GOOD IS THE NEW COOL MARKET LIKE YOU GIVE A DAMN

AFDHEL AZIZ & BOBBY JONES

Regan Arts.
NEW YORK
CONTENTS

Introduction 1
WHY WE WROTE GOOD IS THE NEW COOL 3
BOBBY’S STORY 9
AFDHEL’S STORY 15

PART I: GOOD IS THE NEW COOL 19

HOW GOOD BECAME THE NEW COOL 20
MILLENNIALS AND GEN Z HAVE NEW EXPECTATIONS OF BRANDS 23
THE DISRUPTIVE IMPACT OF TECHNOLOGY ON ADVERTISING 29
THE CRISIS OF MEANINGFULNESS IN MARKETING 33

THE NEW MODEL OF MARKETING 39
THE TIME IS NOW 41
HOW TO HARNESS THE POWER OF COOL 47
THE ARCHITECTS OF COOL ARE ON YOUR SIDE 55

THE NEW NONPROFITS 61
## PART II: THE SEVEN PRINCIPLES OF HOW TO MARKET LIKE YOU GIVE A DAMN

### 1 KNOW YOUR PURPOSE

- Scooter Braun, *Founder, SB Projects*  
- Aria Finger, *CEO, DoSomething.org*  
- Matthew Clough, *Founder, Stone & Cloth*  

### 2 FIND YOUR ALLIES

- Jenifer Willig, *Founder, Motive and Whole World Water*  
- Greg Propper, *Cofounder, Propper Daley*  
- Ryan Cummings, *Cofounder, Omaze*  

### 3 THINK CITIZENS, NOT CONSUMERS

- Fernanda Romano, *Founder, Malagueta Group*  
- Ahmen, *Chief Development Officer, Sheltering Arms and Hip-Hop Artist*  
- Aerosyn-Lex Mestrovic, *Artist*  

### 4 LEAD WITH THE COOL, BUT BAKE IN THE GOOD

- Jason Mayden, *Designer, Accel Partners; Cofounder, Slyce.io*  
- Mimi Valdés, *Chief Creative Officer, i am OTHER*  
- Jocelyn Cooper, *Cofounder, Afropunk*
## 5 DON’T ADVERTISE, SOLVE PROBLEMS

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elyssa Gray</td>
<td>VP Brand, Betterment</td>
</tr>
<tr>
<td>Peter Koechley</td>
<td>Cofounder, Upworthy</td>
</tr>
<tr>
<td>Marco Vega</td>
<td>Cofounder, We Believers</td>
</tr>
</tbody>
</table>

## 6 PEOPLE ARE THE NEW MEDIA

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jamie Naughton</td>
<td>Chief of Staff, Zappos</td>
</tr>
<tr>
<td>Jaha Johnson</td>
<td>Manager, Common and Usher</td>
</tr>
<tr>
<td>Andy Tu</td>
<td>EVP Marketing, Defy Media</td>
</tr>
</tbody>
</table>

## 7 BACK UP THE PROMISE WITH THE PROOF

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>Laura Probst</td>
<td>Head of Social Goodness, the Honest Company</td>
</tr>
<tr>
<td>Bobby Campbell</td>
<td>Manager, Lady Gaga</td>
</tr>
<tr>
<td>Andy Fyfe</td>
<td>Community Development, B Lab</td>
</tr>
</tbody>
</table>

## PART III: HOW TO GET STARTED TODAY

<table>
<thead>
<tr>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>DREAM IT, DO IT, SHARE IT!</td>
</tr>
<tr>
<td>FINAL THOUGHT: THINK</td>
</tr>
<tr>
<td>TRANSFORMATIONAL, NOT TRANSACTIONAL</td>
</tr>
<tr>
<td>RESOURCES AND OTHER LINKS</td>
</tr>
</tbody>
</table>

## Resources and Other Links

<table>
<thead>
<tr>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acknowledgments</td>
</tr>
<tr>
<td>About the Authors</td>
</tr>
</tbody>
</table>
GREAT MARKETING OPTIMIZES LIFE
MILLENNIALS AND GEN Z HAVE NEW EXPECTATIONS OF BRANDS
Looking at the news headlines today, it would be easy to fall into a state of deep despair. Stories of extreme climate change, preventable diseases, economic inequality, social injustice, and the failure of our key institutions—government, banks, and corporations—dominate the news cycles and social media feeds.

Yet from traveling around the world and talking with young people, it is clear the millennial (those born between the early eighties and the mid nineties) and Generation Z (born in the mid nineties) generations have a real sense of optimism about the future of this planet. How can that be?

For many in the media and marketing worlds, millennials have been viewed as the “me” generation. However, for a generation that has proven to be connected and compassionate to the experiences of others around the world, a more appropriate title may be the “we” generation.

Growing up in a time when everything including traditional values, politics, and economics are collapsing and being redefined around them, millennials are experiencing a unique confluence of empathy and empowerment. Connected via myriad social media platforms and mobile devices, this generation has been able to see and share experiences of troubles and unrest in real time, creating a “glocal” sense of shared struggle with their peers around the world.

There is also a collective feeling by young people that these adverse conditions were created by a previous generation of adults who screwed it up for everyone. However, these young people are not playing the role of the victim; rather, they are seizing the opportunity to do something about it—to help make things better, while along the way redefining societal norms and disrupting business as usual.

Younger generations want experiences over products, sharing versus sole ownership, and entrepreneurship versus employment. And
these shifts in values are for good reason: these younger generations have seen their parents’ generation work themselves to the bone to—quoting finance expert Dave Ramsey—“Buy things they don’t need, with money they didn’t have to impress people they didn’t like,” only to see them lose it all to financial crises and downsizing.¹

Consider these statistics: Millennials in the United States number 80 million and have a combined annual spending power of $200 billion (and a staggering $2.45 trillion globally). And according to the 2015 Cone Communications Millennial CSR Study 91 percent would switch brands to one associated with a cause (versus the US average of 85 percent). In addition, the report states this group is also more likely to purchase a product with a social or environmental benefit, and volunteer for a cause supported by a company they trust.²

The situation is no different when we look at the generation hot on the heels of millennials: Generation Z. Numbering 80 million, Generation Z has a direct spend of $44 billion, which rises to $200 billion when you consider the indirect influence they have over their parents’ spend. And according to the Fuse Gen Z Report on Social Activism and Cause Marketing after learning a brand supports a social cause, 85 percent are likely to purchase from that brand over another brand that does not support a cause (vs. 70 percent of millennials who do so).³

Both of these generations have realized, to quote the writer Anna Lappé, “Every time you spend money, you’re casting a vote for the type of world [you] want to live in.”


But these trends don’t just affect purchase decisions; for CEOs and business leaders, they have a profound impact around hiring and retaining the right talent. And according to the PWC “Millennials at Work: Reshaping the Workforce” report, by the year 2025, millennials will fuel approximately 75 percent of the US workforce and 50 percent of the worldwide workforce.4

Increasingly, millennials want to work for companies that have a higher purpose than just making profit—the kind of ethical, stakeholder-driven companies that think about people and the planet, not just profit. According to Deloitte’s 2015 Millennial Survey, a staggering 84 percent of millennials say making a positive difference in the world is more important than professional recognition. And six out of ten millennials said a sense of purpose (more than just making a profit) is part of the reason they chose to work for their current employer.5

In other words, the social currency of creating things that make a positive impact in the world has replaced the cachet of owning things that don’t. These younger generations have taken to heart the words of P. Diddy, who, in the movie Notorious, says to Biggie, “Don’t chase the paper, chase the dream.”

This belief is now being echoed by such visionary CEOs as Unilever’s Paul Polman, who sees the need for purpose as a crucial part of dealing with the existential crisis facing many companies. Polman told the Washington Post in 2015, “You see how many companies are searching for purpose, and how many have a short existence. The average length of a U.S. company is now 18 years. The average length


of a CEO is less than four years. It’s not just about making money, especially for the millennial generation. They want to make a difference in life, so they look for companies that have a strong purpose.”

And the situation is the same when looking at Gen Z as employees and entrepreneurs: According to a 2014 Intern Sushi/CAA survey, 60 percent want to have an impact on the world with their jobs, compared to 39 percent of millennials.

Thus it is clear that building purpose-driven companies and brands that practice purpose-driven marketing is not only crucial for survival today but for ensuring you “future-proof” yourself for the next two generations of customers and talent.

---


Don’t chase THE PAPER

CHASE the DREAM

—from the movie Notorious
THE DISRUPTIVE IMPACT OF TECHNOLOGY ON ADVERTISING
For years, the advertising model was based on finding out what consumers were paying attention to and creating ways to interrupt those experiences with a brand message. But people didn’t want to be interrupted, especially with messages that weren’t adding any value to their lives. So over the past two decades, smart innovators, frustrated with the intrusive nature of advertising, have given consumers the ability to control those interruptions, putting the power back in the hands of the people and creating a huge headache for traditional marketers.

At first DVRs allowed you to skip past ads on TV; now we have a new generation who are “cutting the cord” altogether and dispensing with conventional cable TV. According to a Pew Research Center survey, 19 percent of adults between the ages of eighteen and twenty-nine have become cord cutters, dropping cable or satellite TV service, while another 16 percent have never had a traditional subscription TV package.¹ Today it is possible to buy an Apple TV and subscribe to new ad-free models like Netflix, HBO GO, and Hulu—which means there is now a way never to have to see an ad on a TV screen ever again.

Moving from TV to digital the situation doesn’t get any better. Ad-blocking software that allows people to block ads on their computer or mobile browsers has been installed by an astonishing 200 million people globally. In fact, ad blocking is estimated to cost publishers an estimated $27 billion in lost revenue by 2020.²

---


marketers, we have only ourselves to blame; we continued to bombard people with banner ads and pop-ups, and technology provided them with a way to fight back.

Here’s our prediction: Technology is going to do to the advertising business what it did to the music business. The impact of the shift to digital in music was catastrophic for many of the established labels, and it will happen again—this time with the major advertising agencies playing the part of the record labels. Mobile ad-blocking software available in the Apple Store? That’s the equivalent of Napster arriving on the scene. It represents a seismic shift of power into the hands of consumers, allowing them to completely control their experience. In the case of the music business, it led to consumers being able to access any music any time anywhere on any device, ending the stranglehold the record labels had over them. In the case of the ad business, it’s going to lead to customers blocking out annoying commercials and choosing exactly what content they want to interact with.

To compound matters, all the industry has done is try to mask ads and deliver them in other forms. For instance, “native” advertising—which mimics editorial news articles—is the hot topic as this book is being written. In a survey done by Contently, 48 percent of respondents have felt deceived upon realizing a piece of content was sponsored by a brand and 62 percent of respondents think a news site loses credibility when it publishes native ads.3

According to McKinsey’s Global Media Report, total global media spending will rise from US $1.6 trillion in 2014 to a projected US $2.1

---

trillion in 2019. But with these generational and technological trends, conventional advertising and media is in danger of becoming irrelevant in the next few decades. Wouldn’t it be amazing if we could find new models to channel that investment to marketing platforms that have a more positive and enduring effect? We believe we are at a crossroads: we can either choose to try to prop up an old model that is broken, or we can create a new model that is fit for the unique challenges we see today.