

Sunday Times
G E N E R A T I O N
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2015

Wanna know what
I think?
Coolest brands P11

Pic: Anthony Bila

**8-23 YOUTH
BRAND SURVEY
MAY 2015**

Sunday Times



Ask, and the youth will tell you

Sunday Times
GENERATION
NEXT
2015

With its partnership on the
Generation Next Youth Brand Survey, the
Sunday Times is investing in tomorrow's leaders today

By Alf James

The Sunday Times is highly aware that today's youth are tomorrow's leaders, which is why the newspaper invests heavily in its relationship with the youth, according to Trevor Ormerod, general manager: group sales at Times Media.

"We want to be the first newspaper brand the youth think of when they want credible and trustworthy information. One in five of our readers is aged between 15 and 24 (1.2 million youngsters) – if our editorial can positively influence so many young people, we can contribute to building the future of South Africa," says Ormerod.

The partnership between the *Sunday Times* and HDI Youth Marketeers on the Generation Next Youth Brand Survey has been in place for over 10 years. The newspaper is also proud of its Generation Next sponsorship association with Bidvest Waltons over the past two years, a company committed to the South African youth market.

"This year, for the first time, the awards were preceded by a youth marketing conference and expo. While the 'glitz and

glam' of the event holds high appeal, the curiosity and anticipation of winners and losers really embody the essence of what Generation Next focuses on.

"A large portion of the success we see in the awards is the fact that they provide a framework for understanding which brands are hitting the mark with the youth, and which aren't," says Ormerod.

Sylwia Wierzbicki, researcher at HDI Youth Marketeers, reports that the rigorous annual research, which polls the opinions of thousands of youth around the country, provides marketers with an understanding of where they are and where they should be going.

"There are not many indicators around this in South Africa, so it is great to have something like this happening on an annual basis," she says.

"While almost 50% of South Africa's population is under the age of 24, it is not only the size of the youth population that signifies the importance of this market. Both globally and locally, young people are in touch with rapid changes in areas of technology and pop culture,



Trevor Ormerod,
GM: group sales
at Times Media

Pic: Russell Roberts, Financial Mail

and are on the leading edge of what's 'hot and not hot'.

"It is important for brands to tap into this culture and knowledge, as key insights in these areas can inform the development and alignment of brand product and communication strategies," Wierzbicki adds.

Ormerod points out that while youth constitute nearly half of South Africa's population and are heavy in cultural influence, there are three basic facts companies need to be aware of when considering the growth

and development of their brands: youth have over R112 billion in direct spending power, they have strong pester power that influences the purchases their parents make, and they are the consumers of the future.

"In a market that is so brand-conscious, it is important to build brand loyalty sooner rather than later," he says.

Wierzbicki contends that there is a lot to be learned from youth-related research, both in terms of youth lifestyle be-

haviour and brand perception. "Perhaps one of the biggest lessons that we, as marketers, should keep in mind is that brand-consumer communication is no longer a one-way conversation. There is a desire (especially among young people) for engagement on a higher level, where brands actually listen to and involve their audiences," she says.

According to Ormerod, the Generation Next research, awards and publication are an expression of the *Sunday Times*' interest in the youth, and desire to understand their drivers in a world that is rapidly changing – and what better way to gain an understanding than to speak to the youth themselves?

"Learning the values, concerns, perceptions and touch points of our youth readers is not only highly important for the *Sunday Times* to consistently engage with the youth of South Africa and to continue to build our own brand with this market, but adds value to our relationship with our advertisers, by providing them with information that is useful when considering their brand strategy," Ormerod adds.

There's value in the human touch

One-on-one with Jason Levin, managing director of HDI Youth Marketeers, on the importance of face-to-face marketing in a digital age

If social media has become the preferred medium of communication among youth, why is face-to-face engagement so important?

Just because youth love digital and discretionary media, it doesn't mean they want to engage with brands in that space. The more bombarded they get by marketing communications and stimuli generally, the more they seek proper, meaningful connections with brands. Face-to-face is part of that.

There's a perception that youth are "emotionally detached" and "service-indifferent". Is this the case?

No, I think they are more emotionally attached and discerning about engagement than ever before. When we ask questions about the most important criteria for deep brand connection, quality of service always comes up in the top three. Face-to-face engagement increases the feeling of service delivery, particularly for products in categories that can't deliver digitally or super-quickly.

What role do brands and marketers play in the lives of youth?

They can play either a destructive or constructive role, and, in all honesty, most brands play a destructive role. They sometimes, "less-than-ethically", encourage young people to buy stuff they may not need and that their parents don't want them to have. More responsible marketers try to get to the heart of what young people genuinely want or need, coming from a place of integrity. They work to please their young consumers (and their guardians), or at least not to displease them.



Pic: Jeremy Glyn, Sunday Times

Jason Levin,
MD of HDI Youth
Marketeers

What are the ethical considerations of face-to-face engagement with youth?

Most humans are already critically conscious from age seven. And most urban youth are fully able to make responsible brand and purchase decisions from their mid-teens, so should they be deprived of experiences, messages and/or marketing communication that might inform those purchase decisions? We would argue that they should not.

Should they be exposed to irresponsible messages or coercion in that space? Definitely not. We think industry self-regulation can mediate here, and so we support the codes of ethics laid down by organs such as the Consumer Goods Council and the Advertising Standards Authority.

How does face-to-face marketing deliver results? Does it deliver ROI?

Yes, working in this space, we see, again and again, monumentally impressive results – in terms of propensity to purchase and high degrees of affinity – or brands that engage with people face-to-face, versus old style advertising or "mono-casting" to them. Face-to-face marketing is seen as genuine, with more heartfelt intent. We see take-up rates of between 5% and 35% among youth who have been exposed to brands through events, experiential activations, roadshows or delivered content marketing. Those are power numbers.

Can digital be integrated into or complement face-to-face engagement?

Definitely. Crafting a hybrid of sizzle and touchy-feely upfront in an experiential way, and then building or maintaining that through channels which are cheaper (at a cost per contact level) – social media, apps and the Internet work well. Even lower-cost platforms, such as community press or community radio, are options. The value of 360-degree communication has been over-documented, if anything, and an integrated strategy, which may be led by face-to-face, is likely to have stellar results.

Isn't this form of marketing old-school and on its way out?

Yes, face-to-face might be one of the oldest forms of marketing, but I don't think we will change as humans as we change our media consumption habits. We will always crave human contact, and probably more and more as phenomena such as "digital isolation" threaten to alienate us from one another.

Are today's youth harder to market to than previous generations?

Yes, for two main reasons. Firstly, urban

youth are more demanding of their world, of their parents and of their brands than Generation X is. Secondly, they're better informed via the Internet and other channels than any previous consumer set. They are digital natives, born into a different pace of life from their parents. They have an insatiable demand for instant gratification and fast delivery.

A number of brands have been amazingly successful in connecting with the youth. Of these, which has had the most powerful campaign?

Face-to-face campaigns tend to be much lower-key in the general public's eye than ad or ATL campaigns, because at the same media (not production) cost, ad campaigns have greater reach. In today's attention economy, adverts have to be amazing – not just good or above average – to have real impact, while good, not even great, face-to-face campaigns often connect with hundreds of thousands of consumers in an intimate and meaningful way that delivers results. In a country of 50 million people, this represents quite a small proportion of people who may be aware of that highly successful campaign. But Nike does it, so do P&G, Pick n Pay and Danone. Coca-Cola used to do it really well, and sometimes still does. Converse too.

How does the value of hard sell vs soft sell add to face-to-face marketing?

All consumers, but especially young people, no longer want to be "sold at". They want to be immersed in brand stories and experiences. They respond well when a brand enters their world in a way they find interesting and value-adding. But brands are commercial entities; they want to create relationships that have a commercial upside. And that's fine, as long as there's a quid pro quo.

Good Sport

3

There's no finish line for Nike

By Linda Doke

Nike, one of the world's largest suppliers of sports shoes and apparel, with its brand name and "swoosh" logo about as well known around the world as Coke, has been just do(ing) it for the past five decades.

It's clear from its global success that the company operates true to its two best-known advertising slogans – the classic "Just Do It" and "There is no finish line". In 2014 the brand alone was valued at \$19 billion, making it the world's most valuable sports business.

The company began in 1964, when Phil Knight, a former runner at the University of Oregon, and Bill Bowerman, his former track coach, formed Blue Ribbon Sports, distributing running shoes for a Japanese company. Before long it started designing its own shoes and outsourcing manufacture from Asia, and, as jogging caught on in the USA, the company grew. In 1978 Blue Ribbon Sports became Nike Inc,

appropriately named after the Greek goddess of victory.

While more than 30 years later the company is still reaping the financial benefits of being one of the world's best-known brands, it has had its fair share of turbulence. In the mid-80s a radical drop in sales forced Nike to change marketing tack.

Founder Phil Knight is on record as acknowledging that what saved Nike was the realisation that the key to success was held not by top-performing athletes, but by Joe Average – the consumer. It's the consumer that must lead innovation.

Nike SA communications manager Seruscka Naidoo says there are two words that stand out for the Nike brand: inspiration and enablement.

"In everything we do, we strive to inspire and enable consumers to live a healthier lifestyle, by connecting with them on a level that relates to them," says Naidoo.

For a brand that's been around for 50 years, keeping fresh must be no easy task.

"While what Nike boils down

to may be a sneaker brand, today's youth will tell you that besides being the coolest brand or the one with the most fashionable sneakers in retail, Nike is also a brand that inspires them. As the leading sports brand, we're in a great position to give back to the community, empowering them to be their best.

"What Nike does well is listen not only to the athlete, but to the everyday consumer. This enables us to put together campaigns that resonate well with communities and motivate them," says Naidoo.

Competition among the top sportswear brands around the world is tight, and the South African market is no different.

Another giant in the sportswear scene is the German multinational adidas, largest sportswear manufacturer in Europe and second in size globally only to Nike.

Bradley Stern, director for brand activation at adidas

South Africa, says the sportswear industry is highly competitive, and it is up to brands to distinguish themselves from the rest, in order to stand out.

Seeing itself as the original sports brand, adidas constantly innovates product, processes and marketing messaging to stay relevant and resonate with the ever-changing youth market.

"Everything we do at adidas is inspired and informed by the sporting arena. Our consumer-centric focus drives us to give the very best product to the consumer," says Stern.

He adds that while there is a global commonality among youth markets, South Africa has certain distinct cultures and interests that brands need to take into account.

"For this reason, adidas South Africa uses global partners like

the German football team, football stars like Lionel Messi, and partners with global icons like Kanye West, Pharrell Williams and Rita Ora. To keep the brand relevant on a local level, we partner with local teams and events such as Orlando Pirates in football, the Stormers in rugby and the Old Mutual Two Oceans Marathon in road-running, and a host of local DJs, musicians and artists," he says.

"Finally, our younger generation, like their global counterparts, are constantly in the digital space. Our digital platforms are tailored to a South African consumer with content that is typically local, so that we connect most effectively across all media platforms."

Pic: Jeremy Glyn on location @ The Zone, Rosebank

STAT: 73% of 8 to 18-year-olds would like their school tuckshop to sell healthier food

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*2015 Youth Survey conducted by HDI Youth Marketeers for Sunday Times.

It's a beautiful game

Sunday Times
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More than just "cool", soccer is also big business

By Rodney Weidemann

Almost every young boy, at some point, has dreamed of being Pele, Maradona or Ronaldinho, depending on the era in which he grew up. The "coolness" factor of being a talented soccer player, idolised by millions, is augmented by the knowledge that the top global stars earn millions of dollars to – well – kick a ball around the park!

Modern youngsters consider Cristiano Ronaldo and Lionel Messi to be among the coolest international celebrities, ahead even of actors and musicians. Local footballers also rank high on the "coolness" list, indicating that today's youth are not merely star-struck by international celebrity; they actually see football as a potentially realistic career.

There is little doubt that the benefits for the super-talented few who reach the rarified heights of the Premier League, Serie A or La Liga are enormous. Wages can exceed R1 million per week, and there are the additional earnings made by those who cash in on their image rights, or who sign multimillion-rand endorsement deals for everything from soccer boots to razor blades and haircare products.

Of course, it should be remembered that while someone such as Wayne



Pic: Jeremy Glyn on location @ The Zone, Rosebank

Rooney can reportedly command a salary of some £300 000 pounds (R5.4 million) every week, players in US Major League Soccer have salaries that average around \$50 000 (R600 000) annually. Worse still, there are many places around the globe, particularly in the developing world, where the leagues are termed "professional", yet players need other employment just to

feed themselves.

According to Freddy Mahumane, local entrepreneur, soccer fan and founder of Open-Technik, the downfall of SA soccer players is often the lack of realisation that playing football is a limited career, probably 15 years at the most.

"What players need to do in this limited time is to build a brand – a personal brand – which can be leveraged into earnings

BRAND BECKHAM

Perhaps the most well-known footballer, who has amassed a fortune not just through his skills, but his image rights and endorsements, is David Beckham. His net worth is estimated by Forbes as being in the region of \$260 million (over R3 billion).

What is interesting from a business perspective is that, in his final season at Paris St Germain, prior to retirement, his salary was some \$5.2 million, while his endorsements earned him a further \$42 million!

This is due to his carefully managing his image and thus being able to sign massive sponsorship and endorsement deals with companies as diverse as adidas, Giorgio Armani, Gillette, Motorola, Walt Disney and Burger King. In fact, he felt he was so rich at the time that he chose to donate his entire \$5.2 million salary to a children's charity – which only boosted his "brand" all the more.

long after the playing career is over," he says.

"I always say they should seek to become 'solopreneurs', who are independent professionals (IPs) who build their brands in the same way that an entrepreneur builds a company. An IP builds a personal brand, tied to the individual IP."

Mahumane says the key lies in the players making sure they treat themselves like a brand – with dignity, respect and vision.

"One of the reasons why so many professional soccer players die poor in South Africa is not so much due to a lack of business education. Rather, it is because they lack the understanding of who and what they truly are in the business space.

"There are three steps to becoming a successful solopreneur. First, one needs to create a reputation, by building a brand away from the football club. This could be by publishing blogs, or

by speaking and networking with business people outside of your profession."

Second, he says, you should become a subject matter expert. Learn or teach more about football while you are still playing.

"A soccer player should have a huge amount of intellectual capital. Not only does this benefit you moving forward, as you could become a coach or a manager in later life, but it also moves you away from the stigma that South African soccer players are not educated.

"Finally, it is important to eliminate non-value-added activities. Instead of being fodder for the gossip tabloids, put that effort into charity and doing work in disadvantaged communities. This will set you apart from the typical footballer stereotype and allow you to build a caring brand that will stand you in good stead for many years to come," concludes Mahumane.



Apple is the No 1 brand in the world. Describe what the Apple brand means to you in six words.
Really really really really really good!

Linda van der Nest, Apple marketing executive, learns some lessons from MTHO MTETWA, age 15:

What tech device do you use the most, and why?

My cellphone, because now your phone is like a mini-you. Your phone has all your personal details, it has your pictures, your phone number... it has everything about you. It's also like a mini-bodyguard, and a mini-therapist (because if you want to talk to someone, you can talk to someone, like if you're feeling down because your girlfriend broke up with you).



From the horse's mouth

Where do you go for tech product-related product information? Online, in store, friends/family, at school?

If I have data, I'll use the Internet – mostly Google. But if I don't have data, which is like all the time, I usually go to my friend, because he's very smart. He tells me all about new tech stuff and all that.

What excites you most about the future of the youth of South Africa?

I'm excited by having a family, having

kids. And with new technology and stuff like that – that's going to be cool.

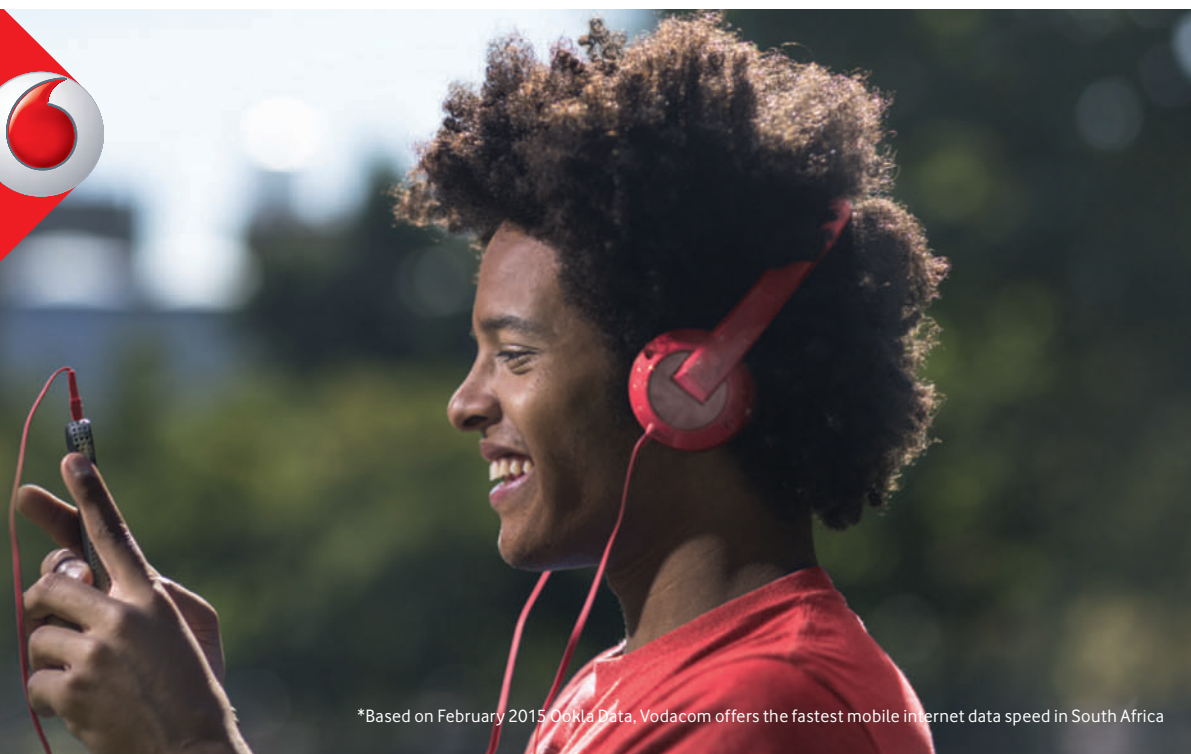
What is your main source of money (like from parents or other) to buy products you love (like buying a cellphone, buying clothes, etc)?

Parents – when they love me. With things like phones, it depends. I usually get it as a reward. I don't just say "I want that!" and then just get it. I usually have to work for it.

Thank you(th)

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*Based on February 2015 Ookla Data, Vodacom offers the fastest mobile internet data speed in South Africa

Snooze – you lose⁵

Today's youth are setting their own rules for access, speed and availability

By Andrew Gillingham

Today's youth want it now, and delays will see young consumers migrate to other brands. They have a different expectation set from their older peers, and, while the over-30s enjoy the speed of the digital world, tweens, teens and young adults take it as a given, and expect all service providers to deliver the same access, speed and instant availability.

The phrase "the customer is king" is often used, but it is seldom applied. However, youth in South Africa, and around the world, are challenging the status quo, setting their own ground rules for the companies that get their business.

Jason Levin, managing director of HDI Youth Marketeers, says South Africans are known for having a culture of instant gratification, often running up debt so they can meet their desires now, rather than delaying until they can make their purchase with their own cash.

However, this trend is amplified and intensified in the youth. "The driving factors are elements that the youth are adopting more readily. For them, anything is immediately accessible on their phones, and a meal is seconds away at a good drive-thru.

"There is a huge acceleration, and while the entire consumer population is affected by these phenomena, youth culture tends to revolve around them. As a result, there is a very high expectation of speed of delivery from service providers. In a wide range of areas, including business and marketing, people are battling to keep up with this youth demand," Levin says.

WHAT IS THE BEST WAY FOR A BRAND TO CONNECT WITH YOU?

One of the questions the *Sunday Times* Generation Next Youth Brand Survey asks in its lifestyle and consumer behaviour section is: "What is the best way for a brand to connect with you?"

From 2012 to 2015, the first or second answer across all ages in the survey has been that the brand must be available quickly, everywhere, Levin says.

"A young customer who sees a new product on TV or hears about it from a friend will go to one store and expect to get it. They might try a second, but after that the sale will go elsewhere, because it has become 'too much of a mission'.

"When young consumers are accessing a website via their cellphones, as most do, if the site does not immediately present itself in a mobile phone format, they will go elsewhere to get the content they are after."

While these demanding young consumers do present challenges for brands, they also represent both an opportunity and an early warning. "The factors young people refuse to compromise on today, such as the time a drive-thru takes, are the major demands older consumers will be making in the not-too-distant future.

"Young consumers are a very good proxy for what everyone is going to want really soon, and if you can satisfy them, you can satisfy almost anyone," Levin says.

However, businesses will need to arrive at the optimum set of trade-offs. Availability and speedy accessibility cost money to deliver, but young consumers are very price-sensitive.

"Some companies admit they cannot meet the youth's price demands. However, there are businesses that have

re-jigged to cater to a new set of primary consumer drivers and not necessarily remained wedded to those that were effective or important in the past."

Studies in the USA suggest that young people's evolution is being accelerated by their environment, and they are now "hyper-tasking", not just multitasking.

"They are developing real cognitive differences, and they can often do several tasks quicker than their parents can perform a single task.

"This lifestyle pace then feeds into their expectations and demands with regard to service providers," Levin says.

Welcome to the generation of cool.

The A-Class, CLA, and GLA.

When it comes to standing out there's more than one Mercedes-Benz to give you the edge. The A-Class, CLA, and GLA are our stylish and dynamic compact cars. Get behind the wheel of THE BEST with the best vehicle financing option on the market, Agility Finance. To book a test drive and find out more about finance suited to you, visit thebesttimeisnow.co.za

Vehicle specifications may vary for the South African market.

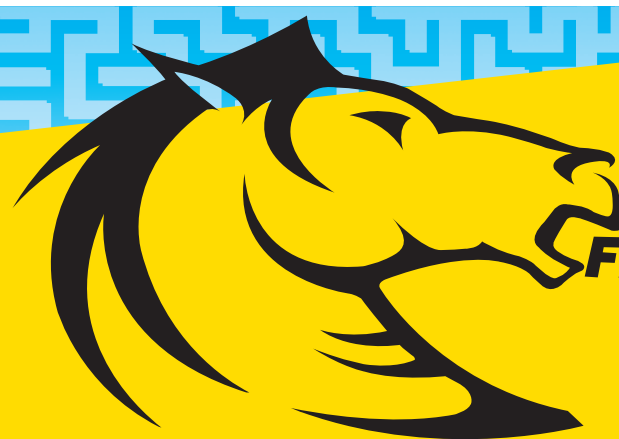
STAT:

58% of all youth use the Internet to meet people



A Daimler Brand

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The best or nothing.



From the horse's mouth

Jacob Huisamen, head of customer insights at Pick n Pay, talks to KGANYA KGOLWANE, age 11:

We're so happy at Pick n Pay to have won this again. Why do you think we do well in this award?

What I can say is Pick n Pay does an excellent job with groceries; it has the perfect price that parents can afford. If

parents do not really have money, obviously they can use Pick n Pay because their prices are not that expensive.

Who does the grocery shopping in your family. Do you like to go along?

My mom and my baby sister do the gro-

cery shopping; me and my dad just stay home and watch TV. Sometime I'll go, but there has to be a catch - like they'll get me a new game, or shoes. Like I got these new shoes because I went to the mall with them. I'll go grocery shopping sometimes - only when we have to buy lunch for me. I don't really like going with, because it's kind of boring and then I have to carry all the stuff.

What do you shop for at supermarkets most?

Well, we mostly shop for groceries like milk; also baby milk bottles for my little sister. We also shop for food, because we like healthy eating. I usually want pretzels because I like them for lunch, and I also always ask them to buy me Kinder Joy because, even though it's for kids, I like it (and also the Kinder Joy chocolate).

What should Pick n Pay do to be cooler?

They should get out there, go to kids - they must go to school and represent. Give schools things like chocolates and stuff just to represent Pick n Pay. They must also go to homeless people and give them food. I think it's good that they have a school club now. It's kind of like they are reaching out to the kids. Yes, it kind of makes them cooler, because it just shows that they are supporting schools.

Some brands do lots to protect the environment. Do you think the youth notice that, and what more could we be doing?

Some young people don't realise that; some of us do. Some of us don't focus on saving the planet; we just focus on other things. I think they should do more stuff for the environment. They should make adverts about saving the world and stuff like that. What they can do at schools that are not that privileged - they could start planting cabbages and stuff like that. They can't plant flowers... for the environment they should do that. But also for the schools, I think they should start fixing the windows or painting the walls and stuff, just to support the less privileged children.

What else would you like to say to Pick n Pay?

I'd like to say, Pick n Pay you are doing a great job and they should just keep on doing what they are doing. Just I don't know, do more stuff. They could have a "back to school" campaign where they donate school uniforms to underprivileged kids at the beginning of the school year.



BEST FRIES

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Mercedes introduces its brand to a new, younger market

By Rodney Weidemann

South Africa is a nation of petrol-heads, so it is no real surprise to note that the youth of today have a fascination with motor vehicles, particularly those that are seen as highly aspirational. This year, Mercedes-Benz beat out BMW for the first time to win the Coolest Motor Vehicles category and the Coolest Brand Overall.

It's quite clear that youngsters have a different mindset from that of their parents – the traditional drivers of those brands – so the real question here is: in order to achieve this accolade from youngsters, are we seeing a situation where one company is doing a better job of “decoding the youth mind”?

According to Shirle Greig, a media specialist at Mercedes-Benz Corporate Affairs, the company's marketing objective is perhaps best captured by its unmistakable strapline, “the best or nothing”.

“In practical terms, Mercedes-Benz aims to be the market leader across all premium automotive segments. Obviously, competition in the luxury car segment is fierce, with market leadership targeted between ourselves and two other German premium brands,” she says.

“Besides seeking to retain

Simply the Benz

LAUNCHING A-REVOLUTION

When Mercedes-Benz launched its new A-Class, the company decided to take a radically new approach to premium compact cars. The company predicts that over the next 10 years, the market for these cars will increase from the current 6.5 million to around 10.6 million units worldwide.

According to Selvin Govender, vice-president for marketing at Mercedes-Benz South Africa, the new range was designed to respond to a clear customer trend towards sportiness, which is why, he says, each individual model has a very distinctive character of its own.

“The idea was to appeal to newer, more youthful, markets with what is a radically different design. The sportiness goes hand-in-hand with emphatic practicality and plenty of attention to aerodynamics. Another aspect that will appeal to a generation that has grown up with the iPhone is the fact that all the surfaces are galvanised in silver chrome, which gives them a real metallic ‘cool touch’ feel. We describe the entire package in two words: sheer dynamism.”

our existing, loyal client base, Mercedes-Benz has set a goal of introducing the brand to a new, younger market. To achieve this, we have made online and digital advertising a key focus of our marketing activities over the past two years.”

A NEW REALITY

According to Jason Levin, MD of HDI Youth Marketeers, part of the reason for these results is the fact that Mercedes has peaked at the right time. The survey, he adds, took place just before the

launch of BMW's i8 and i3 models, whereas Mercedes had plenty of market traction from its A and G-Class launches.

“Although, to be fair, Mercedes has also put effort into upping its game. In addition, Mercedes G-Class models can be seen in music videos – such as that by Chris Brown and Nicki Minaj – as well as on reality TV in the *Kardashians*. The A-Class too has appeared in reality TV shows.

“Clearly, there is an appeal for this brand in terms of the ‘bling’ factor, while the launch of the

new A-Class has been a hit with the youth, who are aspiring to own vehicles they see as matching their personalities.”

Greig explains that Mercedes-Benz takes into consideration its customers' individual lifestyles and those of prospective target markets with its extensive model line-up, such as the new CLA.

“This four-door coupé has been designed to breathe a breath of fresh air into the mid-luxury class, and this car has played an important role in

our brand rejuvenation strategy across the globe.”

She suggests that with the CLA, Mercedes is aiming to attract those car buyers who previously did not have Mercedes-Benz on their radar.

“In so doing, we are very specifically aiming for the appeal of the unconventional. Much of our activities around this new compact car focus on the non-conformist, self-confident and sporty image of the vehicle, which obviously appeals to the youth market.”

Greig believes one of the attractions the compact car range has for the youth market is the fact that drivers can remain connected at all times. The Apple iPhone can be integrated seamlessly into the vehicle infotainment system. Furthermore, all of the iPhone's key functions – such as Facebook, Twitter and Internet radio – are displayed on the large screen. There is also an online multimedia system, making this something of a dream car for Generation Y.

In fact, she concludes, the sporty and “fully networked” A-Class, CLA and GLA are aimed specifically at this younger target group. “The message these new vehicles aim to convey, and which it appears is being well received by the youth market, is: ‘this is a Mercedes-Benz unlike anything you have seen before – it is a real style rebel’.”



Thanks for voting us one of the coolest cereal brands.

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Pic: Jeremy Glyn on location @ The Zone, Rosebank

Burger King and ChesaNyama join the pack taking on the mighty KFC

Sunday Times
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2015

Newcomers take a little bite

By Alf James

Generation Next has confirmed KFC as the Coolest Fast Food Place in the country. While McDonald's moves into second spot, the rest of the top 10 list is much as it was last year. Debonairs, Steers, Nando's, Burger King and Roman's Pizza are all stable at third, fourth, fifth, sixth and seventh respectively. ChesaNyama is the new kid on the block, making an entrance at No 8.

One of the reasons for KFC's consistent success is that the brand has been in the country

for over 40 years, so for most of the South African youth, it is a brand they have grown up with, explains Mike Middleton, chief marketing officer at KFC South Africa.

"Although KFC is a global brand, it has a strong heritage in South Africa, with customers relating to KFC as a local brand because it understands local nuances, cultures and, most importantly, the needs of South African customers. The strength of the KFC brand has been built over many years, and this has helped us to establish trust with our customers. We are a brand they can always rely on," Middleton says.

"We know that the youth care deeply about brands with heart, and through which they

are able to make a difference. Our Add Hope corporate social responsibility initiative, which feeds 100 000 kids per month, gives the youth an opportunity to make a difference to the community."

Middleton maintains that because the youth market is constantly changing, it's important that KFC resonates with them in an authentic and relevant manner.

"KFC strives to communicate and innovate in a way that is sensorially engaging, exciting and fun. We are not only about selling food, but also about creating long-lasting relationships with our customers, by connecting with them to make 'so good' moments," he says.

According to Rozanna Kader,

marketing director of Burger King South Africa, it is important for Burger King to connect on an emotional level with millennials, who question the values, ownership and accountability of brands, and will only engage with brands if their personal values resonate with those of the brand.

"When we launched in May 2013, I believe we captured the attention of the youth when we tapped into the news agenda and 'leaked' a staged photograph on our social media channels. As soon as the image of the Whopper, Justin Bieber and Bon Jovi - three global 'celebs' enjoying lunch - was leaked, hundreds of fans rushed to the Table Bay Hotel in Cape Town hoping to catch a glimpse."

Offering a new experience is also key. "Our flagship stores have unique play areas that include everything from a basketball court to PlayStation games and an interactive gaming floor. It's about creating an engaging experience," says Kader.

Newcomer ChesaNyama (which means "burn meat" in isiZulu) specialises in meat served straight from the braai, and was started by Stelio Nathanael in 2012.

Nathanael, who also founded the highly popular Fish and Chips Company before the franchise was acquired by Taste Holdings, says the idea for ChesaNyama came about after he visited a township and saw that chesa nyama was loved and eaten by almost everyone. He also realised that, despite its popularity, the dish was not easily available outside the townships.

"Having a unique offering makes us stand out from everyone," he says. There are plans to open 300 more restaurants in the next three years, both nationally and throughout the continent.

"We've had a good reception in Zimbabwe, Lesotho and Botswana," Nathanael adds.

STAT:

While males are more brand-conscious, females consider price first



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Q&A Lady in the house

DJ Zinhle stepped onto the South African DJ scene at a time when it was still very much a man's world. But this talented lady quickly managed to turn some heads with her crazy skills on the turntables. Nikki Temkin chatted to her

How did you get into DJing? My brother Zak introduced me to the world of house music. He taught me everything I know about mixing and music. It was really never my plan to get into the DJ world, but once I started, I realised that there weren't many successful females in the DJ industry and I couldn't resist the opportunity. I also fell deeply in love with the art.

Describe your sound. I pretty much play whatever appeals to me and what I think the fans will like. I love drums and I love South African house, especially the vocal house.

Who's your mentor? My brother Zak, Oskido, and my best friend Nomndeni. I learn a lot about work, life, love and family from these special people.

Your best gig ever? That's a tough one! But, the one that always stands out in my mind is a YFM birthday celebration back in 2007 - my first serious gig. It felt like a big moment for me, as I was playing alongside industry heavyweights and was the only female DJ.

What's your worst habit? Skipping breakfast.

What's in your fridge? Lots and lots of Bos ice tea.

Your best takeaway food? Nando's.

Your best TV show? My favourite



Pic: Andile Mthembu

right now is *Modern Family*. Channel O is my best channel, because I love what they do for the African music scene.

Best gadget? My Huawei P7 phone takes the best selfies, and my beautiful kindle.

Best musical artist? I'm an AKA fan. I think he is amazing and consistent.

A life lesson? Life goes on, things change, and no problem or pain lasts forever.

Your motivating philosophy: It sounds crazy, but I believe we're all born with the same amount of

gifts and talent, and how many of the gifts you unwrap will determine your success and happiness.

What car do you drive? I'm not car-crazy. I drive a BMW X1, but if I had to choose another, it would be the Mercedes-Benz G Class.

What do you look for in a partner? Charm, confidence and drive.

What makes you laugh? My best friend Nomndeni - we laugh at our problems.

If you could have dinner with anyone, who would it be? Michael Jackson. I just want to give him a hug.

A book that has affected your life... *The Monk Who Sold His Ferrari* by Robin Sharma. It's inspiring and eye-opening.

What do you love about South Africa? The diversity, and that we're still growing and finding ourselves. Also, that young people are becoming more and more independent, making new ways and creating new stories.

Advice to someone wanting to get into DJing? Learn as much as possible about the DJ world - it will make it easier for you to spot the opportunities. Most of the successful DJs I know went to school and have diplomas or degrees. Education is so important.

What's next for you? I'm working on some music.

Tell us a secret about yourself? Secrets aren't meant to be told.

Q&A One for the team

9

LD: You're a very talented sportsman. What made you choose cricket over the other sports you've excelled in?

AB: I enjoyed playing lots of sports, especially rugby, tennis and golf, but I eventually concentrated on cricket because that was the sport which, according to most people, was my strongest.

About six years ago your cricket turned the corner. What was the "switch" that turned you from being very good to excellent?

The change came at the end of 2008 (Ahmedabad, India), and I simply realised that nothing less than complete commitment would be required to get the most from my talent. I suppose you could say I just got really serious.

When you're out there, whom are you playing for, in your heart?

I am playing for my wife, my parents, my brothers and my friends, and, even if it sounds stupid, I really am playing for all South Africans, because I understand our young country takes great encouragement from achievements on the sports field, and I feel a strong duty to perform.

Who have been your mentors along the way?

My parents and my two older brothers. I've had lots of other individuals along the way who had a positive influence on my career, and I'll always be grateful for their guidance too.

Your cricket style is legendary – you time the ball beautifully and it flies. What would you say are the key pointers to achieving this?

It just happens. I know I work hard, in training and in net practice, and you try to establish good habits that seem to take over in the matches. Maybe the key is to learn your strengths and weaknesses really well, and that only happens when you've tried, failed and tried again, and then repeat.

AB de Villiers is a man cricket fans all love to love. Captain of the South African One Day International team, a daring fielder, flexible wicketkeeper and widely regarded as the best batsman in the world, AB not only has incredible chutzpah, diligence and determination, but a finesse to his cricketing style that few have achieved. Linda Doke chats to AB for the "in" on his game and his thoughts on international cricket



Pic: James Oatway, Sunday Times

Which innings by an opposing batsman has impressed you the most?

I enjoyed watching Virat Kohli play in South Africa last year. The way he dealt with South African conditions shows you how much this game has evolved.

Do you walk if you know you're out?

I try to, but I have got it wrong in the past. As a player you're not always sure, for instance when you hit your pad and

get an edge at the same time. Ultimately it's up to the umpire to give you out. The important thing is not to try to trick him into a bad decision, and then to respect his decision and not show dissent when you're wrongly given out. Those are the core principles.

Now that there's so much 20-20 about, is the 50-over game still relevant?

The recent World Cup was a great success, and I believe there is space for the 50-over game, as well as 20-20 and the

Test series. Our game thrives in these formats, and we need to ensure all three enjoy their time and space to shine.

Have the fielding restrictions in the 50-over game unfairly disadvantaged the bowlers?

That's a difficult question. The extra fielder in the ring obviously plays a role, but the bowlers do now have two new balls to work with. I would say the main game-changer has been the improved batting skills. I believe batting has moved to a new level.

Which spin bowler and which fast bowler do you have the most difficulty facing?

Muttiah Muralitharan and Shane Warne were both tough to face when I was much younger, and Mitchell Johnson in full flight is a world-class pace bowler.

What do you think are the essential ingredients that make a good captain? And a good coach?

Captains and coaches both need the ability to stay calm and make good decisions under pressure – cricket is a simple game where you need to get the basics right.

How do you strive to meet the personal challenges of constantly being on tour?

It's not easy spending so much time away from home, but it's a privilege to play cricket for South Africa, so I am not complaining.

What are your feelings about transformation in the game?

South Africa has come a long way since the transition to democracy in 1994 and everybody knows we still have a long way to go, so transformation obviously needs to be at the top of the agenda, in cricket as in everything else.

Why have the Australians won more World Cups than anyone else?

They have played better than anybody else at the crucial moments. That's a great habit.

Is it good for the game having so much power in the hands of the Indian, Australian and English administrators?

That may be a perception, but I am not sure it's fair. Dave Richardson is the CEO of the ICC, and he's a South African.

Name one thing people out there don't know about AB de Villiers.

People seem to know everything in this information age, but it may be that my bowling is underrated.

STAT:

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*Based on February 2015 Ookla Data, Vodacom offers the fastest mobile internet data speed in South Africa

There's a fundamental shift in the way
the youth are consuming TV

Thinking out of the box

By Kate Sidley

After a long day at school, there's nothing more relaxing than hitting the sofa, gathering around the TV with the family, and watching the show of the moment. But is that really how young South Africans are still getting their downtime fix? And how will that change in the future?

TV remains the most consumed form of media among South African youth, but television habits are changing. And young people – as usual – are leading the trend. While older people formed their TV-watching habits in the days when you stayed home to watch *Dallas* on a Tuesday night, the youth of today have no such history. The mobile, connected generation wants to watch what they want, when they want it. That might mean watching a music video via YouTube on a smartphone in

the car on the way to school, or binge-watching an entire series on a laptop in bed over the weekend.

One trend is clear: "linear" TV viewing – watching what's on the schedule, when it is aired – is on its way out. "What has fundamentally changed is that there is no such thing left as a static broadcast time," says Toby Shapshak, who speaks and writes about innovation, telecoms and technology. "With technologies such as PVR and DStv Explora, you can record anything at any time and watch it later, or catch up on shows you've missed."

Overseas, streaming services such as Netflix and Hulu have fundamentally transformed the way television is watched.

As is so often the case in South Africa, it's hard to generalise about consumer behaviour. There is a big divide between the wealthy consumers, who might have fibre-to-the-home, smart-

phones and premium broadcast services with catch-up and video-on-demand (VOD), and the less well-off, who rely on the national broadcaster to entertain them.

With the growth in tablet and smartphone ownership, the entertainment options available to young, connected people are exploding. From social media, to games, to you-name-it – TV is no longer the obvious go-to choice for downtime. Consider that in 2008's Generation Next Youth Brand Survey, the split between TV time and Internet time, across

all ages (eight to 23 years), was 84% TV to 16% Internet. This year, the split is 54% TV to 46% Internet.

"I think the biggest threat to television viewing is actually mobile," says Toby Shapshak. "For a while now it has been a secondary screen, so when people are watching TV, they might be checking Facebook on their smartphone at the same time. But increasingly, young people are using YouTube, or video embedded in social media, to get their entertainment. As data costs get cheaper, they will do more online."

But what content do young people want to watch? The survey shows movies to be the most sought-after content among Generation Next respondents. Video stores might be dying out at a rapid rate, but in their place is VOD, such as DStv's Box Office service. We've also seen the launch of services such as Vidi, which allows video streaming to your PC, Mac and other smart devices, and Altech Node, which offers a library of movies and series, as well as premium content for rentals.

Music is almost as popular as movies among Generation Next respondents, with *Trace* and *MTV Base* topping the charts for young music-lovers.

The media and entertainment options for young people are enormous, and expanding. But despite the growth in social media, gaming and other entertainment options, young South Africans are still very much traditional television watchers. This is due, at least in part, to high data costs and slow download speeds. With faster, more affordable connectivity, no doubt the youth will continue to move towards always-on, fully mobile, what-I-want-when-I-want-it viewing.



Pic: ThinkStock.com

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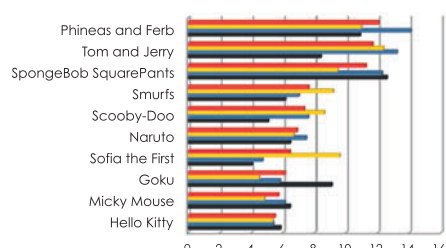
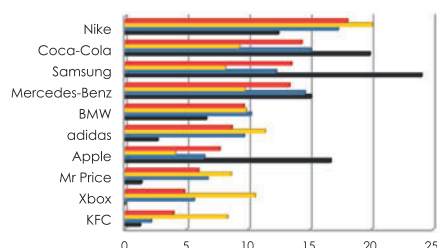
Sunday Times

These are the coolest brands in the land!

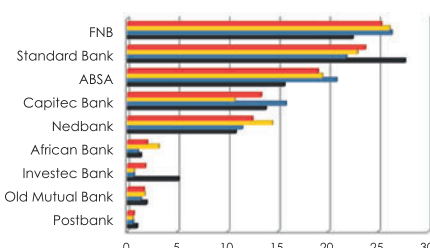
■ All ■ Kids ■ Teens ■ Young Adults

ANIMATED BRANDS/ ENTERTAINMENT CHARACTERS

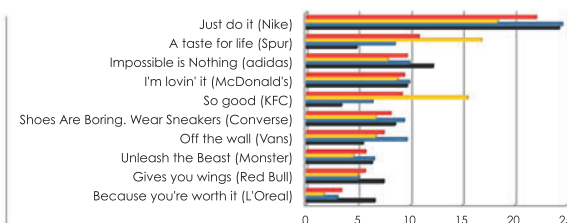
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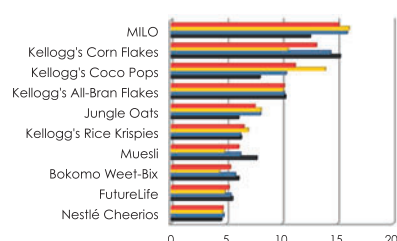
BANKS



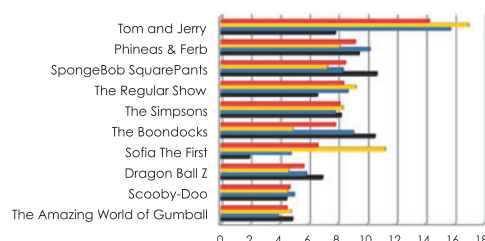
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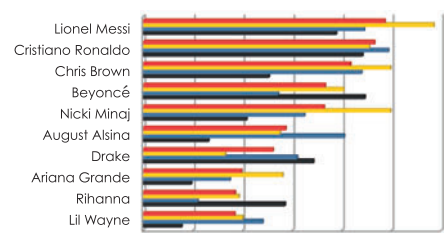
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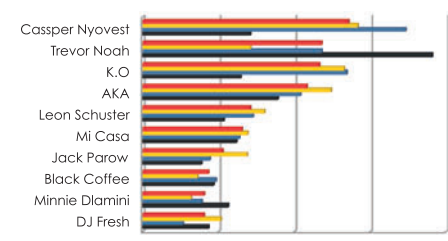
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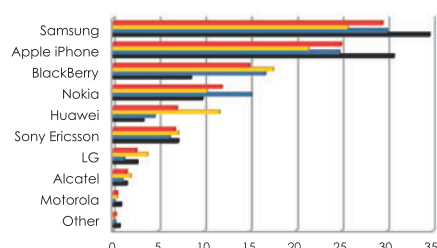
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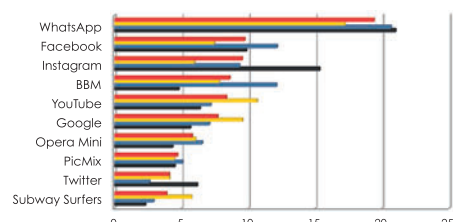
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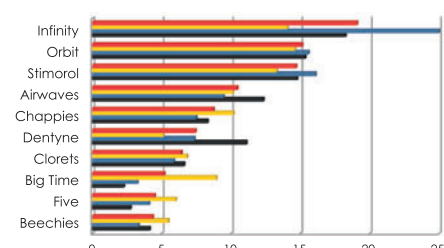
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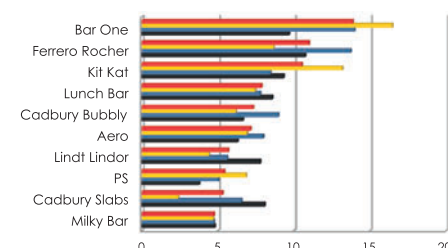
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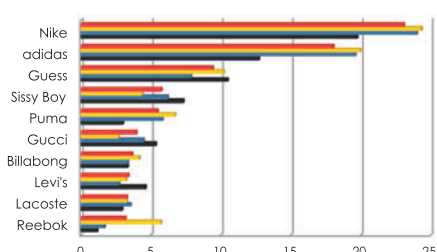
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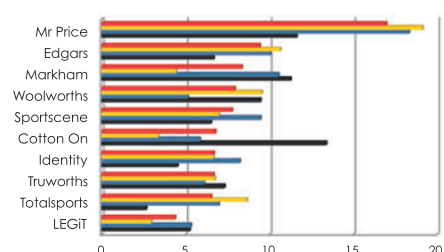
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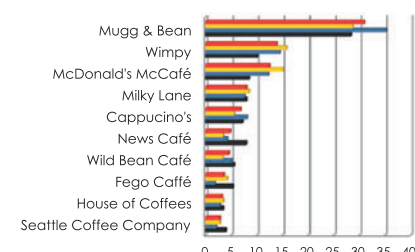
CLOTHING BRANDS



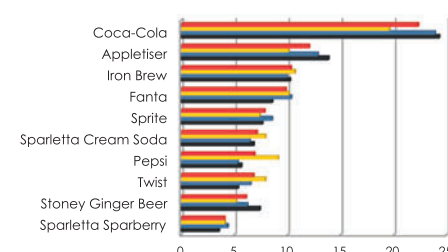
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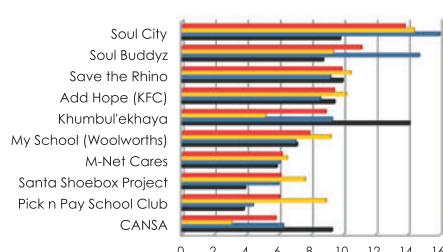
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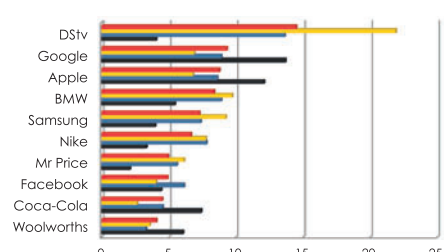
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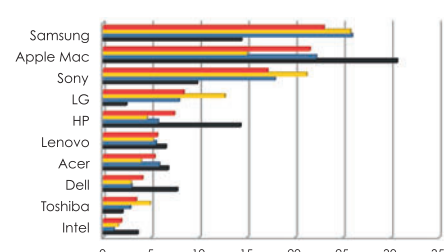
COMMUNITY PROGRAMMES



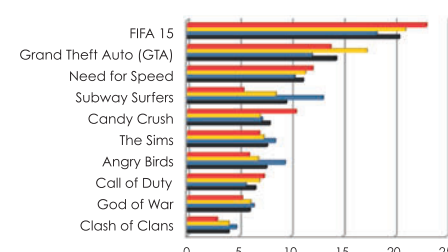
COMPANIES



COMPUTER BRANDS



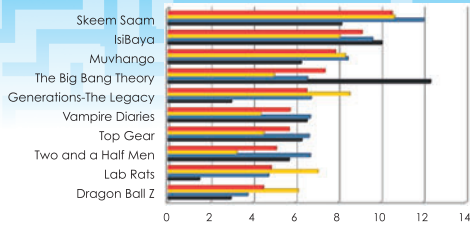
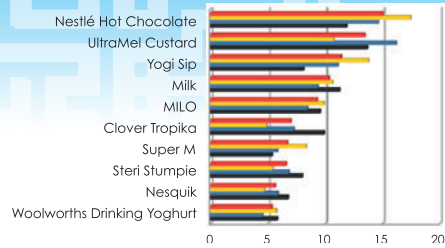
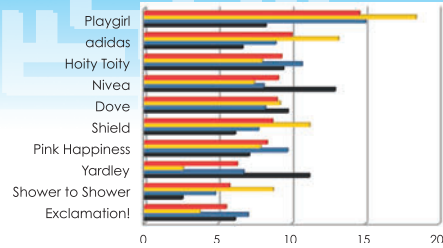
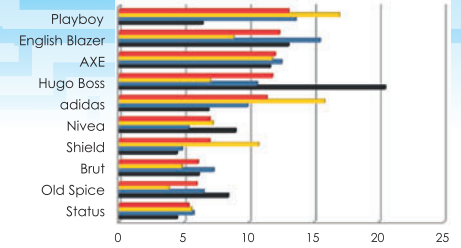
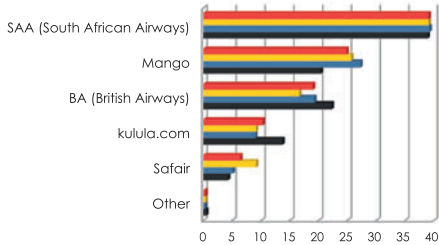
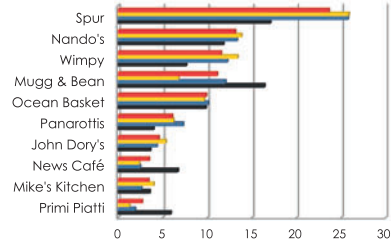
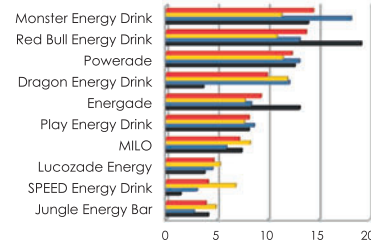
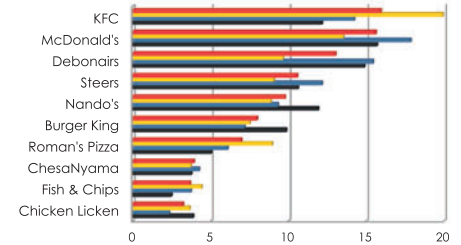
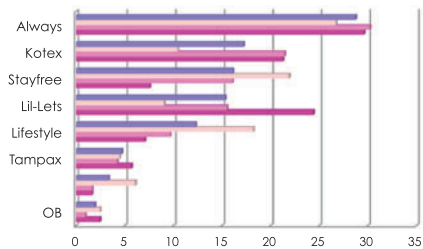
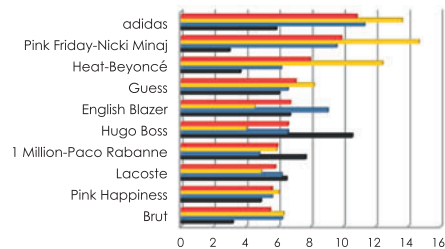
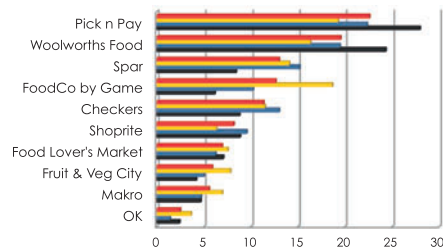
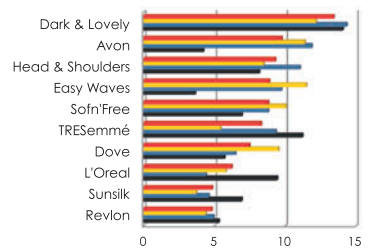
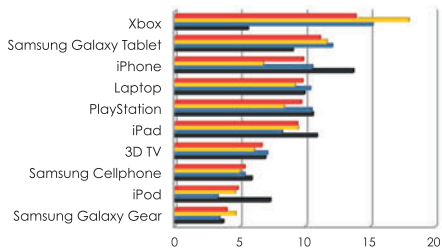
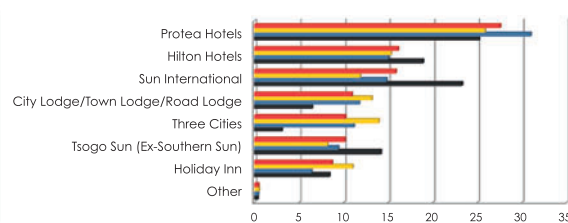
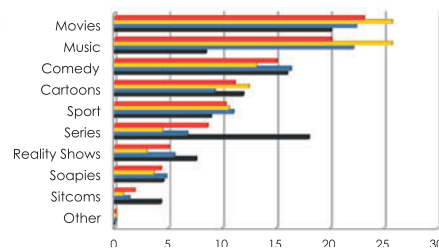
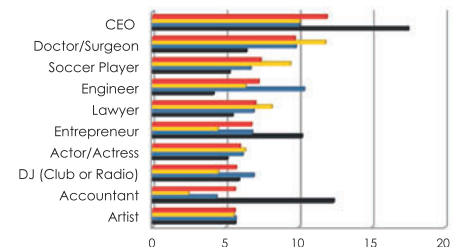
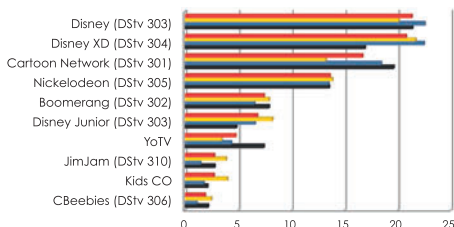
CONSOLE/COMPUTER GAMES



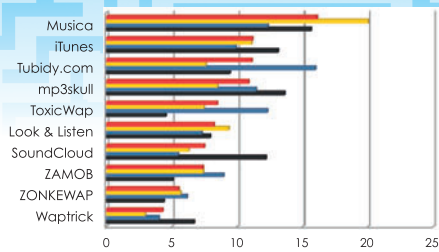
Note: From Sunday Times Generation Next study consisting of face-to-face written questionnaires administered in six provinces. Age split: Tweens/Kids (ages 8-13); Teens (ages 14-18); Young Adults (19-23). n=5 433 for polling data; n=4 327 for lifestyle data. Sample includes urban and peri-urban youth (rural excluded). 2015 Data collection dates: January-February 2015

*Daily social media usage: Includes only youth who have access to the platform in question.

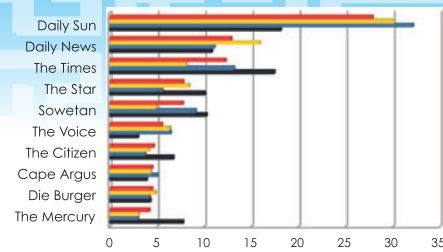
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CURRENT TV PROGRAMMES**DAIRY DRINKS****DEODORANTS FEMALE****DEODORANTS MALE****DOMESTIC AIRLINES****EAT-OUT PLACES****ENERGY PRODUCTS****FAST-FOOD PLACES****FEMININE HYGIENE PRODUCTS****FRAGRANCES****GROCERY STORES****HAIRCARE PRODUCTS****HI-TECH GADGETS****HOTEL GROUPS****IF YOU COULD WATCH ANYTHING ON TV****JOBS****KIDS TV CHANNELS/BLOCKS**

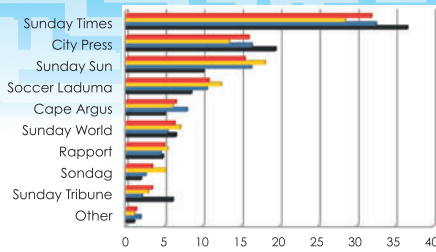
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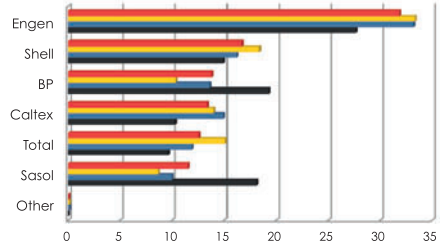
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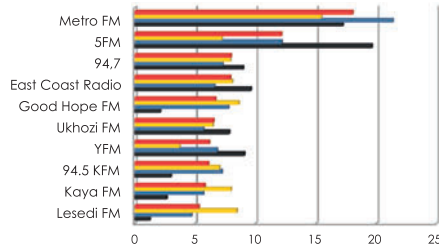
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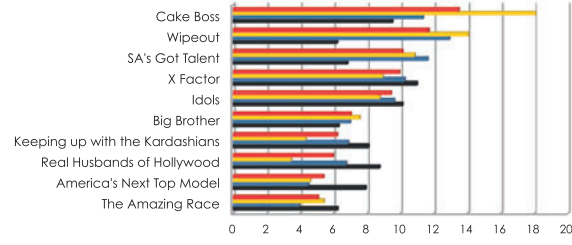
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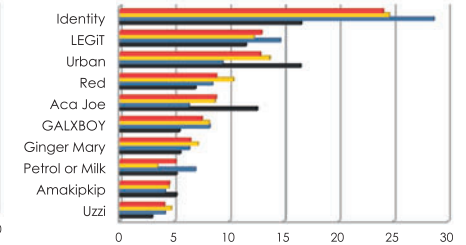
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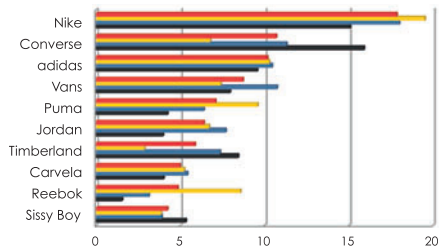
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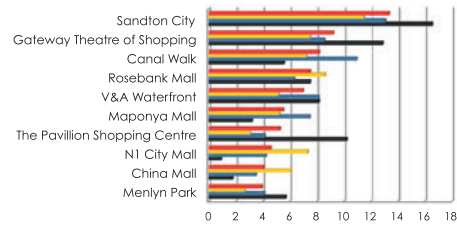
SA FASHION BRANDS



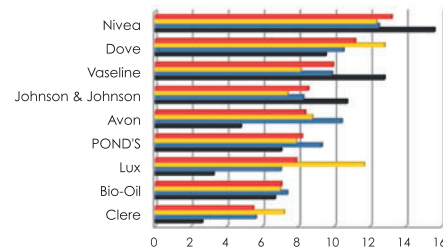
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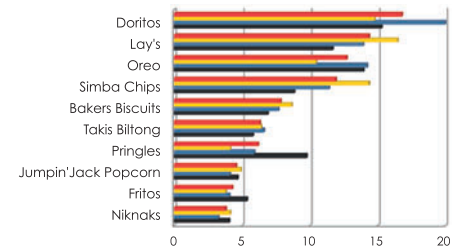
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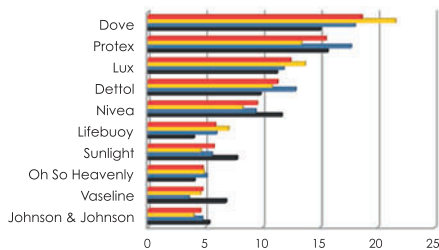
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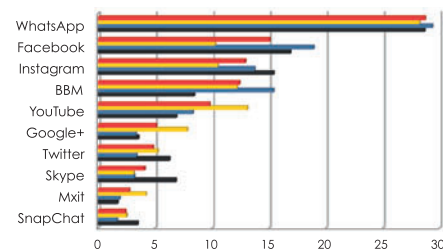
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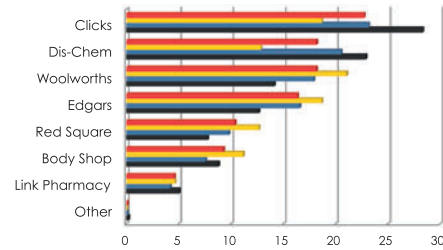
SOAP BARS



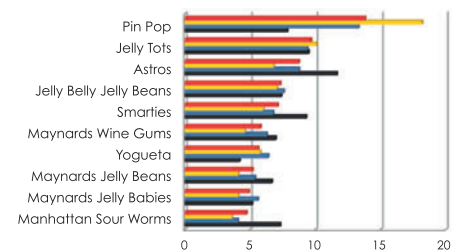
SOCIAL MEDIA PLATFORMS



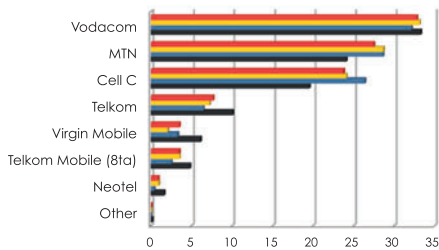
SPECIALIST HEALTH & BEAUTY STORES



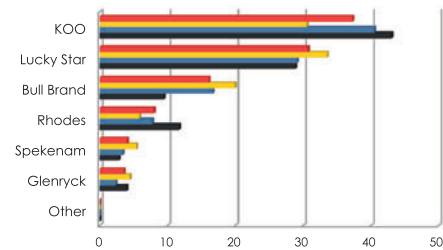
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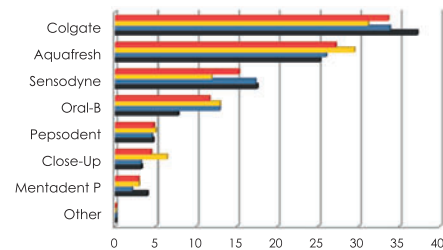
TELECOMMS PROVIDERS



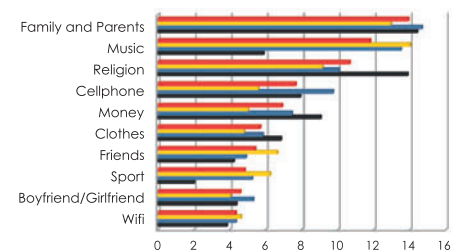
TINNED FOODS



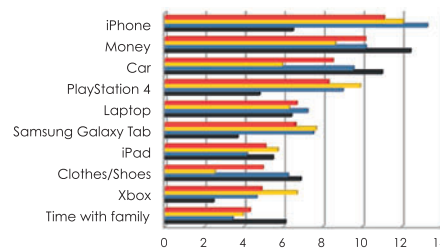
TOOTHPASTES



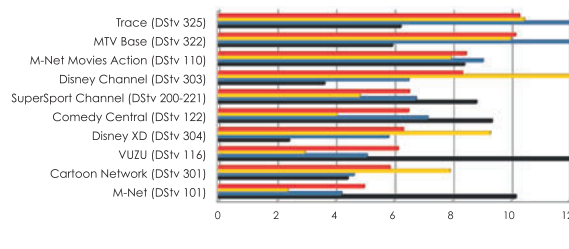
TOP 2 THINGS YOU CAN'T LIVE WITHOUT



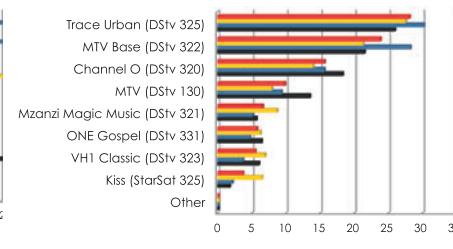
TOP 2 THINGS YOU WISH FOR YOUR BIRTHDAY



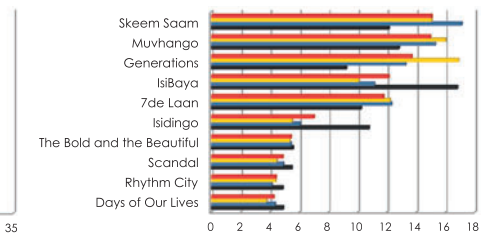
TV CHANNELS



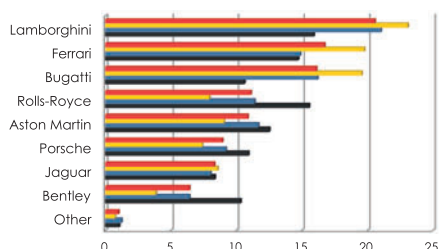
TV MUSIC CHANNELS



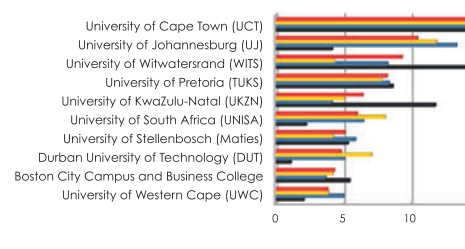
TV SOAPS



ULTRA-LUXURY MOTOR VEHICLES



UNIVERSITIES/COLLEGES



STAT:

Only a quarter of all youth are happy with where the country is going, but 69% still believe they will have a better future than their parents

You can feel every moment

Simon Camerer, chief marketing and sales officer for MultiChoice, has some idea about what makes DStv "cool". He talks to Gaye Crossley

South Africa's youth have given digital satellite TV service DStv the thumbs up as the Coolest Company for 2015. In addition, all 10 of the Coolest TV channels are housed on the DStv platform.

Simon Camerer, chief marketing and sales officer for MultiChoice, believes DStv continues to find favour with South Africa's dynamic youth market – and win "cool" accolades – because "from a youth perspective, they see themselves reflected in a lot of content we have on offer. They also see us participating in social media quite significantly, and enjoy that we keep in touch with their lives. So I think that is our coolness factor."

How has DStv gone about harnessing social media?

Digital plays a big part in what we do; by definition, we are a digital company. What we are seeing more of is what we call second screening. This is where people watch television, but engage on tablets or phones simultaneously, sharing experiences with their friends. We try to step into their conversation by letting them know more about the show, more about the talent in the show,

and what's coming up next. We have gone as far as developing a whole new product called DStv Now. DStv Now is an app that can be downloaded onto tablets or phones and enables people to live-stream content as well as have access to our catch-up catalogue of Box Office movies.

What are the most popular channels among the youth?

They enjoy a lot of reality TV, such as *Big Brother* and *Idols*. Our Vusu channel is also particularly strong in the age group 15 to 34. We are obviously also catering to younger kids, in the under-15 age group, through an extensive kids offering. We see these kids get into the DStv brand through those brands, and then they stay with us as they get older.

Are the viewing tastes of South Africa's youth similar to those of their counterparts in the rest of Africa?

It is pretty similar. I think the key when dealing with the youth is relevance, and making sure that one is able to speak their language, so to speak – to communicate with them, rather than to them.

How does DStv adapt its programming schedules to cater for the youth?

DStv does a lot of consumer research, on an ongoing basis throughout the year. We have focus groups across various LSM groupings and various age groups. We try to keep a handle on what our customers are thinking. We have embarked on a whole "millennial programme", to really understand who the millennials are, what they think, what is important to them, and how the DStv brand fits into their lives. As a result, we know what content they would like to consume, and how they like to consume it. This is especially relevant from a mobile perspective, an on-the-go perspective. Then we try to satisfy those demands.

What DStv product offerings are of particular interest to the youth?

DStv Now is the product we are currently pushing, because we really want to cater for that on-the-go aspect the youth require. For example, with our on-the-go focus, youth who are very keen on sport can access a full range of SuperSport chan-

nels not only through the DStv Now app, but also through our stand-alone DStv app, which offers live streaming of games and score updates. We also have our Walka product, which fits this bill.

What trends are evident in the TV consumption habits of the youth?

There are a few interesting trends. The first is that they clearly like being

able to consume TV on-the-go, so mobility is key. Second, there is a key focus on choice, with them wanting to watch what they want to watch. I also think they are quite episodic; in other words, they dip in and out of content. But the main trend is around the growing digital, social and networking aspect of their interactions.

Why is the Coolest Company Award important to DStv?

The youth are extremely important to us. They give us a sense of what people want from a changing trends perspective, they keep us on our toes and they keep us fresh. We want to ensure that we satisfy the youth now, so that when they reach the later stages of their lives, they remain DStv customers.



Sunday Times
GENERATION
next

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81%



TWITTER
65%

38%

USE INSTANT MESSAGING
PLATFORMS AT LEAST
EVERY 5 MINUTES

MOST FREQUENT FORMS OF INTERNET ACCESS

- CELLPHONE | 69%
- LAPTOP/COMPUTER AT HOME | 16%
- INTERNET CAFE | 1%
- A COMPUTER AT CAMPUS/SCHOOL | 4%
- TABLET | 10%

61% SAY THEY ENGAGE WITH BRANDS
ON SOCIAL MEDIA IN SOME WAY:

KIDS 51% | TEENS 63% | YOUNG ADULTS 70%

COOLEST DIGITAL BRANDS

COOLEST CELLPHONE



1. SAMSUNG | 30%
2. APPLE IPHONE | 25%

COOLEST HI-TECH GADGET



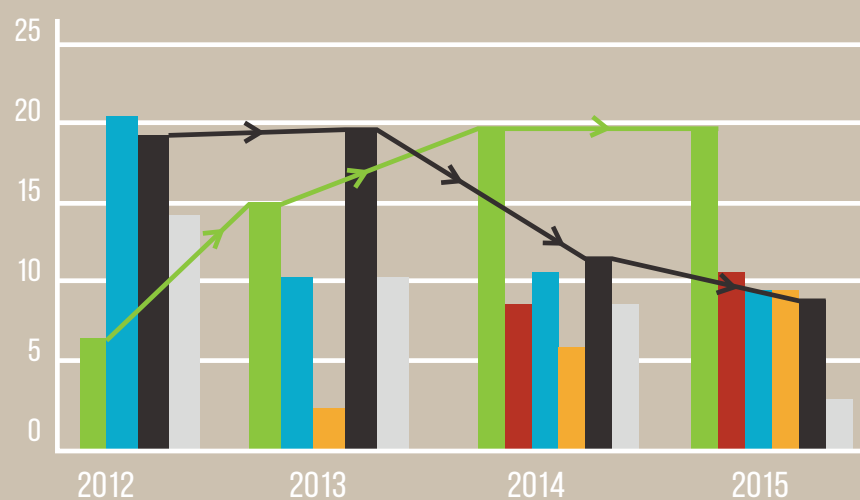
1. XBOX | 14%
2. SAMSUNG GALAXY TABLET | 11%

COOLEST COMPUTER BRAND



1. SAMSUNG | 23%
2. APPLE | 21%

COOLEST CELLPHONE APP



WHATSAPP



FACEBOOK



BBM



MXIT

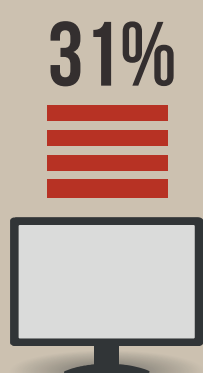


INSTAGRAM



YOUTUBE

"I HAVE A..."



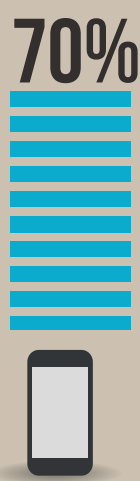
DESKTOP COMPUTER



LAPTOP



IPADS/TABLET



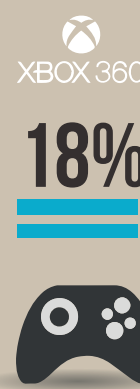
CELLPHONE



PLAYSTATION 2/3



PLAYSTATION 4



XBOX 360/XBOX ONE



HAVE ACCESS TO

- FACEBOOK | 73%
- INSTAGRAM | 48%
- TWITTER | 41%
- WHATSAPP | 93%

hdi
youthmarketeers

Note: From Sunday Times Generation Next study consisting of face-to-face written questionnaires administered in six provinces. Age split: Tweens/Kids (ages 8-13); Teens (ages 14-18); Young Adults (19-23). n=5 433 for polling data; n=4 327 for lifestyle data. Sample includes urban and peri-urban youth (rural excluded). 2015 Data collection dates: January-February 2015

*Daily social media usage: Includes only youth who have access to the platform in question.
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STAT:

44% of young adults think marijuana should be illegal (34% say "legalise"; 22% are indifferent)

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Sunday Times
GENERATION
nε><t
2015

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With us you are Number One



Singing along to an old 'toon

Sunday Times
GENERATION
NEXT
2015

You can't beat the timeless appeal of Tom & Jerry or Scooby-Doo

By Linda Dove

It was the father of cartooning, Walt Disney himself, who said all cartoon characters should be exaggeration, caricatures, as it is the very nature of fantasy and fable.

Since the first animated cartoons were screened in the late 1880s, they brought humour to the moving image. As animation advanced, so did the sophistication of the characters, their movements, the sounds they made and the storyline.

Today, with computerised animation, 3D and stereoscopic imagery, the options open to animators are seemingly limitless. Thousands of cartoons are produced by studios annually, broadcast by television networks around the world to fascinate the minds of youngsters and young at heart across the globe.

And yet, still, it's the old-school cartoons that remain the most-loved, with South Africa's young generation voting the classic Tom & Jerry their coolest cartoon show by a long shot.

Created in 1940, the American animated series has a simple theme – it depicts a hapless cat's never-ending pursuit of a clever mouse. Essentially slapstick comedy, the storyline

is constant: Tom Cat chases Jerry Mouse, who always outwits the determined feline. The cartoon involves much violence, a lot of pain, a flurry of expressive sound effects, and a great deal of humour.

If anything, the storyline is weak and repetitive. And yet Tom & Jerry remains much-loved by all ages, and has earned its place among the classic 'toons of all time.

Pierre Branco, vice-president and general manager for Southern Europe and Africa at Turner Broadcasting System, says classic cartoons such as Tom & Jerry are so loved because they are transgenerational – they're enjoyed by everyone, young and old.

"Cartoon classics are timeless, constant, and they offer a shared experience for the whole family. There're not many programmes on television that the whole family can enjoy together. Many parents loved Tom & Jerry when they were young, and get great joy watching the classic again as a shared experience with their kids," says Branco.

The Simpsons is another ever-popular classic that scores well within the top 10 Coolest Cartoon Shows year after year. The animated sitcom is a satirical depiction of a dysfunctional middle-class American family living in the fictional town of Springfield, and parodies American culture,

society, lifestyle, and the highs and lows of modern living.

First flighted in 1989, the series has achieved the status of longest-running American sitcom, longest-running American animated programme, and longest-running American scripted prime-time television series.

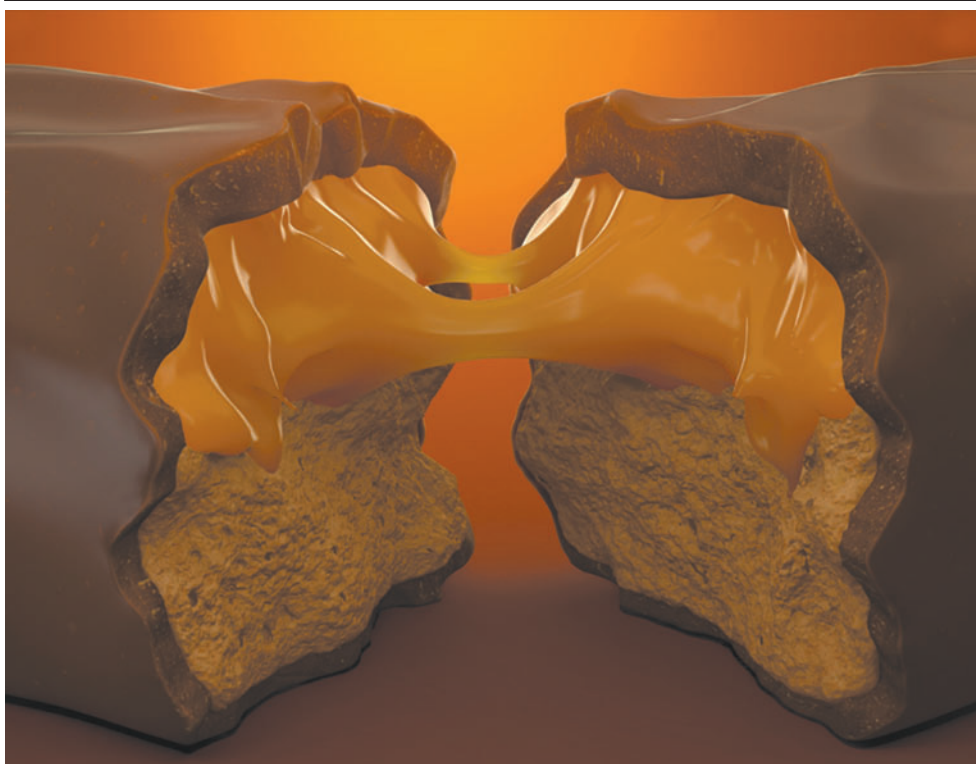
Scooby-Doo is another constant favourite, featuring a talking brown Great Dane who, together with his four teenage friends, are aspiring detectives and solve mysteries through various antics and mishaps.

Born in 1969, Scooby-Doo has been ranked in the US as the fifth-greatest TV cartoon of all time.

"These are all classic cartoons, and even more specifically, classic characters that TV viewers have loved over the decades. One of the things that keep them in high demand is that they're probably the only shows that allow a peaceful TV or DVD experience at home.

"With most TV programme, every family member is fighting for the remote control to watch their channel of choice, but with classic cartoons having something for all age groups, the whole family wants to watch them. It's the power of these very well-known and much-loved characters to entertain and amuse that make the shows timeless," says Branco.

Pic: nicescene



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Sunday Times

When I grow up...

Soccer star or surgeon?
What drives the youth's choice of career?

Kate Sidley

Everyone wants to be the boss! According to this year's survey, young people are eyeing the top job of CEO, which they see as the Coolest Job around. "People are drawn to the idea of being CEO because it means money and authority," says Shelagh Foster, author of *Your First Year of Work – A Survival Guide*.

When it comes to cool jobs, two trends showed up in this year's survey. On the one hand, respondents are keen on the high-profile professions; doctor, engineer, lawyer and accountant are all high on the list. On the other hand, young people are often drawn to the "glamour" jobs; soccer player, actor, DJ and artist also made the top 10.

Zakiyya Essa, counselling psychologist and assessment coordinator at The Career Guidance Company, suggests young people's ideas about careers are heavily influenced by the media. "Television and movies tend to glamorise career paths such as law, medicine, arts and entertainment, business and so on. The associated status is a tremendous appeal factor."

Interestingly, entrepreneur came in at No 6 on the list (down from No 3 last year). Respondents are keen to run their own businesses, attracted to the

I SAW IT ON TV

A survey in the UK last year claimed that television has a significant impact on career choice. Apparently 50% of doctors in the TalkTalk survey said they'd been influenced in their career choice by watching the TV show *Casualty*. So perhaps we have *The Good Wife* and *Suits* to thank for all those would-be lawyers.

idea of controlling their own destiny and reaping the rewards that come with it – all of which bodes well for the country.

However, Foster says less "sexy" jobs are not as well known or well marketed, and school-leavers often have very limited understanding of what various jobs actually entail. "What is marketing? What does an engineer do? What skills do you need to get there? These are the kinds of questions they need to research. They also need to understand themselves, and their own innate and acquired skills. Finally, it is important to take a broader look at the current job market and at what the demand is likely to be for a chosen career over the next five or 10 years."

Adds Essa: "The majority of the students we see in Grade 11 or Grade 12 have a poor knowledge of the courses on offer, and have done little or no research into their options. Too often, students only look at the careers and qualifications offered through

mainstream universities, which have also been slow to generate courses which are practically applicable to the workplace, and to what companies and employers require."

When it comes to Cool Companies to work for, young people are drawn to companies associated with aspirational, cool brands. In the survey, DStv, Google, Apple and BMW topped the list.

Essa says this attraction seems to be a reflection of the great branding work these companies have conducted in the consumer market, rather than the company's working environment or culture. "Money, status and excitement are big driving forces for young people, but as they get older and their careers progress, factors such as stability, job satisfaction, work-life balance, location, opportunities for advancement, shared values and interest appear to

be more motivating."

Researching a prospective employer is important, advises Foster. "Work-seekers should first look at a company's website, then dig a bit deeper. Look for articles about the company, see what other people say about them and how they represent themselves in business."

"The best way to prepare

yourself for the workplace is to actually work," she adds. "Do volunteer work, get a part-time job, or apply for a job-shadowing opportunity in a field that is interesting as a possible career. Young people who have worked have a much better idea of what it's like, and any kind of work experience also makes them more employable."



Pic: Jeremy Glynn on location @ The Zone, Rosebank



Bradley Stern, adidas senior brand marketing manager, chats to KAMOGELO MOKWENA, age 19:



From the horse's mouth

What do you think sets adidas apart from its competitors in the industry?

adidas does not try too hard; it keeps everything simple and clean. With adidas, especially their sneakers, you can work out in them and you can just look cool with them when you go out. Their originality is what sets them apart.

Would you rather buy a running shoe for the way it looks than its functionality and technical attributes?

I love fashion, so I'd rather be uncomfortable and look good.

How important is brand loyalty? Will you save up for a particular brand or buy a cheaper alternative?

Brand loyalty is very important, because it helps with retaining customers who are already in favour of the brand. So if a brand satisfies the customer's need, they will be loyal no matter what trends happen (bad or good) – they will stick to your brand. I save up for a particular

brand, if it's that good, then it's worth the starvation during lunch breaks at school.

How do brands entice you to be loyal to their brand and purchase their product? Social media, magazines, shopping environment, ambassadors, or what else grabs you?

As a consumer, it gives me pleasure knowing that I'm important to a brand. So if a brand meets my needs and can convince me that the product was specially designed for ME, I will be loyal. Consistency is what I look for in a brand. Magazines are

especially good at enticing me – I'm a huge magazine-lover; I still prefer hard copies of magazines to online magazines.

What is the biggest influence on youth in SA – is it music, fashion, sport? How does this influence your brand preference?

Music has the biggest influence on the youth. I'm more likely to become a fan of musicians whose music I can relate to, and I'm likely to follow them on social networks. The chances of me buying the brands they post on social networks and buy are huge.

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RETHINK. REINVENT.

20 After 10 years at the top, *Generations* has finally been toppled. What next?

Sunday Times
GENERATION
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2015

Drama queens

By Gaye Crossley

Knocked back to No 5 in the Coolest Current TV Programmes category (and to No 3 in the Coolest TV Soaps), *Generations* would appear to have lost favour among the youth. The top slot this year has been taken by newcomer soap *Skeem Saam* (SABC1), followed by *IsiBaya* (DStv) and *Muvhango* (SABC2). So why are these soaps so important to the youth?

Mokebe Thulo, HDI Youth Marketeers account manager, explains: "TV watching, especially in South Africa, is a family activity, a bonding moment in the household. So whether you are a high-LSM family or grew up in a lower-income household, you probably were raised around a few of your mom's or gran's favourite soaps."

Ayanda Halimana, an M-Net consultant for soap operas and telenovelas, adds: "When it comes to watching TV, it becomes an issue of who has the

remote." And if it's soapie time, it's usually mum.

By definition, a soapie is a "TV or drama serial dealing typically with daily events in the lives of the same group of people". The formula is simple: love, romance, hatred, wealth, poverty, greed and envy, all wrapped up in some glitz and glamour.

But even within this prescribed formula, the key to the youth vote comes down to the relevance the soapie has in their lives. Youths need to identify with the story line, the characters and the messages being given. Viewers tend to watch programmes that teach them something, Halimana says. "They pose questions on social media, and I think that's very important. The soap opera genre is one that can achieve that."

Thulo adds: "Modern South African soapie content needs to address the youth, and talk about things they don't necessarily get a chance to talk about with their parents or

family members." Current South African soapies appear to have understood this and do address youth issues, but this doesn't necessarily guarantee them top spot in the eyes of their targeted audience. There are other factors in play too, such as language and, even more importantly, time-slots. This implies that content and relevance do not necessarily win audiences, rather prime-time viewing slots do. Halimana says: "Viewership does not only depend on your product; sometimes it is also a matter of scheduling. Is your target market available at the time you air the show?"

IT'S ABOUT TIME

Generations' fall from grace is a case in point. Not only did the industrial action by the soapies' actors result in a change of name - to *Generations: The Legacy* - but there was a whole new cast and a new storyline. The action also saw *Generations* being pulled from its prime-time

viewing slot of 8pm for about three months.

During the *Generations* hiatus, *Skeem Saam* took over the golden spot. Both Thulo and Halimana believe this is why it has jumped to No 1 in the category. Now that *Generations* is back on at 8pm, and *Skeem Saam* has a once-a-week slot, it will be interesting to monitor its future performance.

There is also a "youth dynamic" at play when it comes to TV viewing. Says Thulo: "Another reason why *Generations* lost its popularity was the amount of time they were off air. They lost top-of-mind appeal. This is hugely influential within the youth market. It is always moving on and finding the next big thing. If you are out of sight for that long, then out of mind is surely going to follow."

And the next big thing is already knocking at the door. Thulo explains: "We have seen reality TV grow to magnificent heights, reality has hit local so

hard with so much new local content available on the different channels, from SABC, to e.tv and paid-for stations. I wonder if, in the years to come, there will be space for what we now call soapies?"

Halimana warns against writing soapies off too quickly. "Because soaps have a never-ending story, you find that, every now and again, the viewership dips and then spikes again. TV viewing is not a consistent thing."

But no matter what expectations there are for the future of TV, it seems "soapies" are going nowhere fast, and will probably feature in the category for years to come.

Of course, that also depends on youth consumption patterns. As Thulo notes: "The media consumption of the youth is a very interesting topic. They go through so many phases. We need to ask: 'What is the next big thing between media and the youth?'"

STAT: 62% of youth know a girl under 18 who is/was pregnant

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Q&A Imagine innovation

Andrew Gillingham speaks to Michelle Potgieter, director of corporate marketing and communications at Samsung Southern Africa, about winning the hearts, minds and wallets of young South Africans

According to young South Africans across the country, Samsung is the coolest Computer Brand, and it has the Coolest Cellphones.

Michelle Potgieter, director of corporate marketing and communications at Samsung Southern Africa, believes the reasons for Samsung's extraordinary global success over the past decade, and the excellent growth it has seen in South Africa over the past five years, are that Samsung understands exactly what its consumers are looking for. "They want more innovation, more product categories at greater speed than any of our competitors in the marketplace, and that is what Samsung focuses on delivering.

"We don't just deliver a product; we participate in the full consumer journey. We want to be part of the consumer's consideration set, and be in their hearts and minds when they are thinking of buying a product."

How important is quality in the success mix?

In 1992 Samsung changed its business philosophy, and its focus became about ensuring our products are of the best quality – products that offer



Pic: Jeremy Glyn of Education @ The Zohre, Rosebank

the most innovative technology. Whatever we take to market must be reliable and of the best quality. As a result of this decision, Samsung pulled back its manufacturing into carefully selected environments over which the company exerts total control, to ensure quality throughout.

How decisive is design, look and feel when young South Africans are shopping?

Looking cool is part of being

young, and product design is critically important. The product must be beautifully designed and aesthetically pleasing. The Samsung S6 and S6 Edge, for example, offer a new form factor – a curve – that is a first in the industry. It is made with Gorilla glass, which is extremely tough, and superior-quality aluminium. And all of the software is cutting-edge. South Africans are keen to have the latest, greatest products, and they buy into

brands they trust and believe in.

Another factor is that our products are not designed in isolation. Consumers find Samsung's smart ecosystem awesome. For example, with my cellphone I can switch on my TV or stream photographs from my tablet on to my TV, or switch off my air conditioner.

Backing up our quality is the Samsung warranty. Samsung offers a two-year warranty across our entire range of products.

How well is Samsung's focus on design and quality being received by the marketplace?

Around the world, 24 hours a day and seven days a week, Samsung sells approximately 48 000 mobile phones and 5 400 TVs per hour. There is huge demand for Samsung products globally, as well as in South Africa.

Software and available applications appear to becoming even more important than the cellphone hardware platform. How does Samsung link its apps and functionality to its users?

Hardware can be imitated fairly quickly, but software is another story, and this is one reason why we pay so much attention

to the applications we have made available on the Android platform. We partner with other service providers continually to add value. For example, in South Africa we have a partnership with Pearsons which allows our customers to purchase any text book, from grade 0 to university, and download it to their Samsung tablets, for half the price of a normal printed textbook.

We are a sports-crazy nation, and we have launched Smart Trainer App, in partnership with an application developer, to focus on teaching sports. Now, via your smartphone, you can receive training from Ernie Els helping you to improve your golf game, or Victor Matfield giving rugby tips, and AB de Villiers advising on cricket.

Applications have to be relevant to people's lifestyles. The health frenzy started five to eight years ago, and Samsung was first to market with wearable devices. This is reflected in our Samsung Galaxy Gear Watch, which allows people to check their heart rate, count their steps, and monitor and track their kilojoule intake on a daily basis. Samsung products have become a way of life for consumers.

WHO DEFINES
COOL?
U

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Still in top gear

While the fate of the TV show hangs in the balance, the youth's passion for cars is as strong as ever

By Alf James

South African youth, particularly males, have always expressed a high interest in motor vehicles, which is reflected in *Top Gear* magazine having been voted Coolest Male Magazine for several years, while the TV show ranks highest in the Coolest Current TV Programme among males.

However, how will the recent drama ending in Jeremy Clarkson's leaving the show impact on *Top Gear* in 2016?

According to Braam Peens, editor at the South African edition of *Top Gear* magazine, at the height of its success, the *Top Gear* TV show had a weekly global audience of 350 million, and realistically, regardless of their protestations to the contrary, it's inevitable that both parties (Clarkson and the BBC) have suffered from this messy divorce in one way or another.

Having said that, Peens contends that as the world's biggest motoring brand, *Top Gear* will survive; the BBC already has plans for another series in 2016,

but who the hosts of the series will be is not known at this stage.

"As for the magazine, its existence isn't grounded in the personalities of Clarkson, Richard Hammond and James May. Their contributions are limited and the disappearance thereof will in no way affect our future survival. *Top Gear* is first and foremost a motoring magazine, with its

own independent editorial staff, and we will continue to produce the world-class content our readers have come to expect from us.

"*Top Gear* has been the UK's best-selling car magazine since the day it launched in 1993, and remained so even when *Top Gear* was not broadcast on television between 1999 and 2002, with no drop in sales performance. We see no reason why this won't be the case in South Africa as well," says Peens.

Currently *Top Gear* is published in 30 countries across the world.

However, Jason Levin, managing director of HDI Youth Marketeers, contends that even if Clarkson weren't a ticking time bomb *per se*, his days were numbered. "Too comfortable, too much ego, and too many quips that sounded the same as the ones from three years ago..."

"Could *Top Gear* be perennial? We all thought so... somehow, even the youth thought so, and

they think nothing except Coca-Cola is perennial. There's been no drop in popularity in the last five to eight years," says Levin.

Kyle Connolly, 23, who describes himself as "a big-time *Top Gear* enthusiast" and has all of Clarkson's books, believes the TV show's format as it existed can't do without Clarkson, as he is both a presenter and a producer.

Connolly says while there will be some intrigue as to what the new show will be like, the *Top Gear* audience will miss Clarkson. Anything related to *Top Gear*, including the South African edition of *Top Gear* magazine, will suffer a setback without his involvement, he believes.

INFO VS ENTERTAINMENT

Dumi Mphofu, 20, who loves cars and follows the *Top Gear* TV show avidly, says Clarkson's absence from the programme will have a dramatic effect, as he was a focal point and highly entertaining.

However, Mphofu doesn't think the same is true for the South African edition of *Top Gear* magazine, of which he is an occasional reader, as readers buy it for the in-depth information about the vehicles, rather than entertainment.

Peens says *Top Gear* follows an entirely different approach from that of mainstream motoring journalism. "We provide a driving impression and put the reader behind the wheel. We'll tell you what the leather smells like, what noises the engine makes, what it feels like to accelerate, what sensation you feel when you turn the steering wheel: a first-person experience – good or bad. It's about creating a fantasy, then sharing it."

"We present cars to our audience in a way that is unique, entertaining and, above all, accessible – even to casual enthusiasts. Proof of this is that we have the highest female readership of all motoring magazines in South Africa."

"Jeremy Clarkson once said that a car is the final fashion accessory you put on before leaving home. For us, cars are a lifestyle rather than a subject."

"We're a car-mad nation; we replace our cars every three years. Also, passion for cars is universal, and in South Africa this extends beyond the boundaries of race and class. It's something everyone can enthuse about," says Peens.



STAT: 74% of 8 to 18-year-olds participate in sports activities a few times a month or more

Q&A Loving the music

Cassper Nyovest is one of South Africa's top hip-hop artists and record producers. The talented star has won a slew of awards since arriving on the music scene in 2013, including for his album Tsholofelo, which went to No 1 on the local iTunes charts. Nikki Temkin caught up with him

What car do you drive and why? A BMW 4 series. Why? Because it's the new-age Gusheshe!

What's your favourite gadget? Definitely a PS4, and when I have free time, I am always challenging my boys in Fifa.

Whom do you admire in the

South African music industry? HHP, for sure; he's been doing this for 15 years and still going strong. Riky Rick has also been doing amazing things and Chad Da Don is blowing up as well.

What inspires your music? Life and everything in it! The past, present and future.

Describe your worst and best habits? Haha! My worst habit is not returning calls – I always forget. It's not on purpose. My best habit is that when I set a goal, I will never give up until I achieve it.

Who is your mentor in life? God, my parents and HHP.

What is the motto or philosophy that you like to live by? That a person can do anything under the sun if you believe you can.

What do you do in your spare time? I'm usually in studio or just chilling at home.

Who are your favourite actor and actress in South Africa? Unfortunately, I don't get a chance to watch much TV.

Where do you shop? Well, it depends on what I'm looking for, but you're sure to find me wherever they have dope sneakers...

What's your favourite drink? It's peach ice tea.

What song do you hum in the shower? I guess it all depends on the day.

With whom do you hope to collaborate one day? It would be amazing to collaborate with Kanye West. He's such an amaz-



Pic: African Star Communications

ingly creative talent.

Tell us which song affected your life... For sure, Philadelphia soul group The O'Jays' song, *For The Love Of Money*

What is your Joburg hangout? My house is the best place!

What music do you like to dance to? Everything. I just love music, man.

What's in your fridge? I don't spend a lot of time at home, so my fridge generally doesn't have a lot of stuff in it. But, you will always find the energy drink Orgazma!

Do you have a girlfriend and what do you look for in a partner? No, I don't have a girlfriend right now. Honesty and trust are the most important things for me in a significant other.

What's coming up next for you? I'm busy working on a few interesting business ventures. Plus, there's going to be lots more music, so keep your eyes open! Oh, and my album is going platinum, which is very exciting.

To what qualities do you attribute your success? It's down to hard work, determination and prayer.

Please give some advice for someone wanting to break into the music biz. Whatever you do, do you! In other words, don't try to be somebody you aren't.

Tell us a secret about yourself. You might not believe it, because I'm a performer, but I'm actually really shy.



Hurry up and 'be'

By Alf James

The pressure of life in the 21st century seems to be leaving its mark on the youth. While South African youngsters are generally happy and optimistic about the future, the demands of a fast-paced, continuously connected lifestyle seem to be resulting in the need for more time with family and a desire for spiritual realisation, over material possessions.

As with last year, family and parents top the list in the Top 2 Things You Can't Live Without, but, perhaps surprisingly, cellphones and clothes have dropped out of the top three, to be replaced by music, which was No 4 last year, and religion/God, which didn't place in the top 10 in 2014.

Jannet Davel, an industrial psychologist and MD of Spinefoot, says the triple pressures on the youth of education, sport and social engagements, together with similar pressures on parents, add up as everyone tries to multitask and be more productive. This creates a poisonous circle as people try harder to go faster, with the taxing pace of life promoting over-stimulation and over-scheduling, which can turn into recurring stresses that may

lead to behavioural, mood and attention disorders.

Anastasia Savopoulos, a counselling psychologist, adds that our lives have become so fast-paced due to the social and work demands placed on us that we don't realise what messages we are sending our children.

"Working parents, for example, seem to be spending more and more time at work and with work obligations, resulting in less time for themselves and their families. Unaware of how their lifestyle impacts on themselves and their families, such parents may model inappropriate behaviour, such as poor coping strategies, poor diet and even poor relational communication to their children, who mimic such behaviour from a learnt response.

"In addition, children are often expected to become maturely independent way before they have mastered the appropriate developmental skills to do so."

HERE AND NOW

Savopoulos contends that, from a social perspective, we are moving to a world of technology and social media, where the demands of immediacy are a reflection of the fast-paced lifestyle we lead.



For example, the receiving of real-time messaging and of emails on cellphones are misconstrued to be read and answered straightaway, often stopping what we are currently doing to answer such messages. This places more emphasis on virtual relationships than on those of close physical proximity.

Furthermore, the youth are exposed to more of these gadgets and technology than parents were growing up, which limits the interpersonal skills required to develop optimally.

"While it can be argued that our youth at least communicate using technology, the skills they require in face-to-face communication are needed to increase their emotional intelligence," says Savopoulos.

"In this technological era, we tend to think that techno-gadgets are saving us time, but, in fact, they are adding to our stress, as we merely use that

time to do more and more. Our lives are more fast-paced and hectic than ever. In addition, these gadgets are with us most of the time," she adds.

Paul Galbraith, also a counselling psychologist, suggests that because the youth are constantly connected through social media and the Internet, it makes it difficult for them to switch off.

"Technology is obviously something that is becoming much more part of our everyday lives, with each year that goes by, and while it does enable people to have greater access to information, it also means there is a constant pressure to remain up-to-date, for fear of missing out on something," he notes.

Furthermore, Galbraith says teachers and parents report that today's youth face much higher workloads and expectations than did previous generations.

"Children and teenagers seem more aware of the chal-

Is life in the fast lane slowing the youth down?

lenges in our world today than previous generations may have, and with this awareness comes a lot more worry about problems they shouldn't be faced with at such an early age."

UP THE GAME

While parents should be a buffer for their children from things they aren't ready to deal with yet, their busy lifestyles and the constant availability of information due to the Internet make this very difficult.

He says both parents and children are keenly aware of the need to perform in order to be successful in the future, and often the expectations that come with this feel overwhelming for children and teenagers.

"We see many reports of high-school students taking performance-enhancing drugs to help them with academics and sports. Teenagers may also begin experimenting with alcohol and drugs at a much younger age, as they are exposed to so much more and may also feel that this is a way to escape from everything that is expected of them," says Galbraith.

The most important way of beginning to resolve these fast-lifestyle issues, according to Savopoulos, is for children and adolescents to feel loved and cared for. "I have found that, in most of the cases that I have worked with, children and adolescents regain their self-worth and resilience by spending quality time with their parents and families, where they are heard and given attention."

As Davel puts it: "We have to start just being; one key to stress and time management is the ability to stop 'doing' all the time and start 'being' some of the time."

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