

Pre-intermediate Video script Unit 13

Unit 13 The search for cool

VO = voice over **VO1** = voice over 1 **M** = man **I** = interviewer

MC = Martin Cole **NB** = Neil Boorman

VO: This is Martin Cole. For some people he has a dream job. He travels all over the world helping large companies to make adverts. More and more, he finds they're looking for one thing – they want their products to be cool. This search for cool seems to be everywhere. In shops, music, and in adverts. Everyone seems to want it. And everyone thinks they know what cool is. But when people start talking about cool, it's very difficult to know exactly what it is.

So Martin is travelling across Britain in search of cool. He wants to know what is cool.

Where does it come from? And why is being cool important to so many people?

VO1: An easy way to show how cool you are is through your clothes. And there's one item of clothing more than any other that has become the definition of cool. The trainer. Some people go mad for special limited edition trainers, available in small numbers to only a small group of people. These people are at the launch of a new limited edition trainer. And some of them have been waiting for up to eight hours.

M: Good feature, white clean toe, patent, very nice, very nice.

I: Is that a cool shoe?

M: Yeah, probably the coolest pair I've bought this year, until the next pair come out.

VO1: People love cool brands. And it seems we are all in this search for cool. But not everyone agrees with it. And Martin is going to meet someone who wants his life to be completely brand free.

Pre-intermediate Video script Unit 13

MC: So I've heard about this guy who's got some interesting things to say it seems about brands. He's got a plan to destroy or get rid of some of the stuff he owns and err, it seems like we should go and check out what he's up to.

VO1: This is Neil Boorman, by his own admission he's obsessed with buying cool brands. And he thinks it's getting out of hand. So later this year, Neil is going to burn every branded thing that he owns.

NB: I can actually chart this whole thing back to like one of the first days at primary school. And if I wanted to be popular, successful, cool, if I wanted to be liked you know, I had to have the right trainers, the right football, the right sports bag, all these things.

I had to have these branded things, you know, to gain acceptance. I bought Adidas, I bought Ralph Lauren, I bought these things because they would create, help me to create the person that I wanted to be. And you know, the more I spent my money on these things, I realise now that the less I actually understand who I am.

And I'm just of the conclusion now is like well, surely I must be able to feel happy and confident in myself without um, having to buy my own self esteem back from these companies time and time again.