

Sunday Times

GENERATION

next

2017

COOLEST
BRANDS

PAGE 9





WE, AT HDI YOUTH MARKETEERS, CONSIDER OURSELVES TO BE YOUTH MARKET EXPERTS. BUT TO GIVE CRED WHERE IT'S DUE, A HUGE PART OF THIS EXPERTISE COMES FROM THE SHARP-THINKING (AND SHARPER-TONGUED) KIDS, TEENS AND YOUNG ADULTS ON OUR JUNIOR BOARD OF DIRECTORS, WHO TELL US WHAT WILL FLY AND WHAT WILL FAIL. SO, INSTEAD OF US TELLING YOU HOW TO MARKET TO YOUTH, WE ASKED THEM FOR THE HOLY GRAIL OF YOUTH MARKETING:

THE 10 COMMANDMENTS OF MARKETING TO YOUTH, BY YOUTH

1. THOU SHALT NOT INVADE OUR PERSONAL SPACE

"Don't spam, please, that is the most annoying thing ever." - Monde, 23
"The worst thing a brand does is when they call you and you say that you're not interested and they just carry on trying to push it onto you - like just don't do that, it really annoys us and puts us off the brand." - Zianda, 15
"Don't spam my email address, don't SMS me and don't cold-call me. If I want your services, you should be advertising well enough that I'm going to want to come to your company. It is as simple as that." - Avian, 21

2. THOU SHALT ALWAYS BE TRUE TO THYSELF

"Be true to who you said you were in the beginning. Don't let relevance drown out your brand." - Nosipho, 23
"Stay true to yourselves and respect yourselves as a brand." - Unathi, 16
"Youth are all about authenticity. We're quick to detect what's real and what's fake." - Alexis, 22
"Be original. Don't copy another brand." - Dhivani, 12

3. THOU SHALT NOT BE DISHONEST

"Write proper subject lines without misleading content." - Monde, 23
"Don't falsely portray teenagers. This really annoys us and will immediately put us off your brand." - Zianda, 15
"Don't false advertise." - Unathi, 16
"I can tell whether you know your product and if what you are delivering to me is actually truthful." - Masego, 12
"Don't promise us the world, but end up giving nothing. Don't try sell your brand



HDI Youth Marketeers:
Catherine Bothma, managing director; **Tamsyn Louw**, commercial director; and **Cuma Pantshwa**, stakeholder and client service director

using lies just to get likes. We will unlike and spread the word!" - Alexis, 22

4. THOU SHALT BE WITHIN OUR REACH

"Make your product accessible to ALL youth!" - Gugu, 21
"Consider the student pocket realistically." - Neo, 21
"Remember your target audience's budget." - Adam, 12
"Don't market things you know I won't be able to afford on a student budget." - Shane, 18

5. THOU SHALT BLESS US WITH GLORIOUS FREEBIES

"Give us useful freebies!" - Nosipho, 23
"Give out free items which we would find useful." - Unathi, 16
"We are a generation that thrives on instant gratification. The minute we see a benefit for us from your brand, the easier it is for us to like you." - Alexis, 22

6. THOU SHALT GET FACE-TO-FACE

"Face-to-face is best, because it shows that the brand is actually trying to make an effort to come to you and promote

themselves, so then I feel like I understand this brand and it is trying to make an effort, so I will go with them." - Masego, 12
"Go to schools to show us what you're selling." - Samokelo, 14
"Face-to-face is way better, because you can tell if someone is lying to you about a product or a brand when you are looking at them." - Javea, 17

7. THOU SHALT CONSULT OUR OPINION

"Physically include the youth in your marketing strategies." - Gugu, 21
"Before committing the big bucks on media, make certain that your youth audience likes the campaign. Likeability is the strongest part of marketing to youth." - Javea, 17
"Consult the youth with regards to things which connect with them to make your marketing relatable." - Luthando, 20
"Get feedback from us." - Adam, 12
"Always check if your young customers are happy with your product/service." - Lethu, 9

8. THOU SHALT UNDERSTAND BEFORE SEEKING TO BE UNDERSTOOD

"If you want to make a comment about your child or the youth, please can you understand them before you do that." - Masego, 12
"Listen and understand us before speeding to join the conversation." - Neo, 21
"Hear the youth out and use their point of view." - Lethu, 9

9. THOU SHALT NOT TREAT US LIKE WE'RE 'JUST KIDS'

"We love the appearance of being older and more mature." - Javea, 17
"Don't communicate with us as if we're just children." - Adam, 12
"Don't treat me like a child." - Shane, 18
"Don't underestimate our expectations as your customers or generalise on what we want." - Unathi, 16

10. THOU SHALT NOT TRY TOO HARD

"Don't try too hard to be too modern or too youthful, because it can sometimes pass off as tacky. I think, as youth, we generally like simplicity." - Javea, 17
"Don't get elderly people to say youthful words like 'lit!'" - Luthando, 20
"Don't try too hard to be cool by using too much slang and using it out of context." - Adam, 12
"Don't try too hard to impress anyone. All we want is comfort and good service." - Sashin, 16
"Don't try too much. Stick to being simple, because people sometimes don't like too much effort, but just try to be there in a way that people will remember you." - Monde, 23

These youth-stated marketing commandments confirm HDI's tried-and-tested formula for impactfully connecting with youth: research-based, face-to-face interactions that add value to the lives of youth in a meaningful and relevant way, while staying true to the brand. Simply put, when it comes to youth, invest in their lives and they'll invest in your brand. Marketing to a young generation of such discerning new consumers might feel a tad out of your league. But hear them out, work with them and for them, and you might just find that: "Youth marketing? You've got this!"

THE PROCESS

BRAND PREFERENCE

SHORTLISTING PHASE

1057
YOUTH

SPONTANEOUS UNPROMPTED RESPONSES

SHORT LISTING
TOP 10 BRANDS

LIFESTYLE AND CONSUMER BEHAVIOUR

CONSULTATION WITH YOUTH

KID, TEEN & YOUNG ADULT
FOCUS GROUP

INSIGHT INTO YOUTH LIFESTYLE & BEHAVIOUR

QUANTITATIVE PHASE

6970
YOUTH*

75
CATEGORIES

'COOLEST BRAND'?
We provide a list of brands, from which the participant has to choose two.

QUANTITATIVE PHASE

4933
YOUTH*

ATTITUDES AS YOUNG CONSUMERS
Aimed at getting a grip on youth habits and behaviour.

KID, TEEN & YOUNG ADULT
FOCUS GROUP

QUALITATIVE PHASE

HIGHLIGHT ISSUES & BRAND PREFERENCE

***WEIGHTED SAMPLE:**

9 PROVINCES
EC, FS, GP, KZN, NW, WC

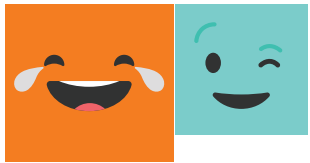
40% KIDS
35% TEENS
25% YOUNG ADULTS

51% MALE
49% FEMALE

65% BLACK
16% WHITE

12% COLOURED
7% ASIAN

For the full Generation Next methodology, please visit www.hdiyouth.com



TODAY'S YOUTH represent not only the hopes of the current generation of parents, but the future of our country itself. For this reason, the *Sunday Times* is firmly committed to research that helps us understand this exciting section of our population better, and also teaches us how to engage the hearts and minds of our youth in a meaningful way.

Knowing how to reach today's youth by understanding their likes and dislikes, their fears and joys, their ambitions and challenges, never ends. And, being able to communicate with them effectively is something the media and advertisers are constantly working at, explains Reardon Sanderson, general manager: commercial at Times Media.

"We all know that intergenerational communication has been a challenge throughout history, and the increasing complexity of technology and its ongoing integration into various aspects of our society haven't made things any easier. Where our parents were most comfortable sending letters, and where we might have preferred emails, today's youth have adopted social media platforms as their preferred method of communication," he says.

Sanderson believes this is why an established survey such as the *Sunday Times* Generation Next Youth Brand Survey is so critical. Research of this nature enables business decision-makers to better understand the driving forces within this market. It provides the deep insights that allow marketers to recognise and appraise brands and products that appeal to the youth of today. But, perhaps most importantly, the survey guides them on how best to communicate and engage this market.

"Take the evolution of the social media phenomenon as an example," says Sand-



Reardon Sanderson, general manager: commercial at Times Media

erson. "If one looks at the way in which youngsters embrace social media, and the speed at which their communications are dispersed to an online community, the implications for brands can be massive. If this market segment took a dislike to a product, or was unimpressed by a particular service - the connected nature of these platforms allows negative opinions to spread like wildfire."

When it comes to dealing with challenges of this nature, the data generated from the *Sunday Times* Generation Next

WITH SOME 200 MILLION PEOPLE AGED BETWEEN 15 AND 24, AFRICA HAS THE YOUNGEST POPULATION IN THE WORLD. CLEARLY, UNDERSTANDING THE BRAND DECISIONS OF THE YOUTH WILL BE CRITICAL TO FUTURE BUSINESS SUCCESS, WRITES **RODNEY WEIDEMANN**

Youth Brand Survey supplies organisations with research-based insights that guide them in being proactive, rather than simply reactive, with their brand communications, says Sanderson.

"Times Media understands the imperative of delivering robust market research across all sectors, for the benefit of its advertisers. Through the *Sunday Times* Generation Next survey, the group delivers valuable information about the changing sentiments and preferences of the lucrative youth market. Our research allows brands to develop more informed marketing strategies.

"However, Generation Next is not only about learning more about the market and helping companies understand it better. The survey also showcases those organisations that are already servicing this market segment well. It provides a benchmark for

others to study, so they can improve their own performance too."

Sanderson points out that the youth polled in the survey are potential leaders and income-earners who will one day themselves be responsible for future purchasing decisions. Understanding their current brand consciousness is crucial, as it has a strong impact on longer-term brand loyalty when they become mature consumers.

He explains that it is often in their youth that the first ties to particular brands are formed, and being able to measure brand affinity and the factors that contribute to brand loyalty at this early stage is essential. "This is a market segment whose next step on the generational ladder is to become salary earners, with access to disposable income."

Sanderson adds: "The *Sunday Times* Generation Next survey, now in its 13th year, also creates a framework for the comparison of current data against research from the past 12 years. As far as insights go, access to historical data is a huge advantage for advertisers, who can further optimise their approach by tracking trends.

"There is no doubt that today's youth population is both dynamic and exciting, not to mention forthright and intelligent in their opinions about life. Importantly, the youth market segment expects to be marketed to on its own terms, and Generation Next continues to be the platform that allows South African kids to express themselves to marketers in a way that few other avenues do," concludes Sanderson.



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YOURS, SINCERELY

ENTREPRENEUR, movie producer and author Peter Guber might have said it first, but today's youth are saying it louder: "Truth is a point of view, but authenticity can't be faked."

Having never had to navigate life without the internet, which means they have always been able to quickly confirm the veracity of claims and theories, youngsters are increasingly immune to traditional advertising and marketing. They expect brands not only to be on social networks, but also to engage with them one-on-one. Crucially, though, they want "authentic communication from authentic brands" and insist they will not be duped by anything less.

WHAT DO THEY MEAN?

Panel members of the Generation Next Youth Brand Survey (aged between seven and 23) define the authenticity of brands in two broad categories. The first centres on honesty, openness and transparency, which is what youngsters demand from companies and the way they communicate. "It's about brands being honest with customers about everything, including their terms and conditions," says panel member Lala, who is 17 years old.

The second category focuses on the purity, legitimacy and originality of products and services. Youngsters aren't fooled by fakes. "Authentic means that whatever I'm looking at is real and has not been tainted or tampered with," says 21-year-old Gugu.

HOW SHOULD BRANDS RESPOND?

Because they understand social media and are not intimidated by technology,

AUTHENTICITY IS ONE OF THE QUALITIES IN BRANDS MOST COVETED BY YOUTH. PENNY HAW LOOKS AT WHAT THEY SAY AND MEAN



youngsters know that brands can see when they're tagged, "liked" and mentioned on social networks. In these instances, youthful customers expect responses and, where brands take the opportunity to interact with them, they're more likely to be rewarded with loyalty – but responses must be sincere and reliable.

One of the greatest errors brands can make is to assume youngsters are naïve.

"I would know if a brand was not truthful, because I would search online to check," says nine-year-old Lethu. Lerato,

who is 23, expresses it as follows: "I want the real deal. I want a brand that offers me what they promise and sells me the truth."

The fact that youngsters are willing and able to interrogate companies 24/7 shouldn't be considered a disadvantage for brands, says strategist for international marketing agency WideNet Consulting, Matthew Tyson. It gives organisations the opportunity to open up their businesses and show customers what happens behind the scenes, which is an excellent way of winning the trust of youth.

Key objectives of authentic "behind-the-scenes" communication, say Generation Next Youth Brand Survey panel members Neo and John (both 21), should be to help a brand develop a narrative and personality to establish its "real identity". This will be even more effective where it is relevant, and feeds into the needs, wants and goals of youngsters.

"When we interact with a brand, we need to be able to understand and appreciate it," says John. "It's difficult to do this if the brand doesn't have a real identity."

WHO CARES?

Among the spin-offs of being at the centre of an always-on, always-connected world is that youngsters are more aware of the challenges facing the world than previous generations were.

According to the Deloitte Millennial Survey 2017, which is based on the views of 8 000 youngsters from 30 countries, 84% of 13 to 35-year-olds consider it their duty to make the world a better place. This, says Tyson, is why one of the best ways to prove a brand's authenticity is to show the business cares about more than sales. This is also reflected in comments made by panel members of the Youth Brand Survey.

According to 16-year-old Sashin, authenticity means doing more than advertising and promoting a brand on social media; it also means proving the company behind the brand genuinely cares about the communities from which its customers come. And, where that care is consistently and continuously demonstrated, authenticity is sealed.

Thanks Mzansi
you're number 1
(We're right behind you.)*

*Thanks for voting us
SA's 2nd coolest petrol brand.

 CaltexSA

IT'S HOW YOU GET THERE  CALTEX

SIMPLICITY IN
A COMPLEX
WORLD

BRAND FINANCE RANKED CAPITEC AMONG THE 10 MOST POWERFUL BANKING BRANDS GLOBALLY. HOW IMPORTANT ARE RANKINGS TO YOU?

We work hard to build a brand and a business that helps clients better manage their financial lives, through simple, transparent and affordable banking. We are not in the business to win awards, but we always appreciate any accolades as recognition that we are on the right track.

WHAT MAKES YOUR BRAND COOL?

Our brand is authentic and has a slightly quirky personality that sets us apart from the traditional banks, but I don't think that classifies Capitec as "cool". We like to think that our clients are the "cool" ones.

GOODWILL APPEARS TO BE A HALLMARK OF THE CAPITEC BRAND. IS THAT THE SECRET TO YOUR RECORD CLIENT GROWTH?

Goodwill is certainly a part of the reason why more than a 120 000 people join Capitec every month. The brand resonates well with people who think critically about their banking and who can associate themselves with our brand fundamentals. We believe Capitec has now established a high level of trust in the market which allows people to choose Capitec as their primary bank with confidence.

DOES SIMPLIFIED BANKING APPEAL TO TODAY'S YOUTH?

Yes, simplicity is probably more appealing today than ever before. In a world that suffers from an abundance of information, news, products and services delivered to us 24/7 through technology, our lives only seem to become more complex to manage. Our simplified banking solution, delivered transparently, helps our clients feel in control of their money.



Q&A

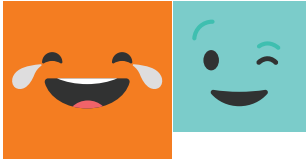
CAPITEC KNOWS ITS FUTURE LIES IN THE HANDS OF SOUTH AFRICA'S YOUTH, SO THE BRAND IS CREATING A SIMPLIFIED BANKING APPROACH WITH INNOVATIVE APPEAL. CARA BOUWER SAT DOWN WITH FRANCOIS VIVIERS, EXECUTIVE: MARKETING AND COMMUNICATIONS

HOW IMPORTANT ARE THE MILLENNIAL AND YOUTH MARKETS TO YOUR FUTURE GROWTH PLANS?

The millennial and youth markets are a core part of our current and future client base. This market segment is known to think differently about products and services, and gravitate towards brands that are authentic and that resonate with their lives and values. This market segment is also the economic power base of the near future and we are excited with the strong affinity they are showing towards the Capitec brand.

WHAT FEEDBACK ARE YOU GETTING FROM YOUNG SOUTH AFRICANS AROUND YOUR BANKING INNOVATIONS?

We continuously gauge the sentiment of our market through our social media channels, and use this feedback to improve on our product offer, our business processes and our service delivery. It's interesting to note that it's often the smaller innovations, like the zero data costs on our app, the simple price structure, or the ability to email a stamped bank statement from our app, that delight our clients the most.



GOING TO TOWN

SOUTH AFRICAN YOUTH have considerable spending power. According to HDI Youth Marketeers, estimates for their annual spend are over a staggering R135-billion. The agency says youth exert considerable influence over which shopping centres their parents go to, and also sway major household decisions, such as which financial institutions the family uses, fun and leisure destinations, eat-out places and cars.

In the last two decades, the shopping landscape of South Africa has changed, with small corner stores in urban areas and small general dealers and spaza shops in townships giving way to large centres. Consumers across the board have gained an appetite for social experiences being woven into their shopping expeditions, so food courts, cinema and play zones are appreciated, regardless of where they are.

In townships and rural areas, social grant and pension collection points in retail centres are important touch points for everyone, even the youth. 16-year-old Kelebogile, who lives in Tlhabane township on the outskirts of Rustenburg, explains that "going into town" is usually a family affair, with her parents doing their monthly grocery shopping at the same time as her grandmother picks up her prescription at the pharmacy.

In 2015, Tony Galetti, joint chief executive and co-founder of Galetti Knight Frank, pointed out that retail saturation in the metropolitan areas was encouraging developers and property companies to turn their attention to the township markets and rural communities. "This market has boomed recently due to strong demand for an improved shopping experience in townships, as well as the massive boom in small household disposable income in rural areas."

Areas across the country, such as Soweto, Giyani, Mbombela, Gugulethu, Khayelitsha, Umlazi and other emerging towns, have seen multimillion-rand inflows in retail developments, which will certainly influence the patterns of youth shopping in these communities. Currently going up is Alexandra Mall, with more than 100 shops, taxi-rank facilities and two floodlit mini-soccer courts surrounding a 250-seater feature restaurant, plus a children's play area.

Going to large shopping malls purely for leisure is a particularly strong feature for affluent urban youth. 20-year-old Ma-teen from Johannesburg says he enjoys the socialising aspect and, for him, it is paramount that malls have extra activities or hang-out spots. He points to Sandton City's square and Montecasino's Bowling and Magic Company as examples of such amenities.

For 16-year-old Unathi, instead of simply going in and out, ideal retail experiences are those that "lure us in, and we, as the customers, get to interact with the brand. My example of an ultimate shopping experience would be some Nike stores in USA, which have introduced NIKEid studio. These stores take shopping to a whole new level, as you, the customer, get to create your own personalised Nike product."

Despite adopting apps such as Instagram and Snapchat to engage socially and pick up on trends, South African youngsters are still shy of using apps for complete shopping transactions. According to HDI, only 2% of youth (including kids, teens and young adults) bought things online last year.

However, Uber is an app which has found a specific purpose with urban youth; 22-year-old Vusi says the drawback is "the fact that you can get transport at any time of the night for a reasonable price is cool". Unathi adds that technology such as Uber has "just made my ability to move around easier, and the shopping apps have just made my addictions grow".

The digital divide is clear when Kele-

bogile and her friend, 17-year-old Bonolo, say they are not aware of Uber. In addition, they question if it was available in Tlhabane, whether it would even be a viable option over a taxi or ride from a friend or relative.

While South African youth can be clustered under a single umbrella by age, their shopping habits are still determined by economic might, social access and geographic realities.

SHOPPING IS A HUGE FEATURE OF LIFE IN SOUTH AFRICA, WITH 51.3% OF YOUTH VISITING A SHOPPING CENTRE AT LEAST ONCE A WEEK, WRITES PUSELETSO MOMPEI



Uber has just made my ability to move around easier, and the shopping apps have just made my addictions grow
Unathi, 16



The coolest make-up brand thinks you're cool, too!

Thank you for voting Avon the coolest make-up brand 2017.

Beauty for a Purpose

AVON

A CHANCE TO CHANGE THE WORLD

REMEMBER SWITCHBOARD OPERATORS? TYPING POOLS? TELEGRAPH OPERATORS? TECHNOLOGY ECLIPSED THESE NOW-DEFUNCT PROFESSIONS AND WE ARE ON THE CUSP OF YET ANOTHER SHIFT, SAYS CARA BOUWER

THE WORLD ECONOMIC FORUM (WEF), in its *Future of Jobs* report, states that (on average) 35% of core skills will change between 2015 and 2020, disrupting industries, education and the futures of workers around the world.

Says Traci Salter, academic strategic development advisor for ADvTECH Schools: "While some countries have made significant strides in implementing programmes to empower their young people in this regard, others, including South Africa, are falling dangerously behind."

She adds: "All schools, higher-education institutions and universities, whether public or private, must take note of the WEF guidelines or risk having our country's students left behind in what is generally now being called the Fourth Industrial Revolution." This would require, she says, a shift in the curriculum, as well as a different approach to teaching and learning, one which built the core skills needed to succeed in the new world of work.

Based on the WEF's polling of chief HR and strategy officials around the world, more practical skills such as active listening and quality control will be pushed out of the top 10 by collaborative abilities such as coordinating with others, emotional intelligence and cognitive flexibility. The importance of creativity climbs right up the rankings, chang-

ing the face of global competencies and challenging the likes of the millennial generation to equip themselves for a very different career trajectory.

Encouragingly, no group seems to grasp this better than the millennials (those born between 1980 and 2000) themselves. Whereas, in past years, the Coolest Job in the Generation Next study has been The Boss, it was in tongue-in-cheek fashion that Simbon-gile Cele (27) projected that the most coveted job in the future would be The Presidency. Only joking, she said quickly.

"Honestly, I think it will be one that people will create themselves, one that nurtures their creativity, challenges them and gives them a chance to change the world. It will be something in tech or design or civil society. Those three have the power to change the world at large constantly, and I think people will want careers that both make a difference and feed them."

Sandiso Sibisi (29), a management consultant with Accenture, isn't even convinced that the coolest job of the future



What to study?

According to Oxbridge Academy in Stellenbosch, some of the most coveted careers in the next decade might include:

- **Registered nurses** - as South Africa's population ages.
- **Motor manufacturing technicians** - thanks to ongoing investment by the likes of BMW, Ford and Toyota.
- **Wind turbine service technicians** - provided South Africa keeps up with its renewables drive.
- **Tourism and hospitality professionals** - a booming industry with potential to grow more.
- **General and operations managers** - a hard-to-fill position, according to Manpower SA's 10th Annual Talent Shortage Survey.
- **Computer programmers** - especially with the increased focus on ICT.
- **Artificial intelligence and robotics specialists** - real-life science fiction.
- **Flexible app developers** - increasingly important in an Internet of Things world.
- **Cloud computing specialists** - particularly around data and security.

has even been invented yet. "I suspect it's something around the tech sector," she says.

While Belisa Rodrigues (34) adds a unique twist: "Top of mind would be working with animals that are extinct. Bringing them back to life. Or exploring other liveable planets for our human species."

Rodrigues, founder of Belle & Co, a management consultancy for the African creative and cultural industries, already has a focus on the kinds of global competencies outlined in the WEF report. But she does not advocate sidelining traditional skills. "As a human race we have always utilised our faculties of creativity and critical thinking; this is nothing new," she says. "If we are talking about the quantum revolution, then my answer would be that, yes, we will have to adapt and use new tools to do our jobs better and to find solutions. However, we have not fully utilised our traditional knowledge systems, and therein lies an opportunity to expand our abilities to change our world for the better."

Stressing that subjects such as maths and science will never lose their efficacy, Sibisi adds that any content that "trains your mind to solve problems" will be essential in the future.

As Cele emphasises, South Africa's education system needs to keep pace with the current global movement in creativity and critical thinking. "Can we compete on a global scale for those jobs of the future? If our schooling system does not match up, what must be done to fix that? We have upgraded our homes with electricity and running water to meet our needs; why not upgrade our school system to match the jobs available now and tomorrow?"

ALL IN THE FAMILY

IN AN INCREASINGLY fast-paced and technological world, a common misconception is that focus on family time and religion has become a thing of the past. But the Generation Next study shows that family is playing an increasingly important role for the youth, who rate time spent with family as invaluable.

Asked about the top two things they would not want to live without, Generation Next respondents showed an overwhelming preference for family (38.53%). Next up, although significantly less prioritised, was religion (16.03%).

Similarly, the two most significant factors that positively impacted on their world were parents (26.97%) and religion (21.82%).

Impressively, time spent with family was rated as the one thing youngsters wish they had more of - valued higher than money and energy. Family values, structural support and trust were descriptions frequently used by one group of young adult interviewees.

"Family time gives me a sense of safety and security, and a feeling of physical belonging stronger even than friends can give me," said Pontsho (18). Lerato (23) felt her family gave her a sense of direction, reminded her of her vision, and enabled her to make sense of life's stresses.

For Neo (21), time spent with family kept him grounded and gave him strength. "My family is both my support system and my reference group that influences my character, my decisions and my behaviour - it makes me the person I am."

For some, the concept of family extends wider than blood ties, building their own personal "families" through friendship with those they enjoy spending time with.

Clinical psychologist Daksha Hargovan says the intensity of the technological age in which we live has decreased the importance of one-on-one communication, particularly within peer groups, and, as a result, teenagers tend to turn to the safety of family for their emotional supplies.

In addition, many of today's parents are displaying a younger attitude than parents of previous generations.

IT SEEMS PARENTS MAKES THE WORLD A BETTER PLACE, WRITES LINDA DOKE

"The generation gap, which was huge in the 1960s, has been steadily shrinking over the years, making it easier for children to relate better to their parents. The issues that older children and teenagers struggled with in the 20th century are very different from those they are grappling with today. Those issues tended to focus on education, morality and vocation, and parents would have identified less with youth culture than they do now," says Hargovan.

Nowadays, the issues are not only about those three aspects, but also involve more existential elements relating to global current affairs, economic factors and policies.

Hargovan explains that parents are living longer and ageing slower than people did in the past, and tend to do more with their children, so the family atmosphere is more conducive to continuing parent/child relationships.

"Of course, this is not without exception, as a large number of family units are separated through divorce. But alliances can be created, even in these families, encouraging closer relationships and more open communication between family members."

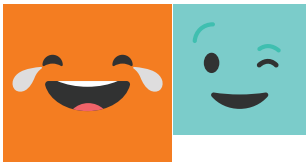
For many young adults, such as Alexis (22), religion still plays a big role. "In fact, I wouldn't separate religion from myself; it's my way of life. My religion gives me a sense of wholeness and purpose, and often, when things are difficult, my religion serves as a central point where everything is stable," Alexis said.

Gugu (21), on the other hand, considers herself more spiritual than religious, and says meditating and praying gives her peace and clarity.

Some, however, are sceptical. Zianda (15) believes youth see religion as less important than ever before.

"I think it simply isn't convenient to observe old-fashioned traditions that are no longer compatible with our day-to-day lives."





FOR THE FIRST TIME SINCE WORLD WAR II, MORE YOUNG ADULTS ARE LIVING WITH THEIR PARENTS THAN ELSEWHERE. PENNY HAW ASKS WHY

MAKE YOURSELF AT HOME

ONE OF THE MOST pervasive childhood fantasies centres on “independence day”. That is, the milestone moment when kids (decide they) are mature and self-sufficient enough to shrug off the shackles of parental governance and bid their families farewell, to set out to establish homes of their own.

For most baby-boomers (born from 1946 to 1964) and Generation X-ers (1965 to the early 1980s), this occurred when they completed school, university or college. But things have changed over the past decade or so, with record numbers of young adults either never leaving home (the “failure-to-launch” phenomenon) or returning at some point to live with their parents again (the boomerangers). It’s as if, as American teacher and author Susan Gale writes in her book, *Soulful Parenting*, “When you grow up, you can’t wait to leave home. When you wise up, you can’t wait to return”.

According to a Pew Research Centre study, in 2014 – for the first time in 130 years – adults aged 18 to 34 were more likely to be living in their parents’ home than elsewhere. In 2016, the Australian Bureau of Statistics found that more than half of 18 to 24-year-olds lived with their folks.

This corresponds to the findings of an Old Mutual study released in 2010, which claims: “In 1990, fewer than one-third of young adults, aged between 18 and 24 years, lived with their parents... today 69% of South Africans between the ages of 18 and 24 live at home. The figure for those aged 25-34 is a staggering 45%.”

CASH-STRAPPED, SMUG OR INSECURE

For many young adults, the reasons for living with their parents are monetary. Youth unemployment is particularly high in South Africa, at more than 50%. University graduates – several of whom are burdened by study loans – face increasing competition when they enter the job market, which is flooded with more and more graduates every year.

Affordable property is scarce for first-time buyers and rentals are high. But, while some young adults live with their parents because they can’t afford the alternative, or they want to save money for things such as travel and education, others are simply mercenary.

“Some youngsters stay at their parents’ homes, but buy cars and go into debt because it means they can pose as being independent to their peers, without worrying about basic living expenses,” says 22-year-old Generation Next Junior Board panel member Alexis.

For others, financial assistance is only part of it. The need for stability and emotional support – and sometimes the inability to detach – plays a role too.

“The support of parents is crucial when you’re trying to get a degree, managing a full-time job for the first time or trying to work out how to establish yourself independently,” says Neo, who is 21. “Making serious decisions on your own is scary. However, I have seen how parents cut their children (who are earning an income) off when they notice they’re feeling too comfortable in their family home. It’s important to make an effort to contribute.”

PERHAPS A LITTLE LATER

According to another study by the Pew Research Centre, the average marrying age of men and women is also at an all-time high. Today, men marry around 29 and women at 27. (Male baby-boomers were married at a median age of 23 and women at 20.) Delayed pairing is another upshot of prioritising things such as education and travel.

People are also settling down and starting families later, because the nature of work and their approach to careers have changed. It’s no longer the norm to stay in one career or job for decades. Youngsters move between jobs and careers more regularly these days. Living with mom and dad facilitates this kind of lifestyle.

EAST, WEST, MOM’S BEST

There’s another case for more young adults living with their parents than ever before: they like it. More than half of the 18 to 34-year-olds surveyed for Fusion’s Massive Millennial Poll in 2015 said they considered their mother and/or father their best friends.

But while most panel members of the Youth Brand Survey concede a good relationship with parents might play a role in their living at home a little longer, it wouldn’t, they argue, be a determining factor about moving out. There are, of course, the exceptions.

“I had a discussion with my friend about moving out (from his parents’ home) recently and his response was, ‘It’s pointless, because I’ll come back every day to visit them anyway. Besides, I have Wi-Fi and food at home – why would I leave?’” said John (21).



Survey participants say young adults live with parents because they:

- Can’t afford to live independently;
- Want to save for things such as education, travel or a downpayment on property;
- Are taking longer to get married;
- Don’t settle in one job or career for as long as previous generations; and
- Get on well with their parents, like the home comforts and/or find it difficult to detach.

Q&A

RECORD-BREAKER

HOW DID YOU FIRST DECIDE YOU WANTED TO BE AN ATHLETE?

It is best described as a kind of God-given moment in my life where track and field really just went my way.

WHAT ARE SOME OF YOUR DISTINCT QUALITIES AS A PERSON?

Lately I have noticed that I have become extremely competitive. I could have toned it down a bit, but it’s 24/7. But, it’s actually a good thing. because on the sports field, that’s what you need to do the job.

WHO ARE YOUR MENTORS?

My stepdad has been a massive influence in my life and, of course, my parents and my coach (Ans Botha). I have friends as well that I look up to. I’d prefer not to pinpoint people, because I always miss someone out!

HOW DO YOU DEAL WITH PRESSURE OF BEING AT THE TOP OF YOUR GAME?

It’s a tough one; the challenges change every day. I thought if I could master the last two years, this year would be a walk in the

park... I take it day by day and moment by moment.

TRACK-AND-FIELD STAR WAYDE VAN NIEKERK WAS CATAPULTED INTO THE SPOTLIGHT AFTER WINNING GOLD AND BREAKING THE WORLD RECORD, PREVIOUSLY SET BY USAIN BOLT, IN THE 400M AT THE 2016 OLYMPICS IN RIO. BY NIKKI TEMKIN

What is your favourite gadget?

TELL US ABOUT BEATING THE WORLD RECORD AT THE OLYMPICS.

Of course, it’s been my career highlight so far. It’s given me a massive boost in my career and in my life.

WHAT ARE YOUR WORST HABITS?

Once I am done training, I can literally do nothing – I’m not very productive after a training session. I give my all in my training sessions and then I switch off.

IF YOU COULD CHANGE ONE THING ABOUT THE WORLD, WHAT WOULD IT BE?

More tolerance and love.

WHAT ARE YOUR FAVOURITE TV SHOWS?

Recently, *Suits*, *The Catch* and my all-time favourite, *My wife and Kids*.

What is your favourite gadget?

My phone.

A LESSON THAT YOU’VE LEARNT IN YOUR LIFE?

If you don’t love something, you won’t grow or progress in it. Whoever or whatever you approach, approach it with love.

IF YOU COULD HAVE DINNER WITH ANY PERSON LIVING OR DEAD, WHO WOULD IT BE?

Ronaldinho. I am a massive football fan because of him; he attracted me to the game.

A BOOK THAT HAS AFFECTED YOUR LIFE?

The Bible.

WHAT DO YOU LOVE ABOUT SOUTH AFRICA?

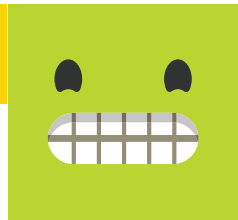
Our diversity and unique cultures. We are such a beautiful country. I am passionate about doing great things for it.

Cooler kids on the block. For 7 years straight.

Thanks to our fans who named us the **Cooler Hotel Brand** for the 7th year running. You guys are the cooler.

Winning





UBER HAS RAPIDLY BECOME ONE OF THE MOST RECOGNISABLE BRANDS AROUND THE GLOBE. HOW HAS THIS HAPPENED?

Uber is leading an entirely new movement – changing the way we think about products, technology and the future. Uber doesn't just move people; we're now moving food and soon maybe much more. Uber is all about simplifying something with the use of technology. We also make a difference to thousands of driver-partners' lives, everywhere.

WHAT MAKES UBER DIFFERENT FROM TAXIS?

We are a technology company; Uber doesn't own any cars or employ any drivers. With technologies like Uber, it makes traceability and transparency possible, encourages more efficient use of existing public transportation infrastructures, and opens up the customer base for driver-partners. The app also includes giving riders information about their driver; tracking all trips using GPS from beginning to end; enabling riders to share their ETA or route; and incorporating feedback from riders and drivers.

HOW DO YOU IMPLEMENT YOUR MARKETING CAMPAIGN?

We're always looking to surprise riders with our marketing campaigns, and look to like-minded companies to partner with us in this. We love using our technology to do more than provide rides. We've had all sorts of campaigns, from UberPaws, where guide dogs-in-training could be requested for a cuddle (proceeds went to SA Guide Dogs), to UberCommunity, which recently helped the fire victims of Hout Bay; riders were able to request an Uber to collect donations. We also focus on fun. For example, we have just partnered

COME ALONG FOR THE RIDE



with Woolworths to do an exciting Easter egg hunt without the hassle – riders simply request free Easter egg goodies on-demand through the app!

HOW MUCH DO YOU RELY ON WORD OF MOUTH AND SOCIAL MEDIA?

We always look to partner with events and innovative brands to provide safe and reliable rides. Our marketing strategy has been largely word of mouth and talkability. In this day and age, social media is a must, especially for a technology company like Uber. We take our social platforms seriously, responding to queries as quickly as possible. But we also use these to communicate with our riders and share inspiring driver-partner stories.

TELL ME ABOUT THE CHANGING PAYMENT OPTIONS.

Uber is available to anyone with a debit or credit card, and last year cash was also made available. This means that those riders who weren't initially able to link a card to their profile, or preferred not to, are now able to enjoy using the Uber app by selecting a cash payment option.

DO YOU HAVE STATS ON WHO USES UBER?

We don't share that information, but we do know that Uber is widely used across the age, race and gender spectrum.

WHAT ELSE SHOULD I KNOW ABOUT UBER?

There are more than one billion cars in the world today, and the problem is that, mostly, we use them individually. More cars mean more congestion and more pollution. Only once Uber got going – and ridesharing took off – did we begin to understand that today's transportation status quo is insufficient, inefficient and unequal. Sharing rides and using public transport is essential. This needs affordable, reliable alternatives to individual car ownership.

Already, attitudes to individual car ownership is beginning to change. When people are given an affordable, reliable alternative, they're happy to take it. In America, 10% of Uber riders under 30 say they've either given up their car or are no longer planning to buy one.

UBER TECHNOLOGIES IS A TRANSPORTATION NETWORK COMPANY WITH HEADQUARTERS IN SAN FRANCISCO THAT OPERATES IN 570 CITIES WORLDWIDE. **CHARMAIN NAIDOO** ASKED UBER'S SUB-SAHARAN AFRICA REGIONAL MARKETING MANAGER **BUSI SIZANI** TO SHARE THE STORY OF THIS UBER-SUCCESSFUL COMPANY

TALK TO ME ABOUT BRANDING.

In the last few years, Uber has redefined the way people move from A to B, but has also changed the way brands communicate with consumers. When Uber landed in South Africa, along with the ridesharing app came Uber-On-Demand, Uber's "surprise and delight" mechanism, to provide exclusive experiences to riders. Uber has offered some unique "uber-on-demand" activities that created talkability among people.

UberCHOPPER riders who selected an option and location were collected by an UberBLACK and taken to the V&A helipad for a helicopter ride in Cape Town. UberYACHT allowed riders to enter a promotional code into the Uber app and secure a VIP spot on a yacht for a sunset cruise.

On-demand activations such as these allow riders to feel part of a unique experience that builds talkability for the brand.

Thank you, Mzansi for seeing the cool in us!

BP rated within the 'Coolest Petrol Stations' category of the Sunday Times Generation Next Youth Survey.

Here's to staying cool!



go
your
way



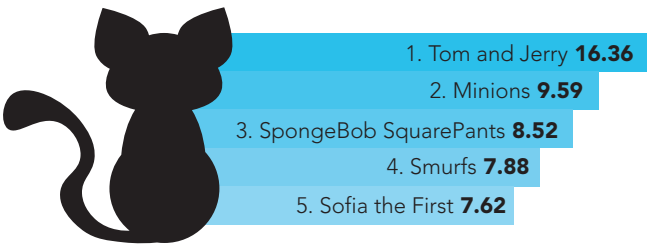


THE YOUTH HAVE SPOKEN!

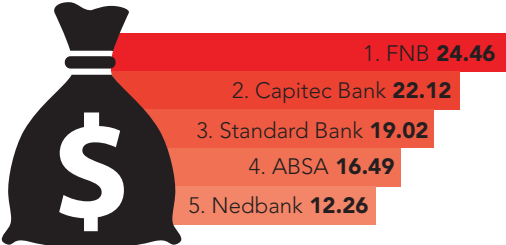
THESE ARE THE COOLEST BRANDS IN THE LAND!

Key categories are in alphabetical order & figures refer to overall percentages:

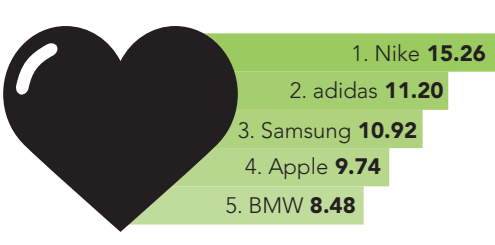
ANIMATED BRAND CHARACTERS



BANKS



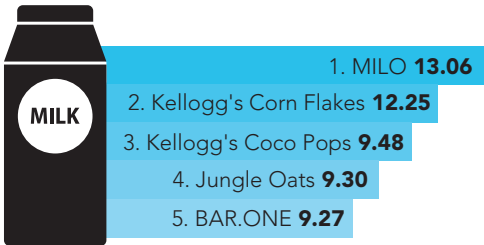
BRANDS OVERALL



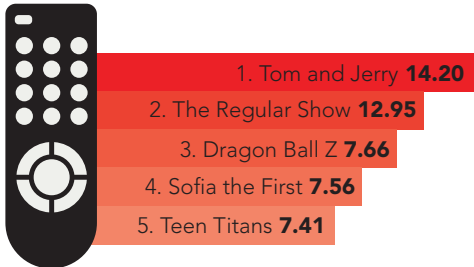
BRAND SLOGANS



BREAKFAST CEREALS



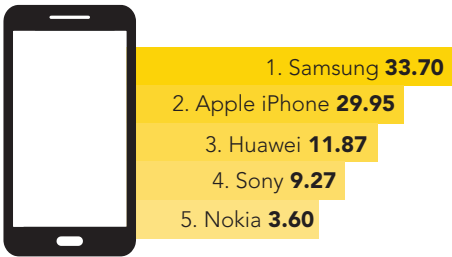
CARTOON SHOWS



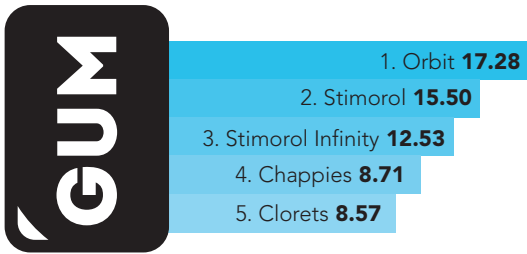
CELLPHONE APPLICATIONS



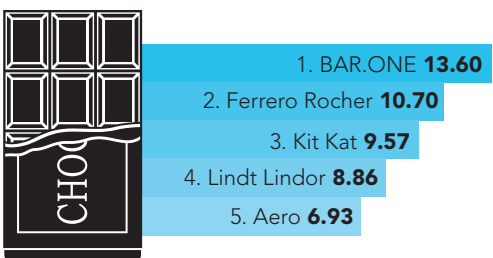
CELLPHONES



CHEWING GUMS



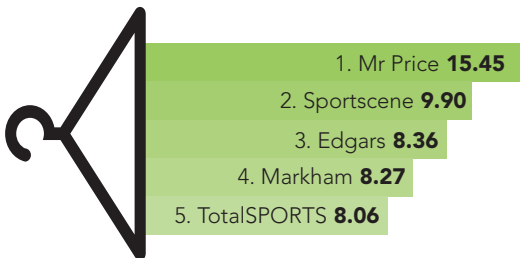
CHOCOLATES



CLOTHING BRANDS



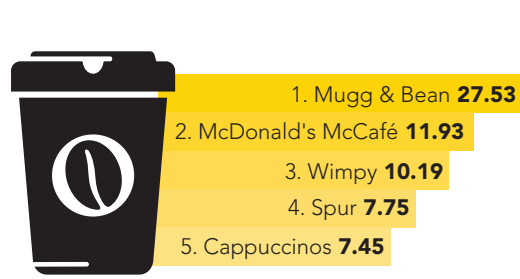
CLOTHING STORES



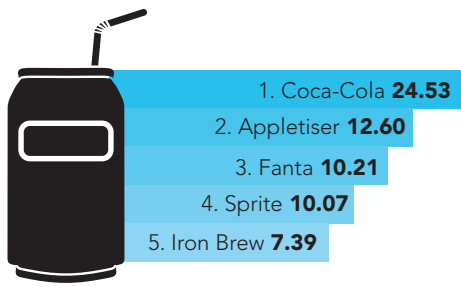
Note: From Sunday Times Generation Next study consisting of face-to-face written questionnaires administered in six provinces. Age split: Tweens/Kids (ages 8-13); Teens (ages 14-18); Young Adults (19-23). n=6 970 for polling data. Sample includes urban and peri-urban youth (rural excluded). Data collection dates: January-March 2017.
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For full graphs split by age group and including Top 10 winners, please visit www.hdiyouth.com

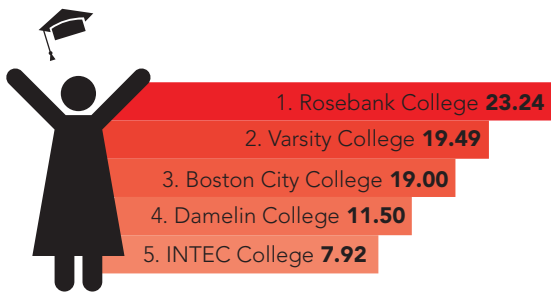
COFFEE SHOPS



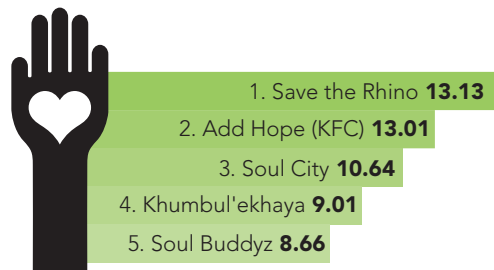
COLD DRINKS



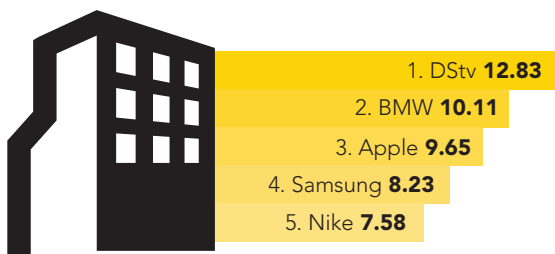
COLLEGES



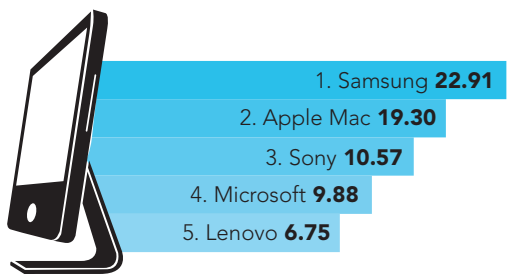
COMMUNITY PROGRAMMES



COMPANIES



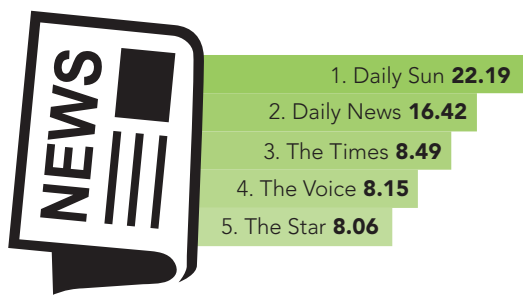
COMPUTER BRANDS



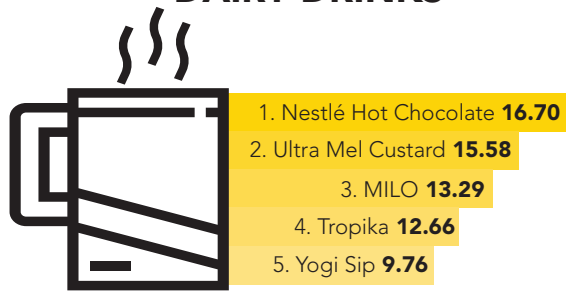
CONSOLE/COMPUTER GAMES



DAILY NEWSPAPERS



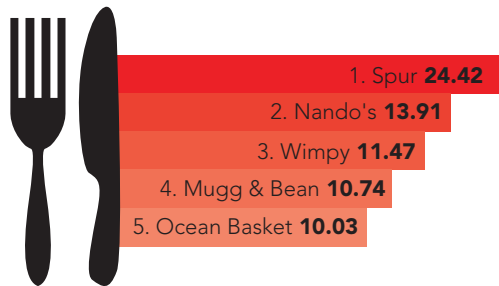
DAIRY DRINKS



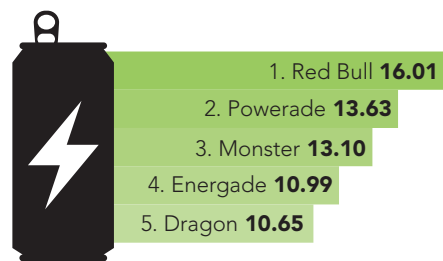
DOMESTIC AIRLINES



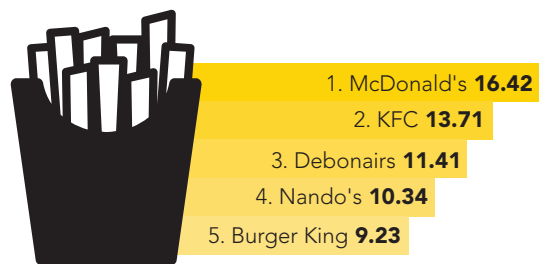
EAT OUT PLACES



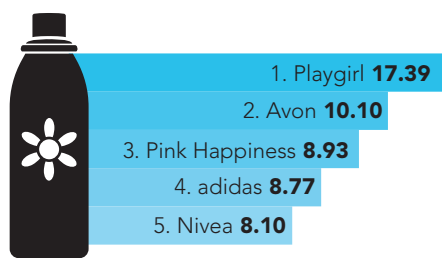
ENERGY PRODUCTS



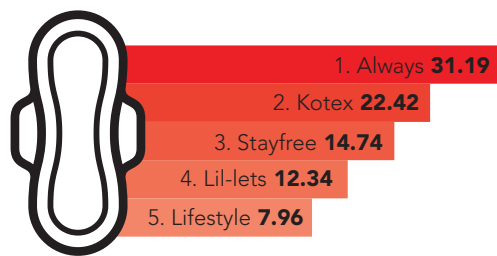
FAST FOOD PLACES



FEMALE DEODORANTS



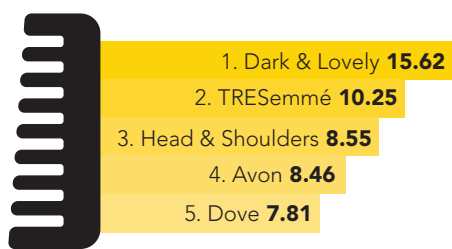
FEMININE HYGIENE PRODUCTS



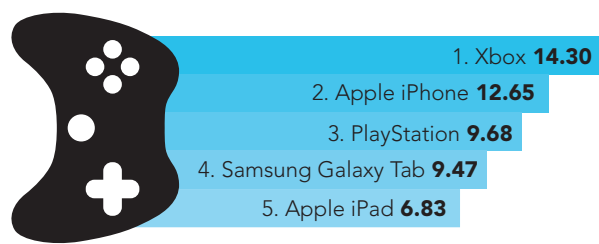
GROCERY STORES



HAIRCARE PRODUCTS



HI-TECH GADGETS



HOTEL GROUPS



ICE-CREAMS



INTERNATIONAL CELEBRITIES



Note: From Sunday Times Generation Next study consisting of face-to-face written questionnaires administered in six provinces. Age split: Tweens/Kids (ages 8-13); Teens (ages 14-18); Young Adults (19-23). n=6 970 for polling data. Sample includes urban and peri-urban youth (rural excluded). Data collection dates: January-March 2017. © 2017 Hot Dogz Marketing (Pty) Ltd t/a HDI Youth Marketeers. All rights reserved.

KIDS TV CHANNELS



1. Cartoon Network	20.00
2. Disney	16.33
3. Disney XD	14.60
4. Nickelodeon	13.24
5. Boomerang	9.81

LOCAL DJs (RADIO OR CLUB)



1. Black Coffee	25.60
2. DJ Fresh	12.02
3. Heavy-K	8.95
4. DJ Tira	7.78
5. DJ Zinhle	7.05

LOCAL ENTERTAINMENT PLACES



1. Sun City	20.09
2. Gold Reef City	18.50
3. uShaka Marine World	13.57
4. Carnival City	6.80
5. The Zoo	6.27

LOCAL FEMALE CELEBRITIES



1. Babes Wodumo	12.38
2. Fifi Cooper	11.70
3. Minnie Dlamini	11.27
4. Pearl Thusi	10.12
5. Lira	7.02

LOCAL MALE CELEBRITIES



1. Trevor Noah	13.54
2. Nasty C	11.81
3. Emtee	9.89
4. AKA	8.77
5. Cassper Nyovest	8.50

LOCAL MUSIC STARS (BAND OR PERSON)



1. AKA	9.10
2. Nasty C	9.01
3. Cassper Nyovest	7.03
4. Black Coffee	6.46
5. Babes Wodumo	6.29

LOCAL SCREEN STARS



1. Trevor Noah	20.48
2. Pearl Thusi	13.98
3. Minnie Dlamini	7.49
4. Jessica Nkosi	6.58
5. Pearl Modiadie	5.30

LOCAL SPORTSPEOPLE



1. AB de Villiers	13.29
2. Wayde Van Niekerk	9.85
3. Simphiwe Tshabalala	9.53
4. Chad Le Clos	8.75
5. Itumaleng Khune	7.95

MAGAZINES



1. Top Gear	15.80
2. Car	8.20
3. Drum	8.04
4. YOU	7.69
5. True Love	6.49

MAKE-UP BRANDS



1. Avon	22.19
2. Revlon	13.50
3. MAC	11.13
4. L'Oréal	9.25
5. Elizabeth Arden	5.73

MALE DEODORANTS



1. Playboy	16.59
2. English Blazer	14.96
3. AXE	11.81
4. adidas	11.10
5. Hugo Boss	9.63

METHODS OF TRANSPORT



1. Gautrain	27.38
2. Uber	26.14
3. MyCiti Bus	15.79
4. Rea Vaya bus	10.44
5. Shosholozha Meyl	7.52

MOTOR VEHICLES



1. Mercedes-Benz	18.36
2. BMW	17.04
3. Audi	9.81
4. Range Rover	9.06
5. Jaguar	6.42

MUSIC RETAILERS ONLINE/PHYSICAL STORES



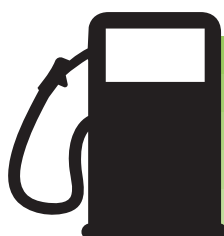
1. Google Play Store	15.61
2. iTunes/Apple music	14.66
3. Musica	13.38
4. Youtube2mp3	10.70
5. Tubidy	8.53

PET FOODS



1. Whiskers	18.49
2. Husky	14.13
3. BOSS	12.40
4. Bob Martin	12.30
5. Pedigree	11.72

PETROL STATIONS



1. Engen	30.68
2. Caltex	16.83
3. Shell	15.41
4. Total	13.00
5. BP	12.63

RADIO STATIONS



1. Metro FM	23.17
2. 5FM	9.99
3. Umhlobo Wenene FM	7.55
4. Ukhozi FM	7.02
5. East Coast Radio	6.77

REALITY TV SHOWS



1. Idols SA	14.10
2. Cake Boss	13.00
3. Wipeout	12.73
4. SA's Got Talent	9.64
5. Our Perfect Wedding	8.30

SHOE/FOOTWEAR BRANDS



1. Nike	22.60
2. adidas	16.05
3. Jordan	9.75
4. Carvela	6.55
5. Converse	6.25

SHOE/FOOTWEAR STORES



1. TotalSPORTS	20.39
2. Sportscene	20.24
3. Spitz	12.45
4. Studio 88	10.60
5. Edgars	9.37

SHOPPING MALLS



1. Sandton City	13.15
2. Mall of Africa	12.45
3. Gateway Theatre of Shopping	9.20
4. V&A Waterfront	7.95
5. Rosebank Mall	5.77

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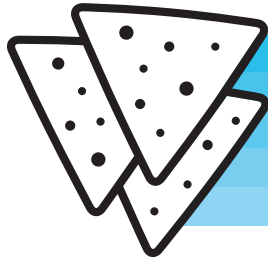
For full graphs split by age group and including Top 10 winners, please visit www.hdiyouth.com

SKINCARE PRODUCTS



1. Nivea	19.88
2. Dove	13.30
3. Avon	9.00
4. POND'S	7.94
5. Vaseline	7.93

SNACKS



1. Doritos	26.24
2. Lay's	14.22
3. Simba Chips	12.79
4. Oreo	12.31
5. Pringles	7.90

SOAP BARS



1. Dove	19.79
2. Lux	14.12
3. Protex	13.99
4. Dettol	13.10
5. Nivea	11.67

SOCIAL MEDIA PLATFORMS



1. WhatsApp	34.38
2. Facebook	20.74
3. Instagram	16.26
4. YouTube	9.02
5. Twitter	4.50

SOUTH AFRICAN FASHION BRANDS



1. Identity	20.25
2. Uzzi	18.79
3. LEGiT	10.98
4. LTD	9.35
5. Black Coffee	6.33

SPECIALIST HEALTH, BEAUTY & ACCESSORY STORES



1. Clicks	15.25
2. Woolworths	14.44
3. Avon	13.69
4. Dis-Chem	13.16
5. American Swiss	10.00

SPREADS/SAUCES



1. Nutella	19.54
2. Nando's Sauces	17.44
3. Steers' Sauces	13.80
4. All Gold Tomato Sauce	11.08
5. Melrose Cheese Spread	9.37

STATIONERY



1. BIC	25.59
2. Staedtler	14.52
3. Pritt	14.05
4. Marlin	10.43
5. Penflex	9.77

STATIONERY STORES



1. CNA	25.92
2. Game	21.64
3. Waltons	13.01
4. Pick n Pay	12.51
5. Checkers	11.04

SWEETS



1. Jelly Tots	11.20
2. Pin Pop	10.05
3. Maynards Wine Gums	8.15
4. Smarties	7.47
5. Maynards Jelly Babies	7.22

TELCO PROVIDERS



1. Vodacom	30.44
2. Cell C	28.59
3. MTN	22.80
4. Telkom/Telkom Mobile (8ta)	14.52
5. Virgin Mobile	3.46

TINNED FOODS



1. KOO	33.81
2. All Gold	24.14
3. Lucky Star	19.70
4. Bull Brand	9.07
5. Rhodes	6.44

TOOTHPASTES



1. Colgate	29.47
2. Aquafresh	26.09
3. Sensodyne	19.23
4. Oral-B	14.23
5. Closeup	4.43

TV CHANNELS



1. TRACE Urban	12.24
2. Cartoon Network	9.45
3. Disney Channel	7.71
4. Mzansi Magic	7.66
5. SuperSport	7.00

TV MUSIC CHANNELS



1. TRACE Urban	28.21
2. Channel O	20.30
3. MTV Base	18.29
4. MTV	9.45
5. TRACE Africa	7.10

TV PROGRAMMES/SERIES



1. Ridiculousness	14.01
2. K.C. Undercover	11.03
3. The Vampire Diaries	9.68
4. The Big Bang Theory	8.95
5. The Flash	8.76

TV SOAPS



1. Uzalo	14.40
2. Empire	14.07
3. Skeem Saam	11.04
4. 7de Laan	10.73
5. IsiBaya	9.28

ULTRA LUXURY MOTOR VEHICLES



1. Lamborghini	22.94
2. Ferrari	19.30
3. Bugatti	15.05
4. Rolls-Royce	10.98
5. Porsche	10.77

UNIVERSITIES



1. UCT	20.06
2. UJ	12.69
3. UNISA	9.66
4. WITS	8.40
5. UP-Tuks	7.26

WEEKLY NEWSPAPERS



1. Sunday Times	26.80
2. City Press	18.16
3. Sunday Sun	16.01
4. Soccer Laduma	12.37
5. Sunday World	8.34

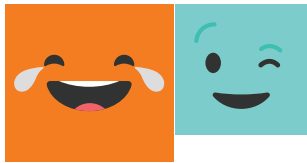
YOGHURTS



1. Parmalat	31.25
2. Danone NutriDay	20.81
3. Woolworths brand	15.21
4. Clover Classic	14.43
5. DairyBelle	10.36

Note: From Sunday Times Generation Next study consisting of face-to-face written questionnaires administered in six provinces. Age split: Tweens/Kids (ages 8-13); Teens (ages 14-18); Young Adults (19-23). n=6 970 for polling data. Sample includes urban and peri-urban youth (rural excluded). Data collection dates: January-March 2017.
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For full graphs split by age group and including Top 10 winners, please visit www.hdiyouth.com



VIDEO CONTENT IS KING, BUT LIVE BROADCASTS PROVIDE AN EXPERIENCE LIKE NO OTHER, SUGGESTS **SUNGULA NKABINDE**

LIVE IN FIVE

WITH 7.2 TRILLION cross-platform video views between March 2016 and March 2017, according to cross-platform video intelligence company Tubular Labs, data-driven video content has become the cornerstone of digital marketing. But live video takes the concept to a whole new level. It gives viewers raw access to events as they happen, allowing them to interact with brands and the creators of those videos, as opposed to simply viewing nicely packaged visuals after they have been edited.

Video content, in general, is appealing to younger audiences, who are technologically savvy and used to social media, which has changed the way online users communicate with one another, preferring short, concise messages over longer forms of content. But live video offers brands a cost-effective way to engage with existing customers, and win over new ones, using immediate content made entirely from a smartphone.

Thanks to the introduction of Facebook Live and a number of other social media platforms, such as Periscope, Snapchat and YouTube Live, brands are working harder than ever to bring valuable, interesting live videos to their customers.

In April, video game publisher Activision and game developer Sledgehammer Games live-streamed the first trailer of *Call of Duty WWII*, a game that is due to be released only in November. Fans of the game tuned into the "global reveal" to be among the first to see the new features of the popular first-person shooter game.

IT'S ABOUT MAKING A CONNECTION

Samantha Wright, digital marketing consultant at The Words Agency, says live video is about sharing an experience and giving someone a first-hand feeling of what it is like. Also, because those watching a video can comment in real time, it's possible to gauge reaction to a product and to get immediate feedback.

"It all comes down to being able to connect the person or the brand on the other side of the screen," says Wright. "We've entered a world where people are so bombarded with content, and people are increasingly feeling disconnected with one another. Live video addresses that, because it allows you to connect in real time."

Live broadcasts are why Shane (18) prefers Facebook to YouTube, saying that, in addition to the annoying advertisements at the beginning of every video, YouTube simply isn't as up-to-date as Facebook, because YouTube doesn't have easy access to videos of events as they happen.

Meanwhile, Neo (21) occasionally broadcasts live videos of special occasions and achievements. Says Neo: "I've only been live twice ever, but hope to be again soon when something special/interesting happens. My first-ever live video was taken on Instagram on my 21st birthday, when my best friend treated me to the most awesome lunch ever, and the other was via Facebook Live, just after featuring on *Students unCensored* with Ruby Chikwiri on Cliff Central."

LIVE IS NOT FOR EVERYONE

Live video does have its drawbacks, however, to the point where it can even be considered dangerous. As anyone with a smartphone can broadcast a video, this can give rise to misinformation and the spreading of fake news, and can also exacerbate dangers of cyberbullying, among others. In April, a 22-year-old Thai mother witnessed her boyfriend murdering their 11-month-old daughter in a Facebook Live broadcast, before he killed himself. The murder video remained on Facebook for around 24 hours and 112 000 views before it was taken down.

From a branding perspective, Wright says live broadcasts aren't universally applicable. If a company sells cupboards, for example, live video is probably not the best way to go about promoting the product, "unless it has very cool features".

"There's not much that one can do that will highlight the appeal of a normal cupboard in a way that consumers would want to tune in to watch," says Wright.

"Now, if you are a real estate agent, a live video of a walkthrough in a new listing could be really cool, because people could actually see it first-hand. Just because you have a certain tool at your disposal doesn't mean you have to use it."

Wright doesn't think brands should create content for each of the platforms, but should rather find out where their audiences are and focus on creating video content for those platforms specifically.

"For companies whose main consumers are teenagers, Snapchat would be the best platform to reach them. But for older ones, Facebook would be best," she says.

Fast facts



- Research firm MarketsandMarkets has forecasted that live video will be a \$70-billion industry by 2021.
- Periscope users have created more than 200 million broadcasts. (Periscope)
- German talk show *Lifestyler.TV* holds the record for the longest live video, which lasted 150 hours and 30 minutes. (Guinness World Records)
- 10 billion videos are watched on Snapchat per day. (Bloomberg)
- Snapchat video ads deliver over two times the lift in purchase intent compared to TV, YouTube, Instagram and Facebook video ads. (MediaScience)



BONGEKILE SIMELANE, AKA BABES WODUMO (WHICH MEANS "THE FAMOUS BABES"), IS A MODEL, DANCER AND KWAITO ARTIST. THE QUEEN OF GQOM, SHE WAS RECENTLY NOMINATED IN FOUR CATEGORIES AT THE PRESTIGIOUS METRO FM AWARDS. BY **NIKKI TEMKIN**

Q&A SPIRITUAL BABE

WHAT'S YOUR FAVOURITE CLOTHING BRAND/DESIGNER?

Ivy Park, which is Beyoncé's label, because it's sporty, comfortable and just kind of Loxion style, which defines who I am.

IF YOU WON THE LOTTERY, WHAT WOULD YOU DO WITH IT?

I would build a church for my father, who is a pastor, and buy houses and old-age homes.

WHAT'S YOUR FAVOURITE SOCIAL MEDIA PLATFORM?

Instagram, because it's all about pictures and videos – you get to know people and the kind of lives they lead.

THE BEST ADVICE YOU HAVE EVER RECEIVED?

It was from my dad, and he told me to trust in God.

WHAT OR WHO INSPIRES YOU DAILY?

Big Nuz – they have worked so hard over the years and therefore have longevity.

WHO ARE YOUR MENTORS?

Definitely my father, because of the advice he's given me through the years. He is the best! He has always been present in all his children's lives; even my friends are able to confide in him as their own father, and he's the coolest pastor. Also, Mandla Maphumulo (Mampintsha) – he has been in the game for a very long time.

THE BEST PARTY YOU HAVE EVER BEEN TO?

All of them have been great. I appreciate the invitations.

WHAT'S YOUR BEST SONG AND ARTIST?

Lion of Juda by Lebo Sekgobela. It just brings tranquillity into my life and makes me really connect with God in a special way.

ONE WISH YOU HAVE FOR OUR COUNTRY?

Respect.

HOW DO YOU RELAX?

I watch TV and cook.

MY PERFECT PARTNER ...

will understand the type of work that I do, the long hours it takes and the much travelling I need to do. and they need to just understand me as a person.

WHAT QUALITIES DOES SOMEONE NEED TO SUCCEED IN YOUR FIELD?

You must be strong, talented, patient and pray, if you believe in it – just be spiritual somehow, or else you get lost in everything.

HOW DO YOU KEEP IN SHAPE?

Dance rehearsals. I have the West Ink school of dancing in the Bat Centre, so I spend about three hours every day making some dance moves.

WHAT'S NEXT FOR YOU?

I want to make videos for all the songs in my album, and to own an old-age home before I reach the age of 27.

SAMSUNG

#TeamSamsung

That's you fam. You helped us do it again, a three-peat. Thank you for voting us the coolest cellphone brand in the Generation Next Awards. We are going to keep at it.

BEYOND ALL IMAGINATION

WHAT IS IT ABOUT CARTOON NETWORK THAT MAKES THE BRAND SO ATTRACTIVE, PARTICULARLY TO THE YOUNGER GENERATION?

Cartoon Network has always remained strongly connected to its audience and fans. The young generation has been significantly impacted by technological progress, which has influenced the way it consumes entertainment and brands.

We have identified this new group, aged 4-14, to be the “Plurals generation”. While millennials became the first digital native consumers, plurals are the mobile native generation. They are focused on choice and control, favour visual communication, and value involvement and co-creation.

Cartoon Network has committed itself to parallel these evolutions, to continue to engage its viewers. We constantly develop and launch new products designed for traditional and small screens.

To adapt content to this broad connected ecosystem, we have challenged our creative and production process. The shows we now produce and offer to our fans across platforms are made to be truly immersive and entice interactivity.

We launched *Mighty Magiswords* at the beginning of the year with 400 pieces of content, which is far from a traditional, linear show production process. We first produced non-linear shorts for our global app Cartoon Network Anything, our website and YouTube, before launching on-air mid-March. In June, we will launch the MagiMobile app, which will allow kids to

collect items from the show via their mobile devices while watching the series on TV.

Cartoon Network Anything is another exciting initiative that we launched in Africa at the end of January. This micro-network, specifically designed for small screens, allows kids to engage with their favourite shows and characters like never before, with content and games delivered in short, exclusive formats.

WHAT IS IT ABOUT CARTOON NETWORK THAT MAKES IT SO ATTRACTIVE INTERNATIONALLY AMONG THE YOUTH OF SO MANY DIFFERENT CULTURES AND BACKGROUNDS?

Cartoon Network is a funny and irreverent entertainment brand that offers kids a getaway for non-stop fun, laughter and adventure. Humour is universal, and I believe making our audience laugh is a big part of our worldwide success.

Having said that, we may be an international brand, but we are careful to tailor our offer and adapt our communication to all different markets. For South Africa, we produce specific on-air elements to be more in line with local cultures, and we programme seasonal events that echo our audience’s daily lives. We also work with talent that can be identified by bringing forth local relevance.

Tailoring marketing and programming strategies was a huge contributor to our success last year: Toya Delazy worked on reinterpreting *The Powerpuff Girls* theme song, and Wayde van Niekerk was the



Pierre Branco **Q&A**

ambassador of our anti-bullying campaign. *Pop Up Party*, our first-ever show locally produced and launched in South Africa, has been warmly welcomed by our viewers. There is a strong demand for local content, and we will focus on doing more of those for our CN African feed.

IS IT IMPORTANT FOR CARTOON NETWORK TO BE SEEN AMONG THE YOUTH AS THE COOLEST OR MOST HIP CHANNEL?

Being cool and hip is part of Cartoon Network’s DNA. To us, the appeal comes from Cartoon Network’s effort to continuously deliver the unexpected, resulting in the originality of our identity, tone of voice and, most importantly, our unique characters.

Proof of these characters’ appeal is the numerous nominations and awards that our franchises have been generating. *The Amazing World of Gumball* has won eight BAFTAs since its launch. Finally, our characters have had an impact on trends: *The Powerpuff Girls*, the original

CARTOON NETWORK HAS BROADCAST ACROSS FRENCH AND ENGLISH-SPEAKING COUNTRIES SINCE 2001, AND BECOME ONE OF THE STRONGEST PLAYERS IN THE KID’S TV INDUSTRY. **ALF JAMES** TALKS TO PIERRE BRANCO, VICE-PRESIDENT SOUTHERN EUROPE AND AFRICA, AND GENERAL MANAGER FRANCE, PORTUGAL AND AFRICA, AT TURNER

ambassadors of girl power, have influenced two fashion lines (Moschino in 2016 and Fyodor Golan in 2017).

We also make sure we build strong partnerships with the creative and art scene locally. In April, we launched the first-ever Cartoon Network African art exhibition with First Thursdays. The Powerpuff Girl Art Factory showcased 10 interpretations of *The Powerpuff Girls* by South African designers.

WHAT TRENDS HAVE YOU IDENTIFIED IN THE LOCAL MARKET?

South African families carry extremely positive values, where morality and goodness are true drivers for day-to-day decision-making. Mastering English is also strongly valued, as it is seen as a key to social advancement and parental approval.

We also know that in South Africa, children tend to “stay younger for longer”, and they will move away from animated content later than children in other markets.

Strong co-viewing habits in households give pay-TV value, as it is a platform you can watch in a group, unlike phones or tablets.



Inspiring
A NEW GENERATION

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Inspiring new ways

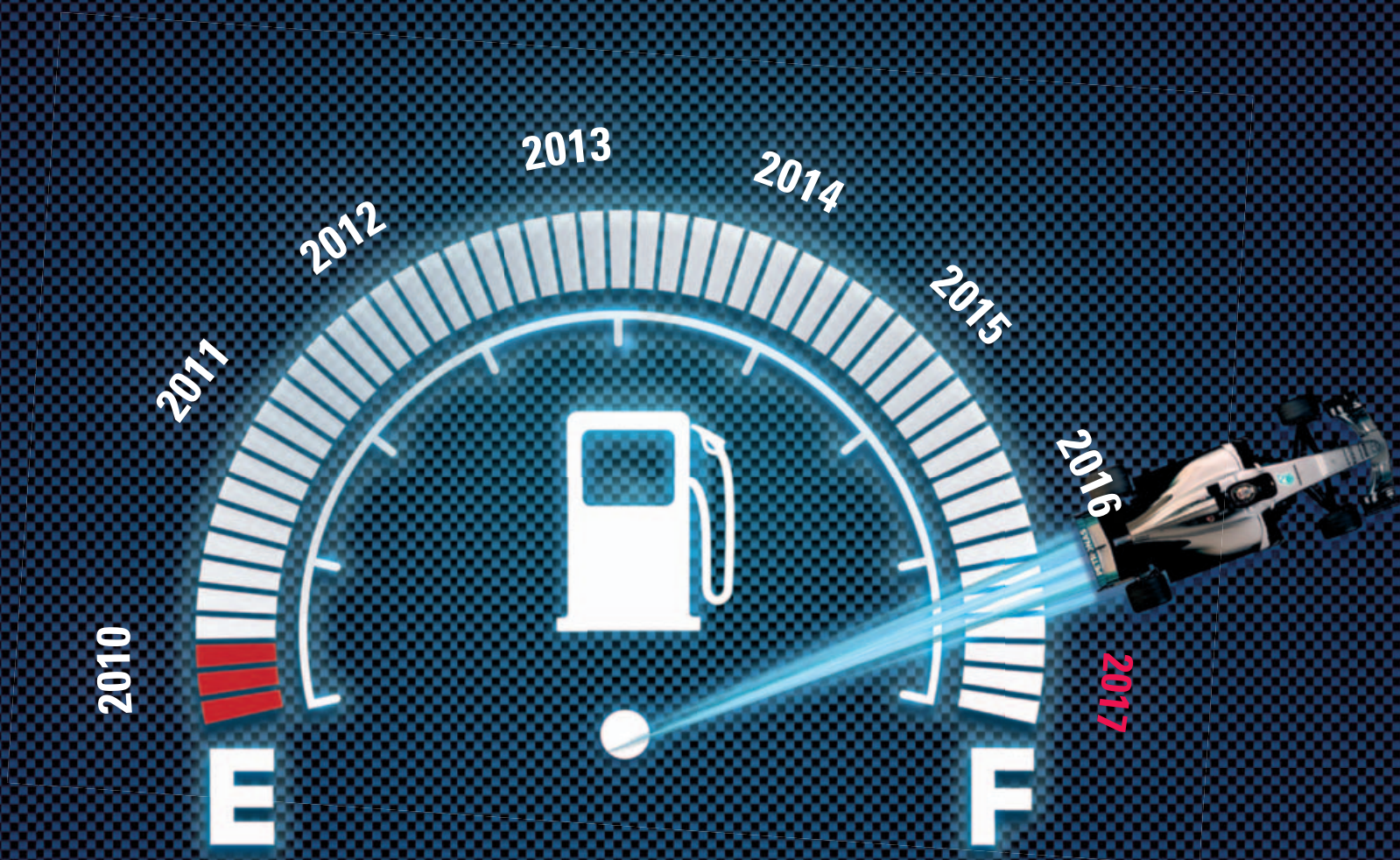
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With us you are Number One





1 062 STORES 'UP TO SPEED'

Word in the market over the past 12 months was that pressure from international retailers such as Zara, Forever 21, Topshop and H&M was being felt by local retailers, and that Cotton On, in particular, because it was most similar to Mr Price in terms of look, feel and target market, was putting much stress on the brand. Industry commentators have been attributing Mr Price's slump in sales in the last quarter of 2016 partly to having to share the retail pie with fast-growing competitors.

The Generation Next survey respondents, however, fervently disagree - the figures from urban youth across South Africa show they remain loyal to what they consider the coolest brand.

Neo (21) enjoys Mr Price's "willingness to make clothing affordable for people who want to be up to speed with the latest trends, so we can look as good as Keke Palmer, and Kendall and Kylie Jenner". Gugu (21) finds Mr Price cheap, accessible, has good-quality clothing and style to suit all ages.

"Mr Price is also ever-evolving - the items they sell are fashion-savvy, up to speed with global trends, hip and affordable. The in-store layout is also good - it's colourful, neat and exciting," says Gugu.

To be considered cool, brands need to speak directly and effectively to their target market, and Mr Price does just that.

"Mr Price is on every social media platform, they have an active website, and they send newsletters via email - they're not giving anyone a chance to ignore them," says Alexis (22).

AFFORDABLE, trendy, ever-evolving and accessible - these are the reasons why young fans of Mr Price have rated the retail store the Coolest Clothing Brand in South Africa for the fifth consecutive year.

Pipping Sportscene, Edgars, Markham and Totalsports by as much as a 40% margin, Mr Price has not only comfortably maintained top rank in this category year-on-year, but has won the hearts of the youth in the face of financial pressure from its direct competitors.

The history of the Mr Price Group is a truly South African success story, dating back to 1885 with the opening of the first John Orr's stores. Fast-forward to 1987, when the group's founders, Laurie Chiappini and Stewart Cohen, bought a controlling interest in John Orr's and began a period of expansion that would see the group grow to more than 1 062 retail stores to date across South Africa - and in recent years embarking on an expansion into Africa and internationally.

Mr Price has stores in Namibia, Botswana and Nigeria. In 2016 the group opened test stores in Melbourne, Australia.

The group has five trading divisions, divided into apparel and homeware: Mr Price, Mr Price Sport, Miladys, Mr Price Home and Sheet Street. Sales in those five divisions show Mr Price at 60%, Mr Price Home at 18.2%, Sheet Street at 7.7%, Miladys at 7.3% and Mr Price Sport at 6.8%.

Retail commentator Yatish Narsi, CXO of Design Partnership, points out: "Mr Price has a very strong value proposition, good product and aggressive pricing. This, combined with a very strong physical footprint, has afforded the group much success over recent years, which will obviously have a

IT MAY BE FEELING THE PRESSURE FROM INTERNATIONAL RETAILERS, BUT MR PRICE IS STILL A WINNER AMONG SOUTH AFRICAN YOUTH, SAYS LINDA DOKE

strong influence on its popularity.

"The reality, however, is that while they remain the most popular, the apparel landscape is shifting significantly. Cotton On, albeit ninth in the poll, has only about 195 stores across South Africa, with plenty of room to grow. Add to this the arrival of other international brands (Zara, H&M and others), as well as the turnaround under way at Edgars, and the results may look quite different in the future."

Narsi emphasises that customer loyalty and affinity are fleeting - they can never be guaranteed.

"A brand can be cool one day, but not cool the next. What is critical for Mr Price is that they leverage the significant presence they have in their physical stores."

Narsi believes the next few years will be crucial for all the players in the clothing retail sector. "Mark Twain said it best: *Even if you are on the right track, you will get run over if you just sit there.*"



Mr Price Group sales by segment

Apparel (Mr Price, Mr Price Sport, Miladys): **74%**
Homeware (Mr Price Home, Sheet Street): **26%**

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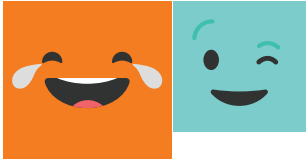
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for maximum
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BY CHOOSING TO
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YOU BUY BACK JOBS
AND THE FUTURE
YOU ARE DESTINED FOR

Be Proudly South African. Buy Local to create jobs.





THE YOUTH VALUE BRANDS THAT OFFER SOMETHING NEW, RELEVANT AND MEMORABLE, SAYS ALF JAMES

INNOVATION means creating new things, new ways of doing things and new opportunities, according to 23-year-old Lerato, which he says is valued by Generation Next. "We are the youth that wants new, new-new!" he adds.

Monde, also 23, agrees, saying that, to the youth, innovation means enhancing or improving, seeing something new, whether it be cool, informative or fun. But he believes the main aim of innovation is to change lives, which makes social innovation key. "We want to change the world around us, not only as beneficiaries, but looking at our communities and country as points of changing too."

Lerato believes the youth have an advantage in relation to innovation, being better informed than their parents. "We have the world at our fingertips, and innovation combined with technology makes our lives so much easier."

In terms of innovative brands, Lerato believes Mercedes-Benz is not only innovative in relation to its vehicles, but, as host of the Mercedes-Benz Fashion Week, the brand is viewed as relevant to the youth. "We create memories by pictures, and we always want to get the best 'selfie'," he says.

"iPhone continues to come up with ways to stay relevant to us, and continues to make technology easy for us. Their cellphones are also cool and make you look like a cool kid." He adds: "McDonald's continues to be

KEEPING UP WITH OUR TIMES



affordable for us, and once in a while they have extra-cheap offers, like the recent breakfast for R10. They come up with ways for us to remain loyal to them.

"Absa recently had a 'ready to work' programme, where you could win an internship. Those things continue to win us over to brands."

According to Lerato, Clicks is also a cool brand because "you can get everything at one place, and more and more females are drawn to Clicks because of the model search that happens each year".

He says Puma is seen as a cool brand because its sneakers range includes celebrity ranges such as Rihanna. "We are drawn to Puma because we love the celebrities they feature, and their sneakers and clothes

are cool because they are worn by celebrities we love."

According to Monde, Apple's iPhone leads the smartphone pack. Among fast-food outlets, McDonald's still conquers, especially when it has its countrywide deals, such as R20 for a Big Mac meal.

In the gaming sector, he favours Sony PlayStation over the competitors, as the introduction of its virtual reality gave it a competitive advantage. Among clothing and fashion outlets, Monde believes Mr Price and H&M are on par.

Nike's change from a strictly sports brand to everyday casual wear is a show of the brand's innovation and power. That's the view of 21-year-old Gugu.

Monde believes quality coupled with



When something is new and has never been done before, we see it as cool
Lerato, 23

innovation equals brand power. He says the youth don't mind paying more, as long as they are getting both quality and innovation.

"The more innovative a brand is, the more attractive a brand is to the youth, because the fact that the brand is innovative proves that it is keeping up with the times, and innovation usually serves as a method to enhance the product or the way things are being done, which improves the quality of the brand," adds Alexis, 22.

However, there are instances in which the trusted nature of a brand wins out against innovation.

"For example, something like Sunlight dishwashing liquid has built a reputation over the years as a good cleaning agent, so when other companies try to compete and sell their product as having advanced technology that kills germs by some-other chemical process, the people that use Sunlight don't really care, because they've been using Sunlight for years and it's been working pretty well for them. In some cases, tried and trusted does outweigh innovation," Alexis says.

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TEEN 101

THEY'RE STILL GROWING OUT OF THEIR PUPPY FAT, BUT SOUTH AFRICAN TEENS KNOW WHAT THEY WANT!

Best brand connector is **AFFORDABILITY**

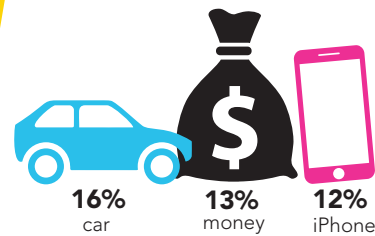
Worst brand connector is **MAKING FALSE PROMISES**

TV ADVERTS are their **biggest** brand attractors

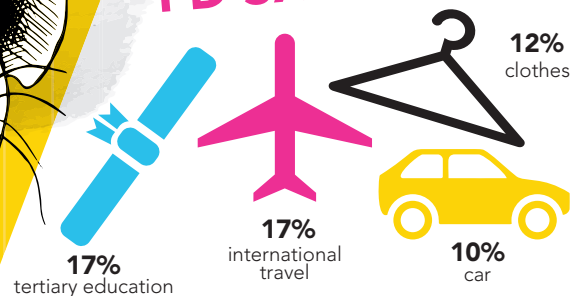
GOOD SERVICE makes them talk about a brand



BIRTHDAY WISHES



I'D SAVE FOR...



Note: From Sunday Times Generation Next study consisting of face-to-face written questionnaires administered in six provinces. Ages for this infographic: Teens (14-18). n=1 295 for lifestyle data. Sample includes urban and peri-urban youth (rural excluded). Data included based on multiple mentions. 2017 Data collection dates: January-March. © 2017 Hot Dogz Marketing (Pty) Ltd t/a HDI Youth Marketeers. All rights reserved.

FINALLY, ON SONG

IDOLS SA is one of the longest-running reality shows on local television, having first hit our screens in 2002. Curiously, it nabbed the coveted Coolest Reality TV Show label for the first time this year, even though the format has stayed the same all these years - contestants belting out tunes in the hope of being the next big thing, followed by a nail-biting viewer voting round that culminates in a riveting pronouncement of the winner.

What has notably changed in the last two seasons is the entry of larger-than-life judge Somizi Mhlango, who had viewers across the country echoing his "Whoo shem" exclamation phrase. His exuberant personality, extravagant outfits and unpredictable commentary have been credited with drawing in the audiences.

21-year-old Kgolagano says Somizi has revived the show. "I'm sure he doubled the *Idols* fan base with his reach."

While the judging panel has changed over the years, it seems to have finally hit the magic formula. Previously, the panel featured industry veterans such as Mara Louw and Marcus Brewster, who may have had great credentials, but failed to connect with and invigorate younger audiences.

22-year-old Vusi agrees, saying he thinks the judges are cool, especially because the panel comprises people from different backgrounds in the entertainment industry. "So I feel like they think out the box in terms of decision-making."

20-year-old John says Somizi is definitely the cream of the crop, and his personality makes him fun to watch.

Reality TV is a massive genre

IT'S BEEN ON OUR SCREENS FOR 15 YEARS, BUT HAS FAILED TO HIT THE BIG TIME, WRITES PUSELETSO MOMPEI. NOW, IN 2017, THE WINNER IS... IDOLS SA

across the world, and it's no different in South Africa. However, in recent years, local reality has really taken off with the rise of channels such as Mzansi Magic.

The cornerstone of Mzansi Magic is its focus on local talent and life over foreign faces and places. The channel also boasts other runaway successes, such as *Our Perfect Wedding* and *Date My Family*. *Idols SA* has found a natural home in this line-up, where viewers are hooked on seeing regular folks like themselves on their screens.

Prior to Season 8, there had been no black winner on *Idols SA*, but in recent years there has been more diversity in the profile of the winners, further cementing the relatability factor.

Idols SA ranks as one of the most-watched programmes among both adults and children on M-Net and Mzansi Magic. Ratings indicate that Season 12 has been the most successful to date, generating over 83 million votes, up from 78 million for Season 11, which vastly superseded Season 10's record of 24.3 million votes. This upward trajectory flies in the face of international trends, and contrasts sharply with the US and UK franchises, which experienced such sharp declines that they had to be cancelled.

Another thing *Idols SA* seems to have

gotten right is fluidly incorporating new technologies as they evolve. The show first allowed votes via SMS, and now viewers can vote on WeChat, which is free.

21-year-old Neo thinks it's amazing that fans can vote for their favourites in more than one way, which allows her to keep up with what is happening, in case she hasn't been able to follow the show.

The interactive element of the show is an audience-puller, as viewers can generate conversations about the show on social media platforms such as Facebook and Twitter, and also connect directly with contestants. John (20) says this aspect "takes the show off our TV screens and into our phones. It also encourages interaction, even after the show is done."

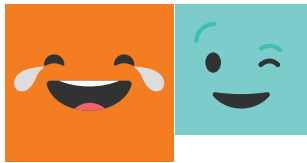
22-year-old Alexis may not be a massive fan, but she says the social media engagement aspect of *Idols SA* is being handled very well. "The *Idols* Twitter account is always up-to-date and regularly active, and, as a result, fans are able to follow it religiously. The same goes for the YouTube account, with their almost immediate update of the performances."

She adds: "The use of social media definitely influences my following the show, because recently you may have noticed that South Africa has developed a trend about making Sunday evening television trend on Twitter from around 17:00 to 21:00. So, when a show like *Idols* is trending at that time, you know that it is a hot show to watch."

"Also through social media comes the creation of memes that go viral in a matter of minutes, so when an *Idols* meme is doing its rounds and you've missed the episode, you feel left out. The quick upload of the performances on YouTube also helps you to keep up-to-date and follow the show if you've missed something."



[Social media] takes the show off our TV screens and into our phones. It also encourages interaction, even after the show is done
John, 20



RODNEY WEIDEMANN
TALKS TO SMART
YOUNGSTERS ABOUT
THEIR SMARTER DEVICES

SOUTH AFRICANS in general love their smartphones just as much as they love epic new gadgets they can play around with and be seen using. And the youth are certainly no different.

There are many users today who spend several hours out of each 24 on their mobile device, either playing games, surfing the Internet or chatting to friends via WhatsApp. In fact, one survey conducted last year indicated that almost two in every five people admit to using their phone to access the Internet while in the bathroom!

The same survey pointed out the rather amazing statistic that more than 80% of respondents even choose to access the Internet on their device while watching TV. Clearly, the smartphone has overtaken the television as the teenager's choice *du jour*.

I spoke to a number of youngsters who told me exactly what they love about their phone and the kind of next-generation technology they have either already experienced or would still like to try.

Saige (9) says she uses a Samsung Galaxy S7 Edge, because she loves the large-size screen, which gives you plenty of space to watch YouTube and similar videos. For Layla (10), the Samsung J5 is her favourite device, "because it is really easy to use".

Mikyla (13) also prefers Samsung, using a Galaxy Grand Neo Plus, which she claims works smoothly, offers plenty of storage space and is perfect for playing games or watching movies.

Both Hailey (14) and Zoe (12) prefer the iPhone – Zoe using the iPhone 7+ and Hai-

ley the iPhone 6 S+ – and both agree that their favourite aspect of these phones is the high-quality camera and the easy screen interface. Their liking for the camera is due to their love of taking selfies and posting pictures on Instagram.

Clearly, Samsung and Apple are the most popular manufacturers within this small subset, and the broader facts demonstrate this as well. Samsung is currently the most popular device manufacturer in South Africa, and Apple the second-largest. They look set to continue to vie for the affections of today's youth, with both companies set to launch the latest versions of their devices – the iPhone 8 and the Galaxy S8 and S8 edge – during the course of 2017.

Smartphones, it seems, are very much the *en vogue* device for these youngsters, although Saige and Mikyla both make use of tablets too. However, these are either pure-

ly for playing games or for school purposes – ebooks are, after all, a whole lot easier to carry around than traditional textbooks.

Asked about their experiences with some of the more outlandish technological gadgets out there, none, apart from Zoe, have used anything along the lines of wearable technologies or virtual reality headsets. According to Zoe, she has used a smart-watch before and it is "really cool to be able to answer messages and make calls from your watch", but none – perhaps because of their youth – have tried any of the fitness devices that are becoming increasingly popular.

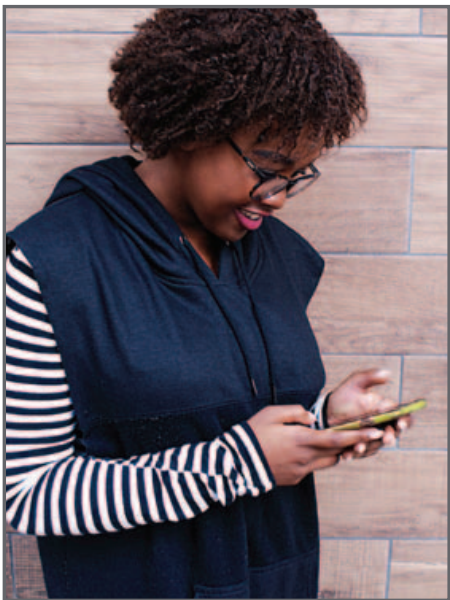
All do agree, however, that they would love to experience the new VR goggles, with most name-checking the Samsung Gear VR, as they like the idea of simply plugging your phone into the device and being able to experience three-dimensional games and videos.

And what about the future? Although all seem pretty clear on their favourite manufacturer, what would they like to see in future versions of their preferred device?

"I would really like someone to invent an app that can enable you to ask your phone those difficult questions that you sometimes can't speak to your parents about," says Saige. Layla suggests that she would like phones to have some kind of luminescent border, to make it easier to find it in the dark.

"With more phones becoming waterproof, I am waiting for the day that someone makes a phone which allows you to take photos underwater," adds Mikyla, who points out that she dreams of becoming a marine biologist.


Not surprisingly, considering how much she loves taking photos, Hailey indicates



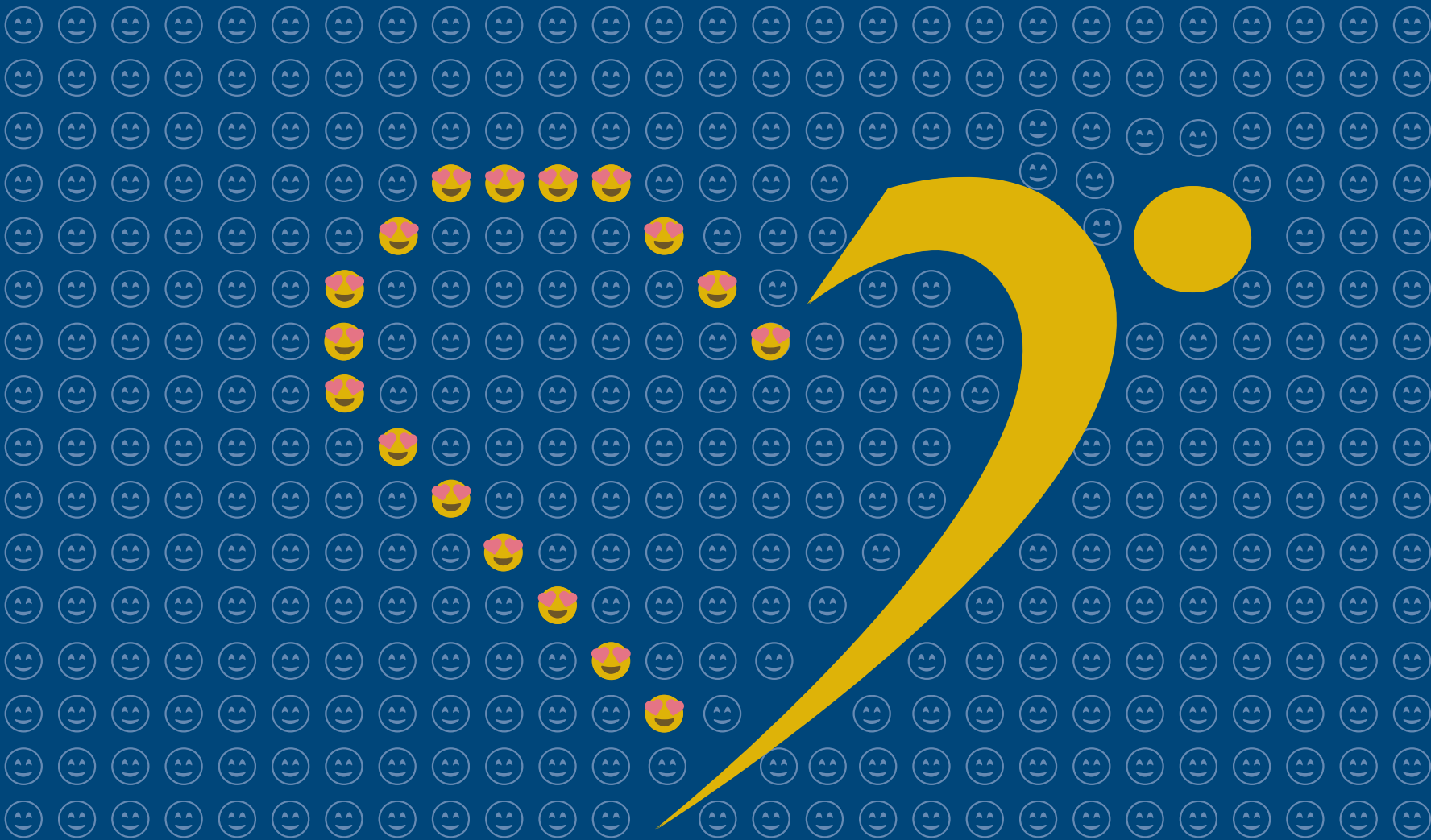
that she wants manufacturers to add a forward-facing flash, to make taking selfies in the dark much easier. She also suggests that they need to put more effort into strengthening the screen glass.

Finally, says Zoe: "I would like to be able to delete the built-in apps that come with the phone if I don't use them – I really would like to be able to create more space for the apps I choose."

To some of us, it seems just yesterday that we were using analogue phones connected to the wall by a wire, yet it appears that the next generation has not only taken to smart devices like ducks to water, but they already know what they want from the generation of devices that are still in nothing more than the mind's eye of their creators.



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Zoe, 12



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