

OK COOL PRESENTS

THE SOCIETAL OZEMPIFICATION OF PERSONALITY

And the fight for system reset

The marketer's guide to the culture and creative yearning that's consuming your audience.

LETTER FROM OUR CO-FOUNDERS

This deck has become the thing we are most proud of every year.

Because it's the purest expression of how **OK COOL** sees the world.

No client involvement. No editorial guardrails.

Just the brightest and most tapped-in tastemakers in brand marketing taking risks for their beliefs.

For you, for free.

We hope you enjoy reading it as much as we enjoyed making it.

Our DM's are open.



Jelyon Varley

CO-FOUNDER & GLOBAL HEAD OF BRAND



Liz Stone

CO-FOUNDER & GLOBAL CHIEF CREATIVE OFFICER



THE PENDULUM
IS A-SWINGING AND YOU
NEED TO HOLD TF ON

LONG LIVE HIGH EFFORT HUMANITY



[Regular](#) [Latest](#) [Newsletters](#) *The Atlantic* [Sign In](#) [Subscribe](#)

FAMILY

AMERICANS NEED TO PARTY MORE

We're not doing it as much as we used to. You can be the change we need.

By Ellen Cushing

Steven Bartlett says two glasses of wine "ruined three days" of his life, even at the youthful age of 30.

"I had a couple of glasses of wine, didn't get drunk. It ruined three days of my life because of the domino effect it caused. I got worse sleep that night, and then I ate more poorly the next day because my dopamine system, the cortisol system was all messed up. I podcasted worse. I didn't go to the gym that day or the day after because I felt really bad. I then slept worse, and I could track all of this on my Whoop." — Steven Bartlett

daniela molloy
@diantrasdiantra · Follow

the concept of 60 minutes australia sending out their hottest reporter as a way to play mind games with the looksmaxer

croneender @croneender

Replying to @juanvenchy
smashing his face with a hammer for years just to get outmogged by a random middle-aged australian reporter👊

6:45 AM · Apr 14, 2025

113.1K · Reply · Copy link

Read 145 replies

88

READINESS

Go get 'em

A great night's sleep can boost your readiness. If there are any challenging tasks on your to-do list, today could be the day to tackle them!

THE OPTIMISATION ERA IS DEAD

High effort humanity:

Referring to the desperate societal yearning to feel friction, process and uncomfortability as a means of discovering ourselves, connection and expertise.

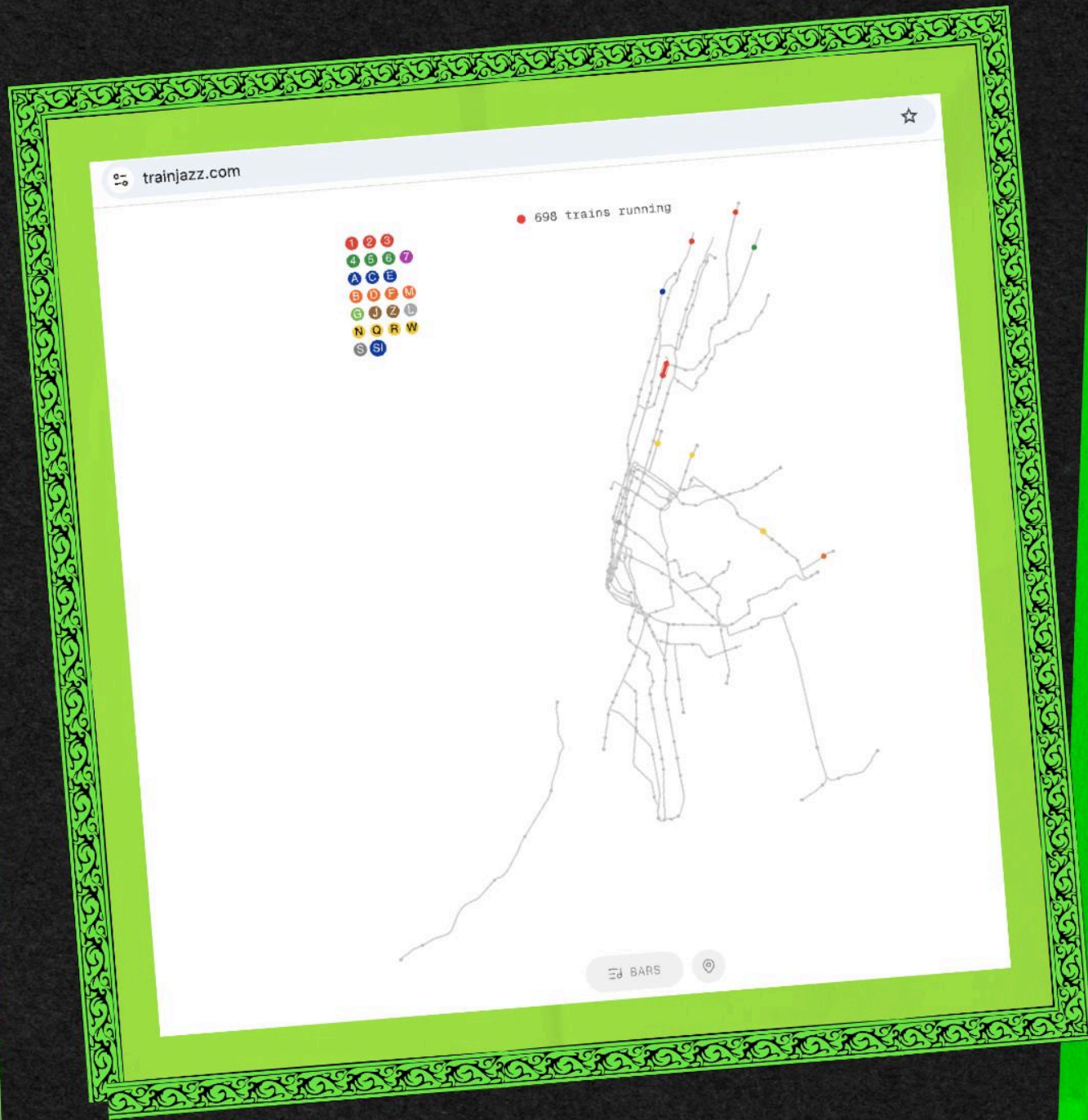
A report on actual GLP-1 consumption? Nope. In fact, love that for you. But, we are interested in the unique perspectives, taste and creativity that have been disappearing from the world. So, what a perfect metaphor for a shrinking society.

Steven Bartlett is leading a modern day anti-wine crusade in the name of optimisation and a dripped-out Pope Leo is in his Nikes telling us to grasp at our humanity in the face of tech supremacy. Culture is in flux and a 'searching for morality and meaning' era.

But the good news. Comparing the Pope and Steven Bartlett in the same sentence can only mean one thing: it's OK COOL trend report szn. Now in our sixth year, we're once again exploring the culture, internet, content and ~vibes~ that thrill, consume and influence **the audience you want to impress most.**

Twelve months ago in **Let Them Eat Lore**, we were obsessed with communal consumption, and its power to create community in the process. Perspective became currency, and culture has had to grapple with what's required to create something valuable.

That's put us firmly in a **high-effort era**. **Nonchalance is NONE-of-our-business**, and we're relearning how to embrace a state of cringe. Because at the end of the day, the magic is in the trying, the effort, the friction; the process where taste, perspective and originality lives.



By Now, I Hope You Know The Rules...

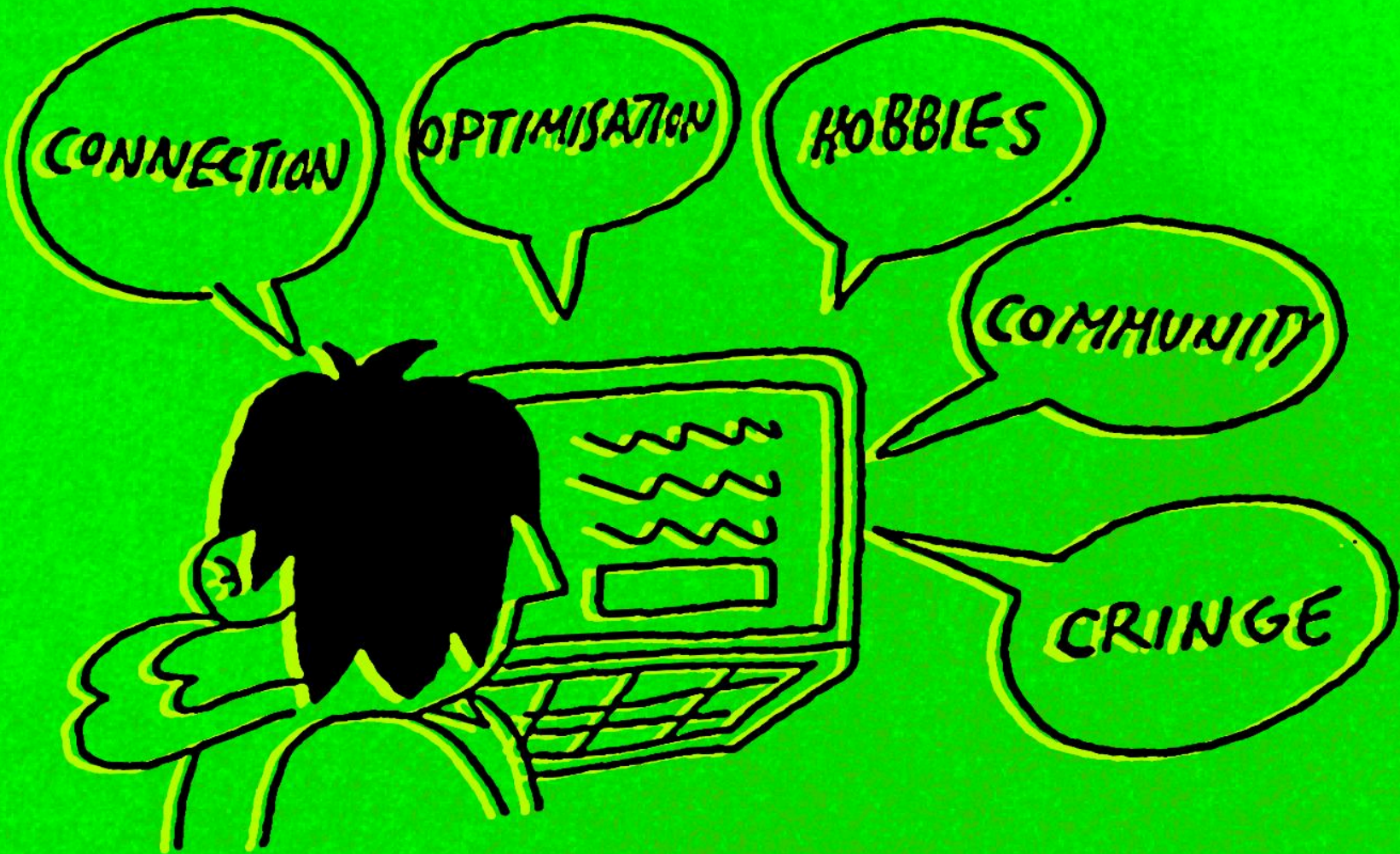
1. We're not explaining trends (anyone could do that x.) We explore everything that captures attention to understand something cooler. The why.
2. All the good stuff is in the weeds
3. We won't be telling you what "The next TikTok is"
4. The vibe: big think about fun things
5. 'Social' isn't a screen, it's what connects people
6. Enjoy the ride



Spot these?
OK COOL's
best work.

EVEN WE LIKE TO *FACT CHECK* OURSELVES

If there's one thing we know, the good stuff comes straight from the source. For us, that means surveying all ya'll to get the take on the vibes. From across the world, and everyone from Gen Alpha to the Boomtowners (cute rebrand hey!), we checked in with over 2,900 of you. So, what did you have to say?



52.3% of you describe your relationship with the algo as giving situationship.

I guess better than the 26.5% that are feeling toxic. With only 20.7% of you being lucky enough to have an algo that knows your love language.

Is it a recession indicator? The masses are reacquainting themselves with embarrassment.

92.5% of you see it as an essential part of the human condition. Helping you to connect, break the ice, and discover new things <3

So taste is the word on everyone's lips (pun intended).

Almost half of you insist that while it might start on the algo, you're putting in the work crafting it in the world. And only 18% of you admitting you've given over to it. So maybe we are seeking something a little more ~real and individual~. We're in our reclamation era.

Helping to unlock some pretty iconic new hobbies.

"Anarchist woodworking"

"Collaging and queer line dancing. In person in physical spaces, not online."

"Honestly? Sex parties. In real life, no digital, let's do this thing "

"my biggest hobby update is being more outwardly proud of the thing I've loved since I was young. being a horse girl is no longer cringe thanks to yellowstone, (the horse girls have been vindicated)"

"I started DJ-ing at 55."

"Whatever the slow life thing is where you just sit and appreciate things not being on fire "

Let them eat lore throwback.

Another year, and even more of you lot are getting involved with the comments section. From 29% last year, up to 35.4% this year, saying you're "out there commenting".

But it's not all new hobbies and dreams.

68.5% of you feel like you're seeing less individuality in the world.

What's Inside

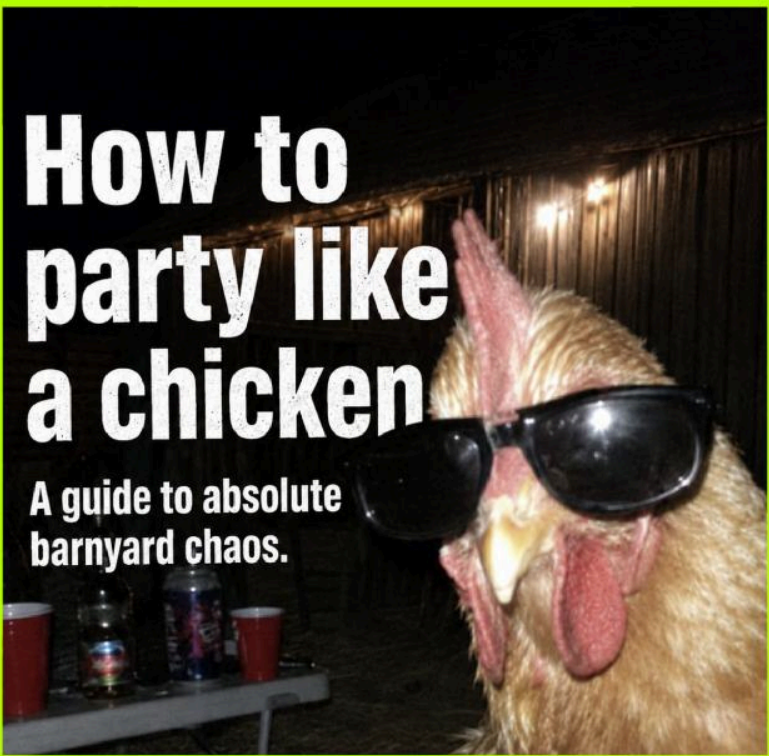
- 1.MAYBE DOING IT FOR THE BIT WAS THE MEANING OF LIFE ALL ALONG
- 2.TASTE IS A CASTLE INSIDE YOUR MIND
- 3.WHAT EVEN IS A PLATFORM THESE DAYS?
- 4.THE CREATORS MUST HAVE A GREAT ETSY WITCH
- 5.BRANDS ARE IN THEIR "PUT YOUR BACK INTO IT" ERA
- 6.JUST SHOW U CARE AS MUCH AS YOU WANT THEM TO



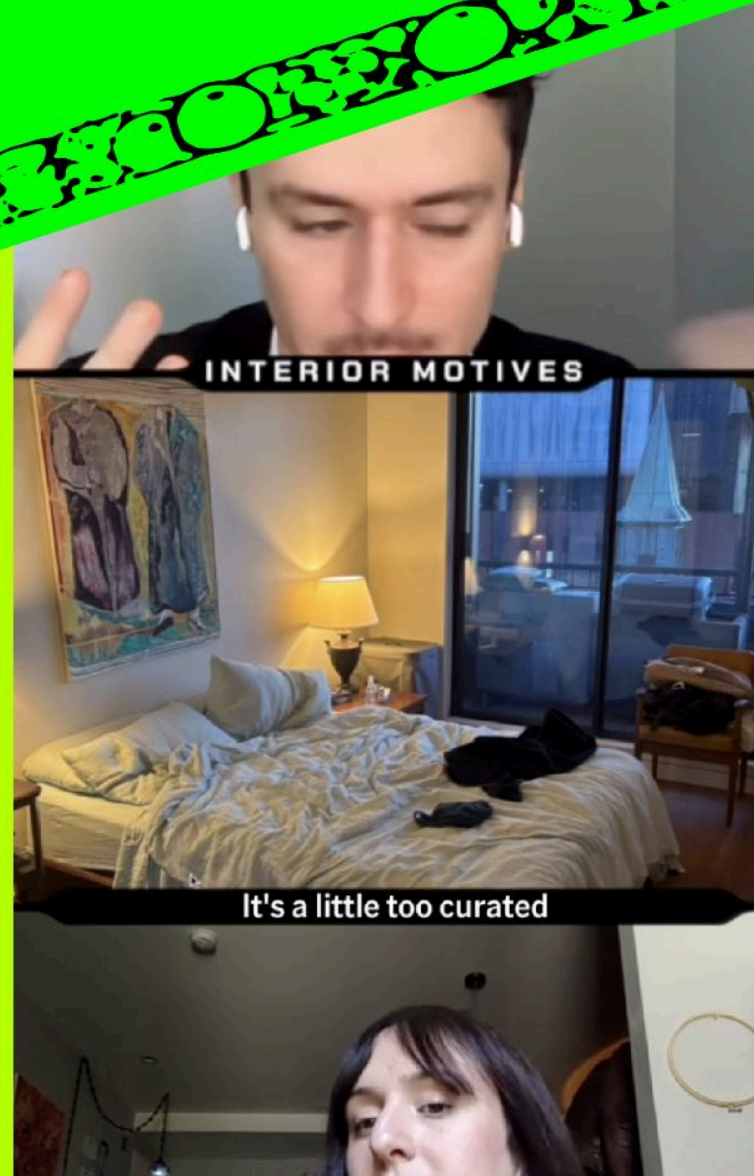
MAYBE DOING IT FOR THE BIT WAS THE MEANING OF LIFE ALL ALONG. MAYBE DOING IT FOR THE BIT WAS THE MEANING OF LIFE ALL ALONG. MAYBE DOING IT FOR THE BIT WAS THE MEANING OF LIFE ALL ALONG. MAYBE DOING IT FOR THE BIT WAS THE MEANING OF LIFE ALL ALONG.

How to party like a chicken

A guide to absolute barnyard chaos.



Maybe Doing It For The Bit Was The Meaning Of Life All Along



MAYBE DOING IT FOR THE BIT WAS THE MEANING OF LIFE ALL ALONG. MAYBE DOING IT FOR THE BIT WAS THE MEANING OF LIFE ALL ALONG. MAYBE DOING IT FOR THE BIT WAS THE MEANING OF LIFE ALL ALONG. MAYBE DOING IT FOR THE BIT WAS THE MEANING OF LIFE ALL ALONG.

THE INNER THOUGHTS OF A SOCIETY THAT HAS

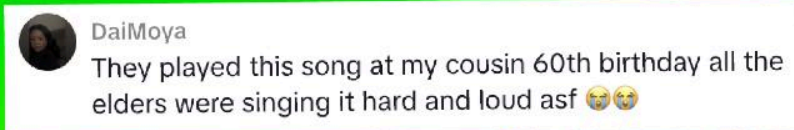


Find related content

AI or Real



Barbi 🌟💙
Oh we're cooked....



DailMoya
They played this song at my cousin 60th birthday all the elders were singing it hard and loud asf 🤔🤔



It's not Gen Z, you need to worry about the A...

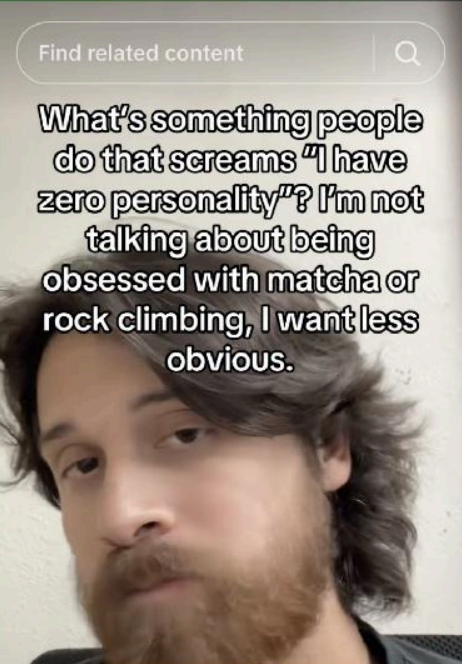


andy
gemini and chatgpt talking to each other
2-20 Reply



Find related content

pov: that gen z girl with no personality meets another gen z girl with no personality



Find related content

What's something people do that screams "I have zero personality"? I'm not talking about being obsessed with matcha or rock climbing, I want less obvious.

VIRAL IS EW?

My nans obsessed with TikTok

AI IS EVERYWHERE.

WHO EVEN AM I?!

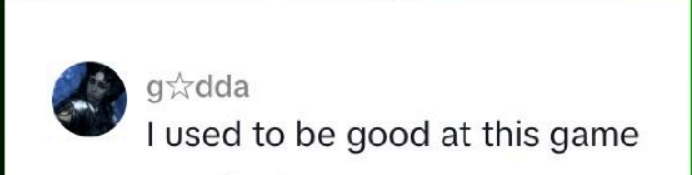
I NEED TO READ A BOOK AND HAVE A CIG

Do i even like matcha and reformer?

I NEED TO OPTIMISE, BE MORE EFFICIENT, SO I CAN BE MORE SUCCESSFUL.

IT'S ALL TOO MUCH!!!!

OPTIMISED TO OBSOLESCENCE



g☆dda
I used to be good at this game

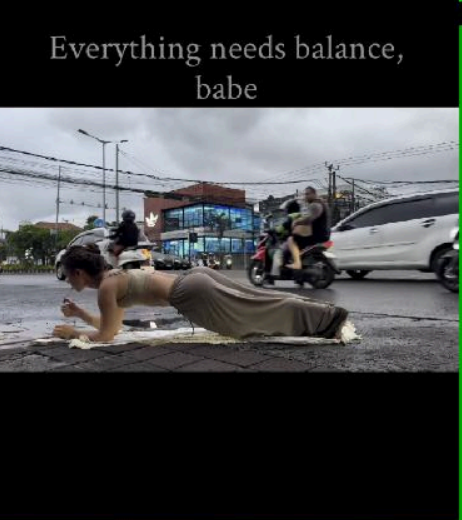


emma
quit ai
4-11 Reply



Find related content

UNROT YOUR BRAIN FROM AI WITH READING 101



Everything needs balance, babe



m
Honestly the whole Botox/ filler, slick back, Pilates, lululemon aesthetic



radio 1

"IT'S HELL IN THERE"



and social media old ipods are getting more expensive



UGH, CIGARETTES ARE SO BACK



Yeah, so it's also gonna be on

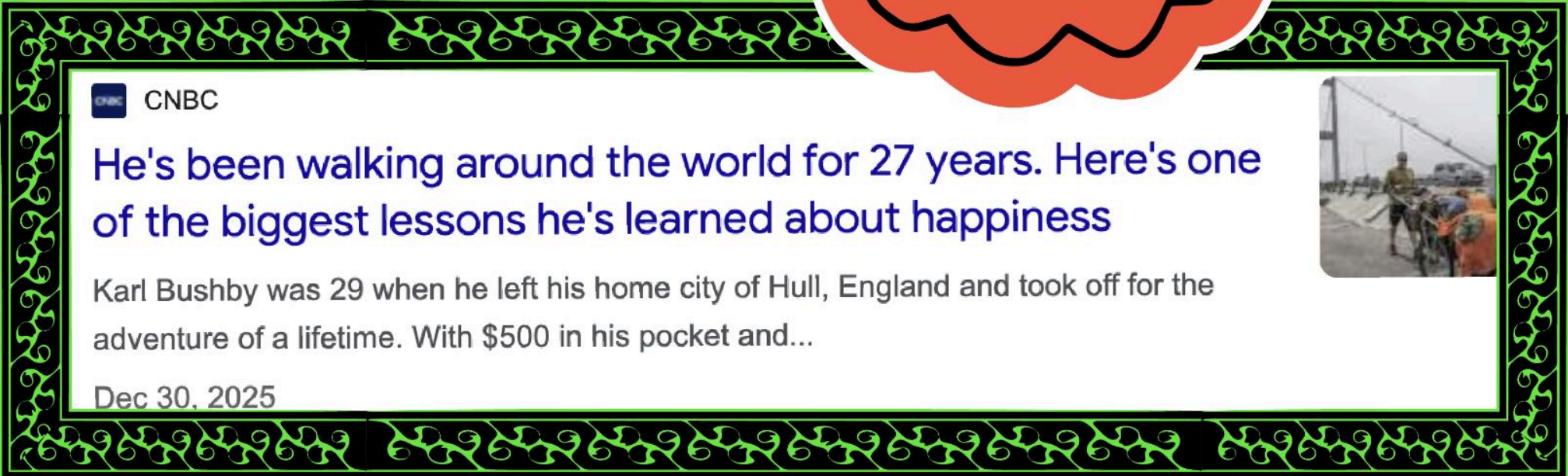
I NEED TO BE WELL!

AN AFFIRMATION FOR THE PERSON WHO HAS TURNED THEIR LIFE INTO A NEVER-ENDING SELF-IMPROVEMENT PROJECT

WE'RE WAKING UP FROM A DISSOCIATIVE STATE.

After following the algo for so long, we're lost. So deep into the performativity abyss, it's only gone and taken us the time it took Karl Bushby to walk this earth to realise:

We're craving that same kind of purity of purpose, and the endeavour of doing it.



BEWARE THE OZEMPIC FICATION

WAKE TF UP
WE'RE
PUTTING THE
EFFORT IN.

(THE FLEX)

The
pre-optimisation
era

If optimisation is removing
things, will there eventually
be nothing left?



WHERE WE'RE HEADING

LITERAL
FLATTENING OF
EVERYTHING

RIP OUR INDIVIDUALISM

Hence: the pendulum

Before ChatGPT, biohacking, and the fastest routes on maps, we'd have to go through the process to find the answers. We'd understand ourselves and the world through the context of experience.

Our world(s) became smaller. Ozempic is the literal metaphor for the structural flattening of the world, aiming to make everything smaller, simpler and faster. We AI our answers, score our sleep, streamline our commutes. Eradicating friction when maybe it was integral all along. Now everything became the same. Everyone looks the same. Optimised > end result. Answer. Automated. Shortcut. Bland. Flat. Boring.

But we're rebelling. It's time to put in the work. Go deep, take up space, read a book. And if you don't, you'll be left behind. It's what the culture rn is yearning for.

We started hacking performance. Optimising for clout. But the chase gutted effort as a result.

Leaving us greedy for life, but never full.

But after flatlining for a little too long, it seems like there might actually be signs of life

DOCUMENTING OURSELVES →
unselfconsciously posting relationship status updates and unedited camera rolls

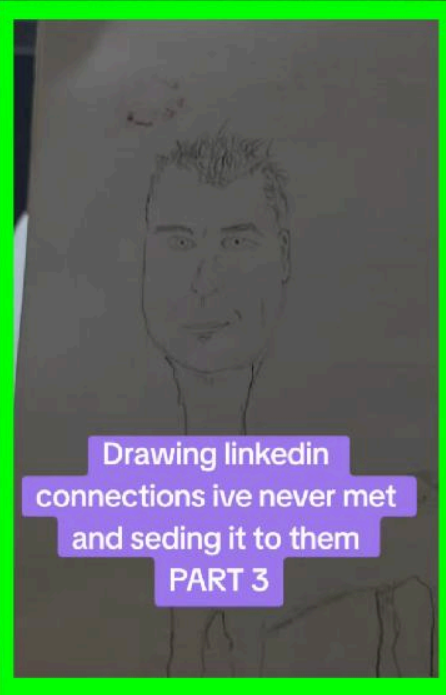
PERFECTING OURSELVES →
curating our personal brands: the most attractive, productive & successful versions of ourselves

DO IT FOR THE CONTENT →
what is life if not one big, competitive content opportunity, performing for literally anyone and anything

DOING IT FOR COMMENTARY →
trying to be the loudest and the funniest in the room

DOING IT FOR THE BIT →
It seems like the great attention grab might have done something worthwhile. Reminding us great things happen when you put yourself out there. Cringe but kinda real imo.

WE STARTED THINKING **PERCEPTION** WAS THE POINT BUT WE PERFORMED SO HARD WE MADE IT **PURE**



Copycat formats emerge

Events and creators go viral

Performativity:
Doing it for the content,
seeking validation online

Purity:
Doing it for purpose,
seeking community and shared
experience through the absurd

VEY SAYS OK COOL SURVEY SAYS OK COOL SURVEY SAYS
"self-expression feels like a performance these days and the internet is full of people trying to stand out. you can no longer be unlike everyone else, unless you are hyper-specific. like the niche of your niche"



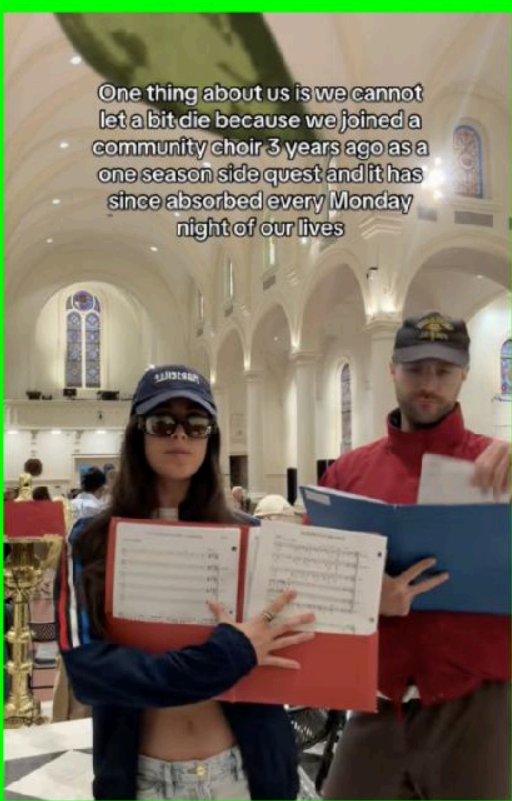
VEY SAYS OK COOL SURVEY SAYS OK COOL SURVEY SAYS
"You gotta not care what anyone thinks and just live"

Suppose 'doing it for the bit' is the space in between



THE TIKTOKIFICATION
OF THE GOLIATH EXPEDITION

COMMUNITY
IS A
BYPRODUCT



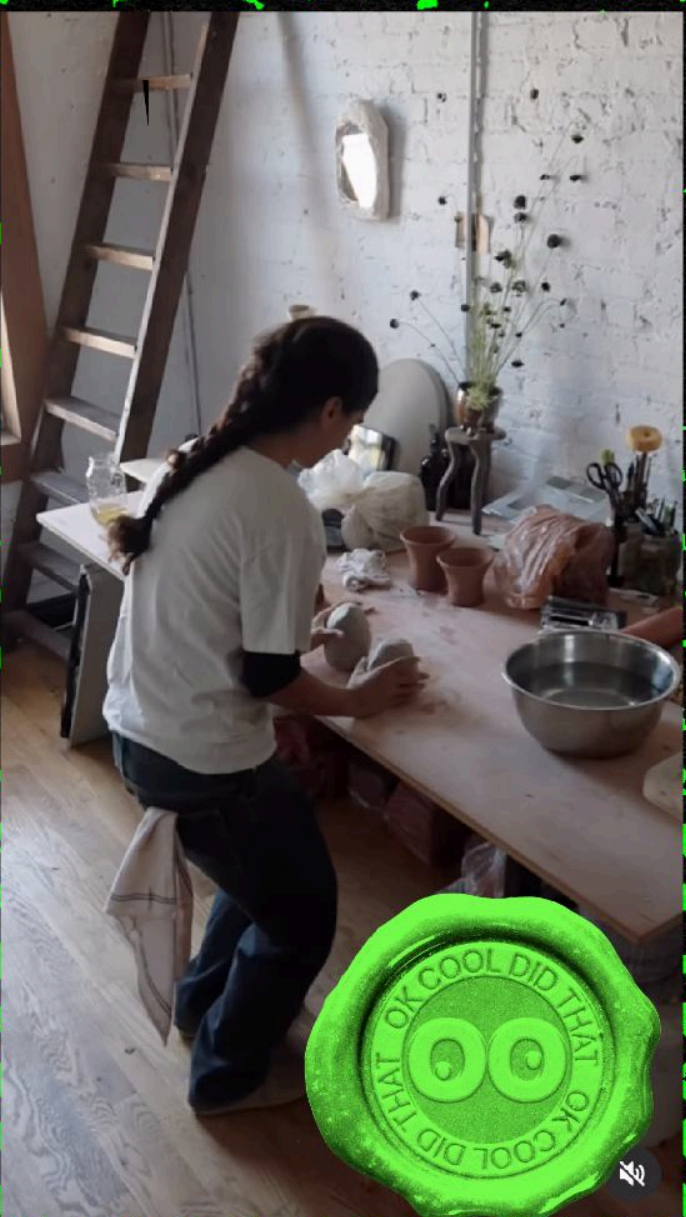
CULTURE IS REBUILDING THE STRUCTURES THAT HAVE BEEN OPTIMISED OUT OF THE WORLD

MAYBE DOING IT FOR THE BIT WAS THE MEANING OF LIFE ALL ALONG

VEY SAYS OK COOL SURVEY SAYS

"I miss weird - not like internet meme weird, but just that folks would do things different ways. Like tying shoelaces. I feel like there were many schools of thought for how to do it."

VEY SAYS OK COOL SURVEY SAYS



Most of our improvement trends can be boiled down to this: everyone wants to be wanted, but no one wants to actually *want*. If desirability is a currency, then to desire is a liability. Nearly everything feels

Effort is the process of adding again. We're yearning and recreating for richness, gluttony, grasping for something meaningful.

WE'RE TAKING MATTERS INTO OUR OWN HANDS

WE ASKED:

"Any new hobbies? If so, how'd you get into them?"



F*CK YEA SUPPORT YOUR LOCAL MUSIC SHOP

YOU ANSWERED:

"Just drove my ass to a
rented an instrument and started teaching myself"

LOCAL MUSIC SHOP



WE USED TO MEET
PEOPLE IRL AND SURE IT
WAS HARD BUT WE
ACTUALLY TRIED



THEN WE MET OUR
EXTINCTION LEVEL EVENT;
DOPAMINE DATING

WE THOUGHT IT WOULD MAKE IT
EASIER TO FIND LOVE. BUT
ACTUALLY, IT JUST MADE US
POST-APOCALYPTIC DATING
MONSTERS WHERE NO ONE IS
REAL, MEETS OUR STANDARDS,
AND THE SWIPE IS MORE OF A
THRILL THAN THE
FOLLOW-THROUGH. IT'S NOT
LOOKING GOOD FOR OUR HEROES.

MAYBE DOING IT FOR THE BIT WAS THE MEANING OF LIFE ALL ALONG

BUT WE WILL REBUILD. IN THE MOST
CHAOTIC WAYS IMAGINABLE.

'Sick of swiping': the dating event where your mates make the pitch for you

CULTURE

Meet the TikToker Using Hinge to Cook With Strangers

YOU'RE INVITED

RED LIPS
BARRY'S

THURSDAY 18 JUNE
BARRY'S EAST | 7.30PM

JOIN US FOR A NIGHT OF FITNESS AND FLIRTING

pears speed dating

pears_dating_22h

11 Kyle Minogue · Your

Thank you to @mrsjones for featuring Pears... as the place to find the hottest singles alongside other incredible events trying to change the state of London dating.

The Hottest, Sexiest Singles In Your Area

Falling in Love

When dating apps aren't cutting it so you decide to bring smoothies to your local hockey rink (wait till the end)

we made people wrestle as their first date

Coming Soon: Scene Dating Classifieds newsletter

Scene is a boutique ~slow~ dating experience for bi people.

Every Thursday you'll receive an email filled with fresh singles listings from fellow subscribers.

Connect with them directly – but don't be shy, post your own listings too!

Delivered with a human touch, each listing is individually vetted for quality.

Submit a Listing

EXCLUSIVE

NYC singles are looking for love at Medieval Times: "It's like Hooters – but for women"

NEW YORK POST

sketch + speed date

@ the haggerston

3rd March 7:30-10:30pm

ART DATING CLUB

Pitch your single friends at this new fun dating event

My love life is a mess

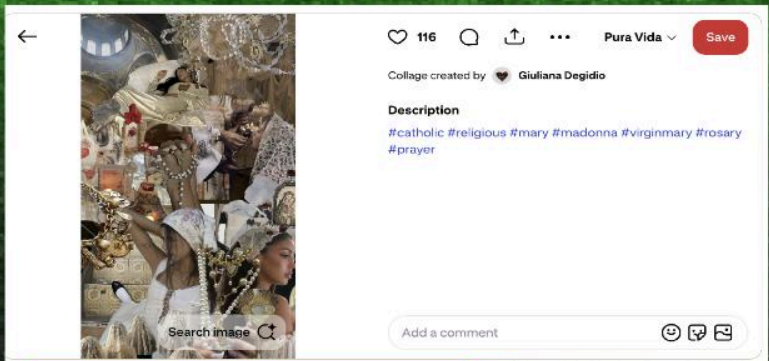
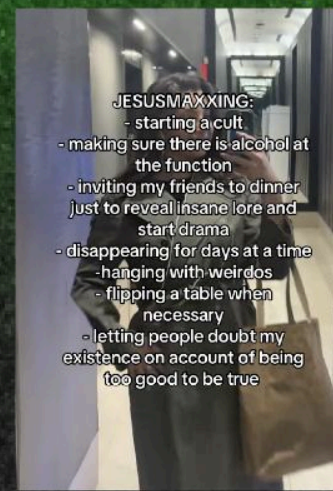
DITCH THE APPS

HUMAN MATCH MAKERS

RESISTANCE IS A HIGHER POWER

Speaking of rebuilding traditional structures. Religion is having a moment (can you say that after say, tens of thousands of years?) as young people today are seeking meaning in tumultuous times. **If algo-tech-automation represents the big bad rn, is absolution found in communion?** The answer is yes. But communion looks and sounds a little different to how it once did.

Jesusmaxxing



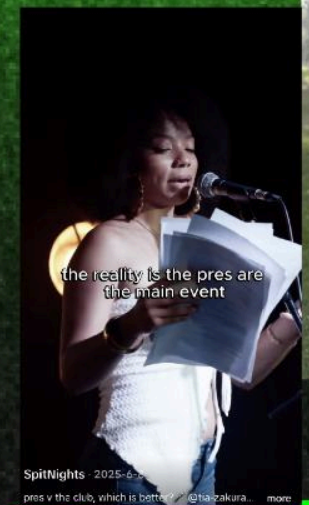
EVEN THE POPE HAS A TREND REPORT



WE'RE LOST AND LOOKING FOR MEANING. BUT. IN 2026 ABSOLUTION COMES IN ALL FORMS

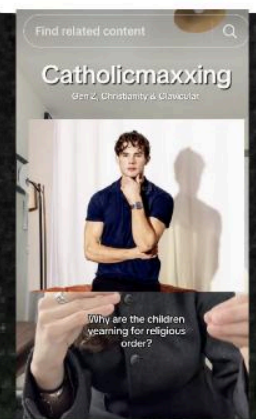


THE CLUB IS OUR CHURCH



POPE

FERAL

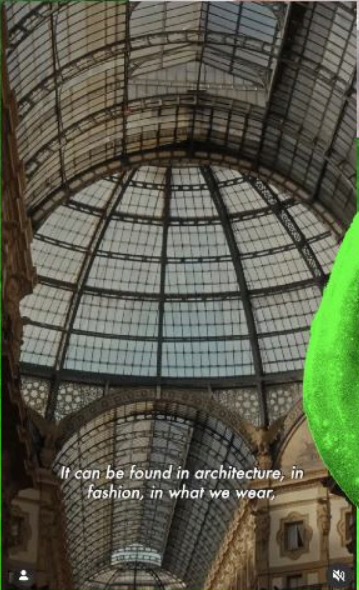


Getting baptised.



NBA nuns

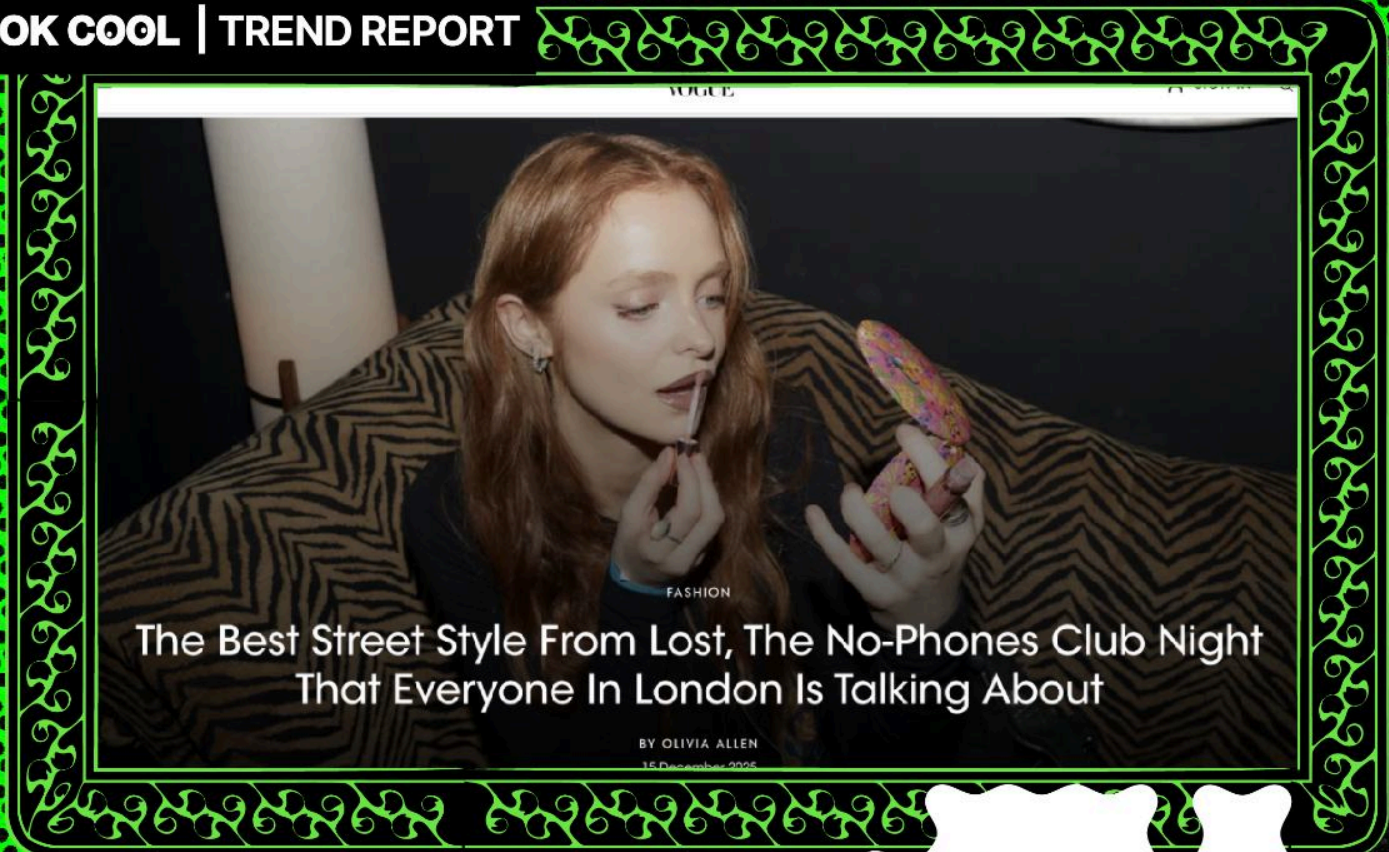
Cathedral-maxxing



JACKASS BEING THE ULTIMATE MORAL ROLE MODEL? SURE OK.



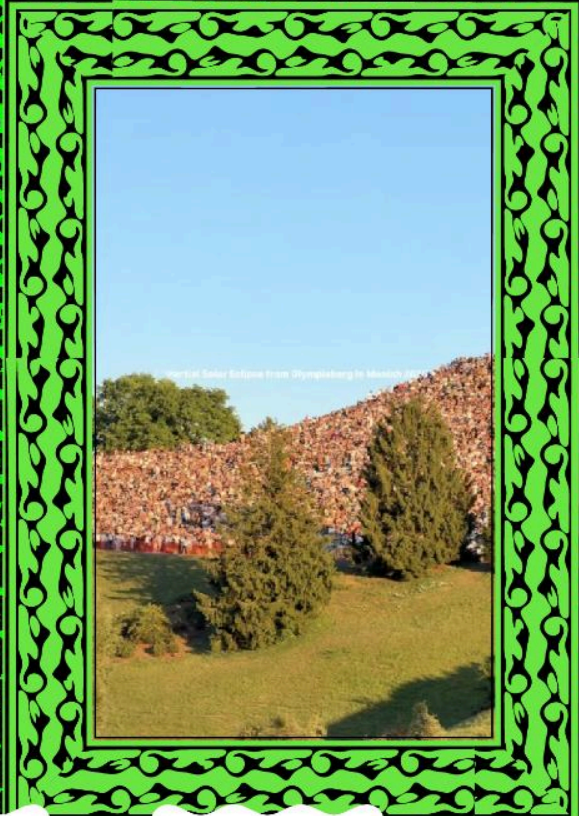
WE'VE REALISED EFFICIENCY IS NOT A HIGHER POWER WORTH SERVING. MAYBE WE JUST WANT EXPECTATIONS OF US AGAIN.



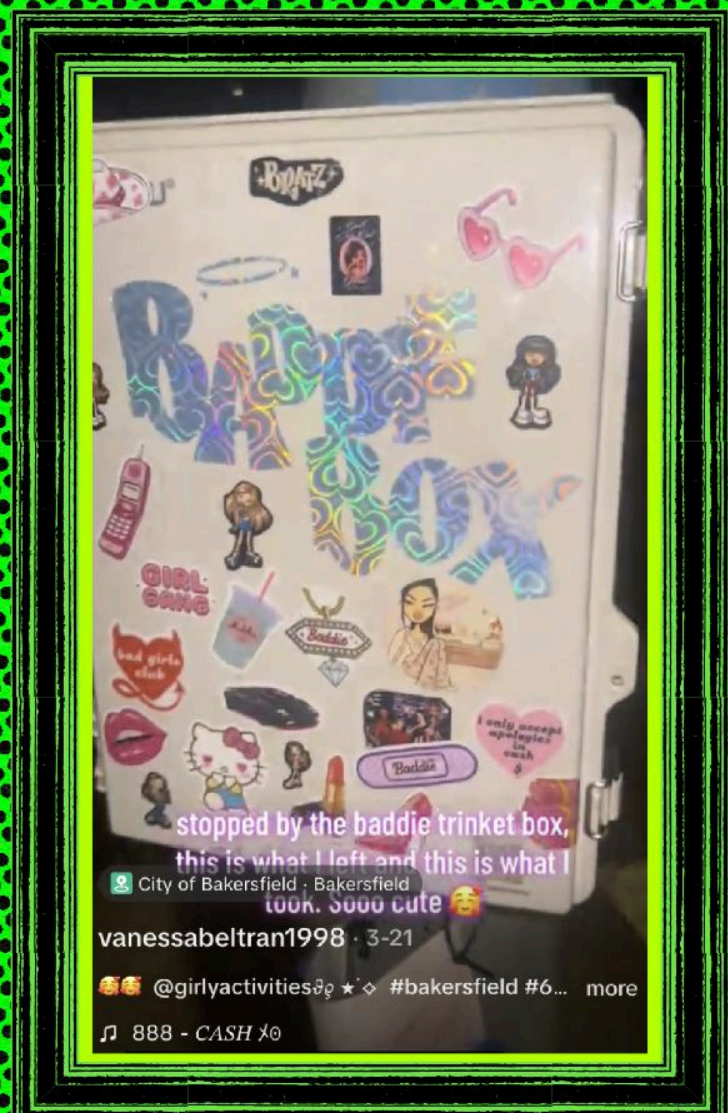
grownk1d ...
Grownkid | life is play
574 posts 48.8k followers 3 following

a social club for those who believe the meaning of life is play. weekly play-based gatherings in NYC
[linktr.ee/Grownkid](#)

Followed by [jacobthepisces](#), [60tyn](#) and 2 more



EVERYTHING IS COMMUNE



SOCIAL MANIFESTO

- 1. FIND ANY EXCUSE TO TALK TO SOMEONE.**
Connection drives on small risks. A single "hey" can bring unexpected joy into your life.
- 2. INVITE OTHERS INTO YOUR WORLD.**
Share your music, your jokes, your tenderness, your weirdness. Invite strangers in your plans and open the door to friendship. It makes the world warmer.
- 3. SAY NO TASTEFULLY, SAY YES INDULGENTLY.**
Protect your boundaries but increase the opportunity for luck to strike. Live with intention, not fear.
- 4. BE CURIOUS, NOT JUDGEMENTAL.**
Everyone has secrets. Be curious about why this is and what it means for them. There's always something to be learned.
- 5. PLAYFULNESS IS FREEDOM.**
Life will feel lighter with a playful attitude.
- 6. CARING IS REBELLION — CARE BOLDLY.**
Kind people are the world forward. They make connection possible for everyone around them.
- 7. DANCE SO OTHERS FEEL LIKE THEY CAN TOO.**
Be one who gives others permission. When you move, others move. Why open, others open.

Everywhere in community, we're coming back to do things together again.

WHERE CULTURE ISN'T JUST A MARKETING BUZZWORD. BUT THE VEHICLE TO ASSOCIATE OURSELVES WITH THE PEOPLE AND SPACES THAT OFFER SALVATION

CRAZY HAIR DAY

****I AM CRAZY BUT I AM FREE****

\$150 CASH PRIZE

MEETING #029 | 07<<12<<26 | NYC

OK COOL SURVEY SAYS "I feel like we're coming back to each other again"

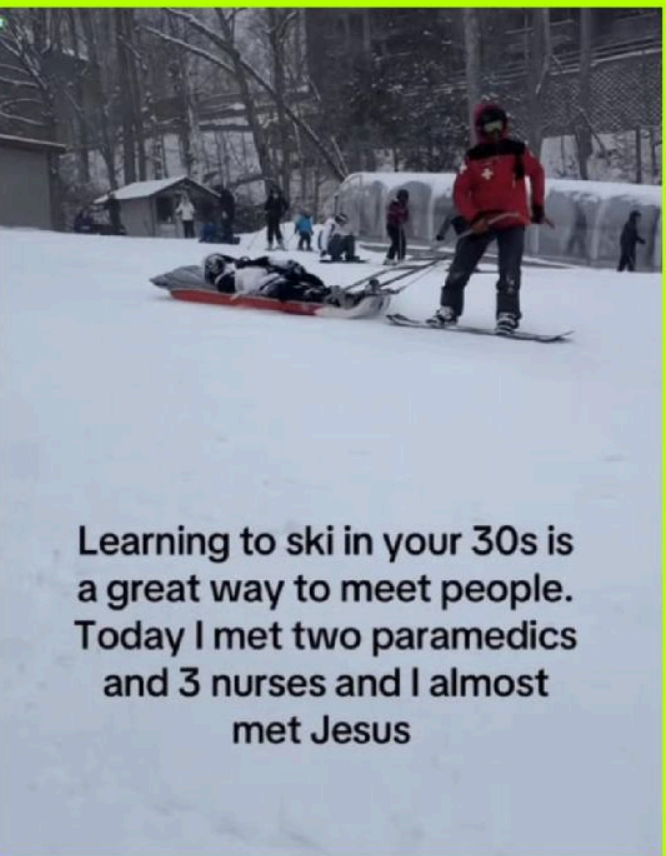
What are we* seeking? Well duh.

COMMUNITY

LOYALTY IS A CURRENCY
AND YOU GET BACK WHAT
YOU EARN

This realisation isn't necessarily new.
But, we have been naive as to what it
takes to get it.

One might get free beers at the local now
but remember it took years and
thousands of dollars on pints but that is
what the cost of community is.



Because community building doesn't happen without investment. Time, energy, effort, consistency, and being an absolute delight over and over.

*brands, creators, me, your mate, local government, etc.

[illegible]

YOUR MIND

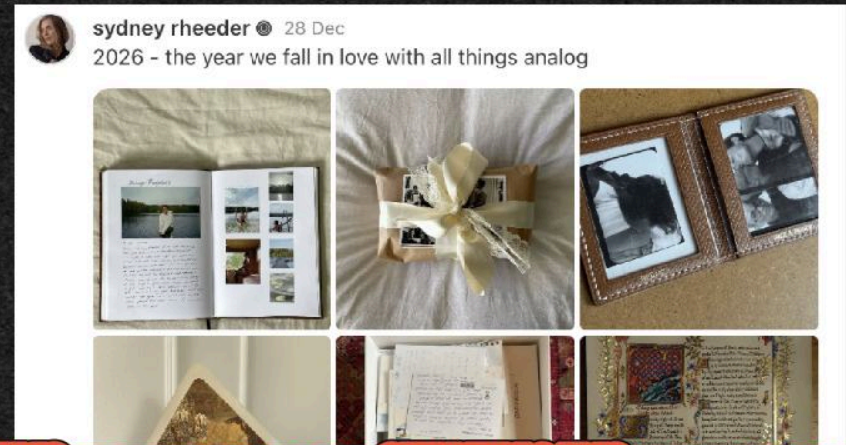


But is it even real?

@OK COOL Ltd. 2026 All Rights Reserved

Everyone's Talking About Taste

“I see a lot less individuality on the feeds, but if you know where to look IRL, or the podcasts to listen to, books to read, plays to watch, movies and docs to consumer, art shows to visit, etc., individuality is alive and well. It's just not in the feeds especially.”
- OK COOL Survey Respondent, 2026



69% OF YOU SAID YOU SEE LESS INDIVIDUALITY IN THE WORLD TODAY



BUT

Taste is not having the taste to talk about good taste. It can't be something you arrive at when you purchase whatever the "cool girls" are telling you to. But it's also not the performance of the pursuit of it. **Taste is the continuous under-taking, a curation of things you experience: like the music played in your house as a kid, it's both earnt and ongoing.**

SOME REAL JOURNEY NOT THE DESTINATION SHIT

Taste is still performance. The value lies in the endeavor.

TASTE IS NOT A PAIR OF HAVAIANAS



"TASTE" IS JUST THE CHIC REBRAND THE INTERNET HAS GIVEN PROCESS (LEARNING, EFFORT, CARE, CREATIVITY AND DEDICATION). THE BUMMER IS THOSE THINGS ACTUALLY TAKE TIME.

THE HARD THING

When niche becomes mass, the real 1s find ways to bypass algorithmic recommendation and get deep into the farlands, retreating to subcultures and communities to find authentic solid ground once again.

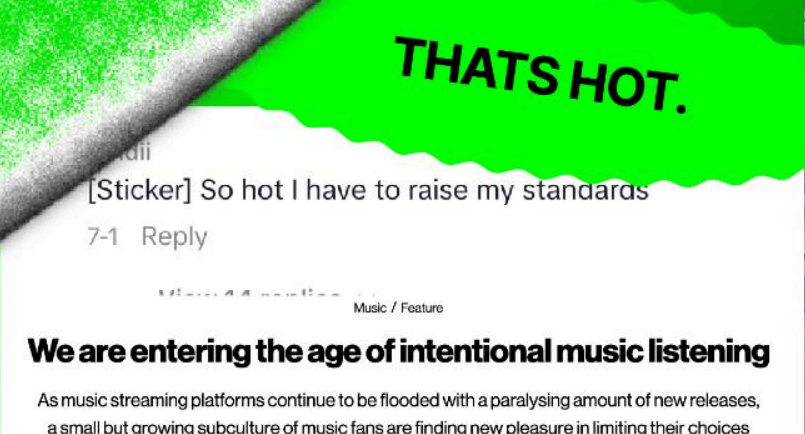
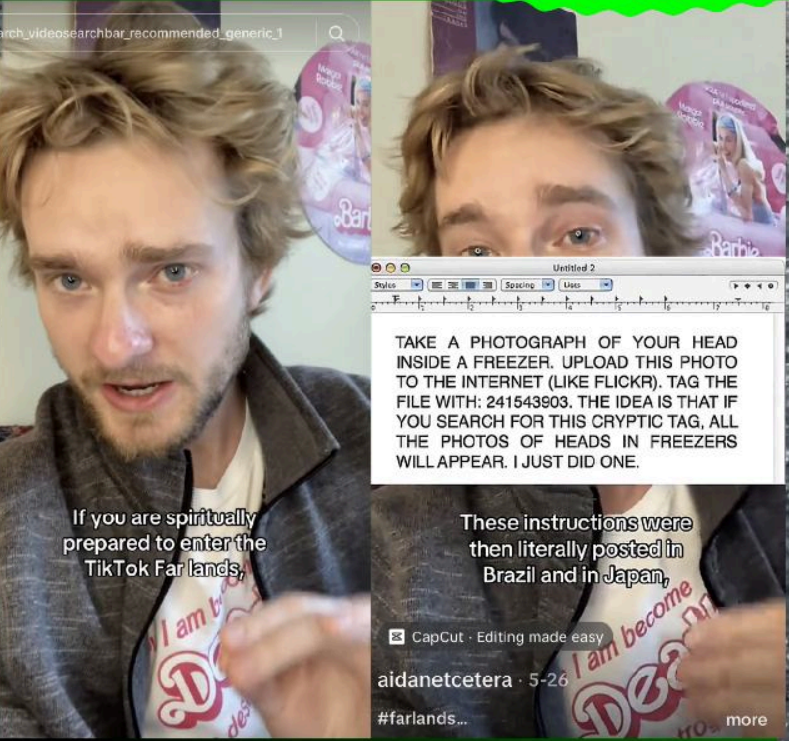
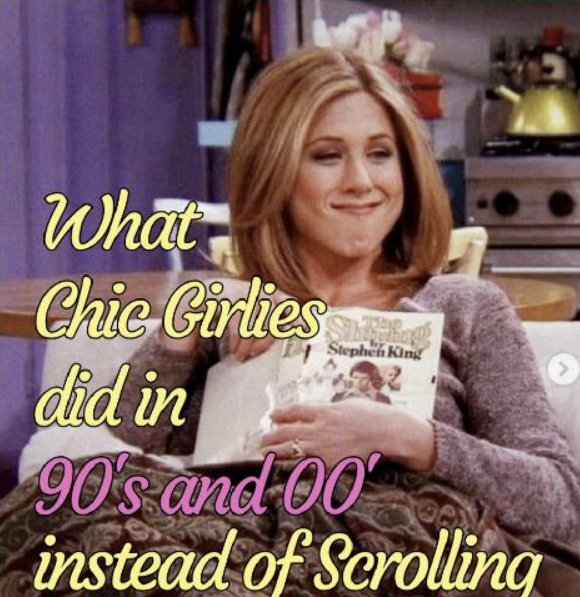
Exiting the mainframe through the mainframe ↓



Effort is the ultimate symbol of humanity. In a world where everything is optimised for ease, **friction is status**. Whether that's quietly seeking out obscure knowledge, renovating your one euro house in Sicily yourself, or climbing the Empire State Building to force the world to look. We're down for sweat, conviction and proof of who you are and what you're about. Doing it because you can, not because it's easy.

BE BORED AGAIN!

No one proving the point like the @williams_twinss



EFFORT = FRICTION

& FRICTION CREATES PERSPECTIVE

AS WE CURATE AND ATTEMPT TO REBUILD OUR TASTE OUTSIDE OF THE ALGO, WE'RE REDISCOVERING OUR SENSE OF SELF. PUTTING THE WORK IN, COLLATING REFERENCES, SOUNDS AND VISUALS, ENGAGING IN LITERATURE OR THE ARTS, TRYING NEW HOBBIES, JOINING COMMUNITIES AND CULTURES; PHYSICALLY LEAVING THE HOUSE TO BECOME AN INDIVIDUAL AGAIN.

VEY SAYS "Square Dancing. Really random I know. But fully IRL, no phones in sight, just dancing (fancy walking, actually). I picked up running my core Dungeons and Dragons group again as the forever DM (previous DM wanted to be a player again). We play online but we play with cameras on for faux-IRL. I'm writing my first solo novel entirely by hand as a revolt to AI and to reconnect to the scribal art of manuscript creation, instead of doing everything via typographic mode. Life is more intentionally handcrafted and IRL, and I go into tech and digital stuff strategically. Also enjoying really sick edits on Instagram. Mostly Star Wars/Game of Thrones/Harry Potter/LOTR ones."



The patron saint of Gen X fashion designers, Raf Simons, recently made waves online for saying "maybe [fashion] was nicer when it was more elitist." And while I don't hold the same sentiment, I understand why it is so sticky. At a time when brands are bending over backwards to get on our level and speak our language, what we really crave now is ambition: whether that takes the form of Pre-Zara John Galliano, Hype Williams's multi-gagillion dollar music videos, Chris Cunningham's ads for Playstation, or Spike Lee's ads for Nike. Ambition doesn't necessarily mean something high budget or something created by someone famous. It just needs to exist on a level of ideas and execution beyond what the edgelords at home can make. The rest is just slop.

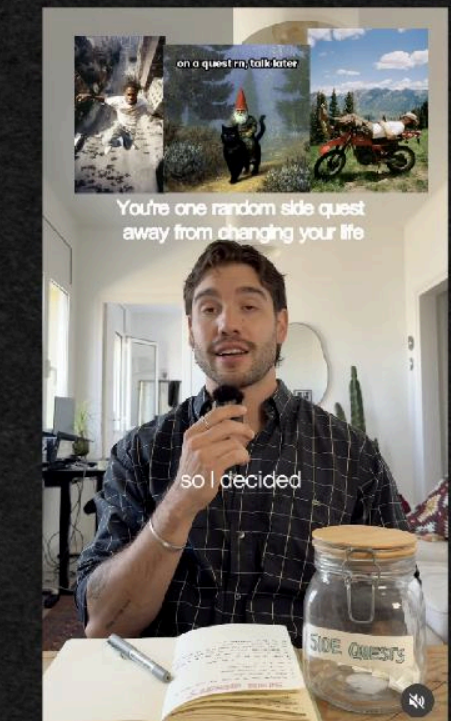
VEY SAYS "Attempt at discipline and quietness"

VEY SAYS "Art, creating- writing, painting, drawing, dancing, ceramics. Things I need to present for. Analog."



VEY SAYS "Back to reading Georgette Heyer novels! Gemmology. Sitting quietly. Making pickles."

VEY SAYS "Pokemon, fashion crafting, role play board games"





"It's not so much about being cringe -- I think it's about demonstrating the willingness to potentially be cringe. Showing others that you are willing to be real and vulnerable with them opens the possibility for human connection."



IF YOU CAN'T HANDLE ME AT MY
WORLD EXCEL CHAMPIONSHIPS YOU
DON'T DESERVE ME AT MY FERAL GIRL
DANCEFLOOR

And this is a world we want to live in. Fandom, obsession, leaning in, trying. Just imagine not living your obsessions because someone without any told you not to.



victoria_repa 22/07/2026
Dear millennials

You no longer need to put "lol" or "haha" after everything you type.
You made it

3.1K

"WE'RE ALWAYS GOING TO
BE CRINGE FOR SOMEONE
SO FUCK IT"



"cringe is confidence
without the fear of being
perceived"

"We live on a floating
rock. Life is too short to
not be cringe."



Charisma, Uniqueness.
Nerve and Talent that is.



A man with a shaved head, wearing sunglasses and a blue t-shirt, is performing on stage. He is holding a microphone to his mouth. The background is a bright blue stage backdrop. The image is framed by a black border with a wavy top edge.

A photograph of two young men in a garage. The man on the left is leaning forward, wearing a grey t-shirt with a graphic of a ship and the text 'I AM A BOAT' and light blue jeans. The man on the right is standing, wearing a black t-shirt with a graphic of a ship and the text 'I AM A BOAT' and light blue jeans. An American flag is hanging on the wall behind them.

A man in a full-body chainmail suit stands with hands on hips in front of a store window. The text "PEN WITCHE WIZARDS NOBLES" is overlaid on the image. The background shows a store window with various items visible inside. The text is in a stylized, blocky font. The word "PEN" is at the top, followed by "WITCHE", "WIZARDS", and "NOBLES" at the bottom. The man is wearing a chainmail tunic, gauntlets, and greaves. He has a mustache and is looking directly at the camera. The store window behind him has a sign that says "PEN" and some other text that is partially obscured. There are also some items visible inside the store, like a sign that says "WITCHE" and "WIZARDS". The overall scene is a promotional image for a store or event.



trying is so cool
don't let a lame
shame you for
trying

"I feel like we're all so tired of perfectionism cause AI can deliver that. so cringe becomes human again? and ok? and sometimes even cool? and also people just being tired. I'm exhausted so I don't even have the mental space to worry about not being cringe. If I'm liking it, I'm doing it - online or IRL. After all, who feels the cringe is the other person, while I'm feeling (potentially) something else (and hopefully more positive).".

DON'T LET SUCCESS BE YOUR PRISON

HAVE YOU NOTICED?
WE DIDN'T EVEN
HAVE OUR VIRAL
SUMMER
BLOCKBUSTER

VIRAL SHOULDN'T BE THE AMBITION. RESONANCE SHOULD BE. FOCUSING ON BIG NUMBERS CAN GET IN THE WAY OF YOUR BRAND EVOLVING AND GROWING. WHAT, ONE THING WORKED, AND NOW YOU'LL ONLY DO THAT FOREVER?

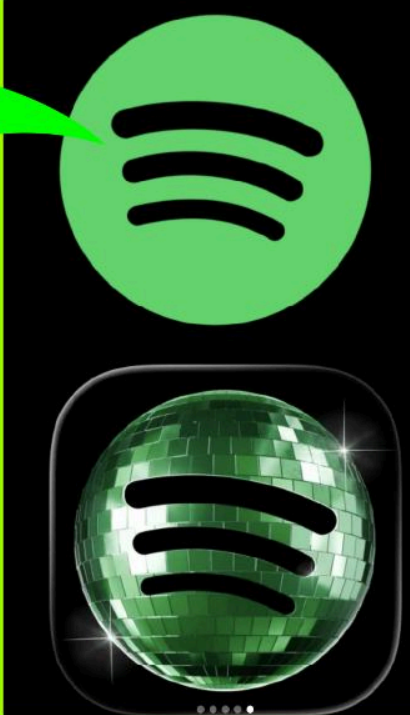
Spotify took a risk when they changed the app icon (you just know it took months to get it across the line internally). They were brave and uncomfortable, and it paid off - then a hundred brands tried to capitalise on their discomfort.

The question you have to ask yourself: would you rather set the tone? Or make another brand even more famous the more you talk about them?

Create something to be remembered even after the moment has passed.

**IF ONLY THERE WAS AN AGENCY WHERE
RISK-TAKING WAS BAKED INTO THE STRATEGIC
FRAMEWORK FROM THE START...👁️👁️**

**WORKED HARD ON
THAT ONE HEY FELLAS**



**Sorry to break it to you but viral is a
little passé these days. Slow brand
building is very chic.**

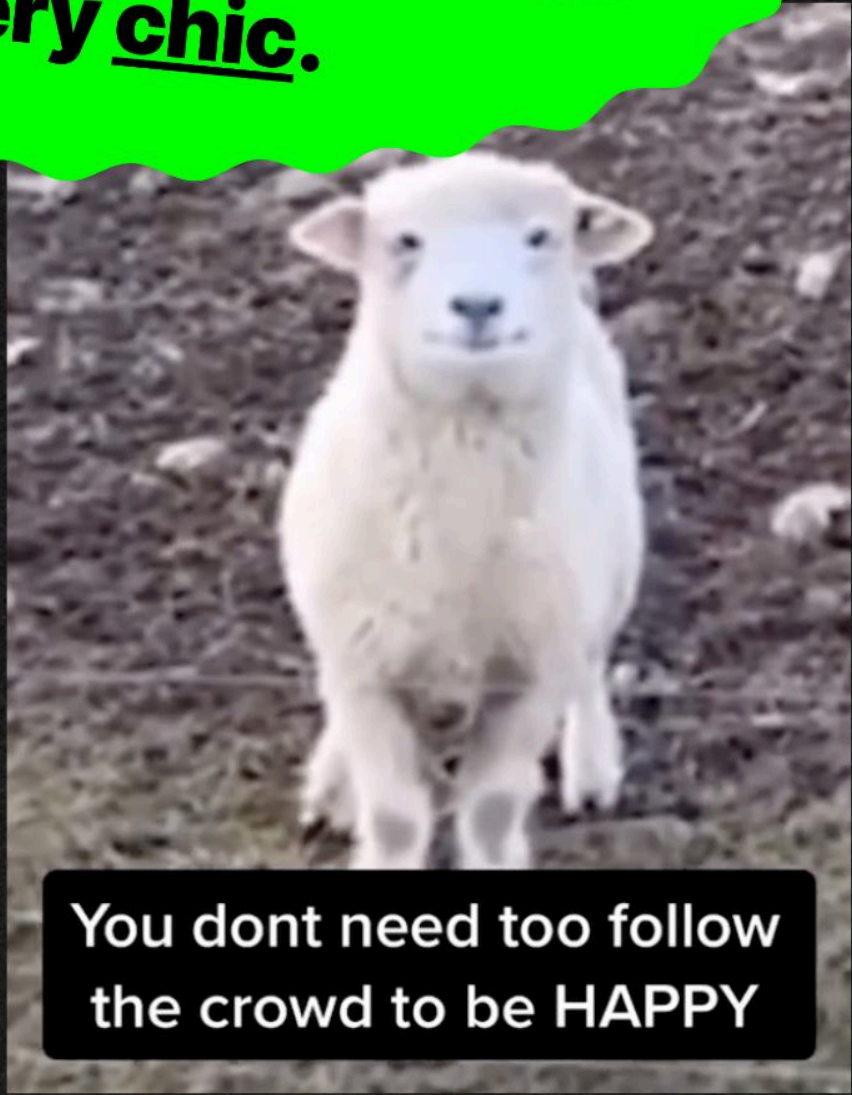


new rules of
engagement

taste > fame

in
moving in silence

out
contentmaxxing



You dont need too follow
the crowd to be **HAPPY**

EVEN IS A PLATFORM THESE DAYS? WHAT EVEN IS A PLATFORM THESE DAYS? WHAT EVEN IS A PLATFORM THESE DAYS? WHAT EVEN IS A PLATFORM THESE DAYS? WHAT EVEN IS A PLATFORM THESE DAYS? WHAT EVEN IS A PLATFORM THESE DAYS? WHAT E

WHAT EVEN IS A

Good morning (c

22.5K 40

Ready when

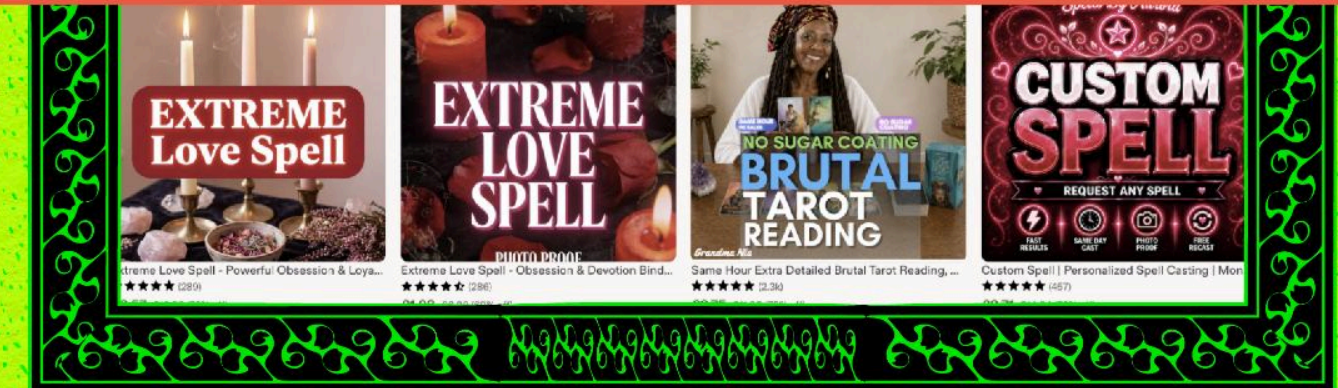
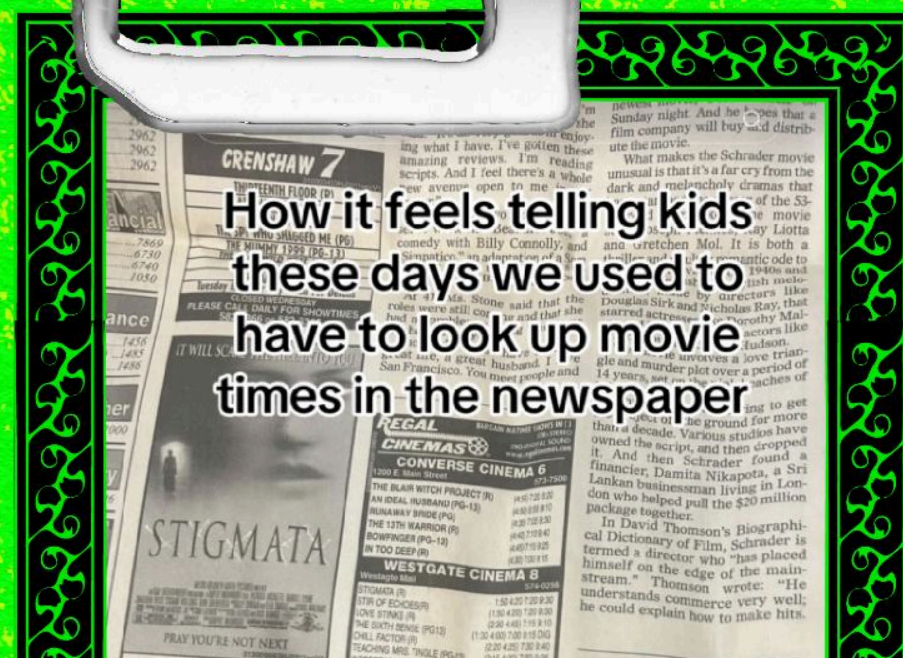
Can you tell me the typical traits of a Capricornia 6.30pm in Wangaratta australia and what it m

+

CRENSHAW 7

How it feels telling kids

THESE DAYS?



How it feels telling kids these days we used to have to look up movie times in the newspaper

WHAT EVEN IS A PLATFORM THESE DAYS? WHAT EVEN IS A PLATFORM THESE DAYS? WHAT EVEN IS A PLATFORM THESE DAYS? WHAT EVEN IS A PLATFORM THESE DAYS? WHAT EVEN IS A PLATFORM THESE DAYS? WHAT EVEN IS A PLATFORM THESE DAYS? WHAT E

Everything is internet. Meaning we're in a very unexpected, creative and unbridled era for imagining just what content can look like. The most dangerous thing you could do is think of it as a mere format. For audiences, they can barely tell the difference, it's all just makes up the cinematic universe that is their lives.

PLASTER

OVERHEARD AT FRIEZE

“ I’m avoiding dinners this week. I can’t risk Ozempic shits. ”

happening in los angeles

FIGHT YOUR EVIL SITUATIONSHIP BOXING RAVE

where the fuck is Mitch McConnell?

cigs that do not count

1. you're in france, italy etc
2. you haven't bought them
3. drunken cig
4. the func is too loud and you go outside and one finds itself in your hand
5. a baddie offers you one AND a light
6. you find a half lit cig in your pocket

OKAY MY HOBBY PROJECT FINDER BLEW

ps popsugar looking at my patio furniture like

MEN DON'T HAVE DEEP VOICES ANYMORE

We love a renaissance at OK COOL, and Instagram is living hers.

**46.1% of you said that
Insta Reels reign
supreme over TikTok
(30.3%)**

But like any good diva in a midlife crisis, she can't be boxed. We have the millennial optimism era making a comeback, slop but make it HI (human intelligence™), as well as what just the general algo supremacy that the OK COOL Gen Zers are boots-on-the-ground reporting.

WHAT EVEN IS A PLATFORM THESE DAYS?

@OK COOL Ltd. 2026 All Rights Reserved

HI SLOP

**AS DISCUSSED, MESSY IS
VERY CHIC CURRENTLY**

**NOT INSTAGRAM CREATE
MODE BEING THE
ULTIMATE FLEX FOR
HUMANITY**

OR IS IT?

Wagamama do the hump

what vibe do i give off:

which white person saying
you think i am

1. you're on thin ice pal
2. what in tarnation
3. go get em tiger
4. let's blow this popsicle stand
5. lemme squeeze right past ya
6. well look what the cat dragged in

MILLENNIALS, IT'S TIME TO SHINE. INSTAGRAM IS HEALING.

imagine the whole
groupchat is gonna
turn into a pot of soup

BU

Would you rather:

- 1- be compressed into a zip file
- 2- be an email attachment
- 3- be a cell in an excel sheet

YOLO

THINGS TO MAKE EVERYTHING
BETTER WHEN LIFE IS ACTUALLY
VERY WEIRD AND SCARY

A GIRL'S GUIDE

1. Get your nails painted every single colour because it's just as expensive.

how to stop comparing yourself

advice from a sh

CINEMATIC

WE'RE IN A VERY Dropbox TIME IN OUR LIVES

Dropbox has had the Margiela glow up. The brand opening up their process, inspiration, strategy and archive to the world. Digestible isn't the point. Immersion is.

Not to mention the Fred Again tick of approval. The artist is begging fans to be present IRL this tour, and in return gifting them professional photography, unreleased tracks and original art bespoke to each stop on the tour.

Where craft is your currency as a brand, artist or creator, how can you signify the hand of god to culture? Literally show them the receipts.

In a world where end products have never been more replicable. Make your process the currency. And sharing that creates something unique to share, connect and create genuine community with your audience and fans.

Kinda checks out. 52.2% of you say you're a part of exclusive online communities. We're desperately seeking purpose and specificity rn. Investing time when it's depth we're yearning for.

MaisonMargiela.folders

from Maison Margiela

Name ↑

- 1_Maison Margiela folders Announcement
- 2_Preparation & Teaser
- 3_Fall-Winter 2026 Show
- 4_Artisanal Exhibition
- 5_Anonym...

Maison Margiela

PARIS

Welcome to MaisonMargiela.folders

All of us at Maison Margiela are proud to announce **MaisonMargiela.folders**, a fresh way to experience the work of the Maison. At the core of the brand are the ideas, codes, and values that shape both our heritage and our future. Through an exploration of physical and digital archives, materials, four foundational codes are brought into focus across a series of exhibitions and immersive experiences taking place throughout China this April.

MaisonMargiela.folders begins with the Fall-Winter 2026 show, presented live in Shanghai on April 1, 2026, as a special guest of Shanghai Fashion Week. The show will then be followed by a series of exhibitions and experiences in four cities in China, each dedicated to a different code that shapes our identity: **Artisanal**, **Anonymity**, **Tabi**, and **Biancchetta**. These four exhibitions and experiences will be free and open to all, with registration starting from 17 March.

- **Artisanal**: Creative Laboratory Exhibition in Shanghai from 2-6 April
- **Anonymity**: Our History of Masks Exhibition in Beijing from 7-12 April
- **Tabi**: Collectors Exhibition in Chengdu from 9-13 April
- **Biancchetta**: Mailier Experience in Shenzhen from 11-12 April

From today February 10, the development of **MaisonMargiela.folders** can be accessed globally as our internal Dropbox folders - used by our team to store images, project timelines, press releases and other working documents - are made public for the first time.

As the project evolves, new files will be added for everyone to explore and collect, revealing new information about the experiences while documenting the journey from concept to exhibition.

We invite you to follow the MaisonMargiela.folders, diving into its documents that chart the journey as it unfolds.

<https://maisonmargiela.folders.com/archive-codes/exhibitions/april2026/project-library>

Maison Margiela

PARIS



IN FOR 2026: DROPBOX



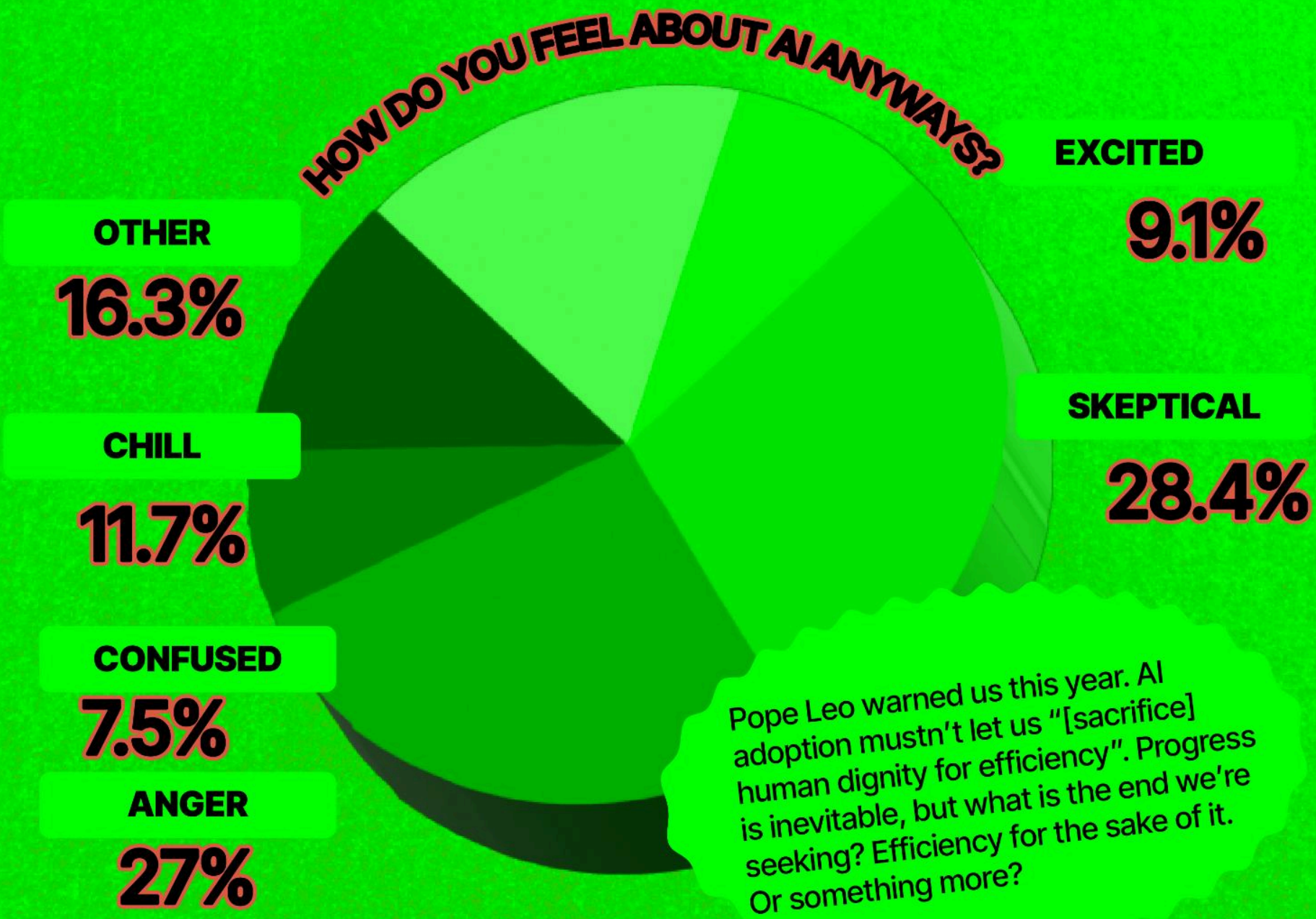
News

Fred again.. drops exclusive creative files from his “USB002” tour

By Dropbox Team

Published on April 27, 2026

AI? MOVING ON.



Pope Leo warned us this year. AI adoption mustn't let us "[sacrifice] human dignity for efficiency". Progress is inevitable, but what is the end we're seeking? Efficiency for the sake of it. Or something more?

Imagine if in 2026 you're only using AI to check the tone of your email. How embarrassing honey. Rather, the most impressive use cases are willing imagination into existence.



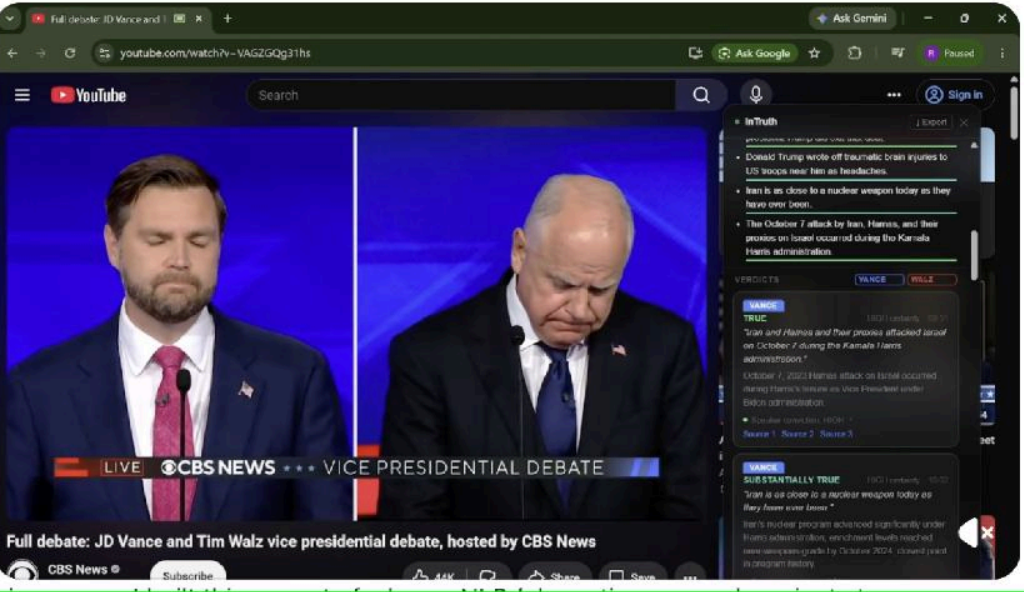
abby
I WAS BORED SO I ASKED CHAT GPT TO CREATE A LOVE ISLAND EPISODE WITH A BUCH OF PEOPLE I KNOW IT WAS DRAMA ON DRAMA

2025-5-6 Reply



r/ClaudeAI · 2mo ago
Debate_Witty

built a factchecker that catches politicians lying in real time

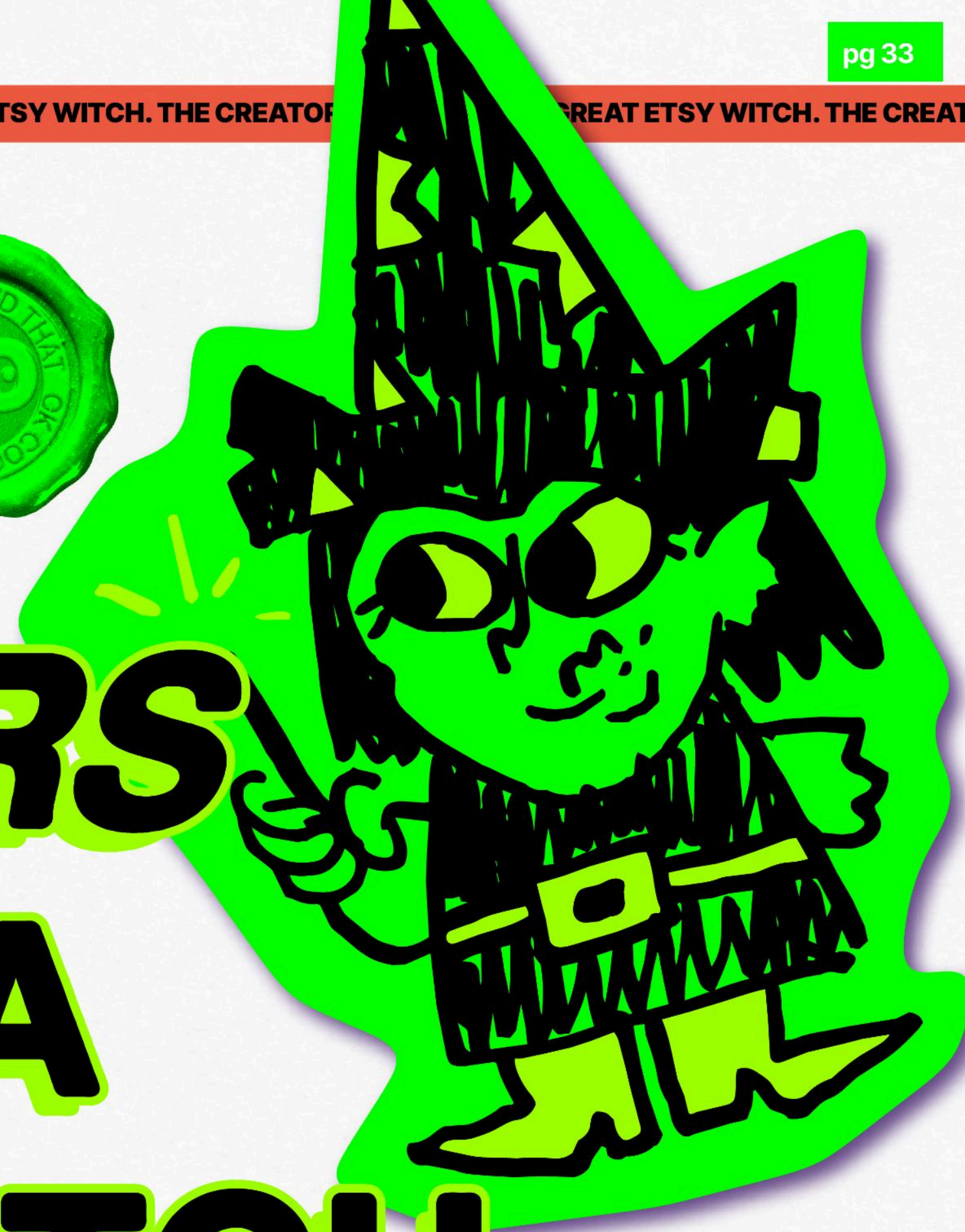


DAVID LYNCH'S MOVIES

Rank	Movie	Score	Genre
73	Humanist	165	Political
43	Hustle	77	Punchy
268	Kaiju	79	Quest
189	Kilig	59	Quiet Festival
50	Lady Bird	185	Retro
91	Looping	72	Sacred
344	Lowbrow	261	Sapphic
88	Lush Animation	168	Satirical
92	Lynchian	24	Schlock
139	Madax Core	53	Showtune
356	Magical	128	Silent
67	Masala	138	Slasher
125	Maternal	93	Soulful
79	Mindbender	294	Spooky
201	Mistletoe	72	Stalked
98	Mumble	41	Standup
121			Stunt

So asking for a friend, are you using this time to build something that solves problems beyond your own?

THE CREATORS MUST HAVE A GREAT ETSY WITCH. THE CREATORS MUST HAVE A GREAT ETSY WITCH. THE CREATORS MUST HAVE A GREAT ETSY WITCH. THE CREATORS MUST HAVE A GREAT ETSY WITCH. THE CREATORS MUST HAVE A GREAT ETSY WITCH.



**THE *CREATORS*
MUST HAVE A
GREAT ETSY WITCH**

When the influencer became ubiquitous, nobody wanted that title and everyone became a creator. But what even is a creator today?

IT AIN'T A BILLION DOLLAR
ECONOMY FOR NOTHING

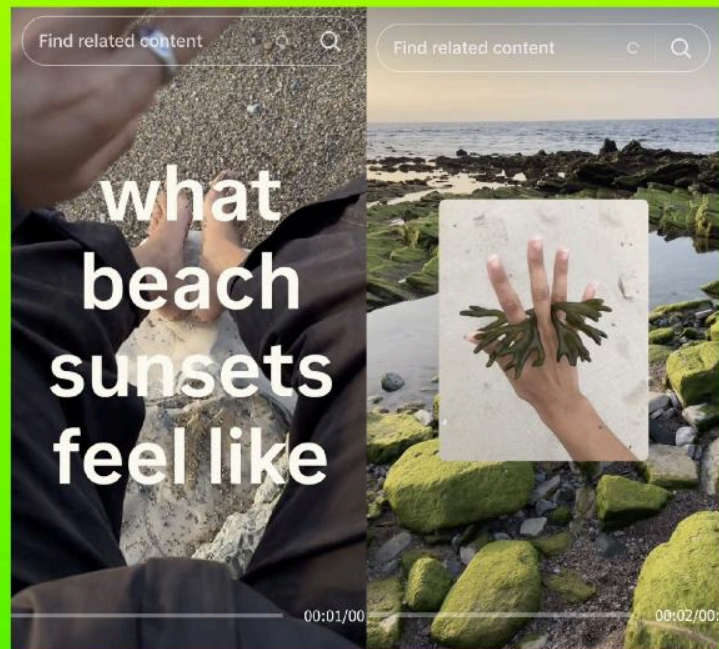


TORS MUST HAVE A GREAT ETSY WITCH. THE CREATORS MUST HAVE A GREAT ETSY WITCH. THE CREATORS MUST HAVE A GREAT ETSY WITCH. THE CREATORS MUST HAVE A GREAT ETSY WITCH. THE CREATORS MUST HAVE A GREAT ETSY WITCH.



FROM APE TO INFLUENCER TO CONSULTANT

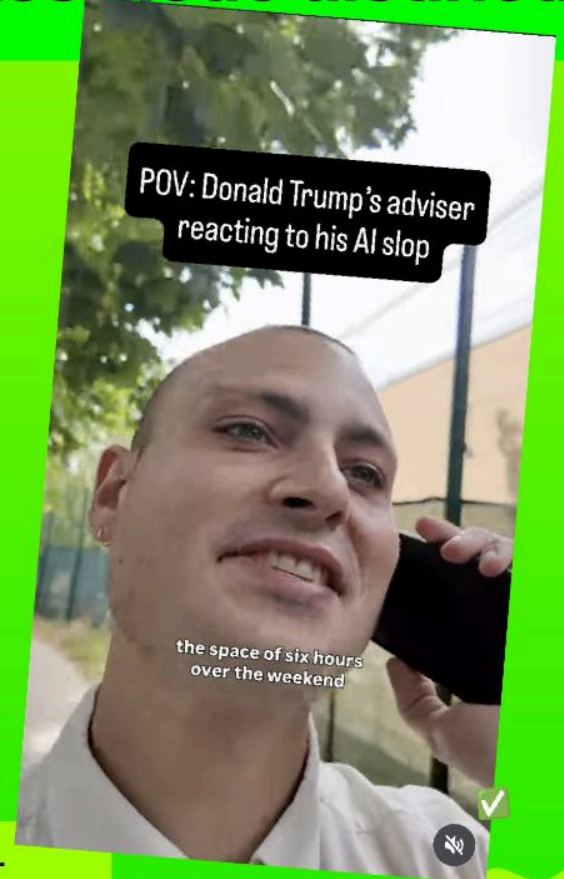
RIP INFLUENCERS



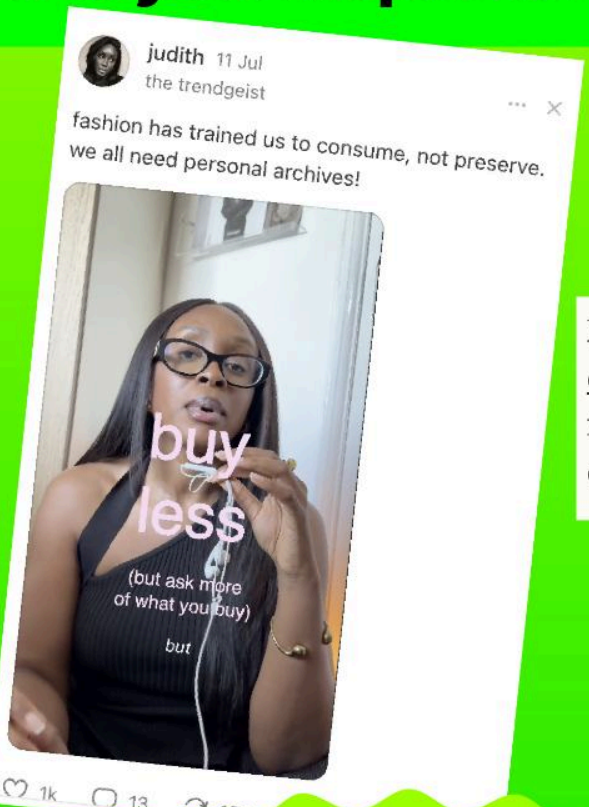
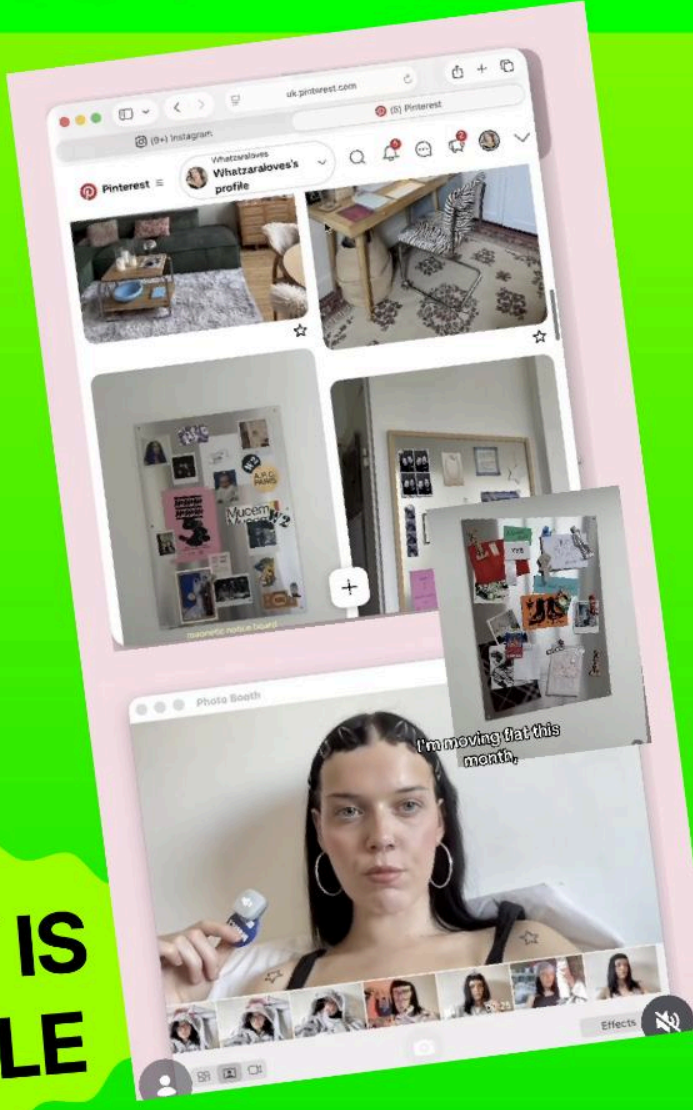
CREATORS ARE FINAL BOSSING FILMMAKING AND ARE OFFICIALLY IN THEIR DIRECTOR BAG.



Aesthetic distinction X opinion = Sensibility is Irreplicable



SENSIBILITY IS IRREPLICABLE



THE SPACES THAT PLATFORM AND ENABLE THIS ARE THRIVING, A LÁ LETTERBOXD, PINTEREST & SUBSTACK.

Updated 3 months ago
Letterboxd explores sale as user base surges to 26M
Edited by Jake Perez, Editor at LinkedIn News

Founded in 2017, Substack has grown into something culturally potent. By 2025, the platform had 20 million monthly active subscribers; by 2026, that figure had climbed past 35 million.

May 4, 2026 4:06 PM Eastern Daylight Time
Pinterest Announces First Quarter 2026 Results, Delivers 18% Revenue Growth, Record Users, and Approximately \$2 Billion of Share Repurchases

THOUGHTS, FEELINGS AND VIBES IS THE ONLY THING WE HAVE LEFT TO OFFER THAT'S TRULY OURS.



They're competing with anything that's vying for our attention, hence a visual shift where content is becoming more aesthetically cinematic, as social shows up ATL campaigns and TV in both production value and creative ambition.

Creating for an audience who demand depth and effort means baring all and being provocative (not clickbait, but like, actually starting a conversation)...

The creators cutting through today have something that can't be replicated. Their sensibility and hard earned expertise.

CURRICULUM VITAE



CANDIDATE profile

Must be a specialist in their field, whilst also being able to produce 24 TikToks p/h.

CORE CAPABILITIES

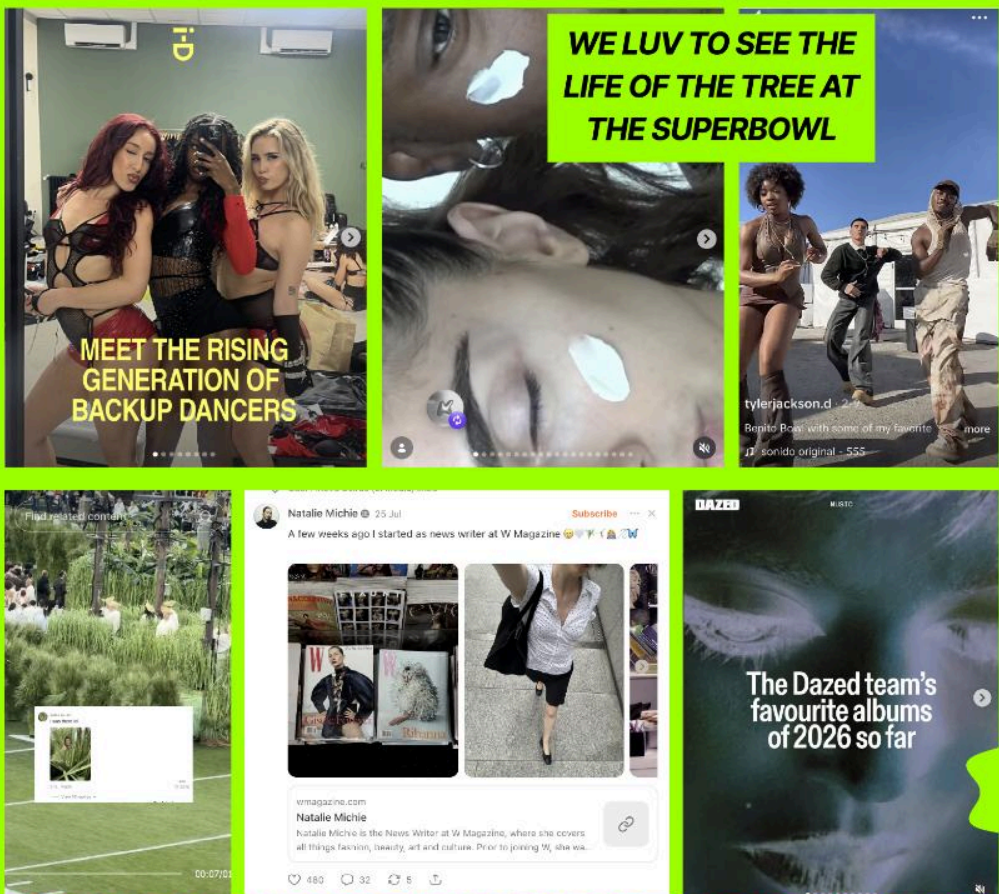
- Content creation
- Proof of Process Archiving
- Organic Ambassadorship
- Cinematic Storytelling
- Expertise Documentation

TODAY'S CREATORS AREN'T WORKING FOR *PLATFORMS*, THEY'RE WORKING FOR *RETIREMENT*

Professional Summary:

While BTS and EGC aren't exactly new, we're living a boom. Documenting your work as proof of process has become the new norm. In an era of complete uncertainty, and non-traditional careers, social profiles are living archives of expertise.

Verified Proof of Work (THE Living Portfolio)



katiesedit_ it's a [@wearekeats](#) world

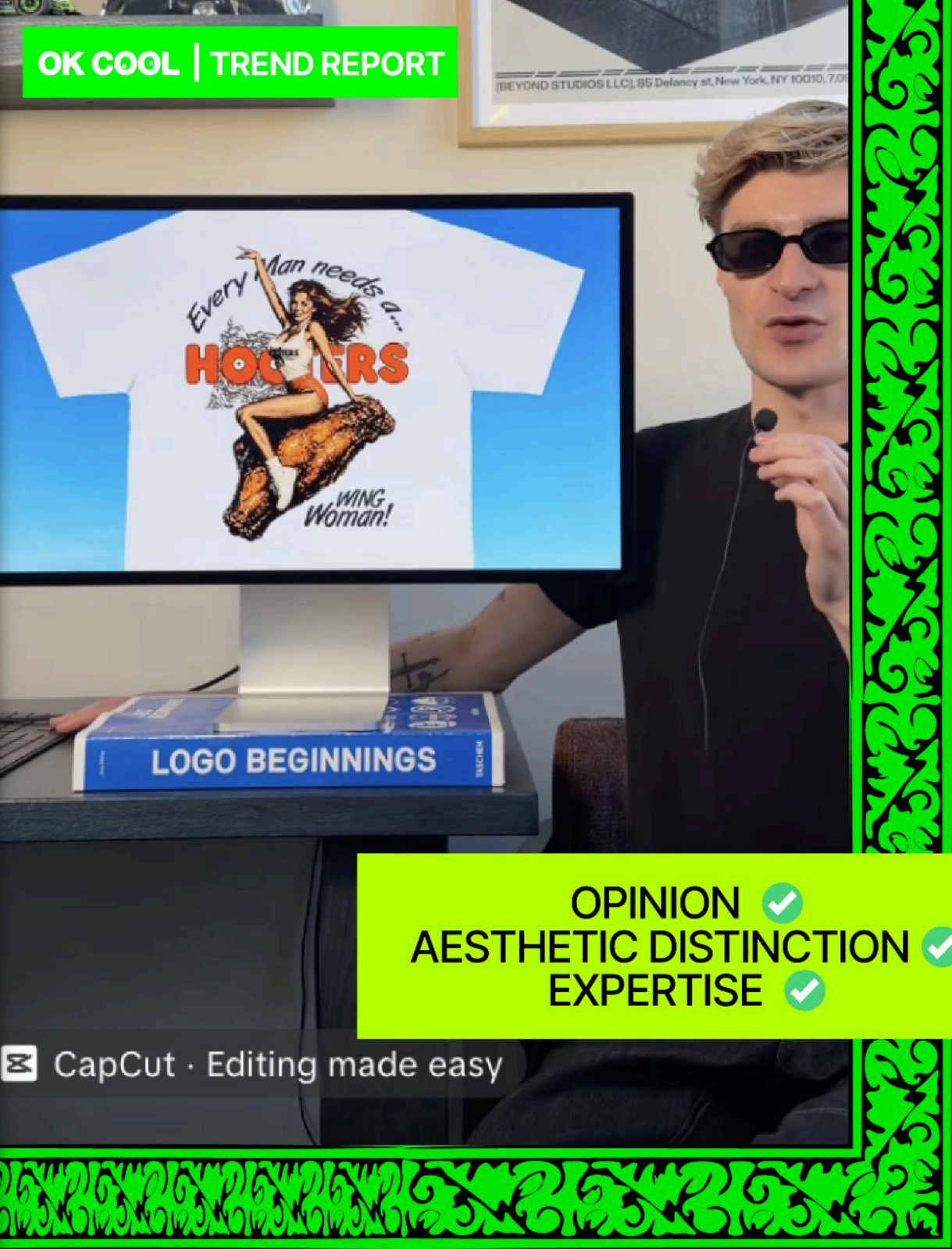
→ a collection of incidental camcorder frames and behind-the-scenes captures from our recent shoot with [@wearekeats](#)

Backup But Not Background

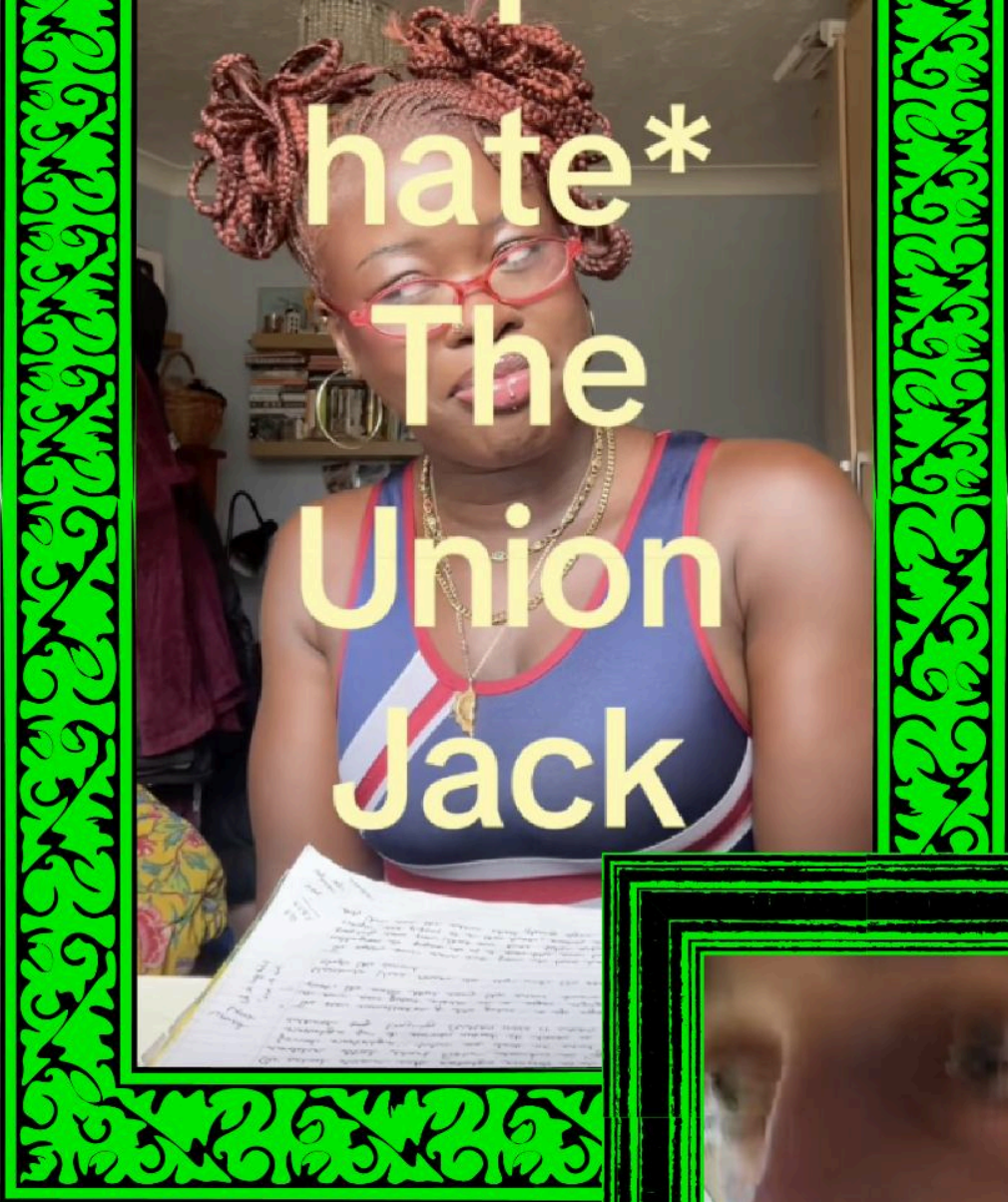
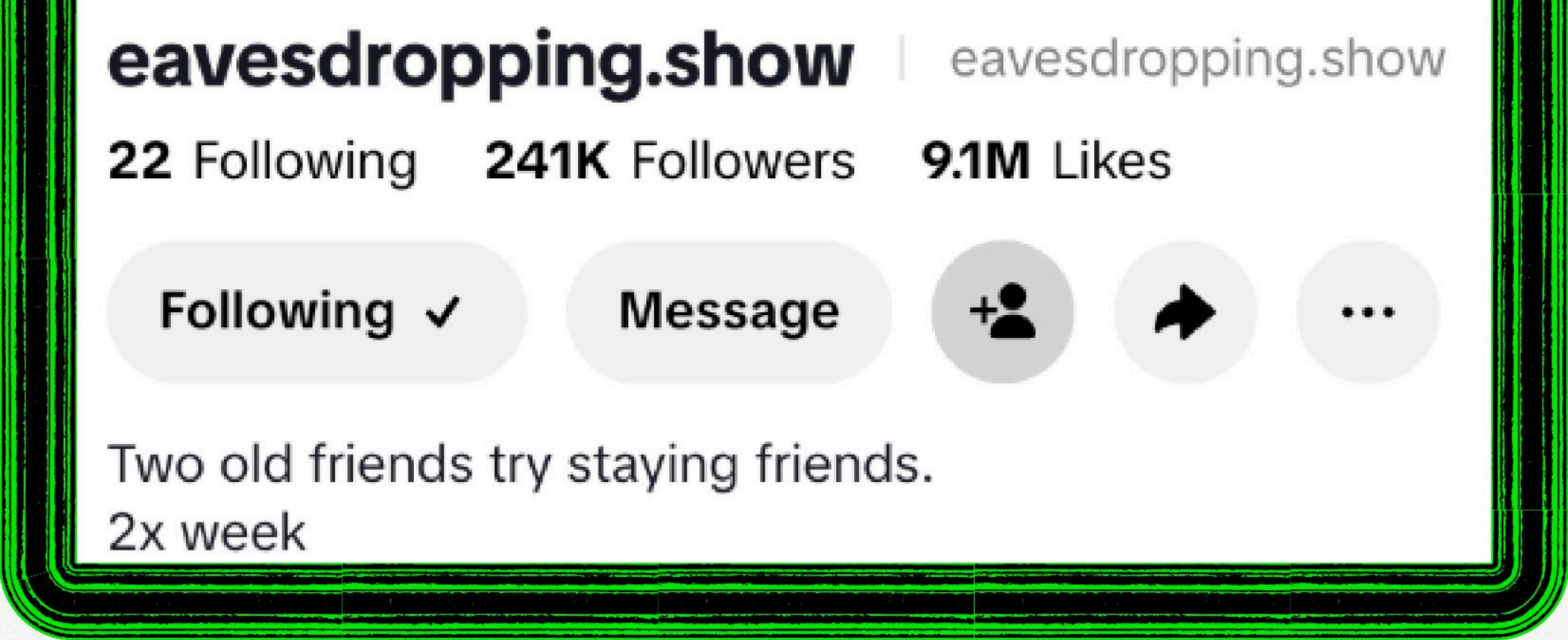
They're on the scene of every big pop culture moment, but does anyone know who they are? Meet the rising generation of backup dancers.

They're building a career one video at time, making themselves famous in the process. Meaning their IP is built to stand the test of time, trend, space and platform.

Brands listen up. Don't brief a video. Brief an opportunity. Something new you and a creator can create together.

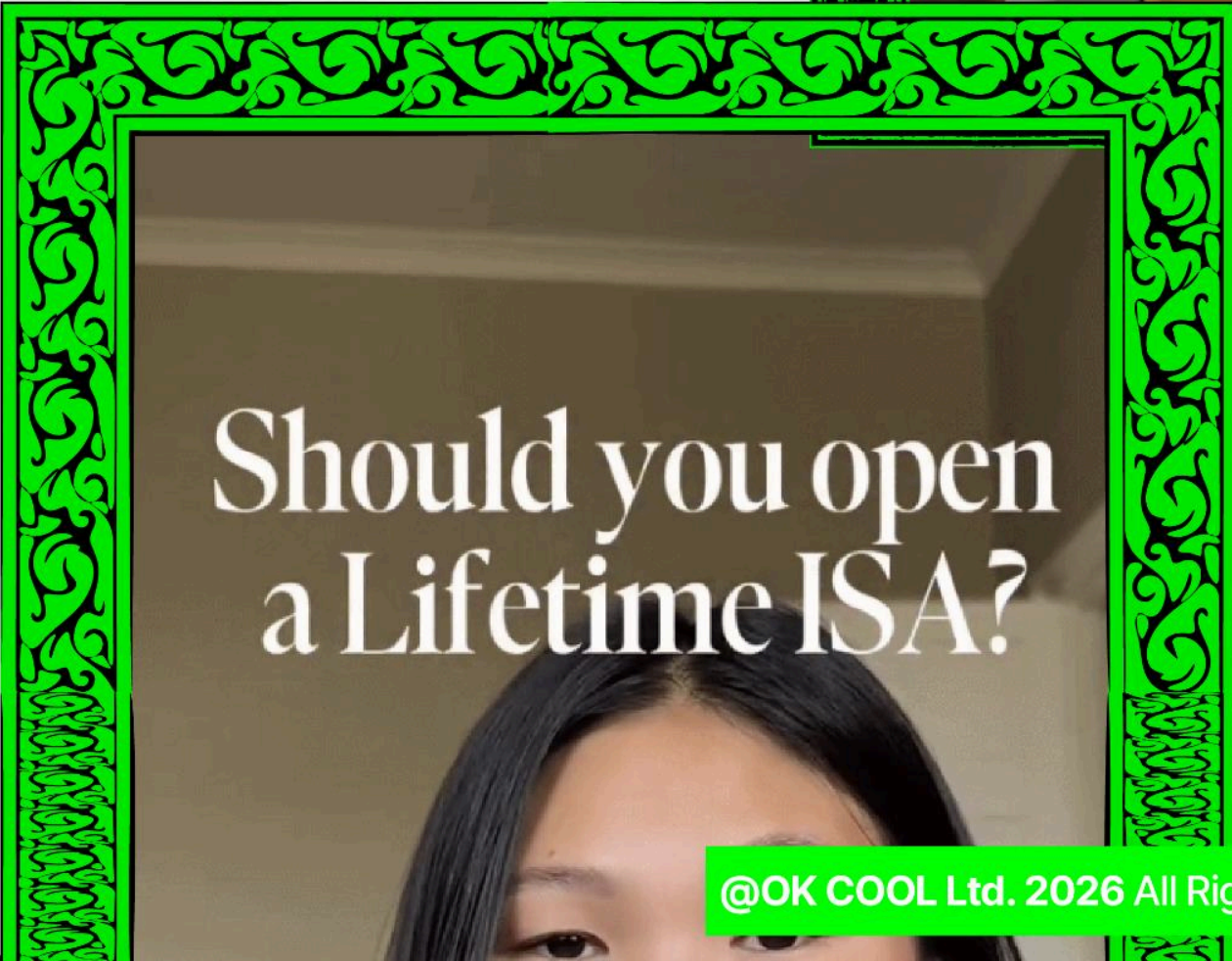
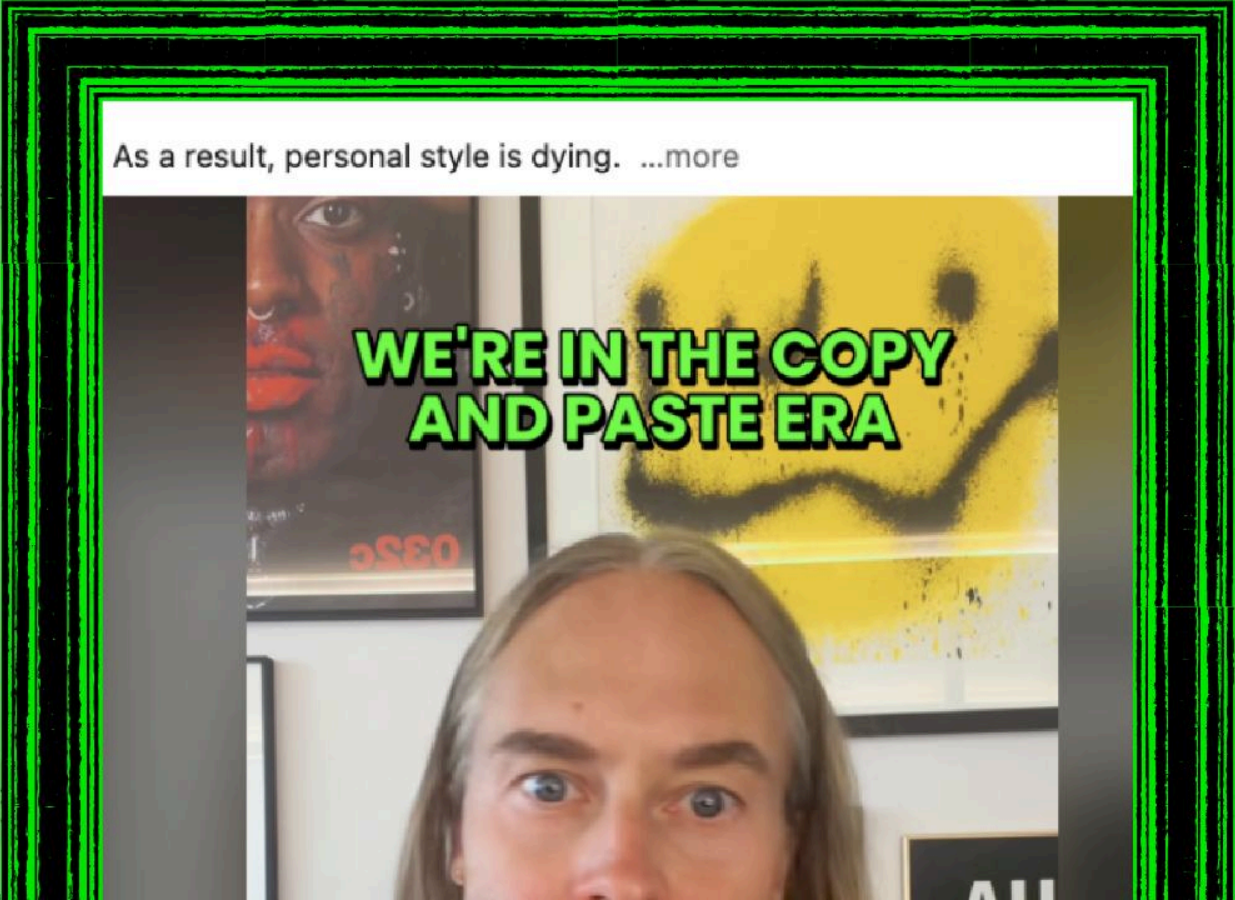
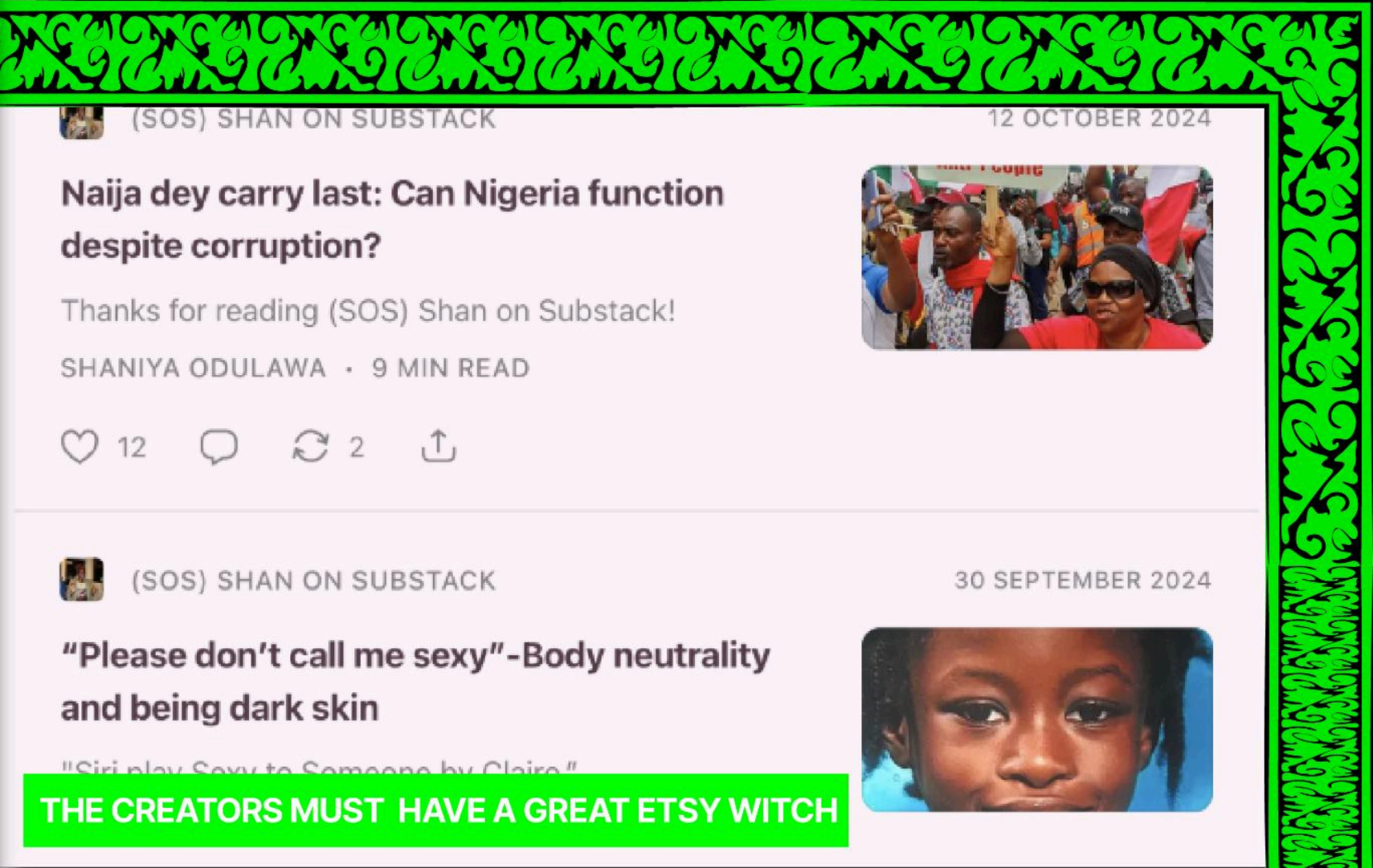


OPINION ✓
AESTHETIC DISTINCTION ✓
EXPERTISE ✓



“CREATOR” ISN'T THE JOB.
THEY'RE WILLING THE LIFE
THEY WANT TO LIVE
INTO EXISTENCE

MONEY SAVING EXPERT
MARTIN LEWIS MOVE OVER



ARE IN THEIR "PUT YOUR BACK INTO IT" ERA. BRANDS ARE IN THEIR "PUT YOUR BACK INTO IT" ERA. BRANDS ARE IN THEIR "PUT YOUR BACK INTO IT" ERA. BRANDS ARE IN THEIR "PUT YOUR BACK INTO IT" ERA. BRANDS ARE IN THEIR "PUT YOUR BACK INTO IT" ERA.



BRANDS ARE IN THEIR "PUT YOUR BACK INTO IT" ERA

@CMOs, this is probably where you should start screenshotting

ARE IN THEIR "PUT YOUR BACK INTO IT" ERA. BRANDS ARE IN THEIR "PUT YOUR BACK INTO IT" ERA. BRANDS ARE IN THEIR "PUT YOUR BACK INTO IT" ERA. BRANDS ARE IN THEIR "PUT YOUR BACK INTO IT" ERA. BRANDS ARE IN THEIR "PUT YOUR BACK INTO IT" ERA.

THE BEST BRANDS RN ARE DOING THE MOST AND THEY HAVE US IN A CHOKEHOLD

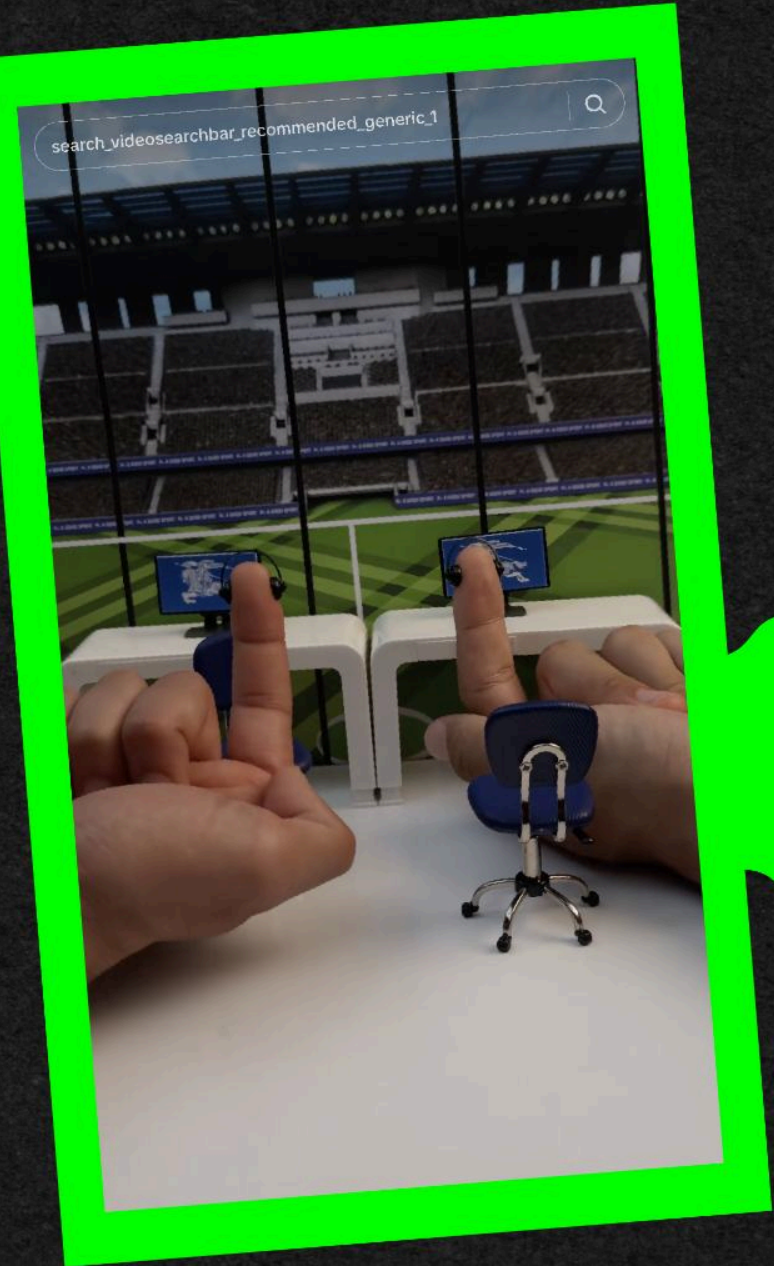


For too long brands have been giving low effort situationship. But your audience have wised up. And, terrifyingly, for the brands that have gotten away with phoning it in, these audiences now know what their attention is worth.



THE BRANDS ARE IN THEIR "PUT YOUR BACK INTO IT" ERA

Releasing a movie about being stuck in your house? I reckon we throw a dude in a billboard for three days.



Ok Brita commmmmitting to the bit and making us obsessed with hydration in the process



Burberry continuing their generational run proving the chicest thing you can do is build brand consistently over time

Need to sell some drinks? Host an entire dating event at the pub.



PRODUCTS ARE PROMISES. GREAT CREATIVE IDEAS ARE THE WAY TO PROVE IT

AUDIENCES DON'T MIND BEING SOLD TO. THEY JUST DON'T LIKE SHIT ADS.

Want to hear something wild? We're actually in the business of selling things.

Audience literacy and their ability to escape our reach has led to the 'brand love' trojan horse era of content marketing which, don't get me wrong, is a hoot.

But right now some of the best brand work is taking product promises and giving hard working sales messaging the entertainment treatment, and we're here for it.



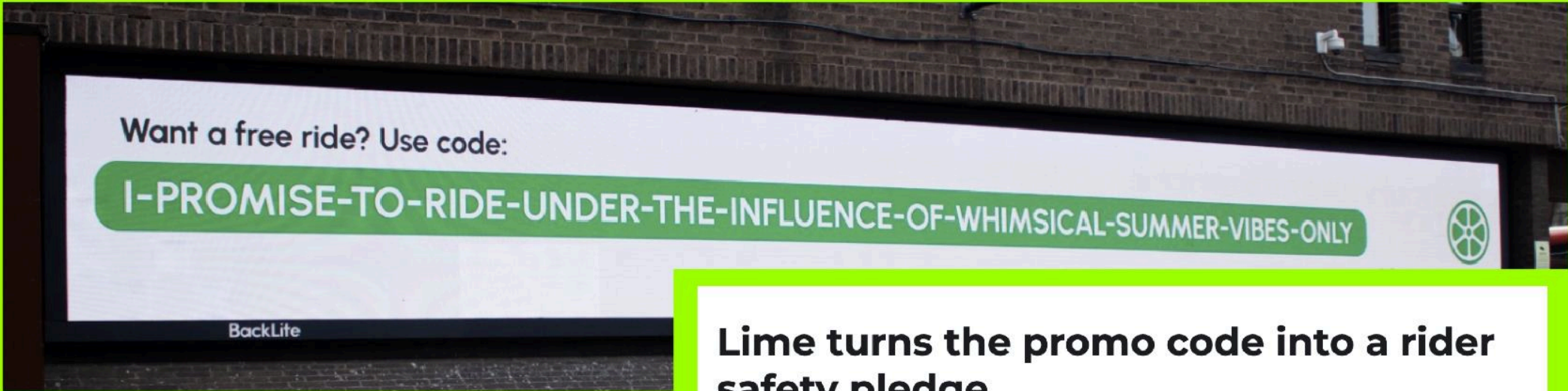
ICELANDAIR WITH CALL ME STUDIO@OKCOOL.IO X OBSESSED U Ring!

CULTURE IS COMMUNITY CREATING TOGETHER. SO. BE THE BRAND TO CREATE SOMETHING THEY CAN PARTICIPATE IN.

LAY SOMETHING AT THE ALTAR OF CULTURE



Spaces, experiences, stunt sightings, even promo codes. Literally any brand or product moment can be an opportunity to create something your audience can interact with. Creating the kind of cultural associations that signal not just the culture you're tapping into, but create to prove you stand for it too.



Lime turns the promo code into a rider safety pledge

OUR PRIDE AND JOY. THE PINTEREST CORNER SHOP THIS FESTIVAL SZN. OK COOL x PINTEREST CREATED A SPACE THAT STOOD ON BUSINESS, BUILT FOR THE REAL ONES, AND LITERALLY WELCOMED REAL WORLD PEOPLE INTO OUR WORLD AND IMPORTANTLY, MADE IT WORTH THEIR WHILE.



THE REAL WINNER IS SPORTS



Fandom is infectious. Get earnestly obsessed and the people will follow.



With just one format, Channel 10 show they know how fans really fan.



Knicks fever showed us just how far the people will go to show they belong.

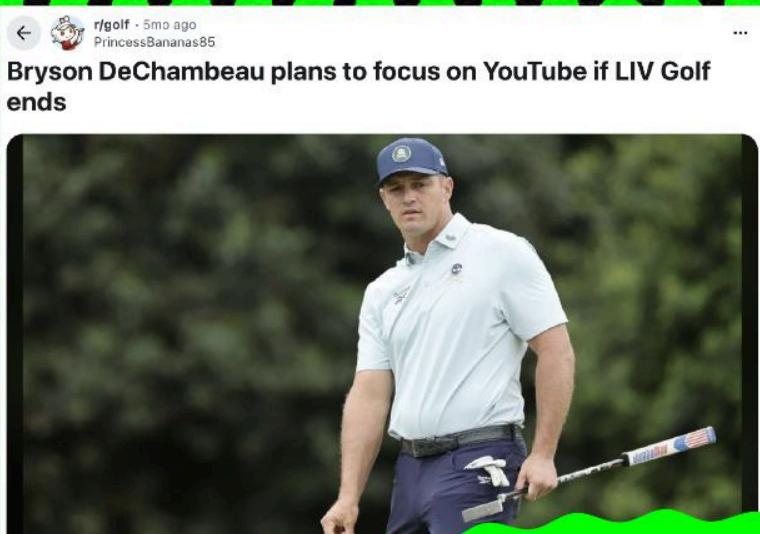


See elite person do elite thing? Boring. See elite person do something completely out of their comfort zone? Amazing.



ALL THE THINGS SPORT HAS TAUGHT ME ABOUT BUSINESS IN 2026

But actually, sport in 2026 has been a masterclass in creativity, fandom, conversation, community, effort and how brands can learn culture to earn their place in it.



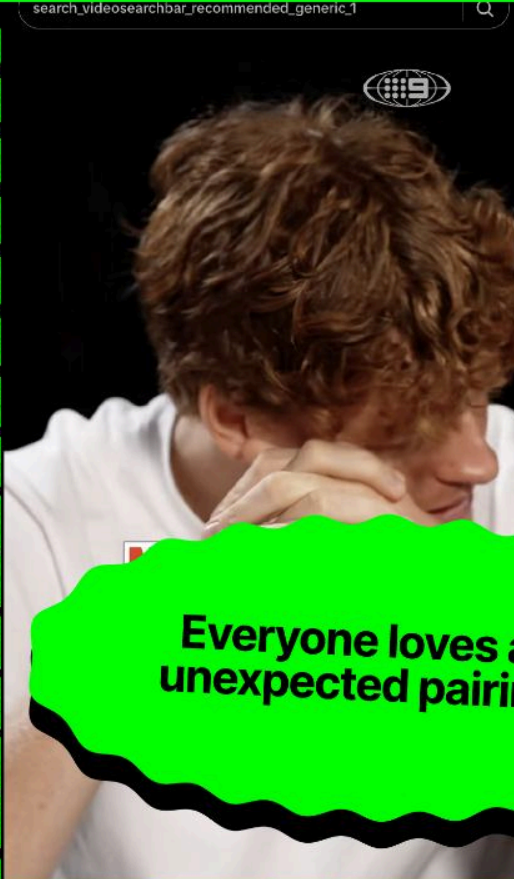
Athletes are diversifying the mindset



The internet love a shared goal.



Old story new format. Play with what people expect of you.



Everyone loves an unexpected pairing.



The NBA wanting to grow it's fanbase? Duh, don't keep having the same conversation. Instead, maybe it is a good idea to rank the players on hotness.

Effort Begets Effort

TRUST IS EARN'T
NOT ASKED FOR



“SEEING THE SAME BRANDS
JUMP ON THE SAME
BANDWAGON INSTANTLY FEELS
FAKE AND MANUFACTURED TO
ME NOW”

THE BRANDS ARE IN THEIR “PUT YOUR BACK INTO IT” ERA

IF YOUR AUDIENCE FEELS LIKE
YOUR BRAND DOESN'T GIVE A
F*CK. NEITHER WILL THEY.



IT'S GIVING
RENAISSANCE
PATRONAGE

BE THE OATLY
WIG SNATCHING
COMPETITION
YOU WISH TO
SEE IN THE
WORLD.



SHOW YOU CARE AS MUCH AS YOU WANT THEM TO. JUST SHOW YOU CARE AS MUCH AS YOU WANT THEM TO. JUST SHOW YOU CARE AS MUCH AS YOU WANT THEM TO. JUST SHOW YOU CARE AS MUCH AS YOU WANT THEM TO. JUST SHOW YOU CARE AS MUCH AS YOU WANT THEM TO.



JUST SHOW YOU *Care* AS MUCH AS YOU WANT THEM TO

IT'S KIND OF OBVIOUS WHEN U
THINK ABOUT IT 🤔

Take-Two CEO gets all philosophical yet again about GTA 6, says its delay is to support his team's 'search for perfection'

News By Harvey Randall Published 16 May 2025
Zelnick's hunt for the platonic ideal of a videogame continues.
When you purchase through links on our site, we may earn an affiliate commission. [Here's how it works.](#)



(Image credit: Rockstar Games)

SHOW YOU CARE AS MUCH AS YOU WANT THEM TO. JUST SHOW YOU CARE AS MUCH AS YOU WANT THEM TO. JUST SHOW YOU CARE AS MUCH AS YOU WANT THEM TO. JUST SHOW YOU CARE AS MUCH AS YOU WANT THEM TO. JUST SHOW YOU CARE AS MUCH AS YOU WANT THEM TO.

DON'T BE A SIMP. ANTAGONISE

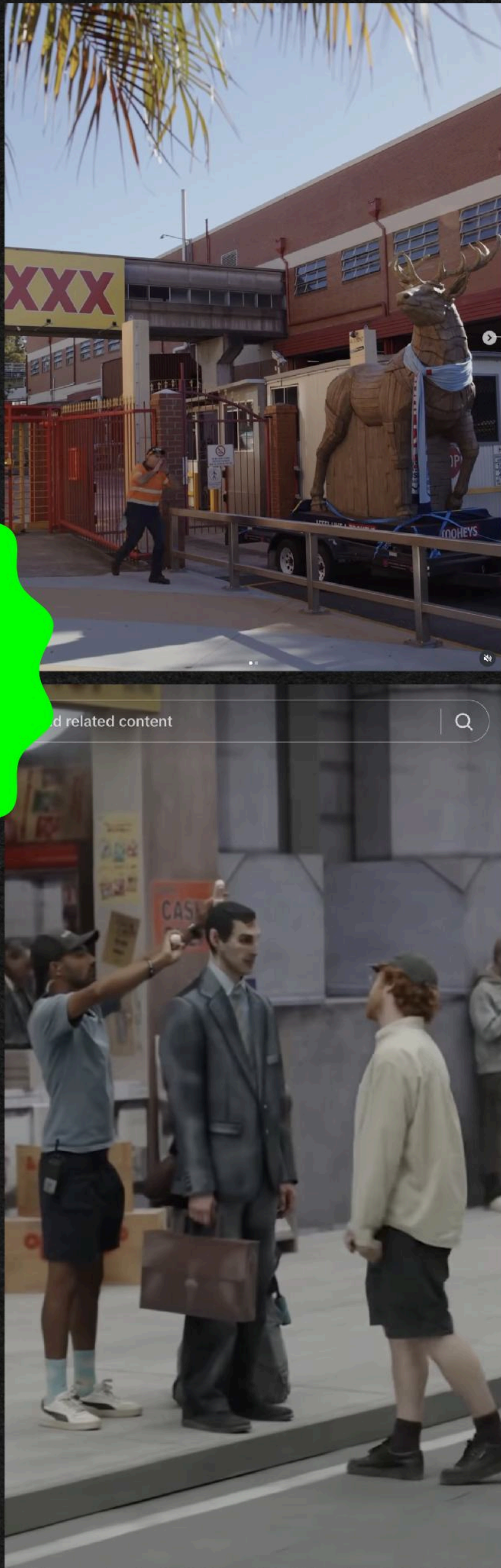
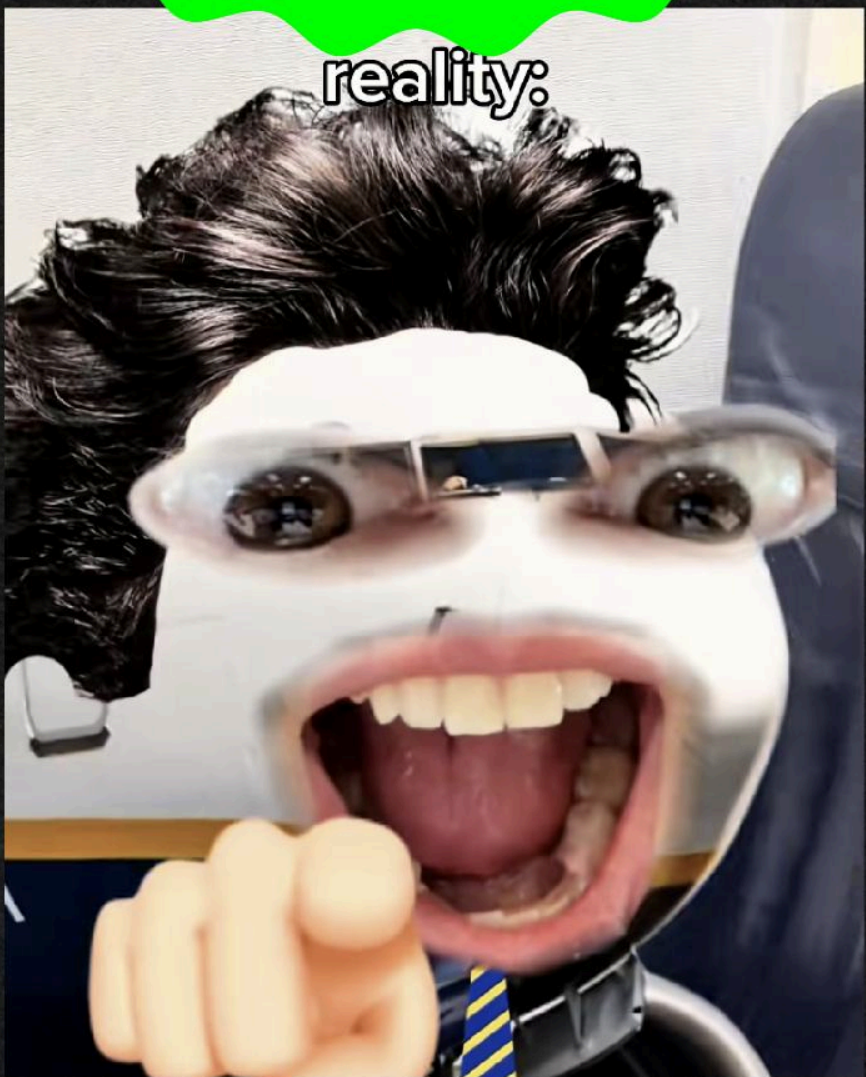
Who doesn't love to be read to filth? To be seen is to be loved after all. So, read 'em baby. Your fans, your competitors, the category norms, the culture, anyone really. At some point we started getting so scared of saying anything to piss someone off we stopped saying anything of interest and it shows.

TRY THIS

- What does your brand stand against? Make that your personality for a bit.
- What's does your brand get criticised for? Make that the brief.
- Do a Spotify. What's a big swing you could take that not everyone will love, but would defs get them talking?



THE PRICE OF BEING
LOVED IS ALSO
BEING HATED X



EVOLVE OR DIE

Don't let success become your prison. The viral format shouldn't be the only thing you ever create. And just because something worked for one brand doesn't mean it will for you.

Be unrelentingly dedicated to something (a feeling, a product, a service, a vibe) and then constantly prove it. Growth is sustained acquisition of new audience cohorts. So do enough to get attention. Have the confidence to create with your gut.





thomas hobbbs - freelanc... · 14/07/2026

i miss when our pop stars didn't speak like chief marketing officers



Charli · 13/07/2026

truly believe anti marketing will become a thing soon... still marketing but it's just a different approach, more intimate, personal, private, one on one. less about the projection of scale. i'm into it xx

TRY THIS

- Don't follow the format, establish one to be famous for
- Target some ideas for mass, but get comfortable experimenting constantly to try and impress a tiny group
- Recreating trends says nothing about who your brand is, instead, when you see a trend you want to be apart of, think "yes, and..."



THE ENEMY ISN'T REACTIVE, THE ENEMY IS UNORIGINALITY DISGUISED AS REACTIVE



SAY A PRAYER TO ALL OUR ANGELS BURIED IN THE VIRALITY GRAVEYARD

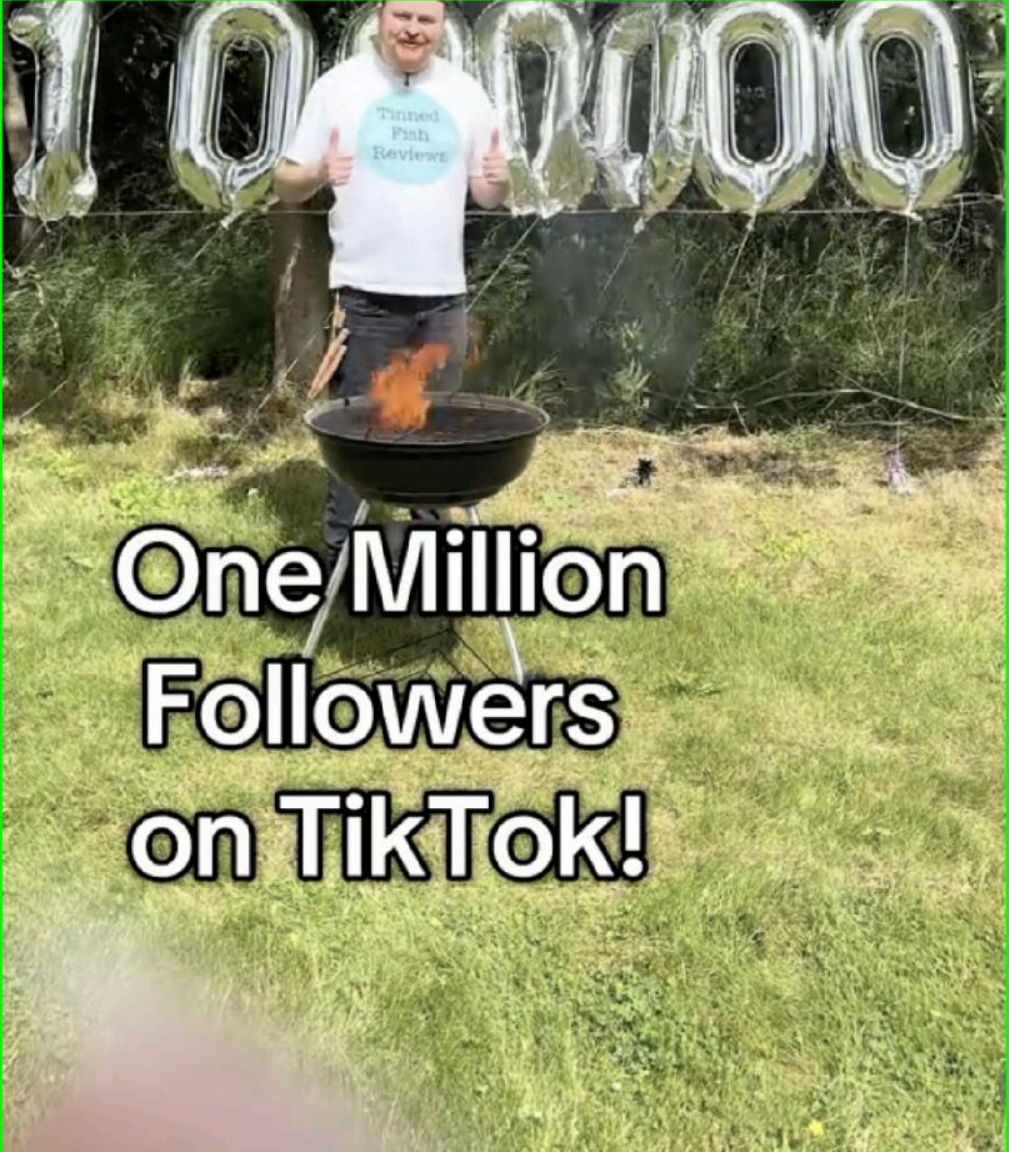
EFFORT IS THE ARTEFACT

It's not a lo-fi or hi-fi question. It's high concept and anything less is redundant. Distinction takes time, energy and dedication and if you want to be a brand that's leading the conversation (not following it) you need to embrace it generously.

Effort is how you earn that place in culture you say you want.

TRY THIS

- Show the receipts that prove you've spent the time in the group chat, the Reddit threads, the scenes.
- Remember content isn't just a video. Can you create products, events or stories that do something bigger. That's high effort in practice, you're literally leaving something behind for them (and you).
- Raise the community up. Find meaningful ways to collaborate with the people who understand how hard you need to go to earn your place in it.



THE TIDR



GAMBLE ON SOMETHING NEW

A new creator collab. New format. New anything. Best practice is stagnation, so be brave, back something, and move the conversation forward.

LET THEM FILL IN THE BLANKS

Engagement is king right now because reach is less impactful than ever. But that means being brutally honest. Have we given the audience something they'll want to take the time to play with?



BE IRREPLICABLE

What's an idea only your brand could do? Easy. The one only you were brave enough to think of and back. Don't look for proof, look for a point. And if you can't find a reference, that's a good thing honey.



DON'T BE FORGETTABLE, DUH

Boring is just bad ROI. Don't fall into the trap of eroding at your own effort by dulling the edges of what you're trying to say.

Or just give us a call... studio@okcool.io

OK COOL IS MADE UP OF OVER 100 OF THE HOTTEST STRATEGISTS, CREATIVES & MAKERS GLOBALLY — OK COOL IS MADE UP OF OVER 100 OF THE HOTTEST STRATEGISTS, CREATIVES & MAKERS GLOBALLY

40 something slides later... time to get to work bb!

OK COOL can help you turn insight into action:

- > SOCIAL FIRST CAMPAIGNS, CONTENT & WORLD BUILDING
- > CREATOR & TALENT PARTNERSHIPS
- > CULTURAL INTELLIGENCE & STRATEGY

Using our
proprietary tech

Get in touch if
you wanna
hear more

Let's talk >
studio@okcool.io

LONDON - NEW YORK - LOS ANGELES - SYDNEY - LONDON - NEW YORK - LOS ANGELES - SYDNEY - LONDON - NEW YORK - LOS ANGELES - SYDNEY - LONDON - NEW YORK

OK COOL

Meta



AWAY



lululemon



Spotify

MOTH:

verizon

berghaus



OK COOL is a creative agency built on the belief that social media is where culture is made, and therefore where the brands of the future get built.

We build cultural associations for brands. Not just content or campaigns. But the deep, durable connections between brand and communities that strengthen positioning and ownable equity in culture.

We do this through cultural strategy, big creative ideas, always-on content, and an integrated creator model where talent shapes the work from day one.

Our team lives inside the sub-cultures we're targeting, which means our thinking is instinctive, not just analytical. Always validated through our proprietary tech, PROTOCOOL, and measured through our Share of Culture framework.



Residence

In 2025, OK COOL joined Residence, a 750-person global network of creative companies dedicated to meeting the unique needs of our clients through visionary ideas, exceptional work, and a commitment to fostering our vibrant creative community. We f*cking love it here.

OK COOL

INTRODUCTION

[@itsnicethat](#)
[@manofmany](#)
[@johnqualtier3](#)
The Holy See
The Atlantic
[@complexsneakers](#)
OURA
[@sophieunsupervised](#)
[@grownk1d](#)
[Train Jazz](#)

MAYBE DOING IT FOR THE BIT WAS THE MEANING OF LIFE ALL ALONG

[@carolinemoore](#)
[@bradandthegoat](#)
[@interiomotivesshow](#)
[@puma.uk](#)
[@immadsal](#)
[@tapewarp](#)
[@rosieoko](#)
[@ruchadaveofficial](#)
[@ragenkagee](#)
[@podcastplayground2](#)
[@thecigarettebreak](#)
[@lyyum_](#)
[@carolinecianci](#)
[@openerwritings](#)
CNBC
[@supermeganiceguy](#)
[@lateknighteats](#)
[@logoff.nyc](#)
[@karlcbushby](#)
[@yairbmotivation](#)
[@gemmsauce](#)
[@londontheinside](#)
[@artifaxing](#)
[@samagrams9](#)
[@ugg](#)
[@freeblockbuster](#)
[@goldentrashbagg](#)
[@rachakhidenor](#)
The Guardian
[@secret.london](#)
[@nypost](#)
[@lex.app](#)
[@Emily Bloch](#)
[@toothirsty.official](#)
[@grownkid](#)
[@alyssaferreone](#)
[@mirandadoesbrands](#)
[@mo_hotels](#)
[@ncronline](#)
[@didoriot](#)
[@mirandadoesbrands](#)
[@padreguilherme](#)
[@steveo](#)
[@greatbrdtishmemes](#)
[@mothdrinks](#)
[@spitnights](#)
[@lecturesontap](#)
[@bran_flakez](#)
[@irelandeireann](#)
[@vanessabeltran1998](#)
British Vogue
[@grownk1d](#)
[@anginedepoitrineofficiel](#)
[@grownk1d](#)
[@placestobe_munich](#)
[@redbull](#)
[@moistbuddah](#)
[BIC](#)

WHAT EVEN IS A PLATFORM THESE DAYS?

Etsy
[@complexstyle](#)
[@complexpop](#)
[@aegis_rin11](#)
[@wendys](#)
[@chippawa_gir58801](#)
[@sheephavethoughts](#)
[@roostapp](#)
[@plastermagazine](#)
[@roadshow](#)
[@grownk1d](#)
[@slideshowpapi](#)
[@bloomsburypublishing](#)
[@somethingdifferentdc](#)
[@culted](#)
[@chrishallbeck](#)
[@joshmurphycomedy](#)
[@ilazebnik](#)
[@cassiewillson_](#)
[@areyouokayshow](#)
[@impact](#)
[@thearchiveinbetween](#)
[@witty_hornet_1657](#)
[@internet.anthropology](#)
[@cineverse.now](#)
[@soulsyncbody](#)
[@contiki](#)
[@atiyawalcottfits](#)
[@moyletts](#)
[@pawnsshopcc](#)
[@dayaflows](#)
[@harrysendit](#)
[@netflix2](#)
[@twelve_12_twelve_12](#)
[@icanblink182times](#)
[@girlsimeetinthewild](#)
[@bradandthegoat](#)
[@the_flaming_sea](#)
Maison Margiela
Fred Again x Dropbox
[@flickmike](#)
[@clareewatson](#)
[@debate_Witty](#)

TASTE IS A CASTLE INSIDE YOUR MIND

[@jess.cliftonn](#)
[@vice](#)
[@wingstopuk](#)
[@cereartist](#)
[@jasminespuur](#)
[@thecigarettebreak](#)
[@aidanetcetera](#)
[@williams_twinss](#)
[@News.com.au](#)
[@brandon.win](#)
[@theonееeurodream](#)
[@jacobthepisces](#)
[@lukaskahler_](#)
[@valeriakokur](#)
[@alabeiruty](#)
[@adult_diver](#)
[@_finnvisualspart2](#)
[@msexcelesports](#)
[@ssoleon](#)
[@rosasanchezgl](#)
[@fellandfair](#)
[@victoria_repa](#)
[@sullvnmusic](#)
[@blivxx](#)
[@444pray](#)
[@wavefr](#)
[@monkee.bois](#)
[@xoxoclarke](#)
[@withlovefromken](#)
[@willmahony_](#)
[@caithall](#)
[@lateknighteats](#)
[@joelbp](#)
[@motherboardpress](#)
[@rupaulsdragrace](#)
[@chatgpt](#)
[@hellofresh](#)
[@rap](#)
[@nicolebrixl](#)
[@lukereesuk](#)

THE CRÉATORS MUST HAVE A GREAT ETSY WITCH

[@eavesdropping.show](#)
[@thefashionnap](#)
[@royalcourt](#)
[@keithafad](#)
[@meta](#)
[@andrevaillant](#)
[@annamoradoceramics](#)
[@outbacktom](#)
[@akubraofficial](#)
[@maluborgesm](#)
[@mrcodydahler](#)
[@whatzaraloves](#)
[@thetrendgeist](#)
[@newsweek](#)
[@i_d](#)
[@katiesedit_](#)
[@tylerjackson.d](#)
[@bainbridgejenna](#)
[@nataliemichie](#)
[@dazed](#)
[@eavesdropping.show](#)
[@spaceboycole](#)
[@nansfavourites](#)
[@miarose_mcgrath](#)

BRANDS R IN THEIR “PUT YOUR BACK INTO IT” ERA

[@telfarglobal](#)
[@mothdrinks](#)
[@outlandermagazine](#)
[@netflix](#)
[@burberry](#)
[@drinknice](#)
[@drinklocal.uk](#)
[@britausa](#)
[@marshallamps](#)
[@sellys](#)
[@famouscampaigns](#)
[@icelandair](#)
[@lime](#)
[@jadedlondon](#)
[@iamharrietrose](#)
[@pinterestuk](#)
[@hypewhip](#)
[@washingtonpost](#)
[@10newsau](#)
[@nhl](#)
[@wideworldofsports](#)
[@nbareddev](#)
[@buffalobills](#)
[@themasters](#)
[@christisbakery](#)
[@thanks_i_made_it](#)
[@theadedit](#)
[@reddit](#)
[@oatly](#)
[@oo.tata](#)
[@nothing](#)

JUST SHOW U CARE AS MUCH AS YOU WANT THEM TO

[@erling](#)
[@kerrangradio](#)
[@pcgamer](#)
[@feeld](#)
[@ryanair](#)
[@thinkerbelpics](#)
[@hypebeast](#)
[@burberry](#)
[@polyesterzine](#)
[@juicycoutureuk](#)
[@velvethavocblue](#)
[@tinnedfishreviews](#)
[@filmIndexshorts](#)
[@airbnb](#)
[@loewe](#)
[@illadvisedbybillnighy](#)
[@airbnb](#)
[@t.d.orel_author](#)

Maximum effort brought to you
by Alex Williamson, Annie House,
Delanie Gulino, Elle Binns, Iona
David, Jess Gough, Jolyon
Varley, Liz Stone, Mia Collins
& Nick Collini

Our research is built on a proprietary survey of a network of over 2,900 culturally engaged respondents spanning multiple generations: Millennials (53.8%), Gen Z (34.7%), Gen X (10.2%), Gen Alpha (0.8%) and Boomers (0.4%), across the US & Canada (36.9%), UK (27.4%), Continental Europe (18.8%), Australia & New Zealand (7%), Latin America (3.1%), Asia (2.7%), Africa (0.8%) and Middle East (0.7%).

Fieldwork was conducted June 2026 to August 2026. The quantitative survey is supplemented by qualitative insight drawn from community conversations, comment sections and sustained cultural observation across platforms, alongside external trend data and OK COOL's ongoing campaign experience with global brands.

LDN - NYC - SYD - LA

EMAIL
STUDIO@OKCOOL.IO

WEBSITE
OKCOOL.IO

📷 FOLLOW 📷
@OKCOOL

OK COOL

