

# What is Cool Hunting?

Contributed by DJS Research Ltd  
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Cool Hunting, as explained by DJS Research Ltd.

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Cool hunting (also Coolhunting, Cool-hunting) refers to a market research methodology which seeks to predict future trends; the term refers especially to marketing aimed at teenagers and the fashion world. Cool hunters utilise both overt methodologies such as focus groups, and covert methods such as entering a chat room posing as a member of the target market. This style of research is most common among teenagers due to the perceived lack of response to direct and targeted advertising among this demographic.

For further information please visit DJS Research, a full service market research agency. Alternatively, feel free to call them on +44 (0) 1663 767857

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