

## **The Verdict**

Through the metrics I was able to test, I have come to the following conclusions about my "brand coolness".

### **My brand IS:**

- *Energetic*
- *Subcultural*
- *Rebellious*
- *Original (a tendency to be different)*

### **My brand IS NOT:**

- *High-status*
- *Popular :(*

Other metrics that went untested thus far are:

- *Extraordinary/useful*
- *Aesthetically appealing*
- *Authentic*
- *Iconic*

In order to become cooler, I must listen to more popular and high-status music. However, If I were to do that then I would not be "me". It would no longer be my brand!

That being said, I recognize my shortcomings, but I ultimately opt to be authentic in my listening habits. If the reader will allow it..... I'd like to check myself off for authenticity as well. :)

### **My Brand IS (also):**

- *Authentic*

That's a solid 5/7! Way higher than I thought I'd be. As for the other metrics, while more difficult to measure, I will continue to strive to be useful, iconic, and aesthetically appealing (lol).