

JUNE 2014

Sunday Times  
GENERATION  
**next**  
2014

BRAND  
— YOU —  
TH



COOLEST OF THE COOL: page 14

8-23 **YOUTH**  
**BRAND SURVEY**



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Trevor Ormerod,  
general manager:  
group sales,  
Times Media

Pic: Russell Roberts, Financial Mail

# Lessons to learn

THE SUNDAY TIMES CONTINUES TO DELIVER STRATEGIC INSIGHTS FOR ITS ADVERTISERS

Andrew Gillingham

**THE SUNDAY TIMES** is consistently a winner in the Generation Next Youth Brand Survey, and, once again this year, the newspaper is young South Africa's Coolest Weekly Newspaper.

At the same time, the *Sunday Times* sees the survey as having considerable value in terms of its own marketing, in addition to the marketing of its many advertisers.

Trevor Ormerod, general manager: group sales at Times Media, points out that the *Sunday Times* constantly strives to deliver strategic insights for its advertisers.

"We get large advertising investments from all of our advertisers, and Generation Next is our way of giving something back in the form of research. We know this research helps to guide their strategic thinking, and helps our clients to define their product marketing direction because of the insights gained," Ormerod says.

From a readership point of view, he adds that Generation Next helps to give the editorial team direction when writing about this very important market.

Ormerod says the youth market has always factored high in importance for advertisers. "The South African youth market is very brand-conscious, very in touch with how the brands market themselves. Most important, the pester power the youth have over their parents is significant, and definitely plays a part in what brands the parents buy."

"To ignore the power of this market is detrimental, and could result in longer-term brand damage as each generation grows older, develops its own decision-maker power, and acquires the disposable income to act on its brand awareness," Ormerod notes.

Winning brands have to market sincerely and effectively to this generation now, so as to ensure brand longevity and loyalty into the future.

"The youth in South Africa is more aware than ever before, and social media plays an increasingly powerful role in how brands are accepted by the youth. Young South Africans make their own decisions based on input from their peers, friends and network buddies around the world. They can no longer be told what to do. Instead, they need to be nurtured and encouraged to take a particular direction," he says.

As a result, the youth market needs to be analysed scientifically.

In many ways, the *Sunday Times* best illustrates the challenges facing long-established brands – keeping the brand fresh and relevant over the decades. The *Sunday Times* has proven very successful in this regard.

Ormerod says this has been achieved by adopting a strategic view to dominate innovation in the print market. "We were the first paper to sell wraps (false covers) and elements such as page two and three advertising positions."

"The need to stay current and ahead of world trends is critical. Not only does it help us to keep the paper fresh and exciting, but it also helps us to position advertisers out of the clutter and to ensure that brand highlighting is maximised," Ormerod comments.

With brands jockeying for position, trying to come out on top, they have to work to elevate themselves out of the clutter. In this regard, Ormerod says Times Media enjoys working with advertisers that challenge with their creative thinking.

"By being challenged, we are constantly looking at new and exciting positions, innovations and regional opportunities. We don't want to just run advertising pages. Instead, and more important, we analyse clients' strategic needs and always try to meet these needs with a different perspective."

He points out that brands cannot simply spend their way to success; marketing spend doesn't equate to market prominence. "Over the years, some of the bigger brands have learned the lesson that throwing huge sums of money at market share doesn't always work. What really works is truly understanding the market, reaching that market in specific places and with specific media options. In addition, winning brands make sure their communication and media strategy is well defined, and that all of the marketing staff has bought into its objectives."

"On top of it all, winning brands need to be creative and innovative, especially when dealing with a difficult, complicated new market like Generation Next," Ormerod says.

"We're happy to announce that Waltons has come on board as a sponsor of the survey for the next three years. It's a perfect fit and we look forward to working with them and helping to grow the understanding of this very important market segment."

**BRANDS CANNOT SIMPLY SPEND THEIR WAY TO SUCCESS; MARKETING SPEND DOESN'T EQUATE TO MARKET PROMINENCE**

## THE RESEARCH

# 10 years of 'forever curious'

YOUNG SOUTH AFRICA IS ALWAYS ON THE MOVE; MARKETERS JUST HAVE TO KEEP UP

Jason Levin

**IF YOU RUN** a youth agency now – or more especially if you did 17 years ago – robust, deep youth data can be hard to come by. More and more reliable secondary data is available for 16+ year-old consumers, but for local kids and early teens it can be tough going.

Liesl Loubser, founder of HDI Youth Marketeers, had battled with this for six or seven years when she decided the best way to get the data was to gather it in a primary study herself.

She launched the Generation Next study in 1995, initially to fill the gap below what was available through AMPS, in the tween market. The next year, HDI extended it to a much broader spectrum: ages 8-23 across a diverse range of urban and township communities, and the study became *Sunday Times* Generation Next, as Times Media joined as the publishing partner.

Today, the study polls over 5 500 young South Africans in February to April annually, and answers many of the questions that drive our work in the youth market. In 2013, the Nigerian GenNext counter-part was launched by HDI's Lagos office.

### How have millennials changed in that time?

And, of course, over that time the collective portrait of young South Africa has changed.

Five or six years ago we were in the front-row seat watching the smartphone revolution taking young South Africa, and the world, by storm. The charge of the "super-phones" was led by BlackBerry with its "free" offer of BIS and BBM. We also saw the rise of the *third kidney* phenomenon, whereby youth cannot, under any circumstances, be separated from their phones.

Youth, in that time, have moved from multitaskers to hypertaskers, who can complete multiple (especially tech-based) tasks more quickly than their parents can perform one. Millennials read magazines, watch TV, listen to music and tweet at the same time, without breaking a sweat.

Studies post-2010 show how the young, modern brain has evolved into what has been dubbed the "iBrain". This dramatic evolution is caused by today's ever-present stimulation. The internet is literally leading to physical changes in the way young minds develop and function, accessing information and processing signals in new and different patterns.

On the downside, we see a trend among all ages, but especially youth, growing fatter and unhealthier, at a rate of twice what it was 10 years ago. This is the case even in low-GDP countries, where, ironically, it coexists with malnutrition. "Globesity" now sits side-by-side with hunger in many parts of the world.

### How has consumption changed?

The customer is definitely king in the eyes of the youth. And service is everything. When asked what brand actions make them tick, young people have rated Good Service increasing highly, and always in the top five over the past six years. These savvy customers now also demand easier and more ubiquitous access to brands and products; competitive pricing; honest and direct information; and a marketing approach that makes them feel like VIPs. So they're pretty tough "promoters" to please, but they are, contrary to popular belief, loyal to brands that succeed in that quest.

Youth want brands that forge rational and emotional connections with them. Brands that add something to their lives, and that "aren't too pushy".

They can see right through hard-sell and will drop "desperate" brands faster than you can say "yo, yo, yo!". Brands have to be authentic to penetrate the collective hearts and minds of youthdom.

Also heading up their lists more and more are societal issues: earth, health and community, and this can be seen in their response to initiatives such as SAB Reality Check's "You Decide" campaign, which curbs teen drinking.

Education is increasing, rather than decreasing, in importance. Core (syllabus) education; bursaries and learnership opportunities are now, more than ever, identified as desired community development programmes. Youth are ambitious and want the education to fuel that.

**THE INTERNET IS LITERALLY LEADING TO PHYSICAL CHANGES IN THE WAY YOUNG MINDS DEVELOP AND FUNCTION**

### What have the changes in brand preference been?

We've seen some very big, and some small, changes in most favoured brands. 8-23 year-olds are loyal to brands that keep delivering, and happily give a brand the side-eye if it starts to stammer and stumble. Tech brands such as Nokia, and retailers such as Edgars, learned this lesson the hard way. Nokia was voted the coolest Cellphone Brand from 2006 to 2011, but then plummeted as its phones missed the smartphone bus.

Edgars and Mr Price battled it out in the Fashion Store category for years, but Mr Price took the lead three years ago. Its merchandise mix hit bull's eye just as Edgars started getting things quite wrong. YDE lost

appeal a few years ago, as Sportscene started getting its game on.

The decline of Mxit could not easily have been predicted. Once the standard in IM, it saw serious drop-off from dissatisfied teens and young adults with the introduction of BlackBerry's BIS and BBM. But platform-agnostic technology continues to soar post-2010; the likes of WhatsApp and We Chat threaten to completely wipe out handset-specific technology. For youth, it now has to be free (or close-to-free) and loadable on anything.

Apple is the exception. A rich kid's fringe brand just five years ago, it is now populist, and punches way above its (market share) weight class in the desirability and talkability stakes.

In 2008 SABC1 was the most popular youth TV channel. Since then, the content quality and cred of pay TV has taken over. DSTV now dominates the category.

The popularity of music TV stations grows every year, but at the same rate that MTV gets side-swiped by Trace. The question is whether it all starts to become academic as more and more TV content (certainly in the 'burbs by older youth) is watched online.

Of course hot (and often lucrative) fads come and go, but brands that stay true to themselves, but keep it fresh and real, are the ones that stay on top.

### So, here we are ...

With the continuous, and rapid, changes in pop culture, technology and desirability, it's very tough for marketers to stay current if they don't make a concerted effort to keep up with the latest trends.

Youth – the digital natives – have valuable expertise to share on many fronts of consumerism, so why not involve them in engineering change, and injecting many more years of viability into your company's bloodline? With Entrepreneur and CEO making it into the top five Coolest Jobs positions for the past five years, we look forward to seeing exciting marketing innovation from the incumbents ... or it is likely to come from the young Turks themselves.



Pic: Jeremy Glyn

Jason Levin,  
managing director,  
HDI Youth Marketeers



## ANALYSIS

# A decade of greatness

CONSISTENCY ENSURES SOME BRANDS COME OUT TOPS YEAR AFTER YEAR

Linda Doke

**A DECADE OF** the *Sunday Times* Generation Next Youth Brand Survey has reflected the marketing strength and consistency of five of South Africa's most-loved brands among our country's youth, winning them top spot in their respective categories for a killer 10 consecutive years.

The young generation is said to be notoriously fickle, flitting from one fad to the next without giving much thought to any deep-set reasons why. But evidently this doesn't apply to the stalwart brands – they remain strongly supported by the millions of our country youth, setting them on a scale well above their competitors. Names such as Spur, Coca-Cola, Doritos, *Generations* and Always have become firmly entrenched in households across South Africa, differentiating themselves from rival brands using a selection of finely honed qualities.

So what is it that makes a killer, a winner, an unswervingly successful youth-loved brand? It's not that simple: there is no silver bullet to brand success, says Jason Levin, MD of HDI Youth Marketeers.

"The closest you get to a golden

thread of success across these five favourites is that, over the years, they remain true to their essence, consistent in their message and their product, while still keeping fresh in a way that's relevant. They're all iconic brands that achieve innovation without seeming schizophrenic or off-the-wall."

A great example of this, says Levin, is Coca-Cola – the much-loved product remains the same and the fundamentals of the logo never change, yet with small tweaks

**THEY'RE ALL  
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OR OFF-THE-WALL**

to its packaging and fresh, consumer-resonant brand initiatives.

Spur's enormous success with young people is also based on consistency. In a nutshell, successful brands can be relied on and trusted. "South African kids have grown up

with Spur. They love the Spur experience; it promises exactly what they know it will deliver and always has," says Levin.

The same is true of Doritos, voted Coolest Snack year after year. "Bang for buck by mouthful is a huge consideration in the teen and young adult vote – they want more chip, more taste, more crunch."

Levin says at a brand marketing level, Doritos has an exciting approach, with rather quirky, limited-edition flavour variants that are available only for a few months. "Quirky flavours are well suited to the Doritos brand, differentiating it from other snacks, while at the same time staying true to the successful original Doritos corn chip."

The Always brand has reigned convincingly in the Feminine Hygiene category for the past decade, using point-of-entry marketing: the brand ensures it speaks to pubescent and pre-pubescent girls, as they're making their very first decision on that product category.

"There are several other brands competing in this category, also aggressive in their targeting of pre-teen and teenage girls. But in this category it's not as much about brand



Pic: Jeremy Glyn

or marketing; it's about product efficacy. It's easy: Always wins every year because it's a technically superior product," says Levin.

For South African TV fans, *Generations* is the zenith of local soapies. Like it or loathe it, Generation Next have voted it the Coolest Current TV Programme year after year. There's nothing particularly cool or trendy about the show, and yet kids have had it in their lives each weekday evening ever since they can remember. It's a part of their lives, particularly if they were born into a family that consumes the show – they'll have been watching it from an early age, so it's habitual.

BMW is another brand that has maintained top positions in numerous categories over the decade, topping competitors as one of the Coolest Companies, the Coolest Motor Vehicle, and, this year, scooping the much-coveted Coolest Overall Brand.

"BMW rates well across the spectrum of youth – kids, teens and young adults. The BMW brand has great 'street cred' in the townships, and is one that teens and young adults aspire to – they associate people who have 'made it' and have cool jobs with owning a BMW. The brand is appealing; it stands for performance and success," Levin says.

**SHARON KEITH, MARKETING DIRECTOR OF COCA-COLA SOUTHERN AFRICA, TALKS TO DAVID JACKSON**

**DJ: Coke has been around for generations, yet Coca-Cola remains an icon to the youth of 2014. To what does the company attribute this high acceptance of the brand?**

**SK:** Coca-Cola is a much-loved brand. It has been welcomed into people's homes, and been part of many special occasions in people's lives. However, we need to give consumers a reason to stay, or fall in love, with our brand. All of our marketing is based on deep consumer insight. Understanding these deep consumer insights and then structuring our marketing programmes to act on those

## Sharing and caring

insights is the way that we do business.

**Is there any particular strategy in which youth has been targeted for particular attention?**

The *Share a Coke* campaign was a campaign primarily targeted at young people, but resonated more broadly. By replacing our brand name with the most popular first names in the country, we hoped that South Africans could enjoy special moments by sharing their Cokes with each other. We know that today's youth want to be recognised as individuals, and giving them something personalised proved to be a sure way of connecting with them.

**Are there any particular characteristics unique to South Africa that have a bearing on**

**the extent and diversity of Coca-Cola's appeal?**

South Africa has a culture of sharing, and our communication and interaction with South Africans reflect this cultural aspect. Part of Coca-Cola's appeal is that it is an inclusive brand and everyone is able to connect with the brand in some form or another.

**Do you believe that Coca-Cola's social-responsibility initiatives have resonated with youth in that they have helped to give the brand a caring and "socially aware", modern image?**

One main focus in terms of social responsibility is healthy, active living. We have partnered with RED, an organisation that inspires young people to show their commitment to an Aids-free generation. Coca-Cola has partnered with RED to connect

people through the universal language of dance. Dance is a natural way of engaging with young people around the world. Our Coca-Cola RockCorps campaign, run in partnership with Coca-Cola bottling partner ABI, has recently driven a community project initiative in the greater Gauteng area. The programme has seen great success in mobilising youth to make an active difference in their community, while being rewarded for their efforts.

**What importance does Coca-Cola place on innovation, given that it is a brand that is steeped in tradition and history?**

Innovation is absolutely key for us. We prioritise innovation as a strategic objective and we encourage all of our staff to participate. We don't limit creative thinking to specific people or

### Q&A

functions. We tailor innovations and brand-line extensions by market, as innovations succeed when a great idea intersects with a genuinely unmet consumer need or desire.

**What importance does Coca-Cola place on country or regional market surveys such as Generation Next?**

Surveys such as Generation Next are important to us, as they are an indication of how well we are doing to connect with our consumers through relevant and engaging creative work. Learnings that we get from such surveys include consistency; consistency in terms of our brand promise, as well as our brand's delivery on that promise, is a big piece of it. Surveys such as Generation Next give us a direct read on what our consumers care about and how they rate us, and that's invaluable feedback.

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2011, 2012 & 2013.







Pic: Jeremy Glyn

# Table(t)s turning

Andrew Gillingham

**SO IF YOU** are young, South African and way cool, what cellphone do you have or very much want?

The answer from this year's *Sunday Times* Generation Next is the Apple iPhone, followed by Samsung, with BlackBerry third, Nokia fourth and Sony Ericson in fifth. A new entry in sixth position is China's Huawei.

This year's Coolest Hi-Tech Gadgets puts the Samsung Galaxy tablet in pole position, followed by Xbox and iPad, and your Coolest Computer Brand is Samsung, with Apple Mac in second and Sony in third.

Sylwia Wierzbicki, researcher at HDI Youth Marketeers, says that given the earlier international trend, BlackBerry was expected to lose popularity last year, but the brand proved to have more staying power among South African youth, specifically driven by the kids' vote; they still saw great appeal in the brand.

However, Apple and Samsung have been hard on BlackBerry's heels and this year – in line with global trends – and turned the tables.

"Everybody wants to be part of the Apple family," said 16-year-old Antonio.

"BlackBerry's BBM service is now available on a variety of leading cellphones and this has taken away part

## SAMSUNG AND APPLE ARE MAKING IT INCREASINGLY DIFFICULT FOR THEIR COMPETITORS

of the phone's attraction," notes Wierzbicki. "Last year among young adults, iPhone and BlackBerry were on a par, but among kids, BlackBerry still dominated. This year among young adults, Samsung is most popular, but kids still prefer BlackBerry – but only by a hair; the brand has lost a lot of its popularity in this market."

"Very often cellphone popularity among the very young is driven by the phones they are able to get, and many are given their parents' older phones as they upgrade. However, the Apple and Samsung brands are now so strong that they have great appeal, even in a market where perhaps there is less access to these products," she adds.

Samsung and Apple continue to butt heads, each vying to become more popular than the other. Last year the Apple Mac was the Coolest Computer Brand, but this year Samsung took first place.

"It does differ from one age group to another, but overall the

two brands are in hot contention. The Samsung Galaxy tablet was in seventh position last year as Coolest Hi-Tech Gadget, but this year it has beaten out the competition to take first place."

Wierzbicki says Apple and Samsung are largely driving the market and they are setting the bar ever higher, making it more difficult for their competitors. While some well-regarded brands have been releasing excellent new phones, they do not seem to be able to dent Apple's and Samsung's grasp on the youth market. "They are two very tough, competent, innovative companies that are very much in touch with what people want, and they keep delivering it."

The applications available on Samsung and Apple's iPhone are one of the key reasons why youth see the brands as being more advanced, useful, user-friendly and valuable, she states. Design also plays a significant role in the attractiveness of the leading brands, and young South Africans want the very latest technology in their phones.

"They want to be on the leading edge and not behind the curve. They are interested in new technology, and technology is moving so fast that you are seen as 'behind' if you have an older, less state-of-the-art cellphone," Wierzbicki says.

## Q&A

# Sun still shines

MICHAEL FARR, GROUP GM, CORPORATE BRAND AND COMMUNICATIONS FOR SUN INTERNATIONAL, CHATS WITH DAVID JACKSON

**DJ: Studies such as Generation Next indicate that Sun City and parent Sun International remain an icon to the youth of 2014. To what do you attribute this track record of acceptance?**

**MF:** From the opulence and extravagance of the Palace of the Lost City to the trendy Cascades, Sun City has something for every taste. This has allowed the complex to identify with an emerging, youthful market, while continuing to uphold its status with the established market of South Africans who have literally grown up with Sun City.

**Are there any particular characteristics unique to South Africa that have a bearing on the extent and diversity of Sun City's appeal?**

Sun City plays host to a variety of annual events throughout the year, from big-name events such as the Nedbank Golf Challenge and Miss South Africa, to major performances like the Battle of the Giants and Skouspel, and, no less importantly, to international music artists and cooking competitions. These events not only draw guests from all walks of life to the complex, but have also earned Sun City the reputation as one of the best live entertainment venues in Africa.

**What importance does Sun International place on innovation, and what have been the perceived outcomes in this highly competitive market?**

In a world of instant gratification and rapidly changing tastes, Sun City stays on top of consumer trends and constantly looks for new ways to offer guests a world-class hospitality experience. For Sun International, this has meant regularly updating and upgrading

properties to ensure that they remain relevant and enticing as an entertainment destination. For example, the Palace of the Lost City recently unveiled a major refreshment of the hotel's restaurant offering and the addition of a prestigious new VIP casino. The Vacation Club, a firm favourite with locals, is undergoing a total overhaul, while the Valley of the Waves remains a one-of-a-kind attraction open to all guests of Sun City.

**Do you believe Sun International's social responsibility initiatives have resonated with the youth, and helped to give the brand a caring and "socially aware" kind of modern image?**

As a large player in the hospitality industry, Sun International recognises its responsibility beyond the entertainment and leisure needs of customers. This includes the many environmental and social projects it undertakes, with an emphasis on supporting emerging business by incorporating young entrepreneurs into its existing supply chain. Through its enterprise development projects, Sun International is demonstrably engaged with South African entrepreneurs and small businesses.

The enterprise development projects identify promising businesses in and around communities that are directly involved with Sun International properties, and set up agreements where business owners have access to business loans, funding, mentorship or other facilities that will help to ensure the long-term success of the emerging company.

In this way, Sun International, and particularly Sun City, has become a truly South African brand that continues to resonate with all South Africans.



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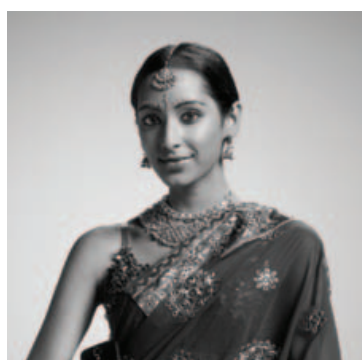
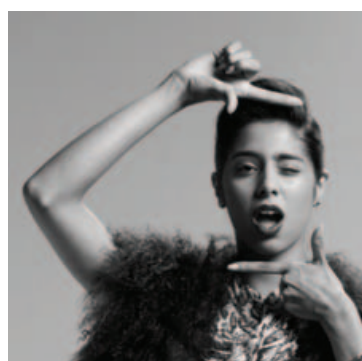
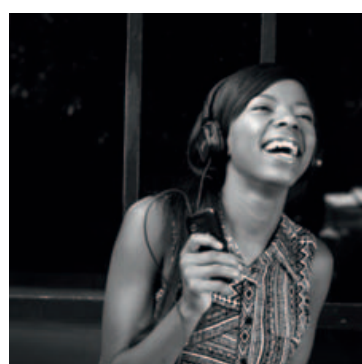
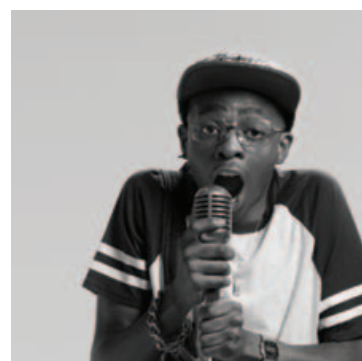
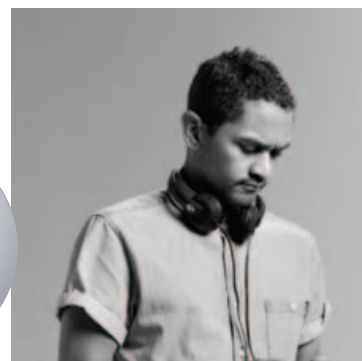


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## TRENDS

It's all  
about  
me(me)SOCIAL MEDIA TRENDS ARE  
AS PREDICTABLE AS THE  
STOCK MARKET

Pic: Jeremy Glyn

Alf James

**LAST YEAR IT** was selfies. This year we are seeing a boom in social media fads. From neknominations to no-makeup selfies, these tend to follow the international trend, where active social media users aren't afraid to contribute to and take collective ownership of a trend.

According to Mike Wronski, managing director of social media and analytics firm Fuseware, there are several stages of social media adoption, with varying degrees of engagement; however, more experienced social media users find content creation and sharing a seamless part of their social lives.

Many short-term memes (ideas or pieces of content that spread among people within a culture or community) are started through a viral piece of content such as a video, picture, or even a couple of words, he says. "Virality is normally driven by content that has elements of humour, nostalgia, shock value, and a great inside story. Other fads are started by celebrities and influencers who use their large audiences to spread a message, start a hashtag trend and get people involved."

Social-media trends are as predictable as the stock market, Wronski adds – there are some technical drivers and underlying fundamentals, but by and large they are in a state of unpredictable short-term flux. "Online fads have been around for many years, even before social media. Fads would come and go in Internet Relay Chat (IRC) channels, bulletin boards, forums and anywhere where people interacted together digitally. People want to be a part of experiences that are fun, interesting and have a sense of community and recognition; social media provides for a very simply way to do this," he says.

And if you see something like selfies emerging internationally, you can be pretty sure they are emerging locally as well, adds Arthur Goldstuck, managing director of the technology market research organisation World Wide Worx. He says the reason for generation next's rapid adoption of social-media trends is that they have no fear of technology and are constantly experimenting. "But more than that, and the fundamental aspect of social-network evolution among the youth, is that they share what they discover, all the time. They are continually sharing their discoveries about social networks and their own experiences via social networks, so the medium is the message as far as youth are concerned.

"It is both the knowledge about the networks and also the use of the networks – the combination is very powerful in terms of take-up and adoption, and expertise around social media," says Goldstuck.

Wronski believes tech-savvy youth, especially in urban areas in South Africa, have a fundamental desire for creative self-expression. "The works of art, music and literature created by South African youth are truly astounding, and in many cases get solid recognition overseas, despite not always having a voice locally. Social media provides a global platform for these youth, allowing them to share their creativity on a world stage. Generation Next lives in an always-on, always-connected world. Besides the instant gratification that comes with pictures and short videos, visual content has always had the best engagement on social media. Social media in South Africa is used largely on mobile devices, and with recent drops in mobile data rates, multimedia consumption has become easier and more affordable than ever."

Wronski reports that from Fuseware's joint research with World Wide Worx, it is clear that over 80% of social-media content in South Africa is created on a mobile device. Smartphones are becoming more cost-effective, and allow youth to easily create, edit and share almost any piece of content that inspires them. He predicts the social-media and online trends we are likely to see emerging next include ephemeral messaging such as Snapchat, and "instant gratification" apps such as the dating app Tinder, which will see more usage locally and abroad. "We will see a tighter integration of social media with other activities, such as gaming, online shopping and news consumption. Platforms such as WeChat, which act as social experience hubs, are prime examples of this."

Goldstuck believes video is going to become more important in the next two to five years, and we can expect to see more video-based social networks emerging.

Technological development and social media trends seem to drive each other, in a sort of feedback loop, Wronski says. Technology unlocks new ways in which people can create, share and consume content, but the ways in which people use social media also inspire niche apps and platforms to be created.



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VALUE IS PART OF THE COTTON ON DNA

**SOUTH AFRICANS HAVE** certainly cottoned on to Australian clothing brand Cotton On, and they're not alone.

Cotton On has nine brands, over 1 300 stores and employs over 19 000 people in 16 countries – and has rocketed into the top 10 in the Coolest Clothing Store category.

Founder Nigel Austin leveraged off his family ties to the rag trade and, at 18 years old, he headed off to a local Australian market with a stack of denim wash jackets and set up his stall.

His foray was a disaster. Everyone loved the jackets, they tried them on, and no one bought any.

Next week Austin was back; he dropped his prices and sold out his entire stock. This firmly established value at the core of Cotton On's approach.

Andrew Gillingham spoke to **JEFF CLEMENTS**, marketing manager for the Cotton On Group in South Africa.

**AG: Why has the extremely successful Australian clothing brand and clothing retailer entered the South African market?**

**JC:** Coming into the South African market was very much in line with Cotton On's planned expansion and a part of its strategy to strengthen its position as an international fashion brand.

**What role does value play in Cotton On today?**

Value drives everything we do. If an idea does not add value to our customers, our staff, the community or our brand, we keep working on it until it does. Value is very much a part of the Cotton On DNA.

**How successful has the decision to open up in South Africa proved to be?**

We have over 90 stores in South Africa, including our Cotton On Body, Cotton On KIDS, and our stationery store, Typo.

**What is it about the Cotton On brand that appeals so much to South African youth?**

We have not done anything different to attract the youth market. However, we are a southern-hemisphere retailer and the product you see in the store today is the same product that is being sold in Cotton On stores in Australia and elsewhere in the world. Many people think that international retailers come to South Africa and sell product that is a season behind. With Cotton On you do not have that; our clothing is the very latest Cotton On fashion. Consumers are very aware of the latest fashions and they do not want to buy products that are already out-of-date. They know what is trending globally right now and they want it right now.

Youth is also very demanding, which makes the whole store experience crucial. The brand is very important, as is the store layout, visual merchandising, customer service, campaign imagery and the concepts you use, as well as social media. They all play a role. But, at the end of the day, none of that matters unless you offer the right product at the right price. Cotton On offers affordable, on-trend basics and versatile, value fashion that is wearable.

**How does Cotton On approach merchandise and stocking its stores?**

We have always got fresh stock coming in, and that is very appealing to the youth. When people see something they like in one of our stores, they know that they might as well buy it today, as chances are it will not be there tomorrow. It will be replaced by something else you love.

**How does Cotton generate the designs that have helped to drive its success?**

All of our designs are done by our amazing team in Australia. The passion they put into their designs is visible in all of our products. We are very proud of Cotton On's Australian heritage, but today Cotton On is a global brand and people around the world are connecting with our product; there is something for everyone in our stores.



Pic: Jeremy Glyn

## Thank you for voting us one of South Africa's coolest brands

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# Sticking to its drums

FOR TRACE, IT'S ALL ABOUT THE MUSIC - JUST THE MUSIC

Andrew Gillingham

**Music really rocks** South African youth, with Trace TV's music channel on DStv scoring top spot as the Coolest TV Channel and Coolest Music Channel; singing coming in 10th in the Coolest Job category; music ranking second as what the youth most want to watch; and *Idols* scoring at number nine in the Coolest Current TV Programme category.

Olivier Laouchez, co-founder, chairman and chief executive officer of Trace TV, says the music-focused company has learned much from its competitors, and gone on to create its own innovative brand that has found appeal around the globe.

Trace has leveraged off its international presence to bring global music trends to South African youth, and combined this with the very best of local, South African music. "We have offices in South Africa and we are in permanent, direct contact with South African youth," Laouchez says.

"Another important element in our success is innovation. Not only have we learned from other players in the industry, but we decided to differentiate ourselves by bringing new products and services, and providing our viewers with a new way of approaching music," Laouchez says.

An example is Trace StarS. Instead of launching an expensive traditional talent selection process to

find the next big music star, Trace made use of mobile phones, asking potential stars to call in to its special Trace StarS numbers. This was backed up by appearances on the Trace TV channels, and the finals were hotly contested.

"This was a first in the world, and South Africa was the first market in which we used this process. South African youth really responded and we had about 320 000 calls from people who wanted to enter the competition," Laouchez says.

Since Trace shook up the market, the company's competitors have been aggressively seeking to at least match its innovative pace. Laouchez views this as being good for everyone, particularly the industry and viewers.

Africa is a core market for Trace; it recently held an African workshop for its executives in Nigeria, and Trace viewers can expect a storm of further innovation as a result.

"There will be a lot of innovation on Trace channels and the Trace brand in South Africa," Laouchez says.

One of the reasons why Trace is so successful within its target market is that it is focused in an area to which many young South Africans aspire. "We represent the success that many South Africans would like to achieve," he adds. "Our programmes showcase music stars, and we have invested a lot in developing our on-air packaging so



that it is unique, fresh and extremely modern."

Laouchez says Generation Next is a fantastic tool, not only for Trace, but for all brands in South Africa.

"The youth is important, not only in South Africa, but across the

entire continent, and having an insight once a year into the brands that are winning favour from the youth is very useful. It gives us a tool we can use to improve our products and services, and the recognition from South African

youth also gives everyone something to which we can aspire.

"At the same time, it puts a huge amount of pressure on successful brands to be even better in the next year, so we continue improving."

Mokebe Thulo, account manager at HDI Youth Marketeers, says that when Trace TV was launched, no one paid it any attention and it was not perceived as a competitive threat.

"At the time, MTV held the largest slice of the pie; it was the dominant music channel and the US was at the forefront of all things music-related. But MTV stopped being what had made it so successful – namely, a music TV channel – and this opened up gaps in the market for channels such as Trace to swoop in," Thulo says.

"It is all about the music, not talking about music. It is not that South African youth is not interested in the story and the comment around music, but there is a lot of that content available and this gives viewers a broader range of options, splitting the audience."

She adds that South Africans are both picky and prepared to listen to new bands and consider new sounds.

"We are open to new and interesting music that works. Trace caters to different age groups, differing musical tastes. Its offering is broad and very current. Trace is like radio with visuals," Thulo says.

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Q&A



## Feet on the ground

THE SOIL TALKS LIFE AND MUSIC

**How did you decide on the name of your band?**

The name of our band came to us in the same fashion as our songs come about – through dreams, thoughts and imagination. It simply occurred to us and we felt it suited our genre best, as it sort of covers all grounds. That is what we hope to accomplish with our kind of music.

**What has been your best gig so far?**

Definitely our performances at The Apollo Theatre in New York, which was amazing. Plus, the incredible Bushfire Festival in Swaziland. Seeing and performing for people from different walks who were being unified by our music was beyond awesome.

**Who is your inspiration in life and in work?**

The special people that God has blessed us with: family, most importantly – the love and support they give to us is beyond amazing. Of course, we are also thankful for the gift of life in its entirety.

**What song do you wish you had written?**

*Inkwenkwezi* by Simphiwe Dana, *Elo Lizwi* by Mandisi Dyantyi and *Morning Rise* by Maleh are all fabulous songs.

**Who would you like to perform with?**

The legendary South African group Ladysmith Black Mambazo.

**What are you listening to right now?**

Mostly John Legend, Naima Kay and iFani at the moment.

**Describe the kind of music that you make.**

We believe that our acapella sound is a collection of stories told through melodies that emanate from a very sacred place. It is very authentic.

**What is your favourite food?**

Believe it or not, Ntsika loves cereal; for Buhle it has to be *umphokoqo* and *inkomazi*, and for Phindo it's the staple pap and steak.

**Who are your favourite local designers?**

For the boys it has to be Zano Sithetho, who is the founder of a brilliant brand called Skorzh. Buhle is not into designer clothing, but look out for TheSoilSista brand.

**If you won the lottery, what would you do?**

We would donate a chunk of the winnings to at least five of our favourite charities. We would also love to partner with the municipalities of our various home towns in order to initiate community arts festivals. This initiative would help in nurturing the growth of our future arts industry, support arts and culture, and give many undiscovered talents a chance to showcase their skills.

- Nikki Temkin



# So it's smiles all round then.



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## TRENDS

## Go with the grain

COOL AND HEALTH-CONSCIOUS ARE NO LONGER  
MUTUALLY EXCLUSIVE AMONG THE YOUTH

David Jackson

**TOO MUCH JUNK FOOD**, sugar and salt – and far too much carbohydrates and fat. This has been the sorry tale of the eating habits of South Africa's youth in recent times.

But some of the results from this year's

study suggest that the tide may finally be turning. In this year's Coolest Breakfast Cereals category, Kellogg's Cornflakes topped the poll, ahead of runner-up Nestlé Milo, with Kellogg's Coco Pops in third place, while Muesli (in fifth place this year) maintained its consistent appeal.

Says Jason Levin, managing director of HDI Youth Marketeers: "We've been watching the Generation Next study closely to look for indications of a change for the better in the eating habits of South Africa's youth. This is the first year in which we are starting to see some positive precursors.

"This is a drum that's been banged on for a long time and is finally starting to gather momentum. Woolworths, for instance, offers many food lines which are healthy and which are presented in kid-friendly fashion. Certainly in the suburban samples, health-consciousness is becoming a factor."

Significantly, the results point to a notable difference between being sports and gym-conscious. "We find that the fact that kids play sport is not an indication of whether they eat poorly or well. But teens and young adults who are regular gym-goers tend to eat more healthily."

This, Levin suggests, could well be a result of a phenomenon that has been gaining ground over the past few years: "social'sise". This has been typified by a greater proliferation of gyms and dance classes, activities that used to be fringe pursuits, but are now becoming more mainstream, says Levin.

"And the more this phenomenon picks up in popularity, the more these people become less prone to eating badly."

Cost is also a strong factor in the choice of foods, particularly among male respondents in the Generation Next study. Says Levin: "It's a true stereotype that teens and young boys can eat you out of house and home. They are huge eaters, often eating 'filling' foods comprising lots of starch, fats and sugars. Often they are on a budget, which means they need to eat cost-effectively. So fast-food options are cheaper for them than complex and expensive healthy-eating options."

Among other notable trends, cereal brands are absolutely huge for small kids. "We've also done some testing on youth and loyalty, and, for instance, loyalty to their favourite cold drink trumps loyalty to their bank."

Masterbrands and the various sub-product brands also play an important role in youth choices.

"People tend to prefer Kellogg's cornflakes to No-Name brand cornflakes – and within the Kellogg's stable, there are Rice Crispies fans versus Coco-Pops and cornflakes fans, for example."

Study results indicate that, in recent years, the breakfast category has been dominated by a demand for cereals with a "chocolatey" taste. Nestlé Milo entered the fray about four years ago and has capitalised on its novelty appeal and its chocolate-like flavour.

Says Levin: "Chocolate-flavoured cereals, driven on the back of the kids' vote, have been predominant ... kids just love chocolate cereals. So this is the first time in many years that we have seen cornflakes – a non-chocolate cereal that traditionally gains more of the older-generation votes – beat the chocolate cereals."

"Some of the chocolate votes this year were split between Coco Pops and Nestlé Milo – a factor that probably played a part in Kellogg's Cornflakes coming tops."

Future Life – a Pro-Nutro-type cereal – comes in at number 10 in the Coolest Breakfast Cereal category this year, and while it has huge talkability, it is still considered something of a fringe suburban phenomenon at this stage, Levin says.

Muesli maintains its popularity, particularly among females, whose votes for this breakfast product virtually doubled those of males.

Notes Dr Sean McCoy, a director of the Brand Council of South Africa: "Cool and health-conscious are no longer mutually exclusive among the youth; to the contrary, they can be integrated – budgets notwithstanding. A brand such as Virgin Active continues to grow aggressively in South Africa, and has certainly become something of a lifestyle centre to this market."

"It is a place to train and stay fit, but also to connect ... literally and figuratively in a sense, with digital connectivity stations as well as a strong social scene, where people are able to meet and engage, often over a smoothie of their choice."

"The caveat to this trend, of course, is affordability, so a brand like McDonald's remains strong, offering value-based meals. The McDonald's offering increasingly contains healthier options such as salads, again evidence of the need to address consumer expectations, even in the value segment."



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# Pick n Play



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Sunday Times GENERATION **NE><T**



**What tunes are you listening to at the moment?**

A lot of hip hop, both local and international, including Kanye West, Jay Z, B.I.G, Missy Elliot, Queen Latifah, Reason, AKA, Kuli Chana, Maxwell and Ayfani. I also enjoy old-school like Lionel Ritchie, Barry White, Ladysmith Black Mambazo.

**Your career highlight so far is ...**

There are so many highlights, but so far they include my involvement with *Isidingo* and *Zone 14* – featuring on these shows was really a dream come true. Also being the host of Season 6 of *Tropika Island of Treasure*.

**What's your favourite food?**

I love traditional Zulu food, and African flavours in general. I also enjoy homely, country-style food like cottage pie, pastas – and my best is salads.

**Who are your favourite clothing designers?**

They include Avant, David Tlale, Sylvester Falata and Thula Sindi. I love supporting local South African designers, so that they, and South Africa as a whole, can prosper.

**Your best skincare product is ...**

Moisturising and drinking lots of water is so important.

**If you won the lottery, what would you do?**

First, I would call a financial advisor! Then, I would focus on buying a home, supporting women and animal-related causes. My focus would be on abuse, empowerment and rehabilitation. I would also try to invest wisely, instead of just spending the money immediately.

# Real gem

PEARL THUSI: LIKES AND LAUGHS

**What superhero power would you want?**

The ability to change people's hearts and make them kinder and more loving towards each other. Ultimately repairing hearts and souls would be more important to me than flying – although that would also be great!

**What is your favourite gadget?**

My Samsung phone.

**What TV show will you never miss?**

Favourites include *Zone 14*, and *Live AMP*, plus series such as *Revenge*, *Game of Thrones*, *The Mentalist*, *Spartacus* and *The Fixer*.

**What book and song influenced your life?**

The song that has had the greatest influence is definitely *Jesus* by Lionel Ritchie. The Bible has played a huge part in whom I have become. *Tuesdays with Morrie* by American writer Mitch Albom and *Power of One* by Bryce Courtenay have also had a huge impact on me.

**What's your favourite drink?**

Tropika!!

**Who is your best actress?**

Meryl Streep ... duh!

**Tell us a secret about yourself.**

I can eat cereal and ice cream any time of the day!

**What makes you laugh?**

Corny jokes that are short and silly, my friends and my daughter, and reality TV shows such as *Cheaters* or *Jerry Springer* ... so wild!

**Your top travel destination?**

Jamaica ... always.

**I collect ...**

Caps, shades, accessories like jewellery and physical books – I haven't caught onto the digital reading thing just yet.

**My ideal partner is ...**

Someone who looks after and respects themselves, and someone who will love my daughter as I do. But I believe special gifts always come in wrappings that you never expect, so I don't really know ...

**How do you keep in shape?**

I enjoy yoga, love walking, and I go to SWEAT 1000 classes. I also watch my diet and drinks lots of water, and take multivitamins, which help me to fill in the gaps.

**Who would play you in a movie of your life?**

I think Zoe Saldana.

**When was the last time you cried?**

On Mother's Day... it was an emotional day for me, as I miss my mom so much.

- Nikki Temkin



Pic: Kevin Mark Pass



Sunday Times  
GENERATION  
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# EVERY GENERATION HAS ITS FAVOURITE.

**SUNDAY TIMES GENERATION NEXT COOLEST MOTOR VEHICLE BRAND 2014.**

Being voted as the favourite by a generation of trend-savvy young people takes more than just focusing on what a car looks like or the way it drives - it takes forward thinking and innovation. Which is why we'd like to thank you for voting BMW as the Coolest Motor Vehicle Brand of the year again. We think you're pretty cool too.

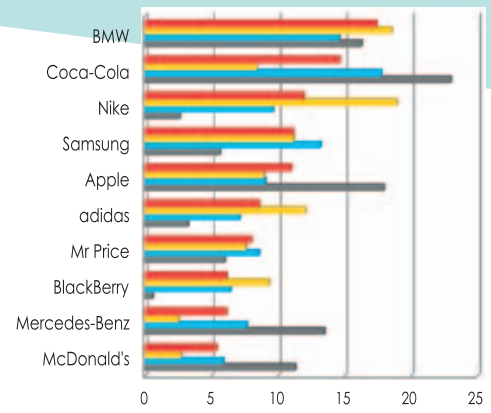
**#COOLESTCAR**





# COOLEST OF THE COOL

## BRAND OVERALL



Sunday Times

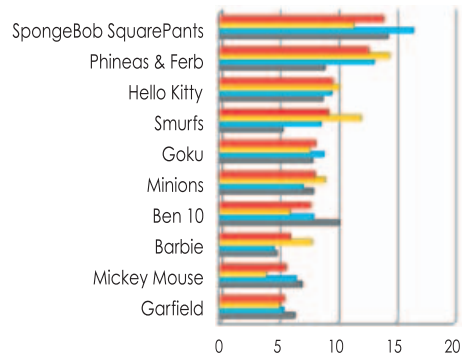
youthmarketers

Waltons  
Breeding success

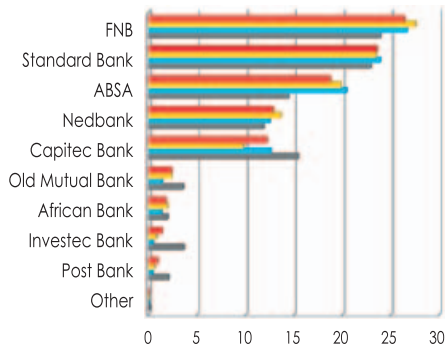
MONASH South Africa  
A campus of Monash University Australia

■ All ■ Kids (8-13) ■ Teens (14-18) ■ Young Adults (19-23)

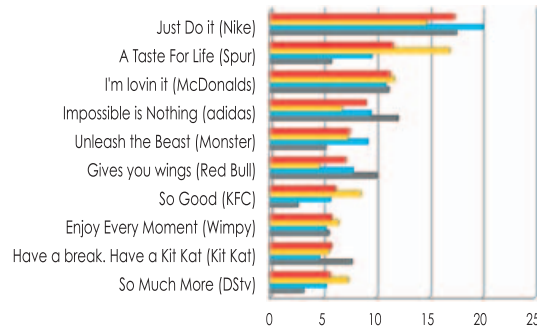
## ANIMATED BRAND/ ENTERTAINMENT CHARACTER



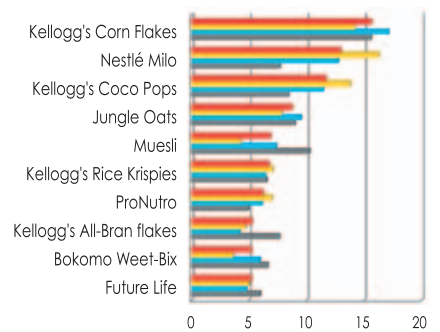
## BANK



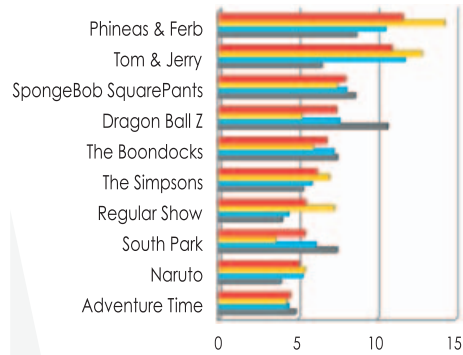
## BRAND SLOGAN



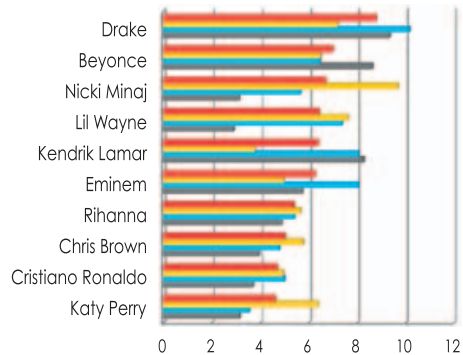
## BREAKFAST CEREAL



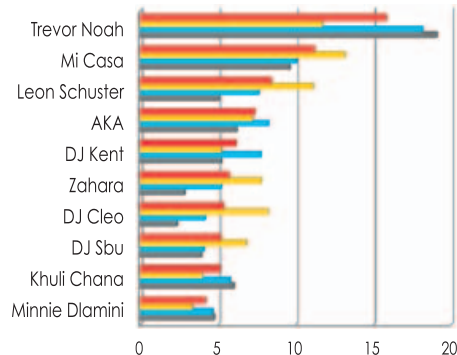
## CARTOON SHOW



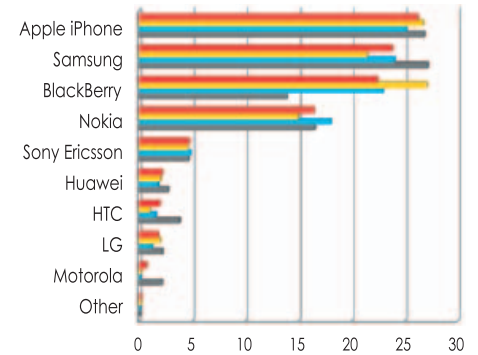
## CELEBRITY INTERNATIONAL



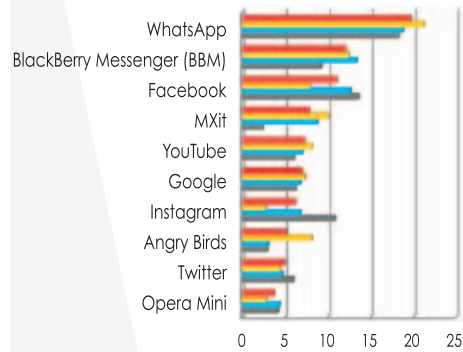
## CELEBRITY LOCAL



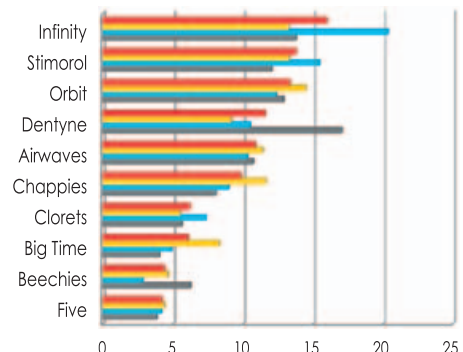
## CELLPHONE



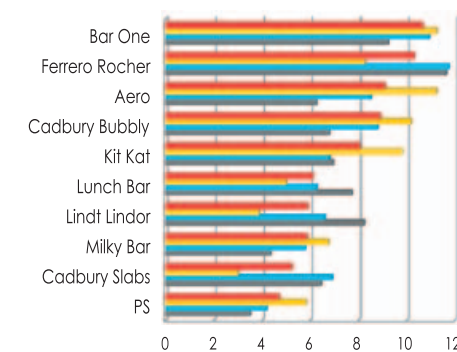
## CELLPHONE APPLICATION



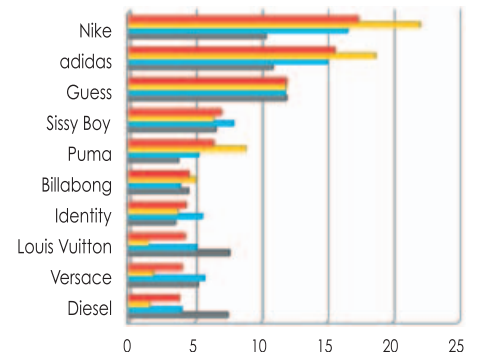
## CHEWING GUM



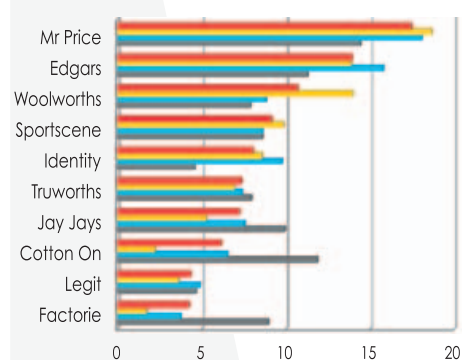
## CHOCOLATE



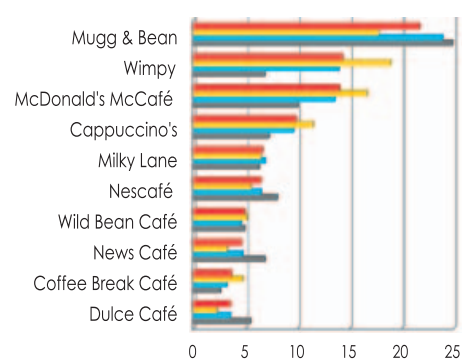
## CLOTHING BRAND



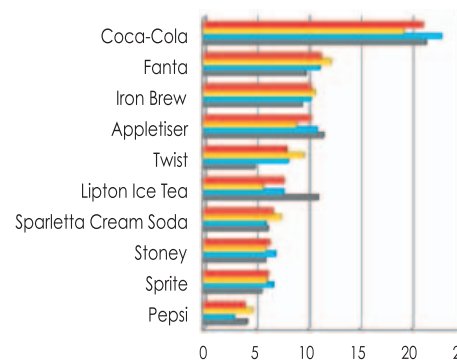
## CLOTHING STORE



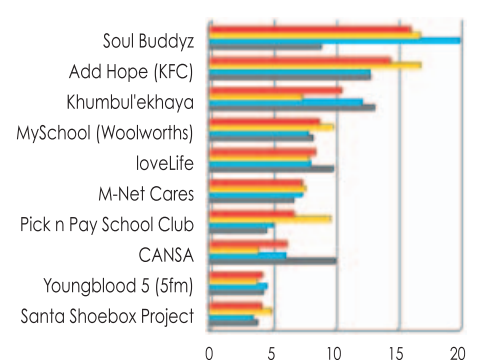
## COFFEE SHOP



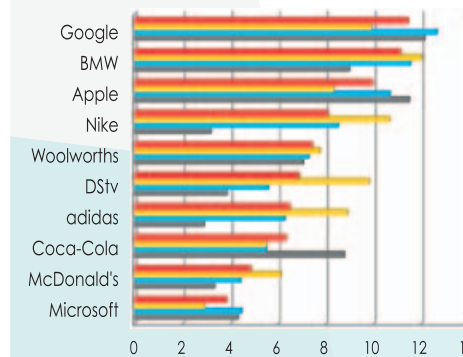
## COLD DRINK



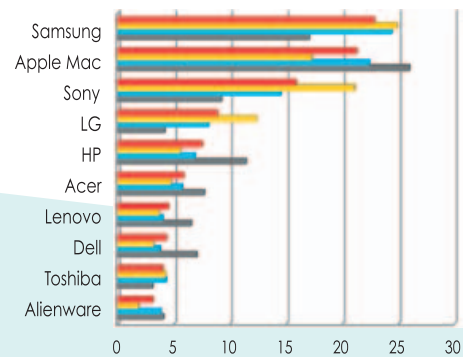
## COMMUNITY PROGRAMME



## COMPANY

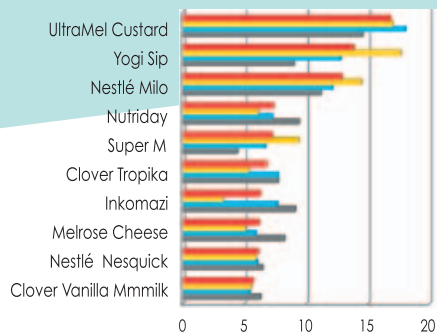


## COMPUTER BRAND

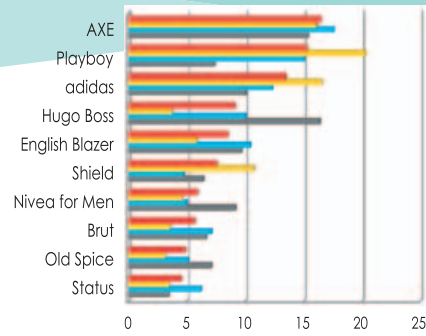




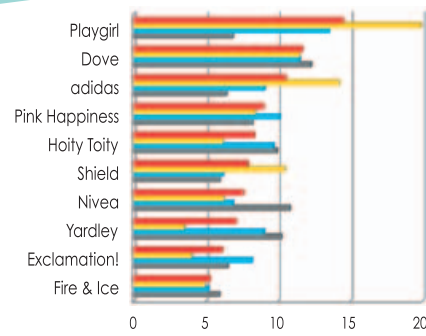
## DAIRY PRODUCT



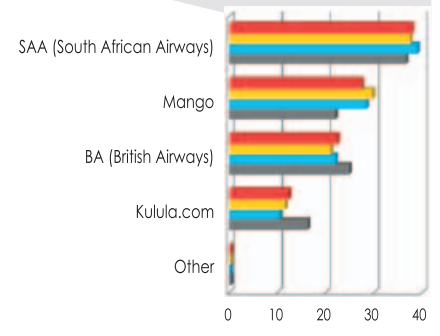
## DEODORANT MALE



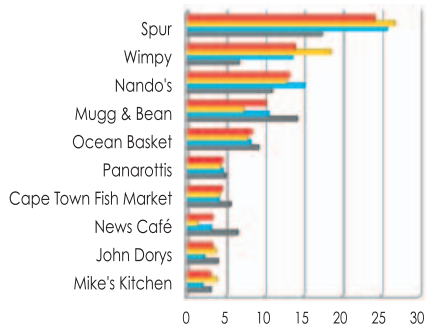
## DEODORANT FEMALE



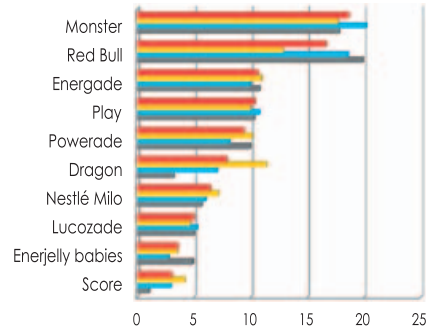
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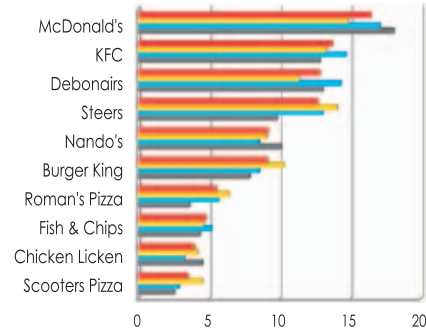
## EAT-OUT PLACE



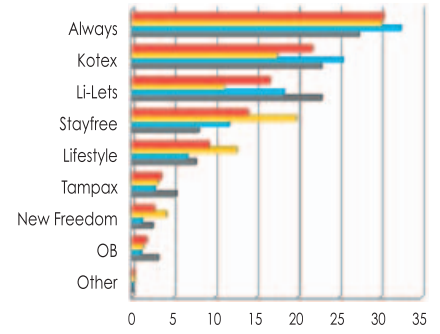
## ENERGY PRODUCT



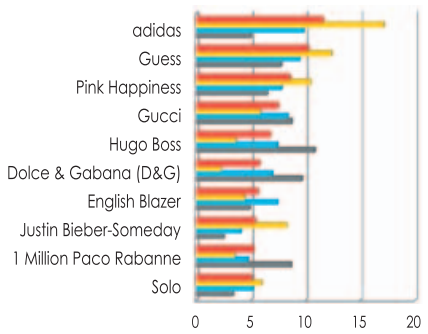
## FAST-FOOD PLACE



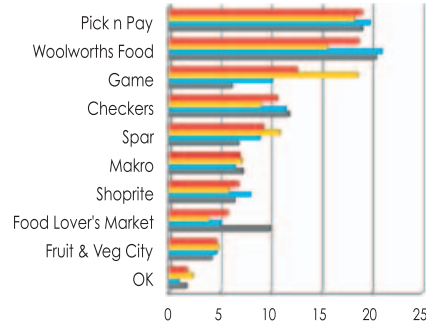
## FEMININE HYGIENE PRODUCT



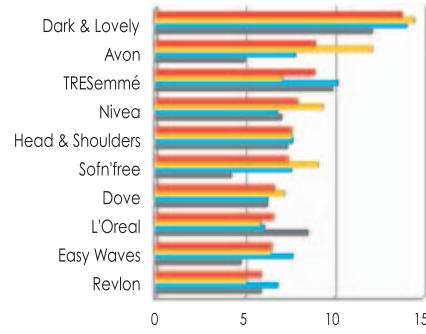
## FRAGRANCE



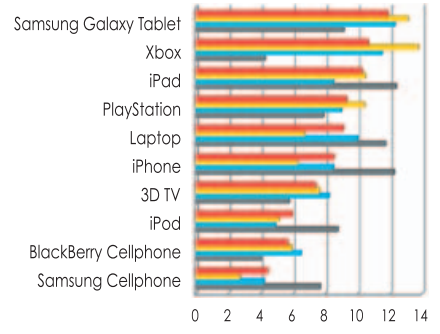
## GROCERY STORE



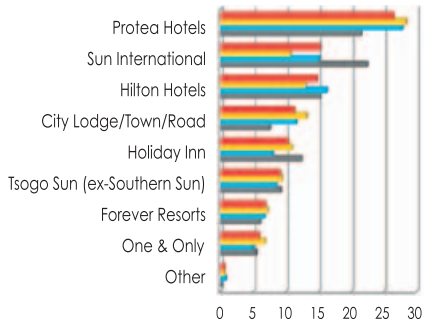
## HAIRCARE PRODUCT



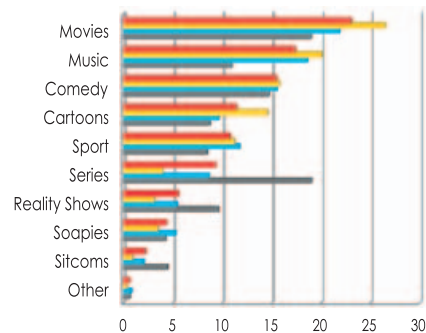
## HI-TECH GADGET



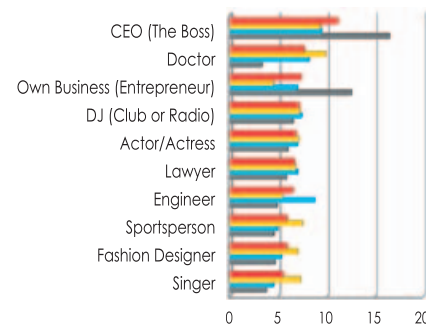
## HOTEL GROUP



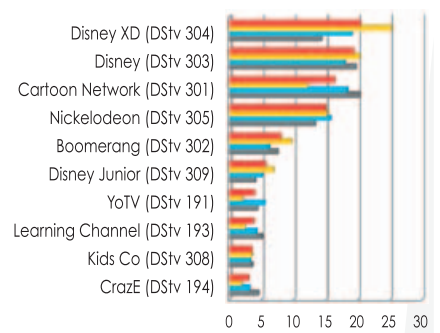
## IF YOU COULD WATCH ANYTHING ON TV



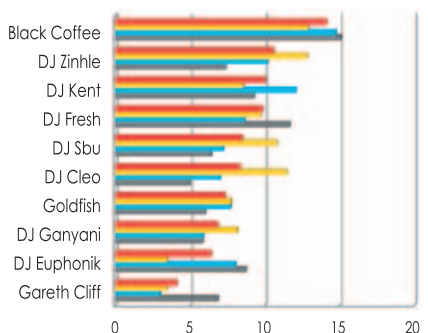
## JOB



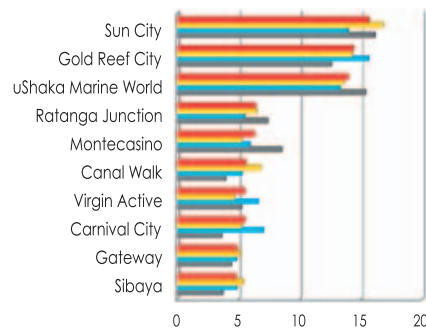
## KIDS TV CHANNEL/BLOCK



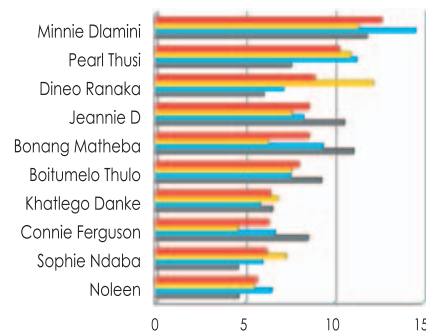
## LOCAL DJ (RADIO OR CLUB)



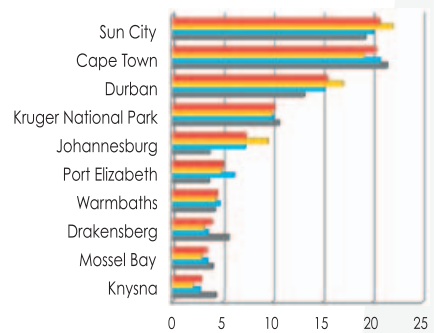
## LOCAL ENTERTAINMENT DESTINATION



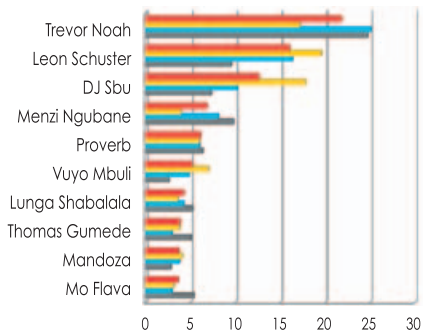
## LOCAL FEMALE TV STAR



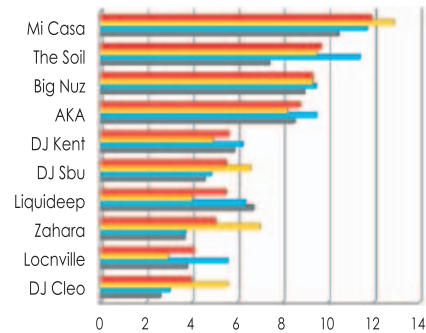
## LOCAL HOLIDAY DESTINATION



## LOCAL MALE TV STAR



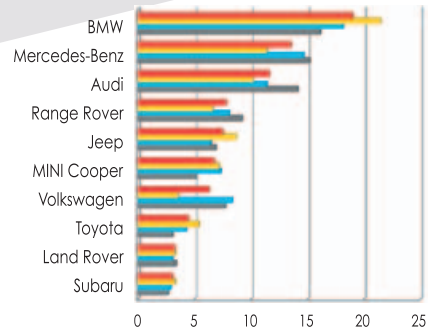
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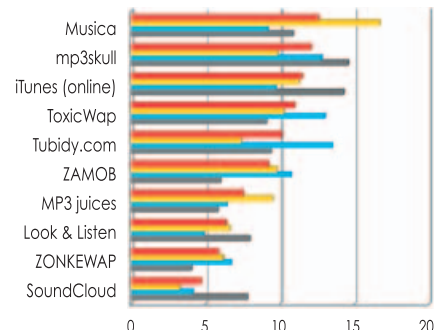
## LOCAL



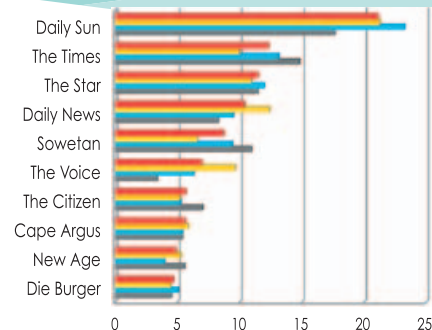
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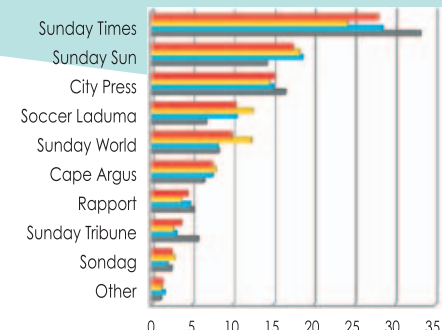
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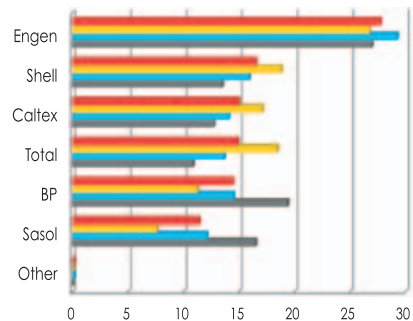
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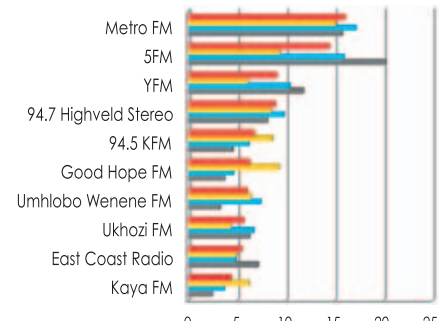
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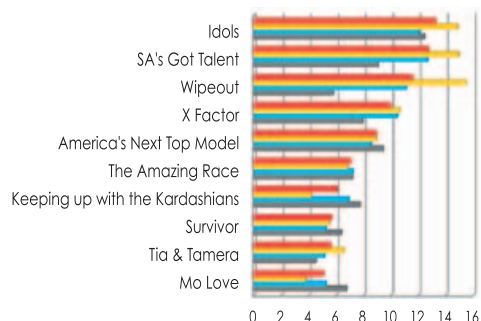
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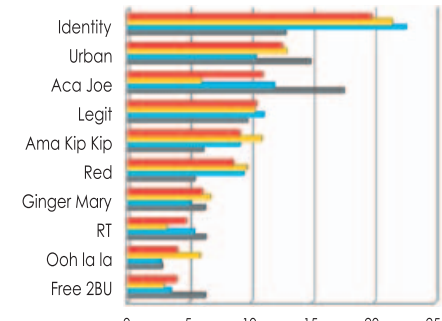
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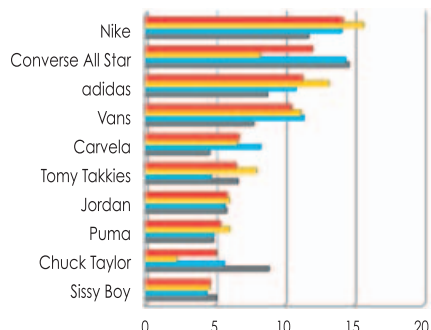
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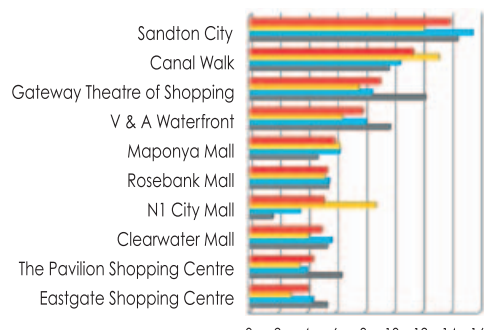
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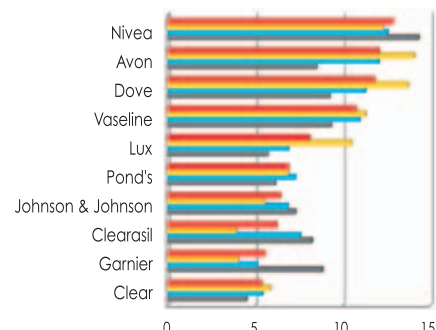
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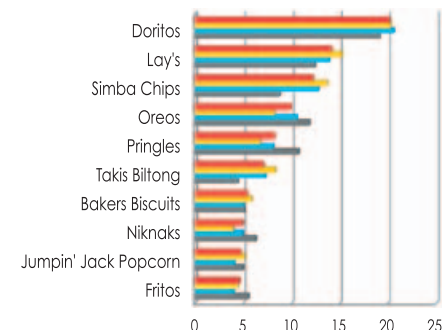
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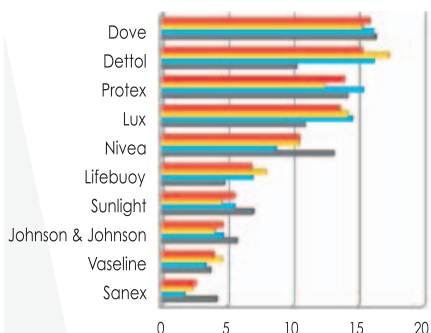
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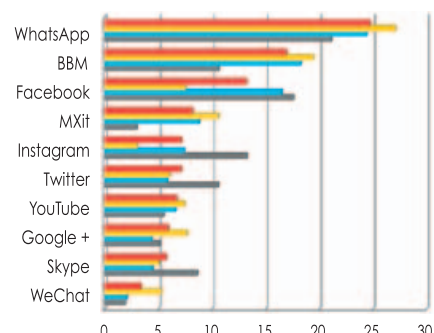
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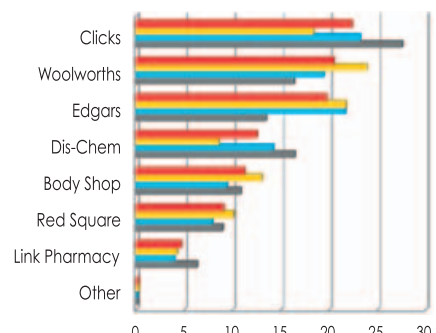
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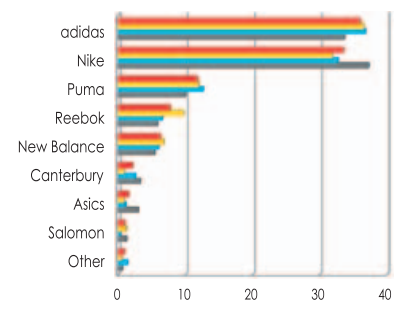
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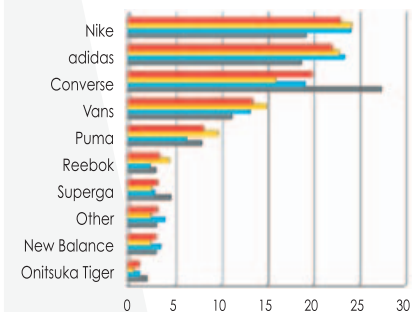
## SPECIALIST HEALTH AND BEAUTY STORE



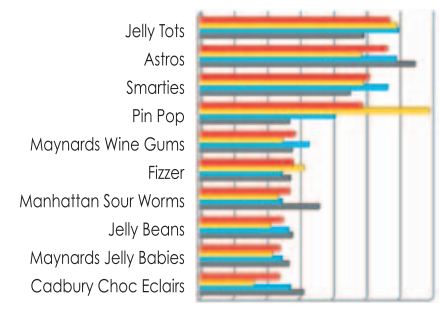
## SPORTS BRAND



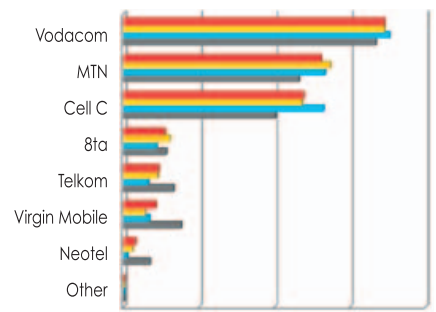
## STREETWEAR BRAND



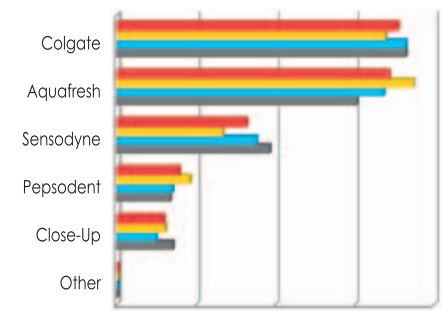
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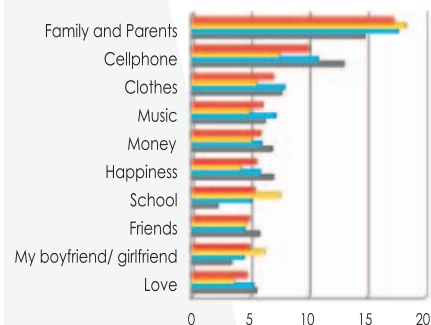
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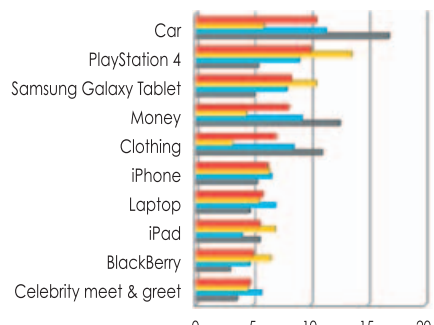
## TOOTHPASTE



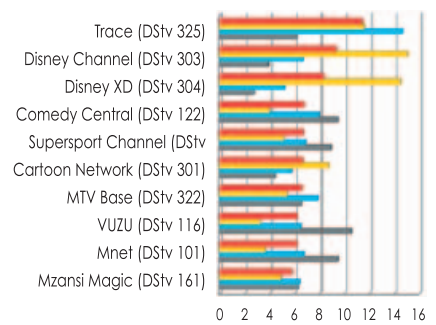
## TOP THING YOU CAN'T LIVE WITHOUT



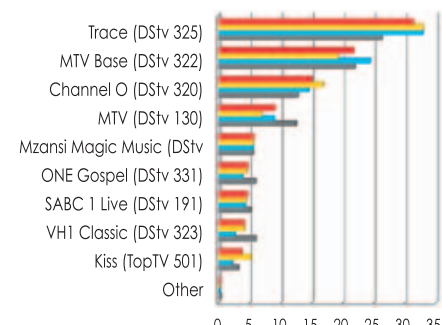
## TOP THING YOU WISH FOR YOUR BIRTHDAY



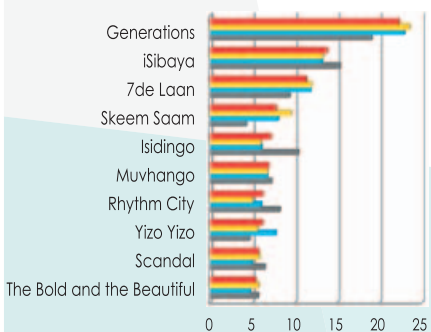
## TV CHANNEL



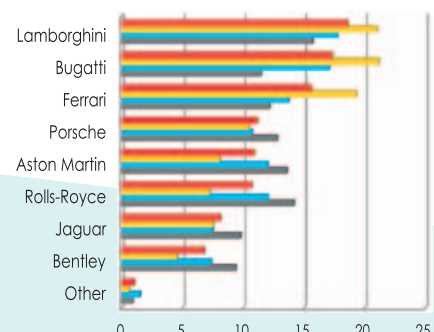
## TV MUSIC CHANNEL



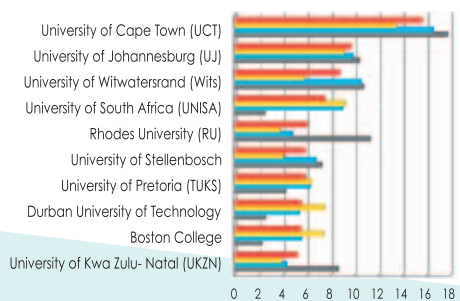
## TV SOAP



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DStv



# Trolleys ready... set ... go!



Pic: Jeremy Glyn

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## PICK N PAY TAKES THE RACE FROM WOOLWORTHS — BY A NOSE

David Jackson

**AFTER APPARENTLY MAKING** some hard business decisions over the past 12 months or so, Pick n Pay has bounced back to take top spot in the Coolest Grocery Store category this year, reversing the top two rankings of 2013. However, cautions HDI Youth Marketeers' managing director, Jason Levin: "It's hard to draw strong inferences on the basis of one year's results, because Woolworths and Pick n Pay, for the past few years, have been extremely close in the overall scoring – and again this year, they are less than half a percentage point apart."

Nevertheless, he says, this is a good indication that the two stores are not slipping downwards in the rankings, building on the fact that they have both been in the top echelon of retailers for a lengthy period.

Game was voted into third place, a repeat of its 2013 poll performance.

According to Levin, HDI Youth Marketeers began measuring Game in the Grocery Category only last year, when research evidence suggested a rising level of consciousness about the brand in this category.

"We polled them in the study as Game, but Foodco is in fact its supporting brand. Game has maintained its third-place ranking fairly strongly this year, and in some sections of the population it is considered a more interesting contender than others."

For instance, among male respondents, the study indicated that Game enjoys a huge level of appeal, higher than both Pick n Pay and Woolworths. Says Levin: "What strengthens Game's appeal, particularly to boys, is that – according to the study results – they found the Game shopping environment, with its strong emphasis on electronic goods, more exciting to be in for half an hour, compared with other retail stores."

"Woolworths Food, in second place this year, ticks most of the boxes in terms of better food choices, and general levels of consciousness around food production and convenience. The female vote came in particularly strongly for Woolies, by a similar degree to the over-index of male votes for Game."

Levin notes that there is status kudos attached to shopping at Woolworths in the lower suburban and township market. The study is conducted in wealthy as well as poor communities, but all of the research is undertaken in urban and peri-urban areas.

Dr Sean McCoy, a director of the Brand Council of South Africa, says the retailer grocery war appears to be an unlikely space to encounter youth opinion, "but it is a high-involvement category which underpins the notion of pester-power and the influence that the youth have in the buying process."

"Retailers are also addressing the health and wellness movement, with increased ranges of ready-to-go health meals which address this shift and ensure they remain relevant. The search for value will remain a strong driver in this category, so retailers who actively offer youth increased value for their money will stay ahead of the curve."

IT IS A HIGH-INVOLVEMENT CATEGORY WHICH UNDERPINS THE NOTION OF PESTER-POWER AND THE INFLUENCE THAT THE YOUTH HAVE IN THE BUYING PROCESS.



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TESSA PINTUSEWITZ, CHIEF MARKETING  
OFFICER OF FAMOUS BRANDS, TALKS TO DAVID JACKSON

# Welcome to Wimpy



Pic: Jeremy Glynn

**DJ: What has enabled Wimpy to keep its competitive edge in the market for so many decades?**

**TP:** Wimpy is an accessible and welcoming brand that is inviting to everybody. It's a brand without any airs and graces. It's about good food, good value and good service. For the younger kids, there are prizes and games and something

to keep them busy. At Wimpy, they can come and have fun and really be themselves.

**What is the core thrust of Wimpy's strategy in reaching out to the market?**

We cater for many different budget levels and various meal occasions. If kids are with their families,

they might come for a meal – or, if they are with their friends, a milkshake or coffee might be the choice. They also get personal service, which is different from some of our competitors in that category, which makes youth feel special and acknowledged – and no-one's going to rush them along or hurry them out.

**Do you keep up-to-date with trends that help you to identify what the youth actually want from an eating place and coffee shop?**

We spend a lot of time chatting to our customer base, understanding who they are, where they are going and what they want. We also look at international trends, given that many of our young people will look internationally for impetus and stimulus. So we will look to bring to South Africa many of the things that are trendy in overseas markets. It could be about the types of flavours used in milkshakes, or the different types of mixes in burgers ... We constantly introduce ideas that are new and innovative, and try to give our customers a range of products that are relevant to them.

**Fast-food venues are to be found wherever people gather. What makes Wimpy different?**

One of the things that differentiate Wimpy from its competitors is its really broad menu and range of food, from burgers to milkshakes, through to the grills and more adult options. We accommodate everybody, whatever their taste.

**How important is the youth market to Wimpy and to Famous Brands, taking into**

**account the youth's spending power compared to the adult market?**

It's really important to us – both today and tomorrow. Youth may not have the personal spending power today, but they have a lot of influence on spending power, given that Wimpy restaurants are often the place where they will go with their families. Parents will choose a brand like Wimpy because their children are happy there and feel welcome. This is an important element of Wimpy's appeal. Wimpy is a nostalgic brand that people grow up with, and the youth of today are the source of spending power tomorrow. Youth of today are much more mindful and information-savvy, and really understand the choices they are making. Good old favourites are favourites for a reason, but we also take the core favourites and re-interpret them for the current generation, adding things that we think they may find interesting.

**How are quality standards maintained in a franchise operation such as this?**

Standards are not random at all. We have operational campaigns in place to make sure that the customer's experience is as uniform as possible.

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SOAP BAR

Alf James

**DOVE CLIMBS FROM** fourth place in 2013 to lead the Coolest Soap Bar category this year, following the success of its viral Real Beauty campaign.

Kate Swan, Dove marketing manager, says the success of many Dove campaigns is strongly rooted in online and social media. Although it was never aired on TV in the US, the *Dove Real Beauty Sketches* film has become the No 1-viewed online video advert of all time; it has been watched more than 170 million times and received over four million shares.

To date, the campaign has generated over five billion public relations and blogger media impressions (three billion generated in the first 10 days), with multiple placements in some outlets, including 16 CNN/HLN segments, five stories on Forbes.com, four pieces in Mashable and two segments on the *US Today* show.

Dove has also seen a surge in engagement and conversation across the brand's social channels;

# A state of mind

THE DOVE BRAND MISSION IS TO INVITE ALL WOMEN TO REALISE THEIR PERSONAL POTENTIAL FOR BEAUTY

the campaign helped to attract an additional one million "likes" for Dove's global Facebook page, and the film has reached a staggering one out of 10 Facebook users.

The *Real Beauty Sketches* film features Gil Zamora, an FBI-trained forensic artist, who has used his trade-mark Compositure Methodology to draw over 3 000 sketches during his 28-year career. The film documented Zamora creating composite sketches of seven women who were hidden behind a curtain, using their self-descriptions as the basis for his drawings.

Prior to their session with the forensic artist, each of the women was unexpectedly asked to spend a short period of time with a stranger, without being told why. Zamora then drafted sketches from the

stranger's depictions. Most of these sketches were a more beautiful, happier and frequently more accurate portrayal of the women, and further demonstrates that the biggest beauty pressure women have is that which they put on themselves.

"What has stayed with me are the emotional reactions the women had when they viewed the composite sketches hung side by side. I think many of these brave women realised that they had a distorted self-perception that had affected parts of their lives in significant ways," Zamora said.

"Dove believes that beauty should be for everyone, because looking and feeling your best makes you feel happier," says Swan.

"The brand speaks directly to the

youth in a positive and engaging way. The Dove Campaign for Real Beauty started a groundbreaking, global conversation about the need for a wider definition of beauty."

She adds: "Dove has set a global goal of reaching 15 million young lives with self-esteem programmes by the end of 2015, and has reached over 13 million so far.

"We are proud to be a beauty brand that is committed to widening today's stereotypical view of beauty through all of our campaigns. We have proven that profit and purpose can work well together with the right balance, and we are extremely proud to have a brand and social mission that make sense for our business and provide a wider benefit to society."

Dove recently conducted a first-

of-its-kind experiment to illustrate that the right state of mind can unlock a powerful feeling of beauty that lives inside all women. The *Dove: Patches* film features seven women who wear a custom-made "beauty patch" that was created to help them to feel more beautiful.

The 15-day experiment was guided by Dr Ann Kearney-Cooke, who holds a PhD in counselling psychology and has 30 years' experience conducting scientific research about women. The women were invited to create a personal account of their life-changing experience.

All of the women agreed that the benefits of the patch helped to improve their self-esteem. Towards the end of the experiment, it was revealed to the women that the patch contained nothing and that beauty is a state of mind.

Swan says Dove is committed to creating a world where beauty is a source of confidence, not anxiety, and is troubled that only 4% of women globally find themselves beautiful. "The goal with all of our films is to inspire the other 96% to recognise their own beauty," she says.



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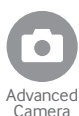


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# Walking on the edge

CONVERSE OFFERS THE ULTIMATE BLANK CANVAS FOR SELF-EXPRESSION

Linda Doke

FOR TODAY'S YOUTH, a century-old sneaker such as Converse beats an in-vogue Louis Vuitton any day.

Rated cooler footwear than all but Nike, the Converse brand is loved for its simple, yet edgy design, its enduring spirit of liberal freedom, and its unassumingly safe rebelliousness.

Emanating something of an upstart image, the Converse brand is said to be worn by the "optimistic rebel" who wants to be original, different and creative – with a hint of irreverence thrown in.

Founded 105 years ago by Marquis M Converse, the brand has a long – and not always smooth – history. Over the years the Converse design became synonymous with its timeless favourite, the All Star sneaker, an enduring hit since its birth in 1917. The design was endorsed in the 1930s by basketball star Chuck Taylor, and from the 1950s to the 1980s, was the sign of cool for creative types, artists and musicians.

The company hit hard times in the 1980s when sports brands such as Nike, Reebok and Adidas swept up the casual fashion stakes with more athletic-type training shoes, and it was only in 2003 when, ironically, Nike bought out Converse that the

brand saw a revival, freshening the essence of the All Star to what it originally was, and still is today – an iconic sneaker with much attitude.

Martina Luger, brand director for Converse EMEA, says the Chuck Taylor All Star is seen by many as the ultimate blank canvas for self-expression, and the company does all it can to keep the brand relevant to a very broad fan base.

Converse All Star is not only popular with Generation Next; it is loved by all ages, by many cultures, and across all income groups.

"You can't put an age on the creative spirit, and we certainly don't discriminate. At Converse, we just happen to show up and play in a world where being creative is a very important part of people's lives, and for the most part, the younger generation is the driving force in shaping the creativity of tomorrow," says Luger.

In South African townships, a pair of All Stars reflects hip culture, kwaito and dance, while in the urban space, their message has a touch of anti-establishment and subtle rebellion.

Luger maintains that fans of Converse view it as an open and authentic brand – youthful in spirit and conversational.

"We do a lot of work to give back to the creative communities



WE JUST HAPPEN TO SHOW UP AND PLAY IN A WORLD WHERE BEING CREATIVE IS A VERY IMPORTANT PART OF PEOPLE'S LIVES

who have adopted us for decades, be it in music or art, skateboarding or street culture. We engage in a constant dialogue with our fans, finding ways to help them to cel-

ebate their endless creativity. They ultimately inspire everything we do," says Luger.

Converse also speaks to kids who want to wear brands that allow them to be who they are, rather than what the label says they should be. With its "design your own" customised sneaker, Converse does just that, enabling consumers to pick their own colours, laces, eyelets and outsoles, thereby providing a blank canvas on the foot to enable self-expression.

In stark contrast to the language of freedom spoken by Converse are brands such as Louis Vuitton, which speak of status and prestige.

"Labels like Louis Vuitton are

niche brands that attract a certain type of person – the higher-income earner who wants to dress the part. That's the exclusive space Louis Vuitton plays in – it's probably less than 10% of the population, and it works for them; they're not wanting to attract the other 90%," says HDI Youth Marketeers account manager Mokebe Thulo.

Interestingly, while brands such as Nike and Converse are by no means cheap or striving to play in the low-cost space, they have a far broader reach – they speak to a large portion of the population.

"There's no one too rich to wear a pair of Converse All Star," says Thulo.

# Dove



 We love Dove. We're glad you do too.  
**Thank you for voting for us**





Pic: Ivor Markman, The Herald

# Queen of the pool

## NATALIE DU TOIT ON LIFE AFTER SWIMMING

### What is your favourite gadget?

I would have to say my leg. It is known as a "c-leg" (computerised leg). The computer allows all phases of the bending of the knee to work in conjunction, allowing me to have a smoother walking style.

### What is your choice of drink?

Undoubtedly a cappuccino.

### What is your favourite TV show?

I am not very particular about watching TV, but do enjoy programmes like Grimm and Bones.

### Who are your best actors?

I am very old-school and still enjoy Leon Schuster and Whoopi Goldberg. I do also enjoy Vin Diesel and Sandra Bullock.

### If you could have dinner with anyone living or dead, who would it be?

Absolutely anyone who would see me as the person I am and not the awards or the internet definition; someone who would make me laugh, but who can also be serious and have a great time.

### What is your best quality?

Being stubborn is my best and worst quality – it has made me successful, but I have also lost out on a lot because of it.

### What is your most enjoyable travel destination?

Tours are about swimming, racing, travelling and sightseeing. Italy is fantastic.

### Do you collect anything?

I have never really been a collector, but I do enjoy strange stationery (especially pens).

### Do you have any pets?

I had to have my boxer dog put down at the end of my swimming career in 2012 and have not had a pet since. I live on the top floor of a complex, so I feel it would not be fair to keep any pets.

### What do you do to relax?

My time is spent reading, watching television and trying to motivate people in different ways, like talks, or just being present for them.

### What has been your career highlight?

Without a doubt, my 10km open-water in Seville, Spain, and placing fourth to secure my top 10 spot and qualify for the 2008 Beijing Olympic Games.

### What inspires you?

Advice that stands out for me in my life includes always to give of your best and work extremely hard, and to keep learning and growing with knowledge, because the more prepared you are, the better. Also, the people that who been part of my life and inspired me to be the best that I can be. The more I achieve, the more I am inspired to achieve.

### Do you have any phobias?

I suffer from a cockroach phobia and have been known to jump very high with one leg if a cockroach comes too close.

### When was the last time you cried?

I think I shed a tear every day. I'm no longer a professional swimmer and finding things to do is tough. I sometimes get angry with myself for not achieving as much as I think I should.

### What do you have for breakfast?

I'm not very big on breakfast. I generally get hungry only at around 11am, and it would be a croissant or some type of pastry with Nutella.

### What is a favourite memory?

We were in Eilat, Israel, and I had competed well. That night some South African musicians invited us to the restaurant/bar where they were playing. We had a marvelous evening, dancing and singing to South African music. We arrived back in the early hours of the morning, with a flight to catch and still full of life from the night before.

- Nikki Temkin

# Family man

## BLACK COFFEE OVER A CUPPA

### Describe your musical sound.

It's dance, with a touch of R&B/jazz and soul music.

### Why did you call yourself Black Coffee?

A friend of mine gave me the name because of my complexion.

### Who is your inspiration in life?

I am inspired by anyone who has been inspired to change their life for the better.

### What song do you wish you had written?

Definitely the fantastic *Pluto* by DJ Clock & Beatenburg.

### With whom would you really like to perform?

The brilliant musician from Mali, Salif Keita.

### What superhero power would you like to have?

I would love to be able to eliminate self-doubt in people, and also to give them power to have confidence in everything that they do.

### What is your favourite clothing brand?

Sergeant Pepper. It suits my style and personality, and it's local.

### What is your favourite gadget?

My iPhone – it has my family on speed-dial, plus music, emails and everything else I might need.

### What book has influenced your life?

*The Alchemist* by Paula Coelho.

### What is your favourite drink?

I am a total Coca-Cola addict.

### If you could have dinner with anyone living or dead, who would it be?

My grandmother and my father at the same time. I lost both of them six months ago.

### What is your favourite TV show?

The BBC reality show *Dragon's Den*, for sure.

### What is your worst quality?

I am not a very social person.

### What are you scared of?

An uninspired nation.

### Who is your favourite comedian?

Skhumba is very funny.

### Where is your top travel destination?

Greece.

### I collect...

Shoes – sneakers, casual and formal.

### What do you drive and what do you wish you drove?

I am driving my dream car at the moment, but I don't want to tell you what it is.

### What would your last meal on Death Row be?

*Umvubo* – puthu pap.

### Do you have any bad habits?

Yes, chewing my nails.

### Who is your mentor?

I have lots of people who help me with different things.

### Do you have any pets?

Two dogs: Tyson (a cross between a boxer and a pitbull) and Coco (a blue doberman).

### What's in your fridge?

Juice, milk and some sweet things.

### What keeps you doing what you do?

I'm blessed to have a job that I love.

### What is your most favourite memory?

Seeing my last-born baby for the first time.

### Who is your best musician of all time?

Afrobeat pioneer and Nigerian musician Fela Kuti.

### If you won the lottery, what would you do?

I'd build a Black Coffee Foundation Arts Academy

### How do you chill out and spend your spare time?

I stay home with my family and rent movies.

### What was your best gig ever?

A 60-hour set for the Black Coffee Foundation Launch and Africa Rising in Moses Mabhida Stadium.

### What do you love about South Africa?

The warmth of the people.

### How do you party?

I don't ... I am always working at parties.

### What do you still hope to achieve?

To be the best father and husband I can be.

### What is next for you?

Watch this space.

- Nikki Temkin





ANALYSIS

# Making sound waves

CLIFFCENTRAL BLAZES  
A TRAIL TO THE NEXT  
FRONTIER OF RADIO

**QUEEN TOLD US** more than two decades ago that video killed the radio star. But radio lived long past video; it's only now that it's under threat – or is it?

Radio has long been mobile – that's nothing new. What is new is the ability to access it on a completely new media platform. Internet radio gives us more choice of how we wish to consume media content. It's hot and it's now happening in South Africa, thanks to **GARETH CLIFF**'s new venture, CliffCentral.

With the launch of CliffCentral has arrived a vehicle, as pioneer Cliff coins it, that is "unradio". It means we can "tune in" via the web, on our phones and on DStv – on pretty much all technology BUT radio.

Linda Doke interviewed Gareth during his opening week of CliffCentral, and picked his brain about the whys and wheretos for the future of radio.

**LD: Why the leap to Internet radio?**

**GC:** Internet radio is the future. We already consume TV series and music this way (sometimes illegally). If you want something, you know where to get it. Everyone has their phone on them 24/7, and if you can't get it on your phone, it's inconvenient. It's about engaging with the audience where they're already interacting: online and on mobile.

**Will this mean more reach, or just a different reach?**

Both. The audience isn't limited to where we have a signal – it's global and it will reach into places where a line-of-sight FM transmitter can't. Many people have wireless internet at home and at the office. It's only a matter of time before cars will have built-in routers for satellite navigation, on-board messaging platforms and content streaming via the internet. In public transport it's al-

ready a given in much of Europe and America. The reach will be different, because people will actively choose to listen and take part, unlike a free-to-air platform you might stumble across. For that reason the audience will be more loyal and more discerning.

**What is CliffCentral's target market?**

Everyone deserves a good show. I've been doing radio shows for over 12 000 hours and I've learnt that you don't choose the audience; the audience chooses you. I want as many people to listen as possible, but I'm not targeting anyone – we just want to inform, entertain, inspire and empower. If you want those things, we're a match. Having said that, the profile of my Facebook page (470 000) is predominantly 18-35.

**From a psychological perspective, is South Africa**

**ready to let go of traditional radio?**

Not the whole of South Africa, but more and more people are becoming tech-savvy and are interacting online. Don't forget that shortwave radio was displaced by AM; AM radio was displaced by FM; and ultimately FM will be displaced by internet radio. We want to get the early adopters and the most forward-thinking, connected young audience to blaze the trail with us. These people are the future of our society, economy and leadership.

**From a practical perspective, might you not be a little ahead of the game? Isn't South Africa still too stunted by bandwidth limitations to be able to use internet radio?**

We have the fourth-best cellular infrastructure in the world. Most people use their phones to connect with each other, source information and be entertained. Costs have to come

**But will internet radio take off in SA?**

Jason Levin, MD of HDI Youth Marketeers, believes internet radio is the next horizon for the medium, but it might be a bumpy start.

"There's definitely appeal around the idea of uncensored radio, and the notion of listening to radio via a laptop or mobile device. But young South Africans have an aversion to paying for the bandwidth that listening to online radio requires. The youth are very data-consumptive – downloading video, rich media files and music becomes expensive, and cost of bandwidth in South Africa is not cheap.

"I believe the concept is a great one, and it will work, but it's probably two years off from being really successful – we need the cost of connectivity to drop more first."

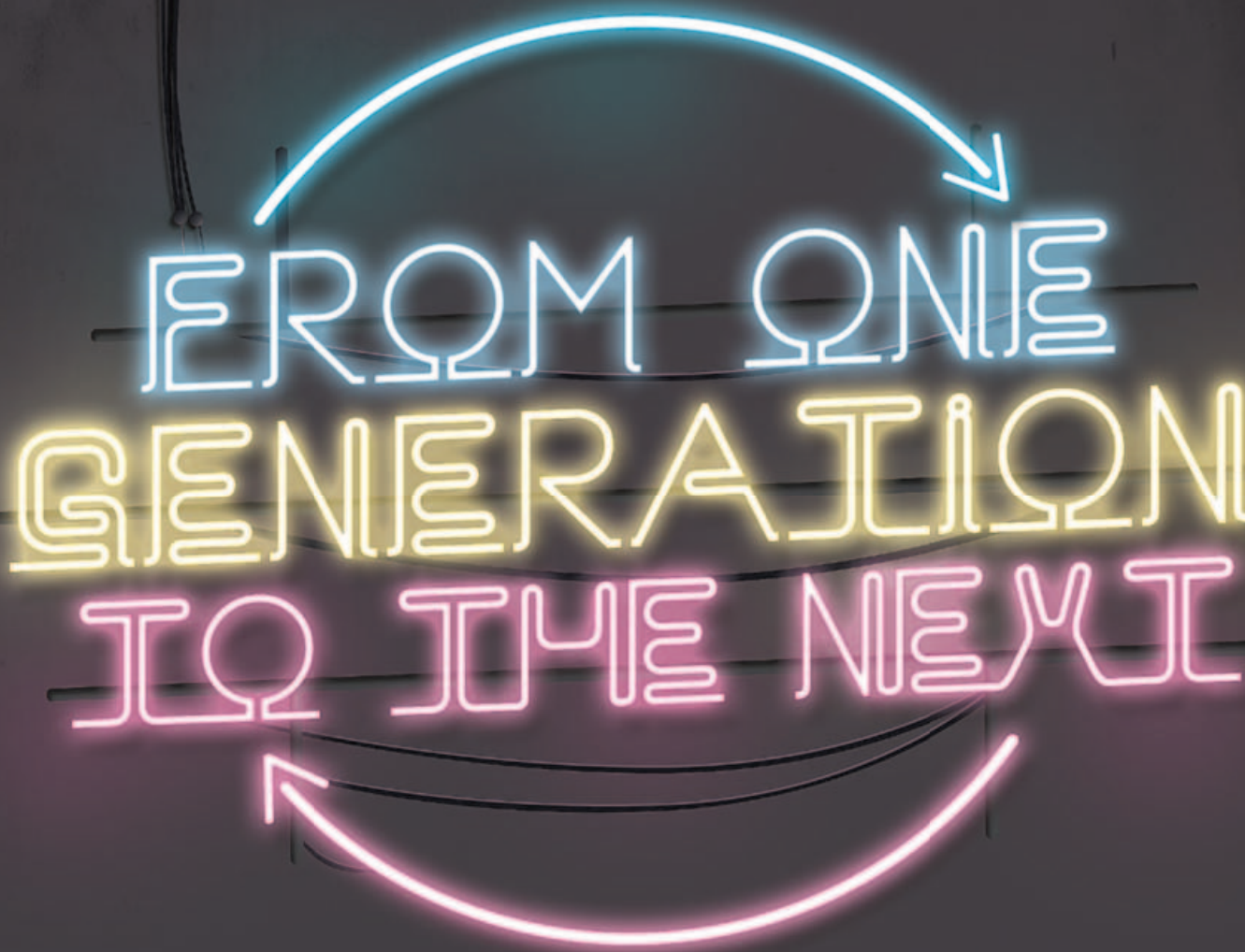
down; they already are. And young people are more dependent on the internet than previous generations ever were on books. Despite a messy, ineffective education system in South Africa, we churn out millions of talented, capable, skilled people every year. All these internet limitations (temporary as they are) won't stop people getting what they want. We're also working on making it cheaper, with MTN being the first to offer "uncapped unradio".

**Do you believe the future holds a place for traditional radio?**

Yes, it certainly still has its place.



Pic: Waldo Strydom, Sunday Times





Siphiwe Tshabalala catapulted to fame on the global stage when he scored the first goal of the FIFA World Cup 2010 in the memorable opening match against Mexico, which ended in a 1-1 draw. The goal was later nominated for goal of the year by FIFA. Alf James asked the Amakhosi and Bafana Bafana star – voted in at No 2 in the Coolest Local Sportsman category – his views on the 2010 World Cup and the upcoming tournament in Brazil.

# Olá Brazil!

**AJ: With the 2014 FIFA World Cup in Brazil only a matter of weeks away, what are your favourite and most vivid memories of the 2010 World Cup in South Africa?**  
**ST:** Scoring the first goal of the tournament.

**How important was scoring that first goal, and participating in the event, to the development of Siphiwe Tshabalala as a brand?**  
It contributed a lot – after that, everybody following soccer started to know about Shabba, through circulation of the goal via multimedia.

**Did participating in the 2010 World Cup change you as a player and as a person?**  
I'm still the same person I was before – but obviously I gained a lot of re-

spect. I'm just grateful that I had the opportunity.

**Which teams do you favour as top contenders for the tournament in Brazil?**  
Spain and Brazil.

**Which African team/s do you believe are likely to make a strong showing?**  
Ghana.

**Is playing at home an advantage in a tournament like the FIFA World Cup and what difference will it make for the Brazil team?**  
They will have the advantage – playing at home in their territory in front of their passionate supporters.

**Who are the players that will stamp their mark and presence on the tournament?**  
Neymar and Ronaldo.

**How important is strong teamwork and team spirit to the outcome of the World Cup?**  
Team spirit is key and unity is of the utmost necessity.

**How important a motivating factor is prize money to the participating players and teams?**  
Money is important to motivate players in any competitive sport.

**What difference do you think the goal-line technology, which will be in use for the first time at a World Cup Finals, will make to the World Cup in Brazil?**  
It will be helpful. It's a big stage, the biggest sporting event in the world, and there needs to be fairness. It would be unfair to lose the World Cup because of the wrong decisions due to human error.

## ENERGY DRINK

# Lifestyle in a can

FORGET ABOUT ADS; MONSTER THROWS A PARTY AND SUPPORTS THE SCENE



Alf James

**MONSTER ENERGY DRINK** has ousted Red Bull as the Coolest Energy Product, according to the *Sunday Times* Generation Next Youth Brand Survey, at a time when global research shows that consumption of energy drinks is on the rise among children, teens and adults.

Although market conditions are tough, the economy is down, disposable income is tight and consumers are spending less in the stores, Monster Energy has doubled its market share during the past year, making it the fastest-growing energy drink brand in South Africa, according to Gerhard Koen, Monster Energy Drink sales manager in South Africa.

But what is it about Monster Energy Drink that makes the brand so attractive, particularly to the younger generation?

"Monster is a lifestyle brand;

consumers love the brand as they can be part of the alternative lifestyle image it portrays," says Garan Reck, Monster Energy Drink field marketing manager for Africa. "It's core, edgy and appeals to the alternative-lifestyle enthusiast. Monster Energy focuses on this through the scenes we support – motor sport, action sport, music and girls."

The company's website makes it clear: "Most companies spend their money on ad agencies, TV commercials, radio spots, and billboards to tell you how good their products are. At Monster we choose none of the above."

"Instead, we support the scene, our bands, our athletes and our fans. We back athletes so they can make a career out of their passion. We promote concert tours so our favourite bands can visit your home town. We celebrate with our fans and riders by throwing parties and

making the coolest events we can think of a reality."

Reck says it is the lifestyle associated with Monster that makes the energy drink so successful, plus the flavours available to consumers. Whether you are a juice, ice tea or carbonated drinker, Monster has a drink that will give you the energy you need through the day.

"We build and create flavours and drinks for the consumers of tomorrow. We will only launch a product if we are 100% sure it is tops and will wow our fans," he says.

Monster's local marketing programme is slowly adapting to the local market, which is diverse. "We support and approach all markets in the same way, ensuring we support the core scene."

However, a huge element of Monster Energy's success, according to Reck, is the company's online, internet and social-media marketing.

## Q&A

# M is for Mac

DANIEL PADIACHY, SENIOR MARKETING DIRECTOR OF MCDONALD'S SOUTH AFRICA, OVER A McCAFÉ WITH ALF JAMES

**AJ: What is it about McDonald's that makes the brand so attractive, particularly to the younger generation?**

**DP:** Our restaurants are contemporary, with friendly staff, allowing for socialising in larger groups, families and teens, suitable for all occasions. They also provide them with the ability to connect with friends and families through a free wi-fi offering. We engage with youth through our dance and DJ initiatives, Top Jock and Street Rhythm.

**What are the contributing factors to the success of McDonald's in the market and what differentiates McDonald's from its competitors?**

McDonald's differentiates itself by not only living history, but by creating history: the first to offer drive-thru, handheld breakfast and 24/7, to name a few. Our success is not only our relevance and convenience, but also through our more than 12 000 well-trained crew and world-class franchisees



delivering the family experience to our customers in each and every restaurant.

**Has the success of McDonald's McCafé coffee strengthened the McDonald's brand?**

Yes, most definitely. Coffee is the fastest-growing category in South Africa, and at McDonald's we

have a premium-quality and tasting coffee, which is why McDonald's was voted the Top Coffee Brand in the 2013 Generation Next Awards. Through the McCafé brand extension, we are able to offer an inviting sit-down coffee experience. It also enables us to give our customers the opportunity to enjoy world-class paninis, muffins and speciality cakes.

**What other market and brand-building exercises has the company recently engaged in?**

We launched National Breakfast Day on March 17, 2014, for the second year running. This is an annual global initiative within the APMEA region, where McDonald's gives away 1 000 free Egg McMuffins per restaurant. We had a total of 6 400 head office, crew and managers participating on the day.

**Has the McDonald's brand made any effort to broaden its market appeal?**

While we have a mass brand ap-



peal, we are continuously listening to our customers to ensure that our offering is always relevant, through initiatives and brand extensions such as 24/7, McCafé and Dessert Kiosks.

**How has McDonald's expanded its product range?**

In McDonald's there is a saying, "freedom within a framework", which allows us a portion of freedom as it relates to our product

offering. McDonald's South Africa has exclusively developed specific menu items that are relevant for our local market, such as Corn in Happy Meals, Grilled Chicken Foldover and McFeast. We continue to innovate and excite our customers with limited-time offerings, such as the Tastes of the World food event, where we launched the Mexican burger and South African burger, which both proved very successful.





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