

Sunday Times

GENERATION next

8-23 YOUTH BRAND SURVEY

June 2013

Kings
of cool

page 10



MONASH South Africa

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THE RESEARCH

Word from the field

Jason Levin

THE ART AND SCIENCE OF RESEARCHING YOUTH

IT'S 4AM AS HDI Youth Marketeers' Insights coordinator heads to the airport to catch a plane to Bloemfontein. Jeanine Buhr is her name, and she's never been to the city before – mostly because she's "never had a reason to". She hasn't polled for GenNext in the Free State before, but she can speak passable Afrikaans, has her 850 pre-printed questionnaires under-arm, has a local research assistant and is ready to roll!

Polling over 5 500 young South Africans in six provinces is what makes the *Sunday Times* Generation Next survey not only robust and representative, it's also what makes it a huge undertaking and a great adventure. The in-field team travels the country, going to primary schools, high schools, varsities and communities, connecting with quizzical Grade Twos "you're-up-in-my-grill" teens and "time-of-our-life" young adults.

Of course, all those views and perspectives get captured, processed, analysed, validated, scrubbed and scoured, and end up as the very supplement you have in your hands – but the process of getting them down on paper has to be seen to be believed.

Jessica Oosthuizen, also part of the HDI Insights team, has helped to conduct the study for a number of years, and is an in-field veteran. Jess is 100% used to driving across the country in rented cars to visit schools in far-flung corners, keen to see what their kids have to say about brands and consumer behaviour. Asked how she copes with the pressure of groups of up to 100 question-askers at a time, tight timelines and lots of collation, she delivers a knowing grin, looking as if "It's GenNext, it's what we do..."

Should business's bottom-line care?

The youth of today are technologically savvy, aware of the latest trends in social networking, sensitive to the socio-political climate of



Jason Levin, MD of HDI Youth Marketeers

the country... and generally tuned in. This generation of inquisitive minds has high levels of entitlement and expectation from you and your brands, and has very little patience for inaction, bad service and/or lack of creativity.

"Interestingly, we find that despite vastly different economic backgrounds and fortunes, township and suburban youth both aspire to similar lifestyles and brands. There do remain striking differences in clothing preferences, celebs and entertainment choices, and, of course, the purchase ability is definitely not the same for the two groups, but it is important that aspirations are shared. Sadly, there is a much gloomier reality for rural youth, who show much lower levels of ambition, hope and sense of future," says Oosthuizen.

An attempt to understand (and

keep understanding) today's dynamic youth is both an art and a science. It requires brave hearts and curious minds, as 16 years in the youth business have taught us. With an annual spend of over R105 billion (kids: R29.9bn; teens: R36.2bn; young adults: R 39.3bn), it is not only important, but we think crucial, for marketers to make it their business to know what makes the youth tick.

Although the tip of the iceberg of the study published here goes some way towards unpacking that, below it sits a treasure trove of insight layers. There are graphs to look at, there are numbers that can be crunched and cross-tabbed, but much of the fun, texture and truth gets unearthed at the coalface by HDI staffers like Jeanine, as she sets off for Bloem at 4am.

"Marketers should stop this thing I call 'Julius Malema Syndrome', which is lying and hypocrisy (sic)"

Muleya



In-field journal entries

Unfortunate Valentine's Day incident: Oscar Pistorius shoots and kills his girlfriend, model Reeva Steenkamp. It's halfway through the polling process and we think that the turn of events will not bode well for the *man van staal*. A quick tally of votes at one school shows that 50% of the learners still voted for Oscar as the Coolest Sportsman – perhaps they haven't heard the news (unlikely) or they regard him another victim of South African crime?

There are some (as always) interesting additions to the Can't Live Without and Birthday Wish questions – answers include: "weed", "getting laid", "bong", "shrumses", "oka pyp"... this is often teens showing off, but teachers report severe drug problems at many schools, so often it's not all bravado.

– Jessica Oosthuizen, analyst and writer, Western Cape, February 11-18 2013

Learners of different ages and backgrounds expressed interest in being given a platform to have their voices heard: from Pecanwood College one afternoon to Mokoloktoane Primary School the next, the differences evident in the schooling facilities, promisingly not in levels of enthusiasm.

The youth of today don't only concern themselves with the coolest celebrities and fast-food outlets. The smallest kid throws in the occasional snide remark about "Julius Malema Syndrome" – they are aware of current (and important) stories making the news.

– Sylwia Wierzbicki, researcher, North West, February 26-28 2013

INTRODUCTION

Sign of the Times

David Jackson

BLACKBERRY CONTINUED to dominate this year, once again voted the Overall Brand Winner in the 2013 *Sunday Times* Generation Next youth brand survey, holding its position at the forefront of the youth market.

Although Nike's "Just do It" still remains the Coolest Brand Slogan, McDonalds is rapidly moving up, having come from 4th position last year to 2nd this year.

The Coolest SA Company category had some interesting moves this year, with DSTV edging out BMW and Apple.

Significantly, in the category Top 2 Things You Can't Live Without, we see family moving from 3rd position to take prominence this year. Money drops to 2nd place, and cellphones to 4th.

Blackberry remains the Coolest Cellphone for the 3rd year in a row, with Apple moving into 2nd position, ahead of Nokia. Mr Price is the Coolest Clothing Store again, hav-



Trevor Ormerod, GM: advertising sales and strategic communications, Times Media

Pic: Jeremy Glyn, Sunday Times

ing recovered from 2nd place in 2012, while Edgars, Sportscene and Woolworths have all moved up the list since 2012.

The top three Coolest Fashion Brands are Ama Kip Kip, ACA Joe and Urban. Musica retains top position as Coolest Music Retailer.

On the media front, the *Sunday Times* is still the Coolest Newspaper; the Coolest Channels are Disney XD and Trace. Trace also wins the Coolest TV Music Channel again.

On the celeb front, Trevor Noah remains the Coolest Local Celeb; Chad Le Clos, Itumeleng Khune and Simphiwe Tshabala are the Coolest Local Sportsmen, while DJ Black Coffee, DJ Fresh and DJ Zinhle are the Top 3 Coolest DJs.

These are just some of the interesting insights to emerge from the research this year.

Says Trevor Ormerod, general manager: advertising sales and strategic communications for the Times Media group, publisher of the *Sunday Times*: "Generation Next has proven to be a very useful tool to our advertisers and clients, as well as giving the Times Media sales team and researchers excellent insights into major clients.

"These insights are used to set the strategic foundation for sales interactions with our clients, en-

THE SUNDAY TIMES CONTINUES TO OFFER ITS CLIENTS RESEARCH FROM THE IMPORTANT YOUTH MARKET

suring that we understand their positioning and their competition, and – most of all – helping us to formulate succinct media opportunities in helping to maximise media investment rands."

In this, innovation, clever positioning and niche target market profiling are the buzzwords, Ormerod says.

"The only way for Times Media to stay ahead of this curve and offer advertisers tailor-made solutions is to constantly research this important youth market and to ensure that we use this intelligence to optimise every interaction with our clients."

He adds: "Times Media would like to take this opportunity to congratulate the winners this year, especially those that have moved up in the rankings. We will continue to stay involved in this interesting research, and to make sure that when dealing with our clients, we use this to ensure that we deliver the most effective advertising solutions."

You've really
moved us!



Thanks for voting BlackBerry®
the Coolest Brand for the third year running in
the Sunday Times Generation Next Awards 2013.
Nothing makes us prouder than being the choice
of the generation that's going to
keep South Africa moving.

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ANALYSIS

Look: this is my city

THE THEME OF GENERATION NEXT 2013 IS WE ARE. ID – A CALL TO YOUTH TO SHOW US THE WORLD THROUGH THEIR EYES



COMPETITION ENTRY:
Max Oosthuizen, 19,
Cape Town

Linda Duke

LIFE'S ALL ABOUT the snaps. It's no longer cool enough to be telling the world where you are, what you're doing, and with whom you're doing it; now it's the norm to send them the photos to prove it.

Using Facebook, Twitter, WhatsApp, BBM, Tumblr, Google+ and any other form of social networking media available, we send images of our daily doings and goings-on to friends and family across the world in seconds, imprinting a dialogue of our lives in cyberspace for our choice people to see.

Never before has photography been so easy. No longer do we need an expensive camera and the knowledge of how to use it to take photos; nor are we restricted by having to buy rolls of film, or to spend time and money having photos developed.

For the average person, photography has completely changed in form and functionality. It's not the intimidating science it used to be, which required knowledge of manual adjustment and lighting technique. It's now affordable, immediate, uncomplicated – and accessible to all.

Most of us now go about our daily business with a camera in our pocket or handbag, without giving it a second thought – our cellphone and our camera are one device. In fact, nowadays it's pretty safe to say that if you don't have a camera on your cellphone, you're stuck in the dark ages.

The fascination with photography seems insatiable, particularly among the youth. Sharing photos via social media is the hottest thing since Bieber was out of nappies,

and there's not an urban teenager in South Africa who would not know how upload, download, tweet or tag to reach friends and followers.

The global surge in mobile-based social media consumption has been enormous, with an average of 350 million photos uploaded daily to Facebook by its 1.11 billion users worldwide (as of May 1 2013).

The growth of Instagram, the online photo-sharing and social networking service that enables users to take photos, apply digital filters and then share the snaps on a variety of social networking platforms, was even more rapid.

Photomania is less to do with an interest in others' lives, and more to do with youths' desire to contribute to everything they can, and, wherever possible, control it

Launched in October 2010, the service boasted more than 100 million active users by February 2013, just two-and-a-half years after launching. No surprise that the company was acquired by Facebook – for around \$1 billion.

HDI Youth Marketeers communications and publicity manager Mokebe Thulo says the unprecedented "photomania" of social networking is all to do with the youth interacting with peers, engaging and showing how cool they are.

"This photomania is less to do with their interest in others' lives, and more to do with their desire to contribute to everything they can,

and, wherever possible, control it. Just as teens and young adults like to download their own music, and choose their own mixes, which they upload and share with their friends, so they like to create and share their own images.

"Sharing photos online is just one of the ways in which they can express themselves, not only immediately but to a wide audience, and the youth find this particularly compelling. By posting pics to their Facebook wall or sharing them with friends, they're effectively putting their own stamp on the images they've personally created. It not only gives them recognition, but also instant gratification," says Thulo.

Innocent Mukheli, one of three artists of I See A Different You collective from Soweto, who use photography to portray South Africa as they see it, says it's really cool that people, particularly the youth, are not shy about taking photos and sharing images that reflect their lives.

"It's great that photography has not only become more accessible, but has become an effective way of communicating for everyone, rather than just for professional photographers. Cellphone apps have made photography less overwhelming or intimidating for the everyday user. Mobile apps have taken the complexity out of photography, so that anyone can now take good photos.

"Of course, a cellphone camera isn't for professional photography, but it certainly has its place – it's ideal for people who want to have fun snapping photos, connecting, and sharing life moments with friends and family," says Mukheli.



We Are. ID

ALONGSIDE GENERATION NEXT this year, for the first time, the call went out for the youth to offer their insights through the eye of the lens. And so the first youth photography competition was born.

According to Dean Oelschig, creative strategy director of Halo, two major trends guided the thinking for this campaign. First, "urbanisation" has resulted in new cultural patterns taking shape in our cities, and it's a way for the youth to express the stories of their city and surrounds. Second is the idea of "photomania". "The youth of today are the 'sharing generation'. Privacy is something difficult for them to

comprehend. Their entire life is shared for the world to see.

"As we hoped, interesting perspectives of cities, and amazing talent, have emerged, and the major difficulty will be finding a winner come June 16," Oelschig says.

As mobile cameras continue to develop, it is hoped that this campaign will continue, forming a benchmark for the ever-improving standard of youth photography in South Africa – and with it, a true all-round depiction of what the youth want.

● Some of the competition entries have been used in this publication.



MARKS THE HOT SPOT

According to the young generation, Mugg & Bean is the hottest spot to chill out with friends. That's because we serve our famous Bottomless Coffee piping hot all day, and we offer free wifi, so you can catch up with your friends, even when they're not there. Thanks for voting for us in the "Coolest Coffee Shop" category, you're all stars!

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GIVING YOU MORE AND MORE

<3 U 2

We're humbled to once again be voted SA's coolest bank* by SA's coolest people, the youth. While it always feels great to be appreciated, it feels even better to give thanks. We thought we'd start by saying we love you too, in the coolest way we know how.

*Sunday Times Generation Next Survey 2012 & 2013.

www.fnb.co.za



FNB
First National Bank

how can we help you?

Stirring the pot

Andrew Gillingham

ANALYSIS CONTROVERSIAL ADVERTISING: DOES IT WORK OR NOT?

AN INCREASING NUMBER of companies are engaged in controversial advertising, or what might be termed conflict marketing, taking a stance that is designed to provoke a reaction from their target audience. However, such tactics do not always result in a favourable response.

Jason Levin, managing director of HDI Youth Marketeers, says it is becoming increasingly difficult to attract attention in a market flooded with colliding marketing messages.

"Marketers need to elbow their way into the consumer's home, and achieving this objective is calling for more inventive tactics," Levin says.

The extreme methods used by some companies can run the danger of creating a negative response, but that is not always a bad idea.

"Up to a point, 'any publicity is good publicity', and that point is increasingly further out," he says. "Trying to be edgy or controversial to create a breakthrough in the youth market is probably the right strategy, as in many ways this is the most over-stimulated market segment. However, you run the risk of generating some backlash if you get it wrong."

Late teens, particularly, are in a life stage characterised by deep bouts of "jaded and judgmental", and there is a danger of getting "lame" or "fail" slapped because they think the marketing is just

"random" or not on point. "Young people must be seen as a very tough and critical audience."

"We run another survey that is specifically about advertising and branded communication. Year after year, the No 1 connector is that a good advertisement must be funny, and second is that it must be 'surprising'."

"This is what marketers are trying to achieve with controversial advertisements. 'Surprising' for young people comes out of controversy or ideas and concepts that are genuinely edgy," Levin says.

That is one danger; the other is the potential backlash poorly conceived campaigns can generate from "nanny" parents who find some brands' messages inappropriate for the age group being targeted; they find the advertising offensive.

"The Advertising Standards Authority (ASA) takes such complaints more seriously than even more dramatic advertising aimed at, for example, 45-year-olds," Levin says.

He points out that the discussion about material that is age-inappropriate is growing stronger and covers areas ranging from song lyrics to brand messaging.

"Some of the content featuring sex-related messages can fall foul

of parental disapproval. Sexiness is a no-no: overt sexual messaging gets rebuked, and subtle or covert messaging can provoke an even stronger reaction from parents, as it can be seen as being more underhanded."

"We have seen a lot of campaigns that are trying to be edgy and sexy. However, we are in a country where there is a high incidence of rape, teen sex, unprotected sex and premature sex, and it is easy for a brand to get it wrong."

While conflict marketing is challenging, there are brands that get it right consistently. Nando's is an obvious, but good, example. The brand has, for years, run advertising that pokes fun at topical events.

"If something happens, there is a Nando's advert about it. This hap-

pens while the topic is fresh and very much in the public eye."

"The timeline for this type of advertising is even tighter for young people. They love topical advertising that is opportunistic and out while the subject is hot. However, if

Marketers need to elbow their way into the consumer's home, and achieving this objective is calling for more inventive tactics

you are even a day or two late, they have already read 150 jokes about it online and the topic is now 'lame, tired and too late'."

Levin adds that "me too" advertising, which copies other brands' campaigns, is another way to get

branded as "fail" in the youth market. In addition, young people are not impressed by brands whose only leg up on the competition is on the back of another brand.

In other words, comparative advertising does not usually work, as young people feel that brands should be discussing their own product's features and benefits, and not the demerits of other brands. "There are exceptions, such as some spoof advertisements where one company derides the efforts of another. If this is done in an amusing way it can really do well," he says.

Sometimes even using apparent taboos can work, when it is done in the right way. "The current series of Chicken Licken television adverts are beautifully produced, a little bit edgy and get you chuckling."



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



Thanks for voting us
the **Coolest** cereal!



JWT62701/10

COOLEST BANK

The talkability factor

David Jackson

DESPITE FNB'S beginning-of-the-year roasting from the ANC over the bank's use of video clips to promote its "You Can Help" TV campaign to youth, this year's *Sunday Times* Generation Next survey firmly entrenches FNB in top position as SA's Coolest Bank for the second year running.

Jason Levin, managing director of HDI Youth Marketeers, says that three or four years ago, the youth viewed the banking sector as a "parity" category – with all banks perceived to be basically offering the same services. No one bank effectively succeeded in breaking this mould, he says, until FNB achieved this at a communications level through its "irritating, but memorable" Steve character. This campaign was coupled with various innovations, such as offering youth an iPad if they opened an FNB bank account.

Before this breakthrough, FNB was traditionally missing out on the top spot in a category that had been dominated by Absa for six years, on the basis of market share.

But, bolstered by their new wave of promotional and communications campaigns, with the much-discussed Steve character very much to the fore, FNB attained top spot last year – a position they have retained and consolidated in this year's survey.

Levin notes that there was a great deal of "talkability" among youth around the FNB brand during a period of about three weeks earlier this year, as HDI was conducting its field research work and the rumpus over FNB's "I have a dream" advertisement on TV reached its zenith.

"There was definitely an FNB buzz going on at the time. But from the younger respondents in the survey, in particular, their take on that would have been more about there being lots of word-of-mouth being put about on FNB than a principled position either way. But, as a result, the FNB brand was particularly topical during this year's field work."

Levin says that from a youth perspective, FNB is perceived as an innovator, an image that has been boosted, to a large degree, by its iPad offer to young people who open an FNB bank account, he suggests.

"As soon as parity was broken in the banking category, we saw FNB progress very quickly to the top. Similarly, three years ago, Capitec was a fringe player in the category; then it sneaked into the top 10 and is now

FNB SHOWS CREATIVITY IN BECOMING A 'BRAND-PLUS' BANK

firmly in at No 5, and has been closing the gap on the big four banks."

Bernice Samuels, chief marketing officer for First National Bank, says that in the past, "cool" brands tended to be luxury and aspirational brands that were inaccessible to everyday people. "Today, 'cool' is about being accessible, with benefits that are achievable for everyone."

Typically, she says, media and technology companies are regarded as being "cool" in the new age, as opposed to the typical consumer products of old. "It's nice to see that as a bank, we are recognised in the company of technology and media greats."

Samuels says that in a global context, successful business brands are innovative, possess style and are authentic and unique. "From a brand perspective, in the manner in which we represent who we are, our belief system and our value proposition, you could probably tick all of those boxes."

She says today's younger generation is looking for more than a commodity called a bank account. This includes ready access to smart devices such as iPads and tablets. "The concept of putting your bank branch in your hand is a highly appealing notion; that sends out a message that banking is mobile and is not constrained to a physical location."

FNB has been creative in becoming what she terms a "brand-plus" bank. "The 'plus' is the engagement, the experience, the value proposition, and the access to facilities and services – such as getting up to 15% back on fuel purchases through our reward programme, or enabling customers to send money to recipients who do not have a bank account, using their cellphone number as a proxy."

"It's not that young people are in love with FNB – rather, that we are relevant to their needs. We've been significant in the way in which we have embraced digital channels and the social media, and have made smart devices available to those who might otherwise have not been able to access them. We don't regard any one channel as superior to another – we offer them as convenience choices from which our customers can choose."



COOLEST SA COMPANY

Girls and boys — it's showtime!

TECHNO-SAVVY KIDS AND PRE-TEENS SEE DSTV AS A HIGHLY VISIBLE BRAND

David Jackson

ON YOUR MARKS, stuffy corporates! Generation Next is in town – and if there is a new gadget or widget on the market that does something no other device can do, then that's cool – and it translates into the buying preferences of many of today's youth.

The sweeping surge of modern technology – from iPhones and iPads to tablets and Walkas – has been a telling factor in the Coolest SA Company category of this year's Generation Next survey. Companies that are eschewing the march of digital technology risk losing market share among much of today's younger generation, research suggests.

This year's Coolest SA Company is DSTv – up from third place last year and ahead of last year's winner, BMW, in second place.

The vote in favour of DSTv was hugely swayed by the techno-savvy kids and pre-teens interviewed as part of this year's comprehensive research package.

Jason Levin, managing director of HDI Youth Marketeers, says DSTv's scooping of the pool in this category does not come as a real sur-

prise. "It's a glamour brand and it's a showbiz, entertainment, bright lights, big city-type phenomenon ... all of the things that township kids aspire to, where DSTv has huge aspirational appeal, in common with the younger age group in general."

He says the fact that DSTv's success has been heavily driven by kids of primary school-going age, along with pre-teens, versus the older teen or young adult vote, is notable.

"Young adults' preferences are much more for brands such as Apple and even Woolworths, ahead of DSTv. But kids see DSTv as a highly visible brand, a great employer and community brand – and it's the home of many of their favourite characters and shows."

He says that while suburban kids and pre-teens are likely to be tapping into interactive services such as BoxOffice and Catch Up, township kids who have access to a limited DSTv bouquet, or less, without sophisticated PVR-style decoders, will nevertheless be passive TV watchers, spending many hours in front of their television sets.

While DSTv makes good use of animated characters and showbiz stars to promote its content to youth, in the pre-teen age group (ages 10-14), in particular, there is also huge interest in sport, with SuperSport's communication and programming a huge attraction.

There have been some notable shifts in the Coolest SA Company category, Levin points out, with Pick



n Pay falling from position 7 to 11. KFC has fallen out of the order, while Coca-Cola has dropped down slightly. But a company that has made its presence felt in this category, with a pronounced leap this year, has been Apple. "Three years ago Apple was a fringe brand for youth; now it's a mainstream brand that is performing well across many categories."

The Coolest SA Company category has for several years been dominated by BMW, which has slipped to No 4 this year.

Says Simon Camerer, chief mar-

keting and sales officer for MultiChoice, which markets and distributes the DSTv offering: "As a company that provides entertainment, our mandate is to make sure that we entertain – and we aim to do that across the board. We are providing genre-based entertainment, be it movies or kiddies' cartoons or celebrity-type content, that appeals to youthful viewers, and we are programming it in a way that is appealing and relevant to them."

DSTv is a digital organisation, he points out. "We transmit via digital

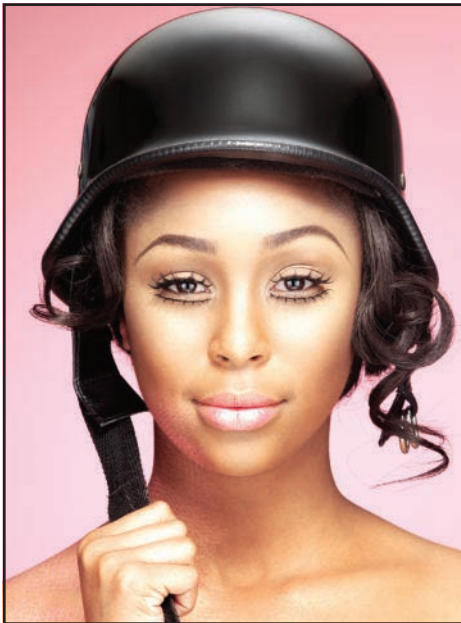
satellite; we have products that can be consumed on multiple digital devices – from tablets to phones to Walkas – and we have several digital access points to our entertainment, such as DSTv On Demand (Catch Up) or BoxOffice. And, of course, we are very active in the social media space. This is key, because this is where the youth of today are.

"So we see social media as a core component of our engagement with customers, be it Twitter or Facebook, or any other platform. And we are looking at how we can enable what we call 'content discovery' – helping customers to see and experience the vast array of content that we have for them. Social media tools and platforms definitely help with that.

"Typically, we would tweet out content, announcing that a particular programme will commence on air on a particular date, and feedback is received from consumers indicating their reaction to it. In this way, a conversation is starting to happen with our customers," he says.

"We also have really cool on-air promos that talk about what's coming up, and a number of humorous advertising spots on air that use great characters such as Prudence, among others."

Adds Camerer: "We try to have a lot of fun on the platform. We offer something for everyone and there are very few other entertainment options that provide that kind of spectrum."



Q&A

Minnie Dlamini

What do you look for in an ideal partner?

Someone who makes me laugh, is athletic and an all-out nice guy.

What makes you laugh?

The guy walking on the street who trips and falls. I'm always laughing. And Anele Mdoda from 94.7 Highveld is hilarious.

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

Beyoncé. She's all things fabulous. I need to ask her what her secret ingredient is.

What are you listening to?

Right now I am obsessed with *Blurred Lines* from Robin Thicke.

What's your favourite gadget?

My iPhone – it's Instagram on the go. I love how nifty and handy it is, and it takes great pics. Plus, it doesn't die like previous phones I have had. It's reliable and I couldn't live without it.

What's your worst habit?

I have word vomit and sometimes I talk without thinking.

Your best quality?

I'm really honest – what you see is what you get.

Who would play you in the movie of your life?

Maybe Taraji P Henson. I met her and she was awesome. Kerry Washington, maybe.

Best travel destination?

I love Durban. It's stunning, the weather is great, I can always swim and it's nostalgic.

Favourite food?

Anything with meat. I even tasted crocodile once.

How do you keep in shape?

I eat really well. And I try to exercise. I play tennis as often as I can.

What are you afraid of?

My biggest fear is not doing my best and not reaching my potential.

What makes you sad?

People who complain too much instead of appreciating the good stuff.

– Nikki Temkin

What's your favourite clothing brand?

I like anything that's unique and looks good. Designer Asanda Madyidi makes all my red-carpet looks. They're always one-of-a-kind pieces and on trend.

Who are your favourite actors?

Too many to mention. But I'm working on a new show with Connie and Shona Ferguson for Mzansi Magic called *Rockville*. They've gone from being actors to producers, which is very inspirational. The 10-part series starts in June.

What's your favourite TV show?

I love watching *The Kardashians*. It's such fun and I don't have to have my thinking cap on – it's pure escapism.

Tell us a secret about yourself?

I wear my emotions on my sleeve; I'm an open book ... My secret talent is that I can sing and play the piano. I love musical theatre, but I will never do it.

What do you collect?

I'm not really sentimental, but I have a shoe fetish. Louboutin shoes are my weakness and I have a rather unhealthy collection of them.

Who's your style icon?

I love Grace Kelly's classy and regal, old school-era style. I wouldn't necessarily do Rihanna's style, but I love that she isn't afraid to take fashion risks.





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Sport, or rather the emotion of sport, together with digital access, has allowed athletes to have a voice

Andrew Gillingham

THE APPLE BRAND is winning increasing favour among South Africa's youth, and even in poorer communities, the Apple brand has become one to which young people aspire. While Apple's appeal may be greater in some of its product lines than others, its range of products still share the same aspiration value.

Michelle Lissos, managing director of Think Ahead Education Solutions (the education partner of Apple's local distributor, Core Group), says Apple's appeal goes beyond the cache associated with the brand, and it is becoming more accessible to a broader range of youth.

"Once people start using Apple devices, they find they are intuitive, user-friendly, extremely functional, and open up the door to different worlds. Apple is the door to education, games, news, communication, social media, and sport – all in a device that is highly mobile and easy to use," Lissos says.

Think Ahead focuses mainly on the iPad, working with over '00 schools across the board – rural, township, private, mainstream and special needs – in maximising the device's uses in education.

Lissos says the Apple eco-system and the interoperability of its devices allow young people to connect readily between devices and each other. And users are not confined to Apple products in terms of this connectivity, as the brand's products also interact with other manufacturers' devices. She adds that this communication is becoming more sophisticated and data-rich.

"In the schools, many of the youth use their Apple devices to do a lot of content creation, which they share with their teachers, schoolmates and friends around the world." In this way, communication is becoming increasing visual as youth make their videos and story books, and share them via applications such as Instagram.

She says the Apple eco-system is also seen as being very trendy – adding to a person's coolness factor – and that enhances the appeal the

Word on the street

COOLEST CLOTHING BRAND

THE LINES BETWEEN SPORTSWEAR AND FASHION ARE BLURRING

Nikki Temkin

THIS YEAR, the Generation Next youth brand survey demonstrated an interesting trend. In the Coolest Clothing Brand category, Nike was voted first, Adidas second and Guess had dropped to third place. More than ever, South African youth are seeing sportswear brands as fashion brands – sportswear becomes streetwear.

As HDI communications manager Mokebe Thulo explains: "It has something to do with accessibility. These sports brands are more affordable than Gucci or Boss, making it easier to look fashionable." But, there are other factors.

"The South African youth consumer has become more fashion-aware, and more concerned with how they look and how they present themselves to the world," says Adidas head of style, Stuart Davies. He adds: "Adidas Originals has its heritage on the sports field, but through unique and original interpretations of classic items, we bring some of these elements from the catwalk to the streets."

For many youth, high fashion might seem unobtainable, but sports brands offer a more accessible entry into the world of fashion. Recently, an influx of international fashion brands has entered our malls.

"The exponential growth of the lifestyle market, due to the arrival of global fast-fashion chains, has

pushed the Adidas Originals and action sports business substantially," says Davies.

Then there's the sporting factor. Every kid wants to be a Cristiano Ronaldo or Itumeleng Khune. The lifestyle of athletes is aspirational. They want to look and live like them.

"Sport, or rather the emotion of sport, together with digital access, has allowed athletes to have a voice. It's given them global reach and catapulted them into celebrity status," explains Nike brand director, Anwar Jappie. Athletes have influence beyond the field of play; they're style icons and a point of reference in fashion.

He adds: "It's a global trend. Athletes are celebrities and have a major influence on youth style."

And many sporting icons cross over into the realm of fashion. Davies notes: "Lots of sports stars are playing in the fashion and style world. They're taking care of how they look and embracing personal grooming. These stars wear Adidas on the field of play, but choose Originals off it," he says.

Sportswear has become more acceptable as everyday wear, and so more retailers are stocking activewear products. "You can now be cool, comfortable and fashionable at the same time," explains Thulo.

For example, David Beckham has modelled for many different fashion brands. "This brings those fans from sportswear to streetwear/fashion,

but is no less aspirational," affirms Davies. The South African youth are taking inspiration from this, but putting their own spin on it as an expression of their originality.

But it's not just the sporting icons influencing the trend. "Global superstars (ASAP Rocky, for example) choosing to wear a brand like Adidas on stage and in music videos inspires the youth market to want to emulate the look, and pushes Adidas Originals from sportswear to streetwear to fashion," says Davies.

The lengths some brands will go to in order to reach their target market enhance the crossover from sports brand to streetwear, too. "It's become cooler to be in the heart of the city – often the CBD. Sportswear brands are increasingly aware of this, and use every opportunity to jump onto the bandwagon and get involved," says Thulo. For instance, Str.Crd (Street Cred) is an annual event that happens in Cape Town and Joburg, focused on bringing fashion to the inner city through promoting style and culture. Run Jozi, which also takes place in the city, is another example. The event offers participants trendy tees to wear.

"Nike creates epic experiences for everyday athletes, as seen with the recent Nike 10km races. We've created a running revolution, enabling novice runners to experience running in a new light," explains Jappie.

COOLEST COMPUTER BRAND

Mac attack



It is how they interact with their world

devices have among the youth. "Content consumption on these devices is very easy, including a broad range of apps. Users can share files, swap and copy across material, and engage with the content."

"They Google quickly, download music, and check out a viral video. Some even take it to the level of hopping on to the Gautrain so they can go to airport and link into the free wi-fi to download content."

"It is how they interact with their world," Lissos says.

Many teachers are also taking advantage of this interest to create their own content for lessons.

"Teachers create new, fresh lesson content on their iPads and share it with their students, and an increasing number are teaching from their own content rather than text books. From that one device they become content facilitators and producers who can develop new and exciting material, blog, communicate, and update their students."

She adds: "Being able to receive multimedia lesson content and interact with it on their Apple device adds another level of interest for students, and by using their favoured channel of communication there is a greater willingness

APPLE'S STRATEGY OF MAKING CONVERTS REALLY WORKS

to learn, interact and even read."

Tim Walter, chief strategy officer at Nashua Mobile, says the applications available for Apple devices are one of the reasons for the company's success – not just their availability, but also their rigorous approval process.

"We have just been through the process ourselves; it is not easy and it takes time. There are over 1 million approved applications that are available and they work. That is a significant application base for users and increases the functionality of their Apple devices significantly," Walter says.

He believes that as long as Apple remains true to Steve Jobs' vision of beautiful devices that are highly functional, the company will continue to gain converts.

Jason Levin, managing director of HDI Youth Marketters, adds that Apple's strategy of making Apple converts out of every customer that buys one of its products has really worked for the company. As a consequence, it is not unusual for higher-end young adult consumers to own a range of Apple products, from iPods to computers and cell-phones.

But even township children who do not have any Apple Mac products aspire to own them. "They know that these silver devices are beautiful and desirable."

"It started a while ago when 'iKasi ex-pats' came into the townships to visit family and friends, bringing their iPhones and iPads, and this enhances the allure of the Apple brand," Levin says.

And these products are not always out of reach. As more people begin replacing previous Apple purchases, so their old devices may be sold or handed down to young family members. "Last year, the demand for Apple iPhones and iPads wasn't as pressing, but the buzz on the street has grown," Levin notes.

TREND

Big screen rules

CINEMA STILL ENTHRALS

Alf James

CINEMA REMAINS COOL for the youth, according to moviegoer demographics, with 1' to 4-year-olds continuing to oversample in movie-going versus their proportion of the population.

"With many moviegoers now viewing films in 3D, these attendances skew towards younger moviegoers, indicating that the youth have identified that 3D movies are 'cool' to watch," says Mark Harris, content and marketing executive at Nu Metro Cinemas. "Of the Top 10 films released in South Africa in '01', five of these films' primary target market was the youth."

Doug Place, marketing executive at Ster-Kinekor Theatres, says cinema continues to enthrall and enchant audiences of all ages, from youngsters to the aged.

"The advances in technology such as 3D, exciting animation, all-around sound and the complete digitisation of our screens ensure that audiences including the youth are continually entertained and immersed in what they are watching on the big screen," says Place.

However, despite technological developments, the popularity of cinema is still dependent on the entertainment value of films' plots, Harris adds.

"In the words of the great director, producer, screenwriter and editor, James Cameron: 'No matter what technological advancements come around, the basic core of movies will never change. Ultimately it boils down to a good story well told, a good script, and great performances. That will not be that different even 50 years from now'. This is especially so for the youth, who will always have a need for a shared public movie experience."

To all our fans,
thanks for showing
us the love.

Col. Harland Sanders

Thanks for making us one of the
coolest brands in South Africa.





THE YOUTH SAY THESE ARE THE... Kings of cool



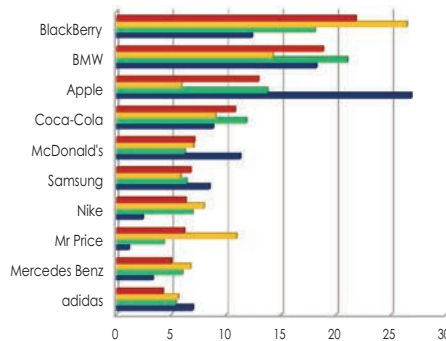
MONASH South Africa

A campus of Monash University Australia

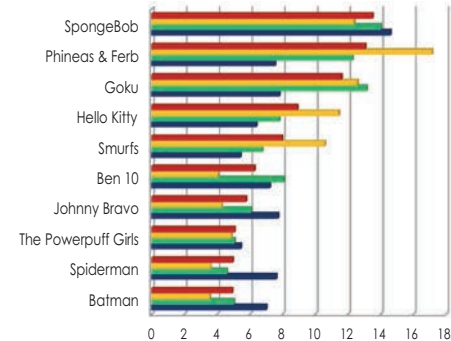


■ All ■ Kids (8-12) ■ Teens (13-18) ■ Young Adults (19-23)

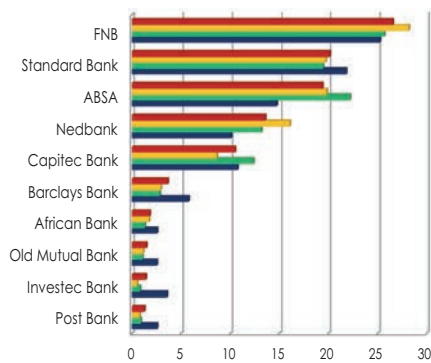
OVERALL BRAND WINNER



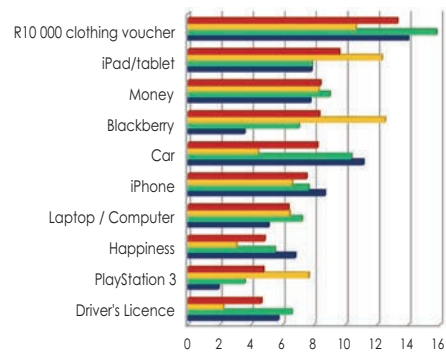
ANIMATED BRAND/ ENTERTAINMENT CHARACTER



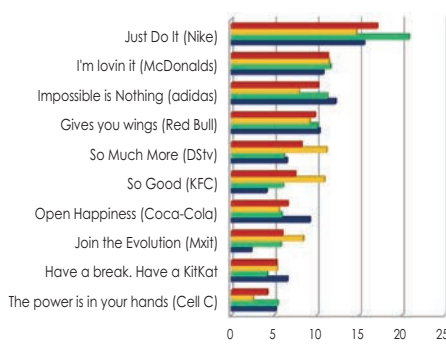
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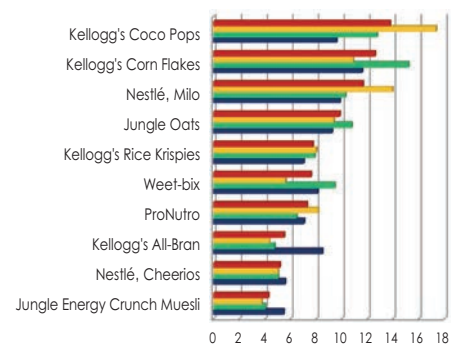
BIRTHDAY WISH



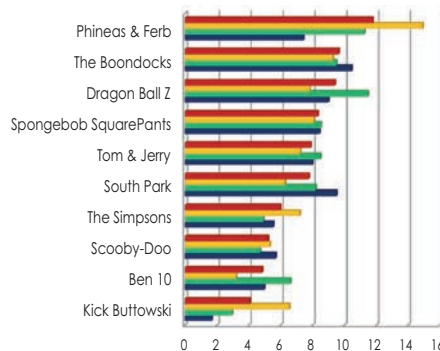
BRAND SLOGAN



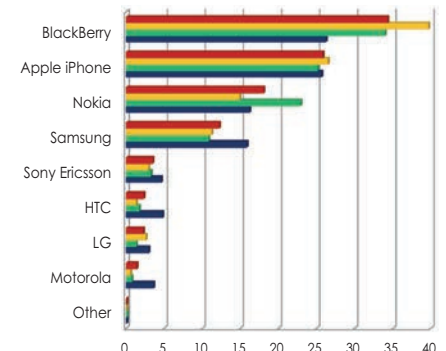
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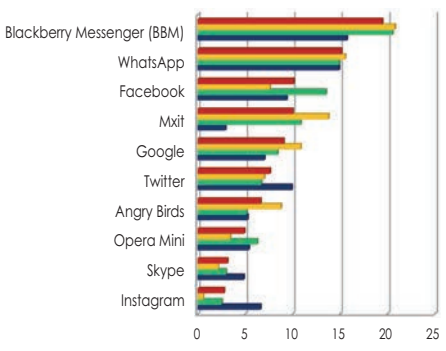
CARTOON SHOW



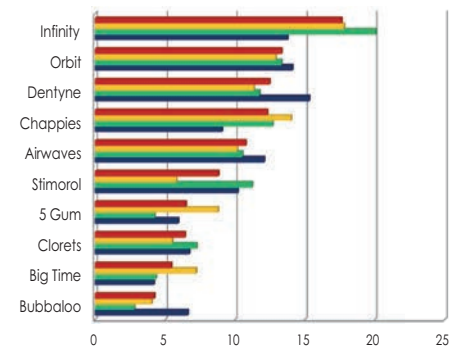
CELLPHONE



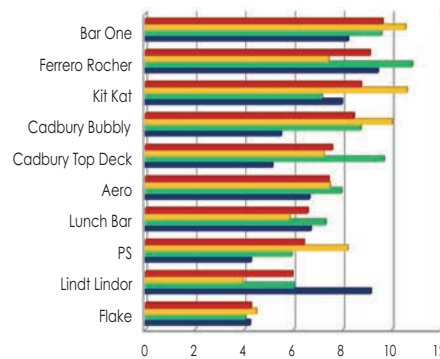
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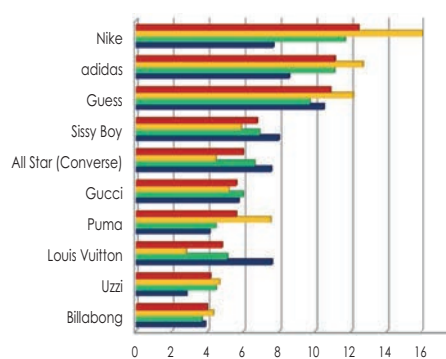
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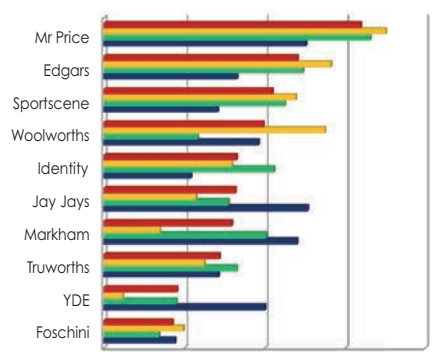
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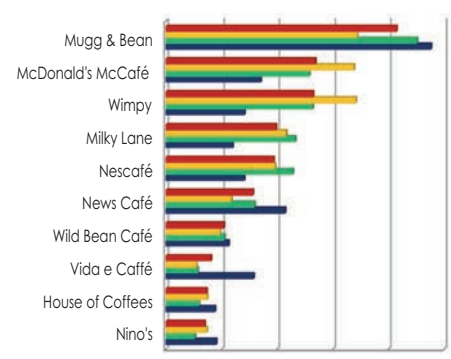
CLOTHING BRAND



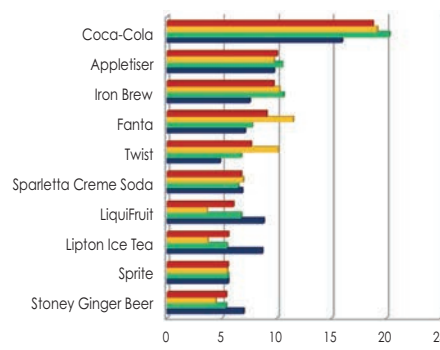
CLOTHING STORE



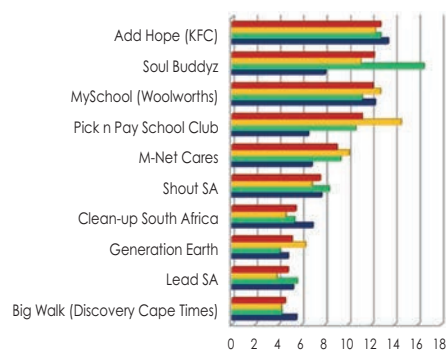
COFFEE SHOP



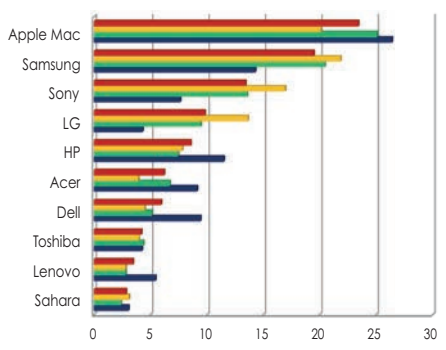
COLD DRINK



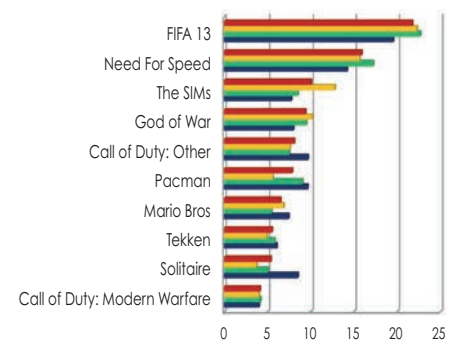
COMMUNITY PROGRAMME



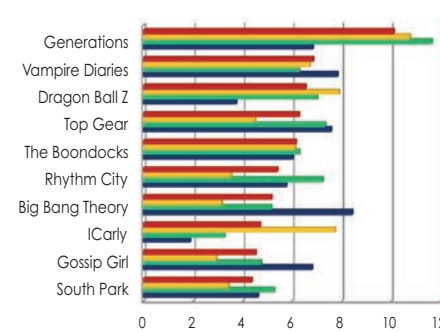
COMPUTER BRAND



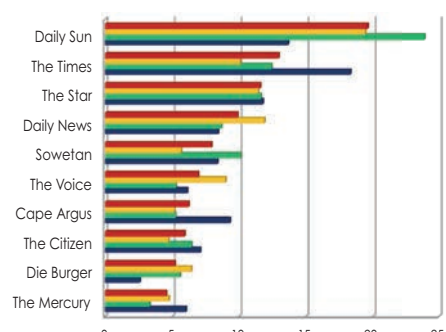
CONSOLE/ COMPUTER GAME



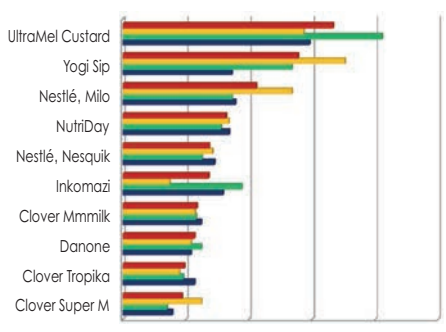
CURRENT TV PROGRAMME



DAILY NEWSPAPER

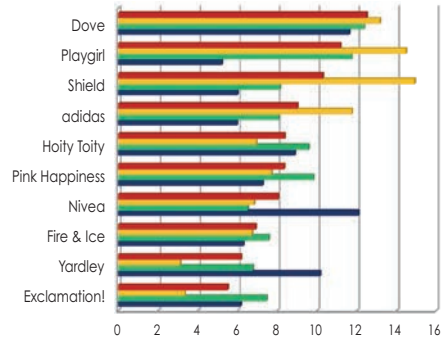


DAIRY PRODUCT

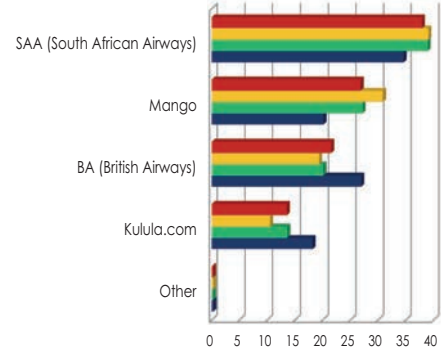




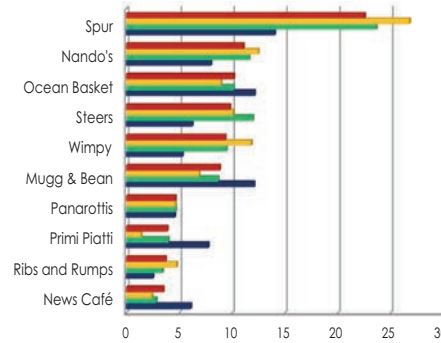
DEODORANT FEMALE



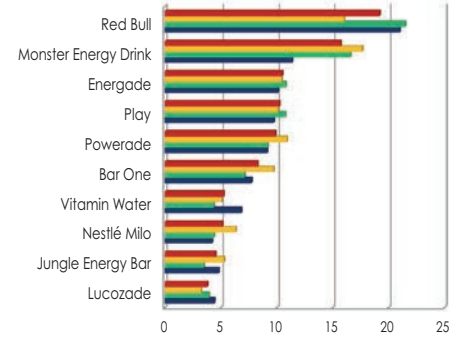
DOMESTIC AIRLINE



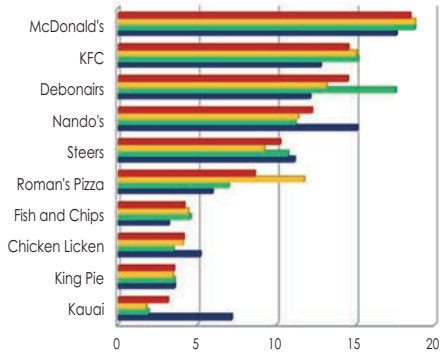
EAT OUT PLACE



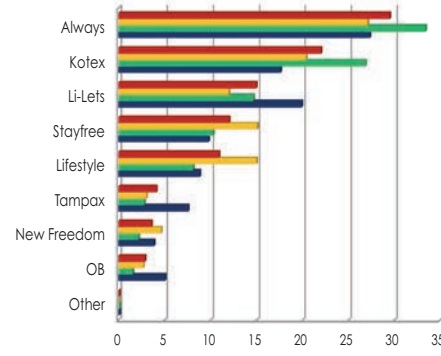
ENERGY PRODUCT



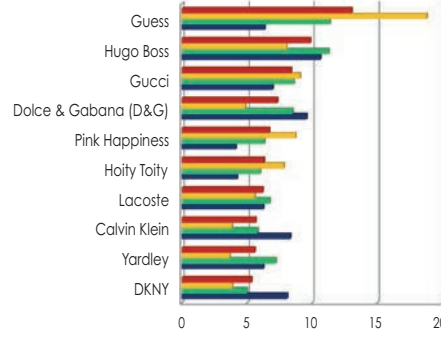
FAST FOOD PLACE



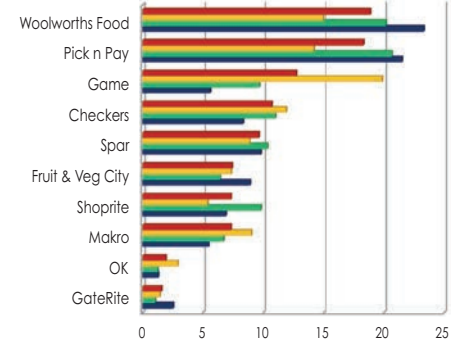
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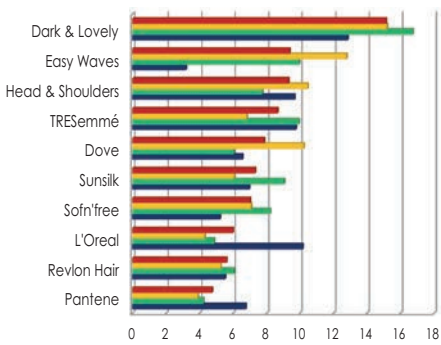
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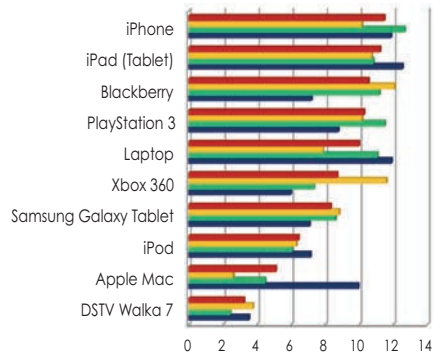
GROCERY STORE



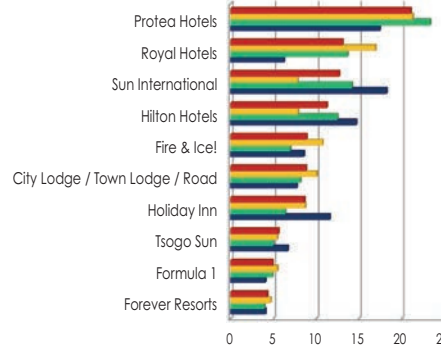
HAIRCARE PRODUCT



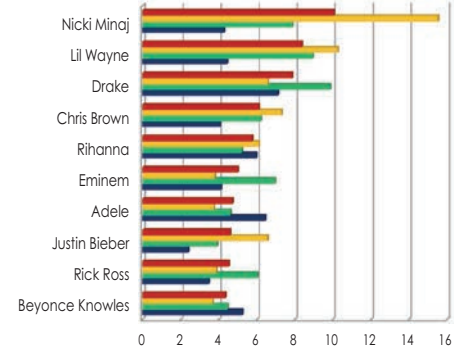
HI-TECH GADGET



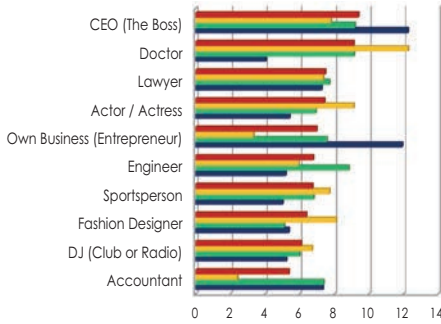
HOTEL GROUP



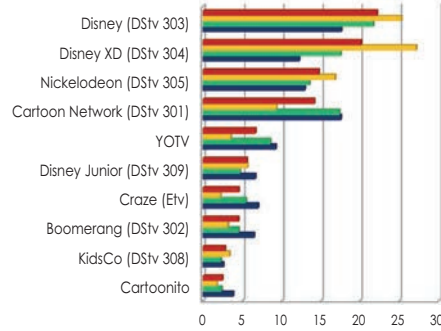
INTERNATIONAL CELEBRITY



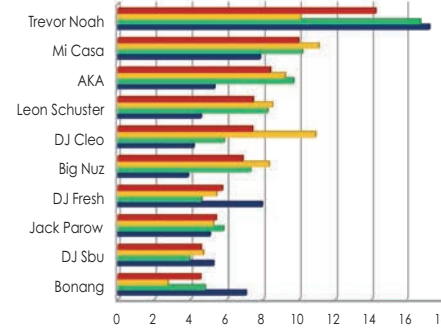
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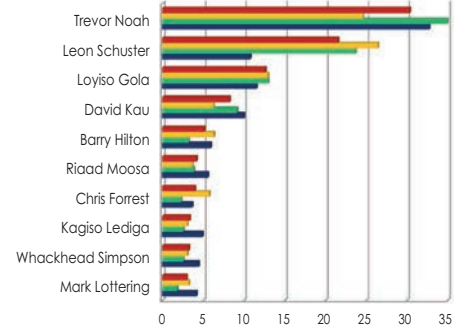
KIDS TV BLOCK



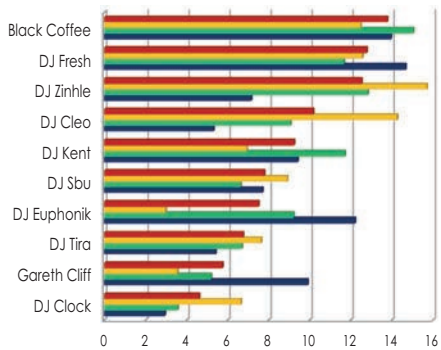
LOCAL CELEBRITY



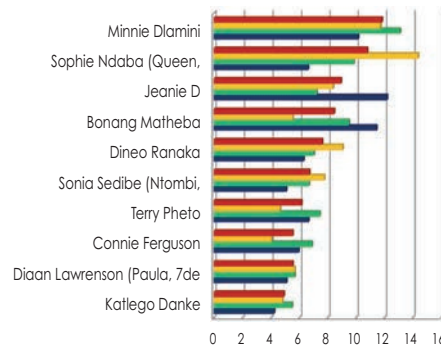
LOCAL COMEDIAN



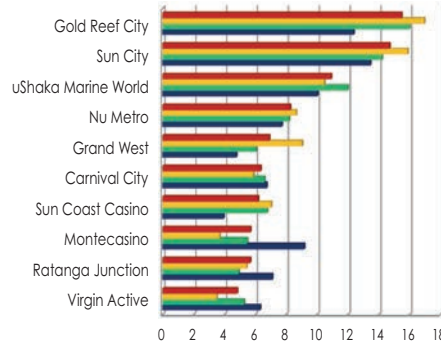
LOCAL DJ (RADIO OR CLUB)



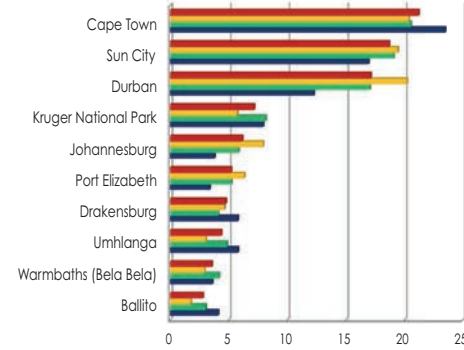
LOCAL FEMALE SCREEN STAR



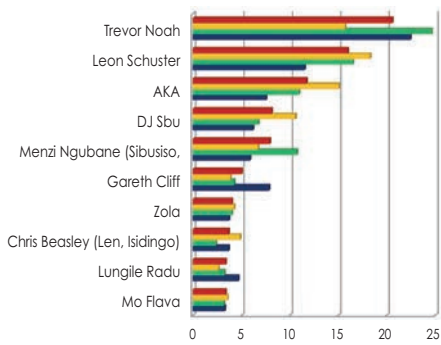
LOCAL FUN DESTINATION



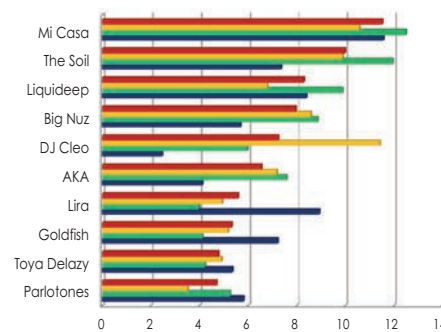
LOCAL HOLIDAY DESTINATION



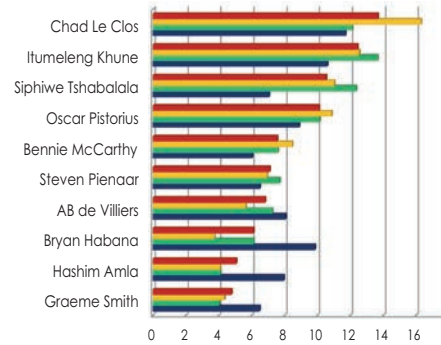
LOCAL MALE SCREEN STAR



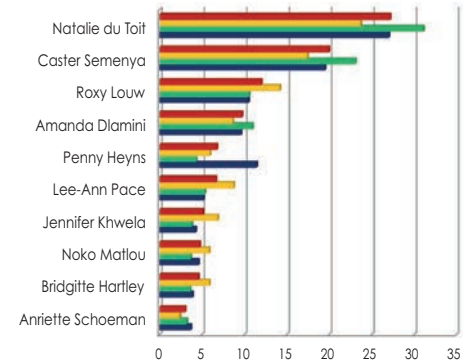
LOCAL MUSIC STAR (BAND OR PERSON)



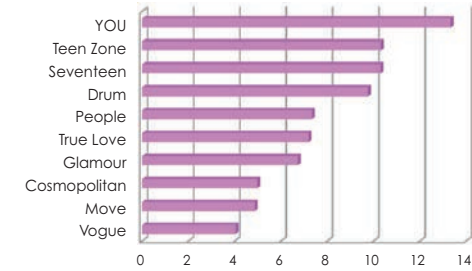
LOCAL SPORTSMAN



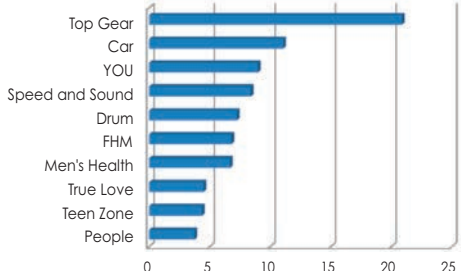
LOCAL SPORTSWOMAN



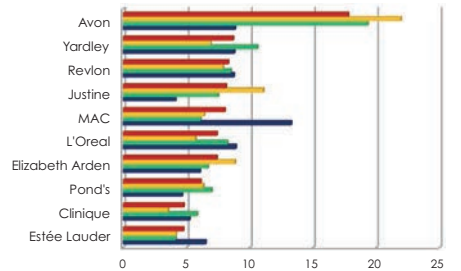
MAGAZINE FEMALE



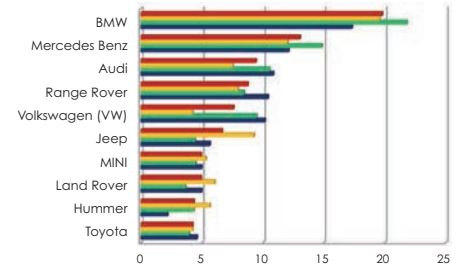
MAGAZINE MALE



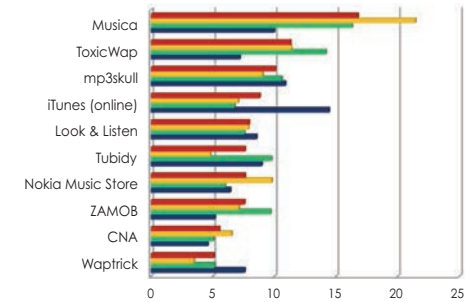
MAKE UP BRAND



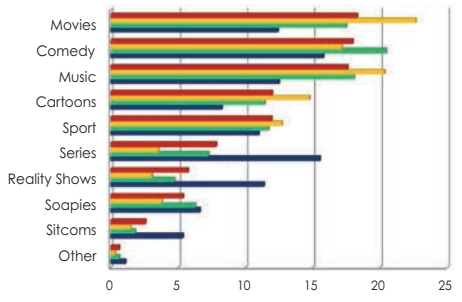
MOTOR VEHICLE



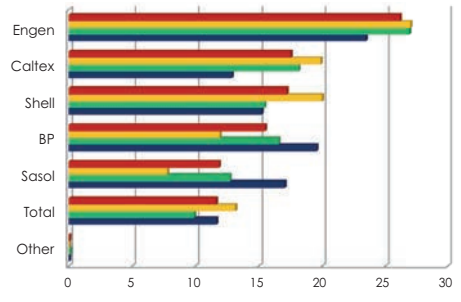
MUSIC RETAILER ONLINE/
PHYSICAL STORE



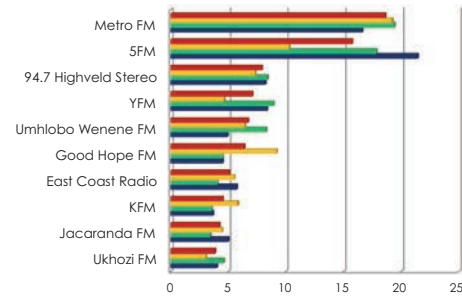
ONE HOUR TO WATCH TV?



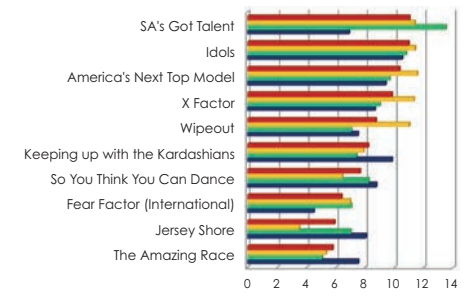
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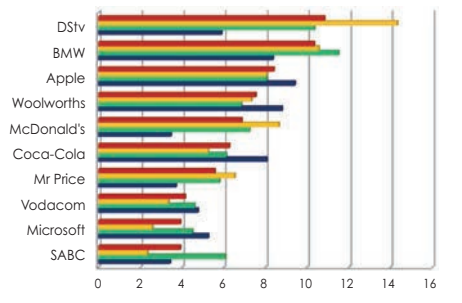
RADIO STATION



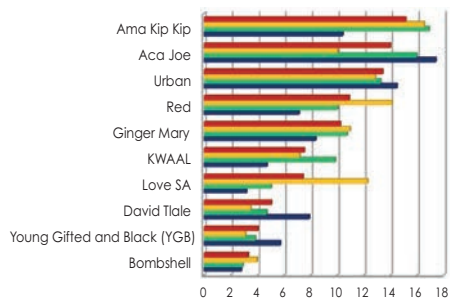
REALITY TV SHOW



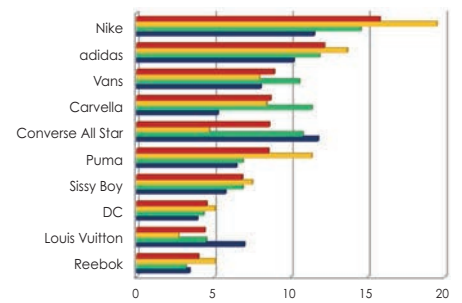
SA COMPANY



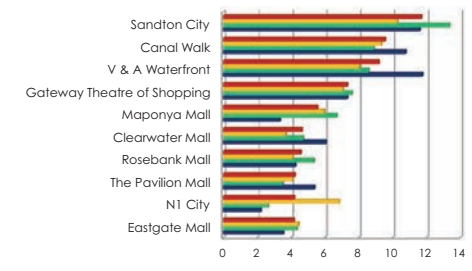
SA FASHION BRAND



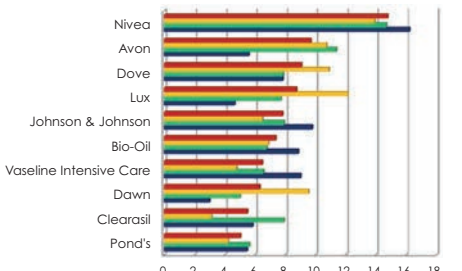
SHOE/FOOTWEAR BRAND



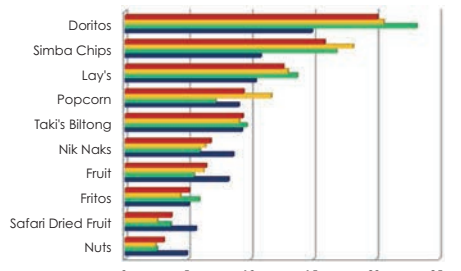
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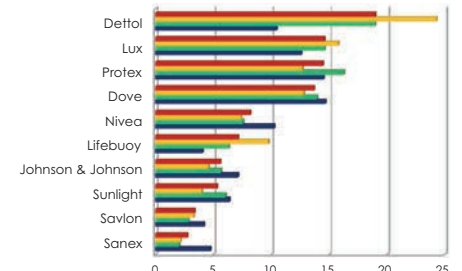
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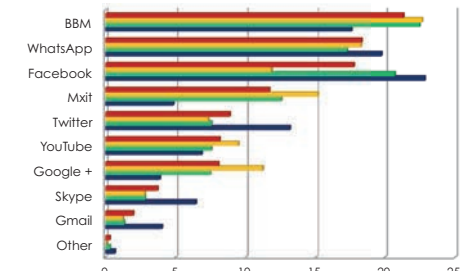
SNACK



SOAP BAR



SOCIAL MEDIA PLATFORM





Radio rocks

ANALYSIS

IT ISN'T WHAT
IT USED TO
BE ... IT'S SO
MUCH MORE



Antonella Desi

A RECENT US SURVEY – the Mindshare Tween Study '01' – indicates that radio is still very much alive and well listened to by the youth. The study found that an impressive 70% of American tweens are tuning into radio, which remains their dominant source of music – far outpacing smartphones, tablets, satellite TV and iTunes.

According to the local radio stations that were voted tops in the latest Generation Next '013 survey, the picture in South Africa is pretty similar. Says 94.7 Highveld Stereo programme manager Ravi Naidoo: "Radio's value lies in offering a broader social network, where the connections are real, personable and trustworthy. The medium still forms part of the youth's listening culture. They rely on radio to be entertained and informed."

"Social media complements radio, as it allows for the conversations to last longer and to have a wider reach. And as far as music is concerned, the youth use radio as the key source for discovering new music. Radio is described as 'the shop window for music' – they hear the music on the radio first, and then they go to their digital devices to download it."

Kina Nhlengethwa, marketing manager for Metro FM, agrees. "Radio is still very relevant among the youth – unlike smartphones, tablets and the Internet, radio is immediate, interactive and unpredictable in terms of content and music."

"South Africa offers a diversity of popular music that is often not available in any of the abovementioned mediums, but it is available via the radio. Metro FM offers that balance that people are looking for between local and international entertainment and information."

Relevant as it may be, what is certain is that radio isn't what it used to be – it is so much more. Today's radio is going where the youth is – online – and it is largely in this digital space where the landscape of radio has evolved into something so much bigger than it has been in the past.

Nhlengethwa explains: "Radio is no longer a theatre of the mind, like it used to be back in the day. The world is rapidly shifting from analogue to digital; people are consuming more and more digital content on a daily basis, using their mobile phones, laptops, computers and so on. Today, you have to touch your audience in ways where they can have access to your brand immediately. Today's youth is more into the digital space and that's where we are able to reach them directly."

She says social media has enabled marketers to reach and influence the decisions of their listeners, and that like the youth, Metro FM is very active in this digital space, allowing it to drive listeners from social media to on-air. "By using mediums that appeal to the youth, such as Facebook and Twitter for example, as well as having shows that cater to their taste of music and content, Metro FM is able to maintain a healthy-sized youthful audience."

However, appealing to the youth is not just about everything digital. Nhlengethwa says it is vital that radio stations have an all-inclusive marketing strategy in order to successfully appeal to the younger generation. "Metro FM has a 360-degree approach to marketing, which looks holistically at all of the touchpoints surrounding our listeners, wherever they are. It not only includes a heavy online component, but also television, radio, print, events and other offline media platforms."

Naidoo notes that the youth market is traditionally a pretty challenging one: "Their needs and wants are well ahead of the curve, so any brand needs to be edgy, quick and on the mark to meet their demands."

He says that to remain current and attractive to the youth, radio stations have to eternally be on the lookout for ways to capture and hold their interest. "94.7 does this mainly via its music, competitions, events, and of course, the digital space. A great example of this is the recent Justin Bieber promotion we ran, which was every young Belieber's dream! The 94.7 brand is very interactive with all of its listeners, and we connect with our young listeners through, among other things, the great events and activations we put together, such as our

annual Joburg Day festival."

Although the target audience of most stations is not strictly the youth, this market segment remains an important one for radio stations to reach, says Naidoo. "The youth have incredible influence in the marketplace – they are highly brand-conscious and they shape trends."

"In terms of spending power, the youth market is a growing segment. However, they are still a small segment for our advertisers. Adults aged '5-plus, with disposable income, remain our core advertising market. Our strategy for the youth audience is to bring them onto our station and retain them as long-term listeners."

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ANALYSIS

The goods life

THE YOUTH SUPPORT BRANDS THAT ARE ALIGNED WITH THEIR ASPIRATIONS AND AMBITIONS

Antonella Desi

EVERY GENERATION laments the “youth of today”. In the ’50s, the kids were listening to the devil’s music – Rock ‘n Roll. In the ’60s, eyebrows were raised by the introduction of the pill. In the ’70s ... well, everything was bad in the ’70s. In the ’80s, the men’s fashion was too feminine, and in the ’90s, the kids were being exposed to the dangers of the rave culture. Then, in the naughties, there were worries about how the digital age would affect the moral fibre of the youth. And today, there is a whole lot of hype about whether the youth are being consumed by consumerism.

The fact is, from all the generations past, the youth have always managed to grow up and survive the “terrible” dangers of their particular age. So why the worrying?

The answer is that the youth of each generation have their own unique social structure, fashion trends, music, dance moves, methods of communication and icons which the older generation doesn’t truly relate to. But is a lack of understanding a reason to point fingers at their “materialism”, or is it an invitation to find out more about a culture you don’t know much about anymore?

Nike took first place in three categories in the ‘013 Generation Next survey: Coolest Clothing Brand, Coolest Brand Slogan and Coolest Shoe/Footwear Brand. David Cardarelli, general manager for Nike South Africa, comments: “It is not about materialism, but the evolution

of life values. The youth of today have got so much more at their fingertips and in front of their eyes. Broader knowledge and communication capacity have generated increased confidence and expectations in the youth.”

He says the youth are discerning and sophisticated consumers, who support brands that are aligned with their aspirations and ambitions. “Brands that help the young generations achieve or identify themselves with their life values will always be top of mind. We consider youthful consumers as those who have dramatically raised the bar in terms of expectations on product quality and the overall brand experience.”

Michelle Dobson, senior brand marketing manager for Adidas South Africa, notes that although the youth are acutely aware of

It is not about materialism, but the evolution of life values

brands and labels, their brand lust is not necessarily driven by materialism. “It is hard to tell whether this generation is more materialistic or if it simply has more access to material things, and the marketing of them, than previous generations. Certainly, young consumers have a far greater choice, access to resources, brand awareness and opportunities to purchase than ever before.”

Ronald Sassoon, managing director of Sissy Boy, says the answer lies somewhere in between consumerism and social awareness. “On the one hand, the youth are far more technologically driven and thereby exposed to global availability than ever before. On the other hand, as a result of the global recession and the environmental crisis, there are very significant subthreads of global consciousness, anti-consumerism, fair trade and

‘doing what’s right’, which is no longer confined to activists, but is very much part of mainstream consciousness.

“Consumers in general, and particularly among the youth, are a great deal more demanding of the brands that they support – or don’t. Social media is the clearest demonstration of this.”

Dobson says that as South African youth are exposed to what’s happening around the globe via the digital media, they share many commonalities with the youth in other major global markets.

Sassoon adds that one differentiating character of South African youth is its diversity. “Today’s youth, regardless of geography, know what they want and they want what’s cool. The impact of the Internet – blogs, social media, online shopping, and so on – as well as television, magazines and music, have all made the youth more aware of trends and what’s available, turning them into far more discerning consumers.

“The one identifiable difference is that young South Africans hold a sense of heritage and pride for their culture and diversity that is unique to our country, and this translates into their interpretation of trends, which are infused with a strong sense of individuality and personal style.”

At the end of the day, product drives loyalty, he says. “Advertising and brand marketing help to affirm a brand’s image, but if the product is not good, the youthful consumer will walk away.”

So, as Dobson explains: “The youth are looking for status, expression, originality, functionality and perceived value.”

In this way, they are forcing brands to continuously raise the bar with regard to quality, value, innovation and social responsibility.

Q&A

7'Something: Mi Casa

Which song do you wish you had written?

Adorn by Miguel

Who is your favourite musician of all time?

Michael Jackson. Locally, Black Coffee is a unique artist who sets a great standard for aspiring artists. Musically, I’m enjoying Jimmy Nevis – his energy reminds me of myself.

What inspires you?

My writing either comes from fantasy or from experience, but it comes down to God, my family and friends.

If you won the lottery, what would you do?

I’d probably invest quite a bit, and then always give something back and make a difference.

What are you reading?

I try to read as much as can. I’ve just finished Justin Bieber’s autobiography. I’m a huge fan.

What’s the best gig you ever did?

I recently played at the Cape Town Jazz festival. It was incredible. I also did a gig at Kirstenbosch Gardens. 5 000 people all stood up and sang *These Streets*.

At which music festival would you like to play?

Ultrafest goes with our vibe.

Do you have any pets?

I just ordered my dream dog: a British bulldog whose name will be Charlie Brown.

What car do you drive?

We have a brand relationship with Kia, so I drive the Optima.

What’s your favourite gadget?

My iPhone 5 and my camera, a Fuji Xpro 1.

If you had a superhero power, what would it be?

To be invincible.

What’s your favourite clothing brand?

Converse All Stars. I have loads of pairs in all colours. I have a sneaker problem – I can’t stop collecting them.

How do you relax?

I am addicted to cooking. You can follow my cooking on twitter and instagram.

What’s your worst vice?

Not taking other people’s feelings into account. I am straightforward, not diplomatic.

Pic: Soul Candi



What’s your poison?

I don’t drink alcohol. I like water and ice tea.

What makes you cry?

I hardly cry; I keep it in. I cry more when I’m happy.

What’s your favourite TV show?

The Food Channel. I love a show called *Extra Virgin* about Italian food. I’m also catching up with *Suits*.

Where is your best travel destination?

Home to my mom in the Eastern Cape. It’s a beautiful coastal town and I love the wilderness.

What can’t you live without?

Music. I wake up knowing I do what I love every day.

Your ideal partner is...

A down-to-earth real, curvaceous woman, with a good sense of self-worth, who likes chilling, smiling and laughing.

What is hilarious?

The people around me. George Lopez and Loyiso Gola are brilliant.

Do you have any phobias?

I’m terrified of spiders, snakes and heights. I’m not very adventurous.

What do you eat for breakfast?

I’ve just lost 10kg on a healthy eating plan, so I eat fruit, yoghurt, muesli and egg-white omelette.

– Nikki Temkin



“And in many, many, many, years I know there might be a palm pad”

Dhiya

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COOLEST COMMUNITY PROGRAMME

Feed a child, feed the nation

KFC'S ADD HOPE CAMPAIGN RAISES MILLIONS FOR HUNGER RELIEF

Alf James

UP FROM THIRD PLACE last year to lead the Coolest Community Programme category in '013 is KFC's Add Hope campaign, which donates funds to 80 organisations around the country involved in feeding children – a 365-day effort to alleviate hunger and make a difference.

"KFC Add Hope is successful in that we ask customers to donate R' across our 700 stores, which allows all customers to be involved and make a difference by feeding a hungry child," says Lauren Turnbull, CSI and sponsorships manager at KFC South Africa.

"KFC Add Hope feeds 40 000 children a month, using our customers' money to ensure that children have access to the nourishment they need in order to live, grow and thrive.

"The younger generation is very aware of those less fortunate than themselves, and this consciousness allows them to support brands which they feel are doing some good work. This is why it's important that KFC Add Hope closes the loop on where their money goes and the difference it is making to children in South Africa.

"Through our franchisee programme, we get our in-store team members to the organisations they support in their local areas, where they get involved in volunteering efforts," says Turnbull.

Since the introduction of the R' menu item in KFC stores four years ago, consumers have contributed R' 7 million. To date, Add Hope has raised R1' 7 million for hunger relief. All funds are disseminated through the KFC Social Responsibility Trust, which ensures that 100% of public donations goes towards hunger relief. The KFC Social Responsibility trust is funded through KFC customer donations and a percentage of the franchisees' marketing contribution annually.

Turnbull says the primary recipients are children, as they are regarded as the future of South Africa and need to be nurtured to become productive players in the economy. All NGO recipients are carefully screened to ensure that all funding feeds a hungry child.

The funds are divided among several national initiatives (SOS Children's Villages, Lebone Care Centre and 1 000 Hills Community Helpers, MES and Joint Aid Management) and over 70 community initiatives.

"The majority of the feeding that is done through KFC Add Hope involves feeding at early childhood development crèches and school feeding, because children need to be educated, and those who have not had access to a meal at home can get this



meal at their crèche or school," says Turnbull. "A well-developed youth will be of sustainable value to the South African economy."

The KFC Add Hope campaign raised R1' 6 million in stores last year, and franchisees contributed R19 million to the trust through a percentage of their marketing contribution.

"KFC's Add Hope campaign is something we push daily; the information is always present on our menu boards, so that customers are

aware that they can make a difference to a hungry child by donating R' with their purchase.

"Feeding hungry children and giving back to the community is something KFC is passionate about. We make sure the system supports the work we do through KFC Add Hope," says Turnbull.

In '01', KFC embarked on a campaign with extreme adventurer Riaan Manser, in the form of a bicycle journey of 4 100km from Cape Town to Johannesburg, bringing

the Add Hope story to the attention of the nation. Manser consumed half the calories that his body would need, eating only the food supplied to children in need along the way.

"The Journey of Hope was a very important method of extending the awareness of the work that Add Hope is doing across the country. Riaan cycling around the country allowed people to understand what Add Hope is doing, and highlighted the issue of hunger in our country and how Add Hope is trying to make a difference," says Turnbull.

"The Journey of Hope is a great example of how the Add Hope initiative spreads hope by encouraging public participation. Public involvement is crucial, as they are the ones who make the difference through their donations to the cause.

"Add Hope has allowed KFC customers to give back to hunger relief in South Africa in their own way. Overcoming hunger is something that we are proud to be a part of, and we know from our customers' and franchisees' constant support that they feel the same way we do.

"As the world's population grows and the gap between rich and poor increases exponentially, the corporate responsibility of giving back to communities will increase, and the brands most likely to succeed in this environment are those that demonstrate significant and tangible CSR results that are genuine and heartfelt," adds Turnbull.



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Chad le Clos

Q&A



Pic: Tebogo Letsie, Sunday Times

What car do you drive?

A red Golf Cabriolet and I love it. It's my second one.

What would you order for your last meal?

Probably Cajun calamari, chips and rice.

What are your bad habits?

I tend to be a little untidy and am sometimes a little *loskop*. I need someone to help me remember things!

Tell us a secret about yourself?

I'm still really afraid of the dark.

If you won the lottery, what would you do?

I'd help my family out and put some of it into our soup kitchen, which we are starting already – making food for homeless people.

What makes you laugh?

My younger brother, my friends and Trevor Noah is hilarious. He's one of my most favourite people.

What are you reading?

The last book I read was an interesting autobiography by Muhammad Ali called *The Soul of the Butterfly*. I like self-help or inspirational books.

What are you listening to?

My friend is a DJ and he makes all my music for me. He mixes me a bunch of old-school and hip new stuff for when I travel. Locally, The Parltones are cool.

What's your favourite TV show?

Entourage is a series about a rock star guy that I am really enjoying, and *The Mentalist* is very good.

Who is your best actor?

Johnny Depp is an awesome actor, and Nina Dobrev, from *The Vampire Diaries*.

What do you look for in a girlfriend?

Someone I can be myself around, who I don't have to try to impress. Someone honest. I also prefer quiet, reserved girls. I don't like the flirtatious type.

What are you looking forward to?

I have an inspirational book coming out for youngsters. It's about some of the lessons I have learned along the way and people I have met. It's a bit funny. It's not an autobiography or a life story.

Whom do you admire?

My dad is an inspiration to me. He has done so much for us.

Do you have any pets?

Two budgies. And my 15-year-old brother.

If you could have any superhero power, what would it be?

Definitely to fly.

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

Nelson Mandela, for sure.

– Nikki Temkin

MOTORING

Let's talk cars

BMW AND TOP GEAR SHOW US WHAT DREAMS ARE MADE OF

Alf James

TOP GEAR HAS BEEN named Coolest Magazine in the Generation Next '013 youth brand survey, ahead of *YOU*, *Drum* and *Teen Zone*.

Pierre Steyn, editor of *Top Gear*, says the magazine's success, particularly its attraction to the younger generation, is a reflection of its ability to provide entertainment, excitement, and not just information, for anyone with a passion for cars and motoring.

"We use our website and social media to keep the conversation going about the cars featured in the magazine – *Top Gear* fans love talking about cars, and our digital spaces are great for that.

"We know our readers don't necessarily drive the beautiful cars we feature, but they aspire to drive them, and the younger generation certainly dreams about driving them one day. Reading *Top Gear* magazine is the next best thing to driving them."

Steyn says it helps the magazine that *Top Gear* is now the world's biggest motoring media brand, and it's become that by being irreverent, witty, inclusive, knowledgeable, unpretentious, and never middle-of-the-road.

"It's made motoring fun, and we try to reflect all this in the magazine itself. That's what people buy into."

And why do people buy into BMW, which has followed up on its '01' win by again finishing at the top of the Coolest Motor Vehicle category, and more importantly, why is the brand so attractive to the youth?

According to chairman of the board of

management, Dr Norbert Reithofer, BMW sets standards for products, technologies and services, as well as manufacturing.

"We bring innovations onto the market, we create new segments and visionary design, we turn our customers into fans and we are shaping individual mobility of the future.

"This is why our brand is attractive."

Edward Makwana, manager: group automotive communications at BMW in South Africa, reports that BMW was once again South Africa's top-selling luxury car brand in '01', the third consecutive year that it has led the pack.

"We are the only automaker and the only European-based company listed among the Top 15 of the Top 500 Most Admired Companies in the world. No premium manufacturer in our industry has ever sold more vehicles in a single year than we did in '01'," he says.

Makwana believes the automotive industry is undergoing a transformation – an "iconic change".

"It will be up to the customer to determine which technologies will succeed and which services will be in demand. One thing is clear: BMW wants to drive and shape the technological transformation to sustainable mobility.

"Careful use of resources is the guiding principle behind all our production planning, and an integral part of the entire production process. As a corporation, we take responsibility for society wherever we are. We aim to be an active, fair partner for these regions and their inhabitants," Makwana says.

Find out more at: <http://za.playstation.com/psvita/>

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Suiting up for success

DESPITE SHIFTS IN THE CATEGORY, IT REMAINS COOL TO BE THE BOSS

Linda Duke

BEING THE BOSS is still the most attractive career goal of South Africa's young generation, but this year sees shifts in the list of other coolest rated jobs.

Doctor remains second in the cool stakes, with entrepreneur slipping from third in '01' to fifth this year, superseded by lawyer and actor.

Jason Levin, MD of HDI Youth Marketeers, says there are often big shifts in the Coolest Job category every year that are not easily explainable. Accountancy, for example, ranked fourth most popular a few years ago and yet now only just slips in at 10th. Similarly, club or radio DJ was the third most popular career in '01', but has this year dropped to ninth spot.

Levin says it's the glamorisation of careers in the public eye that plays a huge role in how youth perceive professions.

"If you trend the macro view of the Coolest Jobs category over the last three to five years, there's clearly a great appetite for the glamour and power professions. The stats show the ideal job to be a combination of both: if you could be the CEO of a radio or TV corporation, you'll have really made it!" says Levin.

The media, particularly television, has a powerful ability to shift perceptions. Popular TV shows that push a particular career line

give viewers a window – whether realistic or not – into the world of that profession.

"The attraction of being the boss of a company is simply the desire to be in charge, respected, wealthy and successful. Categories like lawyer and doctor always fare better in years when there's an entertainment series on TV that supports or promotes those professions, like *Suits*, *Grey's Anatomy* and *House*. If a hot TV series was screened this year glamorising the life of a club DJ, for example, we'd see the job of DJ soaring in '014," says Levin.

There is a more serious aspect to the truth behind the Coolest Jobs category: this is the paradox between career aspirations and the harsh reality of teens not really having a clue about what's involved either in qualifying for the job or what the job itself is about.

"Most 13-year-olds we interview have no idea about what studying, learning, training and interning is involved in getting into a profession. We find it's only from about the mid-teens that kids start realising the realities behind careers."

Levin has seen a distinct difference between the attitude of privileged urban kids and those at under-resourced schools.

"Kids in the townships seem far more aware of the importance of doing well at school than their more privileged counterparts at urban schools. They want to make use

of every opportunity they can get. Generally speaking, South Africa's youth are optimistic, ambitious and committed to the education process – they believe in education and where it can take them. Unfortunately, the education system they're so reliant on for progress is failing them," says Levin.

Senior researcher at the Mapungubwe Institute for Strategic Reflection, Graeme Bloch, says there are two stark realities to South Africa's education situation.

"The first is that our youth are optimistic – they are positive about the future and enthusiastic about education being the key to their success. We must not dampen that optimism; it's great that they all want to make a success of themselves.

"The second reality is that most of them won't make it. The inequality divide between those kids who will achieve a university degree and those who won't even make matric is enormous."

Bloch says South Africa needs to vastly improve not only its education system, but its economic system, in order for jobs to be created.

"That is a long process; it'll take years. In the meantime, the only chance people have to get a job is to study hard and get as educated as they possibly can, because the reality is that without education, they're guaranteed not to succeed."



FACT:

- SA has a 50% pull-through from Grade 1 to matric, but of all those kids who start Grade 1, only 0.5% will complete tertiary study.
- More than half of South Africa's 26 000 schools are, by their own admission, heavily under-resourced (lacking the basics like electricity, classrooms, desks, toilets and, in some cases, even teachers).
- The SA government allocated R200 billion for education in 2012, and almost R6 billion is pledged by the private sector annually, but 87% of South African schools are considered "dysfunctional", according to the National Planning Commission.
- The teacher:learner ratio is 440 000 educators to 12.6 million learners (2012).
- School attendance is close to 100% for the compulsory attendance band in the 7-15 year age range.
- The 2010 General Household Survey shows that just over 120 000 children in that band are out of school.



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It's a tight call

COOLEST CELLPHONE

BLACKBERRY HOLDS ON TO ITS NO 1 SPOT – FOR NOW

Andrew Gillingham

THE MOBILE PHONE market is becoming even more competitive, and while BlackBerry managed to hold on to pole position again this year, it may not be able to retain its position in the future.

Jason Levin, managing director of HDI Youth Marketeers, says BlackBerry's success in the youth market can be easily ascribed to its BBM messaging platform and the low-cost Internet option, BIS, that it provided. However, new BlackBerry contracts no longer have that R60 Internet option and the youth are responding by exploring other options.

"As BlackBerry's R60 Internet package falls away, so youth is asking 'what's in it for me?'. Among more affluent youth, the iPhone is winning favour in Johannesburg's northern suburbs, but it is still a fairly fringe product. Samsung has not featured as well as might be expected. However, we were in the field in March, before the launch of the new S4, and it may well do better in the future," Levin says.

Young people have an influence over the purchase of a host of household purchases, but No 1 is their cellphone, and the competition for their attention and business is only going to increase.

The top three smartphones are expensive items, and a number of technology manufacturers are eyeing the pricing and the margins, and they want some of the action. And they won't be lost in the clutter, as

young South Africans are very well informed, either through their own efforts or via their connectivity with friends and online communities.

"They are very informed about the benefits and negatives of both contracts and handsets, and they work to get what they want," Levin says.

Tim Walter, chief strategy officer at Nashua Mobile, notes that there has been a gradual shift towards WhatsApp, which must now be seen as the instant messaging platform of choice. "In addition, although BlackBerry's volumes are still strong, we are seeing more movement towards the Android platform – Samsung in

As add-on services such as BBM become less relevant, so the emphasis has shifted to the phones

particular – and the iPhone is also starting to gain traction in the more affluent youth market."

Walter adds that while BlackBerry's decision to halt future low-cost data packages has accelerated the process, the trend started because the Internet browsing and the video experience on the BlackBerry 7 did not measure up to that offered by android and iPhone.

He says that as add-on services such as BBM become less relevant, so the emphasis has shifted to the phones, and BlackBerry, Apple, and Samsung are responding by offering much enhanced products. "Manufacturers are competing on the basis of their phones, and at this stage it is

turning into a slugfest between iOS and Android.

"In the android space, Samsung has the upper hand, but there are some beautiful devices coming from HTC and Sony, and sales are responding," Walter says. He believes Nokia will gain some traction for its Windows 8 devices.

He adds that while the top-end manufacturers are not losing their focus on their existing customer bases, they are looking for more customers in the lower end of the market. "An example of this trend is the dramatic increase in Samsung sales across all handsets, from ultra-low-end devices to the high-end smartphones," Walter says.

Adding to this trend is the simple fact that the lines are blurring between a feature phone and a smartphone, and android devices selling at below R1 000 are coming to the market. "While the screen resolution is not quite as good, it still delivers a good handset for a much reduced price."

Another trend that is likely to strengthen is the interoperability between devices. "We are already seeing this from both Samsung and Sony, where, for example, you can use your cellphone as a remote to operate those manufacturers' televisions, and you can share content between them."

"We are moving ever closer to Steve Jobs' concept of the digital hub, and it will be interesting to see if the new connected watches and Google glasses become established devices or passing fads," he adds.

"I think people go to the gym because they realise, it not only changes the way you look but how you look at life, how you think, how you feel. It changes you as a person for the better"

TJ



Q&A Leon Schuster

Has anyone ever pranked you?

Many times. Especially on set. Once my friends took me out, we drank wine and afterwards I was stopped at a roadblock, breathalysed and arrested. My biggest fear is spending a night behind bars. That's the closest I've ever come to having a heart attack. In the van, I was told I was on *Laugh Out Loud*.

What are you afraid of?

Snakes. Once, on set, they put a live python on me while I was asleep. I nearly died.

What would you like for your last meal on death row?

Prawns, langoustines, crayfish, oysters and calamari.

How do you relax?

Deep-sea fishing. Before I die, I want to catch a blue marlin. Also, being with my grandchildren.



Pic: Russell Roberts, Financial Mail

What or who makes you laugh?

Candid camera-style stuff that's not planned, but happens instinctively. I also appreciate Trevor Noah and Barry Hilton.

What's your new movie about?

We're in the middle of shooting it. There is a narrative with elements of candid camera. I'm not as brave as I used to be. I can't be klapped around anymore.

What makes you sad?

Violence and crime. It's such a wonderful country – can't we just be friends and chummies and have a cheerful life?

What's your favourite TV show?

I don't watch a lot of TV, but I was crazy about *Two and a Half Men*.

What are you reading?

I enjoy biographies on comedians like Peter Sellers and one of my great heroes, Jerry Lewis. It's real – their highs, lows and moments of embarrassment.

Who is your favourite actress?

Meryl Streep. Nobody comes close to her and she's a down-to-earth and humble, normal person.

What music do you like?

At night or on the weekend, I take a guitar and sit on my *stoep* with friends after a braai, and sing rugby songs.

If you could have a superhero power, what would it be?

I'd be Iron Man. I love those movies; they're so unrealistic, but done so fantastically. The special effects are mindboggling.

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

Jan van Riebeeck. I'm intrigued by old Cape history. I have so many questions to ask. And Meryl Streep. I'd ask her to marry me.

What keeps you going?

There's no greater reward than seeing people of all colours enjoying my films. As long as I keep my audience happy and keep giving them the Schuster brand, I am happy.

– Nikki Temkin

City streets

TREND

Nikki Temkin

OVER THE WEEKEND, pockets of Joburg's inner city are packed with the young, the hip and the funky. They come for the fashion, the culture and the vibe. "There's a definite movement towards the inner city," affirms HDI communications manager, Mokebe Thulo. "It's becoming part of the youth's lifestyle."

Gone are the days when the city was to be feared and avoided – or worse, reviled. Youngsters are flocking to the CBD to experience its many treasures, more of which are popping up every day. "Joburg is becoming a truly African city where

young people live, work and play. It is a cosmopolitan place and a microcosm of South African society where rich and poor, upcoming young people, black and white share public space. It is an incredibly dynamic and creative city," says Gerald Garner, *JoburgPlaces* author and tour guide, and representative of the Joburg City Tourism Association (JCTA) secretariat.

According to Garner, Joburg is beginning to experience its most glorious period. "Previous boom eras came with the legacy of racial discrimination. Today Joburg's inner city is a magnet for people from all walks of life – a place

THE FUTURE LOOKS BRIGHT FOR THE JOZI INNER CITY

where you can become someone."

The future looks very bright for the CBD of Joburg as more pockets are developed and more money is invested in transforming the derelict into the desirable. Garner says: "There will be more regeneration and more private-sector investment in the upgrading of buildings and the continual conversion of empty office buildings to residential apartments." A tourism boom is inevitable also, with more venues, restaurants, hotels and marketplaces opening up.

Thulo adds: "Everyone wants to be a part of it. The city is still quite fringe and not quite mainstream ... which makes it even cooler."

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Sharing is caring

TREND

SOCIALCISING IS NO SWEAT FOR OUR YOUTH

Linda Duke

EXERCISE IS NO LONGER the sweat it used to be. The loneliness of the long-distance runner is a thing of the past – exercise has fast become something to share with friends in a social environment, and enjoy the fun.

Exercising and socialising – social'cising – is a relatively new phenomenon that is catching on fast. While historically, teens and young adults exercise considerably less than their kid counterparts, the past few years have seen the formation of the social'cise trend, bringing teens and, particularly, young adults out of the library and off their couches, and into gyms or the outdoors.

The key: fun social gatherings around group exercise that tends to be non-competitive.

Humans the world over are social by nature. But they're not necessarily all competitive. Jason Levin, MD of HDI Youth Marketeers, says while there is a small percentage of the population who are keen on competitive sports, over 90% of the young generation are more interested in participating in things that are active, fun and social.

"Exercise events that are fun, shared and perceived to be cool are attracting teens and young adults, and participation in these events becomes a social activity. Activities like yoga, pilates and kickboxing, which just a few years ago were considered niche, have become far more commonplace as more and more people want to do non-competitive physical fitness in social groups," says Levin.

Interestingly, this phenomenon took off more than a decade ago among younger kids with popular group activities such as Clamber Club, Moms and Tots and Monkeynastics, which had moms exercising with their young kids and other mothers in a social situation.

Levin says the sports company that has not only best recognised, but best capitalised on, the social'cise trend is Nike, with its popular, now twice-yearly 10km fun run event, Run Jozi. The event was launched in '01' as part of Nike's global WE RUN series, which aims to inspire, enable and connect runners around the world. Dubbed SA's most socially connected race, some '0 000 people took part in the fun run, forming part of the 395 500 runners from the 34 participating cities around the world.

Levin says social'cising also allows some level of inclusivity for sedentary people who want to be seen by others to be fit and physically active – the brand-wearing brigade who don't actually need the functional benefits of the products because they don't actually do the exercise.

Just as the social'cise phenomenon has its inspired followers, so does it have those who are more attracted by the social aspect than they are the exercise.

"In the young adults category, particularly, there are many whose preference is to remain sedentary but who want to just hang out in social'cise environments. They enjoy the group social aspect, rather than the physical activity side," says Levin.

Media analyst, commentator on information and communications technology (ICT), and MD of World Wide Worx, Arthur Goldstuck, says fitness and health is one of the fastest-growing categories in consumer technology. The use of apps and devices to monitor fitness and health is a massive global trend, stimulated by the growing interest in fitness across all age groups, and the increasing mobility of monitoring technology.

"GPS devices and footpod-based watches that link to heart rate monitors have been linked to health providers such as Discovery and Momentum for some years. This functionality has now been extended to cell-phones through a vast number of fitness apps that tie into the technology. Built into these apps is a social networking capability that enables people to log in to social media, and show friends and followers what you're doing. Being 'watched' this way becomes a means of keeping you on track with your fitness efforts."

Goldstuck says sharing has become the new social method across the networking medium.

"Because sharing is so aggressively built into all the fitness apps, it encourages people to share their info. Younger people tend to share readily, seeking affirmation. Adults, on the other hand, are often more reticent, concerned with privacy issues."

Goldstuck predicts that health monitoring will become a big aspect of technology.

"With the increasing ability to monitor all aspects of health using all the gadgets we have, it's really a no-brainer. Children of tomorrow will be amazed to learn that health hasn't always been so easily monitored as they will have come to accept."



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