

30 May 2010

*Sunday Times*

# GENERATION NEXT

**8 - 22 Youth  
Brand Survey**

**Pg 2 THE YOUTH RULE! Pg 9 KNOWLEDGE IS POWER Pg 17 NIKE BOUNCES BACK**





**MASTERS OF THEIR UNIVERSE:** MEET THE GROUP THAT ACCOUNTS FOR MOST OF OUR POPULATION

WHETHER YOU LIKE IT OR NOT ...

# Today's youth rule!

Picture: JEREMY GLYN

## HOW AND WHY THE STUDY WORKS

- Their annual direct spend, as per the study, is over the R95bn mark
- They are the key household influencers — to the tune of more than 60%
- They are the future consumers of all brands

JASON LEVIN, MD OF HDI  
YOUTH MARKETEERS

**W**HY should the world care if nine-year-olds prefer Milo cereal to Coco Pops? So what if

teens want to watch *Trace* this year when they were hooked on *MTV* last year? And if youngsters' primary device is a cellphone, is that

really going to change the world?

Although less often than before, we are still confronted by "youth cynics" after

the Sunday Times Generation Next study is published every year. Their concern, generally, is that youth are still a relatively marginal market segment, so why do a brand preference study?

South Africa, like most developing countries, has a very young population — more of our citizens are 22 — the age limit of the study — or younger than those who are older. So, with a sample set aged between eight and 22, the study tracks the consumer behaviour and preferences of a large, not small, part of the market.

The segment is also significant for other reasons:

- Their annual direct spend, as per the study, is over the R95-billion mark;
- They are key household influencers — to the tune of more than 60% in categories such as groceries, treats, eat-out venues, technology, holiday destinations and more;
- They are the future consumers of all brands — in some instances they are the primary consumer (snacks and treats); and in many cases just a few years off (a 17-year-old and his/her first independently bought cellphone).

The Sunday Times Generation Next study ensures that it is robust by being deep and thorough in its methodology. In the initial stage, respondents spontaneously answer the "Coolest" questions. From there a set of closed-end options (varying in length from 27 for Coolest TV Programmes to only five for Coolest Domestic Airline) is included in a written questionnaire that is administered to groups of young adult, teen or kid/tween respondents in six provinces.

The questionnaires are completed (silently) in polling groups of between 30 and 130 individuals in schools, universities, homes and community centres in towns and townships around the country.

"The sample of 5 835 that was achieved this year allows us, under research principal, Dr Arien Strasheim, research specialist at the Marketing and Communica-

tions Department of TUKS to compare, say, the preference of coastal teen girls/boys aged against their inland counterparts."

Young consumers, particularly late teens and young adults (defined in the study as aged between 19 and 22) are a great proxy for future consumption.

They are mavens who give a good sense of the "next big thing". As early adopters in their brand and product choices, they provide strong indicators of where the market is going: cool 17-year-olds wore skinny jeans two years before they were popular with 25-pluses; the rise of smartphones as a popular, mainstream instrument was predicted by late teens' fascination with them while they were still being built as business phones;

The study also covers a battery of non-brand questions that help us understand the psyche and lifestyle of young South Africans. Of particular interest is Coolest Job, where there has been an interesting shift over the past six years.

Whereas conventional professions such as accountant and doctor initially performed well against a smattering of actress and TV presenter, the phenomenon of self-determination (albeit motivated by materialism) has come to the fore. Young,

urban South Africans want to go straight to the top: either as CEOs (at Number 1 with 9.1% of the vote) or Owning their Own Business (Number 2 with 8.6%) — followed by a string of "glamour professions": DJ, sports star, TV presenter, actor. This imposes an onus on government, business and parents to develop mechanisms to train that promising entrepreneurial spirit into usefulness, but also to manage expectations.

The study also covers important social and societal issues such as the perceptions of the role of education; belief in family; concern about environmental issues; and levels of interpersonal connection versus technological connectivity.

As Valentino, 7, noted: "They're not outside in the real world. They're not getting enough earth. They're getting too much electricity going through their eyes."

I am buoyed by comments like "they are the future", but sometimes these clichéd confirmations are perfunctory; the truth is that as the majority of our population and, in many cases as the heads of households, the youth are not only interesting, they are one of the most important centres of societal and economic power ... but maybe sometimes that is obscured by all the electricity going through our eyes.

*"They are mavens who give a good sense of the 'next big thing'. They provide strong indicators of where the market is going"*



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**READING RIGHT:** 25% OF SUNDAY TIMES READERS ARE YOUNG PEOPLE LOOKING FOR NEWS THEY CAN TRUST

WE ARE A PROVIDER OF KNOWLEDGE

# Read all about it ...

BRENDAN PEACOCK



**T**HERE are approximately 1.040 million Sunday Times readers in the age range of 15 to 24, constituting 25% of total readership. This group, which reflects the demographic make-up of the country, is increasingly adept at picking out news and features that appeal to them, particularly since the advent of online newspaper portals.

"With newspapers I enjoy the variety of being able to choose the exact story I want to read and to buy like different newspapers. I'm able to read one story but written by different people to see an overall view of it according to different opinions – unlike on the news where there is only one take on events," said Linda Radebe, 22.

"I think that knowing the news is just super-important nowadays where we're more of a global community and everybody is closer together. Knowing what's going on in Korea is a lot more important now because we feel so much more of what's happening around the world. You need to keep yourselves in touch with all of the current affairs," said Nicky, 16.

"I like reading the newspapers because I trust the information that's in them and it also has this intellectual factor to it, so when I wake up on a Sunday morning I feel like I've gained a whole lot more once I've read the newspaper, compared with watching TV," said Thubelihle Ngcobo, 18.

"Newspapers are a big role in my life. They increase my knowledge when I look through them. Every time I get the Sunday Times, I look through it to increase my

knowledge," said Taylor, 10.

Such knowledge includes the results of the annual Generation Next survey, which provides readers a snapshot of trends and thought patterns among the country's youth.

Enver Groenewald, GM: Advertising Revenue and Strategic Communications, said that by default and design the Sunday Times has come to be appreciated as a provider of knowledge.

"We convey to readers the economic impact that South African young people make, as well as what informs their decisions to support certain brands over others. Everyone struggles to understand the seemingly capricious youth market, and the findings in Generation Next are

*"Everyone struggles to understand the seemingly capricious youth market, and the findings in Generation Next are fascinating"*

fascinating from the standpoint of discovering the thought processes behind their choices. The youth are in fact extremely decisive, so surveys like this also allow us as content providers to shape our media products to meet the needs of current and future primary economic contributors," he said.

Groenewald said Avusa's media content has to speak to this important market segment. "There are critical benefits to, for example, our 'new media' – Avusa is a 104-year-old media brand, but we need to listen carefully to the opinions of the youth in order to remain relevant. "The



**VALUABLE INFORMATION:** Enver Groenewald, GM: Advertising Revenue and Strategic Communication

Sunday Times is positioned as a thought leader and in this survey we unpack the extent to which we identify with certain brands and spend on them. Young people and adult readers are able to celebrate the brands that have excelled and the decision-making processes behind these results in the survey, while at the same time

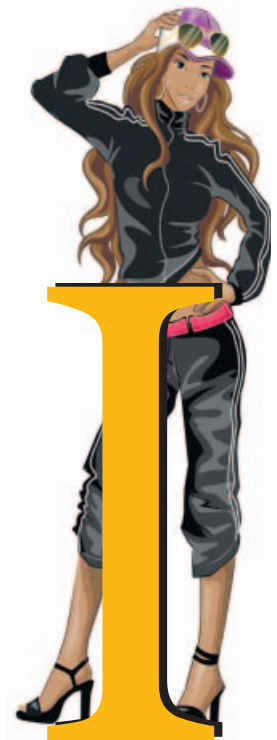
providing all readers with useful, entertaining and knowledgeable content. Ultimately, all consumers are the arbiters of what brands and products will succeed and stand the test of time," said Groenewald. After the hard data for Generation Next were obtained from six provinces where young people were polled in

groups in urban and peri-urban schools and universities, discussion groups were asked to discuss the results to find the rationale behind those brands that featured prominently. From a starting point of 5835 questionnaires, with an emphasis on brand preference instead of actual consumption, these preferences were examined as an interesting indicator of trends. The full Generation Next lifestyle and behaviour report – which deals with actual consumption – is useful to brands and marketers as an indicator of consumer behaviour, but the results in the published Sunday Times survey reflect what young people would choose as soon as they have the means.

Jason Levin, managing director of HDI Youth Marketers, said today's young people are highly brand-conscious. "Even an average young peri-urban kid will have an opinion on a vast array of brands and what marketers give them. What we see is that the older they get, the more they tend to want direct and honest information from marketers. They suspect indirectness and know advertising can be misleading. Young people are sophisticated consumers and know good service when they encounter it."

Do brands and marketers place much stock in the outcome of Generation Next? Levin is unequivocal: "A great deal. Brands want to be able to punt the fact that they have featured prominently, and they respond to the results in their advertising."

Levin said Generation Next was being picked up by schools because of its useful packaging of content on young people – a notable endorsement for the survey. "In 2008 and 2009 schools have used Generation Next excerpts in exams as points of discussion or question prompts."

**INSIDE**

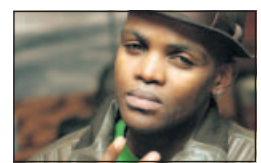
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**IMAGE IS EVERYTHING:** TEENS ARE UNDER ENORMOUS PRESSURE TO KEEP UP WITH THE LATEST FADS

ERICA WEBSTER

THE most recent lifestyle study conducted by HDI Youth Marketeers reveals that young people of all age groups are under enormous pressure to look good. Not surprising considering the airbrushed and filtered images of perfection seen on the pages of glossy magazines and beaming from our television screens.

But unrealistic as these images may be, they reinforce a real desire to achieve this perfection in real life. Add a celebrity to the mix and the compulsion becomes even greater. The notion that celebrity sells rings especially true when it comes to personal grooming.

Anthony Bila, part of the insights unit at the research company, says: "Celebrity endorsement plays a role in young people's perception of personal grooming products. Of course, it helps if they represent something people can relate and aspire to."

Take Nonhle Thema, for example, the face of Dark & Lovely — the brand which came first in the category for coolest hair product. A former presenter for Channel O



Picture: JEREMY GLYN

*"It's not just the fragrance but the brand as a whole. We've found in our surveys that even kids in primary school are buying Guess jeans"*

**BUYING INTO THE DREAM:** Youngsters are trying to live the airbrushed perfection of advertisements

# IT'S ALL ABOUT ... Looking good

who has recently moved to TV channel Vuzu, Thema emerged from relative obscurity to hit the big time.

"Nonhle Thema has shown young people that

there are possibilities for the future," says Bila. "They look at her and say: 'Wow! She's made it, she's spoken to Lil Wayne and Kanye West and has travelled overseas ...

and she's using the same products as we use."

He says Sunsilk, which ranked second, has marketed itself cleverly by consistently appealing to all de-

mographic groups. "This is especially important for younger kids and teens who don't differentiate along racial lines. It's more about lifestyle, the brands they consume and the media they consume. All the better if they can find a brand that they can all use, which has a product range catering to their different needs."

While TRESemmé and L'Oréal only ranked fifth and sixth overall in the hair-care category, they are number two and number one for young adults. "They're seen as exclusive, quality brands among young adults," says Jessica Oosthuizen, research journalist at HDI Youth Marketeers.

In recent years, popular media has played a major role in the promotion of male grooming, along with the concept of the "metrosexual" man. Bila says people like Matthew Fox from *Lost* and musician Kanye West endorse products that advocate a refined, rather than a rugged, look.

The young adults surveyed had a greater affinity with the concept of metrosexuality. Says Bila: "Young adults, unlike teenagers, have established their identity and want to look good, whether to go out on a date or to an interview. Teenagers, on the other hand, are still going through an awkward transition phase and finding their feet."

Products that actively engage young urbanites tend to enjoy greater success in reaching the youth market, says Oosthuizen. "Both Nivea and Vaseline Intensive Care have compelling adverts, which are geared towards the youth market considerably more than other brands, whereas Lux, which ranked fourth, and Dove — fifth — are perceived to be targeted more at the 30-something market. Nivea also has a strong appeal across all race groups, offering a product range to suit all skin types."

With a 4% lead overall, Nivea was the winner in the skin-care category, for both males and females, with a strong vote from young adults (23.6%). "Nivea is al-

most a coming-of-age product," says Bila. "It's more grown up, more cool, more sussed out."

Johnson & Johnson came in third. "It's a product that kids remember their moms using on them when they were young and so they feel comfortable using it," he says.

Interestingly, men were more enthusiastic than women, with Nivea enjoying a 17.7% to 13.7% male to female support base and Vaseline Intensive Care 14.5% to 8.9%. Oosthuizen says this may be because both brands have products specifically designed for the male market.

"Boys don't want to rub a girly skin-care range on their body," she says.

Unlike other grooming products, the multibillion-dollar fragrance market has targeted both genders for years. This year Guess (13.5%) and Puma (13.1%) are neck and neck in the coolest female fragrance category, with Guess having shot up from seventh position last year. "The Guess brand appeals to a wider range of kids," says Bila. "It's not just the fragrance but the brand as a whole. We've found in our surveys that even kids in primary school are buying Guess jeans."

Hugo Boss (20.4%) is a clear winner in the male fragrance category followed by Puma (16.3%). In 2009 Puma came first and Hugo Boss second.

Celebrities — such as actor Jonathan Rhys Meyers — helped reinforce the Hugo Boss brand.

Hugo Boss and Puma occupy different spaces in the minds of young people, says Bila. "Puma is an active lifestyle brand — it's what people use after a long day at the gym or playing soccer at school. Hugo Boss is more of a couture brand — the night out, uber-Axe fragrance."

Not much has changed between last year and this year in the make-up category. Revlon, once again, has come in at number one. Yardley, coming in at number two, has switched positions with L'Oréal. All three attained similar percentages in the poll, with Revlon at 12.8%, Yardley at 12.6% and L'Oréal at 10.9%.

Oosthuizen says that although a lot of males opt out of rating this category, those who choose something for a girlfriend or their mother, prefer Yardley (12.5%) and Revlon (12%).

Oosthuizen says: "When we poll the coolest make-up brands, it's the preference and has little to do with consumption."

"It doesn't necessarily have to be the most expensive. Something like make-up has to be accessible, and if it's within the reach of teen girls' wallets it's likely to have greater appeal."

## The BIG hunt now over

The BAR-ONE Manhunt has easily been one of the most successful branded reality shows to have been staged in South African television history – and it's easy to see why.

The concept of the BAR-ONE Man is a familiar one: he's the 25-hour-a-day man, an all-rounder who is ready for action, never loses his cool under pressure, and always comes out on top. He is the kind of man that men aspire to become – and women aspire to encounter.

The BAR-ONE Man has for years been the mainstay of advertising around the brand. He's the tough firefighter who munches on BAR-ONE bars to help him through his challenging, 25-hour day; he's the guy who cheekily rescues a cat from a tree by kicking the trunk, and nonchalantly catching the falling cat.

He is a role model, understands his own strengths and weaknesses, is open-minded, smart, confident, brave, leads from the front, practises what he preaches, is not afraid of physical challenges, is funny and a great conversationalist, is comfortable in any situation – and he has a softer side, too.

For 14 weeks between January and March this year, 14 aspirant 25-hour-a-day men went all out to prove they were worthy of the title of BAR-ONE Man. And they captured the imagination of thousands of SABC3 viewers along the way.

In that time they climbed Africa's tallest peak, Kilimanjaro, skydived and performed aerobatics, made their own action movies, went off-roading, raced camels in Dubai, completed an

obstacle course, jumped into thin air above the Victoria Falls and went white-water rafting, among other adventures.

They displayed their gentler side, too, by hosting their own cocktail party, and their caring side, when they renovated a home for children with special needs.

The BAR-ONE Manhunt tested their physical strength, mental perseverance, stamina, charm, camaraderie and intelligence, forcing them to face their fears and push their own personal limits.

In the end, however, there could only be one winner. Johannesburg salesman Clint de Beer edged out fellow finalists Kabelo Thathe, Quinten Coetzer, Collin Allin, Brandon Sacks and Gareth Brauteseth in an action-packed studio finale, staged before a live audience.

Clint (34) afterwards dedicated his win to everybody who had believed in him, and he paid tribute to his fellow contestants as men who had inspired him all the way through.

Clint, a Virgo who prefers living quietly with his family to living it up, says he is devoted to his wife – whom he describes as "the woman of my dreams" – and their two sons, aged 14 and 22 months. They were also his biggest fans during the filming of the show.

He plays golf – especially with his father, his favourite partner on the links, and also practises mixed martial arts to stay fit.

Clint de Beer, the man to be reckoned with!

IT'S EASY TO SPOT A BAR-ONE MAN



**BREAKFAST IS SERVED:** CHILDREN WAKE UP TO NEW TASTE

THEY GOT IT ALL THIS MORNING . . .

# Milo goes from zero to hero

*'The Milo cereal launch in South Africa was one of the most successful in the history of Nestlé cereals globally'*



Derek Peterssen, country business manager for Nestlé Breakfast Cereals in South Africa

LINDA DOKE

**A**T LAST, there is a breakfast cereal mothers are as eager to give their children as the children are to devour it.

Milo breakfast cereal was launched in South Africa last year.

Emphasising whole grain in keeping with Nestlé's ambition to become a leading nutrition, health and wellness company, Milo breakfast cereal promotes itself as a "convenient and nutritious cereal" that "makes it easier for you to have a better start to the day".

Promoting the wholegrain way to health, while tasting as chocolaty as its popular competitor Kellogg's Coco Pops, has worked well for Nestlé Milo. Derek Peterssen, country business manager for Nestlé breakfast cereals, says the Milo cereal launch in South Africa was one of the most successful in the history of Nestlé cereals globally. Figures showed its take-up was swift. South Africa's Generation Next considers Nestlé Milo the coolest breakfast cereal (16.4%), with Kellogg's Coco Pops (14.73%) and Kellogg's Cornflakes (14.68%) in second and third place.

Interestingly, the product's success is weighted by tweens — under 13 years old. In this category, Milo scored a clear 20.9%, Coco Pops 15.9% and Cornflakes 12.1%.

In comparison, South Africa's young adults (18 to 22-year-olds) still prefer Coco Pops (14.9%), with Milo only scoring 14% popularity. Similarly, in the teenage category, Milo came in third place, scoring 12.9%, while Cornflakes scooped 18.2% and Coco Pops 13.4%.

Tweens questioned during the Generation Next survey seem well aware of this, and don't seem to mind.

"It is kind of similar to Coco Pops, so I don't mind — to me it is just exactly the same," said Mustafa, 12. And Ethan, 9, agreed: "Nestlé Milo is just like your Coco Pops — it is just chocolaty, that's what makes you buy them. They're not really healthy, Kellogg's is healthy."

Karen Protheroe, registered dietician and author of *The Lean Aubergine* and *Skinny Snacks*, thinks the fact that Milo breakfast cereal wins in popularity is a no-brainer from the taste factor alone — it tastes of chocolate.

"If I had to rate the three cereals from a nutritional point of view, I would choose Cornflakes hands down, simply because of the high sugar content of Milo (34%) and Coco Pops (36%). Put each of these next to Bran Flakes (11% sugar) and oats (less than 1% sugar) for a more realistic comparison of sugar content in cereals," said Protheroe.

You know, every time we feel we're about to be voted South Africa's coolest bank\*, it gives us a little shiver.

**Brr...**

\* Sunday Times Generation Next survey 2006/2007/2008/2009.



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**FAST & FURIOUS:** THE VOTES ARE IN AND BMW HAS HAD TO TAKE A BOW

ANDREW GILLINGHAM

**B**MW used to be the brand to which every young South African aspired, but in this year's Generation Next survey, Lamborghini took over the No 1 position, BMW dropped to second, and Mini Cooper was in third.

BMW has done well to get second place, in the face of intense competition from the premium car brand market, as well as an expanding range of super premium vehicles, said Jason Levin of HDI.

Generation Next showed that young South Africans have definite views about their favoured car brands.

After the study, Nomzamo, 10, said: "Lamborghini is a hip car and we think it's nice, it's cool, it's fast."

"It's a beautiful model the way it is and we just like it."

Mustafa, 12, added that Lamborghinis are rare because they are quite expensive and they're "quite cool".

"They're handmade, not exactly handmade but they're put together by hand."

"And they have a good transmission, good horsepower, awesome and they're just very awesome cars to



*There is no doubt that Lamborghini is an exclusive brand: the local dealership expects to sell a mere 15 cars this year*

**1st Place**

BMW's OUT ...

# Lamborghini's in

look at," he said.

Other respondents added there are many BMWs on South Africa's roads, but

Lamborghinis are expensive and rare, as well as good to look at.

There is no doubt that

Lamborghini is an exclusive brand and the local dealership expects to sell about 15 cars this year and it has only put 130 on South Africa roads over the past nine years.

Not surprising, considering the entry level model goes for R3.3-million. The top-of-the-range model retails for up to R6-million.

However, Lamborghini occasionally brings out special limited editions and these can cost over R20-million.

Marius Malherbe, the managing director of Lamborghini Johannesburg and Cape Town, said Lamborghini had spent time putting the brand back on the map in South Africa.

Motor shows are an important part of this strategy, not only exposing the brand to potential customers but also giving the "tyre kickers" a chance to at least see the car.

Malherbe makes a point of giving all the children brochures and memorabilia so they can put them up on their walls.

This approach is based on the simple principle that today's youth is tomorrow's billionaire who can afford to buy a Lamborghini.

Said Malherbe: "Once they see a Lamborghini or sit behind the wheel, it becomes the car to which they aspire."

Another opportunity to expose South Africa to Lamborghini is the Cannonball Run, organised by Round Table, with Lamborghini as a major sponsor.

The three-day charity run is a combination of a treasure hunt and rally, and participants are penalised for speeding on public roads.

However, there are also sprint events held on race-tracks and runways.

Said Malherbe: "They give the Lamborghinis — usually four — the opportunity to stretch their legs.



BMW

**2nd Place**



MINI COOPER

**3rd Place**

**Generation Next showed that young South Africans have definite views about their favoured car brands**

"We raise money for the Quadriplegic Association of South Africa, as well as a secondary charity that is selected for each run."

The run allows the company to fly the Lamborghini flag in small towns around

the country and gives people who might otherwise never see the cars a chance to get up close and personal with an actual Lamborghini.

Malherbe said the excitement was tangible.

At a primary school in the Free State, the cars brought out all the children — and the sound of Lamborghinis revving their engines literally produced screams of excitement from the pupils.

Malherbe said although children didn't make the final decision on buying a Lamborghini, they certainly exert some influence over the parents' choices.

HDI's Levin said Lamborghini is at the top of the list of cars to which young people aspire and the exotic motor brand has been moving up the top 10 list for some years.

"Last year, Lamborghini moved up to second place and this year, they are a firm first place," Levin said.

Another point that he noted from the Generation Next survey is that motoring has become important to young South Africans.

"South African youth increasingly aspires to what they perceive as the best in motor luxury.

"Exotic cars such as Lamborghini, Bugatti and Ferrari used to be considered fringe brands and few young South Africans even knew about them.

One factor contributing to the heightened youth awareness could well be the popularity of a range of car-related PC and console video games such as Gran Turismo.

In such games, players can select to drive exotic cars and the top exotic brands, such as Lamborghini, are the ones that they have to work towards in the course of playing the games.

Mini has also done well, particularly as it is seen as a semi-accessible brand and it has the necessary peer group credentials.

"Cooper S is a big township phenomenon and there is a large mid-market vote for the brand," Levin said.

He said in terms of the mainstream, non-luxury brands, the only one that features well is VW.

Although Toyota is still the biggest seller in this country, it is never on the top 10 list of cars to which youngsters aspire.

Hummer's popularity has fallen dramatically and it will probably fall off the list next year.

"During 2007 and 2008, the Hummer was well used in music videos and it was seen as an integral part of hip-hop culture.

"However, that fad has come and gone," Levin said.

# We're Hot!

**YOU & DRUM**  
Among South African youth's top 3 COOLEST MAGAZINES  
According to Generation Next Coolest Brand 2010 survey.

**ROB & KRISTEN: THE NEW BRANGELINA**

**NICK JONAS**

**MY WIFE IS MY ROCK**

**HEY!**

**GENERATION NEXT**



30 May 2010

GENERATION NEXT ■ **Sunday Times** 7.**FASHIONISTAS ON THE LOOSE:** CLOTHING IS ONE OF THE WAYS YOUTH EXPRESS THEMSELVES

STORE TOPS AFFORDABILITY LIST ...

# Mr Price is cool

*'We seem to be coming out of the recession ... people see Mr Price as good value for money'*

ERICA WEBSTER

**S**PARE a thought for those parents who feel guilty at being unable to indulge their little darling's fancy for a fashion item that costs the equivalent of a week's worth of groceries. Or should we?

If the latest results of the Generation Next survey are anything to go by, they can breathe a sigh of relief. This year, Mr Price took first position in the category for the coolest fashion and accessory store, pushing last year's winner, Edgars, to second.

Jessica Oosthuizen, says Mr Price has been on the up-and-up for years.

"In 2008, it was ranked fourth and moved up to third place last year. This result might not be surprising to some; we seem to be coming out of the recession, but people are still very price conscious. They see Mr Price as good value for money."

One participant in the qualitative discussion groups, Tamsyn Lunt, 18, says: "Mr Price is affordable and fun and there's everything you could possibly want, from shoes to earrings to underwear, and they're always up to date."

Another, Laticia, 14, says: "Mr Price is, like, fun and funky. You can take their clothes and mix and match and make it your own style."

Taylor, 10, added that Mr Price has "all the new hip clothing and what all the people are wearing".

The Generation Next in-depth lifestyle questionnaire says clothing ranks only fourth overall in terms of how young people express themselves.

Music is No 1, followed by school work and then sport. However, among young adults, clothing is No 2.

"Because young adults no longer have to wear school uniforms, they're more concerned about how they're dressed on campus," says Oosthuizen. "They also tend to have more disposable income to spend on fashion."

While some young people in the qualitative discussion groups felt it is important to dress well, few believe the clothes they wear are in any way indicative of who they are. Dante, 12, says: "What makes me who I am is me."

Mustafa, 12, says: "Clothes can show some part of who you are, but they don't show fully who you are because that's your personality."

Firdaus Essop, 19, says: "You get your own swagga (own style and the way you express yourself) on and then you have your own self image."

Nicky, 16, says: "The way to create an image for yourself is from your own opinions and not change them for what other people think you should be. And then others will know who you are."

While Mr Price and Edgars were ranked the top two coolest fashion and accessory stores, the coolest fashion labels are more aspirational, says Oosthuizen, and include brands such as Nike, Louis Vuitton and Dolce & Gabbana.

The qualitative discussion groups were quite revealing, particularly the 8-13 age group, who prefer to admit to wearing a more expensive brand than "Monsieur Prix".

As Tamsyn says, "Mr Price is a cheap shop and a nice shop, but you don't want to be seen wearing it too much."

Taylor says: "I think Nike is much better because they do have expensive stuff and that shows that you're not a cheap person."

Mustafa added: "Well, Nikes are awesome, I mean look at me. I look cool, don't I? And also at my school, you get a lot of peer pressure."

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**MAKE THE CIRCLE BIGGER:** IF YOU ARE A CELEB IT WOULD BE WISE TO EXPAND YOUR MUSIC CREDENTIALS

MARGARET HARRIS

**T**HE TOP three spots in the Coolest Local Celebrities category were all filled by DJs: DJ Cleo in the lead, followed by DJ Fresh and DJ Sbu.

Jessica Oosthuizen says this is not surprising because the youth express themselves mostly through music. She says that in general the “coolest celebrities” are linked to music in some way.

“What’s cool about DJs is they play the coolest music that you enjoy listening to. Well most people, at least. They play hip music that you can dance to and sing to,” says Dante, 12.

Firdaus Essop, 19, says: “I think the DJs have a very important role in South Africa because they’ve brought funky house, house music, kwaito and whatever it is that brings us as the youth together. It lets us feel vibrant and proudly South African so viva Fresh, Euphonics, Scoop, Lady Lea.”

Jason Levin, of HDI, says last year Beyonce Knowles was the Coolest Brand Icon.

“Kids are tired of the bad role models who have let



DJ CLEO



DJ SBU



DJ FRESH

*“I think the DJs have a very important role in SA because they’ve brought us as the youth together”*

Mahlatse-Craig, 22, says: “For me, Fresh, Cleo and Sbu are so recognisable because they do things that help the youth.

“They are positive and proudly South African and that’s why I think they get the recognition that they deserve.”

Being a DJ is seen as a “dream job” because DJs are considered “to be kingpins in their worlds”, says Oosthuizen.

This is the first year that Generation Next has included a Coolest Local Celebrity category.

In previous years, says Levin, the Coolest Celebrity Category was dominated by overseas stars.

## THEY ARE OFFICIALLY THE COOLEST ... Music maestros

them down.”

Levin says that he has also seen a move towards local role models who deserve to be followed.

Jub Jub, after allegations

of reckless driving that led to the death of four school pupils, is not considered cool enough to make the grade, Levin says.

This trend is evident in the

reasons the panellists give for DJ Fresh’s popularity. He is seen as a celebrity wanting to make a difference and help young people.

Poloko, 11, says: “DJ

Fresh, he was at Boston Media. People like DJ Fresh, and they might go to Boston Media to know more about him because he was in that school.”

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- **DINING:** Florida Road - Davenport Road - Wilson’s Wharf - uShaka Marine World - Umhlanga
- **NIGHTLIFE & ENTERTAINMENT:** Suncoast Casino & Entertainment World - Sibaya Casino & Entertainment Kingdom - Playhouse Company - Theatres, Pubs and Clubs...
- **CULTURE & HERITAGE:** PheZulu Safari Park - Bat Centre - African Art Centre - Hare Krishna Temple of Understanding - Inanda Heritage Route - KwaMuhle Museum...
- **SHOPPERS’ PARADISE:** Gateway Theatre of Shopping - The Pavilion - Musgrave - The Galleria - Heritage in Hillcrest - Victoria Street Market...
- **UNIQUE EXPERIENCES:** uShaka Marine World - Ricksha Bus City Tours - Moses Mabhidha Sky Car - Diving at Aliwal Shoal - Harbour Cruises - Helicopter Flips - Ricksha Rides - Walking Tours - Water Touch Bungi Jumping - 1000 Hills Experience - Dolphin Viewing - Shongweni Game Drives - Eat a Bunny Chow - Shisanyama - Township Tours

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**WELL INFORMED:** TODAY'S YOUNGSTERS READ TO KEEP UP WITH CURRENT AFFAIRS, AND MORE

KEEPING ABREAST ...

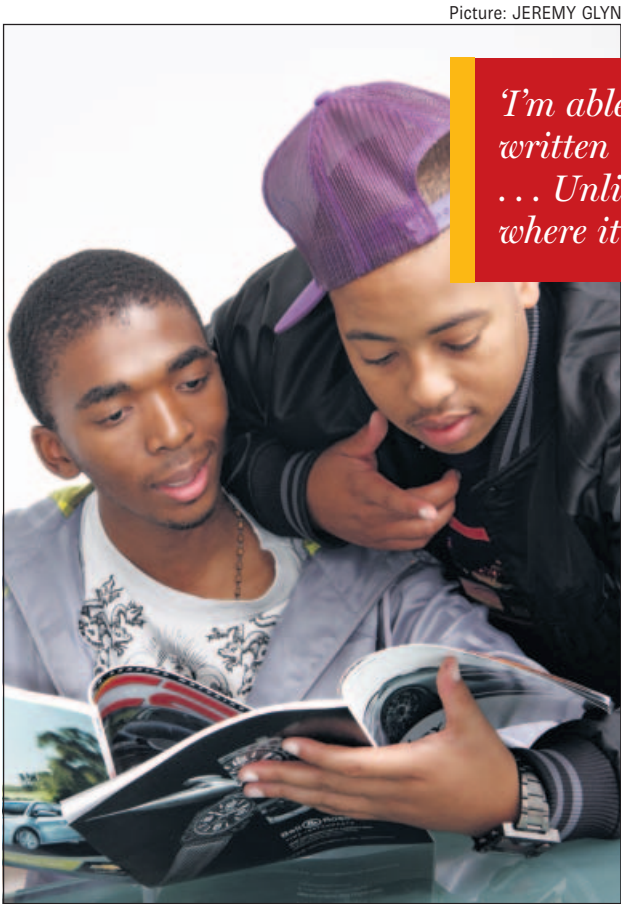
# Knowledge is power

MARGARET HARRIS

**S**OUTH African youngsters like to be informed, even if only for one-upmanship. Laticia, 14, says what she enjoys about the news is the “way I can beat my father in knowing much more than he does and I know most of you like it when you go to school and know the news”. For Kabelo, 16, newspapers are not his first choice, but he has grown to like

them since he went to boarding school. “Well I never really used to read the newspaper till I got to high school and I stopped being able to watch TV, and I used to watch the news a lot ... the only other form of information was the newspaper and I’m quite fond of it now.” Tamsyn Lunt, 18, is not much of a newspaper fan, however: “For me newspapers don’t play any role in my life, but obviously for my parents they do. If there is something worldwide that’s happening, I’ll just turn to Sky news or something.” Generation Next may like to have and use what is cool, but

this does not appear to be the reason for reading newspapers. Linda Radebe, 22, enjoys the variety that newspapers offer, as well as getting different versions of a story from different publications. “I enjoy the variety of being able to choose the exact story I want to read and be able to buy different newspapers like The Times or The Star or the Mail & Guardian sometimes. I’m able to read one story but written by different people and be able to view it according to different people’s opinions. Unlike on the TV news, where it is in one direction.” Newspapers give some



Picture: JEREMY GLYN

*I’m able to read one story written by different people ... Unlike on the TV news, where it is in one direction’*

**POWER OF READING:** Youngsters read to enrich their general knowledge

youngsters a second chance not offered by TV. “On TV they say something and you can’t hear it and you can’t

rewind, but in the newspaper you can go ‘what was that?’ and you can look back so you see it,” says Valentino, 8.

Paddi Clay, director of on-line news at Avusa, says Times LIVE, has about 600 000 unique domestic browsers — more people access its news via the ‘Net than in print. Clay says the paper’s aim was to be edgy and to have a sense of humour and youthful mindset, although it does not try to specifically attract a youthful audience. The Sunday Times’s website is also accessible via the Times LIVE site, though Taylor, 10, is quite happy to read the printed version. “Newspapers are a big role in my life. They increase my knowledge ... Like if I have a project on going green, sometimes you can find a page on that.”

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\*Voted “Most Admired Company in the automotive segment” globally in a survey by Fortune Magazine and Hay Consulting. Voted “The World’s Most Sustainable Automaker” for the fifth consecutive year in the renowned Dow Jones Sustainability Index.

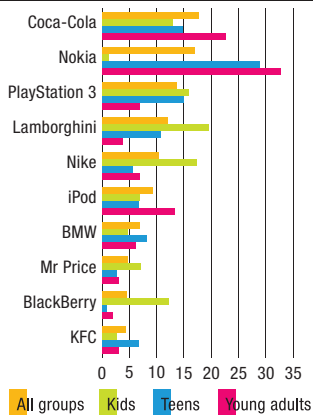
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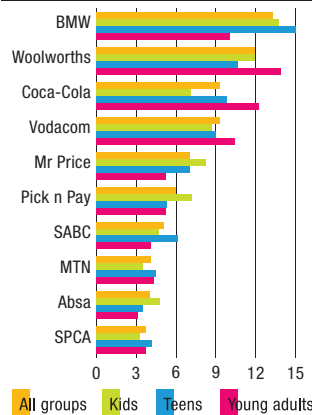




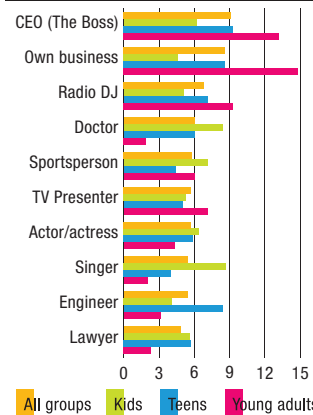
**BRAND OVERALL**



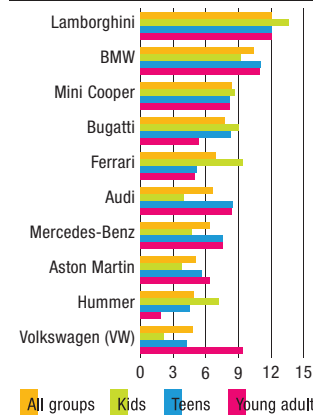
**CORPORATE CITIZEN**



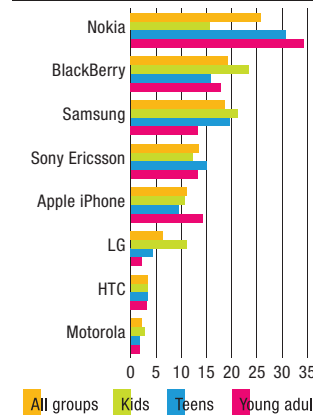
**JOB**



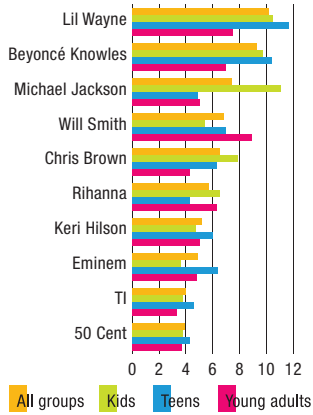
**MOTOR VEHICLES**



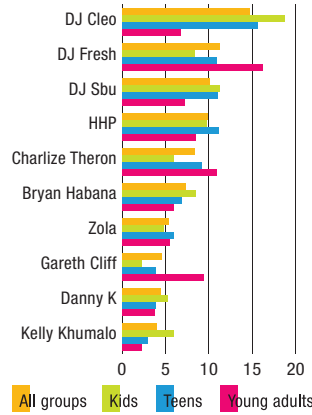
**CELLPHONES**



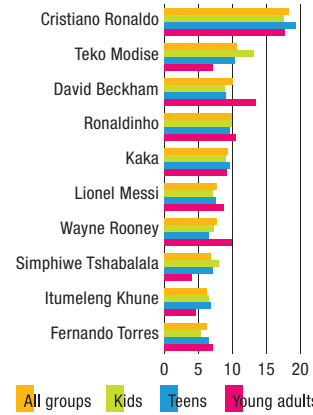
**INTERNATIONAL CELEBRITIES**



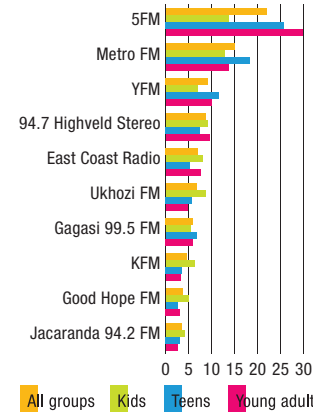
**LOCAL CELEBRITIES**



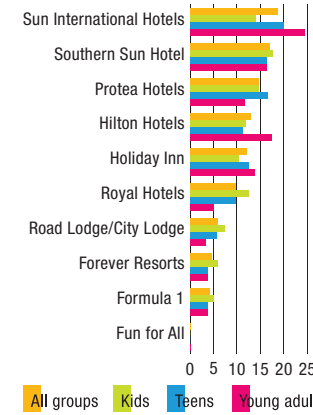
**2010 FIFA STARS**



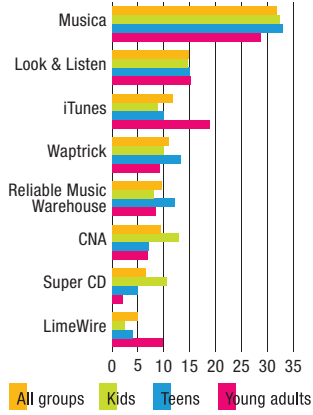
**RADIO STATIONS**



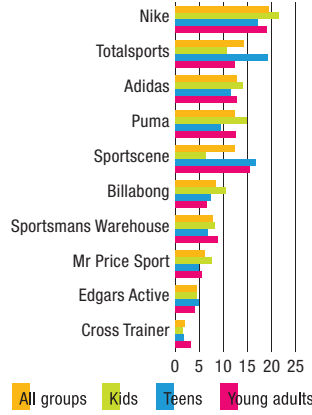
**HOTEL GROUPS**



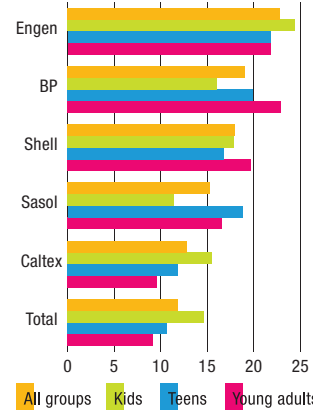
**MUSIC RETAILER**



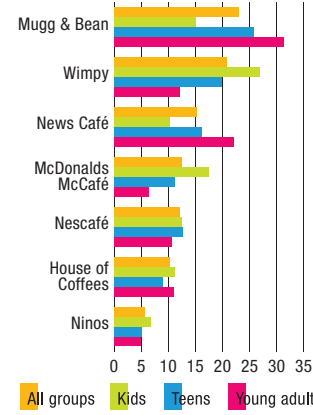
**SPORTS STORES**



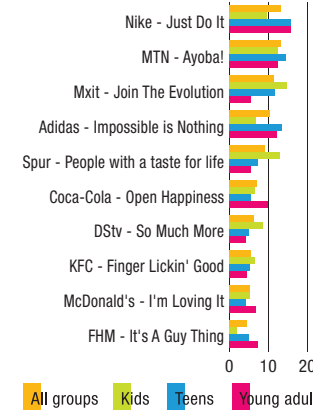
**PETROL STATIONS**



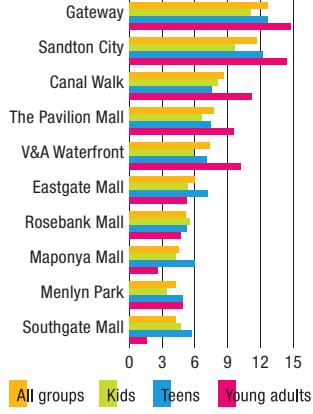
**COFFEE SHOPS**



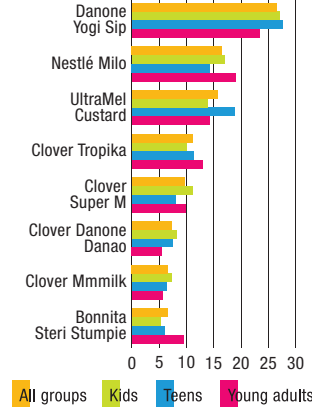
**BRAND SLOGANS**



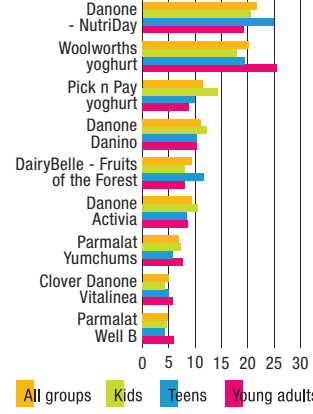
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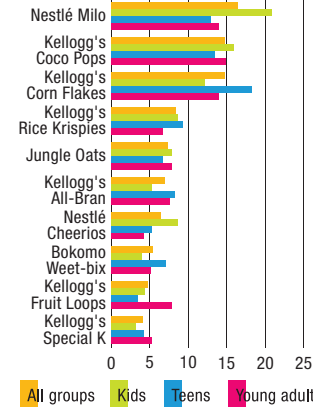
**DAIRY DRINKS**



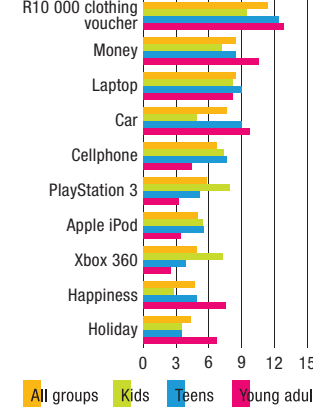
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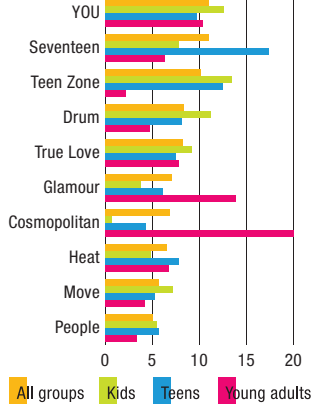
**BREAKFAST CEREALS**



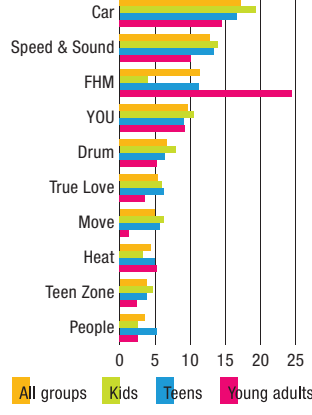
**TOP BIRTHDAY WISHES**



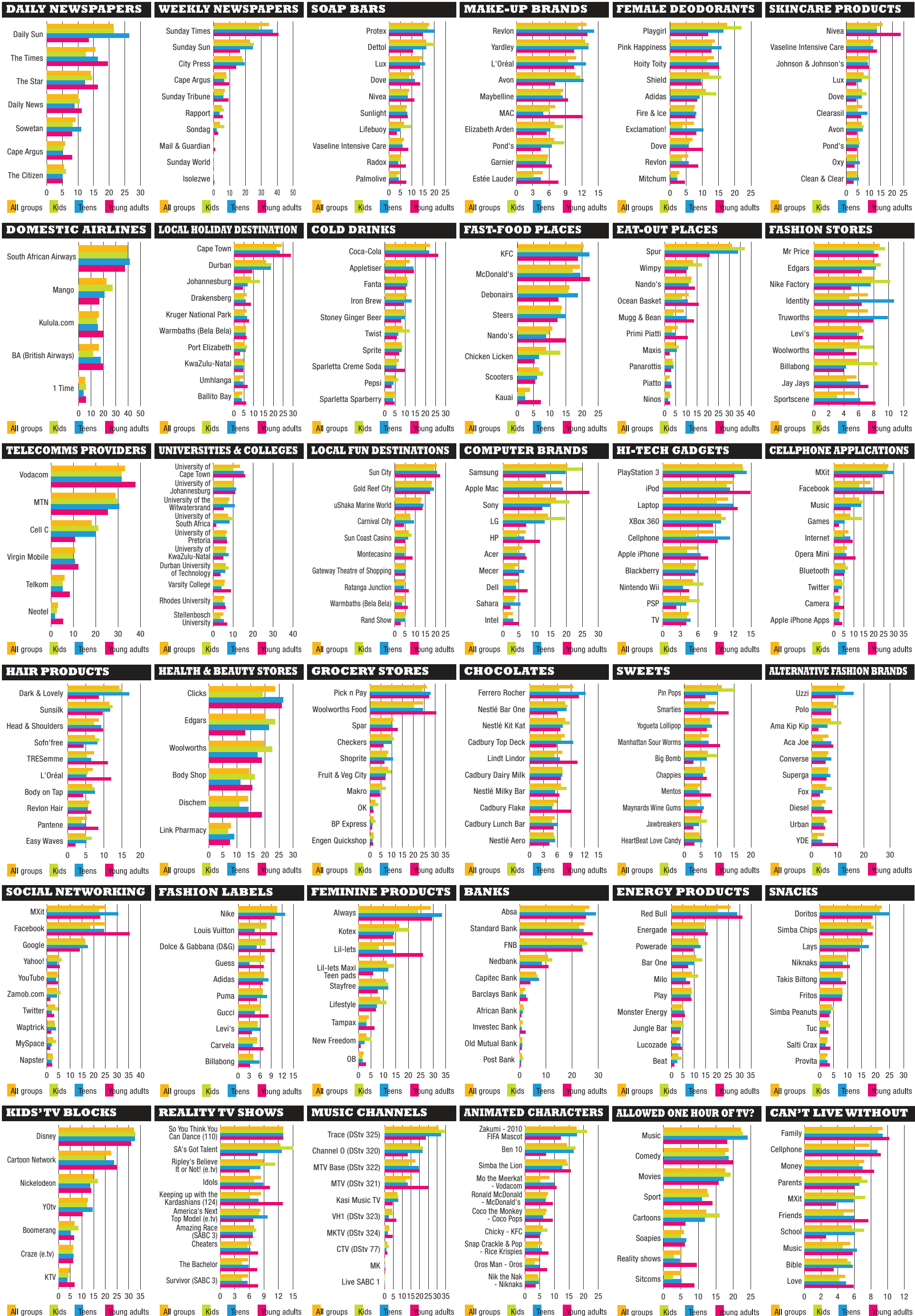
**FEMALE MAGAZINES**



**MALE MAGAZINES**









**GET WITH THE PROGRAMME: YOUTH SHOW ALARMING LACK OF KNOWLEDGE ABOUT WHAT WORK REALLY INVOLVES**

ERICA WEBSTER

**T**HE two coolest jobs are CEO and entrepreneur, according to this year's Generation Next survey.

Being a radio DJ is next, a profession that is regarded as sexy, interactive and engaging, says Jessica Oosthuizen. "Radio DJs are perceived as living a life of luxury and glamour. They get to say whatever they feel and go to the coolest parties," she adds.

And what is it about being a CEO or entrepreneur that appeals to them? "For young urbanites it's about being your own boss, and in their minds this means getting to boss other people around, coming and going as you please and making huge wads of cash," Oosthuizen says.

"Today's youth have high levels of self-determination, which means that owning gadgets like cellphones and laptops gives them the impression that they can take charge of how they run their lives and, by implication, do something like starting their own business."

Those of us in the know may snigger but, actually, it's no laughing matter; The Generation Next survey is about young people's perceptions and their aspirations, but it also points to a disconcerting level of ignorance.

The nation desperately needs entrepreneurs — that's where the biggest growth is expected to take place. But we want people who know what they're letting themselves in for.

This begs the question: what are schools doing to guide learners into making an appropriate career choice? Not enough, says Eric van Gils, director of recruitment at auditing firm KPMG.

"There are various projects across the country aimed at identifying the skills the country requires, but we do not always see that information being filtered down in a positive and constructive way to guidance



**I'M THE MAN:** Youngsters often have a misconception of what it means and takes to be the boss

*'For young urbanites it's about being your own boss, coming and going as you please and making huge wads of cash'*

**Want the glory? Know your story!**

ERICA WEBSTER

**M**USA Kalenga knows what it means to run one's own business.

The former member of HDI Youth Marketeers' junior board of directors owns Monatefellaz, a research and strategy business he started in 2005 aged 21.

"Like many young boys I wanted to be a footballer ... I think it was because football looked like fun and something I could do day in and day out without feeling the pain of working. Then I decided I wanted to become an actuary, but only because it sounded cool."

After a miserable year studying actuarial science at university, Kalenga opted for marketing and communications and to start his own company.

He says running one's own business is far from glamorous and describes it as "waking up every morning, walking to the edge of a cliff and deciding whether or not to jump".

"It's one thing to like the glory, but quite another to understand the story.

"Yes, you do get to a point where there is an element of freedom and glamour, but it takes a lot of hard work to get there."

LIVING IT UP EQUATES TO ...

# Being the boss

counsellors and career counsellors at school level," says Van Gils.

"There are still many learners making decisions around their careers without reference to what the country really needs. This is contributing to the mismatch between the many unemployed graduates on the one hand and high levels of unemploy-

ment on the other."

He adds that pupils often make decisions about not selecting important subjects such as mathematics without being fully aware of the professions and career options they are excluding themselves from when they enter tertiary education. "When they arrive at the tertiary level it's often too

late for them to go back and make a change," he says.

"Tertiary education institutions have a role to play, but the primary responsibility lies with the schools and guidance counsellors. Assistance should be aimed at helping 14-16-year-olds to understand, together with their parents, what all the implications of their subject

and grade choices are.

"This is where the education system and private corporations can make a huge difference — educating the parents as well as the learners that they are taking some serious decisions at this point in their life, and that an ill-informed decision can have serious ramifications."

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**CARTOONS RULE:** THEY DRAW THE ATTENTION OF BOTH YOUNG CHILDREN AND THE YOUTH ALIKE

MARGARET HARRIS

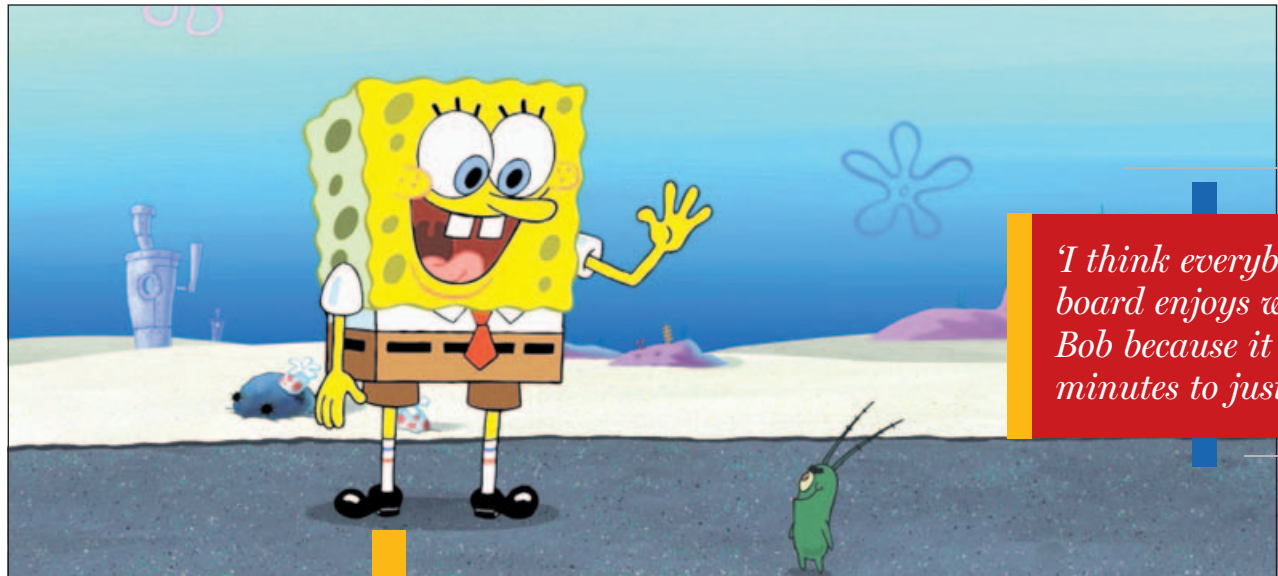
**T**HERE were no up-sets in the Coolest Cartoon Show category; Sponge Bob Square Pants was in the lead, followed by Tom & Jerry and Ben 10.

Jessica Oosthuizen says it is not only young children who have helped to put Sponge Bob in the lead. "He has a cult following from the 19- to 22-year-olds," she says.

For Thubelihle, 18, the cartoon is all about escapism. "I think everybody across the board enjoys watching Sponge Bob because it allows you for 15 minutes to just be so stupid and just to unwind and really be yourself; whereas for the rest of the day, you are serious and in this box, cardboard box, square. So that's why I love Sponge Bob."

Ben 10's popularity is not hard to understand. He has an omnipresence in the shops. That allows a child, with very generous parents, to wear, sleep in and eat from only Ben 10-branded products. But it is his cool powers that really appeal to youngsters.

"I like Ben 10 because he gets aliens and he turns into them and he has a time limit



SPONGE BOB SQUARE PANTS

1st Place

YOU HAVE TO BE HIP TO BE SQUARE ...

# Bob sucks up the youth

to use the alien," Valentino, 8, says.

Abigail, 9, likes Ben 10 because the programme "is cool because it has lots of magic and evil".

Jason Levin says Tom & Jerry are even more popular this year than last year. "There is a weird nostalgic appeal to them. They are constant favourites, across

all three categories," he says.

Tom & Jerry have entertained children for decades, yet in 2010 they still are considered cool. Nomzamo, 10, says:

"Tom & Jerry is very, very funny because they do really, really silly stuff. So you just think, OK, Tom & Jerry is like cool." Taylor agrees. "I think Tom & Jerry is cool because I still watch it because, as Abigail was saying, Tom always catches Jerry, and Jerry is very smart and he sets up all sorts of traps and he gets stuck in them."

However, other members of the panel have outgrown cartoons.

Firdaus Essop, 19, says:

"I don't find that I enjoy cartoons. That's why I like Disney Channel; it gives you reality — Wizards of Waverly Place, Hannah Montana, Suite Life of Zack & Cody. It's real people doing real things but they're really funny and dumb and they can give you a good chuckle and make you feel good after a long day on campus."

For Tamsyn Lunt, 18, too, cartoons have lost their appeal. "I think that for me it's the same. I like Disney Channel better because it's real people. Cartoons sort of seem silly now. It's just not where it was when I was eight. The shows can be really stupid and they're corny and often I don't find them funny; I just seem to want to watch them because I can relate sometimes and I just really love Disney Channel a lot." However, it is not only the cartoons, but the channels on which they are watched that have to be cool. Trace is the coolest channel, followed by Disney and Cartoon Network.

"I think Cartoon Network is for little children who are still learning but mostly I don't watch Disney; I would rather watch Trace and stuff," says Nomzamo.

However, many other panellists prefer Disney Chan-



TOM & JERRY

2nd Place



BEN 10

3rd Place

nel. "I would rather watch the Disney Channel because it has more comedies. Cartoon Network doesn't have so many comedies and teenage movies," says Ethan, 10. Abigail is also pro-Disney: "I would prefer Disney because they show you a lot of what's happening in, like Los Angeles and Hanna Montana is doing a competition

around designing clothes to find who has done the best one and they're choosing the final three."

Daniella, 17, who prefers Disney Channel, says she doesn't "feel that it's more educational than Cartoon Network, but there are programmes that teach little kids counting and numbers and colours, there is a lot of interaction, but Cartoon Network has been there for a really long time and it has kept up with shows like Tom & Jerry that we're all familiar with".

Nomzamo enjoys the competitions that Disney Channel offers. "I would prefer Disney. It's got a lot of movies that you can basically record on DSTv and it's quite nice because on Cartoon Network you don't get competitions."

But for Garreth, the fun of watching cartoons, which often draw on a more sophisticated humour, far outweighs any offerings from the Disney Channel. "I don't have time for people pretending to be wizards and at least I know Cartoon Network is made up, because it's all cartoons, so it is something where I am forced to escape, enjoy and be a little kid again. It's got more adult, older viewers, like an older humour, especially to the cartoons in Cartoon Network, which appeals to me."

Dante, 12, however, is not interested in either Disney Channel or Cartoon Network. "I don't watch either. I just don't like watching them. I would rather watch MTV or something."

*"I would prefer Disney. It's got a lot of movies that you can basically record on DSTv and it's quite nice ..."*



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**BEYOND PETROL: MODERN SERVICE STATIONS STAND OR FALL BY THE QUALITY OF THEIR SHOPS**

EAMONN RYAN

**E**NGEN has grabbed top spot in this, the first year that HDI Youth marketeers has evaluated the opinion of the youth on SA's petrol stations. BP and Shell came second and third respectively.

Jessica Oosthuizen says that even though the more youthful element of the research group obviously do not drive cars, "they are still conscious of garages because of the forecourt convenience stores, and marketers should take note that many kids are able to influence where their parents fill up".

"For under 13s, the preference for Engen over BP and Shell is therefore not so much to do with petrol as the shops." Even in the broader category of grocery stores, BP Express and Engen Quick Shops ranked a creditable ninth and 10th positions.

While Engen is number one among kids and teens, BP (22.9%) is the preferred garage brand for young adults, who by this time are driving. For 19- to 22-year-olds, Engen's vote was 21.8%.

However, among the 8- to 13-year-olds, the preference for Engen was quite marked at 24.4% over closest rival BP's 16.1%.

This demonstrates the success of Engen in appealing to young consumers, and that preference comes from the wealth of activity on the forecourt. Engen's forecourts are seen as fun places to be. Last year the company launched the three-month Captain Cash competition



Picture: JEREMY GLYN

FUEL: Croissants, carnations and oh, yes, a tank of petrol, too, are on offer at this Engen forecourt

*"Today it's almost a novelty to find a petrol station that does not have a store. Fuel retailers are splashing out"*

## FORECOURTS ARE WHERE ... Faces are filled

with comic book-style characters and prizes of R1 000 a day. Although it was not intended for children, it was a hit with them.

Launched only this month is Engen's "African Welcome" campaign, an initiative to welcome the world "with open arms to the big

event", according to its website.

It already generated great excitement and online activity among the youth. The idea is to create the biggest "online Mexican wave" in the world, with people encouraged to send in photos of themselves doing the wave.

Apart from these campaigns, the youth identify with Engen because of the multibrand business model that groups various popular brands into the forecourt, especially Woolworths, a powerful brand in its own right among the youth for its image of quality.

Launched five years ago as an urban and suburban extension of Engen's successful 1-Stop highway service station offering, the 1-Plus brand provides all the convenience of a multipartner offering: a Quick Shop, on-site banking, rest rooms, a food offering (either a Wool-

worths food outlet or a fast-food brand), a Corner Bakery, and Engen's coffee offering, "Equatorial Coffee".

In this respect, the youth mirror the views of their elders: The Times and Sowetan Retail Awards in 2009 ranked Engen Quick Shop the most popular forecourt retailer, followed by BP Express, with only 1% separating the two. These ratings involved consumers over the age of 18.

Karin du Chenne, managing executive of TNS Research Surveys, which carried out the research, says the "forecourt convenience store" category was an interesting one with a close battle. "Today it's almost a novelty to find a petrol station that does not have a store. Fuel retailers are splashing out on ever-growing product lines in a bid to differentiate from the competition and reap the rewards a thriving forecourt store can bring.

"And the public do notice when a fuel retailer has made the effort."

Brand recognition tends to go hand-in-hand with market share in this essential commodity, and the top three petrol companies in SA all have similar market share of between 16% and 17%.

While brand recognition has much to do with the marketing efforts of the principal oil companies, and service levels on the forecourt, it is as much to do with the stores.

Peter Noke, national director of the SA Petroleum Retailers Association at RMI, an organisation that looks after the interests of service-station owners, says the high brand recognition of Engen and BP comes primarily from the attractiveness of its stores.

He says Engen has invested heavily in recent years in upgrading its network as well as forecourt issues, and the mini Woolworths on its forecourts are proving to be a draw card. He attributes the high brand recognition of BP to the fact it is seen as a "green" company, and has a crisp, clean feel to its logo and forecourts. Based on intrinsic values such as market share, he says he would expect Engen to rate higher in brand recognition.

Caltex has maintained a low profile since its takeover by Chevron, and this is reflected in its low ranking relative to its market share. The brand recognition rankings of Shell, Total and Sasol typically match their market share.



**GAME, SET AND MATCH:** WHY THE SPORTING LIFE IS IN A DIFFERENT LEAGUE TO FASHION WEAR

EAMONN RYAN

**M**ANY young South Africans aspire more to branded sportswear such as Nike, Adidas and Puma than to upmarket fashion brands.

Not surprisingly, therefore, Nike comes out ahead of Louis Vuitton and Dolce & Gabbana (D&G) in Generation Next's coolest fashion label category.

Jason Levin says the younger they are, the more they prefer sportswear brands.

"South African youth only starts having an interest in fashion brands such as Guess, Louis Vuitton, D&G when they are well into their teens," Levin says.

One of the reasons sportswear tends to dominate among younger South Africans is that this market segment tends to be more active, he adds.

"As they make the transition into teens so they become less active and this becomes even more true as they become young adults. Younger people are more activity focused and therefore more sensitised to advertising by the sportswear brands.

"The fashion brands' models tend to be more anonymous as they do not make as much use of celebrity endorsements. Active wear, on the other hand, has made good use of celebrities from sport, music and the movie industry," Levin says.

Last year Adidas surprised researchers by taking first place in the active/sports category among South African youngsters. However, the balance shifted this year, with Nike back in top spot in the hearts and minds of young South Africans.

Adidas and Puma were fifth and sixth, respectively, after fashion brands Louis Vuitton, Guess and D&G, meaning that the gap between them and Nike is quite wide.

"In most years Nike is well out in front of its competition and this year saw the brand resume its top position," Levin said.

Nomzamo, 10, had no doubt about what brand is top: "Nike, because it's like almost all people wear it on clothes, shoes and stuff.

"Nike is a brand name people use, especially shoes."

Meanwhile, Mustafa, 12, says "Nikes are awesome. Look at me. I look cool, don't I? At my school you get a lot of peer pressure. If you wear fake they'll laugh at you 'haha you are a fake'."

Sandy Rogers, executive manager, trend and design at Edgars, said there is a well-established trend in which youth opt for active/sportswear in preference to fashion labels. Edgars stocks a variety of sportswear as well as international fashion brands and has noted the way the youth use various brands to express themselves.

"US rap artists and other celebrities who regard sportswear as highly fashionable, have had an influ-



Picture: THYS DULLAART

**TOP SCORER:** Sports stars, such as Portuguese footballer Cristiano Ronaldo, left, are proving to be a powerful attraction for South African youngsters, who are increasingly opting for sportswear over branded fashion wear

*"Our youth also blend sportswear with street clothing to give themselves a unique look, combining the best of both"*

OOPS, THEY JUST DID IT AGAIN . . .

# Nike bounces back

ence on our South African youth market.

"Overseas celebrities often combine different styles and have developed a sport and street look," she said.

"Our youth also blend sportswear with street clothing to give themselves a unique look, combining the best of both while maintaining a degree of individual-

ity," Rogers said.

Rogers said the trend starts very young and continues into young adulthood, though the look does evolve as people get older.

"As children get older so they will tend to move to a more subtle look," she added.

Rogers said South Africans are very brand

aware.

"Girls like to get a look. They like brands but they are often not as brand focused as the boys.

"They mix their brands but they tend to opt for more fashion brands and less active wear.

"Active wear becoming a trend among girls, but it is not as strong as with the boys," she added.

She said that the trend of mixing branded and non-branded products is well established.

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**LET THE GOOD TIMES ROLL: VENUES PULL OUT ALL THE STOPS IN QUEST FOR AN UNFORGETTABLE EXPERIENCE**

ANDREW GILLINGHAM

**F**UN is top of the list when young South Africans voted Sun City the coolest local entertainment destination.

Gold Reef City took second place, while uShaka Marine World came third.

Carnival City featured strongly among youth from the East Rand and the Kruger National Park scored highly with more relaxation-minded young adults.

Sun City also spilt over into the coolest hotel group category, bringing Sun International into first place followed by Southern Sun and Protea hotels.

Resort destinations are only too aware that fun sells.

Andrew Coudounaris, marketing manager at Sun International, said that previous experience often determined where children wanted to go for entertainment.

"We do a lot from a marketing perspective but it is the children's experiences that count.

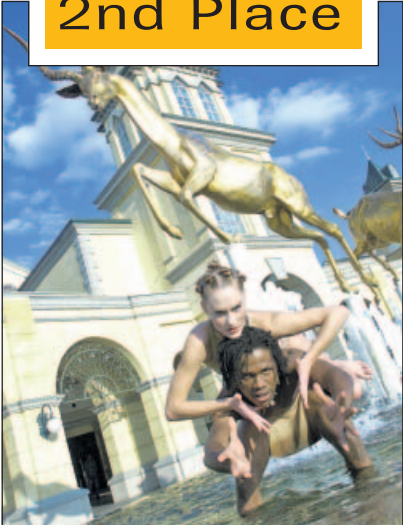
"We have to make sure that each time children visit Sun City they have so much fun that they wish to repeat their visit in the future. We

Picture: JEREMY GLYN



SUN CITY

Picture: RAYMOND PRESTON



GOLD REEF CITY

Picture: ROGAN WARD



USHAKA MARINE WORLD

**1st Place**

**2nd Place**

**3rd Place**

*"We are all about making good memories. Our slogan is 'a million thrills, one destination'"*

IT'S FUN, FUN, FUN . . .

# In the sun (City)

are all about making good memories.

"Our slogan is 'a million thrills, one destination'."

Sun City has built a range of attractions to ensure it appeals to all ages.

Kamp Kwena, for instance, which is geared to 2- to 12-year-olds "includes treasure hunts, tours to the horses, the Valley of the Waves, elephant interactions and mini game drives . . . our activities

focus on an 'edutainment' approach and youths are exposed to environmental issues, recycling and water preservation," Coudounaris said.

Gizelda Moleko, market-

ing manager of Gold Reef City Theme Park, said: "Gold Reef City is Joburg's home of fun, a place where the past lives in the present in an experience that is at once exciting, entertaining and

thrilling."

The launch of the new brand positioning in 2008 was a big step forward to revitalise the venue; to bring back the glamour and grandeur associated with the days of the Witwatersrand gold rush, and the sophistication and style associated with contemporary Jozi.

"Gold Reef City Theme Park has positioned itself as one of young South Africa's favourite brands by putting together a unique entertainment experience — for special occasions and fun weekend outings," Moleko said.

The entertainment offering includes adventure rides

● CONTINUED P19



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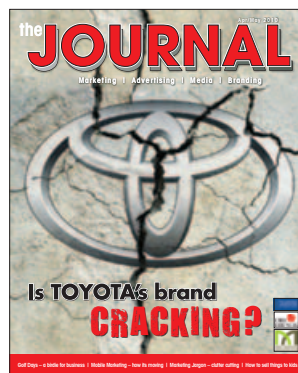
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## Top Youth Mega Brands Forum

**Sunday Times**  
**GENERATION NEXT**

This is the ultimate reference for anyone involved in marketing and the only way to get the real low down on the brands South African youth rate tops. Do you want to know more about the brands that are hip, hot and cool? Then here is an opportunity for you to find out what makes them stand out above the rest. An invaluable session for those involved in the youth market.

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Rest assured it will not be a glory trip as the panellists dig a little deeper into the DNA of these brands.

### On the panel

- **Jeremy Maggs** – Chair – Maggs on Media and well-known radio and television personality
- **Andy Rice** – Chairman Yellowwood Future Architects
- **Enver Groenewald** – General Manager Advertising Revenue & Strategic Communications, Avusa Media Limited

These hot youth brands will present their success story whereafter they will be quizzed by the panellists chaired by television personality **Jeremy Maggs**.

**Venue:** The Michelangelo Hotel, Sandton

**Date:** 22 July 2010

**Time:** 07:00 – 11:00am

**Cost:** R495 for subscribers to the Journal and R595 for non-subscribers

**To book:** email Marcia Minnaar on [marcia@netactive.co.za](mailto:marcia@netactive.co.za)

**Tel:** 082 445 0697



**FILL 'ER UP:** HOT, SALTY, FAST AND FILLING — THAT'S HOW THE YOUTH WANT THEIR FOOD

LINDA DOKE

**W**HAT'S the coolest fast food in South Africa: chicken or beef? The answer is finger-lickin' good.

The competition was tight and the figures close, but this year the Generation Next survey showed South Africa's youth prefer KFC to McDonald's, 20.4% to 19.3%. This is a reversal of 2009's survey, when McDonald's pipped KFC at the post.

The outcome may strike some as surprising, said Jason Levin.

With McDonald's being one of the official sponsors of the World Cup, the brand was expected to score higher than ever on the popularity ratings.

The only age category that was not in sync with the overall results was young adults (aged 18 to 22), who showed a bias towards McDonald's (22.3%) over KFC (18.7%).

Levin suggested two reasons for this: "Young adults are primary purchasers and want bang for their bucks. They tend to be big eaters, particularly the guys, and the value proposition of the combo meals that McDonald's offers for under R30 is very appealing."

"Many young people also look for fast food on the way home after a late night of clubbing. McDonald's has many 24-hour outlets, whereas KFC does not," he said.

The tweens and teens categories showed a clear preference for KFC over McDonald's, probably because of parents' perceptions about the relative healthiness of the two foods.

"It is a common perception that chicken is healthier than beef," said Ayesha Seedat, a registered dietician with the Heart and Stroke Foundation of South Africa.

"But this is only true if the chicken is skinless and not deep-fried. If you compared a processed chicken patty with a 100% pure beef patty, beef would be the better choice," Seedat said.

The perception that KFC sells only chicken and that McDonald's offers beef and chicken burgers appeals to the youth. Nicky Rawhani, 16, said: "KFC sells chicken,



Picture: JEREMY GLYN

DECISIONS, DECISIONS: What's for supper?

*"Young adults are primary purchasers and want bang for their bucks. They tend to be big eaters"*

The survey also shows that McDonald's decision to pour its marketing budget into backing the World Cup has not given the brand the edge it might have hoped to achieve.

"Speculatively, one would imagine that they'd have expected the gap between their closest competitor, KFC, to have widened with all their 2010 promotional efforts, but it hasn't," said Levin.

"Admittedly, our research was conducted in February, rather than during full-on World Cup fever, so the marketing fervour behind the 2010 World Cup would not yet have been at its height," he said.

# WHAT'S IT TO BE ... Chicken or beef?

that's it — it is Kentucky Fried Chicken. McDonald's sells everything — it sells burgers and chicken."

Lehlonolo, 14, disagreed: "They both taste good, yes, but KFC has that oomph to it, that taste that you just can't create yourself."

Opinions varied across the age groups, with some younger kids still influenced by their parents.

Nine-year-old Abigail Sampson said: "KFC is best because you can really get the full taste of the chicken. My father told me that McDonald's food is fake."

Levin said there was a strong male preference for KFC over McDonald's across all age groups when the need for bulk is in play.

"The McDonald's value proposition of a combo meal for under R30 is appealing, but for those who can spend R40 or more, KFC offers substantially more options for a bigger meal," said Levin.

Choosing the healthier alternative when ordering fast food is becoming a little easier, with salad or coleslaw often available as an alternative to chips.

Seedat said having takeaways now and again was fine, but when it became a way of life and was coupled with other unhealthy behaviours like smoking and not exercising regularly, it could spell disaster.

Takeaway options are usually offered with deep-fried chips and a fizzy drink. This meal equates to approximately 50% of one's total energy requirement and 60% of one's total fat requirement for the day.

"If you choose to eat out more often, opt rather for places that offer healthier choices, like grilled chicken, fish, pure beef and salad."

"Choose 100% fruit juice, sugar-free fizzy drinks and low-fat milk drinks," said Seedat.

Figures from the survey show that Generation Next, South Africa's metropolitan youth are eating meals prepared at home 80.4% of the time, having takeaways 10.5%, and eating at restaurants 5.7% of the time.

The figures show that young South Africans across all age groups are still eating home-cooked food eight

times more frequently than they are having takeaways, which could be seen as a

good thing — assuming that the home-cooked meals are wholesome and nutritious.

**Simba**

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● FROM P18

## Fun in the sun ...

such as the Miner's Revenge, and live music at The Town Square.

"Over and above our standard offerings — the rides, animal farmyard and educational offerings — we put together value-added entertainment offerings during school holidays."

"During the coming winter holidays, we will host our annual Winter Circus, which is always a huge hit with young and old," Moleko said.

William Mabasa, head of public relations and communications at the Kruger Na-

tional Park, said adult South Africans were already convinced of the value and enjoyment of the park, and marketing was largely directed at attracting the younger generation.

"We concentrate on the younger generation ... and there has been a significant increase in the number of younger visitors."

Young people have a growing influence over their parents and the family's holiday and leisure decisions, Mabasa added.

Mabasa said the park has

continued to evolve and expand its offering, while ensuring that it remains true to its environmental roots.

"We have a lot of activities ... (including) guided game drives, braais and breakfasts in the bush, a four-night overland 4x4 trail and 4x4 adventure routes."

"We also have day walks under the supervision of our game wardens."

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