

Coolnomics®

CULTURAL RESONANCE & COMMERCIAL VALUE

A portrait of Robyn Wilson, a woman with long brown hair and bangs, wearing a dark, textured button-down shirt. She is smiling slightly and looking directly at the camera. Her hands are clasped in front of her.

Robyn Wilson

The Economics of Cool

Commercial strategist and author
of the economic theory Coolnomics®

SPEAKER PACK

COOLNOMICS.COM

The Economic Case for Cool

The coolest version of an idea is also the most commercially valuable one.

Coolnomics® began as an economic theory.

Then it became a philosophical body of work.

And is now a commercial strategy practice for developing, scaling and valuing ideas.

Traditional business treats cool and money as a paradox.

In the world of Coolnomics, we treat it as a dialectic.

A synthesis of relevance, emotion, trust, money and ethics.

The world is at a major inflection point. Shifts in society, economy and technology are faster and more unforgiving than ever.

The introduction of artificial intelligence into our workflows is demanding that we increase our skills in hybrid ideation and execution. The question is no longer: can this exist? The question has become: what should exist?



Our ideas have to work hard. Otherwise the budget isn't signed-off, the sales become slower, the engagement goes quiet and eventually, the doors close.

In this era, striking questions are emerging:

Why was Sesame Street, after fifty-six years, still worth saving?

Why is the New York Mayor's approval rating through the roof?

Why did Nike recently drop out of the S&P 100, after years of dominance?

Why did Apple, worth four trillion dollars, just appoint a product engineer CEO?

The answers live in Coolnomics. Nike losing market resonance and thus market value. Zohran Mamdani meeting New Yorkers where they are socially and economically. Apple realising that its products need to keep pushing innovation forward if the wider entity is to survive. Sesame Street having relevance built into its core premise so Netflix had no hesitation in buying the rights after the PBS funding cuts.

For a business strategy, product, marketing campaign or political run to succeed, it must be aligned with the cultural zeitgeist and the moving economic tide – now more than ever.

So, how do you do that?



The Theory

In 2023 Robyn Wilson authored the economic theory of Coolnomics.

The theory explores the relationship between the cultural phenomenon of ‘cool’ and the economy – the economics of cool.

Three years studying the work of the world’s leading economists and philosophers followed.

STUDIED

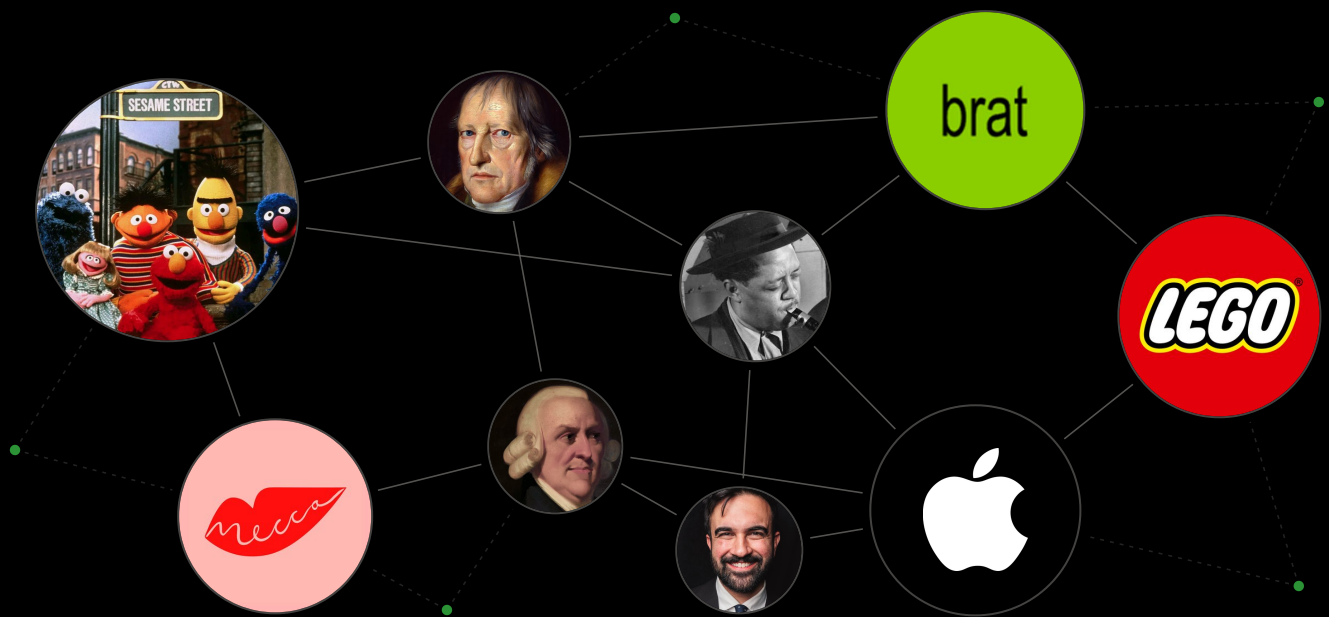
Georg Wilhelm Friedrich Hegel	<i>Cultural Zeitgeist</i>	1770–1831
Adam Smith	<i>Origins of Capitalism</i>	1723–1790
John Maynard Keynes	<i>Efficient Economic Systems</i>	1883–1946
Pierre Bourdieu	<i>Taste & Cultural Capital</i>	1930–2002
Theodor Adorno	<i>Aesthetic Theory</i>	1903–1969

A depth of understanding was established in the spaces of cool and monetary systems. 250 case studies of famous businesses, political figures and artists also fed into the exploration.

And then the practical knowledge. After 25 years in the fields of creative direction, business strategy and management, she had seen innumerable ideas succeed and fail in the market and the boardroom.

Patterns became apparent across the dynamics of power, economics, taste, originality and sociology that pointed to universal factors that determined whether an idea, business or product would work or not.

It became clear that if the nature, timing and commercial structuring of a concept were right, then it could sync with the movements of the cultural zeitgeist and generate immense monetary value. And done really well, succeed for a long time. Not trend-chasing nor extraction of cultural authenticity, but intelligent commercial offerings that the market says yes to, over and over again.



Think Sesame Street, Apple, Charli XCX, LEGO, MECCA and the local sandwich shop with a line out the door. What makes them continue to deliver something that people want is not a blackbox mystery but, in fact, a set of principles that galvanise their connection and contribution to the world around them.

The five core principles of Coolnomics emerged:

	Principle	Three questions		
01	Cultural Relevance	<i>Now</i>	<i>Lineage</i>	<i>Always</i>
02	Emotional Intelligence	<i>Felt</i>	<i>Neuro</i>	<i>Design</i>
03	Credibility & Authenticity	<i>Truth</i>	<i>Proof</i>	<i>Originality</i>
04	Commercial Viability	<i>Model</i>	<i>Scale</i>	<i>Resilience</i>
05	Ethics	<i>Human</i>	<i>Earth</i>	<i>Influence</i>

If an idea is:

- aligned with the cultural zeitgeist
- emotionally potent
- trusted
- well commercialised
- good for the world

Then it is classified as Coolnomics. It has the economics of cool at-play.

The Practice

The practice of taking an idea all the way

01 The Idea

The core idea and the commercial goal it serves.

02 The Score

Tested and strengthened against the five Coolnomics principles.

03 The Strategy

The pathway that will connect the core idea with the commercial outcome – without losing the cool.



Coolnomics® is a commercial strategy practice for developing, scaling and valuing ideas. In the world of Coolnomics, we focus on compelling ideas that are both resonant and commercially valuable.

An idea is a company strategy, a product concept, a marketing campaign, a technological innovation, a property project or a political run. The practice runs the same on all of them.

We often see the cool and the money spoken about in separate rooms. Product and brand in one. Ops, tech and finance in another. The C-suite and the board in a third.

Each room speaks its own language and reads an idea through its own lens. Coolnomics provides us with commercial strategy tools and a shared language across all of them. An MBA-level, whole-of-business lens, with the missing piece – the cool.

My Story

I am a commercial strategist and creative director, turned economic theorist.

Over twenty five years working across property, healthcare, luxury, design and institutional sectors in Australia, my peers and I have pressure-tested the ideas that drive the practice in real time. Clients and partners have included Sydney's Queen Victoria Building, Machine Hall, Google, Disney, Tourism Australia and NSW Health.



SELECTED WORK

Queen Victoria Building

Led the transformation of its product, technology and brand.
A multimillion dollar uplift.

Machine Hall

Built the foundational brand.
Landing Prada, Louis Vuitton and Nike as clients.

Coolnomics

Reports, strategies and education programs.
Commissioned by cultural institutions, global brands and small businesses with family life savings on the line.

Reflected Legacy

Developed a therapy that was taken into Australian hospitals.
Major government and philanthropic funding, awards and a published book.

I hold an MBA alongside studies in design and psychology. I've proudly served as an industry advisor and awards judge for SXSW Sydney, Sydney Dance Company and Pause Awards. I also teach strategy to the undergraduate program at the University of Technology Sydney.

Born on a cattle farm in Mudgee, NSW Australia and raised in Western Sydney, I am passionate about connecting the intellectual with the practical, and the established business world with the next generation of ambitious pioneers.

Talks and Topics

I speak on the commercial intelligence of cool, and the discipline that turns a resonant idea into value. Each talk works as a keynote, a lecture or an in-conversation session. All of it drawn from live work.

01 The Economics of Cool

The core talk. Why the coolest version of an idea is also the most commercially valuable, and the five principles that determine whether an idea will work. The room leaves able to score its own ideas.

02 The Commercial Dialectic

Commercial strategy that gets the coolest ideas built, funded and to market. Cool and money held in the same decision. Not one or the other, both.

03 Aesthetics as Commercial Edge

Design is not decoration sitting on top of a business. It is how emotion gets built into an idea, and emotion carries commercial weight. Made for rooms that build things. They leave treating aesthetics as a commercial instrument, not a finish.

04 How to Read the Zeitgeist

Culture moves before the market does. How to read the cultural zeitgeist and the economic tide, and time an idea to meet both. The room leaves knowing what the moment wants.

05 Corporate Coolnomics

How to take an idea all the way from market opportunity to business case to legacy impact in an enterprise setting. The full practice, run inside a large organisation.

The Record

CREDENTIALS

MBA	University of Technology Sydney, alongside studies in design and psychology. <i>The foundation of the Coolnomics practice.</i>
Fashion Design	Advanced Diploma, East Sydney Design Studio. <i>High distinction average, top of the graduating class.</i>
HarvardX · CitiesX	Urban economics and placemaking. <i>Informing study.</i>
Publisher	Coolnomics Resonance Report 2025, Australia Edition. <i>Original cultural intelligence research.</i>
Author	<i>Reflected Legacy: Stories of a Lifetime.</i> Published by The Groundswell Project.

SPEAKING & ADVISORY

Keynotes	CoreNet Property Conference, Illumina · Corporate Coolnomics, Studio P3 · International Arts Health Conference, Art Gallery of NSW · Palliative Care NSW Biannual Conference · Royal Prince Alfred, Liverpool and Concord Hospitals
Guest Lecturer	UTS Business School, on Coolnomics.
Industry Advisor	SXSW Sydney · Sydney Dance Company · UTS

RECOGNITION

Awards	Three international awards and nominations for the Queen Victoria Building program. <i>Global Content Council and Real Media Awards.</i>
NSW Health	Quality Award, Enhancing Patient Experience Through the Arts, for Reflected Legacy.

Property & Precincts

Vicinity Centres · Queen Victoria Building · Machine Hall ·
Fraser's Property · Fort Street Capital

Luxury & Fashion

Louis Vuitton · Prada · Nike · KENZO
Salvatore Ferragamo · Coach · Australian Fashion Week

Culture & Government

Museum of Contemporary Art · Biennale of Sydney
Vivid Sydney · City of Sydney · Destination NSW
Tourism Australia · NSW Health

Technology & Media

Google · LG Electronics · Toyota
Optus · Huawei · DJI · Foxtel · SBS

THE RECORD, IN NUMBERS

25 Years

Live application across brand,
culture, corporate transformation
and education.

33 Million

Annual visitors to the QVB.
ASX-listed, publicly reported
figure.

\$50 Million

New commercial value
uncovered for Superora
Strategy Studio clients.

25 Clients

Led as CEO of Superora Strategy
Studio over five years, with a
global team of 25.

\$120,000

Government and
philanthropic funding won for
Reflected Legacy.

2 Categories

Original categories created
from nothing. Pressography,
then Coolnomics.

Let's Talk

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