

Sunday Times

GENERATION

next

2016



8-23 YOUTH BRAND SURVEY | JUNE 2016



UNDERAGE DRINKING: IS IT WORTH IT?
YOU DECIDE.



RODNEY WEIDEMANN

COMMUNICATING across the “generation gap” has always been a challenge, and it certainly hasn’t become easier in today’s technology-dependent world, says Trevor Ormerod, GM group sales and marketing at Times Media.

“Today’s youth take to social media like ducks to water, and their comfort in the digital realm only amplifies the differences between them and adults,” he says.

It therefore goes without saying that the challenge of understanding the opinions of today’s youth, and unmasking their sentiments towards brands, is a necessity for marketers (and parents!) alike. Ormerod believes marketers need to be supported in engaging with today’s kids, who in a few years’ time will hold even more decision-making and purchasing power.

“As such, it has been the prerogative of the *Sunday Times* to create a platform where media and advertisers can converse with the youth and bridge the gap. It’s why a survey like Generation Next is so critical,” says Ormerod. “In essence, Generation Next allows the industry to understand what drives the youth market, what products and brands appeal to it, and, ultimately, craft effective brand communication across platforms.”

The social media phenomenon, and the manner in which young people use digital platforms to communicate, means information is shared rapidly. “In other words, if the youth market takes umbrage at a product, for whatever reason, this information spreads like wildfire and could wreak havoc for a brand.

“The Generation Next survey

TAPPING INTO THE POWER OF YOUTH

The *Sunday Times* Generation Next Youth Brand Survey creates a platform where media and advertisers can converse with the youth and bridge the ‘generation gap’

helps companies to better understand this market, so that they can be proactive, rather than merely reactive.”

This is why, as a media owner, Times Media is committed to researching all segments of the marketplace. Ormerod says: “The *Sunday Times* Generation Next survey is designed to benefit our advertisers, by giving them valuable insights into the lucrative youth market. The research enables them to make informed business decisions.”

At the same time, he says, the survey also serves to showcase those companies already successful or making headway in servicing the youth market segment. It provides benchmarks to guide others in improving their own service to this sector.

“It’s important to note that today’s youth are extremely brand-conscious, so understanding them now will definitely pay off in the long run,” says Ormerod.

It’s vital that advertisers understand the youth market – a population still in its formative years – where many form their first ties to particular brands. By uncovering the factors that impact on brand loyalty, the Generation Next survey gives compa-



Pic: Raymond Preston

Trevor Ormerod,
GM group sales
and marketing
at Times Media

nies a framework for positioning their brands in the minds of a market segment that will evolve to become tomorrow’s salary earners.

Now in its 12th year, the survey also provides both current and historical data for advertisers.

“It’s a win-win situation for everyone involved,” says

Ormerod. “As a leading media owner with multiple platform offerings for print, broadcast and digital audiences, we can guide advertisers by providing them with *bona fide* research on which to base their marketing decisions; advertisers in turn have the opportunity to get closer to the youth market segment; and the youth get a better sense that marketers are tuned into the products they like and use, and are responsive to their needs.”

As an example of responsiveness, Ormerod says the survey also gives advertisers insight into what products the youth market can and cannot afford. “This intelligence allows advertisers to consider positioning a secondary brand that is more affordable to the youth. It gives youngsters the opportunity to obtain a brand similar to their aspirations, but which is more affordable and targeted to their needs.”

“Generation Next is all about helping marketers learn how to understand, how to educate, how to talk to, and, ultimately, how to reach the future leaders and consumers of South Africa. It helps them build long-term brand loyalty, while at the same time giving the market the opportunity to express itself and create its own identity through the products it chooses to buy.

“In the end, the youth of today are not only a dynamic and exciting market; they are also one that is forthright and intelligent in the manner in which they think about life. They are a unique segment that appreciates being marketed to in their own language and on their own platforms. The Generation Next survey allows them to speak, and allows us to listen,” concludes Ormerod.

IT’S HUGE RIGHT NOW!

OPINION

JASON LEVIN, MD,
HDI YOUTH MARKETERS

ONE OF THE THINGS we are most often asked as youth marketers is “what’s trending?” or “what’s the next big thing?”. But, as the world gets more VUCA (volatile, unpredictable, chaotic and ambiguous), youth surge to the forefront of the craziness, and trend predicting becomes more of a carnival sideshow than a science.

That said, and not to cop out, we *are* constantly in the youth landscape, trying to unearth needs and preferences that we can respond to, so we do have a view (albeit blurry) of what’s on their horizon.

But there’s a proviso (isn’t there always?). We’re not doing this to help you sell stuff to them. Millennials don’t want to be sold to. The best you can hope to achieve is: “Thanks. I like you, that was cool. Now there’s some intimacy between us, I may consider buying you instead of your competitor.”

They want to be exposed (unobtrusively, don’t stalk) to brand stories and experiences. They respond better when a brand plays in their world in a way that is interesting and adds value, so the opening gambit can never be “buy me” before you’ve built a relationship. They see the “buy me” hard-sell strategy as rude or, worse, lame. So take a look at some alternatives:

1. Doing good is good business

“I believe in brands that believe in me” – it’s a mantra that rings true for the majority of South African youth. They know where they



Jason Levin,
MD, HDI Youth
Marketeers

Pic: Jeremy Glyn

come from, they are ambitious, they know what they need, and if brands and corporates respond to that, they quickly attain a veneer of empathy and investedness. And where marketing is concerned, our youth believe in giving *and* receiving. Pick n Pay (through its School Club), KFC, Nike, Intel and Apple are all brands that, locally, have driven business and brand equity wins with youth through

deep, meaningful cause marketing.

2. Mass youth mobilisation

Although youth under 25 are often conscientised to socio-political issues, in the last 10 years they have been pretty inert in actually doing anything about them. The likes of Malala Yousafzai aside, they have been much more likely to show their support for a cause

with a post or a hashtag (#BringBackOurGirls and #Nkandla). Late-2015 saw all of that change. The dramatic “fall” movements spread across the country – on social media, but far beyond that – bringing institutions to their knees. “Complacent” and “depoliticised” were suddenly gone, the heat was on, and they convincingly (and then eventually violently) mobilised. Impassioned students from all walks of life were very much off the couch as they demanded that #RhodesMustFall, then the biggie: #FeesMustFall (not so much #ZumaMustFall and #RapeMustFall). A tide has turned. Millennials won’t be silenced and they won’t be passive. Keep your promises, or expect consequences!

3. Take a SIP

Hollywood heroes step aside; we see a demise in celeb “wow factor” and a clear rise in the influence of the Socially Important Person. The democratisation of fame through social media has created new career opportunities, from full-time blogging to YouTubeers doing product punts for cash. And, of course, there are the Instapreneurs, too – young people who are creating their own personal brands of cool on Instagram. This platform continues to surge past other social media mainstays (it has more than doubled its SA users, from 1.1 million in 2014 to 2.68 million in 2015; 90% of users are under 35), with Snapchat hot on its heels. Of course, screen and music stars are still interesting, but no longer hypnotise youth. They now seek more authentic and accessible inspiration from the SIPs. From

fashion, makeup, food, nutrition and travel to fitness, peers are the word.

4. App to here!

Mobile phones are youth’s third kidney. From Sandton to Soshanguve, they’re addicted to cellular social media. After a false start five years ago, there is a boom of convenience apps making phones “indispensable”. For young city slickers, never before has it been easier (and cooler) to not drink and drive, thanks to Uber, while finding the best first-date restaurant is a click away on Zomato. The new Discovery Vitality app gamifies and incentivises fitness goals with free smoothies, even Apple watches, and subscribers are already exercising more than 25% more! Want the youth’s attention? Give them an app, but be sure it’s one that makes their life easier (and/or better and/or cheaper).

5. Cheap is dope

Freebies and discounts a trend? Of course, students, especially, have flown the freebie flag high for years, so what’s new? Well, the demand for value, discounts and out-and-out free stuff is intensifying. In tough times, teens and young adults, especially, really know the value of money. This year’s *Sunday Times* Generation Next data puts SA’s youth spend at more than R130-billion per annum, but affordability remains an important consideration. Brands that offer quality at unexpectedly good prices now become adored, not shunned – H&M and Huawei being cases in point. Cheap is good, value for money is very good, and free is great!

INSIGHT

THEY HAVE GOALS, OPINIONS – AND IMPACT

IF ACCOUNTS of millennials' overblown sense of entitlement, low commitment and slacking had you worried about the future of the planet, prepare to be surprised by Generation Z. This cohort of 11 to 17-year-olds has been cited by Ernst and Young as a generation that is "more self-aware, self-reliant and driven. They are realistic, über-productive, goal-oriented innovators."

Estimated at a population of 1.9 billion globally, the majority of them can be found in underdeveloped or developing countries where plenty of social and economic changes are taking place.

Their most-loved social network is not Facebook or Twitter; instead, they favour Snapchat, which is the fastest-growing social network in the history of social networks. When talking to this generation, you can forget articles and posts, because rather than sit and read a paragraph of text, Gen Z likes short, snackable content.

They spend more than two hours a day on Facebook, YouTube, Instagram and Snapchat, and have been said to have an eight-second attention span, so brands need to engage them quickly and profoundly.

Growing up in the age of Google, where answers are just a search box away, they are conscious of the world they live in and care deeply about global issues. According to research by Sparks and Honey, 60% want their jobs to impact on the world, 26% of 16 to 19-year-olds cur-

rently volunteer, and 76% are concerned about humanity's impact on the planet.

They not only want to have an impact, they want to see the impact. They also hold companies to the same standard; it's not enough to simply say your company cares about the causes Gen Z believes in; you have to show it.

As would be expected, they have been described as the overconnected generation – growing up with PCs in the home, smartphones in their palm and laptops in their classrooms. They can be found multitasking across five screens – TV, phone, laptop, desktop and either a tablet or some handheld gaming device – so the best marketing campaigns to reach Gen Z span a variety of media while delivering a consistent message.

According to research by Enactus, the three biggest misconceptions about Gen Z are that they only want to work with their peers, interact via devices and don't engage in face-to-face communication, and want to be left alone to figure things out for themselves.

In fact, they prefer to work with a small group in an office setting that is conducive to collaboration. Their top three job search priorities are growth opportunities, generous pay and making a positive impact.

Acutely aware that jobs won't be waiting for them when they leave school, they recognise the significance of getting valuable work experience early. About 72% of them

Generation Z may be overconnected and have an eight-second attention span, but they care deeply about the world around them, writes Puseletso Mompei



Pic: Jeremy Glyn

want to own their own businesses, and 76% hope they can turn their hobbies into full-time jobs.

Gen Z isn't content to just passively consume content; they're keen to create it. This eagerness to express themselves means that smart brands could find powerful partners if they approach them for collaborative projects.

A local example of a brand that has done this is KFC, which has

recently teamed up with local artists, promoting their music. The fast-food chain supported unsigned artists in Bloemfontein and played their music at their local stores, using cutting-edge technology to entertain customers. This gave new artists and their music great exposure, and the KFC brand a new breath of fresh air – and, possibly, street credibility. Giving them a platform to express themselves and

be creative, versus offering them a scripted role, is a combination that will foster your company's loyalty with Gen Z, while also helping them to enhance their own digital presence.

These younger consumers say they don't want to be targeted with brands' ads on social media. That's 10 percentage points higher than the average for the broader US online population.

74% of digital natives – consumers between 16 and 35 years old – say they don't want brands targeting them in their feeds on Facebook and other social networks, finds a survey commissioned by Lithium Technologies.

Because they have grown up online, with exposure to various platforms and expressing their opinions with an emoji, post or status, brand owners need to know that authenticity is a big theme for Gen Z. The selfie is nothing new to these youngsters, and if you want to connect with them, you have to put yourself out there too. They will discount a brand that doesn't share anything "real", speak the same "language", share their values and hold opinions they can respect.

Their media savvy means they are less likely to believe in concepts such as the American Dream or the Rainbow Nation. Old philosophies, constructed or projected images of perfection don't have as much hold on them as on previous generations, so it will be interesting to see how they interpret and reflect contemporary South Africa.

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Sacha du Plessis,
brand manager,
Spur

Q&A



IN THE FAMILY BUSINESS

SPUR HAS BEEN a much-loved South African brand since its inception in 1967. Known as the “official restaurant of the South African family”, the chain has grown from a single steakhouse – the Golden Spur in Newlands, Cape Town – 48 years ago to an international restaurant chain with 331 outlets globally, 43 of which are outside South African borders. With an annual turnover in excess of R4.8-billion, Spur continues to grow its popularity. Linda Doke spoke to Spur brand manager Sacha du Plessis

Spur continues to spread the love for its delicious steak, rib and burger offering to an ever-growing market. What has been Spur's secret to success over the past 48 years?

Spur Steak Ranches has always been about

Spur is the restaurant loved by people with a taste for life

a spirit of generosity, serving great food in a warm and family-friendly environment where everyone is welcome. We have a relentless focus on our customer and are continuously adjusting our business to meet the needs of our ever-changing market.

Working at Spur is very much like working in a family business: we really care about our customers and our fellow colleagues. We have high levels of energy, which we channel into our brands every day. This innate spirit of pride in our business and broader family has contributed greatly to our almost 50-year journey.

As Pierre van Tonder, our CEO, continuously reminds us: “You’re only as good as your last burger.”

What makes Spur unique?

Spur's ability to appeal to a broad range of customer helps to make us unique. We serve excellent-quality food in an environment that is warm and welcoming to all. For example, we only serve the best-quality matured steak (Class A) as well as 160g burgers which are 100% beef.

The fact that we grill the majority of our food is also appealing, because it is tastier and healthier than fried food.

On the vibe side, we pride ourselves on being “People with a Taste for Life”. This is a real thread throughout the company, from executives to managers, to grillers and waitrons – life is to be enjoyed, and, while we are essentially a business serving food and creating customer experiences, we definitely have fun doing it. That spirit permeates everything we do, and our customers feel it too.

Has the brand message had to be tweaked in any way to appeal to an overseas market?

We subscribe to a “local restaurant marketing model” internationally. We don't yet have a large enough footprint internationally to maintain a presence on mainstream media. This has forced us to think creatively about how best to build each restaurant's brand in its local market.

We do cater for local customs and language preferences. For example, the Spur Steak Ranch brand is termed Spur Steak and Grill in some markets that do not use the term “steak ranch”. Local culture also dictates our product offering: in Nigeria we serve rice instead of chips and have had to add more spice to our products; and in Saudi Arabia we have no music in our restaurants.

What has been Spur's greatest challenge in taking the brand overseas?

In South Africa we have a 49-year history and have built an iconic brand with the help of thousands of dedicated staff. We have a good understanding of the broader market. When we venture outside the borders of South Africa, our mindset has to change to that of “building a brand”, as well as learning market dynamics to which we are not accustomed.

This change in mindset can be challenging, but also most rewarding when we are able to succeed in a brand-new market.

What are Spur's short and long-term plans to further grow the brand?

Spur's focus will be on driving value and quality in the current economically challenging trading environment. We will con-

By the numbers:

- Spur has 1.8 million active Family Card members and 1.2 million Secret Tribe members.
- There are 331 Spur restaurants – 288 in South Africa and 43 across Africa, Mauritius, Australia and the UK.
- Spur operates in 16 countries: Australia, the UK and Ireland, Botswana, Kenya, Lesotho, Malawi, Mauritius, Namibia, Nigeria, Swaziland, Tanzania, Uganda, Zambia, Zimbabwe and South Africa.
- Spur welcomes around 50 million customers per year. The most popular menu items are steaks, ribs, burgers, breakfasts and chicken wings.
- Annual Spur Steak Ranch Restaurant turnover for the 12 months to 30 June 2015 was R4 891 578 444.

tinue with our aggressive weekday special promotions, as well as our breakfast deals. Our Family Card remains a focus for us and we will invest in the ability to customise our conversations with our customers.

We have a renewed focus on our steak offering and will grow our Steak House positioning, as well as our event portfolio. Our marketing will target a broader range of people in South Africa, appealing to and welcoming all.

Corporate social investment will play a greater role and, together with Spur Foundation, we will enrich the lives of those in need throughout South Africa.

Our growth in Africa is exciting; we will maintain our positive, yet conservative approach to this dynamic market.

We launched Spur Grill & Go in November 2015. This offering has both counter and full sit-down service with a slightly reduced menu, and seeks to grow the brand in smaller towns and garage forecourt locations.

As a broader business, Spur Corporation is well positioned across multiple market segments to capitalise on future growth. Our range of brands maintains their healthy appeal in the broader market, these being Spur, Panarottis, John Dory's, Roco-Mamas and Captain DoRegos. Our recent launch of Casa Bella creates exposure to the upper end of the Italian sit-down market, and The Hussar Grill is positioned in the upper end of the grillroom market.

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spur is my favourite restaurant because they make juicy, mouth-watering ribs that you can't resist - sam, 14

DAYS OF OUR ORDINARY LIVES

LUNGELO SHEZI

Keeping it real has won *Uzalo* hearts across the country

SOUTH AFRICAN television has shown us practically all there is to be told about city life – from its “hustle and bustle” culture to the struggles that lie beneath the glittery surface. But every now and then we’re introduced to lesser-known places from which many around the country can trace their roots, portrayed through new shows with freshly angled stories.

Take *Uzalo*, for example. The telenovela-turned-soap about two KwaZulu-Natal families whose first-born sons were switched at birth debuted on our screens in February 2015 and quickly won its way into hearts across the country.

So what is it about *Uzalo* that has captured the imagination and made it particularly popular with young people that it not only made its debut in *Sunday Times* Generations Next Youth Brand Survey in 2016, but was voted the Coolest Current TV Programme and Coolest Soap?

“*Uzalo* was created to explore the ordinary lives of South Africans in an entertaining and uplifting way, while delving into deeper questions of origin, identity, morality and family,” explains Gugu Zuma-Ncube, the soap’s creator and co-executive producer.

Phathutshedzo Makwarela, one of *Uzalo*’s writers, adds that another main driver behind creating

the show was the desire to explore new landscapes within a vibrant community away from places such as Johannesburg, a popular go-to spot for most storytellers.

As a writer, Makwarela says it’s important to portray life in KwaMashu as close to reality as possible, while carrying a fictitious story.

“Authenticity is very important, especially for us as black people telling our own stories. To do this the right way, we went around KwaMashu early in *Uzalo*’s development to absorb the community’s culture, so we could stay true to its story,” he says.

“KwaMashu is a melting pot where people of different ages, cultural practices, political affiliations, spiritual beliefs, sexual orientations and life experiences reside.

“Like a lot of places in South Africa, it means there are people with conflicting and competing world views whose paths cross on a daily basis. This makes for endless story possibilities that are both dramatic and relatable to the South African audience,” adds Zuma-Ncube.

Many South Africans, whether they live in a place such as KwaMashu or not, will recognise the archetypal matriarch of the Mdletshe family, MaNzuza. Played



by Leleti Khumalo, MaNzuza is a loving mother who has the best interests not only of her own family, but the greater community at heart.

And what about the infamous Gxabhashe? Ask a few people living in KwaMashu and they can probably tell you they know someone like him: a criminal known for his evil activities and is feared because of them.

Seeing these characters on your screen, living out their lives, appears more real to many than, say, a business mogul with a penthouse in Sandton, living life as if it’s a Hollywood movie.

Characters in the soap also happen to speak almost entirely in isiZulu, which, according to Statistics South Africa, is the most-spoken language, with 11.6 million people speaking isiZulu at home. This means *Uzalo* easily has the potential to reach a big enough audience to justify high-quality appeal and growing support.

There’s also something endearing about seeing young, up-and-coming faces debuting on new TV shows, representing youth and their daily experiences. This reminds one of the days when *Yizo Yizo* and, more recently, Limpopo-

based *Skeem Saam*, thrust new faces – virtually picked up from the streets and theatres of the townships – into the spotlight.

According to Zuma-Ncube, *Uzalo*’s newer faces were chosen through extensive auditions held in Johannesburg and Durban, with about 30 individuals from each city selected and taken through acting workshops.

Although Makwarela and Zuma-Ncube say they knew they had a story that would resonate with viewers, before it aired, its stratospheric rise is a pleasant surprise and affirmation of their hard work.

Apart from its mass appeal, *Uzalo*, with the help of the SABC, has ploughed back tens of millions into Durban and KwaMashu, by sourcing local services and creating on-set employment.

With all of this taken into consideration, it’s no wonder *Uzalo* is the coolest thing on TV right now.

Just five months after arriving on the scene, *Uzalo* bumped *Generations* – *The Legacy* to No 2 on the most-watched shows on SABC 1 list. By June 2015, *Uzalo*’s viewership was at 5 563 000, while *Generations* had 5 471 000 viewers that same month. Fast-forward six months and the show was still king, this time with 6 584 000 viewers, whereas *Generations* had dropped to 4 919 000.



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Social media platforms have been embraced and adopted as their own by the youth market, which theoretically means that brands seeking to appeal to this market need to place more emphasis on adopting these channels in some form. After all, social media offers companies a whole new range of opportunities when it comes to marketing their brands to this particular market segment.

According to Kgabo Legora, CEO of digital agency Black Smoke, it is certainly something organisations need to consider.

"Throughout time, brands have always shifted to wherever their market is most active, because at the end of the day it's about making money in the most effective way possible. If that means having to open accounts on MySpace, Instagram or Facebook, then that is what they should do. At the same time, it is a myth that all companies need to be on social media – this isn't necessarily true," she says.

Arthur Goldstuck, CEO of research firm World Wide Worx, adds that if a brand is targeting the youth market, it must surely direct its marketing at those media, platforms and environments to which the youth are most likely to gravitate.

"It's the old adage that one should fish where the fish are. However, it should also be remembered that the youth of today tend to spend less time hanging around the networks than they do actively participating in various forms of instant messaging.

"It is also important for companies to understand that each channel has its own etiquette, dynamics and opportunities. By the same token, brands must approach these in the context of their strategies, positioning and goals. Social media for its own sake is nothing more than a nice way to burn money," Goldstuck explains.

Kyla Pretorius, social media manager at the iJump Trampoline Arena in Strubens Valley, Roodepoort, says the social media



Pic: Jeremy Glyn

SOCIAL SERVICES

Could a brand being Instagram-able add to its cool factor, asks Rodney Weidemann

platform she finds to be the most successful in terms of marketing is Facebook. It has, she says, a broader demographic and allows the business to connect with all of its customers.

Interestingly, Instagram, which was included in the survey for the first time only in 2015, now seems to be a leader among South African youth. For the first time,

Instagram actually beat Facebook in the survey for Coolest Cellphone App.

Pretorius is not surprised, indicating that iJump has definitely received more exposure from kids Instagramming photos of their experiences at its arena.

"The largest part of the Instagram demographic consists of the younger generation, and we are finding that the youth are turning to Instagram to share pictures of themselves and their daily lives. We find that these youngsters are more likely to share and engage with us on Instagram, whereas Facebook and Twitter are getting most of the engagement from the slightly older generations."

Legora adds that the simplest explanation for this is that we are talking about a

How to make your brand more Instagram-able:

- Be visual
- Be bold
- Be funny
- Be colourful

generation that grew up watching content more than reading, so it "is bound to lean more towards platforms that are visually oriented".

Of course, if you have to tell everyone you're Instagram-able, you're definitely not cool, states Goldstuck. "There are many brands that get on with being cool and Instagram-able rather than making a big deal of a campaign to be Instagram-able."

Legora agrees, suggesting that being "Instagram-able" should never be the aim. "Companies should instead focus on producing amazing content and they will get amazing feedback. If you focus all your attention there and, for some reason, Instagram shuts down tomorrow, what is left of your brand?"

"On top of this is the fact that it all boils down to perception. The big brands we have grown to love are what they are because they produce fantastic content for their audiences. This positions them in a better space by the time the consumers think of making a purchase," she says.

However, Pretorius says her experience is different, and having a brand that is seen as Instagram-able certainly adds to its "cool" factor.

"It's all about the photos, since visuals are everything, especially in our industry. We love to engage with our customers, and using Instagram, we can tell our story without writing long-winded posts. Not only does Instagram help show who we really are, it displays our activities and how much fun everyone is having," she says.

This would seem to be borne out by the fact that RocoMamas, included in the Generation Next Youth Brand Survey for the first time this year, shot into the top 10, coming in at number 8. This brand's website proclaims that they have "the most Instagrammed burgers in SA".

UNDERSTANDING THE KEY SOCIAL MEDIA PLATFORMS

Every social media channel requires custom-made strategies to reach your audience and to grow your brand. In other words, you cannot adopt a "what you do on the left you also do on the right" kind of approach. Knowing what makes the platform tick is the best thing you could do for your brand.

Facebook: Think multimedia content, customer feedback, extensive campaigns, even e-commerce. The flexibility of this platform often allows for it to be the primary source for most communication on social media.

Instagram: Mostly described as a high-end digital magazine, Instagram is the best platform for producing visually engaging content and is famously known for selling a lifestyle.

Twitter: It's best for searching trending topics, customer services interaction as well as creating short, high-impact messages around a specific subject.



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khetani, 22



Pic: iStock.com

INSIGHT

THE DIGITAL DIFFERENTIAL

Harnessing the power of the Internet as a brand communication tool

PUSELETSO MOMPEI

DIGITAL IS A WAVE that is far from cresting. Across all industries, some brands understand it and are connecting powerfully with their audiences, while some of their competitors can't seem to find their feet and are fumbling – and even losing money and credibility.

Mike Sharman, CEO of Retroviral Digital Communications, says in the *Future by Design Annual Review*: “Humans have always been social creatures, but technology is changing the way we gossip and share. Social media is, of course, the ultimate water-cooler moment or ‘braai on steroids’. Social engagement is all about creating sharable moments, and memes are very much our new currency for sharing.”

According to PwC's *Entertainment and Media Outlook: 2015 – 2019*, South Africa's entertainment and media industry is expected to grow from R112.7-billion in 2014 to R176.3-billion in 2019, at a compound annual growth rate (CAGR) of 9.4%. Digital spend is expected to fuel the overall growth. South Africa's Internet access market will rise rapidly from R32.5-billion in 2014 to R76.2-billion in 2019, far ahead of any other consumer spend category, making it the largest contributor to South Africa's total entertainment and media revenues.

This shift means that brand owners need to increasingly meet consumers where they are. In *Future by Design*, Arthur Goldstuck of World Wide Worx, a technology market research organisation, says brands need to be aware of the fact that the majority of consumers today have some kind of device in their hand that they use to communicate with the world, “but that doesn't necessarily mean that they want the world to connect with them. Once you accept this as a basis, you build it up from there. So when you want to communicate with people, their mobile device is the best vehicle to do that in terms of reaching a person on a personal level – but not necessarily in terms of making a sales pitch to that person.”

Technology has put the average guy in the driving seat more than ever. With so much content coming at consumers, searches are becoming more selective, and people are opting out of ads and honing in on communities where others share similar interests, outlooks and lifestyles.

Douglas Holt, CEO Cultural Strategy Group, recently explained in *Harvard Business Review* how digital technologies have dramatically altered how culture works. “Digital crowds now serve as very effective and prolific innovators of culture – a phenomenon I call crowdculture. Crowdculture changes the rules of branding – which techniques work and which do not. If we understand crowdculture, then we can figure out why branded-content strategies have fallen flat – and what alternative branding methods are empowered by social media.”

About 25% of all branded search results is user-generated content and not developed by formal marketing teams. Online influencers, who are usually bloggers or social media stars, usually start off vlogging from their kitchen or sharing the latest fashion trends on their Instagram. Over time they build relationships with their audience, because they offer a mix of originality and authenticity which fosters loyalty and trust.

Super-bloggers are the poster kids of this phenomenon. Chiara Ferragni of The Blonde Salad fashion blog boasts more than 5.6 million Instagram followers and 1.2 million Facebook subscribers. The 28-year-old, Los Angeles-based Italian is a multimillionaire.

Locally there's food blogger Kamini Pather, who is an influencer who has branched out to TV, taking her online audience with her. As these tastemakers rise up, brands have to figure out how they can work with them to reach niche audiences who don't want to be “market-ed” to.

Brands are desperate to connect directly with users, as shown by the 57% jump in Facebook's advertising revenue, to \$5.2-billion from \$3.3-billion. Mobile ads, which command a higher price than those shown on desktops, accounted for roughly four-fifths of that revenue.

In a world where your brand is at once local, yet global, brand owners need to keep their thumb on the pulse of their multifaceted audience. Recently, makeup brand MAC had to shut down trolls who were ridiculing a black model because of her large lips. While the fashion show took place in New York, the backlash was global. With most cosmetics houses viewing emerging markets as the next frontier, brands can find themselves pulled into social discourse and need to know how to react.

Social media is already “in-the-moment” by nature, but as Periscope, Meerkat and Blab rise in popularity, and Instagram and Snapchat, and Facebook's Livestream, increase their instant sharing abilities, brands need to be responsive, and be aware that they will be called out on fails. The recent #MothersDayFail hashtag aimed at by Truworthe's, which showed a sexy model who barely looked 21, is an example of not anticipating what could be seen as offensive by mothers.

Digital platforms may be more democratic and dynamic, but they are time-consuming and require constant innovation, great ideas and fresh tactics. As a brand owner, you need to know the difference between simply racking up numbers and resonating with your target audience.



Pic: Jeremy Glyn

PROUDLY SOUTH AFRICAN

..MEET THE LOCALS..

R130 billion+

That is the annual spending power of South Africa's youth, which make up more than half of South Africa's population.

Help us encourage the youth to build South Africa by investing this money into the country just by Buying Local. When you buy a Proudly South African product or service, you help build our economy by keeping much-needed money within South Africa.

*Figure supplied by H&M Youth Marketers

BUY BACK SA

www.proudlysa.co.za | @ProudlySA

**They say we're
the coolest.
It must be true
'cause teenagers
are never wrong.**

Voted SA's Coolest Eat Out Place for the eighth consecutive year!

People with a taste for life.



Q&A

KING OF COOL

AKA has scored the coveted title of Coolest Local Music Star for the first time. Since starting in hip-hop in the group Entity in 2002, and rising to fame after going solo as a producer and performer in 2007, AKA's illustrious career has included many prestigious awards, and he has opened for some of the biggest international acts, such as Kanye West and Kendrick Lamar. Sheer determination, creative cool beats and showstopping talent has made the rapper one of SA's biggest stars. He talks to Nikki Temkin

How does it feel to be first South African artist to reach one million views of your music in 10 days?

I don't worry too much about that type of stuff, but it speaks to the power of collaborations. Diamond Platnumz is a big artist and we made an awesome song, so thanks to my fans, but a big thanks to his too.

To what do you attribute your success?

Passion. The love for what I do. It inspires me; it drives me to do better and challenge myself.

Describe your sound.

World-class. African.

What song changed your life?

Bad by Michael Jackson. It was the first album I ever owned and I remember vividly that my dad bought it for me one Saturday at the mall.

If you could perform with anyone, it would be...

A Brenda Fassie hologram...

What car do you drive?

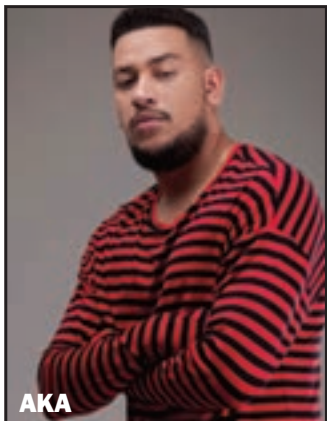
A BMW X6M. It has enough space for my daughter, but still has the thrill of a fast car with lots of power. It's very large and imposing, and BMW technology is second to none.

Your favourite takeaway food is...

Pizza. Andiccio, Domino's etc.

Your top clothing designer is...

It depends on the occasion. When I dress up, Tiger of



AKA

Sweden does it for me. For street wear, I wear what I like.

Your best and worst traits are...

My best trait is my consistency, whether it comes to friends or business or music. I'm very principled and I value people who are also like that. My worst trait is probably impatience, but it's also the reason I'm so driven. I just want to make things happen.

How do you handle negativity?

Negative people just want to be acknowledged or noticed, so if you deprive them of attention, that hurts them the most.

What is most important to you?

God. Family. Music. Money.

Whom do you admire?

I admire people who've changed the world with the power of their ideas. Nelson Mandela, Steve Jobs, Elon

Musk, Michael Jackson. The list is endless.

Where's your favourite place to hang out?

Home. I'm not home enough. I absolutely love being in my own space. In my castle, where I'm king. I have everything I need there: my favourite food, TV, music and my favourite people.

In another life you would come back as...

A professional footballer. I always wanted to be David Beckham when I was younger.

What do you look for in a romantic partner?

Loyalty, honesty, humour, ambition and beauty.

How do you relax?

I don't have much spare time. When you love what you do, it never really feels like work. If I'm not working on music, I'm probably watching football.

Advice to someone wanting to break into the biz?

Never stop dreaming. That's the fuel that will keep you going when you feel like giving up.

What makes you laugh?

Funny jokes, movies, funny stories my friends tell me, and Trevor Noah.

What's next for you?

A world tour.

Tell us a secret about yourself

I don't kiss and tell.



Pic: Jeremy Glyn

LIVIN' LA VIDA LOCAL

Youth recognise buying habits have a social impact, writes Alf James

THE "BUY LOCAL" ethos has been broadly recognised among the country's youth as a key driver for promoting economic growth and job creation, and overcoming poverty. So says the CEO of Proudly South African, Adv Leslie Sedibe.

He says the youth of South Africa recognise that supporting locally produced goods and services stimulates the local economy and creates jobs, which directly benefits them as job-seekers and employees.

HDI Youth Marketeers recently conducted a survey on behalf of Proudly South African on the thoughts of South Africa's youth regarding buying local products. One of the questions the survey posed to the youth was: "What does 'buying local' mean to you?"

Respondents were given four answers to choose from: 33.71% answered that it "means I help create jobs in South Africa and improve the quality of life"; 28.67% answered that it "means shopping for products made in South Africa"; 25.12% answered that it "means shopping at local markets and shops in my community"; and 12.49%

answered that it "doesn't really mean anything to me".

Sedibe says the question speaks directly to the impact of the Proudly SA campaign, because it is about encouraging an increase in the uptake of locally produced products and services to stimulate the local economy and create jobs; understanding the country's industrial policy regarding the relationship between manufacturing goods in South Africa and creating jobs in the economy; appreciating the social impact of buying local, keeping money circulating in the economy and developing the economy; and whether the campaign has meaning to the youth.

"When you look at the responses across all the groups, more than 87% of the youth answered positively towards the Proudly SA message of buying local, which speaks volumes about how the youth realise the importance of supporting locally produced goods and services," comments Sedibe.

This is clearly reflected in the responses to the second question, which asked respondents to "Choose the statement that best describes your shopping habits": 29.16% chose "I only look at price when I buy products"; 21.14% chose "I prefer to buy local because they are cheaper than imported products"; 15.34% chose "I prefer to buy imported because they are better"; 14.60% chose "I prefer to buy local because I know they are good quality and safe"; 13.89% chose "I prefer to buy local because I'm patriotic"; and 5.87% chose "I prefer to buy imported because they are cheaper".

"If you were to segment the responses to the second question, four talk to local products, while two talk to the imported component," notes Sedibe.

"In terms of the responses, price is an important issue when shopping, and most young people (78%) choose to buy locally produced goods.

"There is a link between the two questions. If people say they prefer to buy local goods because they are cheaper, it basically means there is an opportunity in terms of competitiveness. This is very important, because in the current economic climate, based on the challenges that we face as a country, Proudly SA believes very strongly that South African goods actually have a great advantage in the market.

"People realise that it makes both economic and social sense to support South African products," he says.

The youth understand that Proudly SA is not only a "buy local" activism campaign, Sedibe adds, but also a social movement, at the core of which is how the buying habits of every South African can help reduce the unacceptably high levels of poverty in our country and contribute to the socio-economic welfare of our people.

"Our youth understand that each and every South African can make a contribution to this nation's progress, wellbeing and prosperity through promoting the 'buy local' ethos in their homes and places of work," he says.



COME TO THE CITY

The City. The place of dreams, indulgence and desire. It's where shopping becomes an experience and the life you want to live becomes a reality.

They have made their mark !

Sunday Times
GENERATION
nExT

hd
youthmarketeers

These are the coolest brands in the land!



All



Young Adults



Teen



Kids

Key categories (in alphabetical order):

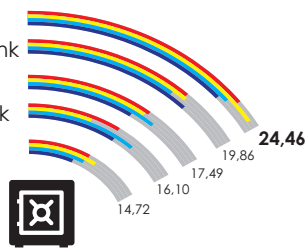
Animated Brand characters



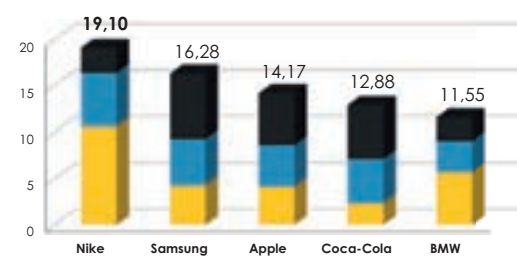
1. Tom and Jerry 12,92
2. Minions 12,47
3. Goku 7,40
4. Smurfs 7,27
5. SpongeBob SquarePants 7,03

Banks

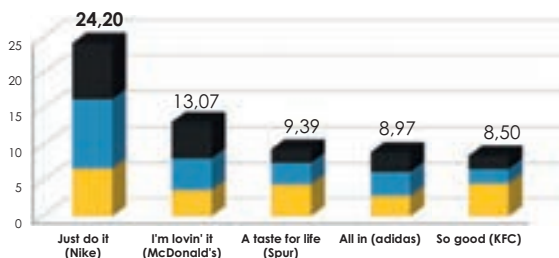
1. FNB
2. Standard Bank
3. ABSA
4. Capitec Bank
5. Nedbank



Brand Overall

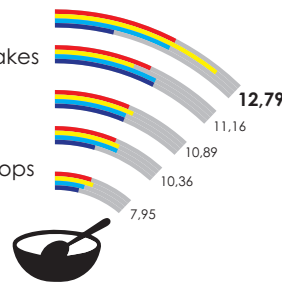


Brand Slogans



Breakfast Cereals

1. Bar-One
2. Kellogg's Corn Flakes
3. Jungle Oats
4. Nestlé Milo
5. Kellogg's Coco Pops



Cartoon Shows



1. Tom and Jerry 11,26
2. Dragon Ball Z 9,02
3. Phineas & Ferb 8,60
4. The Regular Show 8,43
5. Sophia the First 7,90

Cellphone Applications



1. WhatsApp 23,30
2. Instagram 11,88
3. Facebook 10,21
4. YouTube 8,27
5. SHAREit 7,25

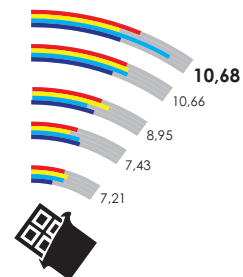
Cellphones



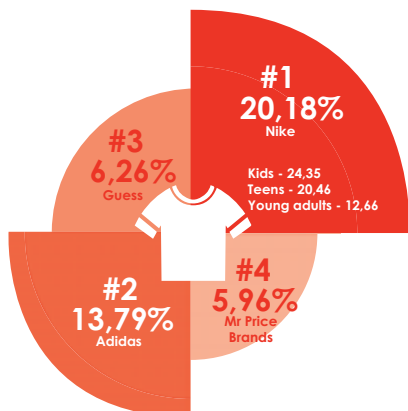
1. Samsung 32,00
2. Apple iPhone 30,60
3. Sony 11,85
4. Huawei 7,30
5. BlackBerry 5,42

Chocolates

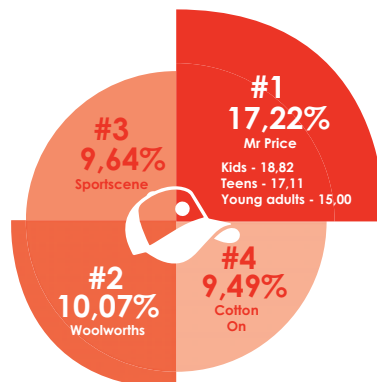
1. Ferrero Rocher
2. Bar-One
3. Kit Kat
4. Lindt Lindor
5. Aero



Clothing Brands

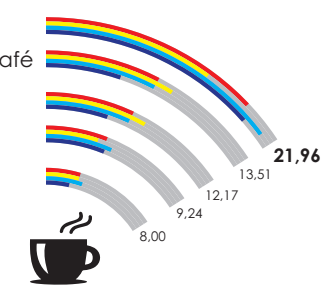


Clothing Stores



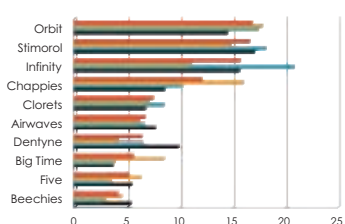
Coffee Shops

1. Mugg & Bean
2. McDonald's McCafé
3. Wimpy
4. Spur
5. Cappuccino's

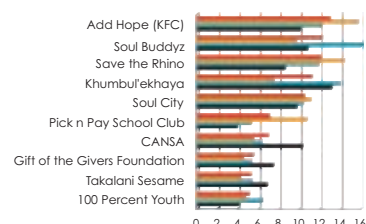


Other categories

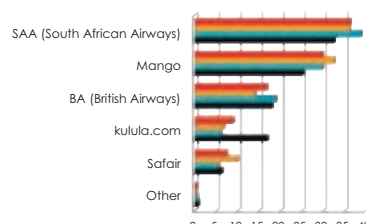
Chewing gums



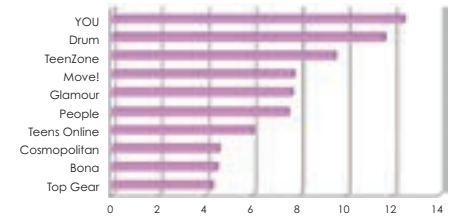
Community programmes



Domestic Airlines



Female magazines





All



Young Adults



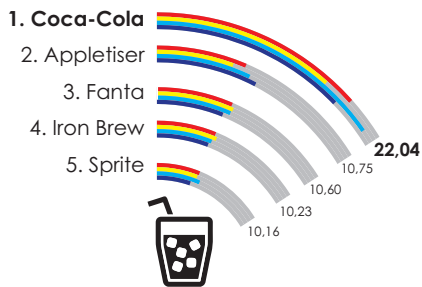
Teen



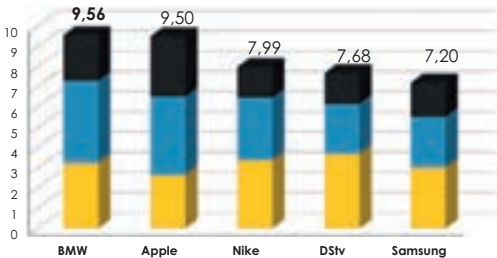
Kids

Key categories (in alphabetical order):

Cold Drinks



Companies/Corporate Citizens



Computer Brands



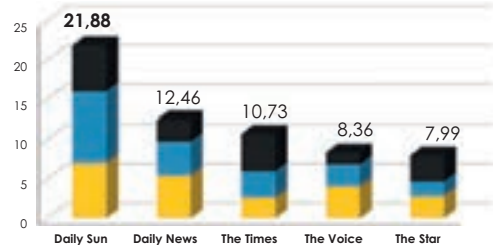
Console / Computer Games



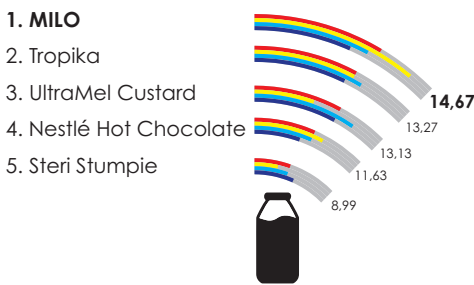
Current TV Programmes



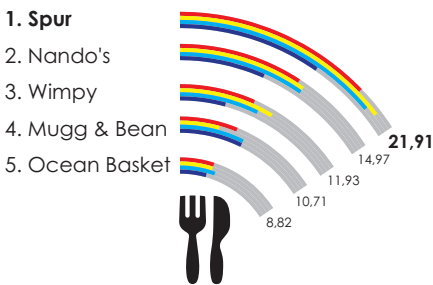
Daily Newspapers



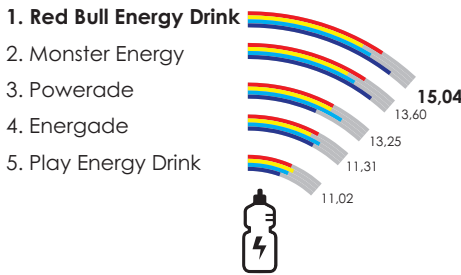
Dairy Drinks



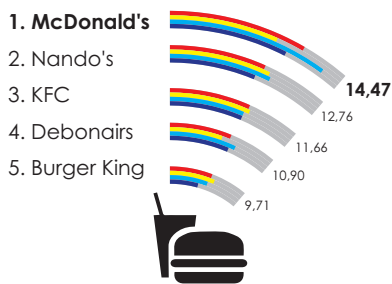
Eat Out Places



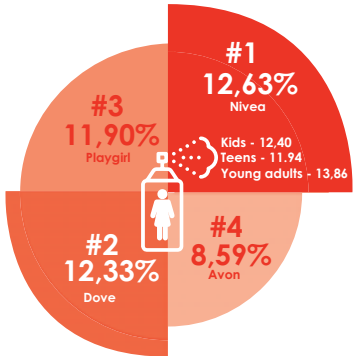
Energy Products



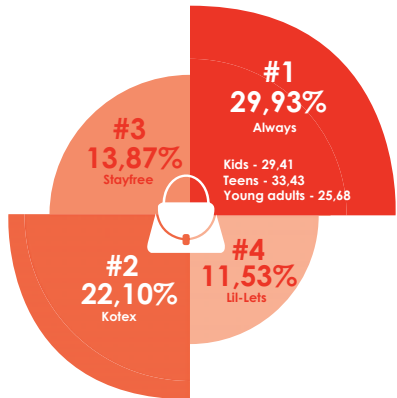
Fast Food Places



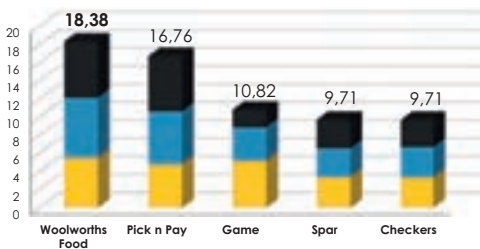
Female Deodorants



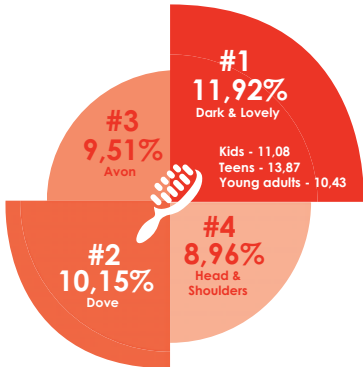
Feminine Hygiene Products



Grocery Stores



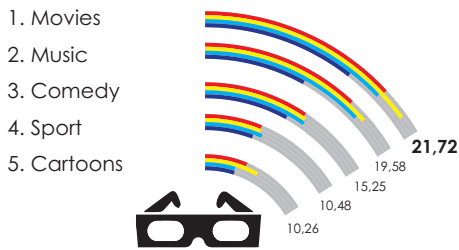
Haircare Products



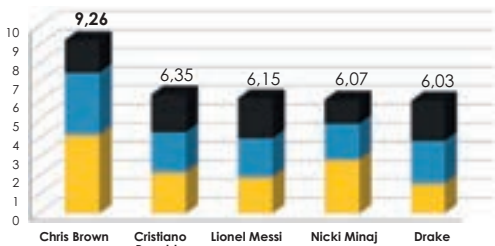
Hi-Tech Gadgets



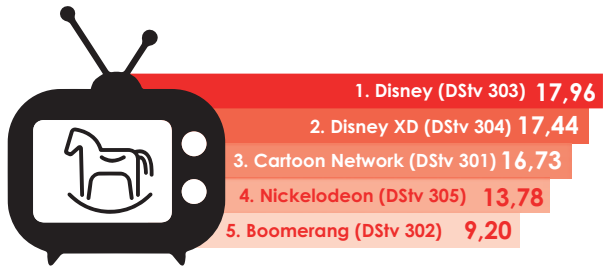
If you could watch anything on TV what would you watch?



International Celebrities



Kids' TV Channel/Blocks

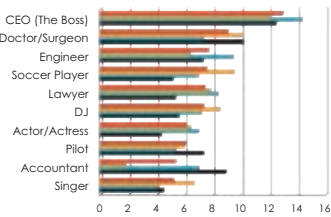


Other categories

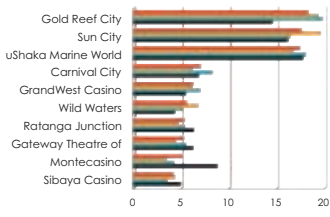
Hotel Groups



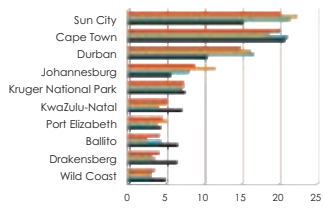
Jobs



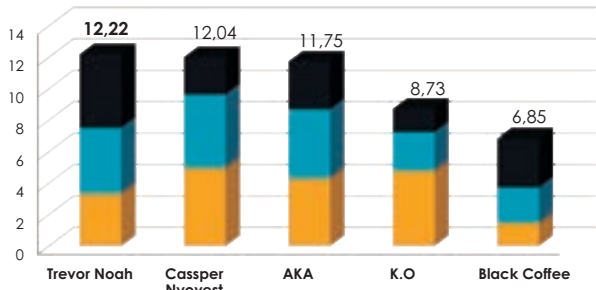
Local Entertainment Destinations



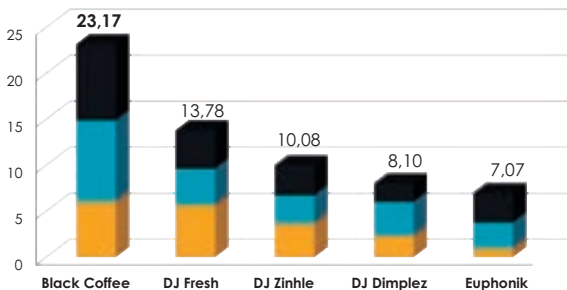
Local Holiday Destinations



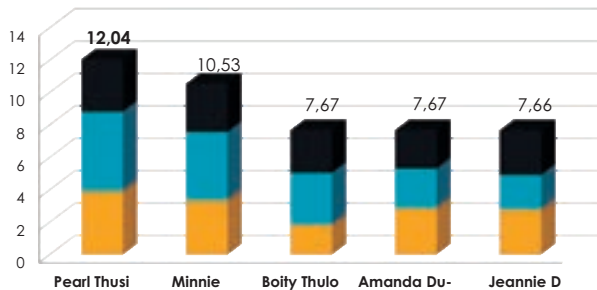
Local Celebrities



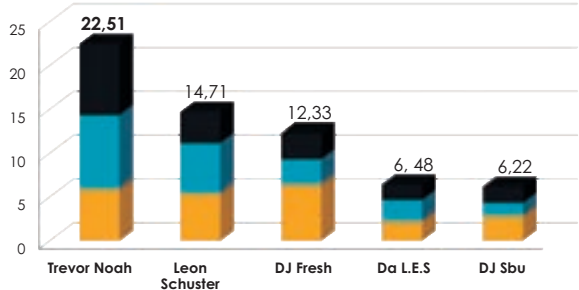
Local DJs (radio or club)



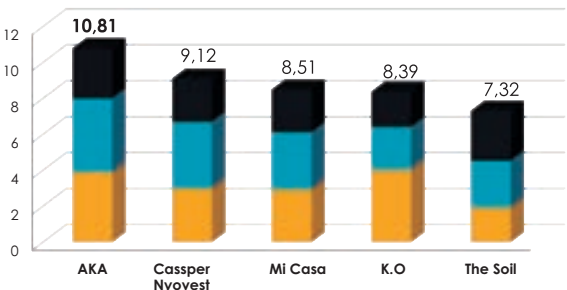
Local Female Screen Stars



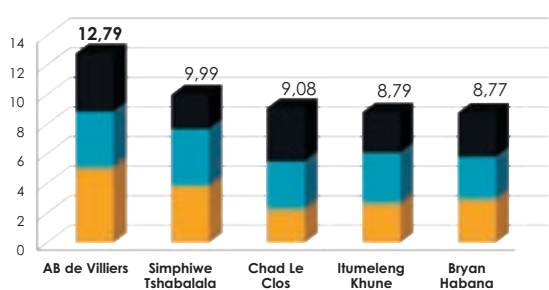
Local Male Screen Stars



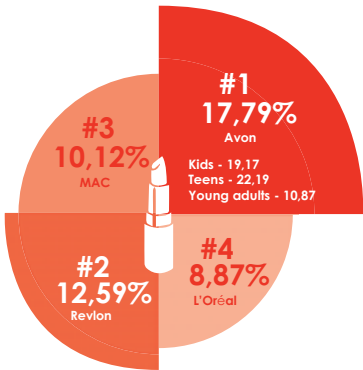
Local Music Stars (Band or Person)



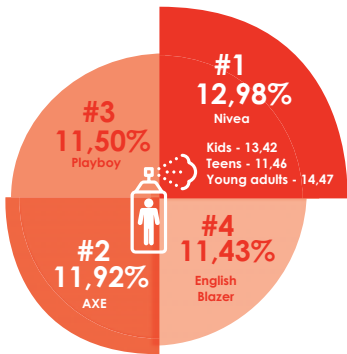
Local Sportpersons



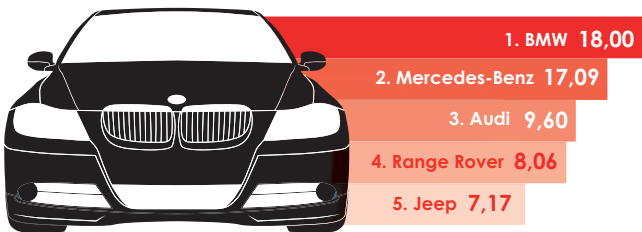
Make-Up Brands



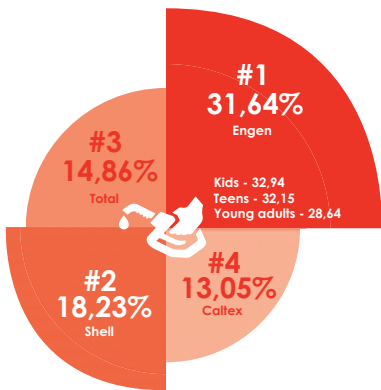
Male Deodorants



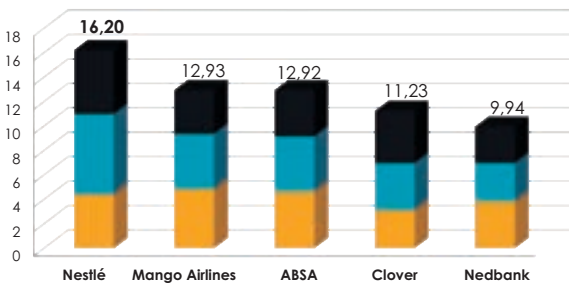
Motor Vehicles



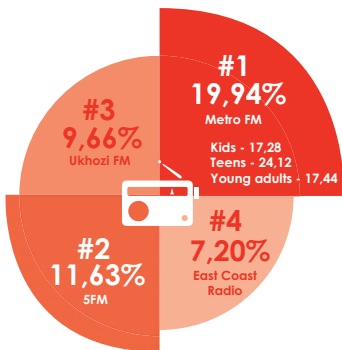
Petrol Stations



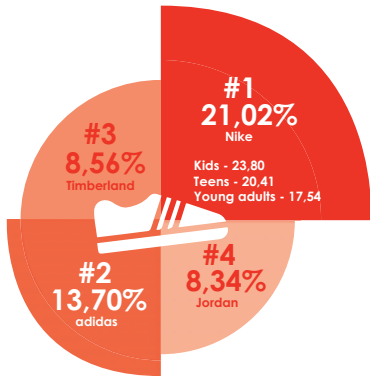
Proudly SA Brands



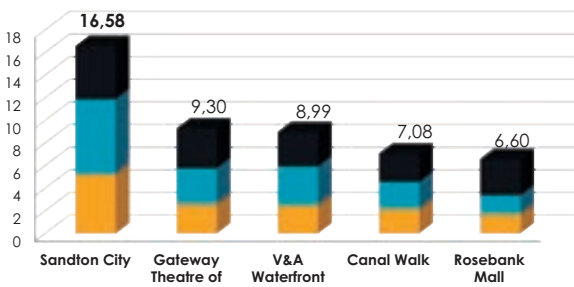
Radio Stations



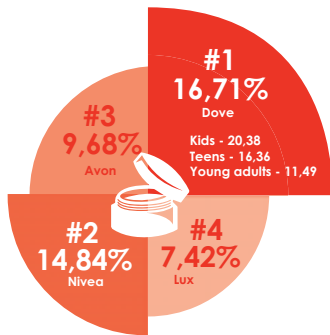
Shoe/Footwear Brands



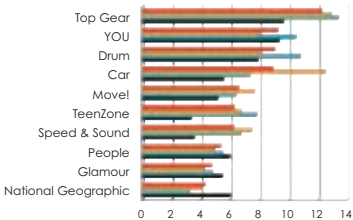
Shopping Malls



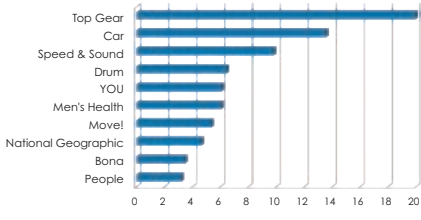
Skincare Products



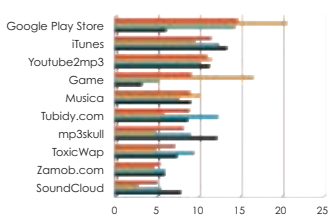
Magazines



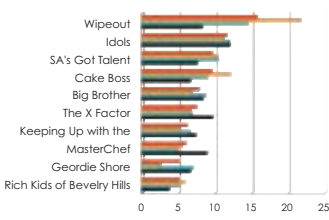
Male magazines



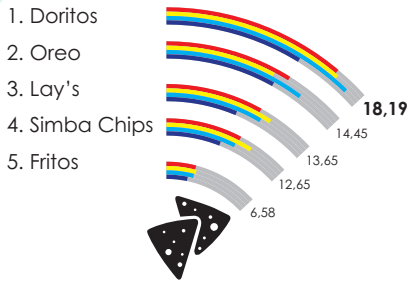
Music retailers



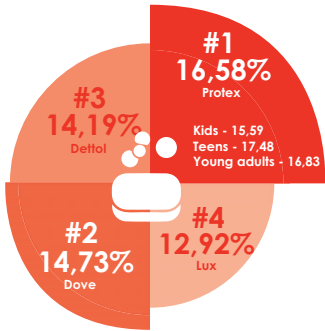
Reality TV shows



Snacks



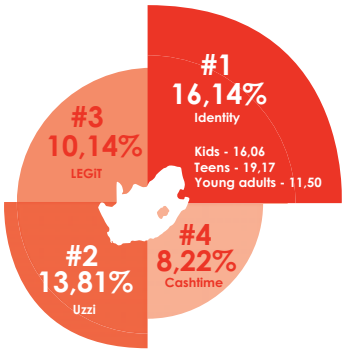
Soap Bars



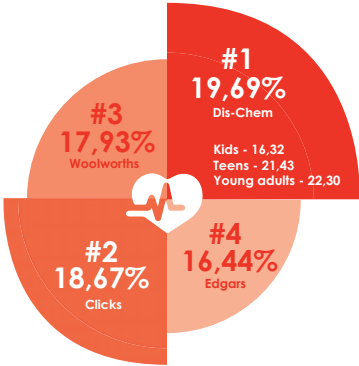
Social Media Platforms



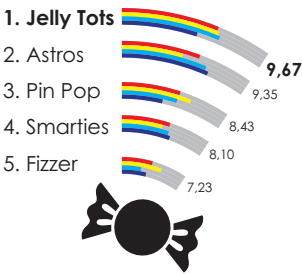
South African Fashion Brands



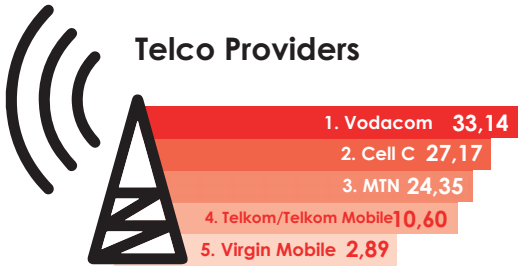
Specialist Health & Beauty Stores



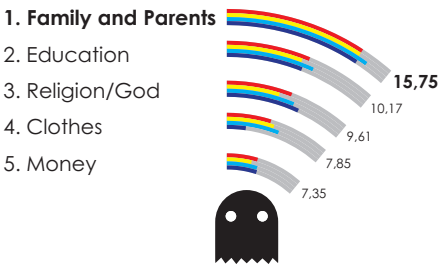
Sweets



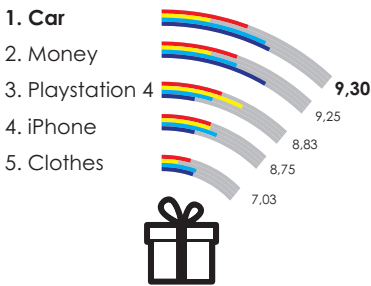
Telco Providers



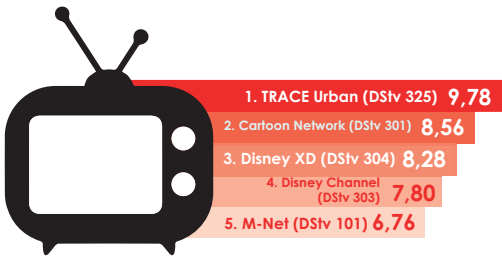
Top things you can't live without?



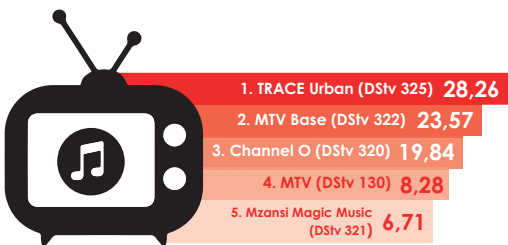
Top Things You Wish for your Birthday?



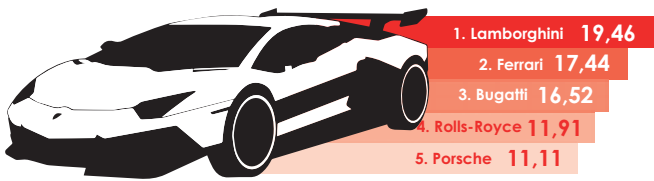
TV Channels



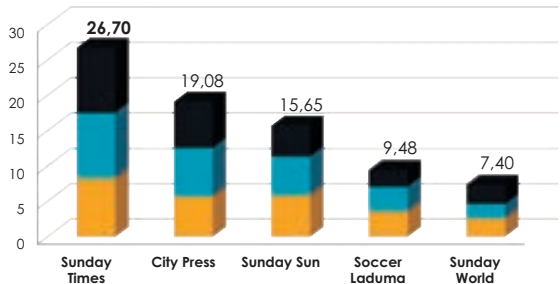
TV Music Channels/Blocks



Ultra Luxury Motor Vehicles

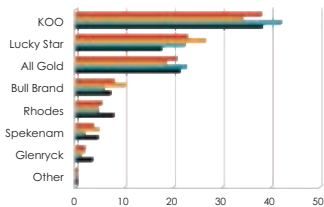


Weekly Newspaper

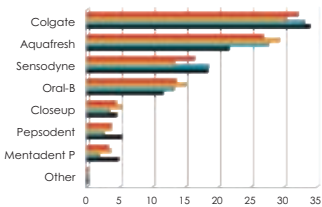


Other categories

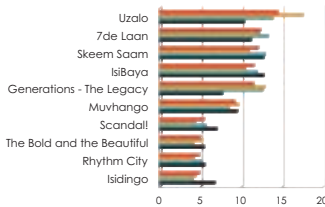
Tinned food



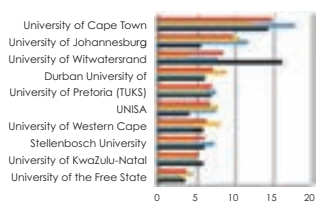
Toothpastes



TV Soaps



Universities or colleges



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=5 500 for polling data; n=4 500 for lifestyle data. Sample includes urban and peri-urban youth (rural excluded). 2016 Data collection dates: January-March. © HDI Youth Marketeers. All rights reserved.

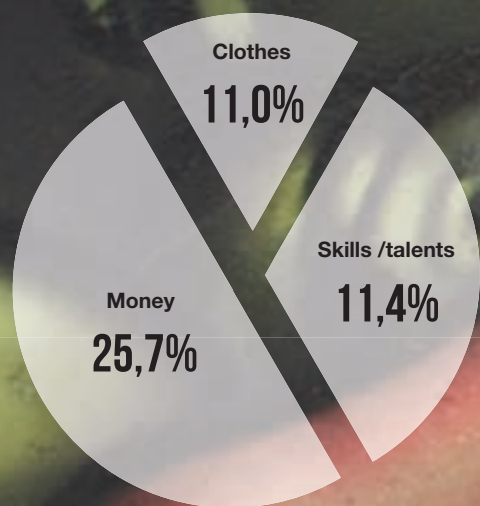


Here's to the youth of SA.

Thanks to your votes, we've won the award for 'Coolest Petrol Brand' in The Generation Next Survey for the 6th year in a row. Thank you for choosing us as your Number One. As always, we are inspired to keep putting you first.

DISSECTING THE MILLENNIAL

WHAT THEY WISH
THEY HAD MORE OF:



HOW THEY FEEL
MOST OF THE TIME:



WHAT ARE THEIR
BIGGEST FEARS:



28% CHECK THEIR CELLPHONE MESSAGES EVERY 5 MINUTES
33% USE INSTANT MESSAGING EVERY 5 MINUTES
39% USE INSTAGRAM AT LEAST ONCE AN HOUR
56% USE FACEBOOK AT LEAST ONCE AN HOUR

Note: From Sunday Times Generation Next study consisting of face-to-face written questionnaires administered in six provinces. Ages for this infographic: Young Adults (19-23). n=1 295 for lifestyle data. Sample includes urban and peri-urban youth (rural excluded). 2016 Data collection dates: January-March. © HDI Youth Marketeers. All rights reserved.

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MOST DEFINITIONS of the Millennials (Generation Yers) put them as those born between 1980 and 2000. Roughly, anyone who is between 36 and 16 is a Millennial.

One of the reasons why Millennials are attracting so much interest is their sheer number. Pew Research recently noted that Millennials have just overtaken Baby Boomers as America's largest generation – and in the developing world, where the “youth bulge” is even more pronounced, the influence of the Millennials is

WHAT'S IN A NAME?

What does it mean to be a Millennial?
James van den Heever takes to the street to find out

even more pronounced.

According to the latest census figures, South Africa's 15 to 34-year-olds total in the region of 19.5 million, or 37.6% of the total

population of 51.7 million. By comparison, South Africa's Generation Xers (the 37 to 56-year-olds) number under 12 million.

But what does it mean to be a Millennial? For a start, the Millennials we spoke to have a very clear sense of themselves as a distinct group with a distinct world view.

Ayanda, who has just quit an IT support job to begin studying at a business college, says he likes the name. “It sounds fresh and communicates the idealism and forward-thinking we feel,” he says. Di, an industrial design student, is less certain about the term, but can live with it – she likes its connotations of variety and opportunity. Aristo, who is fighting his way into the film industry, doesn't like the name, but can't put his finger on why.

Jules, also a wannabe filmmaker, frankly doesn't like the term because, he says, it comes with

too much baggage. “I feel there is so much pressure on us, because we have inherited so many problems from previous generations – and there are so many of us that making your way will require a rethink of the way everything works. We will have to expand the economy, the world, to give everybody what they want.”

“Millennial makes one sound a bit adolescent,” says Cam, who is studying psychology through Unisa.

For all of the Millennials, a key defining factor is ubiquitous technology and the sense of being part of a global community. “Many of us are breaking free from the accepted social norms that we just can't relate to – things like hatred and greed,” Jules says. “The fact that a couple of kids in Silicon Valley can create a technology that changes everything for us is big.”

“Our generation wants every-

thing now, and success is important to us,” comments Aristo, and Di agrees: “We're ambitious; we want many different experiences – we don't want to settle down, like our parents did.”

Adds Cam: “We are living at a fortunate time – we have more opportunities and access to information.”

Ayanda, as a young black man, names the elephant in the room: all Millennials are not equal, and black Millennials and white Millennials have different experiences. The “black tax”, or having to share your success with the extended family, is understandable, but it's also very frustrating, he says. White Millennials get more of a leg-up from their parents.

When questioned about the current climate of racial hostility in the country, Ayanda was confident that Millennials “will find wiser ways of dealing with it”. He says he can see the emergence of mixed social interaction in certain areas among Millennials – a possible glimpse of normality around the corner.



the term millennial means that i am young and i don't have to conform. it means that i am change and i can make things happen... i can do whatever i set my mind on. being a millennial means that i persist until i succeed, and so i will persist and i will succeed - khetani, 22

LUNGELO SHEZI

FOR THE FIRST TIME in the *Sunday Times* Generation Next Youth Brand Survey, education featured in the Top Two Things You Can't Live Without category, and rocketed to No 2, just behind family and friends. Last year, music took top spot in this category.

So what could be behind such a major shift in South African youths' perceived priorities?

"Young people know how important education is. Unemployment is quite high as well. So, they recognise that in such an environment, education isn't a luxury; it is a necessity," says writer and columnist Sisonke Msimang.

Consider this as well: discourse around education, which began emerging in early 2015 through the #RhodesMustFall protests in Cape Town, spearheaded by university students, was a catalyst to a new kind of revolution, and reached boiling point in October during the start of the #FeesMustFall movement. The latter saw students across the country demanding free education and relief from the burdens that come with obtaining a tertiary education for many young people and their families.

That education should feature so high up in such a big category in this year's survey shouldn't come as much of a surprise, considering the fact that #FeesMustFall has been the biggest collective student protest since the 1976 uprisings, and very much echoes some of its aims.

"For many years higher education has been in the spotlight,

LIVE AND LEARN



South African youth have made it clear that they know how important education is

with many students having incurred debt. What we saw with the #FeesMustFall movement was the reimagining of the debate about tertiary fees and access to higher education. Young people are identifying their struggle," says Tshepo Motsepe, general sec-

retary of Equal Education.

Prof Ismail Lagardien, executive dean of business and economics sciences at the Nelson Mandela Metropolitan University, explains that between pressure on most parents to eke out a living – many of whom spend hours travelling between their homes and places of work – and the reported failures of our education system, young learners are neglected in general.

"Fees matter in basic education as they do in tertiary; many 'good' public schools in SA are fee-charging schools, thus denying many poor learners access to them. Younger learners are now more aware of these challenges,

but, moreover, they've made the all-important connection between the struggles they face and the ones in tertiary," he says.

"Many are aware of the supposed freedom associated with getting an education, but don't know that, after receiving an education, they can become disillusioned, once they graduate and realise that joblessness is a reality."

A further telling result in the 2016 survey is that "paying for studies/education" came in at No 1 when youths were asked what they would save for if they had money, beating "travelling overseas".

And what would they address

if they were president? Again, education came in at No 1.

"The state has improved education and created conditions for access. What it hasn't been able to do is to be realistic about the provision of free quality education for the poor," Motsepe says.

"It's also not been forthcoming in introducing a discussion among middle-class black families about their being able to pay some amount and not rely on the state, because the demand from many poor households is high."

Adds Lagardien: "Government spends a lot of money on education. The issues that got us to the crisis in education have less to do with money than with attitudes, maladministration, political interference at the level of schools, and neglect.

"Leaders must spend more time encouraging young people to learn. They should do so purposefully, but also indirectly, by living ethical lives themselves, and discouraging crass displays of material wealth. We must remember that our great leaders, like Nelson Mandela, Steve Biko and Robert Sobukwe, did not flaunt wealth or trappings of materialism; they emphasised learning and humility. We should not underestimate the value of living exemplary lives, and the emulative effect it has on youths."

High university fees are one of the reasons why up to 60% of first years drop out of local universities – eNCA report SA student dropout rate high



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Beauty for a Purpose

AVON



Pic: Jeremy Glyn

FEEL Q&A THE BEAT

James van den Heever finds out from Christinah Mazibuko, marketing manager, why Metro FM has been the Coolest Radio Station since 2013

What's the secret sauce of the Metro FM brand?

Metro FM is a brand that has the ability to change; it aspires to be, and do, more – and it attracts the people who aspire for more, who want to be where it's happening. It also inspires, showcasing iconic personalities and content that show the way forward. Metro FM is never still; it's always going places. In fact, Metro FM is more than just a radio station; it is a lifestyle.

Who is your audience?

Our listeners are both men and women, primarily between the ages of 25 and 35, with a secondary focus on the 18 to 24 age group. They tend to fall into LSMs 7 to 10, an upwardly mobile, ambitious group of people who want to achieve great things, and are always on the move.

What are the challenges and opportunities of marketing to the youth?

The youth are impatient to get on. They want information and they want it now. As we all know, they spend a lot of time online, and they consume many different types of media.

Metro FM uses multiple platforms to remain in touch with its listeners, even when they're not listening to the radio. These would include digital media/platforms, print, television, radio and out-of-home advertising.

For example, thanks to great content, our Facebook site has reached more than one million fans. And our summer campaign, "Metro FM Heatwave: a party that never stops", was designed to reach a wider audience of music-lovers across the country. We positioned Metro FM as a digital platform on which all the youth could come together to find the best music – our playlist features the hottest releases – and also the personalities that inspire them.

How do you take the Metro FM brand to young people in SA, especially given the extremely diverse nature of our society?

Our campaigns are through-the-line based on inclusive, 360-degree strategies. The current campaign – "We are not done" – is an example of how we speak to everybody in our society. We focus on attitude, something that crosses the colour line and typifies the Metro FM person.

It focuses on people with ambition, and a sense of pride and purpose; it puts the culture of entrepreneurship to the forefront.



Christinah Mazibuko, marketing manager, Metro FM

It recognises how far we have come, and how far we still have to go.

What have your key marketing and brand-building strategies been over the past years?

Consistency is very important in building the brand. The station employs a variety of different people, from creative and knowledgeable on-air personalities to older staff members with a wealth of experience and knowledge. This synergy ensures that the station achieves a positive balance between modernity and innovation, and business success.

Brand campaigns work very well for the station, as they resonate with the broader currents of change in our society. Just after 1994, our "What makes you black?" campaign explored what it was like to be liberated; then the brand moved to "I am beat", which established what its distinctive sound was and united people through music. "Move" and "Vinyl" extended that theme.

In 2015, we looked at where our audience was at and what that meant for our growth, and the outcome was the launch of "We are not done", the soundtrack of those who are ambitious for more.

What is your audience telling you about Metro FM? What are you getting right, and what are you getting wrong?

On the plus side, the fact that we broadcast in English means we appeal across multiple ethnic or

cultural groups. But that's also a problem, because it excludes those who aren't comfortable in English. Luckily, though, we are part of the bigger SABC organisation, so our sister radio stations provide content in the various vernacular languages.

What role does a music station play in the lives of its listeners?

Metro FM offers very diverse content, so there's something for everybody. We try to address issues that listeners face or are interested in. We look beyond music and fun to also connect people to the wider world, covering politics, sport and business, as well as celebrities and so on. Metro FM sees itself as a mentor, providing knowledge that will help listeners feel empowered and enable their personal growth.

What are the big trends in music?

Hip-hop is making waves globally, and especially in South Africa. Generally, there is more quality music coming out of South Africa; our musicians are getting airplay internationally. In fact, South Africa is considered one of the homes of international dance music, and our top DJs and producers influence international dance culture. They all find a place on Metro FM.

Another significant trend is the growing amount of musical collaboration across Africa. Music and fashion now go hand-in-hand, creating a distinct cultural genre.

We often think of today's society as highly visual, and yet radio shows no sign of dying. What are the dynamics at play here?

It's a cliché, but radio really is theatre of the mind. Metro FM presenters are strong personalities, able to create mental images in the minds of listeners.

Also, because we also use digital platforms, we do get to play in the visual space as well. We use pictures and video to complement what listeners hear, by showing them the magic moments that happen in the studio, from interviews to in-studio dancing, to what the presenter is having for lunch.

What challenges lie ahead for Metro FM?

Keeping up with our listeners. This market is constantly evolving, and we have to keep reinventing the brand to stay relevant to it.

BACK IN POLE POSITION

Experiential marketing is among a list of new communication strategies adopted by BMW

ANDREW GILLINGHAM

AFTER LOSING TOP spot to Mercedes-Benz in last year's Generation Next survey, luxury carmaker BMW is back in pole position, as South Africa's youth once again voted BMW the car they would most like to own.

BMW is seen as a symbol to many, announcing clearly that the driver has "arrived", and demonstrating the individual's success and taste.

For a century now, BMW has offered trendsetting and authentic aesthetics that have set the standard for the automotive industry, and made it a leader in the design of sporty and innovative cars.

Edward Makwana, manager: group product communications at BMW South Africa, says this legacy continues to be the driving force of the company's vision and mission to be the leading provider of premium products and premium services for individual mobility. "Our brand strategy ensures that there are clear sub-brand identities for BMW M and BMW i, for example, to translate the overarching vision and mission.

"The BMW brand is highly aspirational and has traditionally not required specific marketing campaigns aimed at the youth. It is in the packaging of our campaigns that we have gradually been able to appeal to all kinds of audiences.

"For example, look at the durability or longevity of our products, such as the BMW 3 Series of the 1980s, commonly known as the E30 or *gusheshe*. To this day, this particular model is still loved by young and old," Makwana says.

To promote or translate the BMW brand promise of "Sheer Driving Pleasure", BMW sees digital value chain creation as a major priority, he adds, and expects to see some great things in terms of digital and mobile optimisation going forward.

"We believe it is important to be able to deliver sales results with clever and appropriate retail marketing campaigns that do not affect the brand negatively throughout generations," Makwana explains.

Car advertising is still an essential part of the BMW brand-building mix. "At the same time and for the most part, the digital social value chain is now an even more important part of our marketing mix. In this modern age, current and prospective customers are more informed, more certain of their needs and understand more fully the options open to them.

"We are becoming more and more didactic in our approach and really trying to tailor-make bespoke channel communication solutions for each customer group.

"Experiential marketing is also playing a greater role, along with a clear sponsorship strategy, in order to access relevant customer groups reachable

through traditional above-the-line communication," Makwana says.

"In November 2015 we announced a partnership with Ghost Games, an Electronic Arts Inc studio, to create a game (*Need for Speed*) around the most anticipated BMW M car, the new BMW M2 Coupé. Gaming fans around the world were able to enjoy a virtual experience of the new BMW M2 Coupé ahead of the car's market launch.

"Essentially, the integration of vehicles into video games is an integral part of the BMW Group's marketing strategy. In this way, classic and current BMW Group cars are not just presented passively as an image or a trailer, but can also be experienced interactively by a wide audience.

"The cooperation with Electronic Arts is a demonstration of how modern marketing always opens up new areas, with benefits all round."

BMW also cooperated with Paramount Pictures on the release of *Mission: Impossible – Rogue Nation* in 2015. The company provided vehicles, technology and production support to the Tom Cruise film, where the new BMW M3 was put through its paces in spectacular driving scenes.

"Ultimately, these new forms of marketing will change our annual advertising budgets, where around 70% of traditional above-the-line advertising will go down to as low as 40%, to cater for the new digital customer journey.

"We firmly believe that by creating benchmark digital, social media, retail and experiential customer value chains, we will continue to create a brand that many South Africans (especially the youth) can aspire to, and hopefully become part of the Sheer Driving Pleasure family one day," Makwana says.



Edward Makwana, manager: group product communications, BMW South Africa

CASHING IN ON QUIRK

LINDA DOKE

CHEEKY South African brand Nando's has opened over 1 000 outlets in more than 30 countries over the last 30 years. In that time it has also transformed the character of chicken from "bland and boring" to "zesty and energetic" – and all with a voice that's never afraid to speak out.

And for the first time in the *Sunday Times* Generation Next Youth Brand Survey, Nando's has jumped into second position in the Coolest Fast Food category, beating out the 2015 winner, KFC, which is now in third.

Much-loved not only for its delicious chicken, but also for its zany communication, Nando's proudly zigs when others zag, using humour to be heard and to reflect public opinion.

Nando's chief marketing officer Doug Place explains how the restaurant industry, particularly chicken, has always been very competitive – no less so three decades ago when the brand began. For Nando's to get noticed, it had to be bold.

"The company was small in those days and didn't have access to multimillion-rand budgets with

which to carpet-bomb the media. For this young upstart to be heard, the quirky Nando's advert was born, and it remains core to the way the brand connects with South Africans today," says Place.

"People often think we seek out controversy, but that's not the case. Sure, over the years we've said some things that have been pretty edgy – but today we try to amplify what people are feeling, giving them a voice rather than offering our own view," he says.

The company's advertising style isn't the only aspect of Nando's that has evolved; the brand has also kept abreast of changes in dietary habits. The public is becoming far more health-conscious, and Nando's prides itself on using only fresh, natural ingredients to offer customers delicious choices that are also good for them. There are, for example, delicious vegetable and salad sides on the menu, which, when paired with Nando's famous Flame Grilled Peri Peri Chicken, create a range of great low-carb options.

Nando's is also working with the Department of Health to support a number of their nutrition initiatives and has a 10-year association with Discovery that in-

Nando's lets its advertising campaign give the people a voice

cludes a Vitality meal on the menu. This is endorsed by dietitians and earns Vitality awards for members.

Place also describes some interesting innovations that are helping the brand stay to ahead of its competitors – including Nando's take on the South African staple pap, served with its signature peri peri relish.

"Restaurant design has also become a key part of our brand. Every outlet is individually crafted by top South African designers, so no two Nando's are the same. They jump to the beat of Afro-Luso music, to create a relaxed and authentic ambiance, and the restaurant walls are decorated with original South African art. And you can now enjoy the special experience that is Nando's right across the globe – from London to Sydney and Singapore to Swaziland."

The 21st Century has also brought with it the world of digital marketing – a change not lost on Nando's. What might an online Nando's experience feel like? Will the company still zig when others zag in the online space? No doubt it's a question Nando's looks forward to answering, with relish!



Pic: Jeremy Glynn

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ALF JAMES

THERE HAS BEEN much excitement (and many long queues) around the new collection of international brands to enter South Africa. Finally, Krispy Kreme, Starbucks, H&M and Zara Home have arrived, with Dunkin' Donuts due to set up shop here soon.

Marthinus van Loggerenberg, senior strategic planner at FCB Cape Town, says these international brands are largely attracted by Generation Next and the buoyant emerging middle class in urban areas. Global exposure via mass and online media plays a pivotal role in their consumption behaviour, with favourable attitudes towards well-known US brands, in particular.

"Interestingly enough, according to Statistics South Africa, the percentage of South Africans who buy fast foods at least once a month has increased from 66% in 2009 to more than 80% in 2015, with an anticipated growth in the fast-food category, according to Euromonitor, of 9% year-on-year until 2019," he says.

"The ice cream and coffee markets are taking off in South Africa, despite the fact that they are consumer cultures with which we are historically unfamiliar."

Starbucks is aiming to establish five stores this year, with the first two having opened in the Rosebank Mall and the Mall of Africa.

"These guys have got it right, because South Africa is known for its mall culture, which makes it a lot easier to access con-

Pic: Jeremy Glyn



Krispy Kreme, Starbucks, H&M and Zara Home draw the crowds

sumers through the mall-going market," Van Loggerenberg suggests.

"With the local coffee culture having emerged so strongly, South Africans are prepared to pay up to R25 for a cup of coffee. However, range of choice and quality play a huge role in local consumers' selection of brand."

"Personalisation is also crucial to the millennial market, so the ability to customise products to individual taste plays a big role, as does global brand status and a

good in-store experience."

According to Van Loggerenberg, Starbucks has positioned itself as the "third place": home, work and Starbucks. They are instilling a different behaviour pattern among customers by encouraging them to enjoy this "affordable luxury" with friends and colleagues in a space away from work and home. "The in-store experience says it all. We will see if that platform, which is successful in a number of other countries, takes off here."

MEET YOU AT INTERNATIONAL ARRIVALS

Conspicuous consumption is huge in the youth market, so associating with big global brands is novel, he adds.

Another attraction is digital innovation. "The likes of Domino's are at the forefront of digital innovation, in terms of which the ease of ordering has increased, which has attraction power for the youth, because it promotes instant gratification – the quicker, the better."

"Other important aspects to the youth are health and social

issues; where does the food come from, is it healthy, does the brand give back, and who is the company behind the brand?"

"It one looks at the success of KFC's 'Add Hope' campaign, one gets an idea of how cognisant millennial youth are about giving back to the community," Van Loggerenberg says.

In terms of clothing brands, there are very interesting dynamics being played out.

"One South African brand that has really got it right is Mr Price, which positioned itself on affordable fashion. The South African clothing market, in general, is quite price-sensitive and conservative."

"While the millennial market is into conspicuous consumption, they are careful of how they use their money. They will probably buy a few expensive key items at the likes of Zara or H&M, and revert back to Mr Price for the rest of their wardrobe."

Local designers also play a big part in the millennial market's buying choices, he notes. "Generation Next is more cognisant of local designers and proud to wear local designers' clothing, because authenticity plays an important role in their buying choices."

"The choice for higher-involvement clothing purchases is, perception-wise, ultimately between international brands and local designers; kudos to Edgars for increasing its local fashion sourcing and supporting local designers by buying more independent label brands," Van Loggerenberg says.

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DANCING IN THE STREET

ALF JAMES

NEW ENTRIES into the Coolest Local Music Stars and Local SA Celebs categories respectively, and heading straight into the top 10, include Riky Rick (seventh position) and Kwesta (eighth), which is a reflection of the rise of the South African rap and hip-hop scene.

Rap and hip-hop have become more than music, more than dance, and more than graffiti; they are a street culture of their own, a lifestyle and even an industry, according to Daphne Jubber, who has been teaching hip-hop and modern dance in Cape Town since the 1980s.

She says South Africans have been dancing in the streets from the year dot, and are attracted to rap and hip-hop because they are accessible and have street credibility. "The fashion and style element of rap and hip-hop also attracts the youth, who aspire to being cool and trendy."

Jubber says for a teacher of dance, hip-hop is glorious. "Students are eager and there is no need to motivate them. They haven't been forced to be in the class by parents; they want to be there. They are dancing to the music that they are listening to, so there is instant recognition and accessibility."

Hip-hop as a culture is born out of the descendants of African slaves and people of Hispanic and Latino origin living in the South Bronx borough of New York City, explains Emile Jansen, better known as Emile YX?

Founder of the Heal the Hood Project and Black Noise, which is one of South Africa's pioneering rap groups and the groundbreaking all element hip-hop crew that came out of the birthplace of southern African hip-hop, Cape Town, he has been active in hip-hop since its inception in South Africa in 1982, teaching locally and internationally, and is considered by many in the culture as a hip-hop spokesperson and activist.

"When breakdancing started in South Africa, it seemed familiar to us, not only in its beats, but also in the way people gathered in a circle clapping," Emile YX? says.

"We were shocked to learn of all the parallels: the beats mimic the Khoi and San

Drawn to the culture, fashion and lifestyle, youth are finding a deeper connection in rap and hip-hop



Emile YX?

people's cyclic sounds, and there is a similarity to the Bushman's trance dance; with graffiti there is writing on the wall, just as the bushman practised rock art; and the storytelling element can also be traced back to traditional African cultures."

He says many young people these days are drawn to the commercialised, fashionable version of rap and hip-hop. This is especially so with hip-hop and rap becoming mainstream culturally, having gained so much exposure through film, television, print, radio, YouTube, social media and even in the fashion industry.

However, Emile YX? says there is a deeper connection that is not immediately realised.

"When I was first attracted to breakdancing, it was because it was something through which I could express my energy and anger during the heart of apartheid,

but only later did I realise there was a much deeper and ancient attraction that cannot be packaged, marketed and sold.

"The longer young people stay in the rap or hip-hop culture, the more apparent the ancient African element becomes.

"A number of my students from years

ago that were initially attracted to the commercial side of rap and hip-hop have contacted me recently, now that they are older, and have told me they now identify with the African traditional essence of hip-hop."

Emile YX? confirms Jubber's assessment that rap and hip-hop have transcended being a trend or fashion that is going to fade away. "It is an international culture, and what is happening alongside the mainstream-commercial element is more powerful and impactful. Dance events are happening on every continent and virtually every country in the world.

"Today, people from all over the world identify with hip-hop, yet I wouldn't have dared tell my mom 30 years ago that I could make a career out of hip-hop."

The Heal the Hood Project is an ambassador for the importance of interaction between various communities through hip-hop, and also for putting back into the community.

"We try to get young people positively involved throughout the year by holding events in which they can participate. Over the course of the last 18 years we have sent 189 young people to international events and performances, as well as created job opportunities.

"We are now mixing the teaching of the elements of hip-hop with a sense of healing and self-worth, because we find that a lot of the young people we are dealing with are looking for satisfaction from superficial vanity or money, and not really taking the time to look deeper within and discover who they really are, so we also deal with issues of race and history," says Emile YX?.

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Pic: Jeremy Glyn

South African rap is making an impact on the youth because they are a force to be reckoned with among international brands. Our local rappers can compete against the international stars, as they are able to produce mixes that are a standard that surpasses local interest - olin-shae, 22

Q&A

MAKING TECHNOLOGY WORK IN THE CLASSROOM

Linda van der Nest, executive: Apple marketing at iStore South Africa, talks brand, trends and innovation with Alf James

What is it about Apple that makes the brand so attractive, particularly to the younger generation?

The fact that Apple products are designed so beautifully and so easy-to-use is what makes the brand so appealing to youth.

The ease of use of Apple's products is what draws such a wide user base and following. We see Apple products being used by customers who range in age from three to 70 years old.

Innovation is another draw-card. The one thing you know about an Apple product is that it always consists of the latest technology, with innovation at the core of everything Apple does.

How important is the youth market to iStore?

The youth market is key. Apple products are being used in schools and learning institutions right across South Africa, and they are really making a significant impact in places of learning.

Working on projects together with iSchoolAfrica, where the devices are improving pass rates in subjects like maths and science, and the proliferation of Apple devices in the classroom is really exciting to see, because we know they can make a significant impact in education.

What trends are you seeing in the market?

There has been a massive move to mobile, which has been evolving over the last few years. With the growth in demand for mobile devices, like iPhones, we try to make sure that we are able to offer

an iPhone for everybody in the market at an affordable price.

We have also seen a growing demand for the iPad Pro with the Apple pencil and Smart keyboard, which addresses the needs of the mobile workforce, enabling work to be done anywhere, anytime, anyplace. The fact that WiFi is also more widely available has made it possible for people to work remotely, which has boosted the growth of in demand for mobile devices.

How do you cope with the pace of change in the market?

Apple's focus on innovation provides iStore with a continuous flow of new products. Apple's being one of the most innovative technology companies in the world and always ahead of the curve, rather than keeping up with the pace of change, enables iStore to be at the cutting edge of technological progress.

What are the contributing factors to the success of iStore?

iStore is driven by the determination to provide the ultimate Apple product experience to South Africans. iStore wants customers to get hands-on with these amazing products, and there are 20 stores nationwide to help them to do so. Within these stores, iStore has people who are absolute Apple experts.

It's a home for all Apple fans, and even for people who just want to find out more about the products. iStores are all about breaking down the barriers between the brand and the consumer,

by making Apple products available for people to try out and test, and to speak to experts in store.

What brand-building exercises has the company recently engaged in among the youth?

The iSchoolAfrica project that iStore has partnered with for the last year (by donating iPads that iStore gets through the iPad trade-in programme), to put mobile labs into underresourced schools, is extremely successful. While this is a brand-building exercise, it is more about making an impact and positive difference through the use of Apple products. One of the biggest differences to be made in this country is in the education space.

We know that devices such as the iPad can help schools that don't necessarily have access to the same funding as private schools with subjects such as maths and science, by giving them access to best-of-breed technological tools.

We feel strongly that best-of-breed technology should be placed into classrooms across the country, because that is how we will bridge the divide that currently exists in the education landscape, and provide all teachers and learners across South Africa with the same opportunities to reach their full potential.

However, iSchoolAfrica does not simply donate devices; it also ensures that facilitators train the teachers to train the students, which creates sustainable projects that make technology work in the classroom.

HALF OF SOUTH AFRICAN citizens are now under the age of 25, and there is no question that the country's youth face real and serious challenges.

Millions of young people are living below the poverty line. Households headed by youth accounted for 26.1% in 2014, according to a recently released report from Stats SA entitled *The Social Profile of Youth, 2009-2014*. The education system is floundering and inadequate, and youth unemployment remains a massive challenge.

Yet, young South Africans find much to be positive about. The *Sunday Times* Generation Next Youth Brand Survey asked the question: "What makes you most excited about living in South Africa?"

The biggest group – over a quarter of respondents – were most excited by "Music, art and local talent". The music scene, in particular, is very exciting to young people right now.

They cite examples of local music heroes who are achieving feats previously the preserve of international acts: Motswako rapper Cassper Nyovest, who recently became the first local artist to fill Joburg's 20 000-seater venue, The Dome; DJ Black Coffee, who played at the prestigious Coachella Music Festival in California; and AKA, who recently became to first African artist reach one million YouTube views in 10 days.

Trevor Noah's appointment to succeed Jon Stewart as host of the hit American news and talk show *The Daily Show* was on everyone's lips, and he also came top in the category of Coolest Local Male Screen Star. Girls made mention of popular celebs such as Minnie Dlamini and Pearl Thusi, who are

STATE OF MY NATION

Just how optimistic are young people about South Africa, and what excites them about living here, asks Kate Sidley



Pic: Jeremy Glyn

seen as role models of women making it big in the entertainment business.

While young people have a reputation for being selfish and self-interested, "Being able to make a difference" came third on the list of things that youth were most excited about in South Africa. They are thinking of ways to make the world better, says researcher Stephanie Da Costa Leite, from HDI Youth Marketeers.

"In the higher LSMs, young people tend to focus on entrepreneurship and creating jobs through business. There is, however, a stronger sense of community among lower LSMs.

"They are more likely to feel that problems will be resolved as

a community, rather than as individuals. Despite their deeper sense of community, South African youth as a whole have a strong entrepreneurial mindset, with CEO being cited as the Coolest Job in the study."

Karen Landi, who runs the website Community Hours SA, which links up kids, schools and community service opportunities, has seen a rise in enthusiasm for making a difference.

She says: "The initial push came from schools saying you have to do so many hours of community service. It seems like a chore at first, but we've seen that if teenagers can be matched with volunteer opportunities that resonate with them, they see the

benefits and they enjoy the experience of giving back. They often do many more than the prescribed number of hours. The hope is that they become active citizens for life."

Only 10% of young people surveyed were most excited about the job opportunities available to them. They're right to be pessimistic. Youth unemployment is acknowledged as one of the biggest challenges facing SA today.

The figures from Stats SA present a bleak picture, with young people between 15 and 34 making up the bulk of the unemployed. According to 2015 figures, of around 19.7-million working-age youth (15 to 34 years), 9.8-million

Heard in the focus group, between two 13-year-olds:

"What's the point in voting? I'm just one little person: what difference is it going to make?"

"If everyone says that, nothing's going to change. That's why everyone's got to vote."

were not economically active (full-time students, doing unpaid work in the home or simply discouraged work-seekers), 6.2-million were employed, and 3.6-million were unemployed.

When talking about youth employment prospects, younger children were generally more optimistic about than older teens and young adults, according to Da Costa Leite. "Younger kids are innocent; they are more confident that things will change for the better, that everything will be fine. They feel that there will be more jobs in the future."

Only 4% of respondents declared themselves most excited about the political transformation and democracy. Young people are definitely aware of the serious issues, such as corruption, that are facing South Africa.

This year, 65% of respondents agreed that it was important to vote in a general election. That number was significantly down from 75% in the 2015 survey. This bears out a more general trend, says Da Costa Leite: generally, young people were more optimistic last year than they were in this year's survey.

WHAT AM I WORTH TO ME?

Young, up-and-coming celebrities are seeing the (cash) value of building their personal brands

PUSELETSO MOMPEI

LOVE THEM or hate them, the Kardashian clan – famous for being famous – show that today's culture, which is obsessed with beauty, celebrity and gossip, is the perfect birthplace for those who have a knack for personal branding, whether they possess a unique talent or not.

With the family reported to have an estimated net worth of around \$300-million, the companies which have affiliated themselves with them, from software firms to fragrance and makeup lines, have made millions from their dealings.

More than their older counterparts, young, up-and-coming celebrities seem to have a knack for growing rapidly growing empires behind their names.

Toya Delazy, who has a unique look and sound, has been tasked by the Cartoon Network to create an all-African, localised theme song for the relaunch of Cartoon Network's most enduring original series, *The Powerpuff Girls*. She also boasts endorsements from Reebok and Legit. With an original, quirky personality, this young entertainer is using her base of singing to broaden her streams of revenue and exposure to new markets.

For companies looking to attach themselves to a popular

celebrity, the media fiascos faced by Lance Armstrong or Oscar Pistorius show how bad an endorsement deal can go. But living in a society that is fixated with public figures suggests they are willing to take risks for the possible gains.

Furthermore, the popularity of social media means that celebrity power is an even more compelling channel for gaining fans or sales. Social media affords audiences up-close insights into the lives of celebrities, which means that when they use products on these channels, it seems all the more believable. In an age where consumers balk at blatantly being sold products, seeing their idols endorse a product from their bathroom is persuasive.

Individuals who purposefully manage their personal brands create a currency which is increasingly in demand. Personal branding expert and author Timothy Maurice Webster, in his book *Personovation – Re-inventing your personal brand*, says: "The question you should be asking yourself is not whether or not you are a brand. The more appropriate question should be: how significant is my presence in the most valuable real estate in the world – in the minds of my stakeholders?"

He says this can be done by properly introducing yourself and

your brand to others, communicating a consistent message about yourself, and forming relationships that are in line with who you are, as well as using "personal branding portals" such as Facebook and Twitter.

The most powerful personal brands are those that set a new bar, or tap into the psyche of what audiences crave at a particular point in history.

A hot trend is the mompreneur. These are women who run successful companies, look amazing and have lifestyles to die for. They are not running small corner shops or baking cookies in their kitchens, but building empires.

Locally, DJ Zinhle is massively successful and has created the hugely popular *ERAbbyZinhle* range of watches and accessories. Jessica Alba is not only a Hollywood star, but the CEO of the billion-dollar *Honest Company*, and Beyoncé's *Ivy Park* is flying off the shelves. To their social media followers, they portray an image that is arguably unrealistic, but captivating – with never a hair out of place, gorgeous homes, 24/7 social lives and perfectly put-together children.

What also elevates them above most brand ambassadors is that these women are creators or co-designers of their own products, and not mere faces for others'

brands. They are riding on the converging power of social media and rising aspirations of young women to be bosses. They have skilfully added glamour to the package, and are modern-day superwomen who show that you can have it all.

In today's selfie-driven society, managing your personal brand undeniably opens doors for more opportunities and breaks down perceived limitations of what you are capable of. As public figures cross from being athletes to restaurant owners and models, the personal brand is an ever-powerful vehicle.

Gareth Cliff, who left 5FM for Cliff Central and took his legion of fans with him, has shown that personal brands can be enduring, and perhaps even more flexible and agile, than larger corporate brands. At the helm of his own platform, he is able to take advantage of more opportunities to grow his personal brand, avoid issues of conflict of interest, and reinvent himself with old and new fans. Cliff Central has benefited from sponsorship from WeChat, and has grown into a 12-hours-a-day, five-days-a-week event that is now available globally, where millions of people can discover it.

Personal branding is really nothing new, but the opportunities and dynamics around it have been forever changed by digital communication.

South Africa is filled with tons of opportunities and issues that need urgent solutions. I feel I owe it to myself and the country to give back - Jonty, 17

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