

BB: MY BFF  
SEE PAGE 6

FO  
SCHIZZIE

THE  
COOLEST

SEE PAGE 12

STEVE WHO?  
SEE PAGE 10  
SWAG





# SO?... HOW SHOULD BRANDS CONNECT TO YOUTH?

Jason Levin

## 1. I('m an Afri)can

Eighteen years of democracy in South Africa have created kids and teens fuelled by the promise of realising their potential. A cluster of highly successful entrepreneurs has emerged who are idolised by “can-do” kids who want to do exactly the same. There is a growing chasm between what kids aspire to own and achieve and the necessary hard skills to achieve them. The challenge here is to provide kids with the resources they need to realise their dreams. In this year’s study, education is the No 1 thing that young South Africans would focus on if they were president. To address it, we really need to see more companies and brands investing in education to assist in the success of “Generation Y Not?”.

## 2. Net working

The Internet is not a novelty to millennials; it’s part of their daily lives. So brands pretty much have to be there. But parking off on Facebook is not going to create instant appeal. Marketers have to work hard to uncover new ways to networking socially. A good starting point is to understand that meaningful relationships with brands are developed offline and the web is just a tool for enhancing this experience. Adidas’s “Get on the Bus” campaign was touted as a Facebook hit, but only because the real-life experience was not enough to get them there.

## 3. Boredroom brainstormers

The concept of the consumer evolution towards the prosumer (producer + consumer) is not a new one. Urban youth want brands to facilitate *their* experiences, rather than impose brand monologues on them. Trend analyst Josh Dhaliwal refers to the “End of the Big Idea” because it overrides the customer’s own narrative. The “big idea” approach is no longer the *de facto* marketing solution, as young consumers want to dictate their experience of the brand. Brands have to work harder and smarter

Engaging with young people needn’t be approached with kid gloves – Jason Levin



to consult and connect to humbly become a peer of their consumers.

## 4. Boundaries

Over 2 237 866 people are fans of “Yelling at Inanimate Objects”, a group on Facebook. However, the more crowded their lives become with “web clutter”, the more resilient and resistant young urbanites become to brand and other non-peer communication (on and off the web) that doesn’t meet their needs or appeal to them immediately. Youth have zero tolerance for pushy brands, and this year’s *Sunday Times* Generation Next results reflect that.

## 5. Just do more

Brands that jump on the CSI bandwagon to rally up brownie points with an *ad hoc* campaign don’t cut it anymore. Young people can smell a wannabe do-gooder campaign a mile off and they’ll easily see through such pseudo-green veneer. Long-term, sustainable brand engagements are more meaningful than once-off big-budget, attention-seeking gigs. Young people don’t just want brands to make more effort to impress them; they expect them to.

## 6. Tweet success

Socialite Nonhle Thema made

headlines when she declared she’d only release carefully thought-out tweets in 2012. With over 100 000 followers, what she says holds sway. Twitter has provided millennials with an open forum in which to share their thoughts and views, and has given birth to a whole new breed of thought leaders. However, there isn’t a simple recipe for success, and many brands fail in their attempts to rally up popularity with Twitter. “You have to already like what they’re about before you follow them on Twitter,” says Hloni, 16. Twitter hasn’t been a youth fire-starter in South Africa, but is picking up

Young South Africans expect more effort

traction in the young adult market this year.

## 7. The broadest of bases

It’s not news that SA is characterised by high levels of inequality (our Gini coefficient is way above average at 57.8%, according to the UN). However, real-world income has very little to do with youth’s aspiration. The “bottom of the pyramid” is getting a lot more attention. We also see other developing countries looking at ways to cater to this market, whose desires exceed their wallet stuffing. The Philippines is developing trendy, low-income housing from converted shipping containers while, locally, products such as DSTv Compact are making satellite TV accessible to millions more. It’s important turf for marketers to get on top of.

## 8. “Go on, try it!”

But engaging with young people needn’t be approached with kid gloves. Too many brands lose out because they’re not willing to “test and learn”. It’s easy to get stuck in a rut, and risk-averse brand behaviour is unlikely to strike a chord with today’s youth. Young urbanites expect brands to keep up with their pace. Axe is one of the top youth male personal-care brands, but there has been a drop-off in appeal of their communication in recent years. In 2008 their “Get a Girlfriend” campaign tested as sizzling among teens and young adults, but three years on, the market has tired of different takes on the same theme, and the appeal of newer campaigns has slipped down to the ranks of pre-teens. Time to try something new?

Jason Levin is MD of HDI Youth Marketeers.

## Tweets

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3 June

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how can we help you?





# IT'S A FAMILY THING

David Jackson

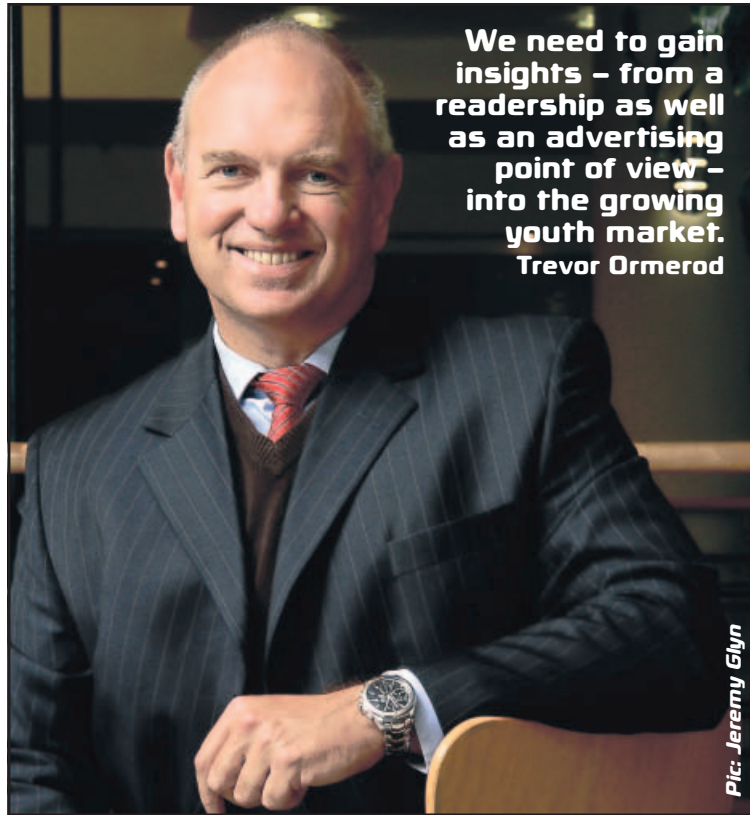
As this eighth Generation Next Supplement makes its appearance today, Trevor Ormerod, GM Advertising Revenue and Communications for the *Sunday Times*, shares some thoughts on the exciting potential of this medium to reach out to SA's youth market into the future.

He says: "Given the broad range of *Sunday Times* readers, we need to gain insights – from a readership as well as an advertising point of view – into the growing youth market.

"From an advertising point of view, the advantage that advertisers get from being given an opportunity to convince the youth of the value of their products and brands certainly enhances their brands when it comes to the purchasing decisions that are ultimately made.

"And from a readership perspective, we need to gain insights into what the youth feel about our titles and publications, and about what we can offer advertisers that can meet the needs of the youth going forward."

Adds Ormerod: "If you look at brands such as KFC and BlackBerry, among others, there is no doubt that their markets are driven by youth to a large extent. And



**We need to gain insights – from a readership as well as an advertising point of view – into the growing youth market.**  
Trevor Ormerod

Pic: Jeremy Glyn

if you look at the growth of those markets, specifically in the youth segments, it is critical for marketers to understand that market.

"And as much as we think that they may not be reading newspapers any more, and that they are becoming more digital-oriented, I believe we underestimate

the youth market. They are still very interested, from a trends perspective, in knowing what's being offered to them specifically – and whether they are being catered for."

Ormerod says the print media still has an important role to play in providing readership value to today's youth market, specifically with the *Sunday Times*, which is an institution on a Sunday morning and remains a publication whose various sections are read by all of the family. "It's a family participation scenario, and this is where we are still able to reach out to youth at that level, as opposed to a daily newspaper or a publication that does not enjoy the same status as the *Sunday Times*.

"Many of our advertisers also realise the benefits that can be gained by putting their advertising where it's seen by both parents and their offspring, who may well have a discussion on a Sunday morning about buying a new BlackBerry, for example – or be looking in the paper to see what fast-moving consumer goods specials are available.

"The research bears out that it's no longer parents alone making a purchasing decision – but a situation in which brand decisions are made jointly, often based on what youth wants. That's something that we, as well

**The  
*Sunday Times*  
speaks to  
all ages**

as the marketers, understand. The youth are the future and we ignore them at our peril."

Ormerod points out that Avusa Media's partner in Generation Next – HDI Youth Marketers – undertakes the most extensive research into youth brands in the 8 to 22 age bracket. "Therefore, we have access to the leading research being done into this specific market.

"This reinforces the *Sunday Times*' position as a thought leader and positions the brand as a newspaper that speaks to all races and ages. But for us to show growth into the future, we need to have a complete understanding of the FMCG market – and for the marketers to know that we are showing the commitment to spend money researching this market in order to build up proper case studies and research information that ultimately may influence more players to look at the *Sunday Times* as a vehicle for their advertising.

"It provides a platform to inform both the readers and the marketing industry about youth perspectives on their favourite brands," says Ormerod.

**I'd like to thank my buddies, Ben and Emily. And all of my friends out there... you know who you are peeps! I'd like to thank all of the Moms for doing the shopping. The factory workers for putting the delicious chocolateness into Coco Pops. The cows for making the milk that goes chocolatey. And of course the kids that sit every morning at the breakfast table and don't get up till their bowl is empty. I love you dudes, I really love you man...**



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\*Based on expert visual assessment during clinical testing of Flawless Radiance day cream. (2008, South Africa)



# WORD:

The Generation Next speaks ... thoughts on life, and advice for marketers and advertisers

The advice I have for advertisers and marketers is they need bright, happy, fun colours that call to both the younger generation and the older one, because let us remember who is paying for everything here - Kim

If I wanted to dress up formally, I would go to Mr Price because they have got good formal stuff. If I wanted to dress up funky, I would go to Billabong and if I wanted to dress up sporty, I would go to Nike - Valentino

Keep it light: if we want to watch something depressing, we will watch the news. We don't want something to make us cry between our *Glee* or *Modern Family* or whatever - Kate

The role of brands is basically an easier way to market yourself, an easier way to depict a lifestyle you know, so if I'm attached to a certain brand, I know that it runs parallel to this kind of lifestyle - Legend

I make my social life through my BlackBerry, because that's exactly where it is, that's where all my friends are at, that's where all the events that I have to go are at and that's where my invitations are - Mosa

Twitter is a soapy in the making - Vuyo

I go buying because I know what I want. I go buy, I don't go shopping - John

Good service is important, because when you go to a shop, basically the person standing behind the till, they are the image of that brand even though they are not on the advert - Anele

A marketer needs to appeal to the individual a lot - that's basically what marketing is. If you don't appeal to the individual you won't sell anything - David

My life without Facebook would be normal - Legend

I remember before I got a phone, I used to get so irritated with my parents because they were always on theirs and now I understand why - Kim

The advice I have for Vodacom and their advertising is that they must bring back the Meerkat. Bring him back to life! - Valentino

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THANK YOU FOR VOTING US AS ONE OF THE COOLEST FAST FOOD PLACES IN THE GENERATION NEXT SURVEY.



i'm lovin' it®





Pic: Jeremy Glyn

# A LIFESTYLE ESSENTIAL

Andrew Gillingham

BlackBerry is more than holding its own in the South African youth market, and the device, coupled with the BBM instant messaging service, is seen as a real "must-have".

Jessica Oosthuizen, analyst at HDI Youth Marketeers, says people fail to grasp the true significance of young SA's love affair with BlackBerry when they do not look beyond the technology to the overarching lifestyle rationale.

"To young South Africans, BlackBerry represents free and instant connectivity with friends. It has added a whole new dimension to the way they socialise and engage with their peers. One young adult even referred to her BlackBerry as her best friend.

"When you ask young people about their lives before BlackBerry, they look at you wide-eyed, and responses vary from 'boring' and 'peaceful' to 'expensive' and 'very complicated', but generally there is consensus that they can't picture life without it," Oosthuizen says.

Their BlackBerries are used to manage their contacts and organise their lives. The set monthly fee for access helps teens sell the service to price-sensitive parents, and gives young people unlimited connection to their friends. Having a BlackBerry is seen as imparting status and gives its owners a higher coolness rating.

"With so many young people using BlackBerries, BBM is often their preferred way of communicating, even when young people are in the same room," Oosthuizen says.

Ulanova Visser, head of marketing for Southern Africa at BlackBerry maker Research In Motion (RIM), says the popular-

**What was  
life like  
before  
BlackBerry?**

**LUX**

Declare your beauty



*Silky Soft Skin*  
for the next generation.

For the  
first time with  
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SOFT & SMOOTH



SOFT & SMOOTH



SOFT & SMOOTH







ity of the BlackBerry brand with the youth market is a reflection of how BlackBerry addresses the needs of tech-savvy young people who lead increasingly connected lives.

"The BlackBerry smartphone is a social tool and a lifestyle device that keeps them in touch with everything that matters to them. Our smartphones are designed to look cool and stylish, yet are packed with excellent features such as social networking and instant messaging," Visser says.

BlackBerry offers a choice of smartphone models, ranging from full-featured entry-level devices through to premium smartphones. The range gives users a wide range of choices suitable to their lifestyles and budgets.

The smartphones are backed up by an affordable connectivity package in the form of the BlackBerry Internet Service. For R59 per month for prepaid and post-paid options, the BlackBerry Internet Service offers unlimited on-device Internet browsing and email access.

"This service means that our customers can affordably use mobile email, Internet, instant messaging and social networking," Visser says.

BBM (BlackBerry Messenger) is included in the BlackBerry Internet Service fee, and this is the killer application for BlackBerry, Visser adds. BBM allows users to easily share updates, images, information and opinions with friends and family in real-time.

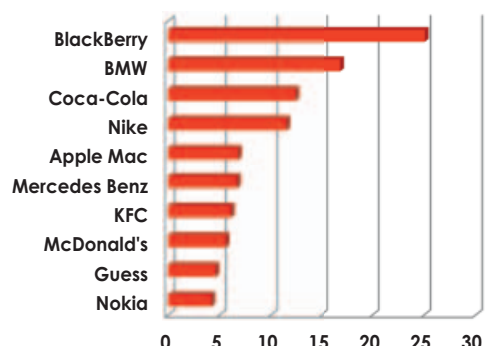
In addition to BBM, BlackBerry App World provides access to a range of cool applications, from social networking and games, through to productivity, travel and health tools.

"This enables our customers to customise their smartphone to suit their needs.

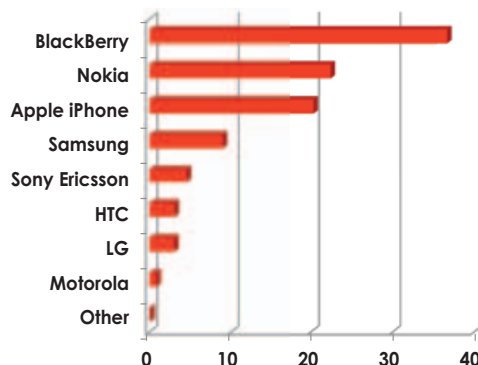
"We have especially focused on the importance of the local content that is available on BlackBerry App World in South Africa, so our customers here can find software and applications that are relevant to their needs.

"Our marketing also matters. We focus on direct engagement with the youth through campus events, campus ambassadors, secret gigs, extensive advertising, and competitions such as the recent 'Touch Awesomeness' campaign," Visser says.

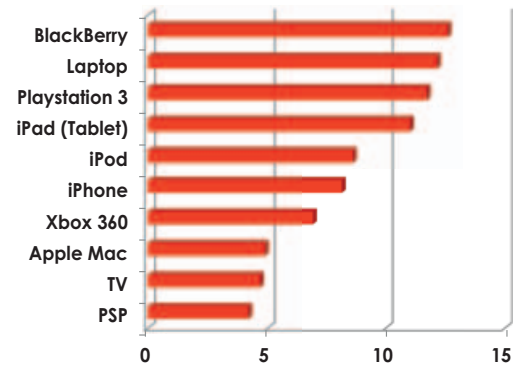
Coolest Brand Overall



Cellphone



Gadget







# MASSSES OF MESSAGES

Andrew Gillingham

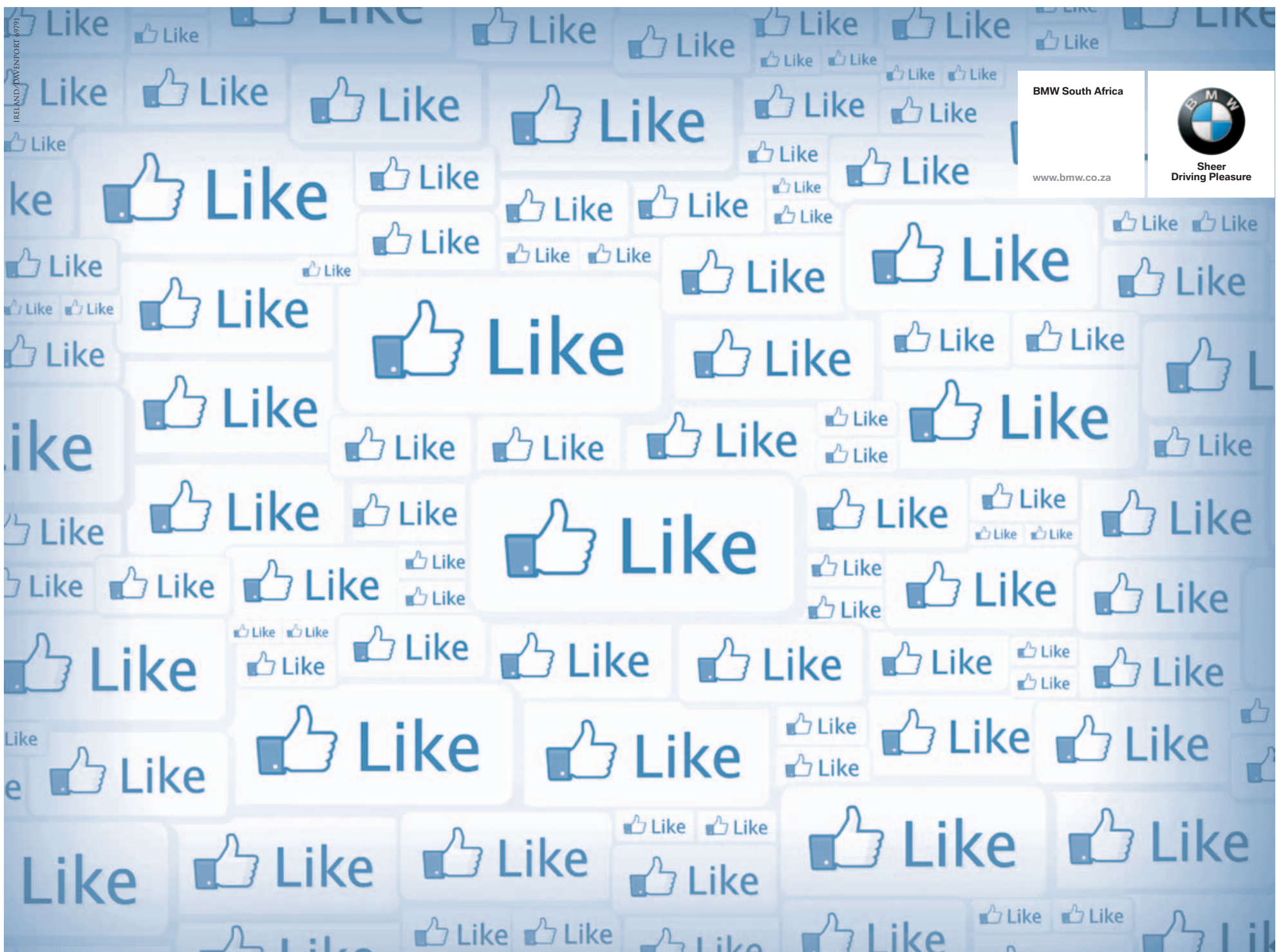
**M**ove over Star Wars. Shift aside Guild Wars. Make way for Platform Wars, as more big names enter the hotly contested instant messaging arena, ramp up their offerings, open their services to ever-wider user groups, and fight it out for users' hearts and minds.

The stakes are high in the form of higher handset sales and future

revenues generated from selling services to companies seeking low-cost access to instant messaging platform users.

Tim Walter, executive head of marketing at Nashua Mobile, says that messaging platforms have been around for a while, with popularity switching between brands such as Yahoo, MSN, MXit, BlackBerry's BBM and WhatsApp.

"Messaging really took off in a big way when BBM moved from a



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**VOTED COOLEST MOTOR VEHICLE BRAND AND COOLEST CORPORATE CITIZEN IN THE 2012 SUNDAY TIMES GENERATION NEXT AWARDS.**





business tool to become popular among consumers. Part of the success was due to the fact that, for a fixed monthly cost of R59, subscribers have unlimited messaging.

"The popularity of BBM supercharged BlackBerry sales and the brand went from being our third or fourth best-selling handset to our top seller," Walter says.

WhatsApp is gaining in popularity because it is free, and the service can be available on almost any cellphone. Once WhatsApp is loaded on to a phone, it automatically checks all the contacts on that phone and looks to see if any of them are also linked on to the WhatsApp system.

"This approach makes adoption easy and cuts out the hassle factor that is otherwise involved in loading contacts on to a messaging platform," Walter says.

However, there is a downside to this method, in that it brings in all of the user's contacts. BlackBerry's BBM is more selective, requiring the user to enter a PIN and accept a contact as a friend or contact on BBM. "You can get unwanted messages coming through on WhatsApp from random contacts in your address book."

Walter says messaging is huge in the cellphone world and is likely to continue growing. An indication of just how much messaging takes place was given when BBM went out of service for a few days last year. "During that time, BlackBerry users' voice traffic shot up around 30% and their use of SMSs skyrocketed by about 80%."

Turning to the future, Walter says there will be even more messenger options from which to choose. BlackBerry, with its new operating systems, will open the BBM system up to users with non-BlackBerry phones.

Samsung is also getting into the act; the hi-tech giant is releasing ChatON on its Android system, and the service will be available on a range of phones. "Samsung is trying to create its own instant messaging user base," Walter says.

"In addition, WhatsApp is being heavily supported by Nokia, and helping the system acquire new users is the fact that it will still work on some of the lower-end cellphones, so people do not need a fully fledged smartphone."

At the same time, the move towards greater interoperability between the various instant messaging platforms is likely to gain momentum, he says.

There are several factors driving the growth in messenger platforms. Not only is a successful messaging platform a useful feature when selling more cellphones, but having a user base of millions of people could turn out to be a revenue-generator in the future.

For example, Walter points out that it would be cheaper for a bank that currently sends its customers SMSs to confirm their transactions to be able to send such messages via an instant messaging platform instead. In addition, having access to a popular instant messaging platform's users could be very useful from a marketing and sales perspective.

"The costs would be a lot lower. However, before we can move in that direction, the platform will have to be able to show that it has sufficient user penetration to make these applications worthwhile."

"There are also some security issues, as messaging cannot be seen as secure at this stage in its development," Walter adds.

Ulanova Visser, head of marketing for Southern Africa at BlackBerry maker Research In Motion (RIM), says BBM is one of the largest social mobile networks in the world. There are more than 55 million active BBM users worldwide and 70% of them use it daily to communicate with friends, family and colleagues.

"The youth market especially loves BBM, which enables them to

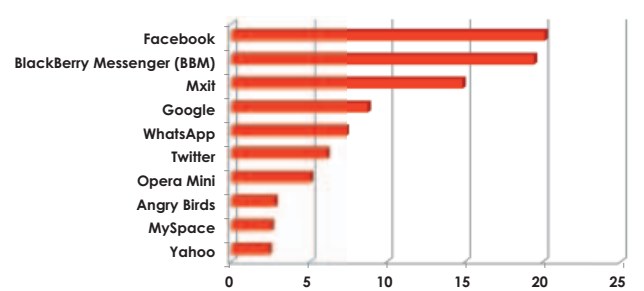
share text and voice messages, pictures and video clips in real time.

"BBM penetration in South Africa is among the highest in the world; 98% of the local BlackBerry user base uses BBM and it is also the most downloaded free application from BlackBerry App World in South Africa," Visser says.

Young South Africans voted BBM the second coolest cellphone application, coming in just behind Facebook. WhatsApp took fifth position, moving up from eighth last year.

**Platforms  
slug it out as  
instant  
messaging  
soars**

Cellphone Application



# A BIG THANKS TO GENERATION W

Thank you for considering us  
cool enough to vote us in the top 5.







# THERE'S SOMETHING ABOUT STEVE

David Jackson

When it comes to putting their pocket money in the custody of a financial institution, today's youth want a bank whose message is clear and simple – and even one laced with a touch of humour.

FNB has emerged as the Coolest Bank in this year's *Sunday Times* Generation Next survey, followed by Absa and Standard Bank in second and third places respectively.

And one of the strong selling points for FNB in getting its marketing message across to youth was its lively radio advertisements featuring the character Steve, whose zany humour has sparked an appreciative response among both the kids (age 8 to 13) and the teens and young adults (14 to 23).

Says Jessica Oosthuizen: writer and insight analyst for HDI Youth Marketers: "In the discussion groups we have held with youth representatives, FNB came out particularly strongly this year for service delivery, and the Steve advert on radio has undoubtedly been a big drawcard.

"Kids, teens and young adults say they like the way FNB presents what they are offering – it's straightforward, direct and to-the-point. For young urbanites, banking needs to be convincing, hassle-free and easy to comprehend – as well as something that's not going to take up a lot of their time."

Another drawcard with FNB this year, says Oosthuizen, could be the fact that young adults stand to get an iPad at a discounted rate through electing to bank with FNB. "iPads are at the top of the gadget wishlist this year," she adds.

Other points to emerge from the study were that kids and teens placed great importance on a banking facility which would enable them to save money regularly, followed by service, with the friendliness of the staff a third criteria. With young adults, however, the No 1 issue was bank charges, with service number two, followed by saving money regularly.

Says Oosthuizen: "Banking for young people is a real experience, and for them the service delivery is critical. There is sometimes a misconception that young people are not tuned into issues such as the service delivery of a bank. But today's youth are far more switched on and demanding consumers than any generation before them."

She says a typical attitude expressed by young people is one of: "When I only have R20 to invest, I want the bank to pay attention to me because when I am older and have R20 000 to invest, I will remember that bank."

Interestingly, however, as the research results suggest, despite the advent of mobile banking, cash is still the preferred method of transacting for youth.

Urban and peri-urban youth were also asked whether they have a bank account and what type of bank account they have. Across all groups (ages 8-22), 33.4% of kids said they did not have a bank account, with 31.0% of teenagers saying likewise. But the figure was less with young adults, with only 2.1% saying they did not have a bank account.

Oosthuizen says the results seem to indicate that while many teenagers and young adults either have – or would like to have – a bank account, a third of all kids (ages 8-13) say they don't have one at this stage, suggesting that banks aren't always making a connection with under-14s.

"Young urbanites are switched on and clued up. They will go

**FNB  
resonates  
with the  
gadget-savvy**

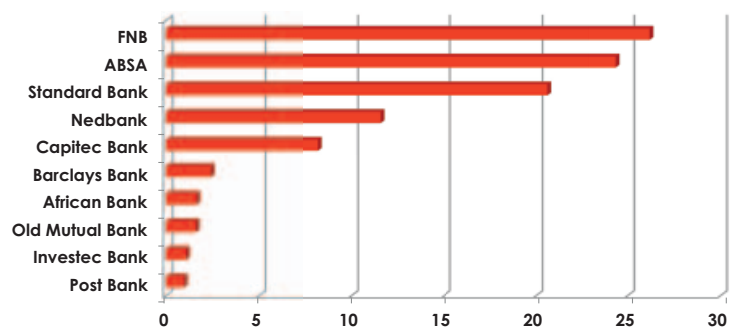
where they believe they will get what is important for them. For marketers, it's a full-time job keeping in touch with these youth trends and being fully reactive to their responses."

Bernice Samuels, FNB chief marketing officer, says consumer banking behaviour is strongly driven by brand attractiveness.

"We have a strong presence on Twitter and use this as a direct channel of communication to FNB. Our highest-profile successes in digital banking include being the first bank to launch airtime contracts, a banking app, and the first bank to offer ownership of Apple iPads and a range of the latest smartphones.

"It is these types of innovations that attract customers to FNB. This enables FNB to give physical delivery to its promise of innovation. Consumers are highly sceptical of corporate promises. But when they see delivery and an on-going drive to empower customers, the scepticism turns into brand loyalty and brand strength across market segments," says Samuels.

Bank



Pic: Jeremy Glyn



Pic: Generations

Actress Sophie Ndaba, best known as Queen Moroka in the soapie *Generations*, is the Coolest Local Female TV star in South Africa. Winning the award for Best Soap Actress in the 2003 Duku Duku Awards, Sophie is also recognised for her stylish fashions and has played roles in *Egoli*, *Yizo Yizo 1* and *Soul City*, writes Linda Doke.

**Who is your all-time favourite big screen actor?**  
Al Pacino.

**What are your three most favourite movies of all time?**  
*The Godfather*, *Scent of a Woman*, *The Sound of Music*.

**What is your most favourite local/international filming destination?**  
Locally Cape Town; internationally France.

**How old were you when you first knew acting would be your future?**  
14.

**What was your first experience in acting?**  
1991, Joburg – The show was Class of '92. I played a student teacher role. Very interesting and scary at the same time, as it was my first camera show location shot.

**If you could choose anyone in the world to have dinner with, who would it be?**  
God.

**Who's your career role model?**  
John Kani. The passion and commitment he has is utterly admirable.

**What is your favourite holiday destination?**  
Locally George, internationally Mauritius.

**What is your favourite home-cooked food?**  
Dumplings, lamb or chicken curry, and all the yummy veggies that go with it, like hubbard squash and spinach.

**What is your choice of cuisine when eating out?**  
Definitely seafood – sushi, prawns and lobster. I can't dine without my seafood!

**What's your dream car?**  
Bentley GT coupé.

**What is your favourite chocolate?**  
Lindt.

**Describe your ideal man.**  
Someone who treats me with love and respect, is a provider, someone who loves life, kids and people, but most importantly is God-fearing.

**What are you listening to on your iPod at the moment?**  
Michael Bublé.

**What is the best book you've ever read?**  
*Eat Pray Love*.

**What is your favourite leisure-time activity?**  
I love playing tennis, although watching tennis and movies are my favourite relaxing moments.

**What's your vice?**  
Shoe shopping, ice cream.

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CLEAR  
ABOUT THE FUTURE.**

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REINVENT YOURSELF.



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# LIFE WITHOUT FRIENDS

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Only BlackBerry® Messenger (BBM™) lets you send and receive messages in seconds. See when your contacts are typing, and know when your messages are delivered and read. Scan barcodes or swap secure PINs, without giving away your phone number, to add BBM friends quickly and easily. Create BBM groups and message single or multiple contacts instantaneously. When words aren't enough, swap pictures, videos, voice notes and files.

 **BlackBerry®**

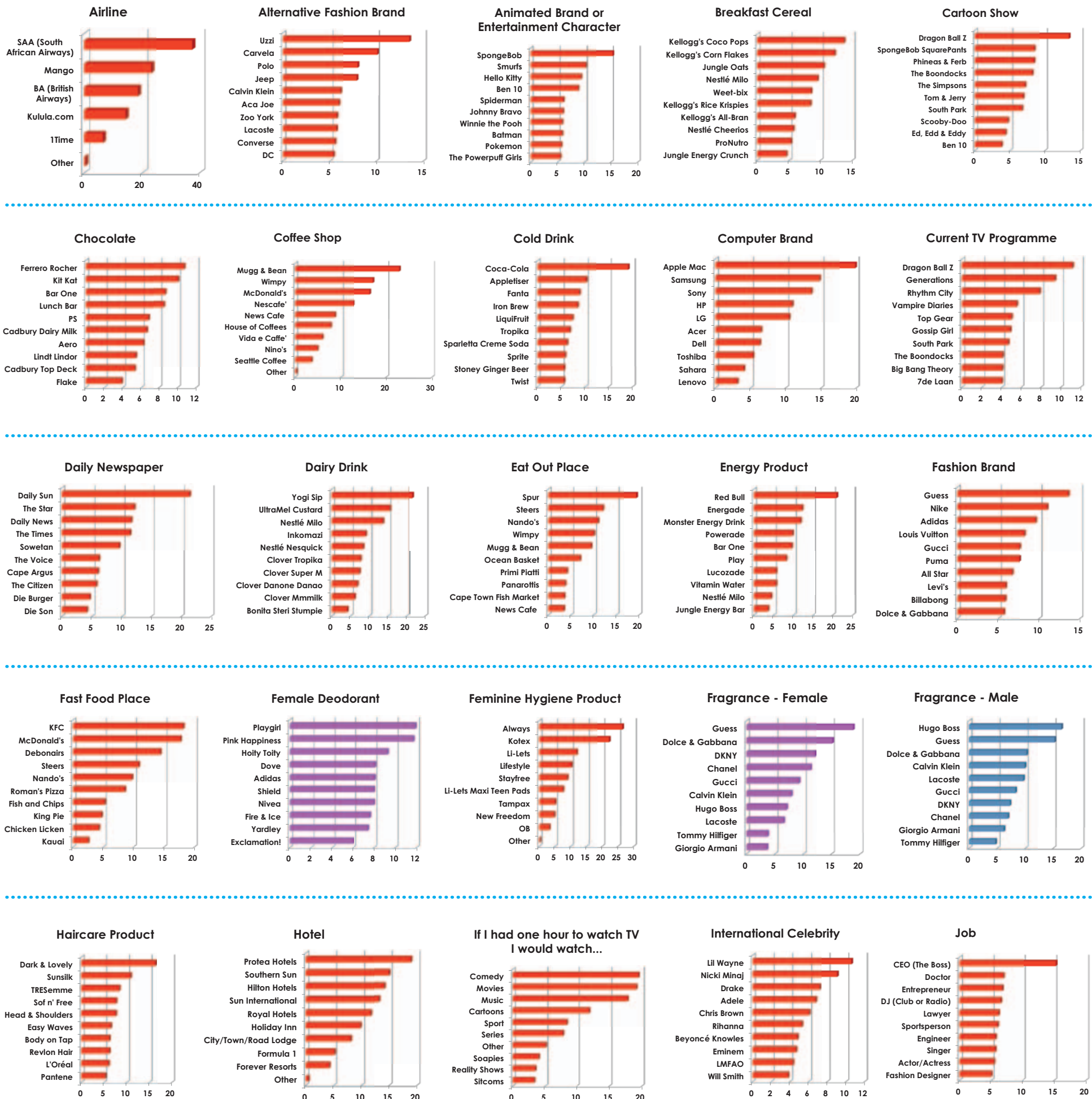
[za.blackberry.com/BBMSocial](http://za.blackberry.com/BBMSocial)





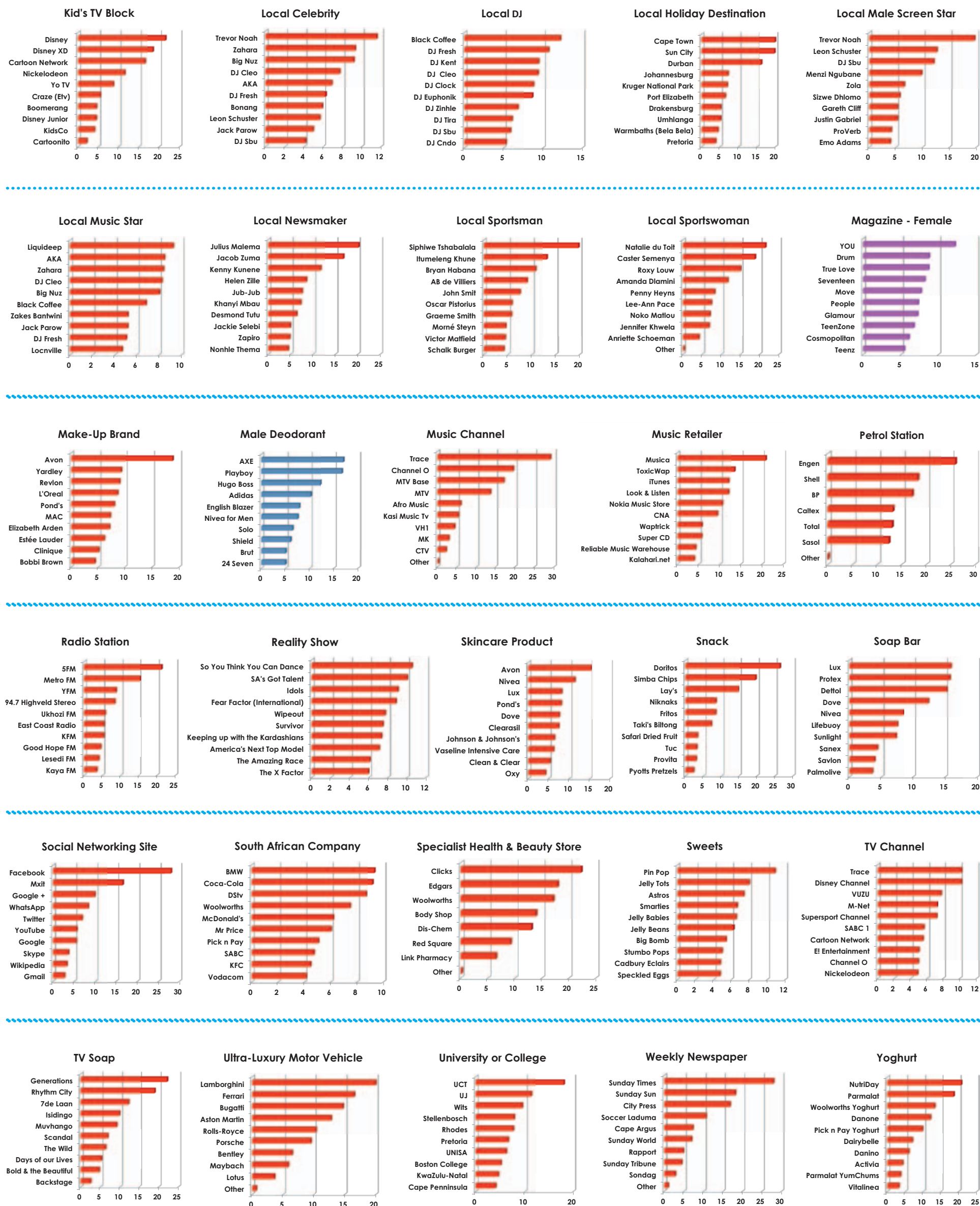
# COOL RULEZ

## The youth vote...



Graphs based on all groups. To see the Coolest Categories as ranked by age group (kids, teens and young adults), visit <http://www.hdiyouth.com>.





Graphs based on all groups. To see the Coolest Categories as ranked by age group (kids, teens and young adults), visit <http://www.hdiyouth.com>.



# RED HOT IS COOL TALKIN'

Linda Duke

South Africa's coolest telecoms provider is red hot, racy and reliable – it's Vodacom once more. The opinion is consistent, across kids, teens and young adults, that Vodacom is tops in the cool stakes, and it seems it will take a lot to budge that thinking.

But what determines the cool factor where cellular technology is concerned? Is it advertising and brand positioning? Is it pricing structure? Is it an association with high-profile celebrities, or perhaps market awareness among consumers? What is it that sets one service provider streaks above the rest in terms of the cool factor among the youth?

Jessica Oosthuizen, research analyst at HDI Youth Marketeers, says the winning formula is not solely about having the best advertising, but has much more to do with the service offering and delivery. Where communication is concerned, coolness is more about reliability.

"For kids, teens and young adults, service delivery is absolutely crucial. They don't live without their cellphones, they have them with them all the time. Young people perceive the cool factor to be all about trustworthiness, dependability and consistency of network provider service. For them,

network failure is a nothing short of a calamity," says Oosthuizen.

Respondent in the survey Noli (23) says she loves Vodacom because "it gives constant coverage, it never disappoints", while Valentino (11) reckons Vodacom is cool because, quite simply, "there is never a problem".

Sergio Martins, Vodacom brand manager for youth and online, says the company's positioning to the youth is all about trustworthiness. Vodacom's proposition is not about interrupting a conversation, but rather being a relevant and authentic part of an existing conversation.

"In the past, a network provider might have used television and radio advertising to reach and impress potential consumers. Now it's very different – it's about leadership, reaching the community, and building up the people we're talking to. Importantly, it's about putting into action rather than merely talking," says Martins.

The conversation Vodacom sparks with its users is encouraged by a carefully planned strategy to reach consumers, hear their opinions and use the feedback for continued improvement.

"Words are just words, nothing more. The youth respond to action, and companies have to be seen to be acting on their promises," says Martins.

Interestingly, the jury is still out as to whether Vodacom's re-

**Vodacom's call to action is all about service delivery**

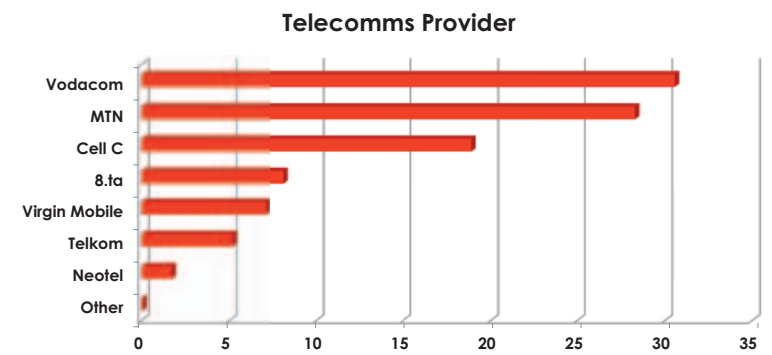
cent estimated R200m rebranding and corporate colour change from blue to red to match the branding of Vodafone (which controls 65% of Vodacom) has made any difference whatsoever to the ongoing success of the brand.

In emotional perception, the colour red is associated with speed, power, heat, and being bold, dynamic, daring and exciting, so the shift from blue to red to absorb the Vodafone logo would be well thought to help shift Vodacom to, as CEO Pieter Uys stated, "become a younger company".

"Vodacom is the leading network provider – it's delivering a quality service, it's reliable, and it has all the capabilities to be the 'giant in the sky' – but this is certainly not achieved simply on the back of a slogan or a brand colour. As far as the youth are concerned, it's about what the brand gives in terms of service delivery and dependability that determines the brand's success."



Pic: Jeremy Glyn



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# MUSIC IS THE FOOD OF YOUTH

Andrew Gillingham

Far from dying out, radio is winning more fans among South Africa's youth, and way out in front of the pack as the youth's Coolest Radio Station is 5FM.

Aisha Mohamed, 5FM station manager, notes that radio is different from any other broadcast medium and there are many reasons why its popularity continues. She says radio is immediate, it evokes emotion and has the ability to make a personal connection with its audience. Further, it is a companion for many people.

"At 5FM we like to believe that our personal connection with our audience has allowed us to grow from strength to strength. We make it a point to talk to our audience, never above them or below them.

"In other words, we speak the same language that our listeners do, and that is part of the reason why we won Station of the Year at the recent MTN Radio Awards. They were impressed by how – in a market with a lot of competing

'noise' such as Facebook, Twitter and YouTube – we have not only maintained listenership, but grown it," Mohamed says.

She adds that 5FM is a youthful brand and focuses on targeting the young at heart. The station's core target market is 16-34, and maintaining 5FM's relevance via its on-air offerings, programming and marketing activities – such as the many cool events it delivers throughout the year – is of major importance.

"Events are one of 5FM's most important marketing tools, because they allow us, as a national station broadcasting mostly out of one city, to directly touch base with our listeners, thereby increasing that all-important brand loyalty."

5FM events include the station's Valentine's Day party Love Sucks, Takeover Weekends and New Year's Eve parties, as well as the numerous international acts that 5FM has been involved in bringing to this country.

"Our brand promise is to inspire and entertain youthful South Africans. All our programming content and marketing activities speak to this vision."

**5FM and Musica strike the right chord**

Music is very much an expression of individual taste, and in its musical rapport with its listeners, 5FM not only plays what people already know and want to hear, but acts as a trend-setter, introducing listeners to new music experiences.

"5FM is positioned as a first-to-market station, trendy and cutting-edge. We focus on international and local trends, and always go after the exclusive first-plays and interviews from bands and artists. In other words, you will hear it on 5FM first," Mohamed adds.

Its reputation as a radio innovator was recently acknowledged with a nomination for Most Influential International Radio Sta-



Pic: Jeremy Glyn

tion at the recent Worldwide Radio Summit Awards.

The title of South Africa's Coolest Music Store went to Musica this year.

Jessica Oosthuizen, analyst at HDI Youth Marketeers, says: "Not only has Musica has been successful in creating a cool image, but it has also broadened its product offering to include gaming, and established itself as a place when the youth can meet and share mu-

sic with one another.

"The larger Musica stores are more than outlets that offer a nice retail experience; they have evolved into places where youth can hang out, and you cannot get that experience online," Oosthuizen says. At the same time, she points out that Musica has not ignored the moves taking place online, creating its own website so that customers can shop via their channel of choice.

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# IN THE PALM OF YOUR HANDS



Pic: Jeremy Glyn

Alf James

Tablets and smartphones are trending among the youth, a drift confirmed by BlackBerry's nomination, for the second year, as the Coolest Brand Overall in the *Sunday Times* Generation Next survey.

The mobility and accessibility of tablets and smartphones are what makes them such must-have gadgets among the youth, says Wesley Lynch, CEO of Snapplify. However, he says people of all ages – five-year-olds to 60-year-olds – are making use of tablets.

“We have moved into an age where people want to access specific content at any given time. Carrying around a tablet or smartphone permits them this access. And tablets and smartphones are becoming cheaper, making them more accessible to the youth.

“A big thing about smartphones and tablets is they allow the user access to the Internet. Users can now access the net where they want and when they want. Internet penetration via mobile devices is extremely high in South Africa, much higher than desktops,” says Lynch.

According to Arthur Goldstuck, who heads technology research company World Wide Worx, a total of 7.9-million South Africans access the Internet on their cell-phones. He says the number of 3G users in South Africa stands at 5.5-million and the smartphone base at the end of 2011 was 8.5-million, forecast to grow to more than 11-million by the end of 2012.

15-year-old John, who was interviewed as part of the Generation Next survey, says before he had his BlackBerry, it used to be hard to access Facebook, because his mother complained that he was using too many bytes every day, which meant he could access Facebook only once a week.

“But then life after BlackBerry, you stay connected to the social network, you are not outside a lot, it's more an inside type of thing; no more PlayStation and toys, so it's more like everything is right here in the palm of your hands.”

Taylor, who is 13 and has a passion for netball, adds: “Before I had my BlackBerry, I would socialise with my friends face-to-face and I would go to their houses. Now we just BBM each other; we don't really see much of each other anymore.”

And 17-year-old Anele simply says: “Life before my BlackBerry was boring.”

According to *ITWeb's* news analysis editor, Jon Tullett, mobile computing is very definitely an aspirational technology for today's youth, and South Africa's youth are keeping up well with the rest of the world. He says the advent of social media has pushed mobile applications into everyday – every minute! – use.

“South African users are as ambitious with their networking and sharing as anywhere else in the world. We have our local preferences, of course; BlackBerry's are wildly popular here, more so than overseas. And local networks like MXit have done a great job carving out a niche in a market dominated by incumbents like Facebook.”

**Smartphones and tablets mean you're always-on**

Tullett says more affordable mobile data is driving the focus beyond simple messaging into the more advanced and pervasive social media.

He believes another major evolution will come when mobile media really takes off in this country – a local iTunes App Store is expected to open soon, for example, which will bring a whole new spread of apps and media to iPhone and iPad users.

Vanessa Clark, co-founder Mobiflock says, yes, the youth seem to have taken to mobile devices like fish to water. “The sweet spot seems to be a device that combines always-on bandwidth with mobility. The cherry on top is a camera.

“Thanks to improved interfaces such as touchscreens – you don't even need to read or write to use these devices – driving the uptake, specifically of tablets, among younger children, it's a complete paradigm shift, with kids understanding how to scroll and zoom rather than turn pages, for instance,” says Clark.

“With the prices of smartphones, particularly Android, dropping rapidly, we are definitely going to see more smartphones in the hands of kids, rather than feature phones, which is good, because as well as the additional capabilities, the ability to protect children and manage devices is so much more advanced on smartphones.

“How smartphones and tablets are used has become a bit of a moving target. Not only is the technology moving so fast, the youth are changing where they engage the most. For instance, initially Twitter wasn't seen as a youth platform, but now stats show that the uptake of Twitter among teenagers is rising – anecdotally because their parents are now on Facebook!”



Despite having recently scooped eight awards at the SAMAs, including album of the year, Eastern Cape-born singing sensation Zahara (24) remains down to earth. Erica Webster took a look at the person behind the voice.

**What book are you reading?**

*Woman Thou Art Loosed* by TD Jakes.

**What's your all-time favourite movie?**

*A Walk to Remember.*

**What's your current favourite music on your iPod?**

Tracy Chapman, Michael Bolton, Zahara, ProVerb – The Beginning.

**Name three people you'd like to host for dinner.**

My parents and Tata Mandela.

**If you could choose any local or international talk-show host to interview you, who would it be?**

Oprah.

**What's your favourite place in the country?**

East London.

**If you could go anywhere in the world, where would it be?**

Jerusalem.

**What does it mean to be a role model for young people?**

It means I have an ability to change people's lives for the better and I have a huge responsibility.

**What message would you like to give young people?**

They are stronger than they think they are; they each are special in their own way; they must never give up on their dreams and they must never let their success be defined by others. They must keep their principles and values which they are taught at home.

**What makes you proud to be South African?**

The diversity of cultures and nature.



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Pic: Jeremy Glyn

# SMART MOVE

Erica Webster

When it comes to the Coolest Retailer, Pick n Pay is a perennial favourite, taking top honours in the *Sunday Times* Generation Next Youth Brand Survey for the eighth year in a row.

While children may not be the principal consumers, they strongly influence and inform their parents' shopping decisions, says Pick n Pay's marketing director, Bronwen Rohland.

"We're acutely aware that today's youth are tomorrow's primary consumers, and believe that engagement with consumers begins at an early age. The youth are more consumer-aware, connected and demanding of the brand, and we need to ensure that we connect with them in an appropriate and innovative manner."

Jessica Oosthuizen, insight analyst at HDI Youth Marketeers, agrees that even if children are not directly involved in making purchases, they have a far greater expectation of being heard and being connected than previous generations. "They're saying: if Pick n Pay is not connecting with me, it doesn't impress me; even if I'm not an active consumer within that environment yet, I still have an opinion and an association and acceptance of the brand."

"HDI's research reveals a strong sense that the Pick n Pay brand is there for young people. It's affordable, the food is good and it's a quality product. There was also a lot of commentary around the fact that Pick n Pay was one of the first to introduce its own brand."

In early 2011 Pick n Pay launched its Smart Shopper loyalty programme which, Rohland says, has enjoyed enormous success. After the launch, Pick n Pay embarked on Smart Shopper campaigns at nine universities around the country to encourage students to sign up.

"At each university, one lucky student who had signed up to be a Smart Shopper won an iPad. Smart Shopper ambassadors were present on all the campuses, engaging students about the benefits of the programme and facilitating sign-ups."

"The campaign proved exceptionally valuable. Smart Shopper cards are available to people of all ages, so the youth can participate in this programme and see the benefit of earning points at Pick n Pay stores, which can help them save up to buy things they want to buy, or they can donate their points to charity, which many of our Smart Shoppers do."

Oosthuizen believes Pick n Pay's strong community presence goes a long way towards connecting with young people. "They're saying: we're more than just retailer; we're a home-grown company that's invested in the community."

**Pick n Pay's  
Smart Shopper  
a hit with  
students**

Rohland says the company is involved with many programmes that engage young people. "Doing so gives us the opportunity to give back to the community, while at the same time engaging the youth with our brand."

"It's part of our ethos of 'doing good is good business', and it's also an investment in our future customers and communities – and possibly future employees and leaders."

A programme the company is particularly proud of is the Pick n Pay School Club which, over the past eight years, has assisted with educational development at many schools across the country.

Currently, over 2 500 schools are part of the School Club, with as many as 1.5-million learners and teachers being reached every year. "Through the School Club we also run our youth Heroes programme, which acknowledges achievement in leadership, community upliftment, sport, overcoming hardship and academic excellence," says Rohland. "Heroes are presented with a certificate and a badge so they can serve as an inspiration to their peers."

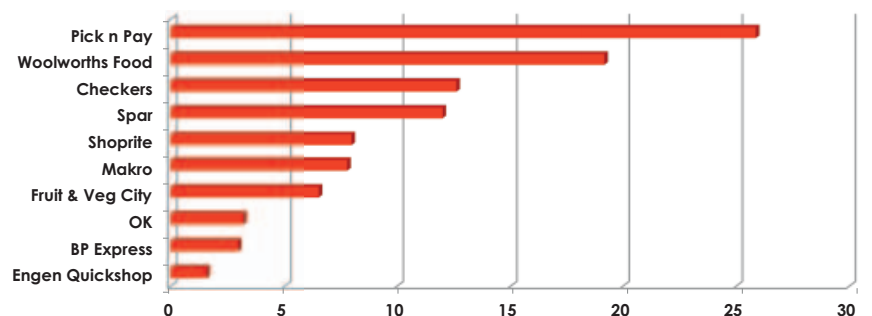
Pick n Pay has long been the naming sponsor for the Cape Argus Pick n Pay Cycle Tour, and proudly associated to the Velokhaya Life Cycling Academy, a Khayelitsha-based cycling initiative that uses cycling as a vehicle for youth development and upliftment.

Velokhaya's cycling programmes have produced eight elite cyclists, who have competed at the highest level of road cycling in SA. Two former cyclists now cycle for top South African pro-teams.

"For young children we sponsor the Tricycle Tour, which allows children under six to take part in their own 'Cycle Tour'," says Rohland. "It's a popular event for children and their parents to engage positively with the Pick n Pay brand in a fun-filled way, and as a family."

She says engaging through digital and social platforms appeals to the youth. "This year we ran a hugely successful social-media campaign called Likebike. Using Facebook, our customers were able to 'like' the bike and fuel the bike the full 110km on race day. For every 10km, we donated bikes to the Velokhaya Academy, and thus were able to give goodness back to the community."

Grocery Store








# MY EARTH. GET REAL

Linda Duke

Social responsibility is the phrase of the decade – companies and corporates around the world know they need to be saying the right thing to get consumers thinking, and hopefully believing, that they really do care about communities, saving animals and greening the planet.

But just how many of these companies are genuine in their concern for the world around us? Equally, how many consumers really believe in the sincerity of the corporate world's claims that they care?

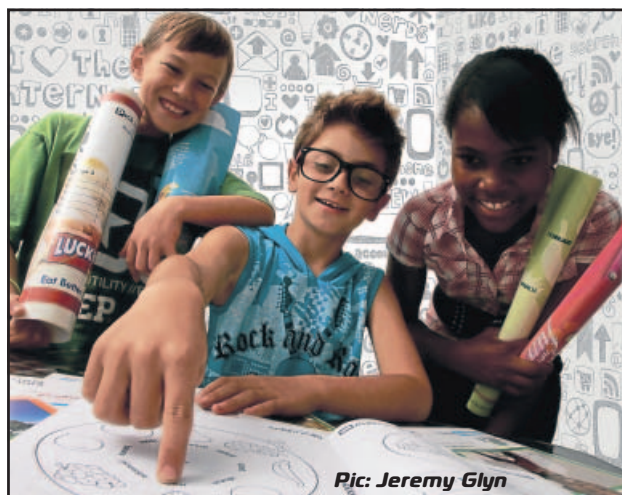
Jessica Oosthuizen, research analyst at HDI Youth Marketeers, says where many young urban South Africans will vocalise the importance of supporting communities and getting involved in positive growth projects, the reality is that, for the most part, they are not actively involved in high-effort activities relating to this cause.

"Firstly, this generation of young urbanites has been raised in a consumer environment characterised by instant gratification – they're hyper-connected and are way too busy to squeeze in activities that require their time and input, unless they benefit directly," says Oosthuizen.

Young people are aware that they need to be doing the right thing in terms of community contribution and social responsibility, but they like to avoid the hassle of putting in effort.

"Gone are the days when the average young person volunteered his or her Saturday morning to help clean the neighbourhood of litter. Today's youth need to be incentivised before they give of their time and energy, and they really value brands that make giving back easy."

Psychologist Megan de Beyer believes that today's youth suffer from information overload, and have a preference for short chunks of information that they deem useful and relevant.



Pic: Jeremy Glyn

**Education  
the priority  
for SA's  
Generation  
Next**

"Youngsters today are generally disconnected from real relationships and what I call 'earth' matters. They are generally dominated by their visual sense and spend most of their time interacting in a two-dimensional world – on screens of all forms. They even prefer screen communication to a dynamic conversation," says De Beyer.

The third aspect that stands out about Generation Next is that they need to regard any social effort by the company or corporate as authentic before it earns their positive acceptance. Social responsibility needs to be part of the company's philosophy rather than merely a short-term marketing plan designed to attract consumers.

"Young people, particularly the savvy urban youth, are tuned in to the fact that companies know it's cool to be green, and that supporting a charity for a day makes it look good. They look for honesty from brands – they want long-term investment from social-responsibility initiatives, not superficial, once-off events designed to score

points with consumers," says Oosthuizen.

Education initiatives get the most attention among the kids, teens and young adults of South Africa's Generation Next. The survey asked what social issues they would focus on if they were president, and the overwhelming response was education.

"Young people prioritise the need for education above all other social issues, including crime, HIV/Aids, unemployment, child abuse and youth development."

"Companies that want to make a real difference are looking to engage young South Africans by getting involved in educational development," says Oosthuizen.

South Africa's Generation Next rates the MySchool MyVillage MyPlanet initiative as the country's coolest community programme. Supported

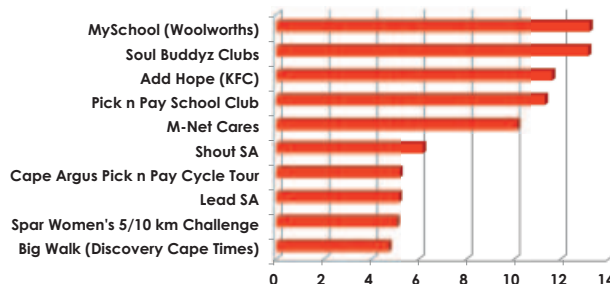
by about 14 companies, the initiative raises more than R2.5 million a month for more than 9 000 schools, charities and environmental organisations by simply donating every time a customer swipes the club card.

Another initiative that ranks highly among the youth is the Pick n Pay School Club, a project designed to enrich the teaching experience for more than 1.8 million learners across South Africa.

Founded in 2003, the initiative encourages lateral and creative thinking for teachers and learners using teachers' and learners' support packs designed to make the learning experience fun.

"Increasingly we encounter young people who feel that companies have a responsibility to invest in them, and education is a win-win means for achieving that," says Oosthuizen.

Community Programme



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Erica Webster

It's the place to be and the place to be seen. Voted coolest of the cool in the *Sunday Times* Generation Next rankings, Sandton City has leapt almost five percentage points ahead of last year's winner, Gateway Shopping Mall, now in third position, with Canal Walk taking the No 2 spot.

Hailed as one of Africa's most prestigious shopping centres, Sandton City offers an unparalleled shopping experience, says centre manager Sharon Swain. "Sandton City combines the world's most desirable brands with everyday leisure and entertainment."

But what is it about malls that appeals to younger people? According to Jessica Oosthuizen, insight analyst at HDI Youth Marketeers, malls have tremendous social pull.

"We ask the question in Generation Next: what do you and your friends mostly do at the mall? For the young adult group, it's meeting up with a group of friends and going somewhere to eat. In the case of the teens and kids group, more than eating, seeing a movie, shopping for clothes, browsing or playing games, they like to walk around and chill with friends."

# MEET ME AT THE MALL

And they like to dress up for the occasion, says Swain. "The girls want to meet up with the boys and vice versa. It's all part of their social networking."

As Rosette (13) commented: "I really do like shopping malls because it is just really fun, and when you know you are going there, you always want to dress up, make sure you look your best."

For Kate (14), Sandton City is a favourite hang-out: "Their new section is incredible. When my friends and I go out on the weekends, we always go to shops; we don't always go to watch movies; we just go and we hang around and we walk around different shopping centres, and it is lots of fun."

In the South African context, where parents are concerned about children's safety, the malls provide an appealing option, particularly for teenagers wanting a bit of independence.

**Sandton City promotes safe socialising**

"Not living in a coastal town, children need to find some way to keep themselves occupied," says Swain. "They like to socialise and to meet up with their friends. The malls are considered a safe haven, and parents probably feel more comfortable about them being there than out on the streets."

Sandton City's proximity to the Gautrain station means huge numbers of visitors to the mall, and security is paramount, says

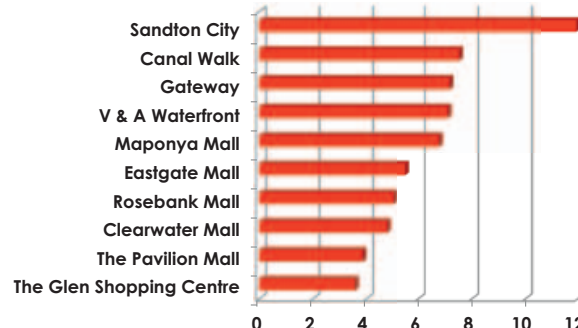
Swain. The centre's recent refurbishment included putting in place a state-of-the-art security control room with cutting-edge CCTV cameras.

"We have visible security and our security statistics talk favourably to the fact that we have a very safe mall," she says. "Every incident reported is investigated and analysed fully."

The fact that young urbanites visit malls primarily to socialise does not mean they will not make subsequent purchases, says Oosthuizen. "The malls have a huge catchment audience, and with teens hanging around, there's a strong likelihood that something will catch their eye."

Naturally, store owners hope to see a knock-on effect from this teen mall culture. And because Sandton City's shopper profile is largely younger families, Swain believes it is vital to keep abreast of the youth market.

## Shopping Mall



"Kids and teenagers today are extremely brand-conscious and tend to dictate even what their parents buy."

"Children are so technologically savvy that we have to keep ahead of the game. Technology plays a huge role in the way we engage with the youth, on platforms such as Facebook and Twitter. Youngsters are especially attracted to our blog site, the Sandtonista, which shares the latest trends and tips, while allowing them to post their comments."

The centre also hosts a number of exhibitions which talk to the youth – large and colourful displays of brands such as Samsung and Apple. It was also chosen for the launch of Nedbank's new youth offering, Nedbank 4me.

For many years, Sandton City has held fundraising events during the festive

season for Reach for a Dream. "Last year we helped them to fulfil the dream of a 12-year-old girl to go on a shopping spree to Sandton City; she had an awesome time," says Swain.

In 2012 Sandton City is supporting two exciting youth-driven projects. The first is to host the launch of a series of books about successful young South Africans.

The other project involves a young Sandton resident, Mark Middlewick, who wrote a film script which received an international award. "An international film incubator, Focus Films, has asked him to film it in SA and he has chosen Sandton City as the location," says Swain. "Once filming is complete, it will be sent back to the US and, all going well, make it to the Sundance Film Festival."



Hot South African duo Liquideep is made up of singer, songwriter and producer Zion, and DJ and producer Ryzor. With a nomination for Song of the Year at the 2010 South African Music Awards (SAMAs) for their popular track Fairytale, and four nominations in 2011, Liquideep scored top spot as Coolest Local Music Brand, writes Linda Doka.

**Who is your all-time favourite musician?**

Zion: J Dilla.  
Ryzor: Tupac.

**What is your all-time favourite song?**

Zion: Mix between Africa (D'Angelo) or Paranoid Android (Radiohead).  
Ryzor: Dear Mama (Tupac Shakur).

**What is your favourite international music destination?**

Zion: Mauritius was epic!

**How old were you when you first knew music would be your future?**

Zion: About 14, when I started really writing and producing. ?  
Ryzor: I started collecting house music at 14.

**If you could choose anyone in the world to dine with, who would it be?**

Zion: Warren Buffet.  
Ryzor: Ron Paul.

**Who's your role model?**

Zion: My father.  
Ryzor: DJ Fresh.

**What is your dream destination?**

Ryzor: The moon.

**What is your favourite home-cooked food?**

Zion: Anything made by my mom, truly!

**What is your dream car?**

Zion: Aston Martin ... till then, the Audi S3.  
Ryzor: Bentley GT Sport.

**What are you listening to on your iPod at the moment?**

Zion: Twin Shadow/The Weeknd/ Drake/Slackah the Beatchild, I could go on ...

**What is the best book you've ever read?**

Zion: *Celestine Prophecy*.  
Ryzor: *The Monk Who Sold His Ferrari*.

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[www.picknpay.co.za/goodness](http://www.picknpay.co.za/goodness)

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Pic: Lwai Hlophe, Brush Images

It's official; Black Coffee is South Africa's Coolest DJ. They say he is mega-chilled, creative and talented. But the globe-trotting music man has more tricks up his sleeve than just his music, Linda Sparg finds out.

**What car do you drive?**  
I have a thing for V8 engines.

**What is your favourite chocolate?**  
None.

**Where did the name Black Coffee originate?**  
I was given this name by an old friend of mine.

**How do you take your coffee?**  
With milk and brown sugar.

**Any news to share?**  
I am working on a clothing line.

**What's next on your 'things I want to achieve in life' list?**  
Touring the world with my new project, "Africa Rising". [This project was launched in Durban in December, with Black Coffee performing with a 24-piece orchestra, along with a number of guest artists.]

**How would you describe yourself as a person?**  
Motivated, driven dreamer.

**Which is your favourite city?**  
Porto (Portugal).

**What is your favourite travel destination?**  
Santorini (Greece).

**Your ideal holiday?**  
Time with my family. It could be anywhere as long as we're together.

**Which is the next country you would like to visit?**  
Japan.

**Besides making music, what is your favourite hobby?**  
Photography.

**What is your favourite meal/food?**  
Anything prepared by my wife.

**What is your favourite clothing label?**  
Don't have any.

**What are your best TV programmes?**  
*Top Gear* and any music and art show.

**What do you do to chill out?**  
Stay home and draw or paint with my family.

**What is a luxury you feel you can't do without?**  
Time.

**What is the best thing about being South African?**  
The vibe/languages/people. We are just a bunch of unique people.

**Who has been your mentor?**  
I have a lot ... and they don't even know they are mentoring me.

**Who is the person you admire most?**  
My grandmother.

**What is your favourite possession?**  
Still working on that one.

**What makes you really happy?**  
My people [family and friends].

**What irritates you?**  
Ignorant, short-sighted, arrogant people.

**What is the bravest thing you have ever done?**  
I've deejayed for 60 hours non-stop and recorded a live DVD with a 24-piece orchestra.

**Do you have a most embarrassing moment you would like to share?**  
Nope.

**What is the best part of being a dad?**  
My kids humble me.

**When you were a child, what did you want to be one day?**  
What I am today.

**Where do you see yourself in 10 years' time?**  
Well-established international producer/DJ and record label owner.

**What is the best part about living in Jozi?**  
Jozi inspires you to work. It's not for cry-babies.

**Tell us your happiest memory.**  
After I proposed to my wife.

**Who would you most like to meet?**  
Dr Nelson Mandela.

**How would you like to be remembered one day?**  
As a person who saw no limits and changed and inspired great minds.

# WHEEL DEAL



Alf James

Youth have a strong desire and appetite for motoring. They are not only attracted by the vehicles themselves, but enjoy reading about them too.

A measure of this attraction is the fact that BMW was voted the second Coolest Brand Overall in the *Sunday Times* Generation Next survey, for the second year in a row, and among male youth, motoring magazines occupied three out of the top five places in The Coolest Magazine category: *Top Gear* came in first, followed by *Car* in second place and *Speed & Sound* in fourth.

BMW was also voted the Coolest Motor Vehicle by a clear

margin, followed by Mercedes-Benz, Audi, Range Rover and Hummer, while the Coolest Ultra Luxury Motor Vehicle was Lamborghini, followed by Ferrari, Bugatti, Aston Martin and Rolls-Royce.

When asked why BMW wins year after year, 21-year-old Vuvo, a fashion student, said: "BMW makes me young and it's just a classic car."

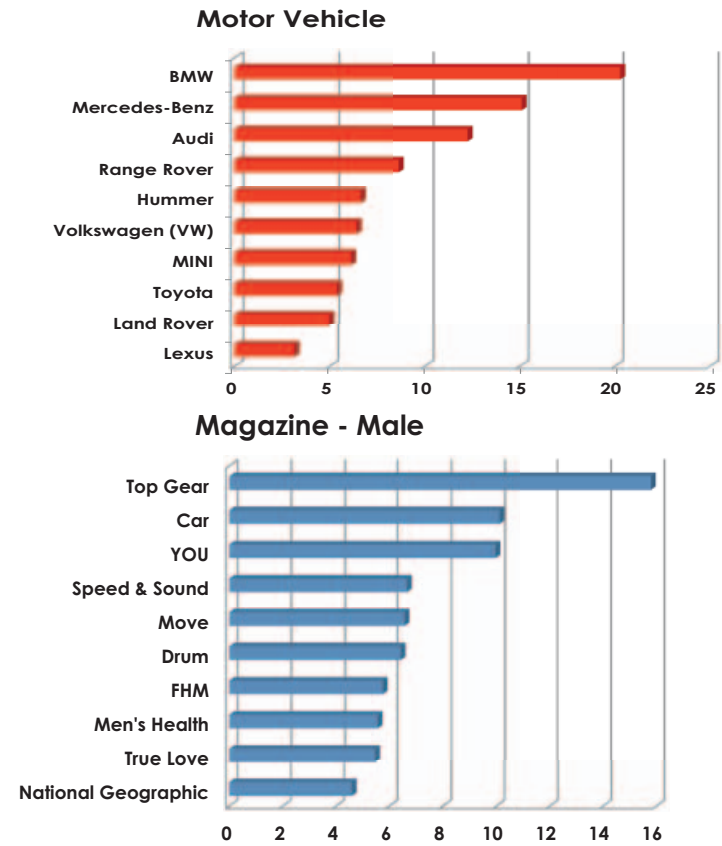
22-year-old Nazir, also a student, responded with three words: sheer driving pleasure.

John, who is 15 and loves rugby, said BMW has "got sports, it's got class and it's good just driving in it".

"I think the reason why it keeps winning is it's the leader in design, the leader in being eco-friendly and good best-per-

formance from a smaller engine," said 20-year-old Dustin. According to well-known motoring journalist Denis Droppa, motoring popularity among the youth has to do with the glamour, brand awareness, design, style and performance of vehicles. And while this is true for all ages, the popularity of motoring

**Attraction to motoring is largely aspirational**



among the youth is largely aspirational. There is a strong element of wanting what you've never had.

"Young people want what they see on MTV, in their favourite film shows, and what their heroes have, which is portrayed as highly stylish and glamorous.

"Vehicles are a big part of movies, in terms of product placement. One that comes to mind is the Audi R8 used in *I, Robot*, starring Will Smith. Vehicle manufacturers pay big money for their vehicles to be used in movies, because it helps create this aspirational value.

"Likewise, youths do not want to read only about the vehicles they are likely to have or can afford, but also about the

performance and features of vehicles they cannot afford and are never likely to own," says Droppa.

According to leaseguide.com, while parents want safe cars for their teens, and place importance on economy (low purchase price, low operation cost and low maintenance cost), reliability, dependability and low insurance cost, most teenagers place considerable importance on a car's style (sporty), appearance (cool), performance (fast), size (room for friends), features (great audio system with iPod port) and accessories (customisation).

Girls like cute cars that reflect their personality, and place less importance on performance and accessories than boys.





# ON THE GLOCAL STAGE

Linda Sparg

Comedian Trevor Noah is among a group of young entertainers taking their South African flavour to audiences overseas and finding wide acceptance and acclaim. And there's no stopping Noah's following in South Africa either.

Currently based in Hollywood, the local comic scooped three categories in the Generation Next survey: Coolest Local Celebrity, Coolest Local Male Screen Star and Coolest Local Comedian.

South African youth are crazy about Noah, saying he is not afraid to deal with current political subject matter that others would consider taboo, and he "keeps us updated in a funny way".

Those surveyed say Noah is "sharp", he cheers them up when they are feeling down and turns depressing issues into something humorous. It is impossible not to laugh at him. They like his DVD, *Crazy Normal*, especially.

Abroad, there seems to be a growing interest in South African culture and talent, and Noah and oth-

ers are proving they can hold their own in entertainment systems which are far larger, more developed and complex than South Africa's. In January he became the first South African comic to appear on Jay Leno's *The Tonight Show*, where he did a stand-up performance and was warmly received.

Of course, a "glocal" who has triumphed overseas is classically clean-cut golden girl, Academy award-winning actress Charlize Theron. She nabbed the title of Coolest Local Female Screen Star in this year's Generation Next poll.

Coolest Local DJ, Black Coffee, is also proving a hit overseas with his special brand of laid-back house music. He has played in several countries, including the USA.

Having lost the use of his left hand as a child and spinning discs with only one hand, Black Coffee – whose real name is Nkosi-nathi Maphumulo – balances being a musician and producer with deejaying, and has launched a label, Soulistic Music.

Our South African youth hail him as being "chilled and cool", with one saying, "I know people who

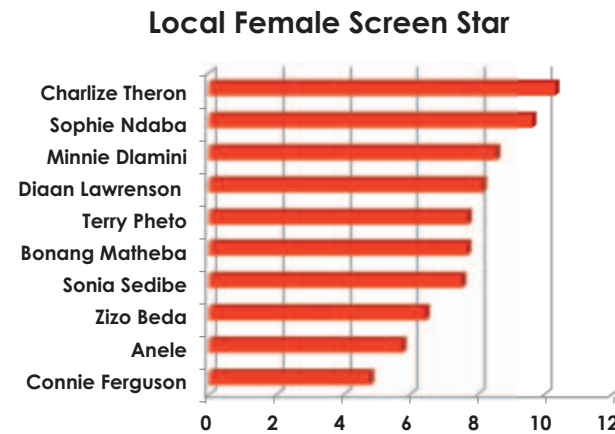
struggle mixing with two hands and he's just talented and creative; he rocks. His music, it's just so peaceful..."

The popular deejay's heart is also in the right place; he launched the DJ Black Coffee Foundation in 2010 to assist orphans and children with a disability, saying he felt he could identify with them.

And although it did not feature in the Generation Next survey, cult "Zef" rap band Die Antwoord, whose image and material reflect societal dysfunction in South Africa, may also have found an audience abroad.

"It's difficult to say why Americans like us so much," the band's lead singer, Ninja, has said in an interview. Their lyrics are infused with Afrikaans swearwords and they use South African slang.

**Overseas audiences get a taste for South African talent**



it comes to artistic expression, which forms a large part of their lifestyle. I also think because the 'culture industry' is formalised and recognised as a major contributor to the American economy, the marketing thereof receives major support from the various media platforms.

"This may explain why the likes of [jazz artists] Hugh Masekela and Abdullah Ibrahim still depend on US audiences to keep working throughout the year; our audiences do not sustain a musician's career," she says.

# BOSS

Boss means impressive and epic, as in "Wow that party was boss last night!"

# FAIL

Same as with adults, fails are fails...anything from falling off your bike, walking into a glass door or overcooking your microwave meal.

# POS

POS is never spoken, it means 'parent over shoulder', so look out for "not right now, POS" on your kids' computer screens...

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# WATCH THIS SPACE

David Jackson

Watching prime sporting events from the distant comfort of the living room is not necessarily top of the agenda for many of today's youth.

And this may have provided an opportunity for astute brands to seize a marketing opportunity in this expanding new space.

Says Simon Chittenden, sports specialist at HDI Youth Marketeers: "In years gone by, there was a major focus on organised sport, such as big rugby or cricket

tournaments. But today, there is much more emphasis on being active and healthy, with a trend towards greater participation in active events that promote these lifestyle objectives."

Some brands have already picked up on this trend and have stolen a march by getting into this space – but they remain a relative minority, according to market researchers.

Chittenden cites, as an example of this new trend towards "healthy and active" participative events, the recent Run Free – Run Jozi 10km race in March, part of the City of Johannes-

**Astute brands see the value of investing in sports**

burg's long-term campaign to "take back the streets of Johannesburg", with some 10 000 participants running through the streets of inner-city Johannes-

burg in an event that was fully subscribed.

"It wasn't about being a supreme athlete or winning the race. It was about being part of an event in which thousands of people took part, while being active at the same time."

Underlining this lifestyle trend, Chittenden points out, are events such as the Pick 'n Pay Women's Walk, a series of nationwide 5km walks to raise funds to support free cancer screening and health advice in local communities. This is being done in association with the PinkDrive campaign to improve breast-can-

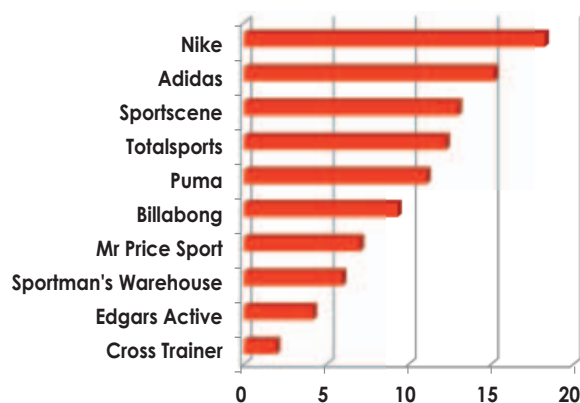
cer awareness among women.

Schools in the area are encouraged to enter as a way of mobilising youth. It's also a way of getting the message of the importance of breast-cancer screening through to parents, many of whom will be attending these events with their young children.

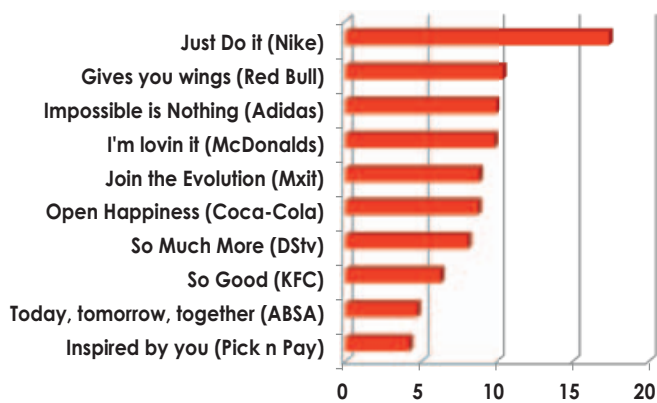
Research suggests that some 60% of young adults do not take part in any form of organised active sport. There is a huge opportunity for brands to fund or invest in events that cater for this section of the youth market, Chittenden says.

"Promoting the virtues of being active and healthy could be the entry point for brands to engage with the youth. There is a great opportunity for brands to use this as a stepping stone to reach their target markets."

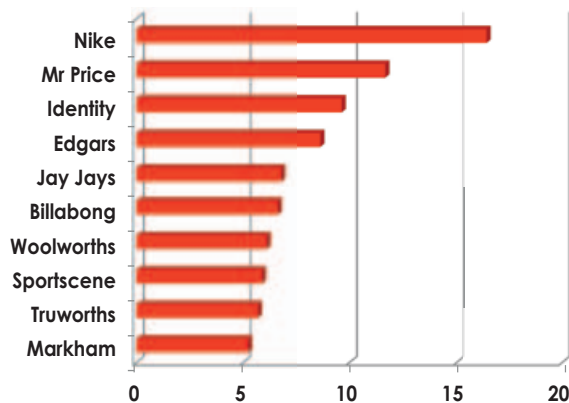
## Sports Store



## Brand Slogan



## Fashion/Accessory Store



# CROSSING THE DIVIDE



Pic: Jeremy Glyn

David Jackson

Nike stole some of the headlines in the opening game of the 2010 FIFA World Cup when Bafana Bafana striker Siphiwe Tshabalala slammed home the first goal of the tournament against Mexico wearing Nike boots.

Almost two years on, the brand continues to evolve as it assimilates new youth trends.

With its evocative appeal to youth to "Just Do It", the company has crossed the boundaries of its traditional sports and lifestyle-oriented domain and can now claim its share of the growing streetwear market, where a new youth sub-culture is arguably emerging.

In this year's Generation Next study, Nike took the honours for Coolest Brand Slogan ("Just Do It"), Coolest Sports Store (ahead of Adidas and Sportscene), and came second in the Coolest Fashion Brand category.

Says Jessica Oosthuizen, writer and insight analyst for HDI Youth Marketeers: "Nike still owns its share of sports and lifestyle, but they have crossed a divide. There is a whole section of streetwear that's a type of cross-over made up of hip-hop and sports, and Nike is in that sub-culture space where the power of 'Just Do It' is incredibly motivating to young people."

"Nike has straddled fashion, sports and lifestyle, and has created irresistible events such as the Run Free – Run Jozi 10km night race held in Johannesburg on Human Rights Day. There is huge scope for other brands to become involved in this kind of activity."

She adds: "HDI believes in partnering with brands to develop youth platforms that encourage young people to be active in a

**Nike continues to get the formula right**

way to which they will respond."

This is borne out by some of the responses from kids, teens and young adults during recent discussion groups organised by HDI Youth Marketeers.

Said one of the kids group (8-14 years): "Nike sells different things, not only sport. They have good advertising, a good slogan and a good brand."

"Nike is sporty and young," said another. "I would go for Nike if I want to dress up sporty."

And according to a member of the teens and young adults group (14-23 years): "'Just Do It' is the coolest ... it's more than a slogan; it's a lifestyle."

Simon Chittenden, sports specialist at HDI, observes: "Youth love telling people how cool an experience was and what a memory experience they have taken part in. So if brands can provide youth with cool platforms to participate in, that enables them to brag about the experience to their friends; there could be an ideal opportunity for brands in the offing as a result."

In this respect, say market researchers, Nike seems to have got the formula right. "It's about having your finger on the pulse and keeping it there," says Oosthuizen. "A once-off sporting event is not going to motivate most young people to shift towards an active lifestyle. This requires a consistent and ongoing approach."



# EARNING ITS STRIPES

David Jackson

A toothpaste that has undoubtedly earned its stripes among South African youth of all ages is Aquafresh, winner of the Coolest Toothpaste category in this year's Generation Next study of youth tastes and brand preferences.

The familiar multicoloured toothpaste, with its distinctive red, white and blue stripes, topped its category with 38.3% of the votes across both groups polled (kids, and teens and young adults), ahead of Colgate (35.9%), Sensodyne, Mentadent P and Close-Up.

Manufactured globally by GlaxoSmithKline, Aquafresh has been in its three-stripe form since the 1980s, having originally been launched internationally in 1973 with twin stripes – white and blue.

Red was a later addition and a new mild and minty flavour was introduced.

Says Jessica Oosthuizen, writer and insight analyst for HDI Youth Marketeers: "One of the aspects that emerged from this year's study is that Colgate (the runner-up this year) was described by one teen as an 'old man's brand', while Aquafresh

is very much the young contender. Young people want the toothpaste with the youthful image that they relate to as their brand.

"One of the youth respondents remarked that the way Aquafresh markets itself is very much geared towards them, being very specific about the role of the different colours in the toothpaste. The function of the toothpaste is very direct and clear to them."

Over the years, say industry-watchers, that "triple-action" message of the three toothpaste colours has been one of the brand's USPs (unique selling points) – generally perceived as white to protect teeth, blue to freshen breath and red to strengthen gums.

When the toothpaste was first launched internationally almost 40 years ago, the two stripes were seen as novel and innovative, and served to differentiate the brand from its competitors – believed to be the first toothpaste ever to contain stripes.

In a global market dominated at the time by the likes of Colgate, Macleans and Gibbs, the new Aquafresh brand was also tapping into a new consumer awareness of oral hygiene, one

**Aquafresh's  
triple-action  
function  
makes a lot  
of cents**

of the brand's initial marketing points.

At least two generations later, Aquafresh has maintained its niche appeal to a new generation of kids, teens and young adults.

This is evident from some of the comments from the recent teens and young adults discussion held recently with HDI Youth Marketeers.

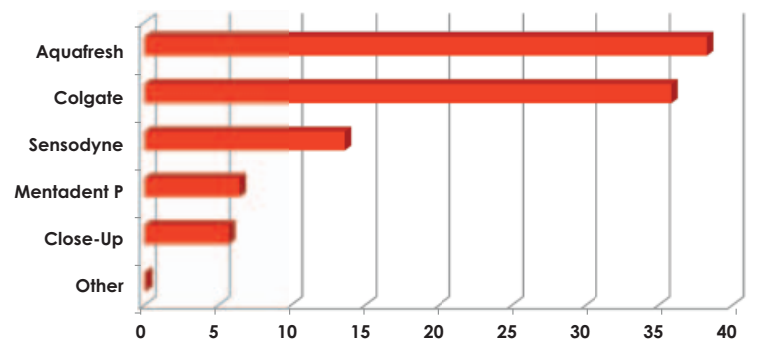
"Aquafresh has a minty flavour, like one that bites your teeth. So it's very creative," said one. "Pretty cool" was the comment of another.

Added another youth respondent: "Colgate is way too scientific ... Aquafresh tries to make it fun, and it puts celebrities in its ads."



Pic: Jeremy Glyn

Toothpaste



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Engen has been crowned “Coolest Petroleum Brand” by the South African youth for the second year running. We’d like to think this is down to our commitment to service and convenience, but mostly it’s down to you. Shot, guys!