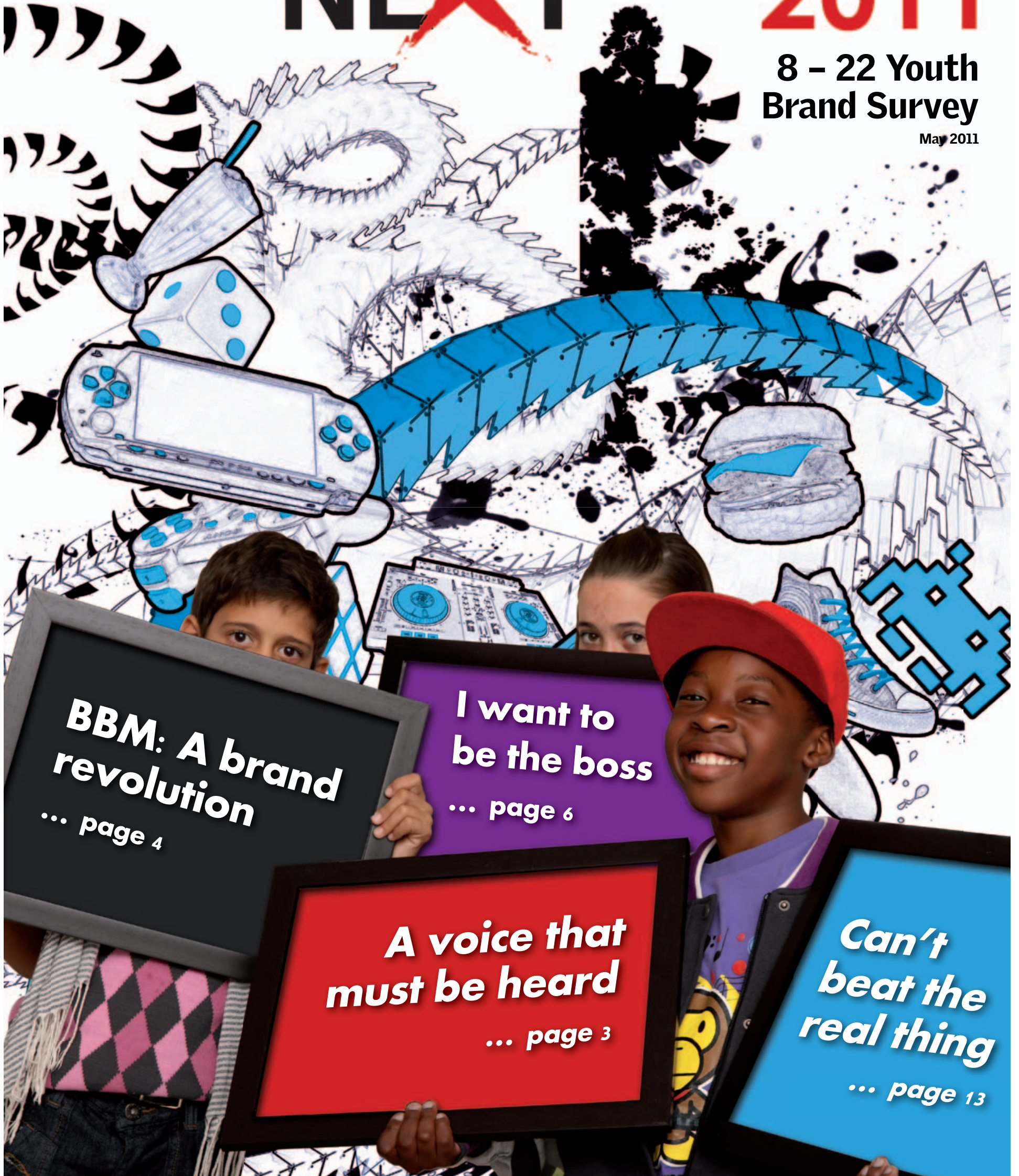


# Sunday Times GENERATION NEXT ~~X~~ 2011

8 – 22 Youth  
Brand Survey

May 2011



**BBM: A brand  
revolution**

... page 4

**I want to  
be the boss**

... page 6

**A voice that  
must be heard**

... page 3

**Can't  
beat the  
real thing**

... page 13





# The business of youth

**W**HERE does a world where new tech devices are launched in the marketplace every couple of months – where information from across the globe is instantly available on your cellphone and social networks can trigger political unrest – leave classic marketers?

By 2027 it will take seven years to experience as much tech change as took place in the entire 20th century, predicts futurist Raymond Kurzweil.

At the forefront of this curve is a new generation of young minds who cannot imagine a life unconnected (let alone one without a cellphone), who expect to consume media on their own terms and have the tools at their disposal to voice their opinions – opinions they consider worth sharing. Generation Y are wired to function differently from their predecessors.

In this era where conversational marketing trumps the traditional spray-and-pray approach, effective marketing requires brands to establish relationships with waist-high consumers. This is a generation in which urban four-year-olds are able to identify (and operate) a BlackBerry. This is a generation that fully expects brand experience and dialogue, not corporate monologues.

So what are some tips for getting to grips with them?

## Step 1: The will to understand

“Astute marketers understand how youth’s appetite for technology and information has fundamentally shifted the way in which they consume media and engage with brands,” says Jason Levin, MD of HDI Youth Marketeers. “And things change; keeping informed is an ongoing and relentless process. Astute marketers are curious.”

Take the Facebook phenomenon, for example. Many brands jumped on this bandwagon as the “next big thing” – but the curious marketer uncovered that young people are not looking to hook up with brands on Facebook. Success on Facebook is not guaranteed without careful consideration and consistent communication. “And the same is true of all marketing dilemmas. The solution always begins with the desire to really find out, rather than naval-gaze around boardroom tables.”

## Step 2: Access the right data

Good primary and secondary research are a great place to start the process of understanding.

Now in its seventh year, the role of the annual *Sunday Times* Generation Next 2011 study is about keeping in touch with what makes young South Africans tick.

This year’s study, undertaken in February and March, polled the opinions of 7 242 of South Africa’s youth (age 8-22) in urban and

peri-urban environments in six provinces to uncover their brand preferences across 72 different categories – ranging from Coolest Cellphone to Coolest Petrol Station. Running alongside the brand-preference study is the indepth lifestyle and consumer-behaviour component, which polls the opinions of 2 940 urban youth to reveal how young South Africans consume technology, what they think of branded communication, how much money they spend and what their dreams and aspirations are.

“Sure, you can scratch the surface of Gen Y with what’s on Google, but most of those findings are free for a reason, and are American or European-specific. What makes Generation Next important is that it reflects the lives of urban youth in this country,” says Jessica Oosthuizen, insight analyst at HDI Youth Marketeers. “And it does so more deeply than any other youth study.” That kind of insight is valuable.

The intensive research analysis is conducted by HDI Youth Marketeers in conjunction with academic validation partner Monash South Africa and statistician Dr Arien Strasheim.

## Step 3: Get face-to-face with the market

To truly see and feel how the market engages with one’s brand/s, marketers must step out of the boardroom and into the playground, mall or campus – wherever your brand makes a connection with its audience. This is the best way to challenge your own convictions about your brand or confirm whether your ideas have potential.

More so, making your brand available to Generation Y makes them feel like they have an active role to play. But this also presents marketers with a new level of commitment. “Once you start engaging youth in dialogue, you need to have the resources in place to maintain this conversation,” says Levin. “But it doesn’t have to be a headache; spending an hour or two with a couple of youth panels is often massively illuminating.”

And once informed, responsible marketing is key when interacting with and developing communication for this audience. “Messing young people around is simply out of the question if you want to make a lasting impact in young people’s lives or have a brand that’ll still be loved in 10 years’ time,” says Levin.

## Step 4: Trial (and greatly reduced) error

Marketing has become more scientific in the last 20 years, but it’s still an adventure, and nowhere more so than with youth. Because these outspoken, tech-savvy young urbanites can be tricky, many marketers (who have the option) are tempted to simply sidestep them.

“However, the sit-back-and-wait approach is only going to create more distance

between your brand and a consumer market with R100-billion to spend a year. There are a kazillion ways to step into the youth market, and it’s not that hard to find the best-fit approach that works for marketers’ brands,” says Levin.

“Often though, this requires some test strategies, rather than hoping for a silver bullet or killer app.” But if you are equipped with curiosity, solid insights, face-to-face experience and a sense of adventure, it can be done with great success.

So, unless, for some clandestine reason, you can afford to ig-

nore them, take the plunge, and let your brand occupy a space in the hearts, minds and wallets of under-25s.



**Jason Levin: Messing young people around is simply out of the question**



**THANX**  
for showing us some **love** guys.

We’ll keep stepping it up with great entertainment.







# A voice that must be HEARD

GENERATION NEXT PARTICULARLY RELEVANT FOR SUNDAY TIMES

ANDREW GILLINGHAM

THIS year's Generation Next is the seventh annual brands survey awards with which the *Sunday Times* has been involved. The survey is particularly relevant for the *Sunday Times*, as the publication serves all South Africans, regardless of age, and the survey gives young South Africans the opportunity to share their favourite brands with the rest of the country.

Enver Groenewald, general manager: advertising revenue and strategic communications, says that Generation Next further supports the *Sunday Times*' position as a thought leader and a provider of critical knowledge to consumers and the marketing industry.

Generation Next also demonstrates the critical role that print media plays among this country's youth.

"There is a common misperception that, in the digital age, young people no longer read. This is nonsense. Young South Africans have a robust appetite for print media, and Generation Next helps us to further demonstrate print media's continued relevance," he says.

"Young people are keenly aware of what is taking place in the marketplace, and they not only form their own opinions, but also help to influence others. Our association with Generation Next reflects our close relationship with South Africans of all ages, and particularly our youth.

"Furthermore, Generation Next gives our readers an important insight into the brands that find favour with young South Africans."

Groenewald says today's youngsters are the most discerning and demanding of all the consumer segments. Young people have zero tolerance for any brand that comes across to them as fake, or lacks integrity and credibility.

In the youth market, so much personal credibility is vested in the brands people consume. Therefore, there is a huge per-

sonal reputational risk for young people when they opt for particular brands. "Young consumers do not want to be seen to be using brands that are not cool, sincere and true to today's values," Groenewald says.

As a clear expression of brand awareness and desirability, Generation Next is also a very valuable tool for importers, retailers and manufacturers, giving them guidance on what brands appeal to the youth market, he adds.

Internationally, companies invest huge amounts of time, effort

and money to ensure that their brands remain relevant in the hearts and minds of consumers. Therefore, product development seldom takes place in isolation and often relies heavily on input from "youth brand ambassadors".

A lot of marketing and promotional activities are informed and implemented by young people, whether on a formal basis or through word-of-mouth marketing.

"Around the world, young consumers play a critical role in product development and promotion.

"In South Africa we are slowly

waking up to the importance of the youth market segment as a voice that must be heard and taken into account, and whose input must form part of any product development and promotional plans."

Groenewald says this developing reach-out to young South Africans is certainly finding expression in Generation Next, and the survey incorporated the views of over 7 200 young South Africans (8-22 years old) across six provinces this year.

They were asked questions ranging from which fast-food out-

let they considered the coolest to their views on cellular network providers, fashion brands and banks, tertiary institutions and celebrities.

According to Groenewald, the process emphasises the range of brands the youth consumes. "There is a very superficial view in South Africa that young South Africans are only interested in fashion and food.

"However, as the survey clearly shows, young South Africans are savvy consumers who consume brands across most economic sectors. All the players in those sectors need to wake up and hear the voice of the youth."

He says the direct effect that young consumers exert is also usually underestimated. Young people share their brand views with their peers and thereby influence their buying decisions.

Furthermore, any parent knows the influence of so-called "pester power" on family buying decisions. "Youngsters play a very important role in influencing purchasing decisions, particularly in the home. Some years ago, there were what were termed 'high involvement purchases', such as a television or hi-fi. People usually did a lot of research and gave their decision a lot of thought before making the purchase.

"Today, electronics have become largely commoditised and brands tend to rule, which means that decisions are largely being informed by the brand 'experts', who are mainly the youth," Groenewald says.

He believes that the brands that win this year are likely to be those which learned the lesson long ago of not ignoring young consumers. Very often the winners are those brands which have stood the test of time and continued, over many years, to ensure that they remain relevant, fresh and true to their consumers.

"It is testimony to good old-fashioned brand-building that the very fickle youth remain loyal to tried, tested and trusted brands," Groenewald says.



**Enver Groenewald:**  
**Young South Africans**  
**have a robust appetite**  
**for print media**



[Home](#) [Profile](#) [Account](#) ▼



Wall

Colonel Sanders · Top Posts ▼

## Colonel Sanders

is now the coolest man in town,  
as voted for by you guys!

May 29, 2011 at 6:52am





# A brand REVOLUTION

BBM DRIVES BLACKBERRY SALES



ANDREW GILLINGHAM

**B**LACKBERRY has not only taken top spot as the coolest cellphone brand in this year's Generation Next survey, but it has also managed to oust Coca-Cola from its long-held position as South African youth's overall coolest brand.

BlackBerry took a strong lead, with a score of 64.6%, with Nokia at 44.5%. Apple's iPhone came in third. BlackBerry Messenger (BBM) was voted coolest cellphone application, followed by MXit.

Says Jason Levin, managing director of HDI Youth Marketeers: "In terms of the coolest brands across all categories, Coca-Cola has dominated for many years, but this year BlackBerry has taken the top young consumer brand slot."

When BlackBerry first arrived, it was marketed as a business phone. Its design was strictly utilitarian and it had no fashion appeal.

"It was not a youth magnet by any means. However, when BlackBerry coupled its cellphone with its BBM social networking application, it pretty much equated to a brand revolution. The software or application, coupled with the unlimited internet access, is driving hardware sales to the youth in this country," Levin says.

The effect of very low-cost communication between friends is significant, he adds, and it has even created a new criterion by which young consumers choose their friends; are they on BBM or not? In one case, a male university student faced with the decision of which girl to date, opted for the one on BBM, as it made communicating so much easier.

"BBM is a major selling point. People are economising relationships around those who have BBM and those who do not," Levin says.

I think girls prefer BBM  
because texting is like  
our thing  
— Taylor



Coco's got the  
**CHOC-FACTOR!**



Thumbs up for voting us the  
**coolest cereal.**

Winner of Coolest Breakfast Cereal  
Sunday Times Generation Next Survey 2011



He points out that the proprietary nature of BBM helped BlackBerry carve out a significant slice of the market, but this was when BBM had the market to itself. People who wanted to communicate with BBM had to buy a BlackBerry. But now users of the more popular cellphone brands can opt for WhatsApp Messenger, which gives people similar functionality across different cellphone devices.

“However, BlackBerry and BBM have acquired status in their own right, and the device and service are the ones everyone really wants, with WhatsApp currently seen as a ‘downmarket’ application for those who cannot get BBM,” Levin adds. “But in a year’s time, that might be very different.”

Deon Liebenberg, managing director for Africa at Research In Motion, says BlackBerry’s shift into a broader market in South Africa began about three years ago, when the smartphone pioneer launched an all-in-one device with added functionality, such as a built-in camera, and in a range of fashionable colours, as well as a sleeker, slimmer device.

However, in a market where cellphones are largely commoditised, the BlackBerry smartphone needed something more, a must-have that no other cellphone could offer. The answer is now part of recent social networking history, with BBM taking off in South Africa and around the world.

As a part of the company’s aggressive marketing strategy, it also changed the way in which the BlackBerry solution was costed through its business partners. “Users have unlimited access to on-device internet browsing, email and BBM for less than R60 a month. BBM is now one of the biggest social platforms in the world, with over 43 million active users, and it continues to grow rapidly,” Liebenberg says.

While BBM is attracting users across all age groups and demographics, the BlackBerry smartphone’s success in South Africa is no surprise, given the fact that the country has a large young and dynamic population, Liebenberg says.

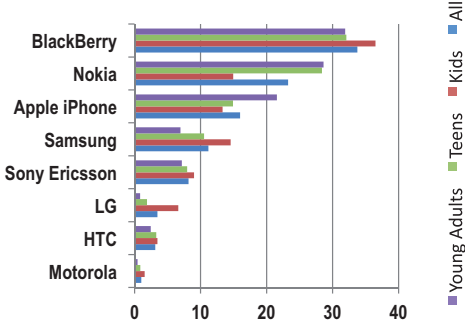
In addition, there is a very low level of internet penetration, with only around 25% of South Africans having access to the internet through home, family, friends and their employers. “Almost everyone has access to a cellphone. As young people have grown up with SMS and texting, they took to BBM immediately. BlackBerry smartphones have become devices to which consumers aspire, and their solid foundation as exclusively enterprise/corporate smartphones add to their status,” Liebenberg says.

Furthermore, he

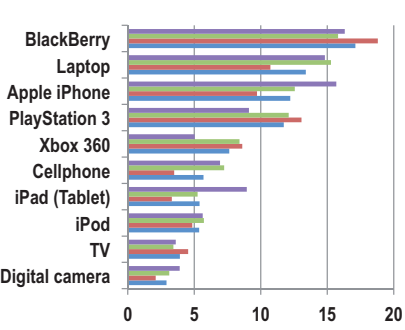
points out that people, young and old, lead busy lives, and the BlackBerry solution’s push technology means that people can interact with the social world by exception. Instead of constantly checking email or social websites such as Facebook, the technology pushes the information to the user’s phone that a new message has been received on Facebook or Twitter, or there is a new instant message or an email.

“BBM provides seamless integration into its users’ lives and it gives us a significant differentiation in the marketplace,” Liebenberg says.

CELLPHONE



HI-TECH GADGET



125 years of sharing happiness

SHARE YOUR TASTE

Coca-Cola

Coca-Cola and the Design of the Contour Bottle are registered trademarks of The Coca-Cola Company © 2011





# ...When I grow



...

YOUNG SOUTH AFRICANS WANT TO BE THE BOSS



ANDREW GILLINGHAM

**W**HO wants to be a chief executive officer? "I do," say South Africa's young consumers, who see business leaders as having wealth and lots of leisure time.

Jason Levin, managing director of HDI Youth Marketeers, says that young South Africans voted CEO as being the coolest job, followed by actor, and own business or entrepreneur took third place.

"Essentially young people are voting for the CEO headspace or lifestyle," he says. "They perceive CEOs as having lots of holidays, wealth, and they get to run the business. They have a very glamorised perception of a business leader's life."

Levin notes that none of the people taking part in the study are working, so they have not had the opportunity to see CEOs functioning in the real world. "If we polled people who have been in the workforce for a couple of years, the results might be very different."

"There would be that added understanding that if you are CEO, you do not get much time to sleep and you are always under a lot of stress and pressure. There would be a more informed and balanced awareness of a CEO's work and lifestyle," he says.



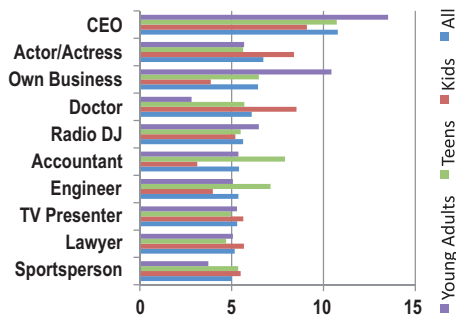
Youth. Insight. Action. [www.hdiyouth.co.za](http://www.hdiyouth.co.za)







JOB



When it comes to entrepreneurs, there is an added element that goes beyond the perceived lifestyle benefits. Many young South Africans know the restrictions their parents were forced to live with and that they did not have the opportunities that are now open to all South Africans.

“There is a strong drive to be entrepreneurial. Young consumers know and are delighted by the opportunities in front of them,” Levin says.

The status of entrepreneurship as a cool job is also driven by the youth’s consumption of technology.

“They think that they can lie in bed and use their BlackBerry to check their emails, and they do not see why they should have to go into the office at 8am,” he adds.

“Access to technology breeds a high level of self-entitlement and very much an ‘I can do it’ attitude,” notes Jessica Oosthuizen, insight analyst at HDI Youth Marketeers.

She says this approach is easier to understand when it is considered that, for example, a young person with access to a video camera can make his own movie. He can learn how to do it from the internet and even reach an audience by publishing the movie on YouTube.

Levin adds: “Historically, access to expensive technology was a barrier to entry for young entrepreneurs. Ten years ago, the cost of an edit suite was out of the question for young would-be movie makers. Now technology is a career and entrepreneurship enabler: from home-made spoof videos to music recordings and app development, young hot shots are using technology every day to get rich, or famous, or both ... just ask Justin Bieber, Rebecca Black or Steve Demeter, now all web-based multimillionaires under 18 years old.”

These perceptions are prevalent among urban youth, he says, with a very different picture emerging in rural environments.

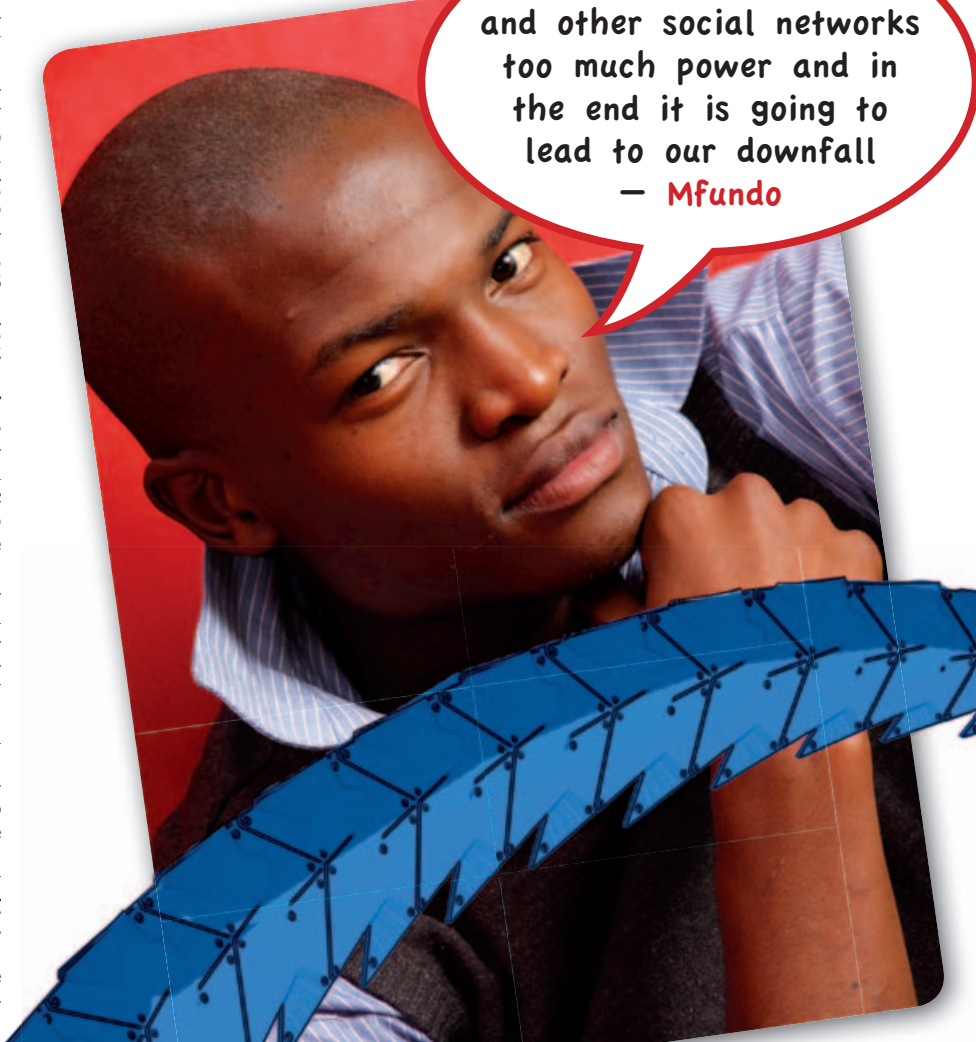
However, Zanele Xaba, lead director for Ernst & Young World Entrepreneur Awards Programme, says that chief executives running corporations and entrepreneurs with their own businesses lead extremely hectic lives. “These are people who do not seem to sleep, which is possibly why people gain the impression that they have time on their hands.

“In addition, smart executives and entrepreneurs surround themselves with good teams of top-class people. While entrepreneurs value their autonomy, they want people who can challenge them and who they can trust to provide honest input,” she says.

Executive lifestyles, when viewed from the outside, often appear lavish, she adds. However, entrepreneurs starting new businesses often devote all their resources to nurturing their business and do not have the funds available for frills.

“Another key characteristic is the many successful business people have a strong sense of family, and one of their main drivers is looking after their partners and children. CEOs simply do not have the time to lead the lifestyles that are often portrayed on television or in movies,” Xaba says.

We give Facebook and other social networks too much power and in the end it is going to lead to our downfall  
— Mfundo



BMW South Africa

www.bmw.co.za



Sheer Driving Pleasure

# NOW TWICE AS COOL.

Every BMW is engineered with the future in mind. It’s why BMW EfficientDynamics technologies are standard on every BMW, and why BMW is consistently recognised as an industry leader when it comes to sustainability. We are therefore delighted that BMW was recognised as twice as cool by being voted the “Coolest Motor Vehicle Brand” and as the “Coolest Corporate Citizen” for the second consecutive year in the Sunday Times Generation Next Awards. Thanks guys – as an innovative brand, we’d like to see you in a cool BMW in the future.

**VOTED THE COOLEST MOTOR VEHICLE BRAND AND THE COOLEST CORPORATE CITIZEN IN THE 2011 SUNDAY TIMES GENERATION NEXT AWARDS.**



# 8 **GENERATION NEXT 2011**

## Outwit, outsmart, outsnack

DORITOS MAKES STUFF HAPPEN

DAVID JACKSON

**W**HEN the chips are down, Doritos can be relied on to make the right call.

So when this innovative company took the bold step of tapping into the social media, with an internet Facebook site to present a new and imaginative marketing front to youthful consumers, it came as no real surprise to market-watchers.

Moving with the trendsetters, Doritos has been voted South Africa's top brand in the Coolest Snacks category of this year's *Sunday Times* Generation Next survey, with a comprehensive 53% of the votes cast.

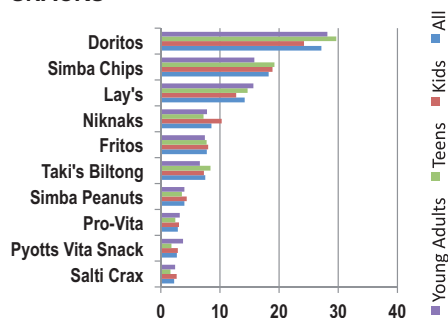
Says Sean McCoy, CEO of brand design and communications consultants, HKLM: "In connecting with their teenage target market, they've done exceptional

work around engaging at the teen level. They have used social media very aggressively and effectively around their Doritos 'Collisions' campaign, for example, where they've blended different flavours in a common pack.

"They've created a highly integrated channel strategy across multiple platforms, and have literally created a Doritos community on Facebook, building up a fan environment around their product. In the process, they've used word of mouth highly effectively in connecting with teenagers in their own space, in their own time.

"It's the fourth most popular fan page on Facebook in the country and the leading fan page in the snacks FMCG (fast-moving consumer goods) category. They've also created a user content space, where you can come online and complete an advert – they create the first half of it and you com-

### SNACKS



plete the rest of the story as a consumer. So these youngsters are co-creating content around the brand."

Lizette Kritzinger, business unit manager for RPI (part of the Smollan Group), says that in a highly competitive market, the flavours that Doritos has brought out,



the pack format and the shape of the chip are all factors that play a role in its success. "They are also using primary colours, such as bright blue and bright red, that are standing out.

"They've tapped into a holistic way of marketing the product, from the packaging right through to the name and the flavours they are using, and even the different kind of advertising. In today's society, the youth are always looking for the next best thing, and Doritos has done a really good job of doing that."

Adds S'bu Manqele, business director of the Switch Group: "Doritos is a brand that has managed to include the youth 'in' the brand itself, from the outset. As such, the next generation doesn't participate in the brand. They are rather part of the brand.

"Doritos has established itself as a brand that makes stuff happen: one minute you're sitting at home eating a packet of chips and the next you're suddenly 'in' an advert or on stage with a celebrity.

"As such, Doritos has made itself a brand that views nothing as impossible, regardless of the fact that it's just selling chips. This in turn makes it a brand which, from a Generation Next point of view, can and will 'make me look good in front of the world and my friends'.

"Doritos has created an exclusive club in many ways," says Manqele, "one that you want to belong to. The brand is thus a 'movement', often trying to outwit the youth and keep a step ahead of them by doing things that they would like to do – before the younger generation gets to do them.

"Its Mexican origins and history also mean that the brand is associated with this type of free-spirited approach to life – again something very desirable and attractive to youth," Manqele says.





**Nelson Mandela  
Metropolitan  
University**

Port Elizabeth & George

# A NEW GENERATION

**We're a new generation  
university meeting the needs  
of the next generation**

**We're connected, happening and young**  
**We're fun, green and focused**  
**We're the name to join for a better tomorrow**

With 26 000 students on six campuses in Port Elizabeth and George, Nelson Mandela Metropolitan University sets itself apart in meeting your educational needs for tomorrow.

**Contact us today:**  
E-mail: [info@nmmu.ac.za](mailto:info@nmmu.ac.za)  
Port Elizabeth campuses: 041 504 1111  
George Campus: 044 801 5111  
Website: [www.nmmu.ac.za](http://www.nmmu.ac.za)

Talk to us.






**Applications close 1 August 2011**



# A really <sup>HA HA HA</sup> FUNNY thing

CELL C CAMPAIGN WORKS WELL FOR BRAND NOAH

ANDREW GILLINGHAM

**S**OUTH AFRICAN celebrity comedian Trevor Noah's rant at cellphone network operator Cell C attracted a lot of public interest, even when it emerged that Noah was part of the company's marketing strategy and a core focus of Cell C's advertising.

The campaign has certainly worked for Noah in terms of public awareness, rocketing him from nowhere last year to second place in the *Sunday Times* Generation Next Top 10 Coolest Local Celebrities this year, and number one on the highly competitive list of coolest local comedians.

However, it remains to be seen whether the brand-building exercise has worked for Cell C.

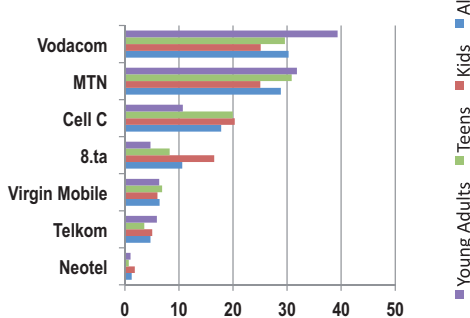
Jessica Oosthuizen, insight analyst at HDI Youth Marketeers, says the Generation Next survey cannot show whether the campaign has worked for Cell C in terms of increasing its subscriber numbers or the company's profitability. However, the survey certainly does show the perceptions of this country's young consumers and, in that regard, while Noah has gained stardom, Cell C remains firmly in third place in the youth coolness factor ratings, lagging behind Vodacom in top spot and MTN second.

Young people find Trevor to be "real" and that he resonates with South Africans. "He is not remote. He is accessible and someone to whom people can relate," Oosthuizen says.

At the same time, the survey was carried out before Vodacom's "go red" campaign, and this may influence future results. "We can only talk about perceptions, not the effect of Trevor Noah on Cell C's profitability.

"However, we can say that the survey shows that the campaign does not appear to have done Cell C's brand any good in the youth market. Last year Cell C was number three on the list of Coolest Telecommunications Providers, and this year it is in the same position.

TELECOMMS PROVIDER



"The brand is treading water and not making progress in the battle of the brands, despite an extensive and no doubt expensive brand-building campaign," Oosthuizen says.

She adds that this is one of the dangers involved with partnering with celebrities to boost a brand in the marketplace.

In a discussion group with young consumers, HDI interviewers were told by a savvy youngster that the risk of running a celebrity campaign was that the celebrity might outshine the brand. "I feel that sometimes companies [shouldn't] use celebrity endorsements, so as not to let the celebrity outshine the actual product. For instance, Cell C had Trevor Noah ... we are all hyped up about Trevor Noah, but are any of us going out to buy more Cell C starter packs? No, not really," said Thube (20).

Well, without energy you couldn't do free time, and you couldn't do the stuff that you want to do ...  
— Mtho



## A grocery store is only as cool as the people who shop there



Thank you to all the generation next readers for voting Pick n Pay the coolest grocery store. We're inspired by your support, to continue to bring you cool deals and great value that will carry through into generations to come.



Remember to swipe your card to earn rewards today.



www.pnp.co.za



Pick n Pay

Inspired by you

## GIVING YOU A HEAD START ON LIFE'S GREAT JOURNEY.

Engen is paving the road to the future. We know that young people lead the way, which is why we invest in them. By educating young people in Maths and Science we make sure that tomorrow will be better than today.



With us you are Number One

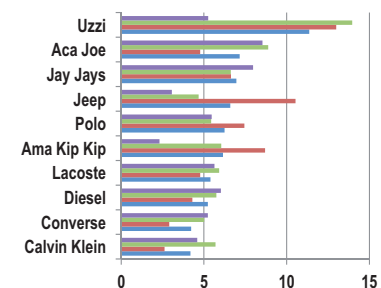




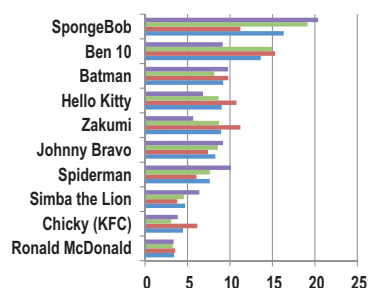
# The youth vote

GENERATION NEXT'S COOLEST BRANDS ...

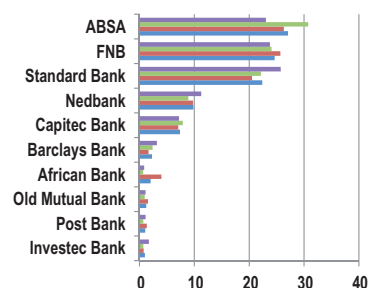
ALTERNATIVE FASHION BRAND



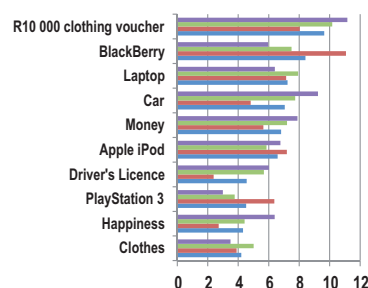
ANIMATED BRAND



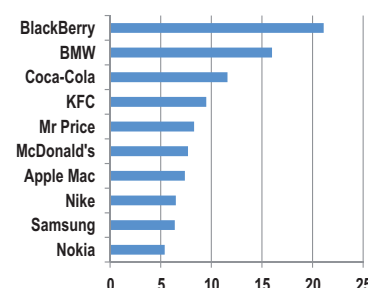
BANK



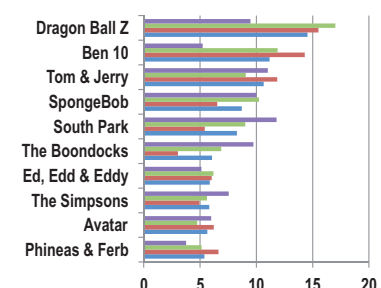
BIRTHDAY WISH



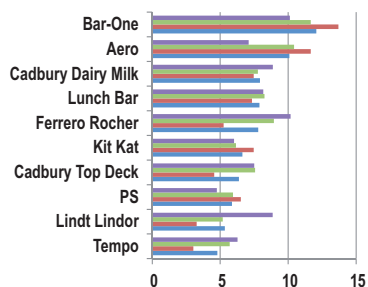
BRAND OVERALL



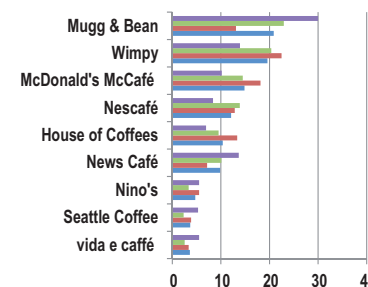
CARTOON SHOW



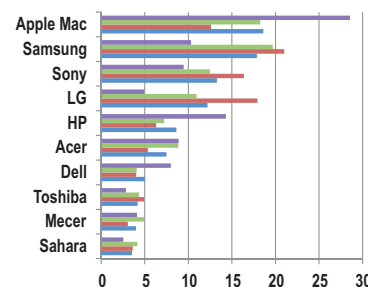
CHOCOLATE



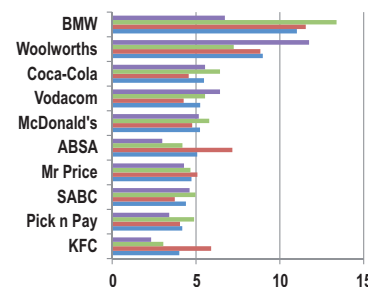
COFFEE SHOP



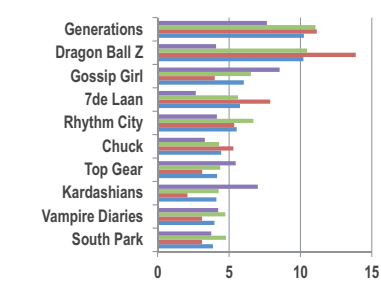
COMPUTER BRAND



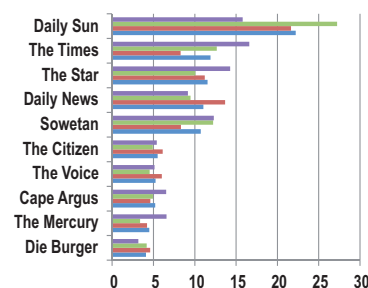
CORPORATE CITIZEN



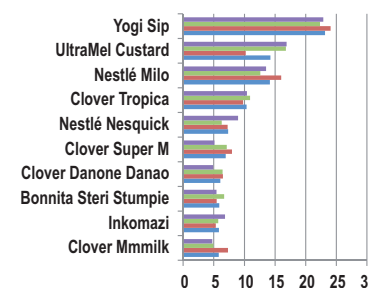
CURRENT TV PROGRAMME



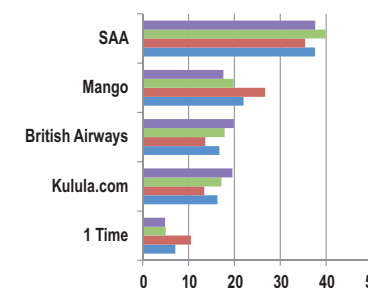
DAILY NEWSPAPER



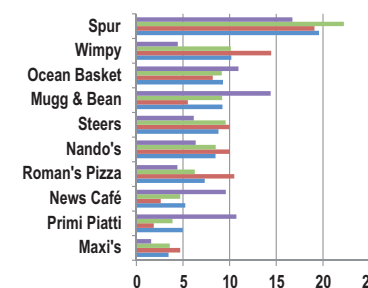
DAIRY DRINK



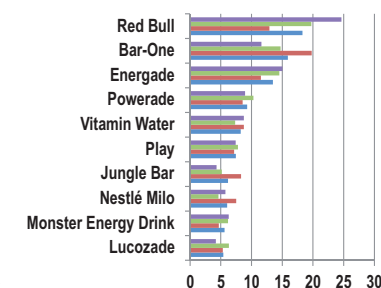
DOMESTIC AIRLINE



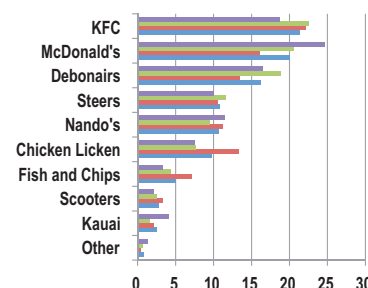
EAT-OUT PLACE



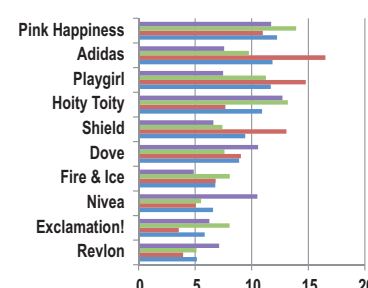
ENERGY PRODUCT



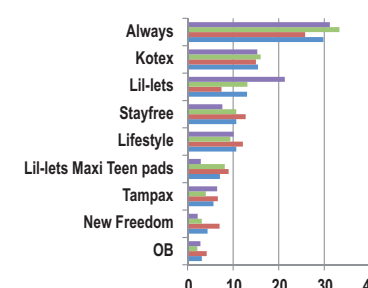
FAST-FOOD PLACE



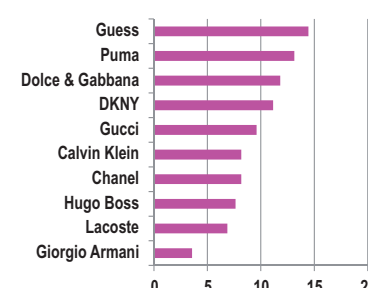
FEMALE DEODORANT



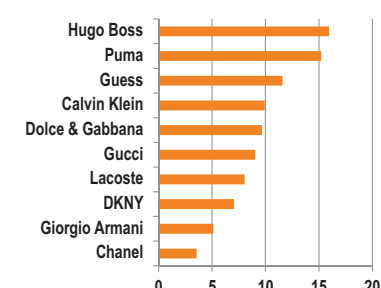
FEMININE HYGIENE PRODUCT



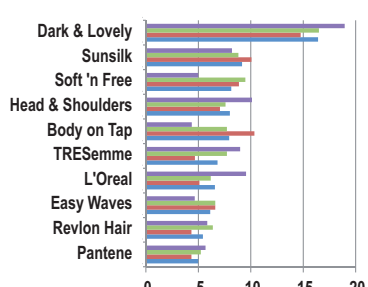
FRAGRANCE (FEMALE)



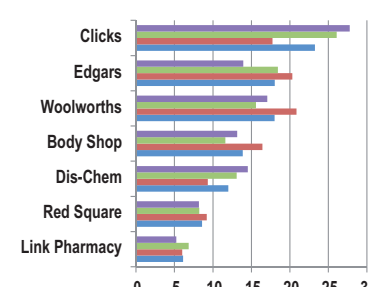
FRAGRANCE (MALE)



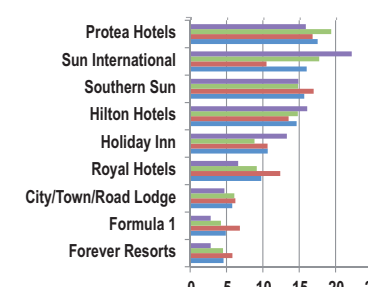
HAIRCARE PRODUCT



HEALTH & BEAUTY STORE



HOTEL GROUP









# 12 GENERATION NEXT 2011

# Dreams, promise and potential

## NIKE ENGAGES IN A PERSONAL CONVERSATION

DAVID JACKSON

**W**HEN Siphiwe Tshabalala brought South Africa to its feet by slamming home the first goal of the 2010 FIFA World Cup with a deft Nike boot, he became more than a sporting legend. He epitomised the boldness and audacity which has characterised Nike's journey to becoming a global "superbrand".

Says Sean McCoy, CEO of strategic brand design and communication consultants, HKLM: "Nike has the ability to create stickiness to their brand among the youth segment, by applying fundamental branding principles well. Sport is a catalyst for selling dreams, promise and potential, which has an obvious connection with youth in that they believe they can aspire to whatever they want to be – which is exactly the 'Just Do It' language that Nike espouses."

In fact, the "Just Do It" Nike slogan was voted into 2nd place in the Coolest Brand Slogans category in this year's Generation Next survey, in which Nike came up trumps in a number of categories: voted Top Fashion Brand by SA's youth, not to mention topping the poll in the category Coolest Sports Store, with a whopping 39.80% of the votes across all groups polled. For good measure, Nike was voted into 8th place in the Coolest Brand Overall section. It also slipped into 6th place in the Coolest Fashion and Accessory Store category.

"Nike is selling self-belief," insists McCoy, "and the ability to be a champion in the future. The World Cup was a prime example."

Says S'bu Manqele, business director of the Switch Group: "Nike the brand has arguably always understood the basic rules of marketing, especially when it comes to the youth. By viewing and using the brand as a platform to engage, Nike has created a space where it's not just about the product, it's about the brand environment. This in turn means that it ends up owning this space from an emotional perspective."

"The reason these initiatives have been so successful has to do with Nike's sense of not only learning from and listening to its young consumers, but then acting on the relevant insight," adds Manqele. "By working to understand who they are and where



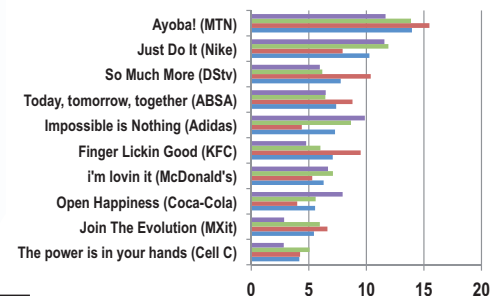
they're at, the brand has developed a real sense of how it can add value to their lives. This allows it to engage Generation Next continuously.

"It's been equally strategic and prudent of Nike to connect the youth directly with the 'can do' and 'just do it' spirit of the brand through these initiatives – and its choice of initiatives. By researching its market and running programmes that are both highly targeted and speak to specific segments of

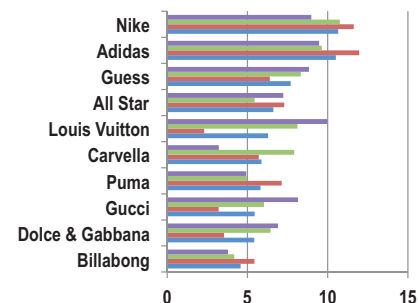
its youth market (such as basketball, football and athletics, among others), it can work out what an audience is about and then define commonalities between the audience and the brand as a result.

"Nike has additionally used branding and marketing initiatives to catalyse positive social change in communities, where change can and will be directly attributed to – and associated with – the brand. Its activities are very visible, talking directly to the

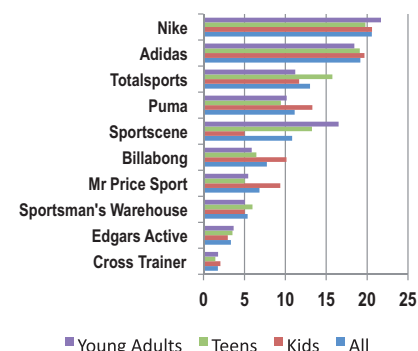
### BRAND SLOGAN



### FASHION BRAND



### SPORTS STORE



brand and what the brand wants to do for communities."

Nike also has retail nous, as Manqele is quick to confirm: "Nike's retail stores are highly interactive. The window displays in themselves engage passers-by, usually generating some sort of response: everything from wanting to ask questions to trying out the product. As such, Nike isn't just a brand that 'projects'. It gets involved."

He adds: "Because Nike takes such an active interest in its youth market and is able to keep its finger directly on the pulse of these consumers through a combination of research and engagement activities, it has ensured that it is included in – and remains part of – this culture. This allows it to create a very personal conversation between itself and individuals."

"We saw this clearly during the 2010 FIFA World Cup. Nike went into the townships, running a soccer academy and exposing local children to players (Nike's brand ambassadors) that they would never otherwise have had the opportunity to be exposed to ... the brand has been able to use its core essence to extend itself to areas beyond just sport, while staying true to the brand," says Manqele.



There won't be many times when your life is as full of possibility as it is now. So dream big. Believe in yourself. Seek others who believe in you; who'll help you realise your potential. Seek diversity. Explore. Get an education that prepares you, pushes you, and earns you respect. Wherever you go. Whatever you do.

Visit [www.uj.ac.za](http://www.uj.ac.za) or call 0861 00 00 UJ

The University of Johannesburg offers internationally respected and accepted certificates, diplomas and degrees at undergraduate and postgraduate level.  
Art, Design and Architecture | Economic and Financial Sciences | Education | Engineering and the Built Environment | Health Sciences | Humanities | Law | Management | Science





# Just can't beat *The Real Thing*

A DAILY DOSE OF HAPPINESS FROM COKE



LINDA DOKE

**W**HEN Coca-Cola says Coke Is It, that's exactly what it means – 125 years since the world's first carbonated soft drink was poured, the brand is still the world's most valuable brand and everyone loves it.

South Africa's youth has yet again rated Coca-Cola the coolest cold drink of them all, scooping a crisp 43.65% of the votes and smashing next up Appletiser (28.22%) and Iron Brew (19.08%).

Pepsi crawled in at 10th position with 8.43%, showing that Generation Next cares nought for the cola wars of the 1970s and '80s – for the youth, you just can't beat The Real Thing.

Coca-Cola is the most recognisable brand on the planet. No matter where you are across 206 countries or what language you speak, the word Coca-Cola is understood. Next to "OK", it's said to be the most universal word spoken.

The Coca-Cola Company is the world's biggest drinks company, controlling more than half of the global market in sparkling soft drinks and a sizeable chunk of the non-carbonated segment. But Coca-Cola the drink is eclipsed by the incredible power of Coca-Cola the brand.

What makes the Coca-Cola brand so great? Is it the advertising? Is it the success of the product? Or is it the strength of the brand itself that gives it momentum to scoop top notch year after year, the world over?

It doesn't take a marketing guru to explain that, no matter how strong a brand might be, if the product itself doesn't crack it, sales figures drop. Consumers always vote with their wallets.

So, agreed, the product has had to be consistently good over 125 years to weather the storm of competitive brands. But there's more to Coke's longevity than that. Its success is more about what the Coca-Cola brand stands for, and the brand's delivery on its promises to consumers from all walks of life, across all ideologies, and across all geographic regions.

Jessica Oosthuizen, writer and research analyst at HDI Youth Marketeers, says the word Coke and everything it stands for has transcended the product itself.

"Coca-Cola is far more than just a drink – it's a feeling, a sensation, a whole lifestyle that reflects happiness, positive attitude and uplifting energy. Most importantly, Coca-Cola is universal in its ability to cut across racial, cultural and economic lines. It appeals to all, regardless of age, race, gender, religion, social and financial status. Coca-Cola is appropriate anywhere, anytime, at any occasion."

Zayd Abrahams, head of marketing for sparkling beverages at Coca-Cola South Africa, says the brand's biggest challenge is remaining relevant to the ever-changing youth, across the world.

"For 125 years, Coca-Cola has understood what makes people happy. Happiness is fundamental to life and wellbeing, and particularly to youth. While young people are different across the world, they are fundamentally the same. We align our brand with the things that make people happy: sport, fun, laughter, music, being with friends, having a meal and enjoying life. These are universal."

Abrahams says Coca-Cola activates its marketing strat-

egy by appealing to people at a grassroots level – taking the brand to the people.

"Coca-Cola is one of the biggest brands in the country, and yet it's able to connect with people on a very basic level, regardless of who they are, where they are or what they do."

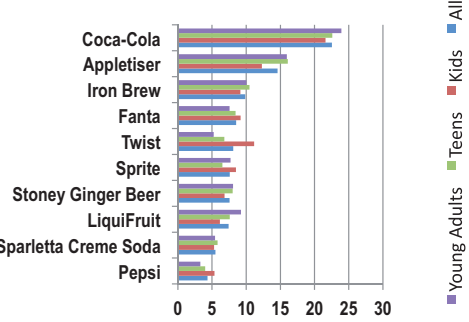
Tapping into South Africans' love for sport and the brand's focus on youth development, Coca-Cola is a long-standing sponsor of three national sports development programmes: Copa Coca-Cola for soccer, Coca-Cola Khaya Ma-jola for cricket, and Coca-Cola Craven Week for rugby.

"These are natural grassroots platforms where youngsters from high schools around the country participate in tournaments that include talent scout selection for local and national squads. While designed to foster interest in sport and an active healthy lifestyle, Coca-Cola's youth development programmes are not about winning, they're about ubuntu, being part of the game, contributing, celebrating life, developing life skills, taking your talent to the next level, and importantly, having fun," says Abrahams.

Jason Levin, MD of HDI Youth Marketeers, says: "Coca-Cola's 2010 FIFA World Cup programmes were good examples of creating youth frenzy around the brand. Ball Crew and Ticket Fund had hundreds of thousands of teens on the ground going mad for soccer and crazy for the brand, and also got them collecting close to five million Coca-Cola products for recycling."

Coke is a brand that oozes optimism. Its brand slogans

COLD DRINK



over the years reflect the magnetism of positivity, with classics like Coke Adds Life, Coke Is It, Life Tastes Good, Can't Beat The Real Thing and, most recently, Open Happiness having become part of everyday speech.

The launch of the "Open Happiness" slogan before the 2010 FIFA World Cup continued the living-life theme, epitomising the essence of the brand by reflecting people's need to feel uplifted, carefree, energised and happy.

As Abrahams says, Coke gives people a daily dose of happiness to remind us of the most important thing to human beings: being happy.



What makes the youth cool:  
**#1**  
**They keep a tilt**



# 14 GENERATION NEXT 2011



## it or not...

FACEBOOK IS IN

LINDA D&K&E

**F**ACEBOOK is today's version of yesterday's pen pal – just a thousand times more sociable, accessible, immediate and impactful.

It's no surprise that this social networking tool is such a phenomenon – friendship has never been so easy. On Facebook you can make friends with your friends, with their friends, with friends' friends of friends, and communicate endlessly with all sorts of people you will probably never meet. And if you change your mind about someone, there's no awkward social interaction needed; you can simply de-friend them with a single click, without them even knowing.

The stats say it all: Facebook has more than 500 million active users, with an estimated 50% of those accessing the site from mobile devices. About 700 billion minutes a month are spent by users on Facebook.

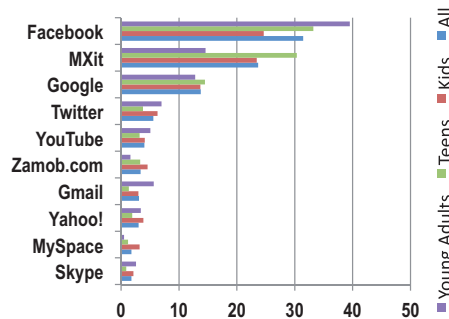
It's difficult to even try to conceptualise the potential value inherent in a social vehicle of such enormity. One thing is for sure, companies are climbing on board Facebook in the hope of tapping into the wealth of consumer potential that they believe awaits their brands.

If used strategically, Facebook's power as a marketing tool is immense. The social networking tool has been used to punt services, announce product news, and to complement – sometimes even replace – product launches. It can be effective, but there're no guarantees.

Jason Levin, MD of HDI Youth Marketeers, says: "If Facebook were a country, it would be the third-largest in the world. That makes it very tempting to marketers. But we see some campaigns flying, while others bomb. There are some rules of thumb, but no silver bullets, and the highly targeted, niche approaches work better than blanket marketing to all (even South African) Facebook users."

Likeonomics, a term coined by international marketing guru Rohit Bhargava, acknowledges how social capital is one of the most valuable assets that people and organi-

### SOCIAL NETWORKING & WEBSITES



sations can have in today's online environment.

Facebook's "like" tool offers the option for someone "liking" your post to flag it in front of all your Facebook friends. If your post happens to be a product you're marketing, then someone "liking" it may not be a personal interaction with your product, but it has the power to grab people's attention, influence their friends and endorse your product to a wide network of potential customers.

However, media analyst, commentator on information and communications technology (ICT), and MD of World Wide Worx, Arthur Goldstuck, is not convinced of the efficacy of Facebook's "like" tool for marketing purposes. He sees the function as a powerful way of measuring a product's popularity, but a poor way of measuring value.

"The 'like' button in 2011 is the equivalent of eyeballs during the dot-com bubble of 1999, when so many companies were valued on the basis of number of webpage viewings. During the dot-com bubble, companies believed that eyeballs equalled revenue, and it was a fatal business error. The love for the 'like' facility is the same – it is not a deliverable and cannot be equated with revenue."

Jessica Oosthuizen, research analyst at HDI Youth Marketeers, says no one is suggesting that companies should shift all poll research and marketing efforts to rely solely on Facebook's "like" tool. Instead, it represents a shift away from the so-called expert authority controlling the market, towards one where individual consumers have a voice and can collectively influence others.



Oosthuizen says likeonomics has two sides: on the one hand, it's a fantastic concept for brands to tap into and the potential advantage is enormous; on the other side of the coin, companies need to be careful not to upset consumers by misusing the platform.

"Many organisations naively assume that their mere presence on Facebook will guarantee them the 'cool factor'. We call this the Facebook Fallacy – randomly plonking a brand on Facebook can be more detrimental than not having a presence on the site at all."

Effective brand management on Facebook requires the same degree of strategic thinking as would any other marketing tool. Careful planning, effort and active attention are needed for constant management of a brand's profile on a social networking site,

and those companies getting it right have dedicated teams that focus solely on being attentive to online communication.

"People interact with Facebook because it's about dialogue, conversation, connecting and interacting with friends. Companies need to realise that the youth connect with brands on Facebook only if they feel the brand is relevant to them as an individual. Successful brand awareness on Facebook is all about engagement," says Oosthuizen.

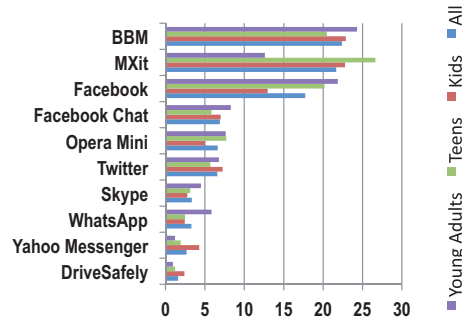
Effective social networking is also about authenticity. Young consumers want "real" conversation from a brand, in a style that matches the persona of that brand image.

"Authenticity is critical on Facebook. It's easy to spot when a brand is trying to be something that it's not," says Oosthuizen.





#### CELLPHONE APPLICATION



## Apps maketh the person

BBM IS Hot-Hot-Hot

LINDA DOKE

**S**OME think bigger is better, but as far as the youth is concerned, less is more. These days, it's all about the apps.

Instant messaging is fundamentally shifting the way youth consume content. Over the years, the size of the message has shrunk. It wasn't long ago that we were reading chapters, then it was paragraphs, and now information is received in no more than 140 characters. And the immediacy of instant messaging is also changing the style in which we communicate. Instead of enjoying long conversations over the phone, we now send quick, brief messages. Even the words we use in those messages are abbreviated.

Jessica Oosthuizen, research analyst at HDI Youth Marketeers, says instant messaging apps have not only transformed how we communicate, but shifted what information we receive.

"Young urbanites receive newsfeeds through instant messaging, and from there they pick which items they'll choose to read more about on various websites. The youth are now not only in control of managing what they read, but how, where and when they receive it."

For Generation Next, instant messaging is the way forward – it's short, sharp and sassy, and it's immediate.

Among South Africa's youth, BlackBerry Messenger is the coolest cellphone application. For 43.14% of respondents, BBM is way-cool and a must-have. Next up, for 41.76% of respondents, was the free instant messaging app MXit, which was developed in South Africa and has taken the youth market by storm. MXit has always ranked the most popular app in the Generation Next survey, and this is the first time it has been pipped at the post.

Only 12.66% of respondents considered Twitter the coolest app.

Arthur Goldstuck, media analyst, ICT commentator and MD of World Wide Worx, says BlackBerry's growth is unprecedented in the information, communications and technology sector. "BBM is fast becoming the de facto standard in instant messaging. This is primarily driven by the pressure among teenagers to feel accepted. In the more affluent areas of South Africa, kids need to be on BBM to be part of the social circle.

"Interestingly, this trend is having a trickle-up effect, with parents opting for BlackBerrys to keep in touch with their kids for free via BBM rather than paying for smes."

The BlackBerry Internet service is also compelling, and more and more people are moving to the brand because of it. After all, it takes just two smes a day to cover the monthly cost of the total BlackBerry Internet service.

However, Goldstuck predicts BBM's domination of the market will be a short-lived trend. Within the next three years, cross-platform apps like WhatsApp will become equally significant, enabling free chat between different operating systems from any smartphone. This will see strong growth in the market for Android phones, with generic applications like WhatsApp communicating comfortably across Android, iPhone and BlackBerry platforms.

"MXit is likely to remain strong in the mass market, but it won't be long before we'll see the noticeable impact of emerging instant messaging tools."

Twitter rated the sixth-coolest cellphone app. Predominantly used by young adults rather than by teenagers, Twitter is regarded by the youth as a cool, easy, immediate and universal medium that's ideal not only for following what the celebrities, idols and icons they love are saying and thinking, but for voicing their own opinions about the world they live in.

"I think the 2012 trend is going to be a big surge in the platform-neutral messaging and social media apps."

"Although BBM is currently hot-hot-hot, we've already seen strong take-up of WhatsApp by non-BlackBerry users, and that will persist," says Jason Levin, MD of HDI Youth Marketeers.

# Jay Jays has the edge

COMFORTABLE, RELEVANT FASHION IN AN ENERGETIC ENVIRONMENT

ERICA WEBSTER



**C**OMING in at number nine last year, youth clothing brand Jay Jays has shot up the *Sunday Times* Generation Next rankings to take the number three spot for Coolest Fashion and Accessory Store in this year's survey. While Mr Price once again takes pole position, followed by Edgars in second place, Jay Jays has leapt ahead of such notable brands as Billabong, Woolworths, Nike, Identity and Truworths. Not bad for a company that's only in its fifth year in SA.

Geared mainly at the 14 to 18-year-old market, the Australia-originated brand moved to New Zealand before coming to SA. "Youth markets around the world are all the same," says Shaun Hoddy, general manager for Jay Jays SA. "Due to the southern hemisphere synergies, the shareholders thought it would be a good idea to see how it would do in SA."

Jay Jays' entrée into the local market started slowly, with only a couple of stores established in the first year, and remained relatively unknown until about two-and-a-half years ago, when it started gaining critical mass.

"Our stores are located where there's a high density of young shoppers. We have about 55 stores, with another six opening in the next month or so. We expect to have 72 by the end of next year."

So how does a brand like this capture the youth market? According to Hoddy, it's quite simple. "We offer all the elements that appeal to teens – fashionable, relevant, affordable products in an energetic, passionate environment with fun and exciting window displays.

"Jay Jays is all about casual dressing – cool jackets, knitwear, sweats and styles of jeans that kids can put together however they want. It's comfortable, relevant fashion. Our overriding brand value is that we're not prescriptive about how people should wear things."

Jessica Oosthuizen, insight analyst at HDI Youth Marketeers, says Jay Jays appeals to young urbanites who want something that's not your mainstream standard apparel, but still "acceptably alternative".

"When trying to understand teens, keep in mind that they often aim to be different, just like all of their friends," she says.

A participant in HDI's discussion group, Roxy (23), said: "You won't find a Spongebob T-shirt or fingerless leather gloves anywhere else. So if you are looking for something a little bit more alternative to add to your wardrobe, it's always there, even though it is, like, common, but it is not as common as you would find everywhere else."

Hoddy says he would not necessarily describe Jay Jays' clothing as alternative. "It's an alternative place to shop for a fashion product that's current and edgy. Our buyers in Australia travel overseas up to six times a year. They have the advantage of seeing what's happening in the northern hemisphere ahead of the season here.

"Our products are internally developed from global trends, but we don't just copy what other brands are doing; we listen to what the youth are telling us through multiple channels of survey."

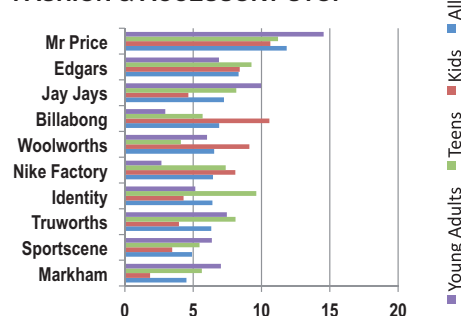
Maintaining that edge is probably Jay Jays' biggest challenge, says Hoddy. "South African retailers, generally, are pretty good, and are getting quicker and finding better ways at getting first to fashion.

"There's often the temptation, in fashion retail, to do something again that you've done well, but you've got to let that go and move forward."

He says the company also spends a lot of time on staff development. "Because most staff in our stores are within the same age bracket as our customers, they are able to relate to them and make them feel comfortable.

"We try to promote everything we do through our staff – fun, energy and passion. We call it the Jays way of doing things. We have a prescription that our staff wear Jays clothes, but we rarely have to enforce it. A huge part of our success is that the young people who work in store just love what they do and they live the brand."

#### FASHION & ACCESSORY STOF

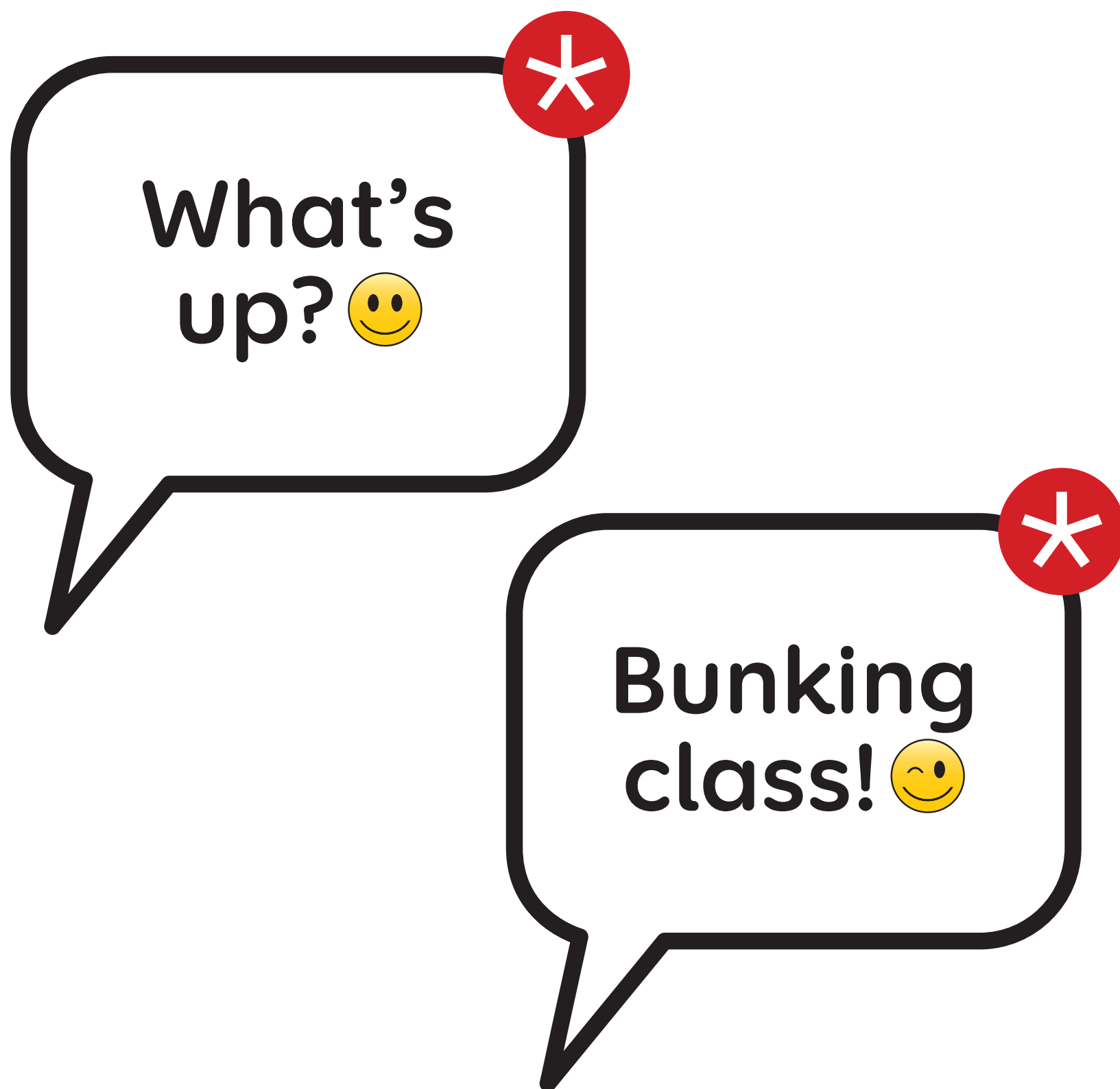


What makes the youth cool:

**#2**  
**They rock**  
**the right kicks**







**Isn't it reassuring that with BBM™ you only share details with people you know.**

With BlackBerry® Messenger (BBM™) you don't give away your cell number or any personal details - only your PIN. You can accept requests and delete contacts if you choose. No irritating messages from people you don't know, no spam and no unwelcome advances.

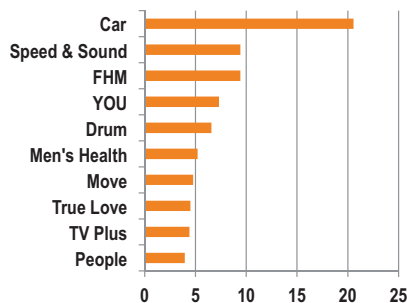
**Most preferred messaging platform for youth.  
Because your private life is private.**

** BlackBerry®**

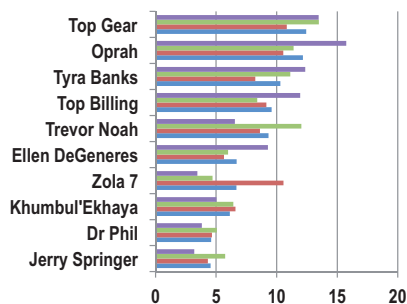
**[blackberry.com/za/bbm](http://blackberry.com/za/bbm)**



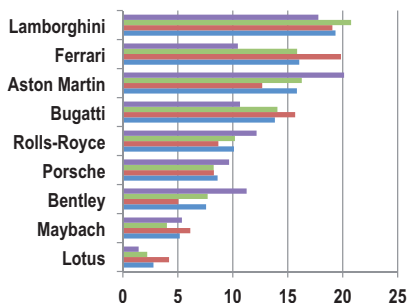
#### MAGAZINES (MALE)



#### TALK & MAGAZINE SHOWS



#### ULTRA LUXURY VEHICLES



# Youth get the revs up

ULTRA-LUXURY MOTORING A BRAND-NEW CATEGORY

DAVID JACKSON

**M**ALE teenage fads have certainly stepped up a gear or two, with the ideal thrill no longer being a simulated fast-car burn at the local gaming arcade, but getting behind the wheel of the “real deal” instead.

It can be done once the legal driving age of 18 is reached, or vicariously in the family armchair through TV programmes such as BBC TV's *Top Gear*, which has now surpassed the *Oprah Winfrey Show* as the most popular TV programme on the box, according to recent viewership ratings.

Small wonder then that “ultra-luxury motoring” gets its own category for the first time this year.

According to S'bu Manqele, business director of the Switch Group, Generation Next is arguably a far less naïve generation than the one that preceded it. “Connected to each other via social media and technology, today's youth have taken on the role of influencers in many instances, especially when it comes to items that denote status.

“Ultra-luxury and luxury cars are two items where they have very definite opinions as to what is cool and what isn't, and correspondingly what's ‘in’ and what's ‘out.’”

The phenomenon of “toys for boys” is something that the car market will always tap into globally, adds Manqele. He says that whereas cars previously spoke to two distinct target audiences, namely an older user group more interested in luxury and value, and a youthful sector that was preoccupied with speed and exterior design, the distinction between the two has blurred over the past couple of years.

“Shows like *Top Gear*, which

have a touch of irreverence and quirkiness, have assisted in influencing the car market significantly, especially regarding the trend towards speed tempered with luxury. *Top Gear* specifically has achieved this by pulling off stunts that one would arguably wonder about ... pitting a Bentley against a Ferrari, or trying to run a car on cooking oil, for example.

“By putting a whole new twist on test drives, using celebrities and cars one wouldn't always expect, the show has gone beyond being a favourite TV series and established itself as a powerful brand.”

Its content has served to demystify cars, he adds. Instead of focusing on the technical, *Top Gear* has made cars practical and simple. Extending the brand beyond the TV programme is something that *Top Gear* has also embraced, creating a *Top Gear* magazine and various toys, gifts, clothing and stationery.

“Movies like *Fast and Furious*, and all of their respective sequels, have also made driving – and certain cars – exceptionally cool.”

Some of Generation Next's own representatives confirmed these trends at a recent teen discussion group. Said one of the teenage participants, Steven: “For me, *Top Gear* always brings the magic. There is always that wide panning shot and they savour every little thing about the car. They love cars as much as I do – which is why I love them.”

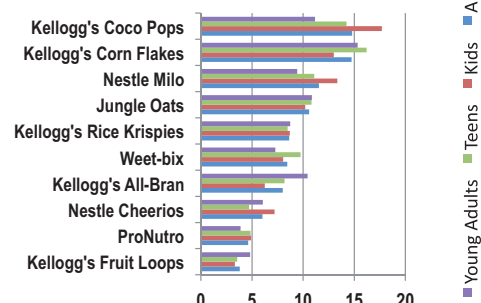
Added fellow teen, Mfundu: “I like *Top Gear* because these guys are real ... they rip off other peoples' cars and they give the male buyer a good view of what to do before buying a car.”

Sean McCoy, CEO of stra-

tegic brand design and communication consultants, HKLM, says: “Every youngster dreams of driving something better than the family VW Beetle that's been passed down to the next generation. *Top Gear* is providing good humour and entertainment, layered over a strong aspiration and desire on the part of the youth. It's bringing these ingredients together in a very powerful cocktail.

“I believe that what the programme's presenter, Jeremy Clarkson, is doing well is delivering motoring news and edutainment in a compelling and different way, as opposed to traditional magazine and newspaper motoring surveys. He's presenting it in a far more exciting and relevant way to the youth.”

#### BREAKFAST CEREAL



## Monkey business starts the day

COCO POPS IS BACK ON TOP

LINDA DOKE

**W**HAT kid wouldn't get excited at the thought of chocolatey fun for breakfast? Add a crispy crunch to the mix, a monkey having crazy adventures across the cereal box and the chance to adopt your very own jungle primate, and you have the winning recipe for the coolest breakfast cereal in South Africa.

Chocolate seems to be the magic ingredient that appeals to kids, as Kellogg's Coco Pops has been among the top favourite cereals since its creation in 1960. But the chocolate stakes are competitive.

Nestlé entered the fray in 2009 with the introduction of Nestlé Milo and, within 12 months, became Coco Pops' biggest rival, taking the lead in the cereal popularity stakes in 2010, clinching its rapid success with its marketing emphasis on whole grain in the daily diet.

But now, just one year later, Kellogg's Coco Pops is back on top, voted coolest breakfast cereal by 28.56% of Generation Next's youth, closely followed by the trusty option, Kellogg's Corn Flakes with 28.45%. Nestlé Milo has dropped to the third coolest cereal, substantially lower with 22.27% of the votes.

How has Kellogg's Coco Pops hopped back on top? Jack Kruger, Kellogg brand manager for Coco Pops, says there's never room for complacency, and the Kellogg team is constantly researching what kids want.

Kids love chocolate flavour for breakfast. That's all very well, but it gets a bit tricky if that box is already ticked. How to improve on an already much-loved brand? Making

changes to the product itself would be out of the question – there had to be other ways to get the brand back on top.

Kellogg found two solutions: kids' love for animals and hi-tech games. In 2010 the brand introduced the Adopt a Monkey programme, supporting the rehabilitation of rescued monkeys at the Lilongwe Wildlife Centre in Malawi for their release back into the wild.

In kids' eyes, the concept brought to life the familiar Coco Pops brand character Coco the Monkey, and offered kids the chance to contribute to saving live monkeys through the programme. Kids could even rehabilitate their very own virtual monkey by playing the My Virtual Monkey game online. “South African kids love to help animals, and if helping can also be fun, that's even better. The Adopt a Monkey programme has been very successful for the brand and in helping the Lilongwe Wildlife Centre with its monkey rescue programme,” says Kruger.

With the 2010 launch of Kellogg's Coco Pops Choc'O's, the brand introduced the notion of “augmented reality” (AR) to promote Coco Pops Choc'O's and Coco Pops.

Described as a live direct or indirect view of a physical real-world environment with elements augmented by virtual computer-generated imagery, AR presents an Avatar-style 3D image on a screen. Quick to jump on the hi-tech bandwagon, Kellogg created an in-store and cinema AR gaming application specifically for the launch of Coco Pops and Coco Pops Choc'O's.

“Kids love gadgets and technology, so finding that they could enjoy a hi-tech game in-store when buying their favourite chocolate breakfast cereal made them very excited,” says Kruger.



What makes the youth cool:

#3  
They keep it shaded





# 'Inspired by you'th

PICK N PAY CONNECTS ON AN EMOTIONAL LEVEL

ERICA WEBSTER

**P**ICK n Pay remains undefeated for the seventh year in a row as the Coolest Grocery Store, in the *Sunday Times* Generation Next rankings. It's an achievement the company attributes to connecting with the youth on an emotional level.

Bronwen Rohland, director of marketing and sustainability at Pick n Pay, says because it is difficult to connect with the youth on product or price, the company has to find other ways to connect with them.

"They're not the ones buying the baked beans and the bread; their parents are. We therefore have to find creative and stimulating campaigns and initiatives to engage them

as they are an important segment in our marketing strategy and company approach."

One of the participants in the HDI discussion groups had the following to say about Pick n Pay: "Pick n Pay really does a lot of help around communities and basically community building. So for me I really think big ups to them," expresses Hloni (16).

Pick n Pay's tag-line, "Inspired by you", has a multidimensional function, says Rohland. "Our aim is to inspire people and to be inspired, whether through our stores, our product range, our service, or inspiring our youth to make a difference. By reaching out to them at an age when their minds are receptive to new content, good debate and development, we're investing in the future."

Under this banner, Pick n Pay focuses on

educating and engaging the South African youth market through various initiatives and channels designed to make education stimulating and fun.

The most focused initiative in terms of scale is the Pick n Pay School Club, which was established in 2003 with 500 schools. Working alongside the action unit at HDI Youth Marketeers, and with the support of a range of co-sponsors, Pick n Pay produces and distributes workbooks, learner sheets, educational posters, year planners and stickers to schools across the board, from farm schools and township schools to private schools, to provide educational content to enrich their learning experience.

The programme now reaches 1.6-million learners in 2 250 schools registered with the programme, across all nine provinces. "These materials have become the basis for a lot of their teaching," says Angelique Rossouw, account manager in the action unit at HDI Youth Marketeers.

"Although we distribute these materials only to schools that are registered with the Pick n Pay School Club, anyone can download them for free from [www.schoolclub.co.za](http://www.schoolclub.co.za)."

The programme's co-sponsors assist in creating material that covers a wide range of issues, including health and nutrition, climate change, recycling and entrepreneurship. "Pick n Pay owns the platform, but the more partners we get on board, the more schools we can help," says Rossouw.

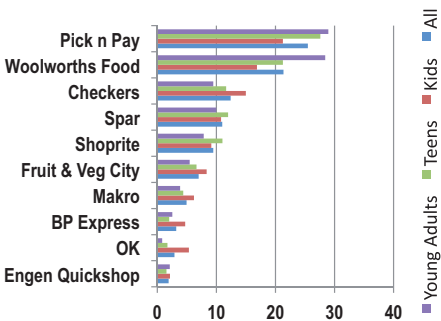
"We're not selling anything to the kids, but in a sense, they build an affinity towards the brands. For instance, Aquafresh sponsors the dental hygiene module presented to kids in the foundation phase, which gets their brand message out to them. The same with Lucky Star, which is sponsoring healthy exam tips for grades 1-12."

In 2009 Pick n Pay partnered with Lewis Pugh, an environmentalist and the first person to have swum in every ocean in the world. "He visited schools throughout SA to spread his message about climate change and specifically global warming, and to make sustainability relevant, accessible and cool," says Rohland.

"Climate change is a hot topic and youngsters are very interested in it. Not only has Pugh inspired the youth to take care of their environment, but also to dream and have a vision for their lives."

Earlier this year the Pick n Pay School Club linked up with Lead SA, 94.7 Highveld Stereo and 94.5 Kfm, visiting schools to ad-

## GROCERY STORE



dress issues facing the youth of today, such as bullying and the challenges of education and learning.

In 2005 Pick n Pay partnered with the Department of Water and Environmental Affairs, the Department of Basic Education and South African National Parks to establish Kids in Parks. Funded through the sale of Pick n Pay's green and multicolour shopping bags, the programme gives underprivileged children the opportunity to visit one of SA's national parks as an environmental educational experience. "To date, over 28 000 children have participated," says Rohland.

Another Pick n Pay initiative is the Heroes Award programme, part of the Pick n Pay School Club, which identifies everyday heroic acts happening in South African schools. "Children need role models," she says. "From March to September, seven learners are recognised, and in October, to coincide with national teachers month, the eighth hero awarded is a teacher. Creating role models fosters the development of emotional intelligence within our learners."

The company has also supported the SHOUT campaign, which was founded by musicians Danny K and Kabelo Mabalane. It also supports two school educational quizzes – a spelling competition and a high school newspaper quiz.

"About 70 schools participate in Spell Check, which is funded entirely by Pick n Pay and endorsed by the Department of Education. It goes a long way towards providing a richer learning experience," Rohland says.

The newspaper quiz, which is run in association with *The Argus*, runs from March until August. "Kids have to read the newspaper daily and then they get quizzed on current affairs," she says.



# Make or BREAK

CELEBRITY MARKETING IS A HIGH-RISK STRATEGY

ANDREW GILLINGHAM

**C**OMPANIES that partner with celebrities take significant risks with their often huge investments, but they also stand to make major gains in terms of building their brands.

In recent times, Tiger Woods' personal life hit the front pages of newspapers around the world. The negative publicity had some sponsors diving for cover, not wishing their brands and their brand values to be associated with the scandal. Others adopted more of a wait-and-see approach in the hope that Tiger would return to golf and once again give them a return on their investment.

A similar scenario has unfolded every time celebrities have fallen out of favour, however briefly, and for whatever reasons.

On the other side of the coin is the value that celebrities – such as David Beckham for Nike or U2's Bono for the iPod – can deliver for the brands they promote.

Jessica Oosthuizen, insight analyst at

HDI Youth Marketeers, says that celebrity marketing is a high-risk strategy that can literally make or break a brand. She also warns against pairing with a celebrity because the brand team thinks the celebrity is cool. Instead, brand marketing teams have to consult with young consumers and get their opinions.

The brand should have a natural fit with the celebrity and not be "bolted" on so that consumers look at the partnership but fail to find the interaction believable.

Ideally, the celebrity should already support the brand, so that their partnership feels natural and sincere.

A disaster in the making is a celebrity, for example, paid to promote a brand but being caught on camera using a competing product.

Credibility is key, says Roxy (23): "Even though the campaign (with HHP and Status) seems to be successful ... that pairing is almost irregular because I don't see him spraying himself with the Status aerosol every morning ... I know he has released a second bottle ... I don't believe him when he says it is about respect. I am pretty sure he

is not using that aerosol in his bathroom at all. It is probably in the trash can."

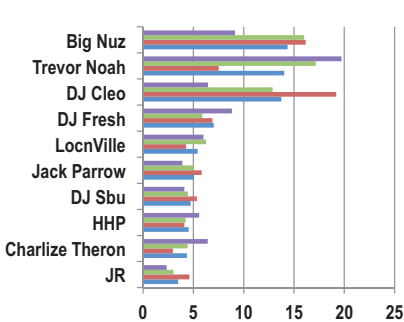
Jason Levin, managing director of HDI Youth Marketeers, says: "You want a celebrity who resonates in the right way with your target market, and already likes your products."

"In addition, product placement in television programme content has to be fluid and unforced. Several teens have spontaneously mentioned the excessive punting of Pep in Generations as highly suspect. They just do not buy it, even though – or because – Sophie Ndaba was working it like crazy."

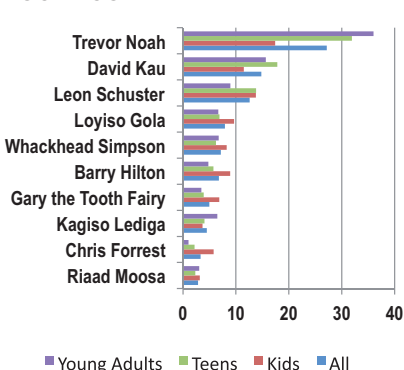
"Research conducted overseas has shown that consumers identify with the brand personality when that person is in character as they appear on a popular television show, for example, rather than the real-life individual. This could become a trend, where marketers use celebrities as they are 'in character' to sidestep the unpredictability of managing them as individuals out of character and without a script."

"Therefore, the public persona is the one with which people will identify rather than the individual's real and private self," Levin says.

## LOCAL CELEBRITIES



## LOCAL COMEDIAN



Oosthuizen concludes: "The marketing team must be sure that there is a real and worthwhile payoff for the brand, particularly with regard to higher-risk celebrities."





# Local stays lekker

LIFE IN THE SOAPIES BRINGS FAMILIES TOGETHER

ERICA WEBSTER

**L**OCAL soapiers are considered cooler than their international counterparts. In this year's *Sunday Times* Generation Next brand preference study, conducted by HDI Youth Marketeers, the top three Coolest TV Soaps have retained their positions from last year, with *Generations* taking top honours, followed by *Rhythm City* and *7de Laan*.

The next three places were taken by *Isidingo*, *Muvhango* and *Scandal*, while *Days of our Lives* and *The Bold and the Beautiful* trailed in seventh and eighth place.

*Generations* also came in at number one for Coolest TV Programme, with *7de Laan* and *Rhythm City* in fourth and fifth place respectively.

Television has transcended the activity of just watching the box, and has become a catalyst for connecting families, says Jessica Oosthuizen, insight analyst at HDI Youth Marketeers. "There's something quite profound about a medium that can bring a family together.

"The ideal bonding experience over meal-times is for the family to sit together, talking face to face. But if television is going to bring the family together, then best that they watch content that replays or connects them as a family and raises topical issues; best that they connect to issues that relate to the con-

text in which they're living."

For some, soapiers are pure escapism. Said Hloni (16), one of the participants in a teen discussion conducted by HDI: "I think people like soapiers because life is not really as interesting as theirs. It's not every single day you see someone stealing a car and putting a radio in a small boy's house, or a shebeen queen. It is different from everyday living."

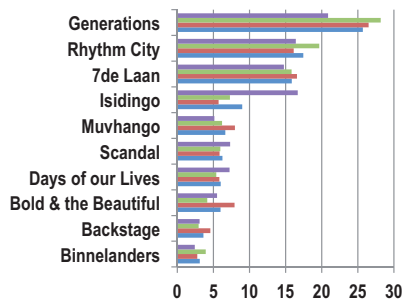
According to Oosthuizen, teens have the strongest interest in soapie content, but interest drops off among young adults.

"However, across all age groups, soapiers are still not able to compete with movies and comedies, which are preferred TV content over daily dramas," says Jason Levin, managing director of HDI Youth Marketeers. "Soaps have nostalgic appeal – they are habits – but battle to compete with more contemporary content.

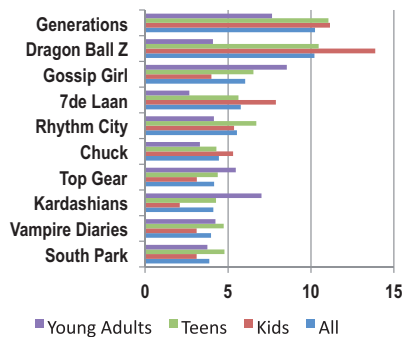
"Having said that, our teen and young adult discussion group revealed a strong attachment to the characters in local soapiers, because they have grown up with them. They tell us that even though they've outgrown the programme – in other words, that they're too grown-up now to actually watch soapiers – they still like to know what's happening to the characters."

As Thube (20) said: "I feel that *Generations* has been a lifelong favourite because we have grown up with the characters. Now we watch out of loyalty, but the story line is

## TV SOAP



## CURRENT TV PROGRAMME



completely, like, off the mark. We watch because we are interested to see what Queen is wearing and because we have grown to love the characters."

# EDUCATION is the right thing to do

IF THEY INVEST IN US, WE WILL INVEST IN THEM

DAVID JACKSON

**B**RANDING for good in education – forming partnerships and sponsorships with learning organisations and community bodies to help fast-track the learning process – is becoming a modern offshoot of the traditional corporate social investment approach. Much of this outreach effort is being harnessed through social media such as Facebook, blogging and mobile phones. But can this form of learning engagement and sponsorship produce results where traditional methods have often come up against stumbling blocks?

Sponsorships must form part of a company's strategic marketing mix, according to Raymond van Niekerk, global head of marketing at Investec. "Our marketing approach takes into consideration that we're speaking to a number of different audiences in a number of different countries, including potential customers and broader society. Sponsorship thus needs to form part of this strategic conversation."

Investec's brand promise of 'out of the ordinary' incorporates aspects of education and entrepreneurship – where sponsorship has proven to be a valuable means of making powerful connections with the youth and developing brand ambassadors. "For a brand and company like Investec, sponsorships allow financial investment in the youth, as well as giving them an opportunity to engage with our staff and be 'touched' and inspired by the brand in this way," says Van Niekerk.

Gaby de Abreu, creative director of the Switch Group, argues that personal contact is extremely powerful, especially in the realm of branding. And while this can be enhanced using social media channels, he emphasises that the spirit of camaraderie and support cannot be replaced by the social media, "especially not in Africa and South Africa, where we're still challenged by very low internet penetration".

He says: "No matter how much you personalise and target these, they remain complementary tools in many instances. A blog or Facebook page cannot replace learning a skill or improving your skills, which we as marketers and brand managers tend to sometimes forget. Our fascination with the new possibilities offered by social media shouldn't replace the personal, especially on a continent rooted in oral tradition and custom."

Van Niekerk maintains that this is precisely why sponsorship has to be seen as a long-term investment. "Our investment in certain areas might translate into sales only in the next generation. That still makes it an extremely worthwhile investment for us – we're getting what amounts to a significant headstart over our competitors."

The importance that teenagers and young adults attach to education was illustrated in a Generation Next survey of their opinions and attitudes. The youth were asked, if they were president, what would be the first social issue they would work on? The most important issue selected was education.

Said one of the teen participants, Roxy, at a recent inter-

active session of teens and young adults, hosted by Avusa Media and HDI: "I think brands should get involved in education because we are part of the brand ... we are the future of the brand. If they invest in us, we will in turn invest in them. If they can teach more people to be better engineers, who knows? We might have 10 of the world's best scientists just waiting to be found."

Adds S'bu Manqele, the Switch Group's business director: "With education remaining one of the critical challenges facing the country, investing in this has become a very popular type of CSI initiative, with various brands adding their own spin to these activities. Brands investing in education are usually doing so for the right reasons: a mix of engaging their future consumers and making a positive impact on the development of South Africa, doing good because it's the right – and strategic – thing to do.

"Because investing in education and branding has a long-term business development objective, it also falls into the realm of cause-related marketing. Brands expect this investment to translate into direct benefits – the primary one being that the child involved will not only become an active brand

ambassador in the future, but a long-term brand user and purchaser.

"As such, a brand's investment in education must expose the youth concerned to the brand and its products wherever possible. It needs to give them a 'taste' of the brand, even if the young people concerned are not connected to the brand at that stage due to their circumstances."

He adds: "In reviewing one's return on education initiatives, it must be noted that appreciation levels regarding this type of corporate investment remain very high in South Africa due to ongoing issues of affordability. Communities therefore benefit from products and services that would otherwise remain out of reach. Doing good using education as a vehicle is about more than providing books and bursaries. It can be about equipping children with sports' equipment and skills, or giving them a meal at school each day."

Manqele points out that investing in Generation Next in this way also touches their parents and families, creating a huge amount of goodwill for the brand in the child's immediate circle of influence and in the larger community – both directly and indirectly.

What makes the youth cool:

## #4 They recognise the coolest bank

The youth of South Africa know what's cool out there, that's why they voted us the coolest bank\* for the last 6 years. Obviously it's because of our cool products like Mega U, an account designed for under-18s to help them manage their money, buy airtime, withdraw cash, plus more. So big up to all the cool kids for voting for us.

\*Sunday Times Generation Next Brand Preference Study 2011

Member of the **BARCLAYS** Group

**ABSA**  
Today, tomorrow, together.



*Cool is officially*

*Ayoba!*

*Mzansi, thank you for voting us as having  
The Coolest Brand Slogan in The Sunday  
Times Generation Next 2011 Brand Survey.  
Now that's Ayoba!*



*everywhere you go*