credit: @silkelondon



Credit: @dreambabypress



# YOU'VE BEEN GROUP CHAT-FLUENCED

If we're saying that in the comments, imagine how unhinged the group chats are.

We're retreating to the spaces where culture, cult and fandom is operating in its most potent form. True grassroots community, opinion and influence. Whether it's the Reddit thread, Letterboxd reviews or, best of all, just the group chat of those seven friends that are the arbiters of culture and influence in your world.

**US**  
Where is the most insightful cultural commentary today?

**YOU**  
"My mates are still my most trusted source. The stuff they send me privately is almost always better than what I find in my feed. It's a form of social editing that no algorithm can match"

"Angry menopausal women on Substack; marginalised voices speaking up despite fear; Gen Z newsletter writers giving it everything outside the parameters of mainstream media. Reductress and The Onion"

"Creators and thought leaders who are experts in their fields. Then the comment sections lol"

"Comes from the next conversation at a bar table"

"YouTube Essayists, Podcast hosts, TikTok & Instagram Creators, Reddit threads, Discord servers, and private group chats"



REDDIT STILL GETS IT.  
THE FUNNIEST PEOPLE  
ONLINE? "ANONYMOUS  
REDDIT ACCOUNTS  
AURA FARMING"

# YOUR HONOUR SHE WON'T STOP USING IT



Seems you can't keep a good platform down. The Reddit renaissance is upon us, and the historically unsexy platform feels like that hot take from five years ago that has aged incredibly well.

Outspoken, yet (relatively) for the public good, Reddit is doing the near impossible for a heritage platform, and 20 years after its inception, it's the fastest growing social media platform in 2025 (eMarketer, 2025).

A primitive, yet an undeniably human space, we're gathering here for the transparent, anti #sponcon, niche conversation somewhat harder to preserve on other platforms.



# CLUB KIDS HAVE EVOLVED:

SUBSTACK AND IT'S THE SAME BUT THERE'S VIDEOS AND PODCASTS SO IT'S NOT BUT IT'S STILL SUBSTACK

Since we last chatted, Substack is even more that diva.

What kind of discourse do you want? A podcast, a video essay or an intrusive thought (note) - it's got it all. THANK GOD brands are finally realising its potential (thanks for listening 😊).

Substack is a true community tool, whether posting to 17 subscribers or 1500, it's a space to engage in conversation, reinforce your values, and intellectually connect with an audience.

We're not using these spaces for mass reach. It's about creating a space where your brand world, and fandom, is at its most potent and powerful.

DO YOU CONSIDER SUBSTACK A SOCIAL MEDIA PLATFORM?

66.7%  
OF YOU SAID YES

Benjamin Antoine

22 Jun

Subscribe

Substack makes me a little sad lately. All I see are bestsellers. Big names and posts with 1000's of likes.

But I didn't come here for that.

I came for the quiet voices.

The shaky ones.

The ones still figuring it out in public, and I hate how easy it has become to overlook them.

That's who I want to read. That's who I want to support.

9K

1.4K

284

NO ORDINARY LOVE

Home Notes About

Introducing

AN ANTHOLOGY OF LOVE STORIES ALMOST NEVER TOLD

WRITTEN BY  
JEN WINSTON · TOMASZ JEDROWSKI · HUNTER HARRIS  
UPASNA BARATH · WILLIAM RAYFET HUNTER

A Foreword by Roxane Gay

To introduce No Ordinary Love, Roxane Gay shares her own perfectly imperfect love story.

MAY 12 · NO ORDINARY LOVE AND ROXANE GAY

199

Not Over Yet by Upasna Barath

After hitting it off, Tyla wanted to date, Jerome wanted to wait.

JUN 10 · NO ORDINARY LOVE AND UPASNA BARATH

49

Too Good To Let Go by Tomasz Jedrowski

They swore off long distance — until they saw Aissata.

JUN 3 · NO ORDINARY LOVE

HINGE HASN'T FOUND ME A BOYFRIEND BUT AT LEAST THEY GAVE ME A SUBSTACK

Credit: @hinge

Subscriptions

All Listen Paid Saved History

COCO MOCOE

28 APR

"You want a career, not a year": A Creator's Guide to Successfully Changing Niches

Going viral is easy — building a career is the hard part. Learn about the importance of changing your niche as a creator or brand...

PREVIEW · COCO MOCOE · 42 MIN WATCH

COLU COOKS

25 APR

Double Take! A New Column!

A recording from Colu Henry's live video

COLU HENRY AND ALEXIS DEBOSCHNEK · 31 MIN WATCH

BURN AFTER READING

15 JULY 2024

creativity in crisis?

Listen to Aries Moross, Nate Agbetu and Ashley Mi Ki Mak chat with our Creative Director Rhianna Cohen to celebrate the next round of...

MORNING · 46 MIN LISTEN

AFTER SCHOOL BY CASEY LEWIS

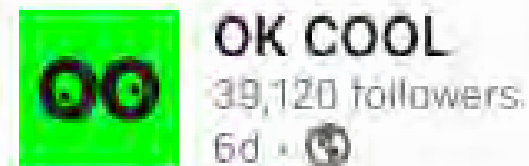
14 AUGUST 2024

Back to School Season Is Gen Z's Super Bowl

Credit: @substack



# THE BUSINESS OF COMMENTS: THE LINKEDIN REAWAKENING



Marketing has broken the fourth wall, and we're drawing a direct line from Sheerluxe EGC to InStyle satirical Intern diaries to LinkedIn's current excellence for cultural discourse. Culture is shaped in conversation, both by those who consume it, and by those who seek to influence within it. Now, we've got a space to talk about that with intention. The LinkedIn commentary is actualising a more interesting creative standard for the industry, in real time.

So is it B2B or B2C? Babes, your boomer is showing. Today, your brand should have an 'everything, everywhere, all at once' mentality to being in culture and spoken about.




 Comment



**OK COOL'S CO-FOUNDER  
= LINKEDIN'S #1 TOP VOICE  
IN CULTURE MARKETING**



**Jolyon Varley**  • 1st  
Connecting brands to culture with cool content that converts | C...  
1w • 

This could be fake news. Doesn't matter.

Social is convinced Lego is dropping the 'Ibiza Final Boss' set immortalising Jack Kay.

Jack Kay is the Ibiza raver whose bowl-cut hairstyle and dance moves have taken the internet by storm.

The rumoured \$79.99 set? A 120-piece tribute. Minifigure Jack comes with oversized sunnies, a gold chain and that now-iconic pink cup.

Jack's response on Instagram: "Mate, I'm a LEGO set now? That's proper boss level. Next stop, Hollywood."

If it's true, it's genius. If it's not, still genius.

Either way, I'm waiting to see which brands jump

Because this is internet culture in 2025.

Hawk Tuah goes from meme to sold-out merchandise, Drake then ghosts the internet, and now a rave on his own Lego set (allegedly).

How long until Jack's got a podcast, a meme docuseries?

Is social media hilariously undefeated or are w

But most importantly, I was finally able to publicly circulate my theory about the main difference between Millennials and Gen Z. That is, Millennials earnestly high five and Gen Z do not.



**Jolyon Varley**  • 1st  
Connecting brands to culture with cool content that converts | Co-fou...

NGL that insight had me rattled [Annie House](#). I've dined out on it three times since.

Love ·   4 | Reply · 1 reply



**Annie House**  **Author**  
Head of Strategy at OK COOL

**Jolyon Varley** imagine my horror reckoning with the realisation mid high five

Like ·  3 | Reply | 423 impressions



**Jolyon Varley** 3w

This social circus is unapologetically, undeniably intellectually derelict at times. And yet... I love it dearly. Which leads me to believe that in in the right line of work. Anyone else comfortable with that contradiction?

👍 Like • 💬 Reply | 9 Reactions



**Nib Khan** 3w  
I keep you safe and engaged  
**Jolyon Varley** Poetically put, love it.



# PLATFORMS HAVE GONE MULTIVERSAL

Almost every platform today provides a stream of content, but this undercurrent of active consumption has surfaced, and the platforms' capabilities for comments and interactions are shifting as well.

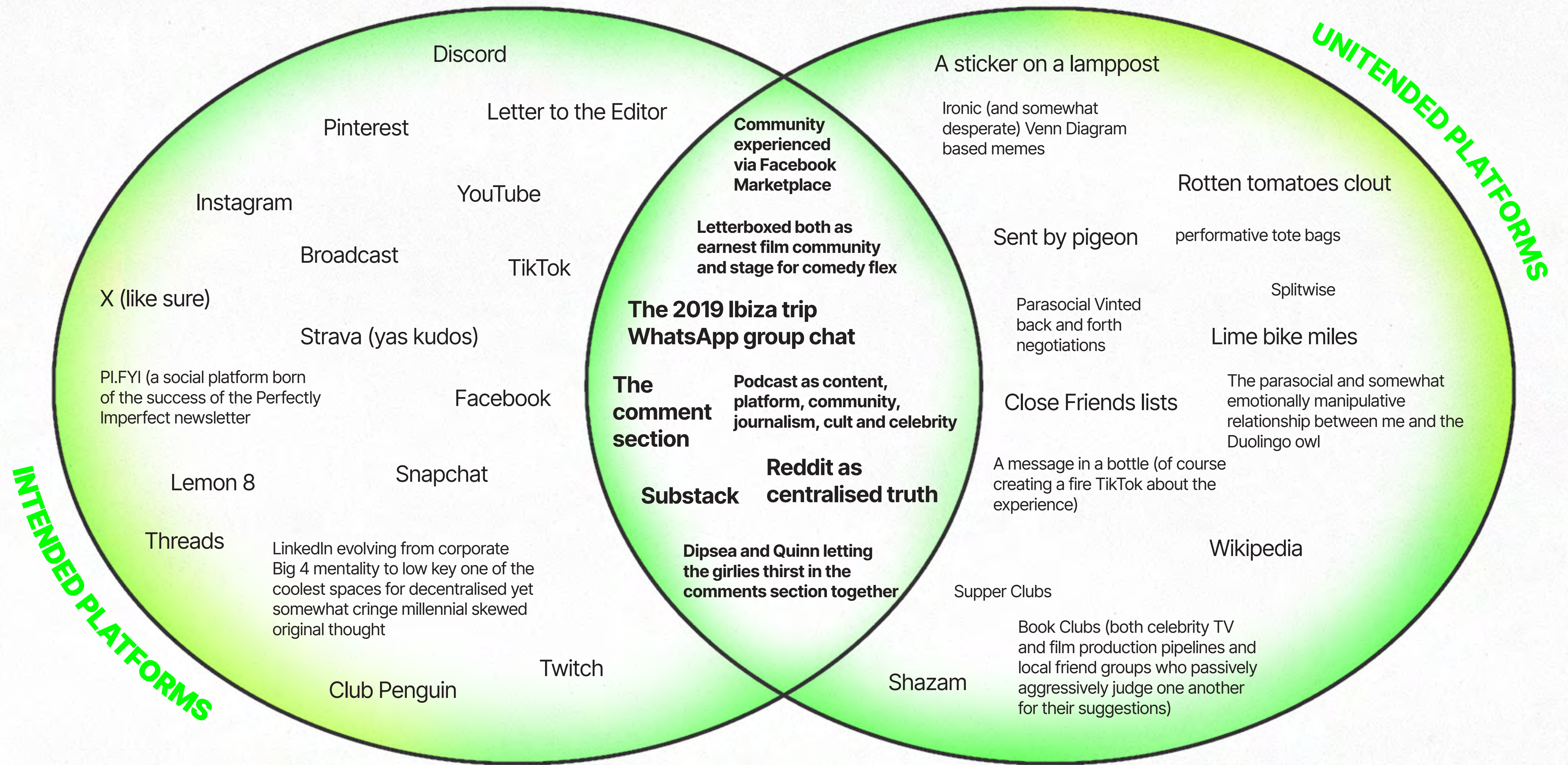
Image responses are driving another shift in the immortal language that is memes, where viral trends and general social culture are quickly absorbed into the ever-expanding dictionary of internet speak.

MEMES REMAIN THE KEY TO OUR HEARTS AND THE MOST OBVIOUS REMINDER THAT YOUR AUDIENCE IS FUNNIER THAN YOU AND THEY KNOW IT





# SPACES OF INFLUENCE CATEGORISED BY INTENTIONALITY





# BUT WAIT, AM I TALKING TO A *REAL* PERSON?

I SUPPOSE WE SHOULD TALK A LITTLE ABOUT AI?


"CHATGPT IS A  
SUPERCOMPUTER AND  
WE'RE USING IT TO  
PROCESS OUR  
SITUATIONSHIPS" YA NOT  
WRONG @JAKE CLAY 🤔



# AI: WHAT'S THE VIBE?

Who even knows??? (your audience doesn't). But they're still using it in way more unexpected and interesting ways than you'd predict.


The pilates princess? Meal planning and recipes. Hanging on by a thread? Affordable therapy. Bored of app dating chat? Outsource it.



Liz Stone

🇺🇸 Yesterday at 7:20 PM

Life changing




Will

Yesterday at 8:15 PM

a bounce board, a sidekick, a boost in speed

🔥 1


😊



ellen

Today at 12:22 AM


a personal untapped stream of information but not 100% reliable



Case

Today at 12:30 AM

A colander for my chaotic ramblings, speeding up the prospecting for creative gold.



Anya

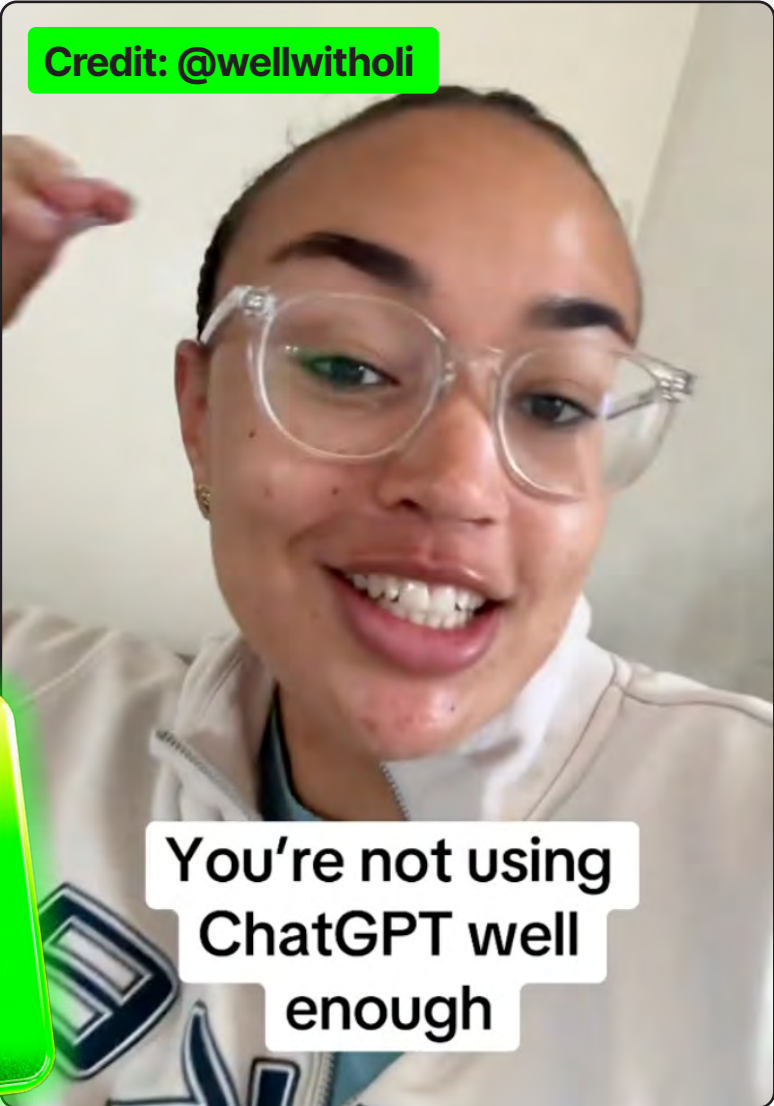
Today at 12:48 AM

Dangerously addictive but undeniably valuable

👍 1

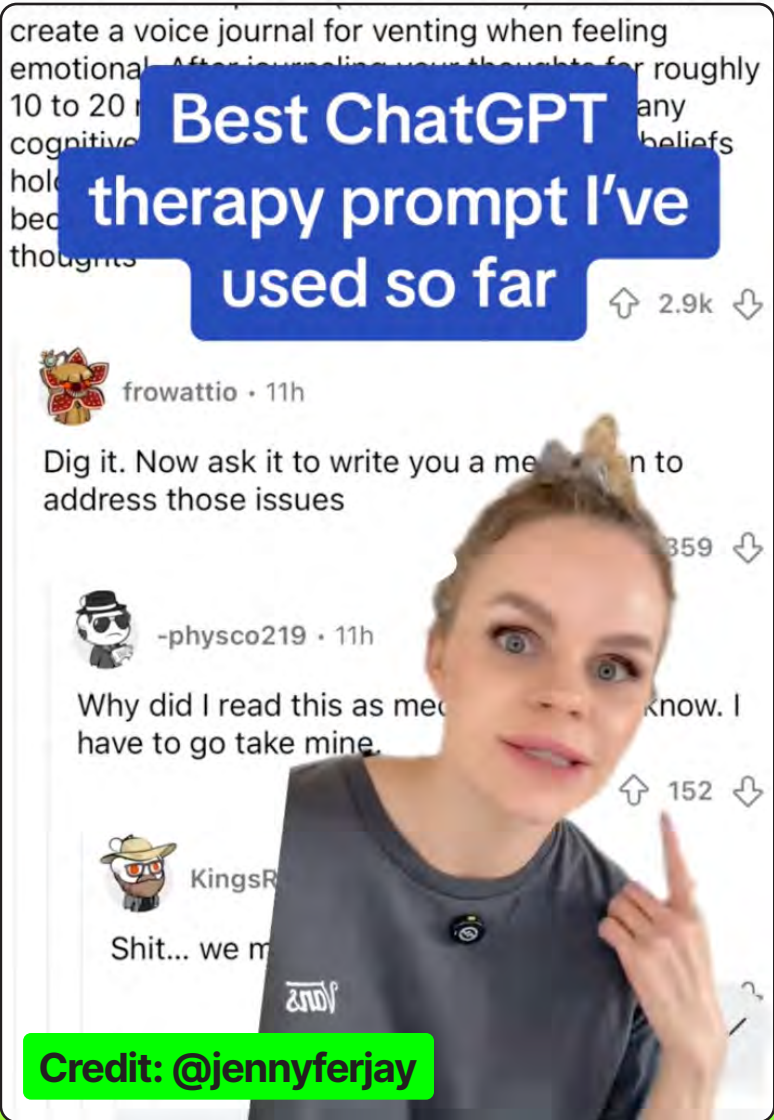
😊

AI FEELS FROM THE OK COOL GROUP CHAT.



Credit: @wellwitholi

You're not using ChatGPT well enough



create a voice journal for venting when feeling emotional. After journaling, summarize thoughts for roughly 10 to 20 minutes. This helps with cognitive processing and emotional regulation. I've been using this prompt for a while and it's become a go-to for my thoughts.

Best ChatGPT therapy prompt I've used so far

frowattio • 11h

Dig it. Now ask it to write you a message to address those issues

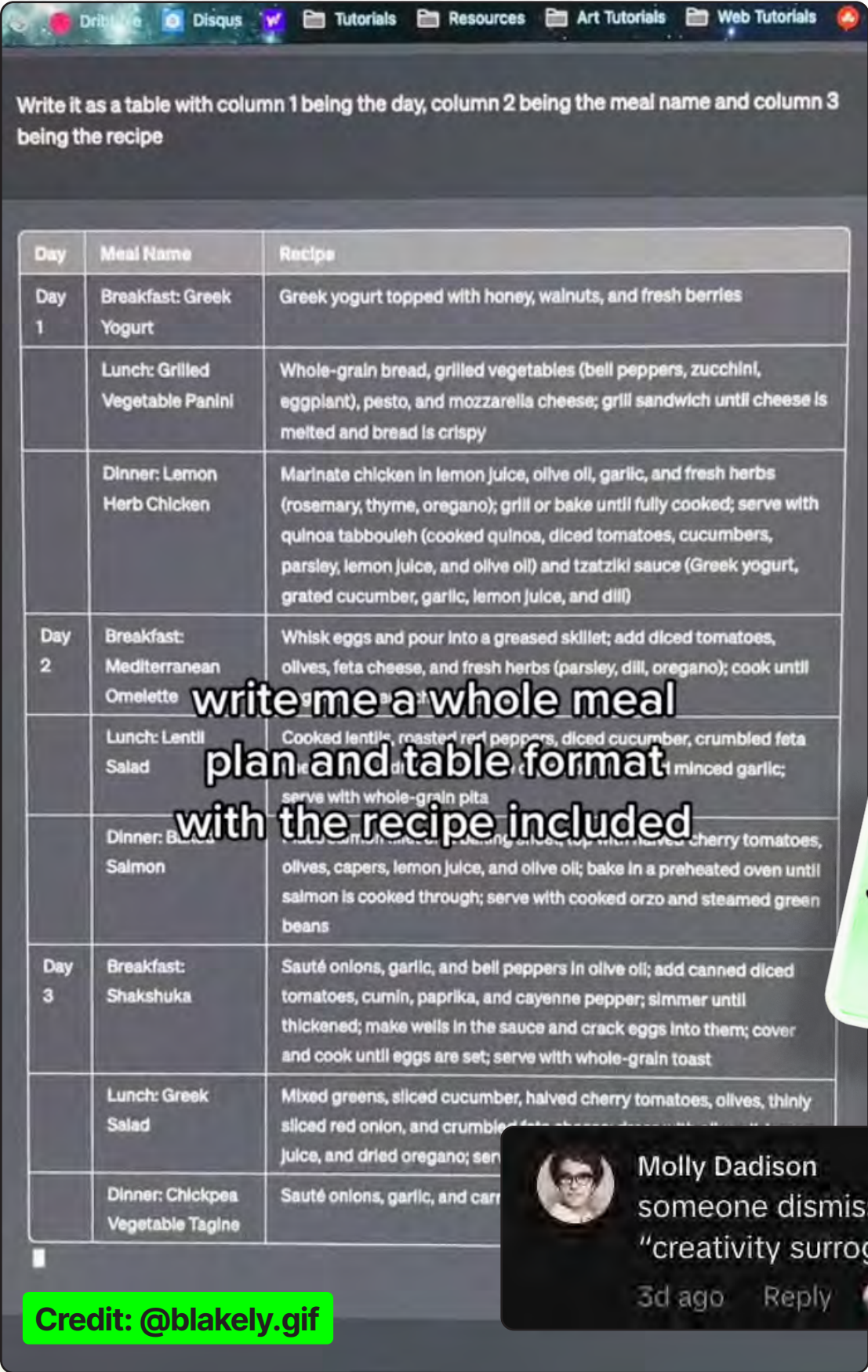
-physco219 • 11h

Why did I read this as me... I know. I have to go take mine.

KingsR

Shit... we m

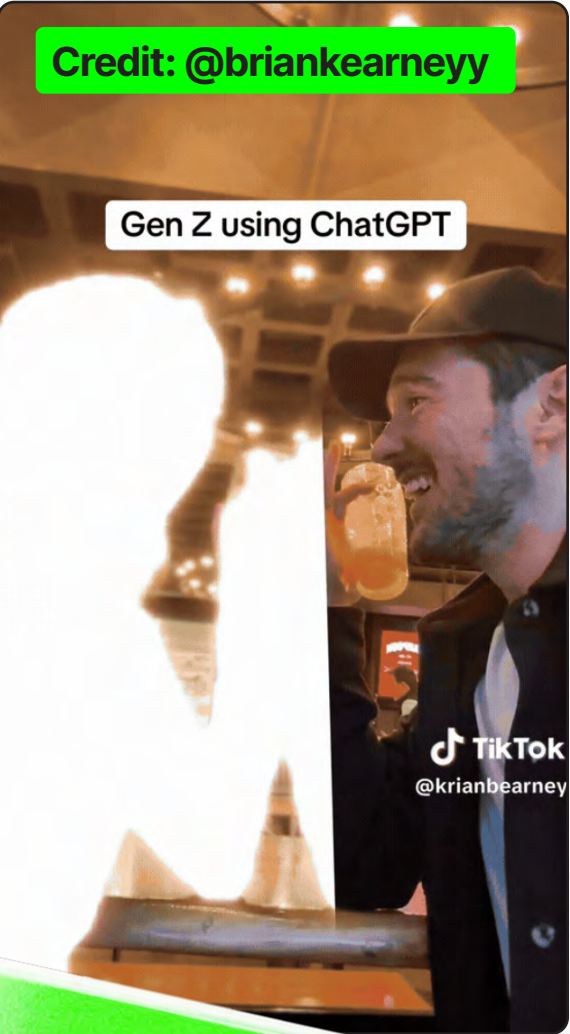
Credit: @jennyferjay



Write it as a table with column 1 being the day, column 2 being the meal name and column 3 being the recipe

Day	Meal Name	Recipe
Day 1	Breakfast: Greek Yogurt	Greek yogurt topped with honey, walnuts, and fresh berries
	Lunch: Grilled Vegetable Panini	Whole-grain bread, grilled vegetables (bell peppers, zucchini, eggplant), pesto, and mozzarella cheese; grill sandwich until cheese is melted and bread is crispy
	Dinner: Lemon Herb Chicken	Marinate chicken in lemon juice, olive oil, garlic, and fresh herbs (rosemary, thyme, oregano); grill or bake until fully cooked; serve with quinoa tabbouleh (cooked quinoa, diced tomatoes, cucumbers, parsley, lemon juice, and olive oil) and tzatziki sauce (Greek yogurt, grated cucumber, garlic, lemon juice, and dill)
Day 2	Breakfast: Mediterranean Omelette	Whisk eggs and pour into a greased skillet; add diced tomatoes, olives, feta cheese, and fresh herbs (parsley, dill, oregano); cook until omelette is set
	Lunch: Lentil Salad	Cooked lentils, roasted red peppers, diced cucumber, crumbled feta cheese, and a dressing of olive oil, lemon juice, and minced garlic; serve with whole-grain pita
	Dinner: Baked Salmon	Preheat oven to 400°F. Bake salmon fillets with olive oil, lemon juice, and herbs; serve with cherry tomatoes, olives, capers, lemon juice, and olive oil; bake in a preheated oven until salmon is cooked through; serve with cooked orzo and steamed green beans
Day 3	Breakfast: Shakshuka	Sauté onions, garlic, and bell peppers in olive oil; add canned diced tomatoes, cumin, paprika, and cayenne pepper; simmer until thickened; make wells in the sauce and crack eggs into them; cover and cook until eggs are set; serve with whole-grain toast
	Lunch: Greek Salad	Mixed greens, sliced cucumber, halved cherry tomatoes, olives, thinly sliced red onion, and crumbled feta cheese; dressing of olive oil, lemon juice, and dried oregano; serve with pita
	Dinner: Chickpea Vegetable Tagine	Sauté onions, garlic, and carrots; add chickpeas, vegetable broth, and spices; simmer until vegetables are tender and chickpeas are heated through

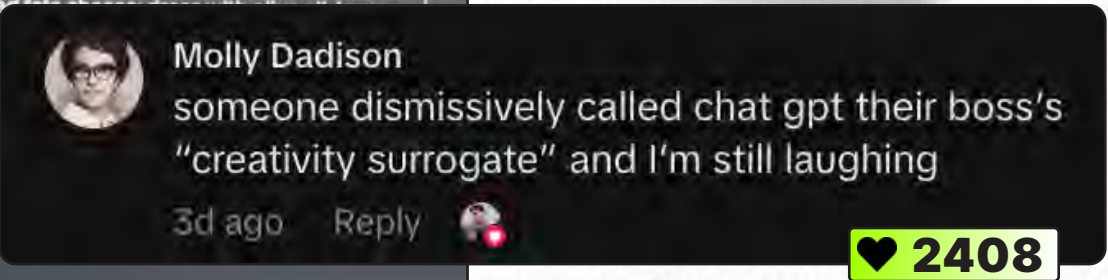
Credit: @blakely.gif



Credit: @briankearneyy

Gen Z using ChatGPT

ACTUALLY, IS AI JUST OUR IMAGINARY BEST FRIEND?

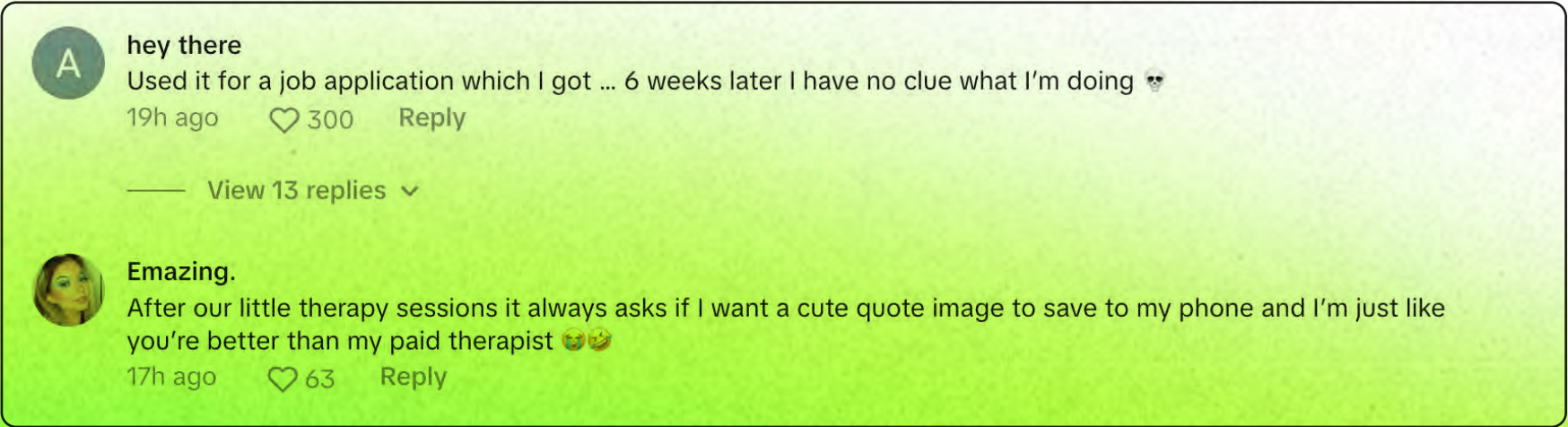


Molly Dadison

someone dismissively called chat gpt their boss's "creativity surrogate" and I'm still laughing

3d ago Reply

2408



A

hey there

Used it for a job application which I got ... 6 weeks later I have no clue what I'm doing

19h ago 300 Reply

View 13 replies

Amazing.

After our little therapy sessions it always asks if I want a cute quote image to save to my phone and I'm just like you're better than my paid therapist

17h ago 63 Reply

@OK COOL Ltd. 2025

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# UNO AI REVERSING

Slop? Utopia? Neither. What is clear? AI is only ever as influential or creative as the human catalyst behind it. We're bringing our wildest thoughts to life, and then watching as they reinspire their own subcategories of human originality, creativity, and counter-commentary.

AI TURNS ORIGINALITY INTO BIGGER CONTENT PLAYGROUNDS.

BECAUSE THE ULTIMATE DYSTOPIA IS REALITY 🤖



RECLAIMED BY GEN Z AND RETURNING TO A FUNNY, LOW-FI, HUMAN AND AUTHENTIC TIKTOK TREND (THAT IS COMMENTARY IN AND OF ITSELF)

## DYSTOPIAN REALITIES

Satirical takes on the chaos of our times start to appear as AI storylines.

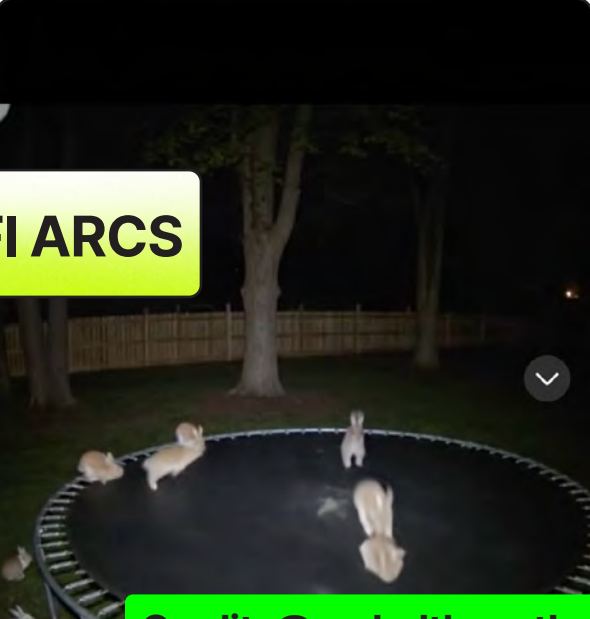


History's greatest hits get the AI POV treatment.

## REIMAGINED NARRATIVES

## IMAGINATIVE LOFI ARCS

AI Bunnies on a trampoline fooled us into questioning what's real.



## CORECORE BRAINROT

Ballerina Cappuccino becomes a household name on the FYP.











Credit: @silkelondon

Credit: @subwaytakes

# ICONS KNOW HOW TO BE THE CENTER OF THE CONVERSATION

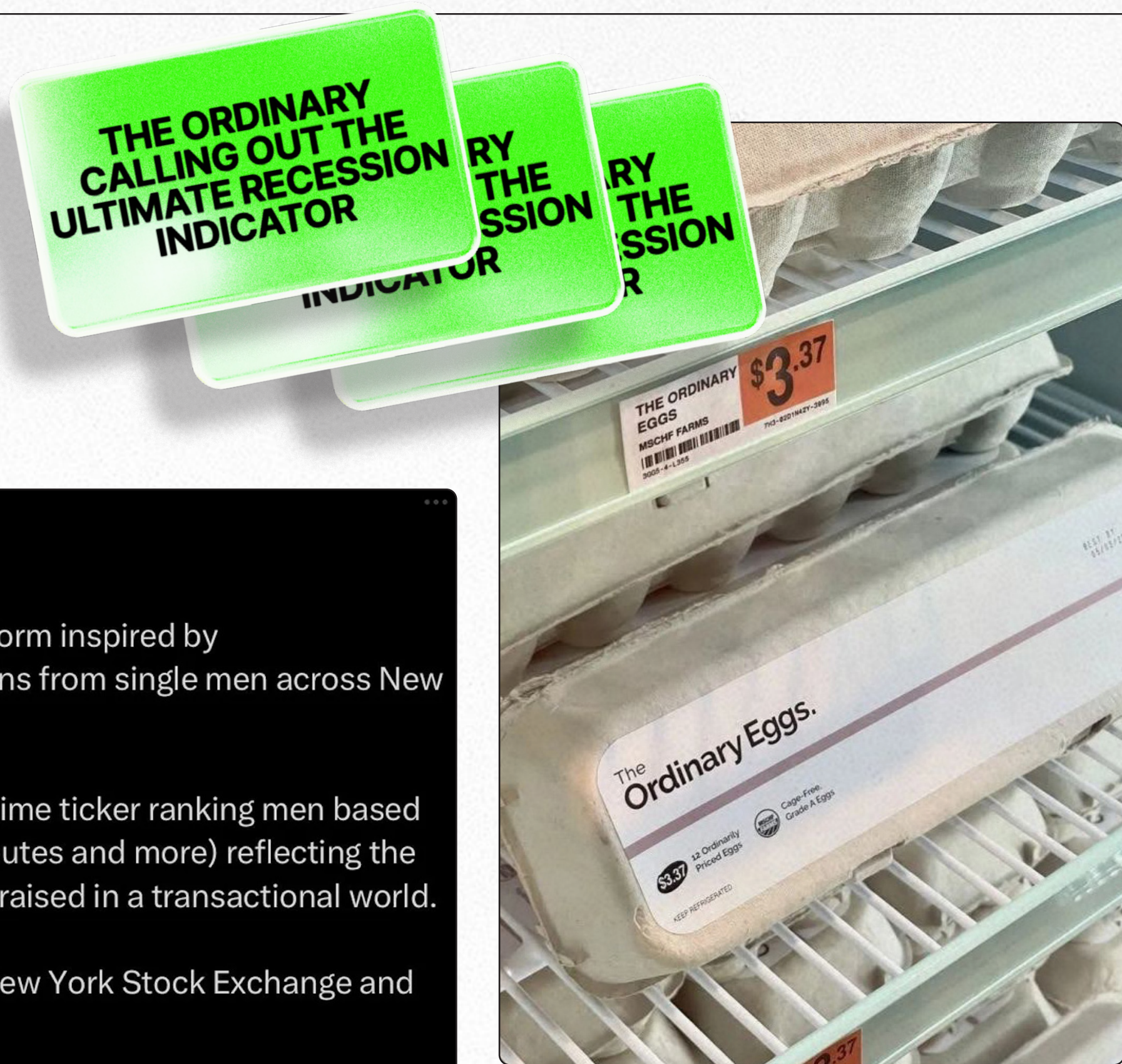
LET’S TAKE A LOOK AT THE BRANDS AND CREATORS THAT ARE REACHING ICON STATUS.

Credit: @meditationsfortheanxious

Credit: @kneecapcoel




# ALMOST FORGOT THIS IS THE WHOLE POINT: CONTENT AS CULTURAL COMMENTARY

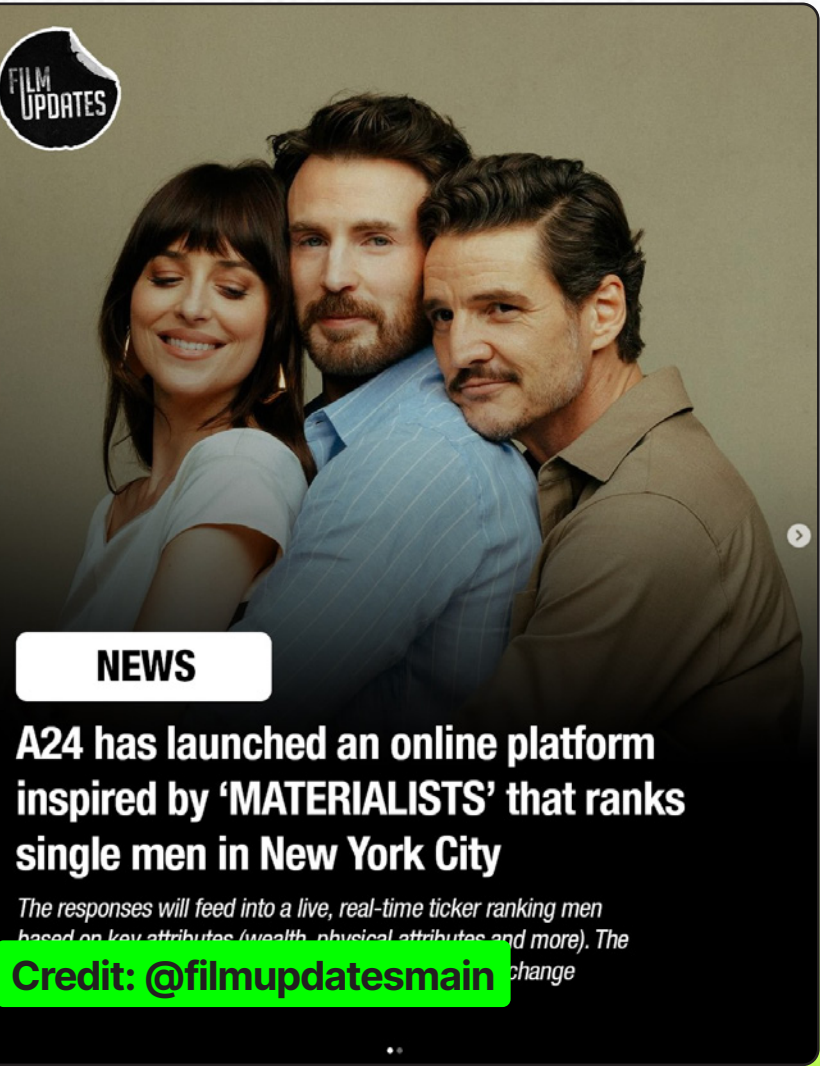


Some of the most impressive brand moves follow a simple formula: What do you stand for, and **how can you deliver that in culture?**

A24 killed it as per. While Materialists may be trying to beat the “Broke Boy Propaganda” allegations, what better way to demonstrate the film’s exploration of the commodification of love than setting up their own live stock exchange but for men??

A24 NEVER NOT PUTTING THEIR BACK INTO THE COMMENTARY






NEWS

A24 has launched an online platform inspired by 'MATERIALISTS' that ranks single men in New York City

The responses will feed into a live, real-time ticker ranking men based on key attributes (wealth, physical attributes and more). The data will appear on screens at the New York Stock Exchange and billboards around New York.


Credit: @filmupdatesmain

 Film Updates @FilmUpdates

A24 has launched [menofny.com](#), a platform inspired by 'MATERIALISTS' that collects submissions from single men across New York City.



The responses will feed into a live, real-time ticker ranking men based on key attributes (wealth, physical attributes and more) reflecting the film’s take on how romantic value is appraised in a transactional world.

The data will appear on screens at the New York Stock Exchange and billboards around New York.

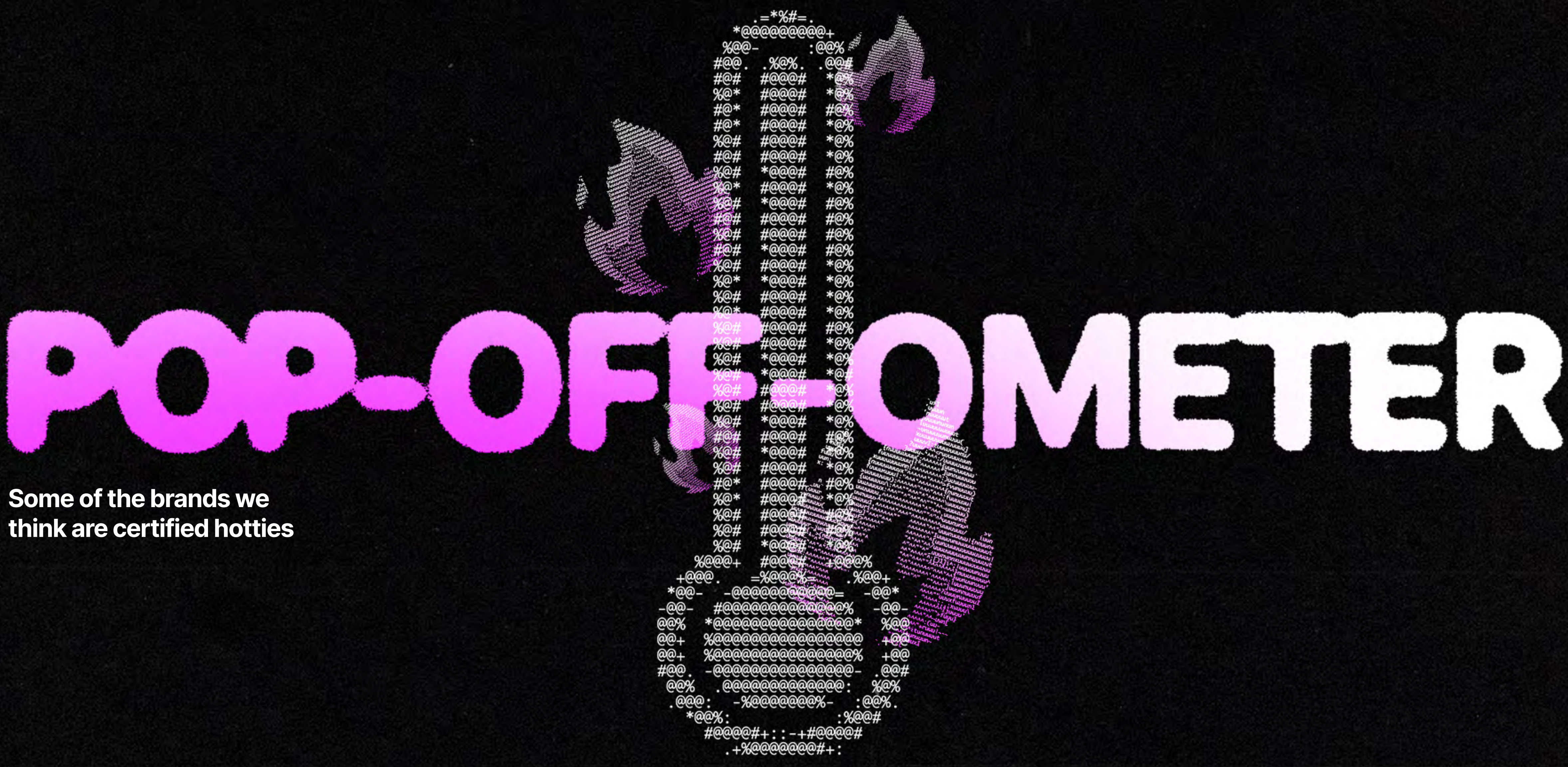


Will K	▲ +86%	40	5'10"	\$152,000
Gerry H	▲ +71%	27	5'2"	\$243,000
James P	▲ +45%	28	6'0"	\$134,000
Oliver L	▲ +50%	23	5'11"	\$78,000
Baker U	▲ +39%	22	5'3"	\$120,000
Baz Z	▲ +53%	29	5'4"	\$97,000
John P	▲ +24%	37	6'0"	\$26,000
Nick C	▲ +53%	36	6'10"	\$146,000
Owen L	▲ +32%	24	6'0"	\$85
Harry C	▲ +46%	45	6'0"	\$2,000
Rick S	▲ +42%	28	5'9"	\$89,000

The Ordinary? A brand built around value and simplicity. So when cozy livs gets out of control, they step in.









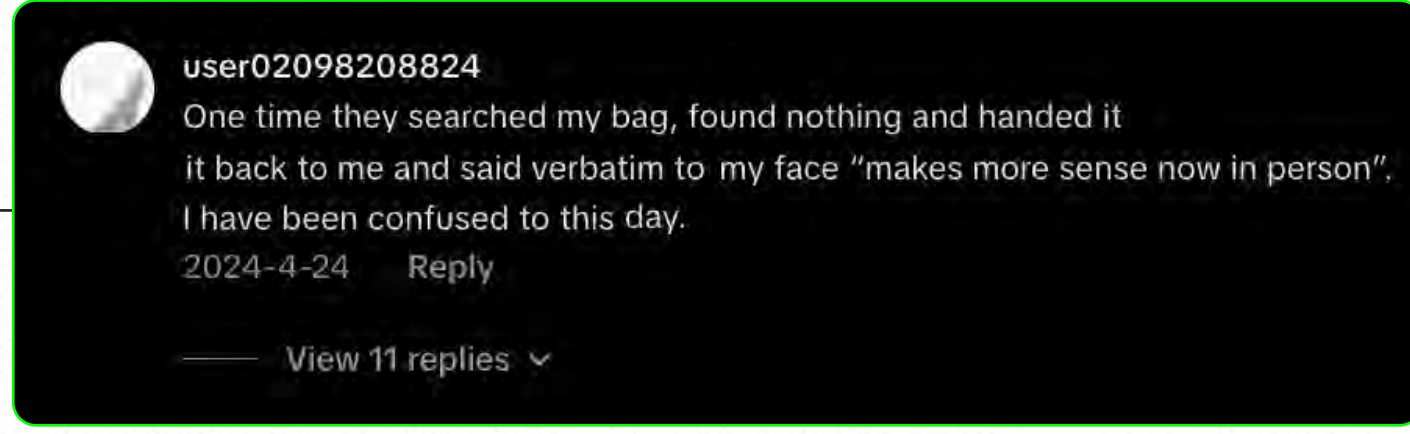
Letting creators craft commentary with, and about your product.



**A TIP FROM THE TOP**  
Make your product a character worthy of talking about

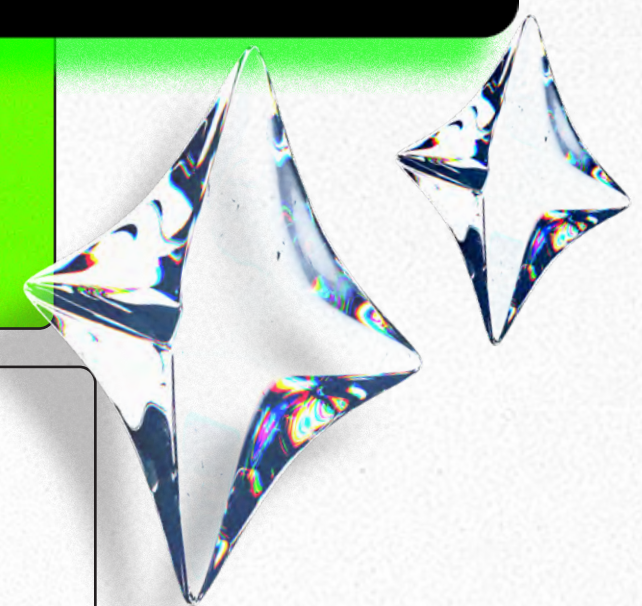
Functionality alone rarely sparks conversation. What people really connect with is comedy, relevance, and unexpected twists, especially when they appear in the products we least expect. By focusing on what genuinely gives people something to talk about in the context of travel, not just the trending TikTok destination, we create moments the audience will actually care to react to.

AWAY



**MAC COSMETICS**

Commentary with a full beat.



HOT  
HOT  
HOT

MAC Cosmetics is a brand that knows exactly who it is they want to be on the level with: the self-aware internet party girlies. Thirst trap product videos? Perfect. Nepo baby campaign? No notes. Plastic surgery comedy? Inspired.



**A TIP FROM THE TOP**  
Create unflinchingly for your audience. They'll get it.





What is satire if not commentary?

# ARGOS

Argos pulled off an iconic move. Reinforcing their competitive edge in the home and design category not through a value first message, but rather going full satire. We love to see a brand not underestimate their audience, and pull of the true persuasive power of comedy and commentary.

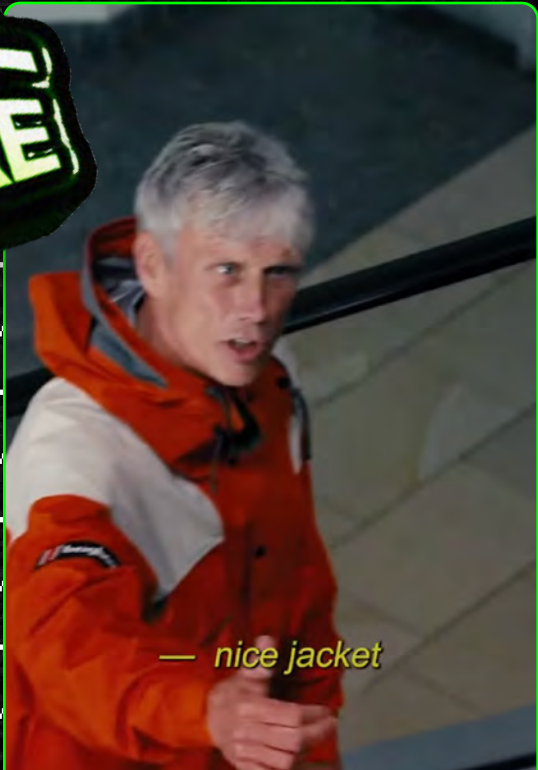
**A TIP FROM THE TOP**  
Think concept first, not trend first. It means you'll have something original to add to the conversations



I think you're kind of missing the functionality of the piece.



OK COOL  
COOKED HERE



— nice jacket

Creative Ad of the Day

Ad of the Day: Berghaus celebrates spirit of Manchester ahead of Oasis gigs

The work from agency OK Cool features Bez from the Happy Mondays.

The best content is for the real ones. Together with Berghaus, we wanted to cut through a crowded Oasis summer conversation by showing we've been there since day one. Where the narrative and characters were used to show we get it; the real culture is built from the ground up.

**A TIP FROM THE TOP**  
Show you get the culture you're trying to tap into - a wink can mean more than a yell



Want your brand to really be in culture? Leave the easter eggs for the real ones to uncover and share.

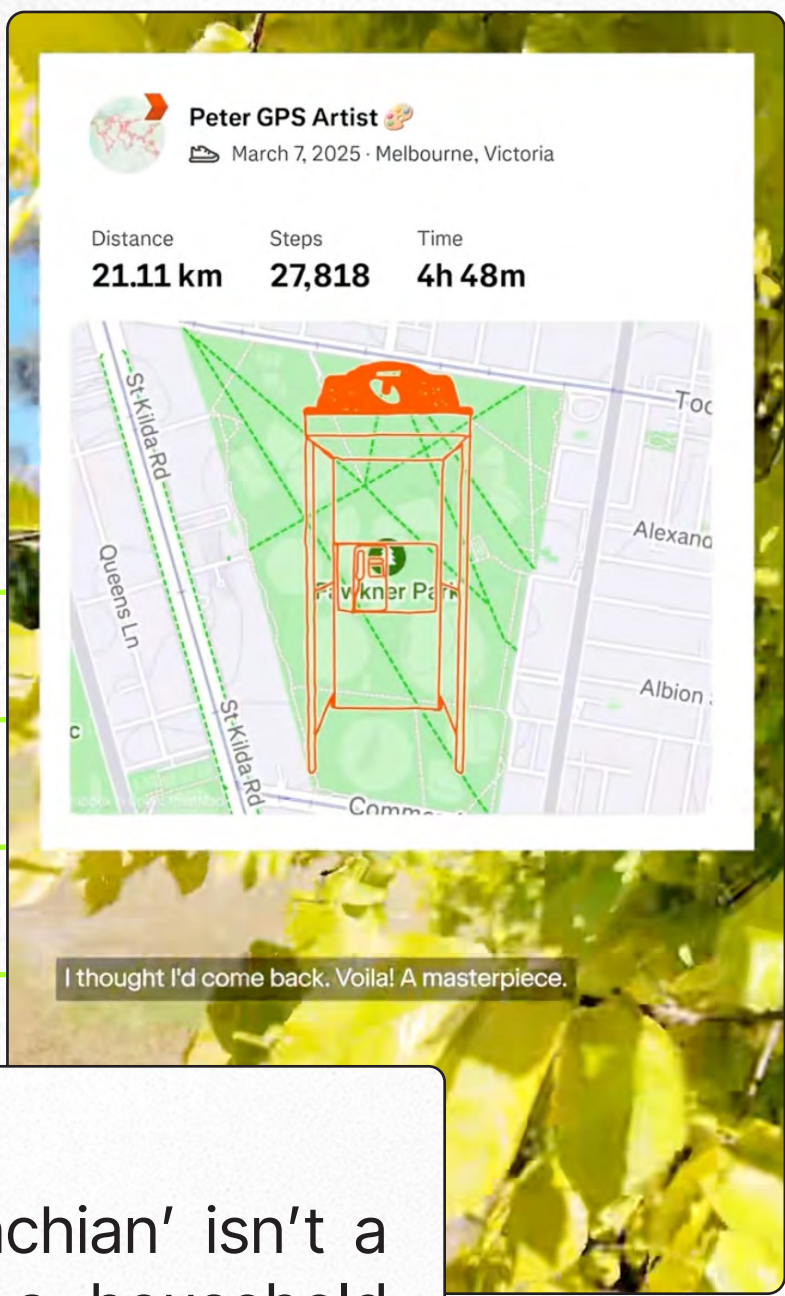
# BERGHAUS



Reframing relevance through dialogue, satire and absurdity.

asked Santa for a pit lid  
AND a skateboard

what is this bro 🤔🤔🤔



In the business of social media, ‘lynchian’ isn’t a word commonly used to describe a household telecommunications company. But Telstra, well, you’ve done it, my friends. Turning their phone boxes into eerie, weepy dreamscapes and repurposing their drain covers as main characters, we can’t help feeling that the imagination involved would have made the big man proud.

TELSTRA

A TIP FROM THE TOP  
Be in dialogue with the commentary outside your world

Cash App @CashApp · 20h  
being a dad is just saying “money doesn’t grow on trees” while lowkey loving a Cash App notification

472 89 840 74K

LORD FLACKO JODYE II @asvpxrocky

LOWKEY

2:32 PM · Jun 15, 2025 · 3,214 Views

Cash App @CashApp

how to win white elephant: gift money

7:05 pm · 23 Dec 2024 · 326.7K Views

Cash App @CashApp

100 dollars in my account vs 1 Miami weekend

11:00 pm · 2 May 2025 · 142.8K Views

AND LIKE, NOT TO BRAG BUT EVEN A\$AP ROCKY IS A FAN

CASH APP

Hot take economy?  
This is just good business.

A TIP FROM THE TOP  
There’s no need to over explain

Money? Almost universally relevant. So when you always have a way in, you can play in almost every conversation. The trick? Find the tone of voice and energy that’s going to resonate and entertain in the chat. Asking, would this kill in the group chat?

OK COOL  
COOKED HERE



Reimagine how your brand voice can be defined, and who can define it.

PUMA

Puma UK doesn't tell the stories any old sports brand would think to. To connect with local communities, they knew they needed to prove they were in them. From local archivists to Aunties, it's about co-creating with the people you want to be reaching.



CHAIR CHALLENGE WITH ARMANDO BROJA

Reply to Ervis Ruci's comment  
Puma need to sponsor the Albanian national team soon 🙏🙏🙏



OK COOL COOKED HERE



A TIP FROM THE TOP  
Listen to your audience and create for, and in collaboration with them



PEACHY DEN X IRONICALLY LITERATE

APRIL 22, 2025

We linked up with Ruby Lyn's book club Ironically Literate for a long lunch and girl chat at Stir Crazy with our LA family.



A TIP FROM THE TOP  
Make them your muse

HO  
HO  
HO  
HO

For our beloved zillennial audiences, the line between aspirational and authentic has to be trodden carefully on social media. Too much authenticity, and it can start to seem fake. Peachy Den know this, and instead of opting for a "raw" strategy, they've been focusing on intricate and slow worldbuilding involving sharp aesthetics, IRL community, a renowned blog for the Substack girles and an open call for a dog casting.

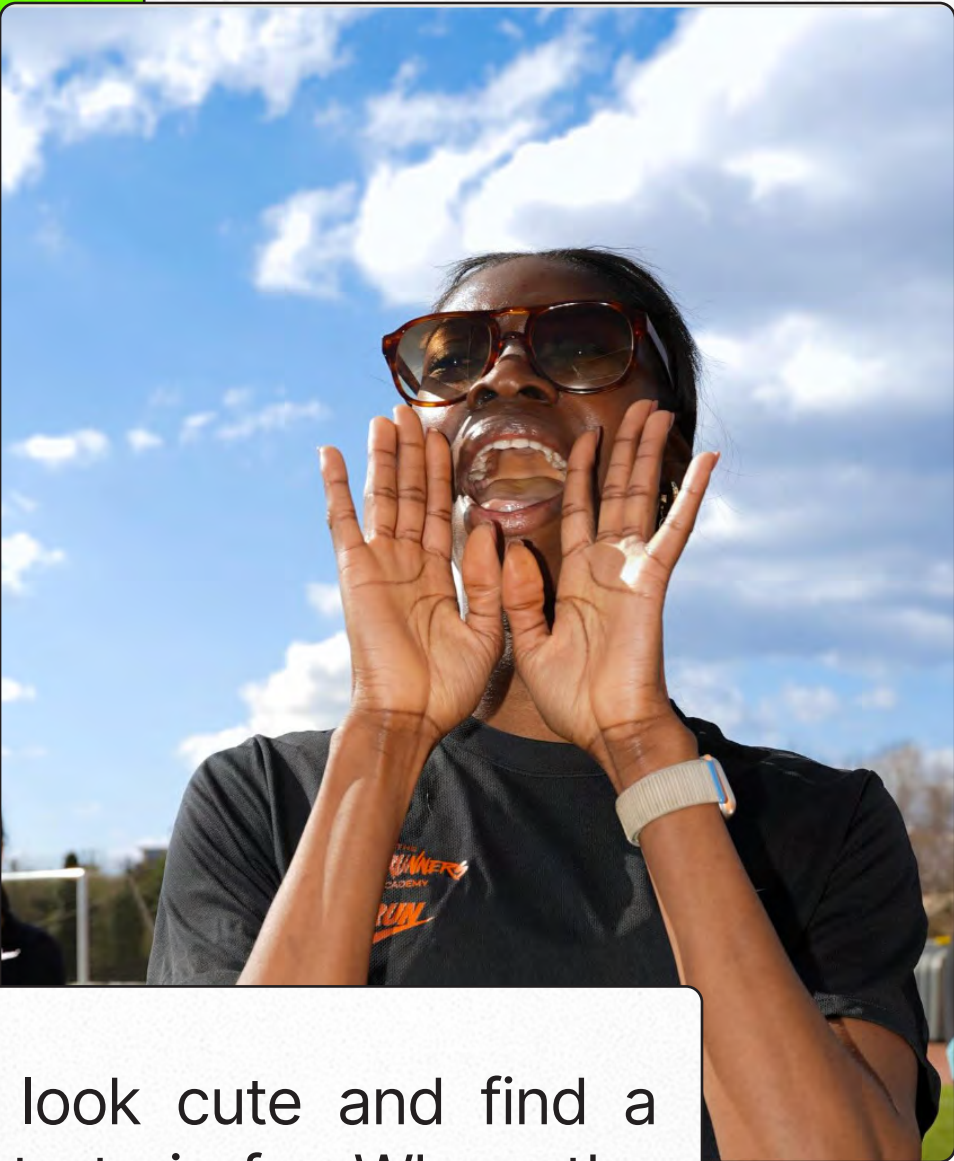


Reimagining what the fashion girlies care about.

PEACHY DEN

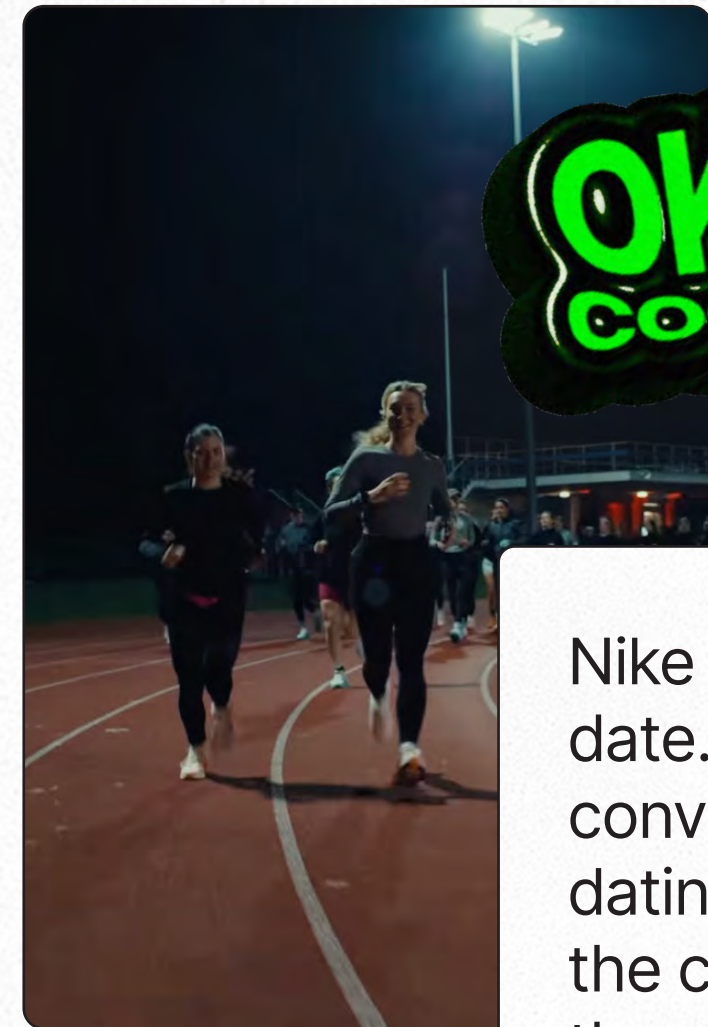


The anti-cultural hot take. Running for a date? You're probs not running hard enough.



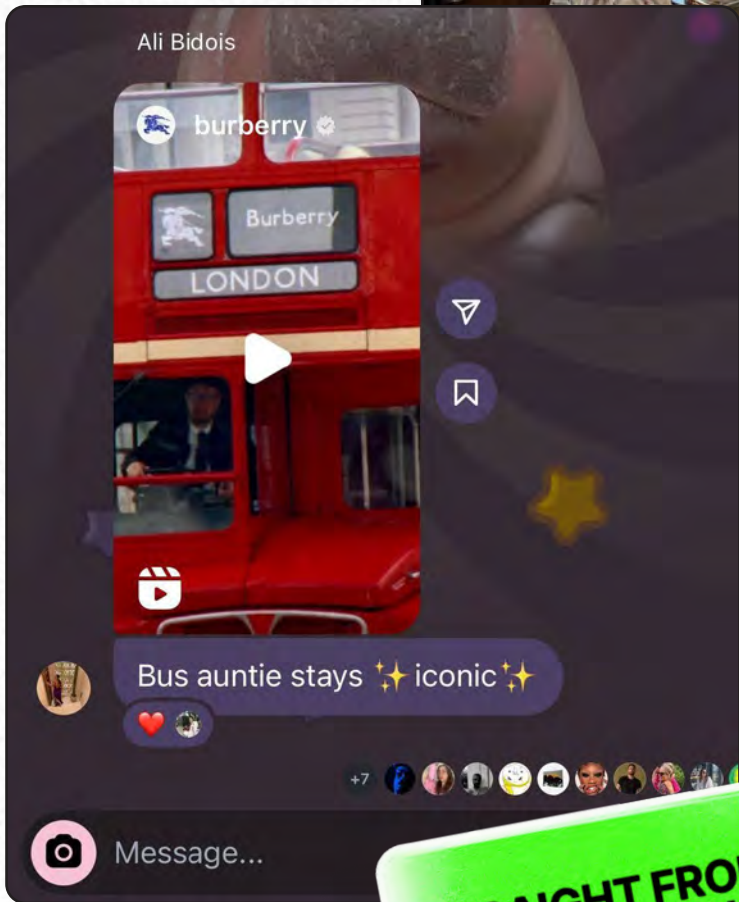
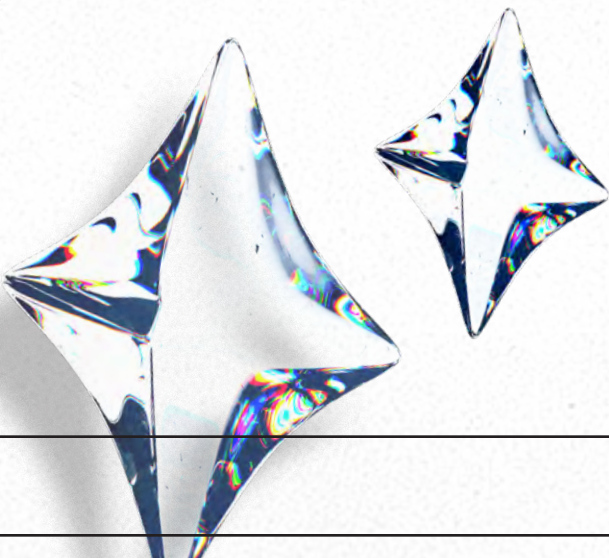
OK COOL COOKED HERE

Nike London isn't here to look cute and find a date. We've got marathons to train for. Where the conversation around running had been co-opted for dating tips, Nike London used stories from around the city to change the conversation and focus in on the ones that define the culture and lead the pack.



NIKE LONDON RUN CLUB

A TIP FROM THE TOP  
Don't say the same thing as everyone else in your category



STRAIGHT FROM THE OK COOL GROUP CHAT

Burberry is reinventing what heritage looks like for a heritage brand. It's not about regurgitating or guard rails, but an earned right to explore and reimagine the culture that made you. Whether it's tea time, the singular British festival scene, or the humble pub quiz, Burberry are showing they know what contemporary Britishness looks and feels like.

A TIP FROM THE TOP  
Reinvent and imaginatively rearticulate your brand codes

BURBERRY

A comment on what contemporary Britain is today

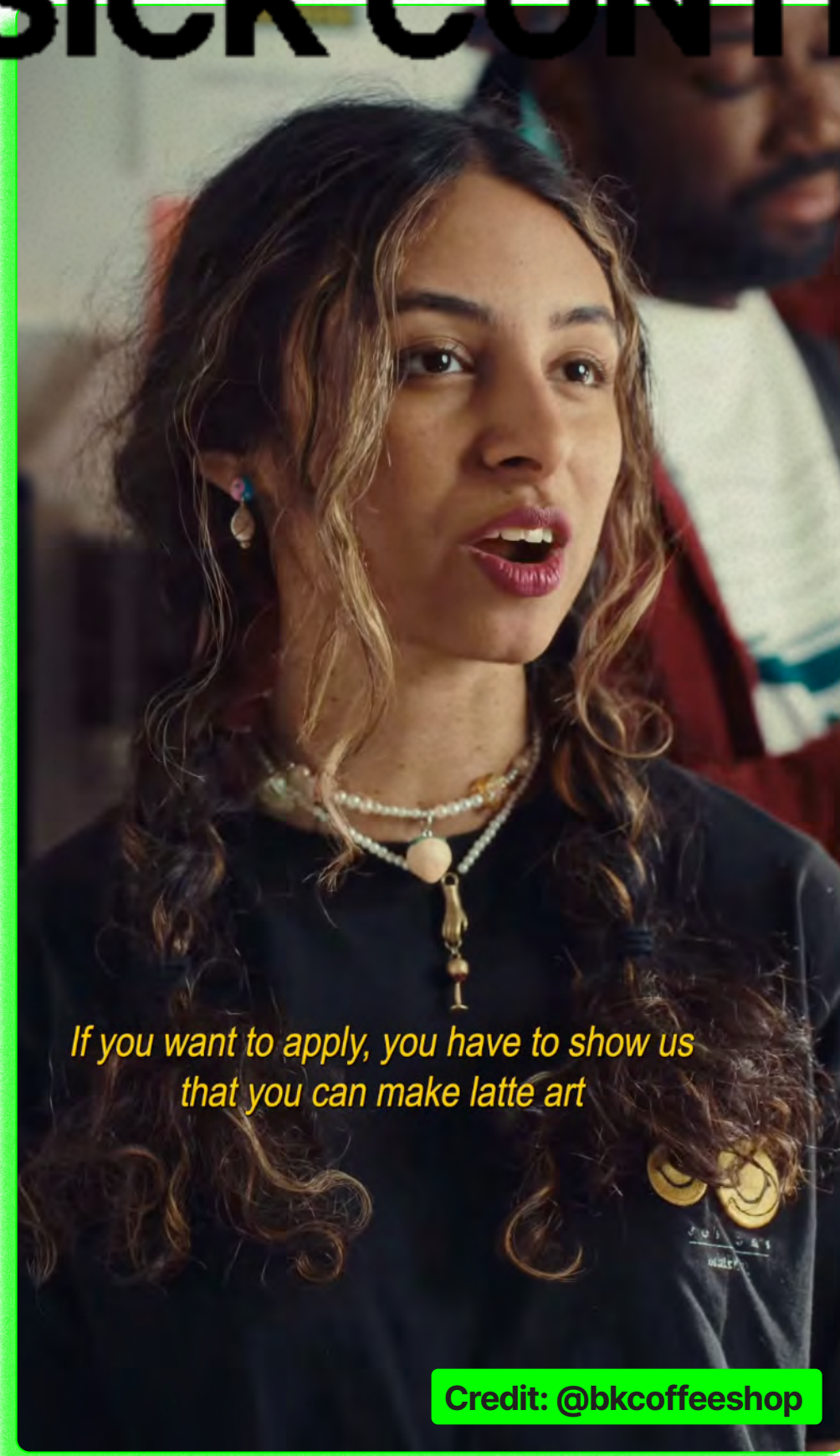
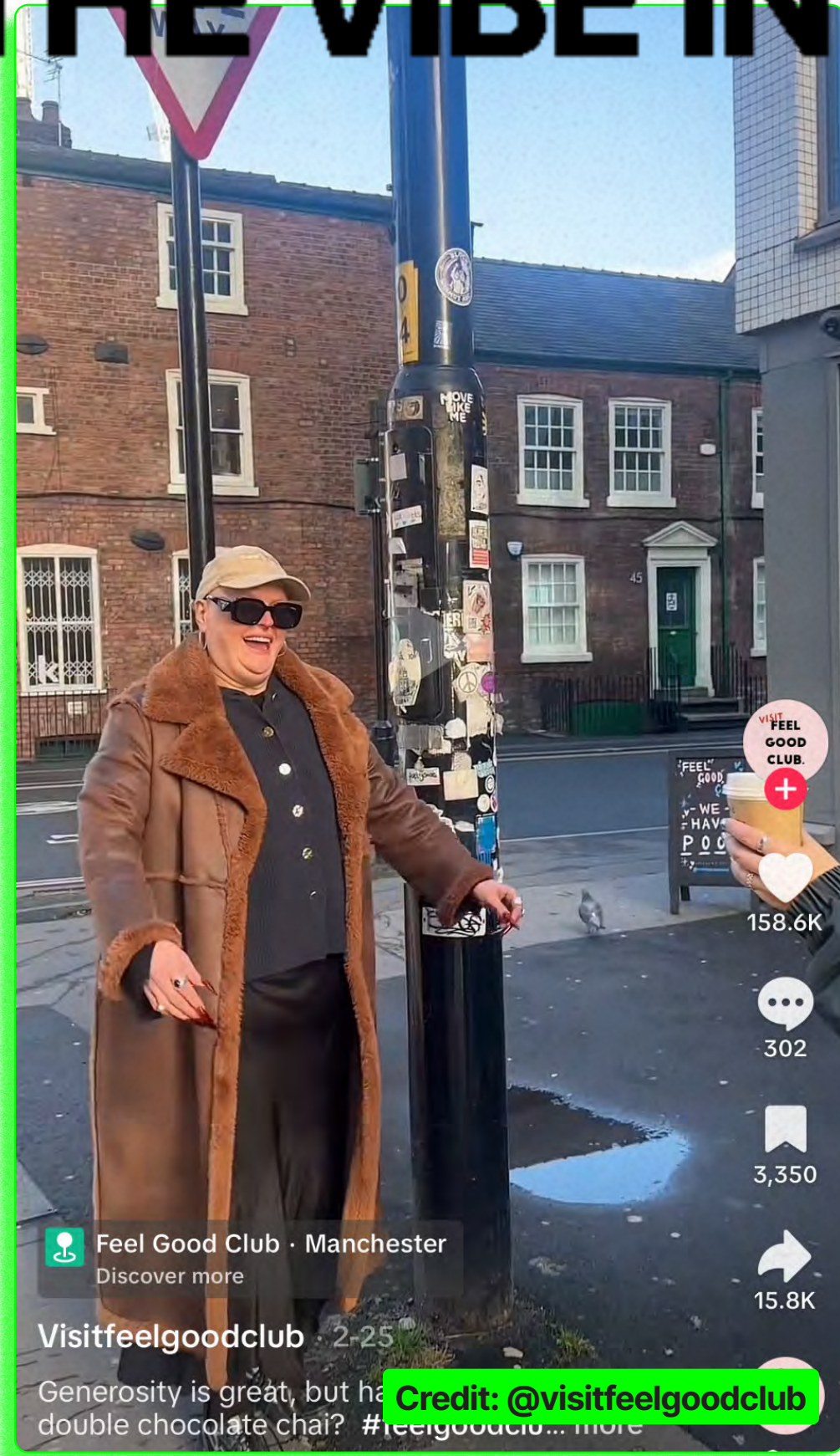




BUT IT'S THE BRANDS YOU'VE  
**PROBS NEVER**  
**HEARD** OF THAT ARE THE MOST  
**TAPPED IN RN**



# NO RED TAPE? NO PROBLEM; THESE GUYS ARE THE VIBE IN SICK CONTENT RN



Need demands creative solutions, and we are seeing some of the most original, memorable, and impactful creativity coming from the brands and companies that have to find a way to cut through and announce their arrival.



# BUT FEW ARE IN THE CHAT MORE THAN CREATORS

ynkcu

@SuperBoumJ

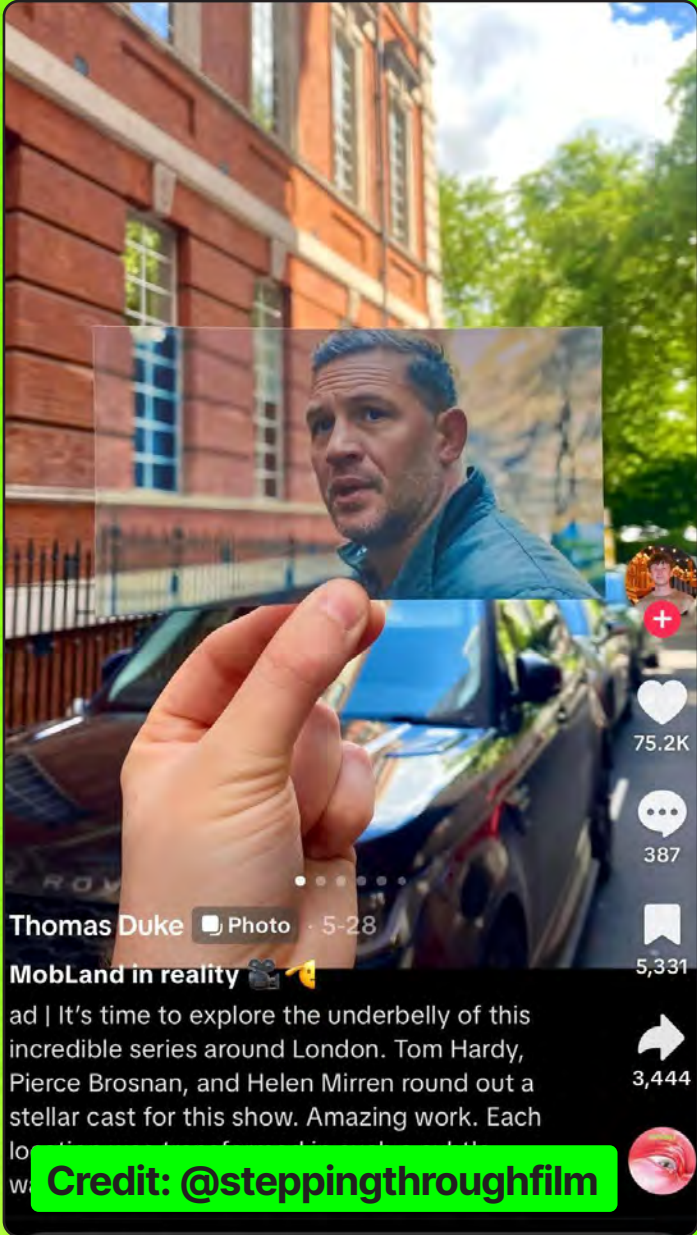
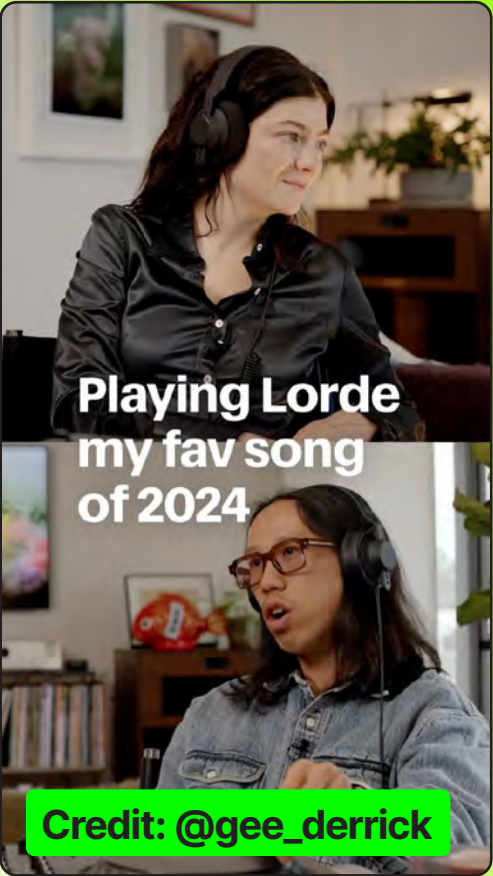
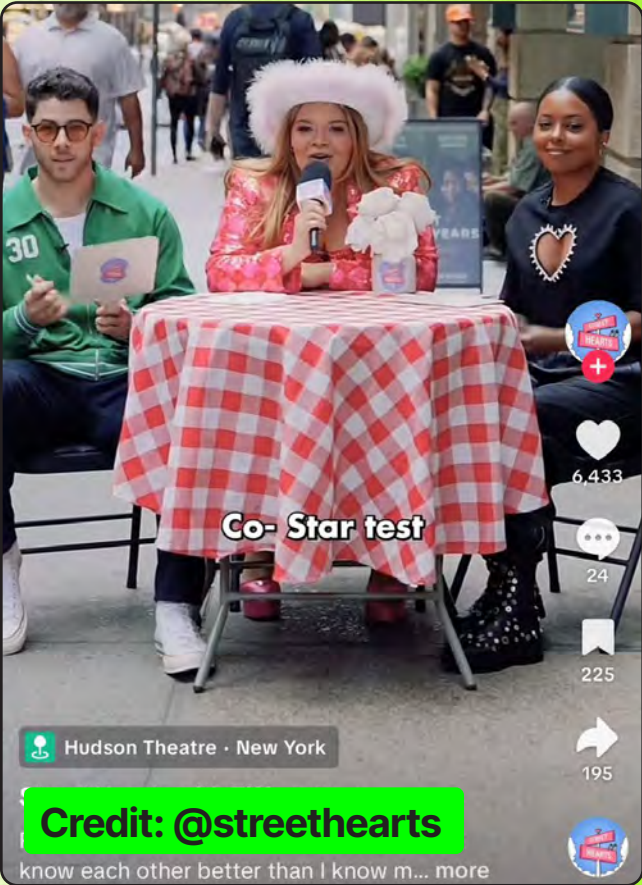


"When it comes to private channels, it is more powerful than any story or other interactions. They create a stronger sense of proximity and connection, and my audience feels more involved, almost privileged."



# THE RISE OF CREATOR INTERVIEWERS

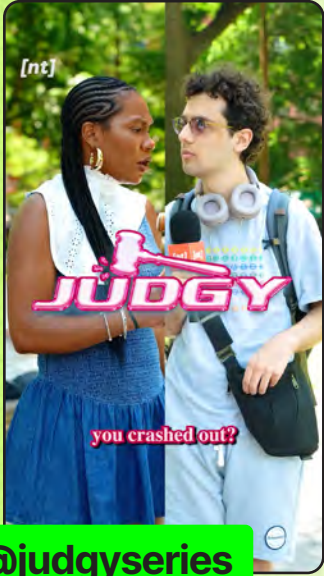
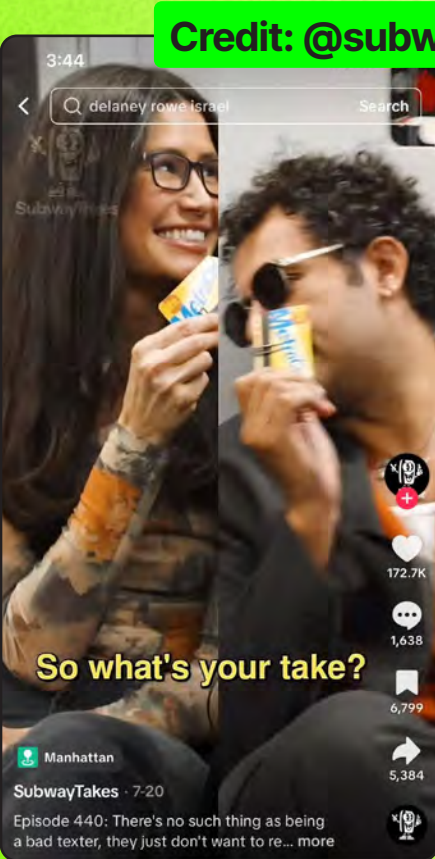
CREATORS ARE OUT HERE PLATFORMING THEMSELVES, THEIR SINGULAR TAKES AND PERSPECTIVES; AND INVENTING WHOLE CATEGORIES IN THE PROCESS.



The butterfly effect is crazy cause if he didn't...

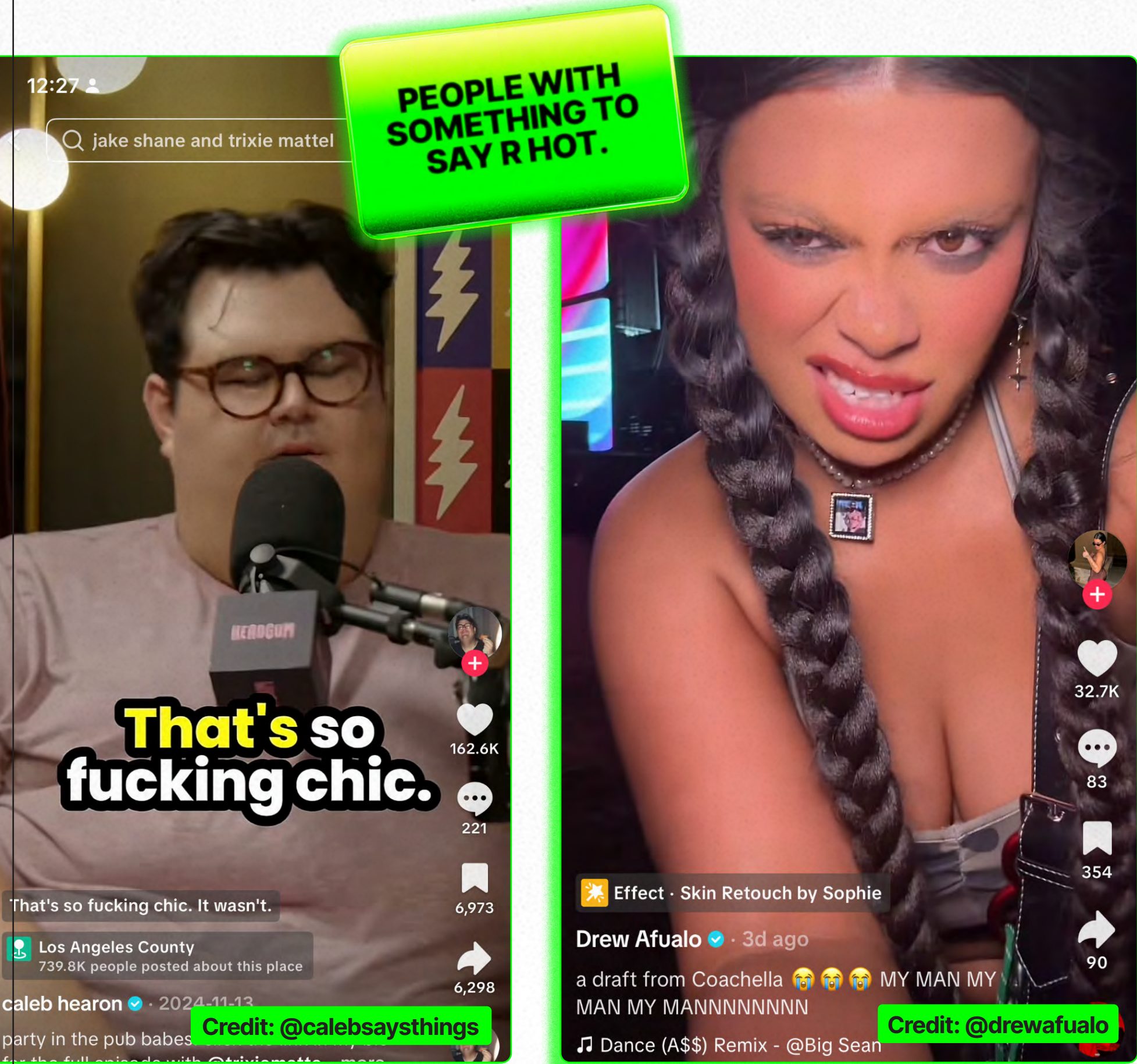


A LESSON IN  
MANIFESTING  
AN AUDIENCE





# OUR OBSESSION? THE TIKTOK TO PODCAST PIPELINE



The creators of the moment? People worth listening to. They're building their community through the power of commentary.

They built their audiences in the comments section, and they're taking them with them. Commodifying the impact they earned, one reply at a time.

They know how to create spaces that feel like we're hanging out, and it's what audiences are desperate for right now. We just want more parasocial situationships.





"You have to listen to your audience without losing sight of your artistic direction"

ynkcu

@ana.hfn



Credit: @sammyfitz21

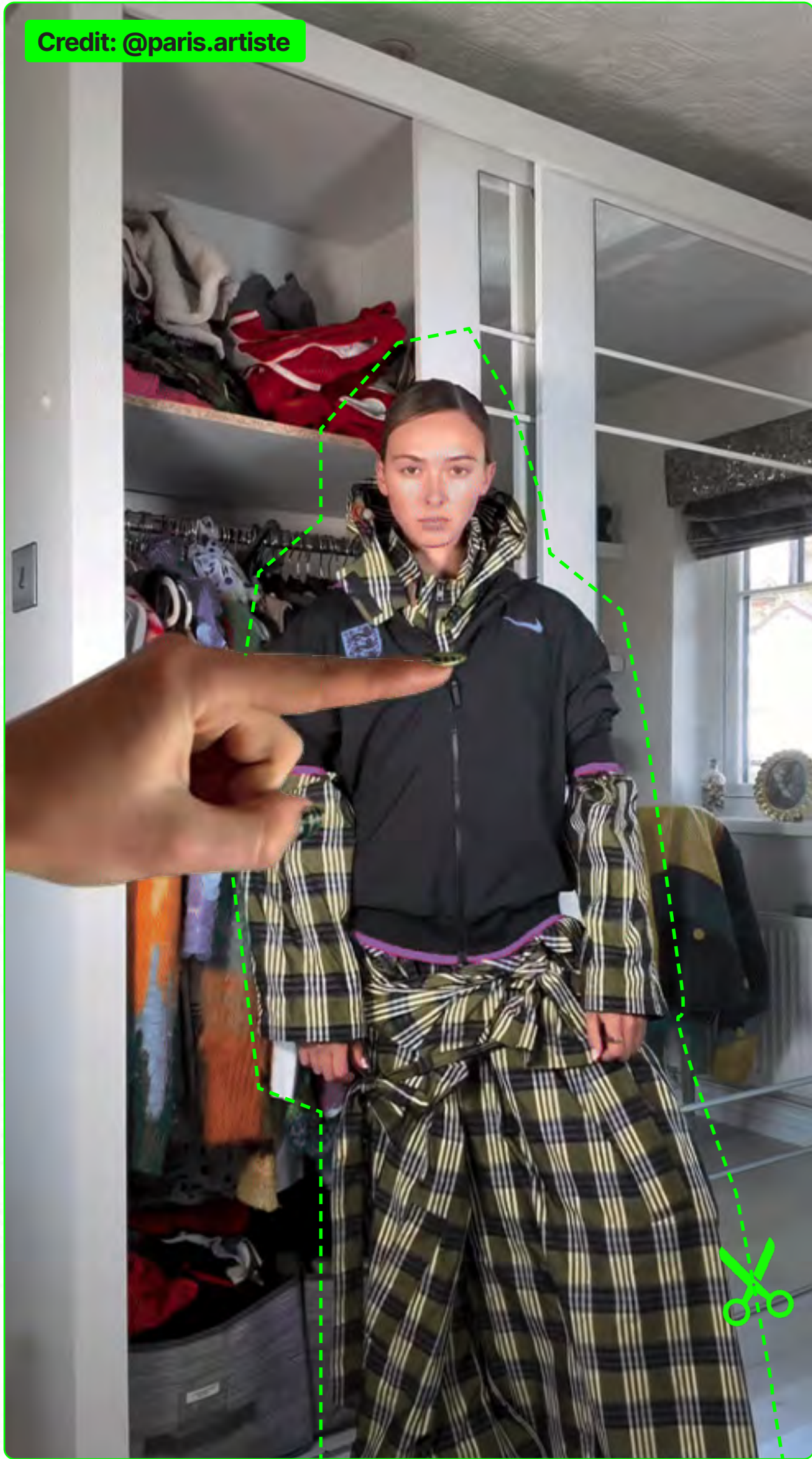


Credit: @sammyfitz21



CREATORS = CREATIVES

Credit: @paris.artiste



I DON'T MAKE THE TEMPLATE,  
*I AM THE TEMPLATE.*

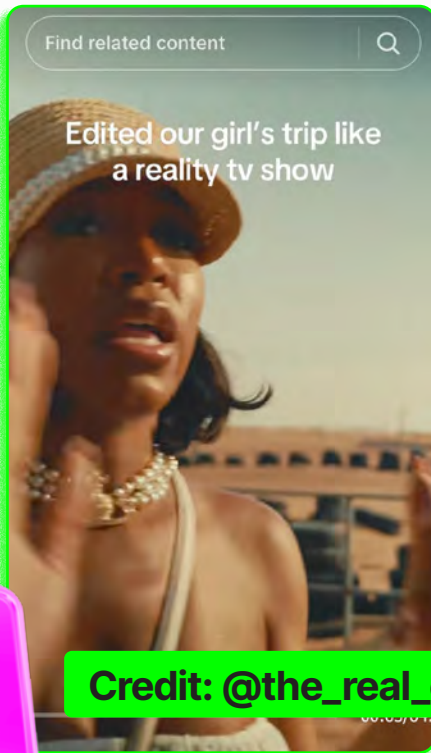
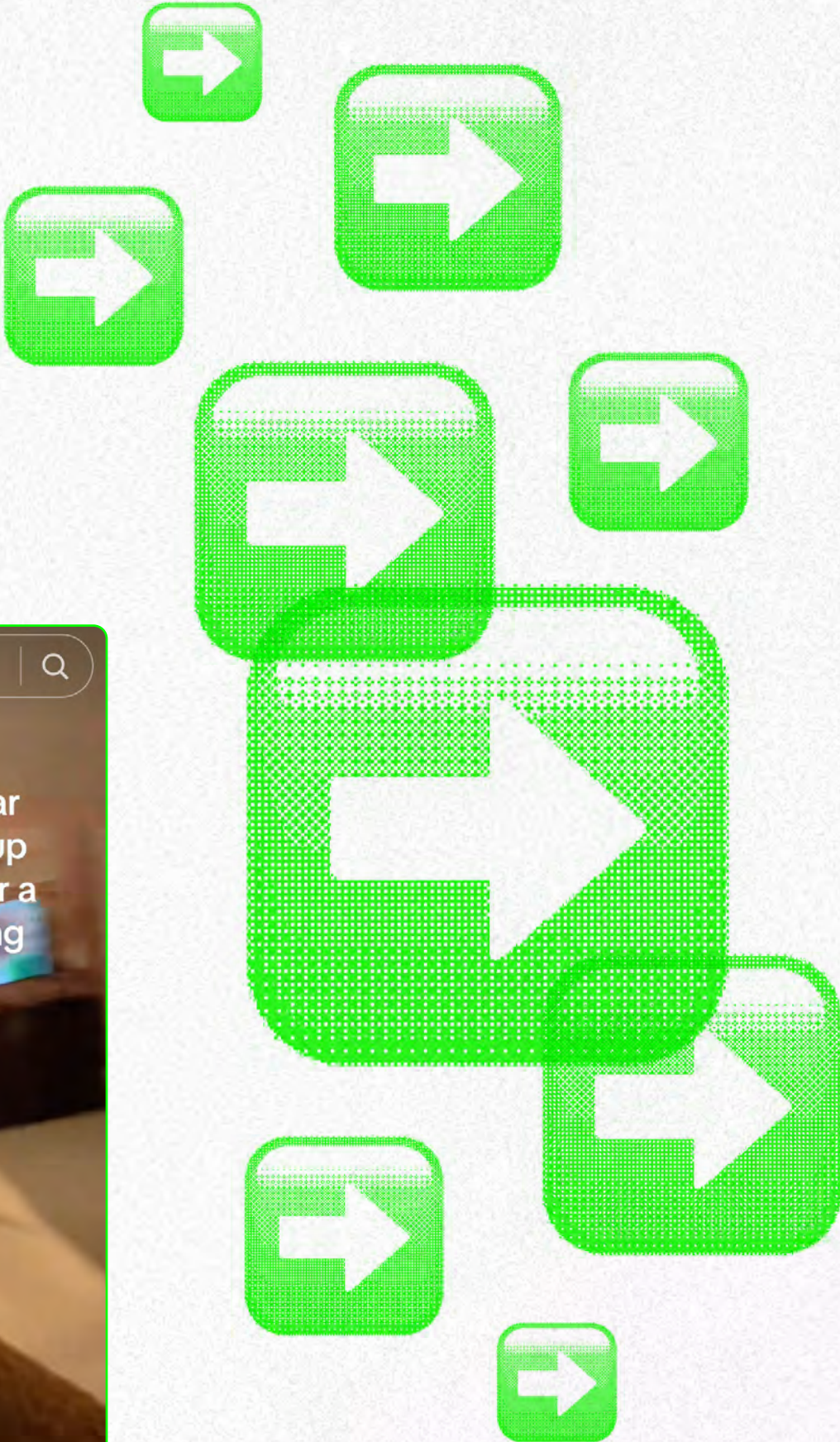
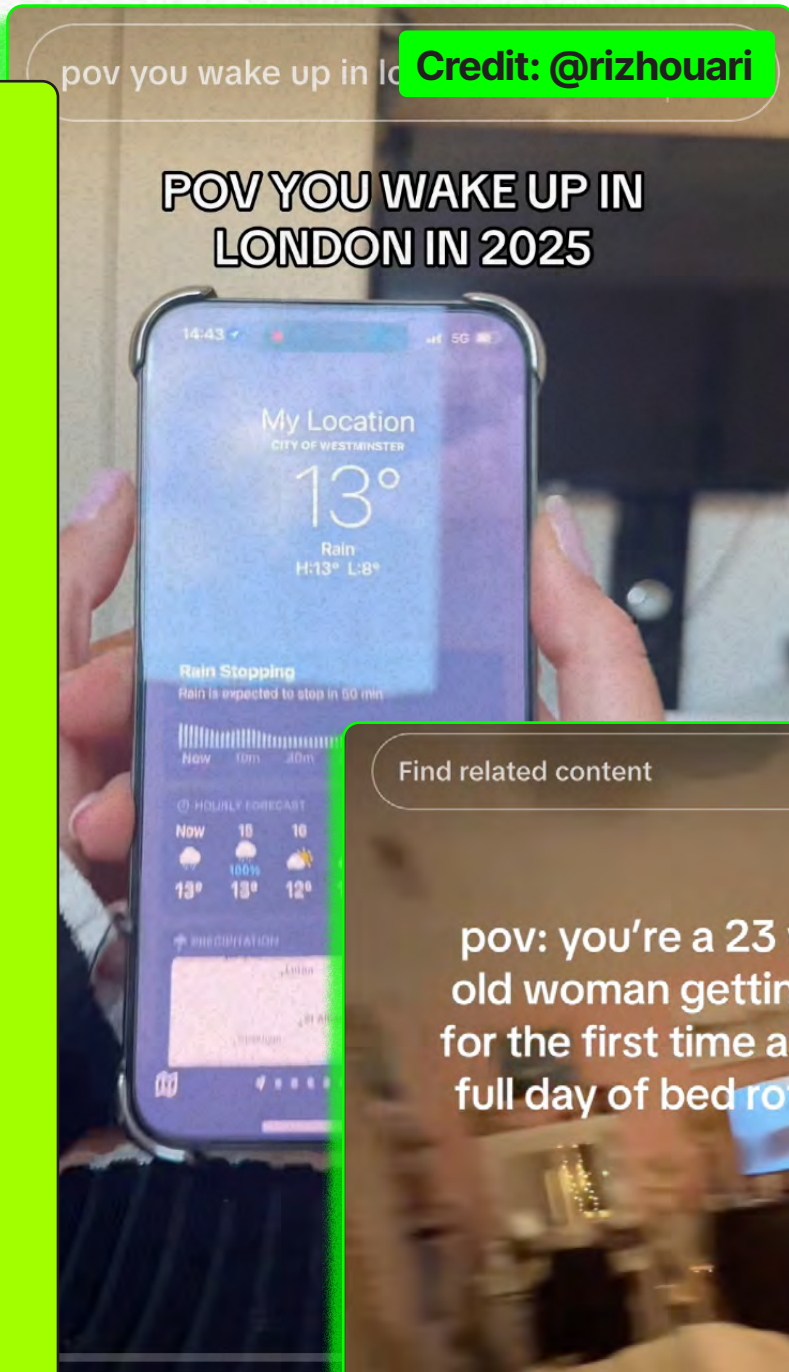




# CREATORS R SHIFTING PERSPECTIVES FROM ME TO YOU <3

From POV to main character mentality. This year, we've seen a noticeable shift from narrative-led perspectives to third-person storytelling, where creators reposition themselves within their content, no longer speaking as the subject, but framing themselves as seen by an outsider.

What's remained? A realness in tone. But as our desire for more elevated, cinematic, narrative lead content grows, creators are building out their personal biopics, casting themselves as a protagonist. We've evolved from presenting our life through our view, to curating how your world looks and is interpreted by an outsider, gaining control over the perception of self.



AND META WEARABLES ARE TURNING US ALL INTO FILM DIRECTORS. OK SCORSESE GET IT GIRL

CALL ME MIKE TV, CAUSE TV IS BACK BABY





# HOW DO BRANDS DO IT WITHOUT GIVING HEY FELLOW KIDS

WE LOVE A SUMMARY SECTION BECAUSE IT'S THE PART FOR YOU TO SCREENSHOT FOR **YOUR WORK** GROUP CHAT

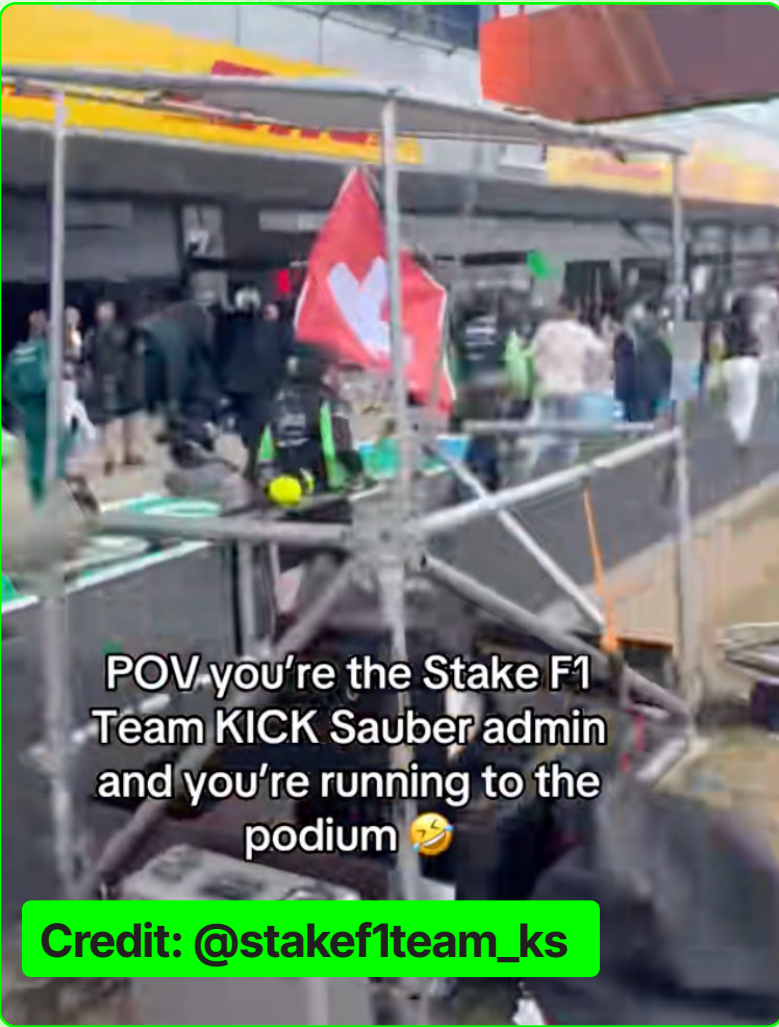
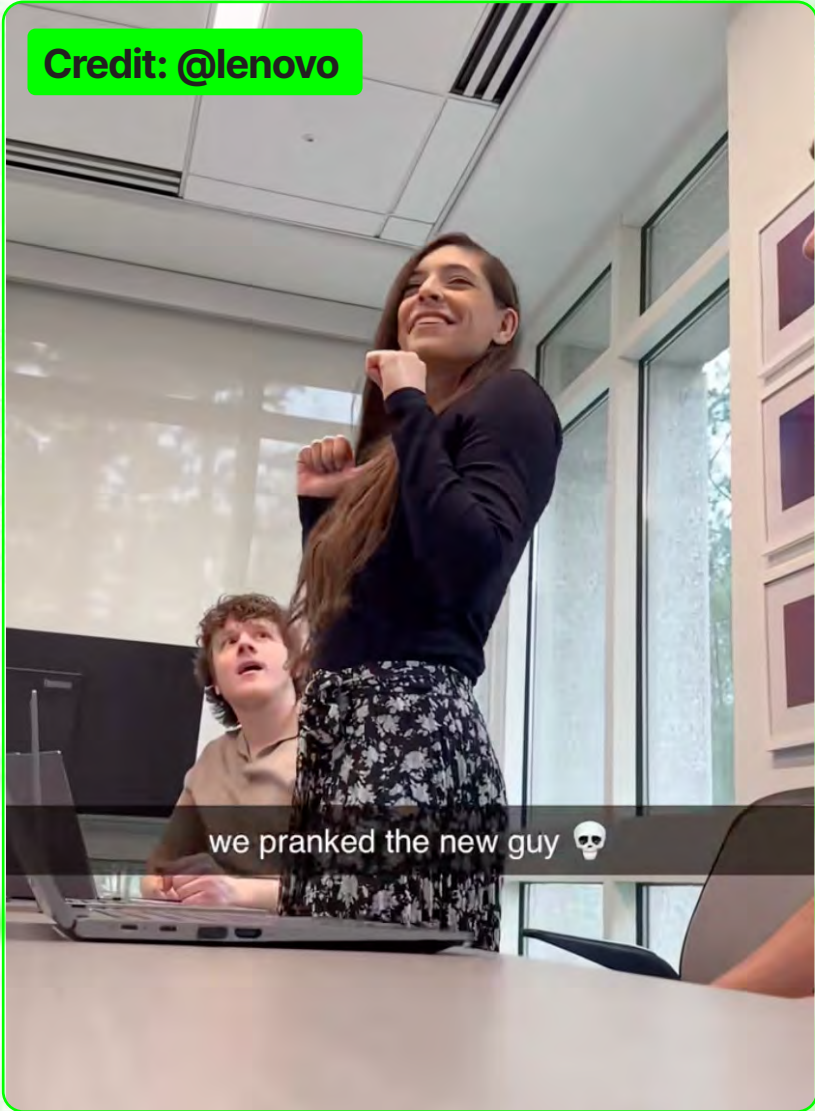
**Pebbling**  
Verb | PEB-uh-ling

The social phenomenon of sending people memes, videos or links to show you're thinking of them.

CLOSING OUT WITH A PEBBLE FROM US TO YOU





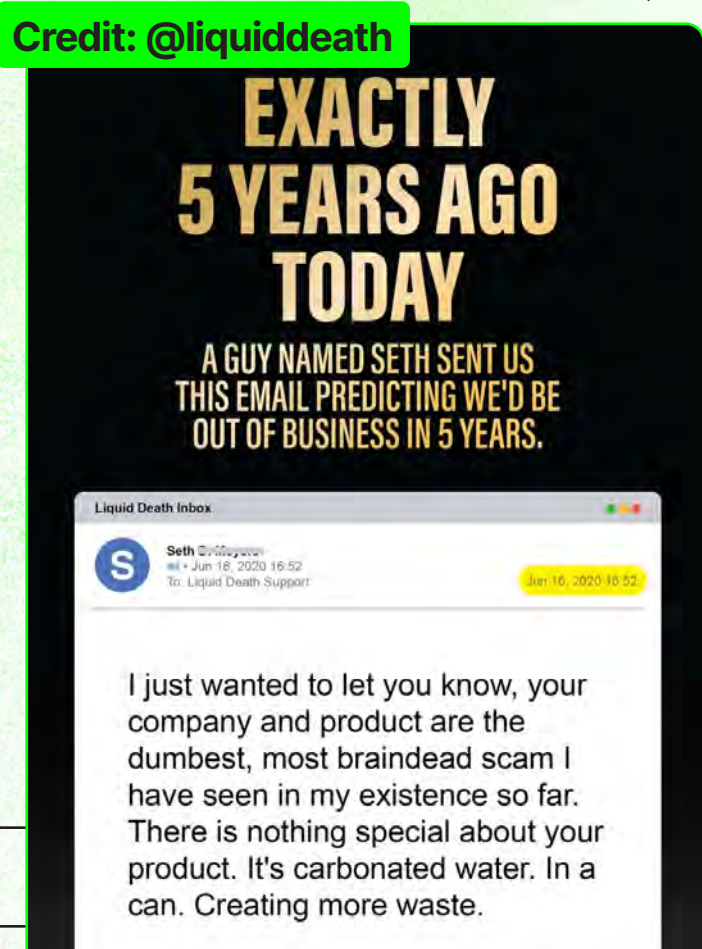
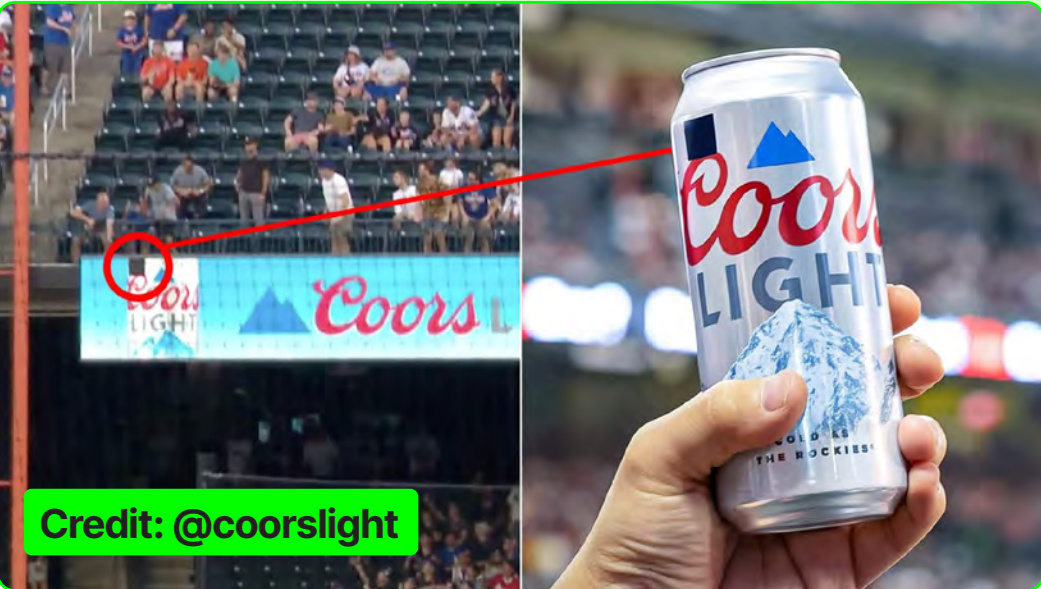


SPOILER: BRANDS SHOULD  
GIVE LESS OF A F\*CK

Take the moments that make you uncomfortable, show product in exactly the way we wouldn't expect, the challenges in the category, or the not-so-brand-safe culture around your products and world, and own them.

The only L's are the moments you don't make work for you.

BECAUSE THE  
F\*CKS YOU ARE  
GIVING ARE PROBS  
THE WRONG ONES





ATTENTION SPANS  
AREN'T SHORT.  
YOU'RE JUST BORING.



Trisha Gave Birth & FINALLY Reveals the Baby's Name! | Just Trish Ep. 195

If they're not watching, it's because you didn't give them a reason to bother. The bar for attention is high, so be bold and defined enough to clear it.

WAYS IN

Do something they'd never expect (we can't be more specific soz, that's kind of the point 🤪 but that's where we come in...).

Start strong to grab attention, but then don't be scared of giving the content space.

Actually ask, is this interesting to your audience, or is it more for the people who you work for?

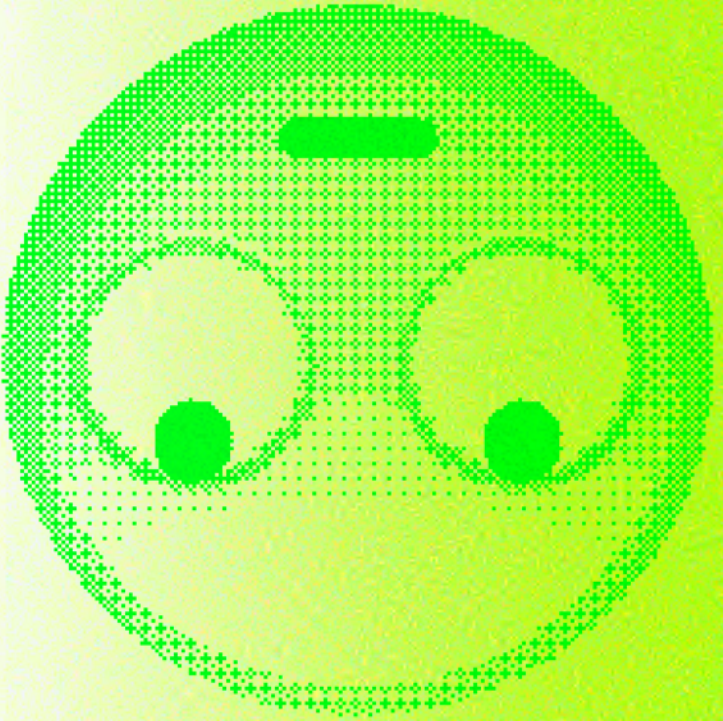
Credit: @i\_d



"WE MUST RETURN TO THE UNIQUE AND AUTHENTIC, EVEN IF THAT MEANS SUCCUMBING TO CRINGE.

DO THE MOST."

— GABRIELLA KAREFA-JOHNSON —





# IYKYK IS THE MOST POWERFUL FORCE TODAY

People want to feel like they discovered something. Not that it was targeted at them. We're dealing with a pretty media-literate audience these days, so the deep cuts prove you have a right to be in their FYP, rather than getting a camouflaged list of USPs.

## PUT THIS INTO ACTION:

Leave some easter eggs.

Assume they already know what you're talking about.

Lean into forgotten or fringe culture.

Forgotten 90s TV shows  
Part 10



Lil Elvis Jones & The Truckstoppers

Credit: @scarletandblush

CHAPPELL ROAN  
GETTING IT:  
AMBIGUITY DRIVES  
CONVERSATION



KA REMIX UNLOCKING  
CORE MEMORIES  
WITH UNEXPECTED  
COLLABS





# WE LIVE FOR THE *REMIX*

One thing about audiences, they're going to go rogue. They'll always find what they love in content, and it won't always be what you want it to be. But the cool lies in the confidence to let them. Get involved.



**TRY THIS:**  
Create work inspired by your comments section or what your audience is saying about you.

Use trends, but don't reproduce.  
Give them an original spin.

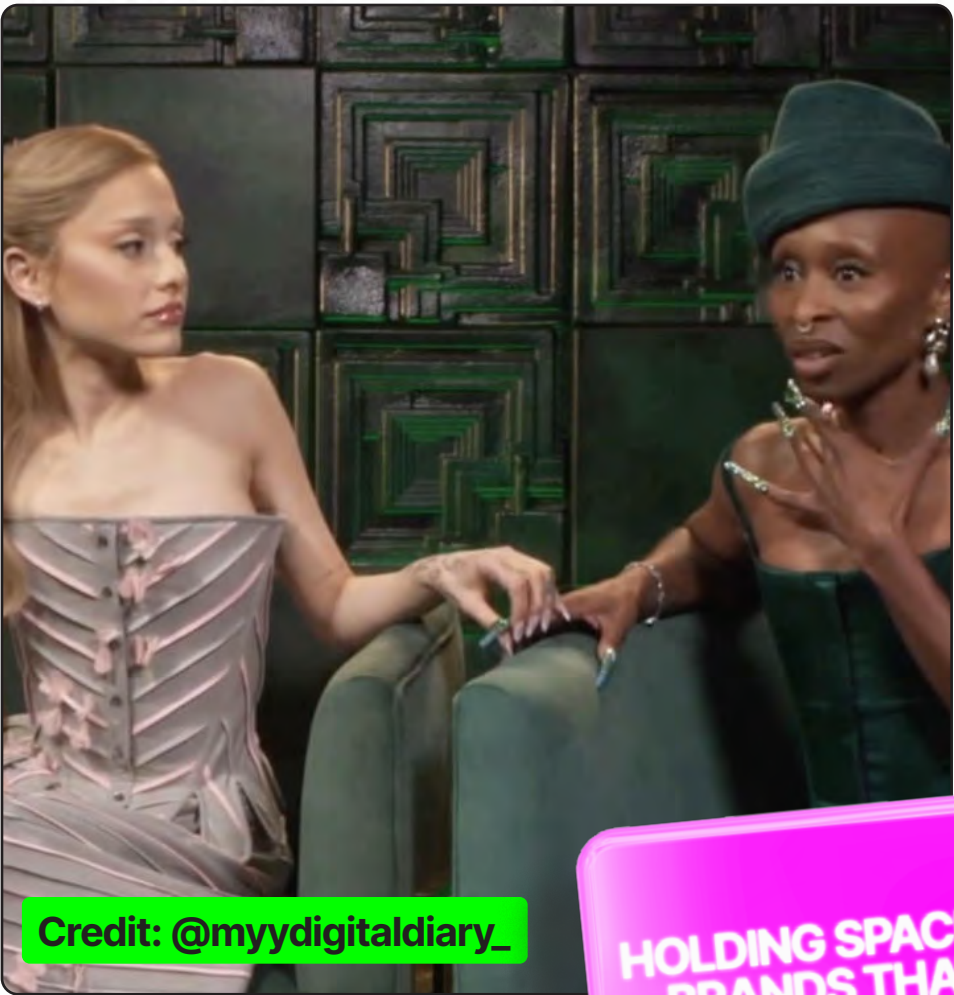
Don't be scared of what  
your audience might say.

HOLDING SPACE FOR THE  
BRANDS THAT DON'T  
GET IT THOUGHTS AND  
PRAYERS X

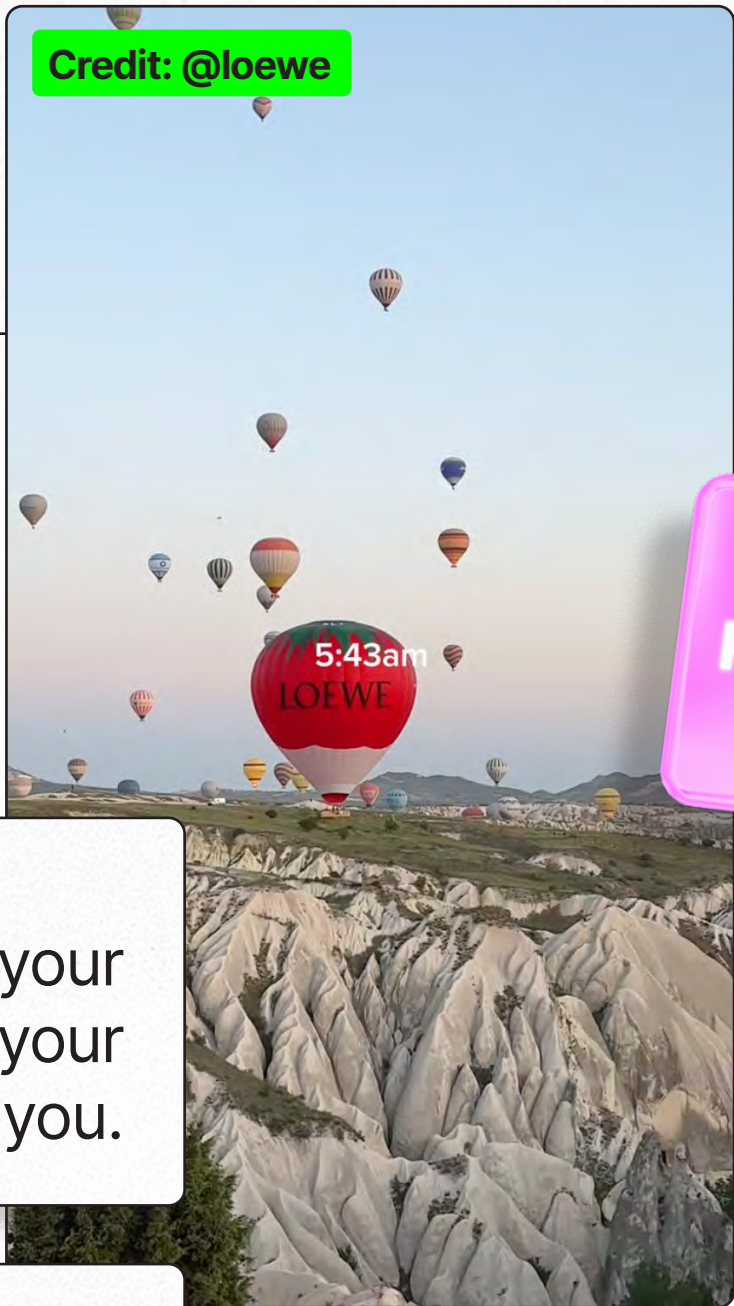
brat and it's  
not the same  
because this  
is the remix  
album with  
13 remixes



Credit: @lp.fantasy



Credit: @myydigitaldiary\_

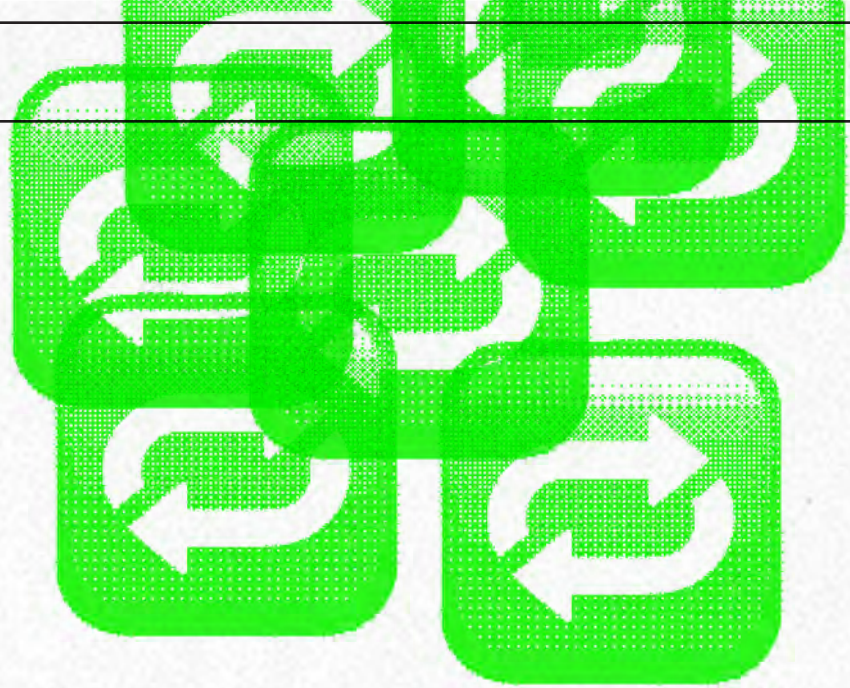


Credit: @loewe

LOEWE STILL  
RUNNING WITH  
THE BIT <3



Credit: @loewe



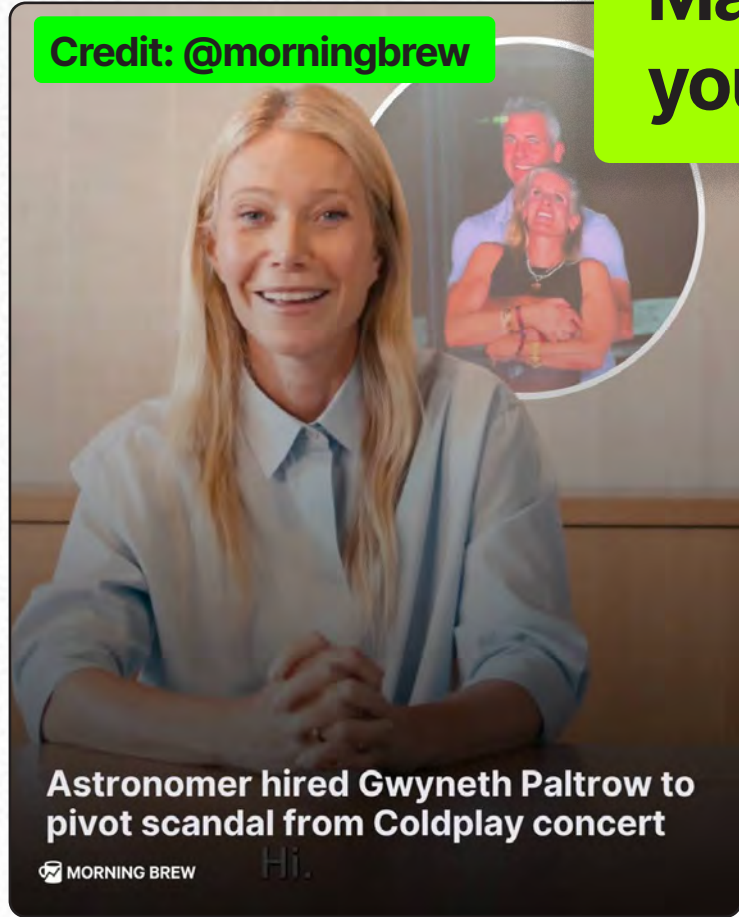




Credit: @jacquemus

We promise you, your next content idea, product development, collab or strategic opportunity is waiting for you in the comments section. Make the most of being tapped into this direct line to your audience.

Mine the comments



Credit: @morningbrew

Make them talk about you, at (almost) any cost

Presence isn't enough any more. You need to give your audience something to talk about, or you're just going to fade into the abyss. That should be scarier than being brave and bold with what you have to say.



# THE TLDR

The group chat is one of the greatest measures of true impact for any brand. And as much as you may think it's the views that make the viral, it's actually just people talking about your content. This is the URL version of that.

A share in the group chat is worth 100 likes on the video



Credit: @complex

AND NOT AN EM DASH IN SIGHT

Get to commenting. Being intertextual and in dialogue with culture is the most genuine way for brands to win. Turn up in the spaces your audience is going to for true entertainment, but don't try to sanitise these spaces. Know you'll need to get a little weird with them.

Don't be shy, get in there

Mike: I can't believe it.

Sully: Oh, Mike...

Mike: I'm on Disney+!



Credit: @prouddisnerds



# YOU ALRIGHT, BABE? YOUR Q4/Q1 GOALS AREN'T GOING TO HIT THEMSELVES.

LET OK COOL DO THE HEAVY LIFTING (AND BRING THE VIBES)!

## NO ONE DOES IT BETTER:

### SOCIAL-FIRST CAMPAIGNS & CONTENT

Putting brands in culture through scroll-stopping creative and full-spectrum production.

SERVICING GLOBALLY

### STRATEGIC CONSULTANCY & BESPOKE WORKSHOPS

Partnering with internal marketing teams to solve brand challenges through social and creative strategy.

### CREATOR STRATEGY & PROGRAMMES

Identifying the untapped tastemakers and sub-cultural leaders to help build brand worlds and drive fame.



80 PEOPLE. 5 OFFICES.

LONDON, NEW YORK, LOS ANGELES, MELBOURNE, TORONTO.

SLIDE INTO OUR DMS  
—————> [STUDIO@OKCOOL.IO](mailto:STUDIO@OKCOOL.IO)





# AI COULD NEVER

OK COOL are strategic and (very) creative partners to the world's leading brands. Built for social. We humanise brands. We connect them to subcultures. We make cool content that converts.

With a globally distributed team of the smartest social strategists and makers, OK COOL has an unrivaled understanding of Gen Z and current culture.

The agency was founded in London in 2016 by creative entrepreneurs Jolyon Varley and Liz Stone and has since launched North America headquarters in New York, Los Angeles and Toronto, and APAC headquarters in Melbourne

## MEET YOUR MAKERS

Liz Stone, Co-Founder and Global Chief Creative Officer  
Jolyon Varley, Co-Founder and Global Head of Brand  
Annie House, Head of Strategy

Mia-Ella Collins, Editorial Creative  
Elle Binns, Strategist  
Adenike Adelekan, Strategist

Iona David, Junior Strategist  
Delanie Gulino, Business Development Director  
Kinda Savarino, Senior Designer

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