Sunday Times
GEN NXT 2019
15 YEARS

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HDI YOUTH CONSULTANCY

SOUTH AFRICA'S YOUTH SURVEY REVEALING THE BRAND PREFERENCES OF KIDS, TEENS AND YOUNG ADULTS.

REDEFINING COOL

REDEFINE
REIMAGINE
REWARD

Picture: Unsplash

Sunday Times GEN NXT 2019 15 YEARS

REDEFINING COOL

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Foreword

Generation Next

Redefining cool

Marketers would do well to adapt to the fast-changing trends and new disruptions in the market space, writes **Bongani Chinkanda**

It's 15 years since Generation Next was launched, and the definition of cool has changed drastically since then. To give you a quick flashback, 2004 was the year that Mark Zuckerberg launched Facebook while studying at Harvard, and Janet Jackson and Justin Timberlake's "Nipplegate" stunt happened.

Because the definition of cool has evolved so much, we have introduced new categories that touch on gaming, online shopping, video-streaming platforms and disruptive marketing. As new trends continue to enter the marketplace, we encourage your company to pay attention to the Gen Next insights or you may be left behind like some of the brands that existed just a short 15 years ago.

With the need to become more visible and reach more young customers, the digital marketing of tomorrow offers improvements in emerging technologies as the youth demand a more integrated experience.

Here are some game-changers that it is hoped you are aware of. And if you aren't, this is the sign that you've been waiting for. The rate of change has increased exponentially over the past 15 years and it is set to grow even more.

Bongani Chinkanda, CEO of HDI youth consultancy, which conducted the survey. Picture: The Myrmidons

As marketers we should be so consumed that we are aware and immersed before even the early adopters of any trends. Let's take a glimpse at what our future looks like.

Augmented reality (AR)
AR is a word that is being thrown around in boardrooms a lot these days. In simple terms, it is the superimposing of information, sounds and texts on the world we see. Brands have jumped onto this technology, with Pokémon Go having been in the forefront of brands using AR.

Conversational user interfaces
As Amazon's Alexa, Google's Assistant, Microsoft's Cortana and chatbots become the norm in our daily lives, this trend cements itself as part of the landscape. This allows brands to interact with their target markets in ways that don't feel invasive.

Drones
Drones have come a long way from their early days when they were used as military technology. These days they do everything from dropping off medicine in remote areas to making sure that lifestyle bloggers can create amazing content. As the drone experience gets closer and closer to the ground, so does the way brands can talk to their consumers, using them as a way of connecting.

Computerised medicine
Genetic sequencing has become a reality, which means medicine and technology are no longer just distant interactions. As prosthetic limbs get linked to technological advancements and genetic analysis helps doctors and scientists determine the best course of treatment, the lines are blurred and the relationship becomes intrinsically linked.

Voice marketing
There was a time when voice notes via WhatsApp and other media were not a part of our daily reality. Now, 20% of mobile queries on Google are voice searches. Asking Alexa, Siri and their growing number of counterparts is what marketers need to be working on to ensure their brands aren't left out of that growing search and conversation.

Bluetooth technology
It's not new in its essence, but as Bluetooth technology advances through products like AirPods, it is changing the landscape of how we consume audio. The levels of where the technology could grow to appear boundless, especially as the voice-marketing arena grows.

Podcasting
2017 was a breakthrough year for podcasting, and as the number of podcasts in SA grows, it is clear that this game-changer's effects are yet to be felt. There has been research that shows that once users switch to podcasts, they tend to stick to the medium for a long period of time. This, coupled with the market's insistence on getting content when they want it, means podcasting will be essential to business and brands alike.

Instagram TV (IGTV)
IGTV brought us long-form, vertical video watching and sharing, and its growth shows that it was a need we didn't know we had. Though it is growing, YouTube still offers better functionality and ease of view. And with both platforms, data-sensitive markets still have a barrier to frequent use.

Online/video streaming
Brands have already jumped on this because South Africans have fully immersed themselves in platforms like Showmax and Netflix. This has already affected big brands of old, while brands like Vodacom's Video Play streaming service are showing immense growth, with 869,000 active users.

Work revolution
Technology has been the biggest factor in that how we work has been completely revolutionised. Over the past decade, more people have taken to the slashie model of having various "side hustles" in their professional title in addition to their nine-to-five jobs – and sometimes in place of a nine-to-five. This, coupled with platforms such as Slack and BlueJeans, shows that business is changing, whether or not our companies are participating. While some may speak of the fourth industrial revolution as something that is looming, the revolution has started in workplaces across our country. People are already living this reality.

As we introduce new categories, we hope we also introduce a new way of thinking, of seeing the world in broader terms and realising that the rules of engagement are changing. Be at the forefront of that change. Be part of #thenext.

ABOUT THE STUDY

HDI YOUTH CONSULTANCY

01 PARTNERED WITH THE SUNDAY TIMES IN 2004.

02 OVER 90 000 YOUTH POLLED SINCE INCEPTION.

03 OVER 300 FIELD STAFF SINCE 2004.

04 THREE YOUTH CATEGORIES: KIDS 8-13 TEENS 14-18 YOUNG ADULTS 19-23.

05 POLLING AND LIFESTYLE RESULTS.

06 MODULES PRODUCED: MY LIFE, PLANET AND COMMUNITY. MY CONNECTIONS. MY IMAGE. MY SHOPPING BASKET.


8
years of
cool
Shout out to you,
our customers,
for voting us the
coolest in the game
#FNBeCool
SA's Coolest Bank
Sunday Times Generation Next Awards 2012-2019
First National Bank A division of FirstRand Bank Limited. An Authorised Financial Services and Credit Provider (NCRCP20).

Foreword

Tech connected, yet disconnected

Politicians are missing out on the trend bandwagon and youth appeal, writes **Reardon Sanderson**

Now in its 15th year, the Sunday Times Generation Next Survey has witnessed an era of children who have matured to become adults, with the democratic right to vote. Yet, the turnout of young, first-time voters at the polls a month ago was disheartening.

Why are so many young people seemingly disengaged and clearly uninspired by the prospect of having a say in their future? It's a complex question that has no single answer, but it's clear that political parties in SA are struggling to stay in touch – somewhere along the line they've lost the plot.

This year is the first in which the Generation Next Survey dips into the political arena to poll more than 7,000 youngsters, aged eight to 23, on who they believe 2019's coolest politician is. It's interesting to see where their sentiments lie.

Nelson Mandela's status as an icon has not diminished, even though he died in 2013. The fact that a dead politician can still win a popularity contest should probably be a wake-up call for political leaders to redefine their respective brands. They're not as woke as young people expect them to be. This year, the theme of the 15th Sunday Times Generation Next Survey is "Redefining Cool". What does that mean? Are our respective brands not cool enough?

Forward-thinking marketers and brand owners are fast realising that in a world where the internet and technology bring everyone closer, it aligns sentiments at lightning speed as well.

Today's young people are increasingly woke to social injustice and inequality. They're woke to climate change. They're woke to corruption. Their eyes are open to the world around them. Cool has been redefined.

What was cool 10 years ago may very well no longer be aspirational today. But what is it to be cool in 2019?

Reardon Sanderson, GM: group sales & marketing, Tiso Blackstar Group.

These were some of the questions posed at the recent Sunday Times Generation Next Youth Marketing Conference, which attracted the expertise and insights of seasoned marketers, creatives, advertising gurus and online influencers.

Bongani Chinkanda, CEO of HDI Youth Consultancy, shared that 63% of marketers are increasing their influencer budgets for the year ahead.

This makes sense if one considers how engaged young people are with technology and their mobile devices, and the time they spend online and on social media.

They follow individuals they enjoy and feel an affinity with, and when these individuals punt an idea or a product, the full force of their influence comes to life. Influencers drive the definition of cool.

However, with influence comes responsibility. Brands that engage influencers need to be sure that their values align, and influencers similarly need to be aware of what a brand expects of them.

This is where it becomes tricky: either being seen as an authentic, honest brand proponent, or becoming a sellout.

But importantly, having influence is about earning trust. In a time where fake news feels like a rash on humanity, the value of honest media has never been greater.

For more than a century, the Sunday Times has been the paper for the people, with journalism that sets the agenda for the rest of the country. It remains the bestselling English news title in SA.

We're excited to share the results of the 2019 Generation Next Survey with the industry. This ongoing market research is a sign of our commitment to deliver value for advertisers. Once again, we'd like to extend our thanks to HDI Youth Consultancy for conducting this research on our behalf.

And let's hope that – for the sake of SA's future – we can re-engage young citizens to participate at the polls. Imagine elections being as cool as they were in 1994!

Education

Tech is the new teaching aid

Fourth industrial revolution is changing the old classroom environment

By **ASHA SPECKMAN**

Picture: 123rf Photos/seewhatmitchsee

Somewhere in downtown Johannesburg, at the offices of WeThinkCode, a group of youths are learning and solving challenges simultaneously. Their weapon is code, which is a critical skill as the world makes the leap into the fourth industrial revolution.

Funded by some of the country's top 40 listed companies, WeThinkCode – a public benefit organisation – also runs a similar tuition-free, two-year software development programme at the V&A Waterfront in Cape Town. To date it has graduated 99 students and another 120 are on track to graduate this year.

"Our students solve a myriad problems depending on the corporate sponsors that host them for internships. The industry sectors range from finance to education," WeThinkCode MD Nyari Samushonga says.

The organisation has partnered with Harambee Youth Employment Accelerator to place these students in internships. Interventions such as these are likely to be critical in SA's future, given the country's high unemployment rate of 27.6% and an even greater youth unemployment rate of 55%, recorded in the first quarter of 2019.

Samushonga says coding and technology in general are increasingly becoming integral parts of industry and commerce.

"Incorporating hardware like tablets and other devices into the curriculum enables the youth to become familiar and comfortable with using the types of tools that they will require in any profession they choose to pursue. This sets up SA's skill to be competitive in the global economy."

Introducing tablets and other devices in early childhood as well as incorporating basic coding in primary school curriculums would increase the likelihood of young South Africans pursuing a hi-tech profession in future. "This is key as we are experiencing a significant skills gap in technology," she adds.

But the concept of connectivity extended beyond tablets and tech-based teaching methods. Access to data, improved levels of reading with comprehension and access to jobs would contribute to keeping young people connected socially and in the domestic and global economy, Samushonga says.

Educational psychologists, although supportive of the integration of technology into the learning environment, have sounded a note of caution.

Dr Joseph Seabi, a Johannesburg educational psychologist, says studies show "that technology is developmentally inappropriate for young children who need to consolidate their knowledge using concrete materials, and that too much screen time can overload their senses, resulting in attention difficulties and poor concentration".

Overuse of technology can put children at greater risk of muscular-skeletal injuries and visual difficulties, lead to impaired literacy, stifle the imagination and hamper development of social skills.

But research also indicates that the use of technology in primary school can help to facilitate learning beyond the classroom, increase motivation and support creativity.

More important was a focus on how technology was used, not whether it should be used, Seabi adds.

"More empirical studies are required particularly in townships and rural areas to investigate how best technology can be integrated into pedagogical practice and curriculum design," he says.

Nikki Bush, author of *Tech Savvy Parenting: A Guide to Raising Safe Children in a Digital World* and *Future-Proof Your Child: Parenting the Wired Generation*, says: "Where it is beneficial is where it has been used by teachers to facilitate a different kind of learning experience. Children don't need to be taught how to access information, they need to be encouraged and motivated to make meaning out of it."

Purpose-driven marketing

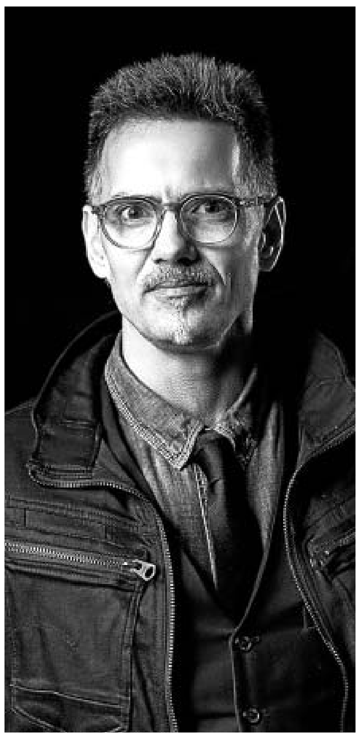
Rise of brands that make a difference

To 'woke' youth, purpose resonates with their outlook on life and the world

By **LYNETTE DICEY**

In the quest to find the magic bullet for communicating best with youth, marketers are becoming increasingly aware that a purpose-driven approach to selling their brands resonates deeply with consumers aged between 16 and 34. A host of research supports this view, but creating a purpose-driven brand is not as simple as it may seem.

Purpose-driven marketing, says Pepe Marais, group chief creative officer at advertising agency Joe Public United, is centred on a deeper consciousness of why a brand exists beyond market share gains and profit. It shifts the narrative away from features and benefits towards a greater meaning and relevance in the lives of consumers.



Pepe Marais, group chief creative officer, Joe Public United.

Adam Byars, CEO, GRID Worldwide.

Marais, the author of *Growing Greatness*, thinks only businesses that balance their bottom-line obsession with a clearly defined greater purpose will be sustainable in the future. "Companies that follow this new approach to business are called 'firms of endearment' and are proven to outperform others by up to 7:1 financially," he says. "They make the bottom line their lowest priority and purpose their top priority."

Marais says this new consciousness as a capitalistic approach is a global movement that is slowly gaining recognition in a world obsessed with bottom-line results.

As power shifts from corporates to consumers and the youth question old ways of doing things, millennials and Gen Z are driving the need for brands to be more introspective and honest about why they exist.

Gen Z, in particular, says Marais, has been dubbed the most conscious generation in decades, and purpose resonates with their outlook on life and the world.

However, it can't just be wrapping, he cautions, but needs to be sincere and core to the brand or consumers will be cynical. The messaging must be relevant to the brand's identity and be genuine or the brand risks doing more harm than anything else.

Purpose can't be just an advertising gimmick, says GRID Worldwide CEO Adam Byars, and it's not about companies shouting about their social contributions.

"Companies and brands need to live their values and purpose in everything they do, including how they treat their staff, the level of purpose-led work they deliver on, and their contribution to the community around them. Ideally, it's about making sure your own house is in order first," he says.

Purpose-driven marketing means brands must be conscious and try to challenge harmful societal norms and structures. It needs to make reparations for its own role in creating some of these problems, for example using cleaning products to promote the idea that a woman's place is in the home, says Marais.

"This is even more crucial in a country that faces a plethora of societal wrongs. In a world where people have lost a sense of responsibility, there is a space for brands to step into a leadership position and take responsibility for the greater role [they] should play in the world."

Authenticity is critical and possibly the more important attribute for driving real, meaningful engagement with younger consumers. "The youth market, in particular, quickly sees through hype, fakeness and inauthenticity," says Marais.

Earlier this year Gillette launched a new advertising campaign decrying toxic masculinity and celebrating gender equality. It didn't take long for critics to call the ad less than authentic.

"While the sentiment was spot on, people quickly saw through the disconnect between the brand, its products and the message, illustrating just how important authenticity is," says Byars.

This need for a clearer purpose and more authenticity is a result of the youth market's need to make a difference. It makes sense then that they are attracted to brands that have a reason for being, that are committed to making a difference and to addressing social and community-based issues.

Gen Z

Having more impact as they come of age

By **LYNETTE DICEY**

Generation Z, or Gen Z, is the demographic cohort born after the millennials in the mid-1990s to 2010, and will soon start to earn incomes. The big question: what impact on consumption patterns is this generation likely to have?

Don't think that Gen Z will only start to have an impact on consumption patterns once they are earning, cautions Rachel Thompson, insights director at GfK SA, because they already have an impact in terms of influencing their parents' consumption patterns.

"Gen Z have learnt to be very strategic to persuade their parents to buy them what they want, so even once they start earning there is unlikely to be a significant shift in spending patterns," Thompson says.

This generation is very focused on themselves. They grew up receiving recognition just for participating rather than striving for perfection. They understand who they are and their unique attributes and beliefs.

They are less inclined to buy into traditional gender roles and don't place as much importance on spirituality and faith as previous generations. They're also well-educated and able to upskill themselves through channels such as YouTube.

Picture: The Myrmidons

They don't think there is anything wrong with pampering themselves and understand that they have to adequately equip themselves for the future. They expect disruption and in fact welcome it.

GfK research reveals that 29% of consumers aged 16-22 already have life insurance while 9% have other investments. "We call this tendency to involve themselves in activities like buying life insurance 'adulting'," says Thompson.

More than any other generation before them, Gen Z consumers from higher LSM groups – particularly those with online access – appreciate brands that have a purpose beyond profit. "If brands want to remain relevant to this market, they must have a very clear point of view regarding what they stand for, and have a strong purpose," says Thompson.

Gen Z are more likely to read product labels and research products before they buy them. They take ethical concerns into account before buying products. They have access to more knowledge and information than any previous generation.

True digital natives, Gen Z have been exposed to the internet, social networks and mobile technologies all their lives. They understand the digital technology space better than any previous generation and are comfortable with researching different sources of information as well as integrating virtual and real world experiences.

In addition, they have a good idea of how they can disrupt the traditional world.

The search for truth is one of this generation's most defining characteristics: they value individual expression and don't like to be labelled. In terms of consumption, they value access to products and services higher than possession. In fact, access to services such as Uber, video streaming and subscription services is becoming the new form of consumption for this generation.

Marketers and brands trying to appeal to this market need to rethink how they deliver value, personalise their messaging and stand for a greater purpose.

Generation directory

People in a similar birth "cohort" are considered by marketers to exhibit similar characteristics, values and preferences.

Generation Alpha: 2010 — 2025
The first generation born entirely in the 21st century, the iGeneration. Children of millennials, the most tech-infused demographic to date.

Generation Z: mid-1990s — 2010
Centennials or Gen Z, children of Generation X, the first generation shaped in the 21st century, connected through digital devices and engaged via social media.

Generation Y: 1980s — mid-1990s
Millennials: the first digitally literate generation.

Generation X: 1965 — 1980
Entrepreneurial and individualist, raised during the transition to digital knowledge.

Baby Boomers: 1946 — 1964
Born after World War 2, they were the first to raise children in a dual-income household as women entered the workforce.

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Entertainment

Mzansi talent goes global

Black Coffee, Trevor Noah and Nasty C are Gen Next favourites

By **KYLE ZEEMAN**

The kids know a good thing when they see it, and Generation Next are at the forefront of spotting talented South African acts that are setting the world alight.

Mzansi continues to produce amazing talent, with the likes of Trevor Noah, Black Coffee, Nasty C and many others winning over not only local audiences but also armies of fans overseas.

Black Coffee (real name Nkosinathi Maphumulo), who tops this year's Coolest Local DJ category, has a residency in Las Vegas and in Ibiza, the "party capital of the world", adding to his already packed international calendar. He has performed at arguably the biggest music festival in the world, Coachella, and in the past few months has sold out several prestigious international arenas in London, Paris, New York, Brooklyn and Las Vegas.

Away from the music, Black Coffee worked with fashion giant Louis Vuitton's creative director Virgil Abloh on a special collection for his Off-White brand. He also made his debut in movies by producing local film *Matwetwe*, which made over R2m in eight days at South African box offices.

Black Coffee has always been about empowering others and has his eye firmly set on Generation Next. Not only is he leading the way by announcing that he is going back to school to study design, he is also working with artist Nelson Makamo and clothing designer Laduma Ngxokolo to create an arts school for talented musicians, artists and designers.

Black Coffee, who tops this year's Coolest Local DJ category. Picture: Gallo Images / Frennie Shivambu

Trevor Noah, who is Generation Next's Coolest Local Male Celebrity. Picture: Antonio Muchave

Trevor Noah, who is Generation Next's Coolest Local Male Celebrity again this year, is already a household name around the world as the host of America's popular late-night news programme, *The Daily Show with Trevor Noah.*

He added to his fame this year when he presented an award at the Oscars and recently scored an MTV Movie and TV Awards nomination in the Best Host category. He still tours with his comedy specials.

Nasty C, who was Generation Next's second Coolest Local Male Celebrity and last year's Coolest Local Music Star, has also been making waves overseas. He has spent the past few months between Europe, Asia and Australia, and also managed to score a collab with US rapper TI.

Nasty C is a big hit with Generation Next and is committed to giving back through his own record label, Tall Racks Records. The label worked with Red Bull Music to launch Lift As You Rise, a music project that aims to put up-and-coming artists from across SA in the spotlight.

Electorate

Voter apathy on the rise

Politics fails to lure youth

SA's maturing democracy leaves young ones out of electioneering campaigns

By **LYNETTE DICEY**

A significant number of voters aged between 18 and 22 either did not register to vote in this election or chose not to exercise their right to vote.

Of the total voting-age population, 9-million never registered, while another 9-million chose not to vote.

Of those registered to vote, just 65.99% turned up to vote, illustrating a consistent downward trend in voter participation as SA's democracy starts to mature.

Stats SA says there are 1.8-million eligible voters aged 18-19, but only 19% of this group registered for this year's election. There are an estimated 6-million eligible voters under the age of 30 who are not registered.

There is a variety of reasons for this. One of these is a bureaucratic voter registration process which puts younger voters off, says political analyst Daniel Silke. "Ideally the voter registration process should be simplified and streamlined."

Even so, a significant proportion of younger voters who registered did not vote on the day. "Many of them feel alienated from the electoral process. The more frustrated and hopeless they feel about the current situation in SA, including poor job prospects, the more they withdraw from the political process," says Silke. This could, he warns, result in increased dislocation and more violent protests in the future.

Voter apathy among young people is not unique to SA, says Sara Gon, a policy fellow at the Institute of Race Relations. "Statistically, voting numbers increase from the age of 35 when young people have families they are responsible for. It also takes a level of maturity to realise that you vote for the best that is available rather than abstaining because there is no ideal party or spoiling your vote in protest."

The question is, are political parties in SA doing enough to attract younger voters and putting leaders in place that the youth can identify with?

With the exception of the EFF, no political party set out to tailor a message specifically for younger voters during these elections.

"The EFF's ageist approach does appeal to younger voters and the party was able to successfully expand its footprint in university student representative councils in the past few years," says Silke.

"EFF leader Julius Malema has found a niche among younger voters who are attracted to his confrontational style and revolutionary optics."

No other political party achieved this, and none of them managed to successfully cultivate role models, says Silke. Role models, he adds, are important, especially among people in poorer communities.

The most appealing political party leader to the youth is probably Malema, says Gon, but even he did not do enough to persuade more young people to vote in May. "More important is that leaders put forward clear policies and how they will be implemented, irrespective of that leader's age. Arguably very few young people can lead well because of a lack of experience and knowledge," she says.

First-time voters Xhanti Xotyeni, 23, and Siyamthanda Mzileni,19, in 2014. The 2019 election was characterised by large numbers of young people staying away from the polls, or not registering to vote at all. Picture: Eugene Coetzee/The Herald

Does the memory of Madiba hold an enduring appeal?

The liberation branding of the ANC remains its most powerful weapon, even more than the memory of Nelson Mandela, says political analyst Daniel Silke.

Sara Gon, a policy fellow at the Institute of Race Relations, agrees, saying the ANC has helped the far Left to trash the constitution and Mandela's memory as its historical representation in the name of having "sold out".

"The enduring appeal of Nelson Mandela is now largely expressed by opposition parties while the ANC only seems to trot out his memory when it suits them."

Mandela was voted as the coolest politician in a new category.

Otlile Monama, 3, stands at the feet of a statue of Nelson Mandela in Nelson Mandela Square in Sandton, Johannesburg. Picture: Daniel Born

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THESE ARE THE COOLEST BRANDS IN THE LAND!

KEY CATEGORIES ARE IN ALPHABETICAL ORDER & FIGURES REFER TO THE OVERALL PERCENTAGES:

ADVERTISING MEDIUMS

1. INSTAGRAM	21.74
2. FACEBOOK	20.39
3. YOUTUBE	20.19
4. TELEVISION	11.03
5. TWITTER	9.06

BANKS

1. FNB	24.54
2. CAPITEC BANK	21.38
3. STANDARD BANK	16.34
4. ABSA	14.93
5. NEDBANK	12.77

BIRTHDAY WISHLIST

1. MONEY	15.01
2. CAR	14.22
3. SMARTPHONE	13.36
4. LAPTOP	11.50
5. SHOPPING SPREE	8.76

BRANDS OVERALL

1. NIKE	13.88
2. SAMSUNG	10.43
3. ADIDAS	9.59
4. APPLE	8.91
5. GUCCI	6.98

BRAND SLOGANS

1. JUST DO IT (NIKE)	23.50
2. I'M LOVIN IT (MCDONALD'S)	13.22
3. ALL IN (ADIDAS)	9.81
4. HAVE A BREAK.HAVE A KITKAT	7.47
5. SO GOOD (KFC)	7.41

BREAKFAST CEREALS

1. NESTLÉ MILO	12.75
2. KELLOGG'S CORN FLAKES	11.42
3. KELLOGG'S COCO POPS	9.77
4. JUNGLE OATS	9.12
5. BOKOMO WEET-BIX	8.22

CAMPAIGNS

1. LOVELIFE	16.14
2. SAVE THE RHINO	15.62
3. SPEAK OUT	14.37
4. SOUL CITY	12.12
5. SOUL BUDDYZ	11.25

CARTOON SHOWS

1. MR BEAN	11.54
2. THE REGULAR SHOW	10.73
3. TOM & JERRY	10.56
4. SPONGEBOB SQUAREPANTS	7.00
5. TEEN TITANS	6.50

CELLPHONES

1. SAMSUNG	29.68
2. APPLE IPHONE	27.47
3. HUAWEI	20.77
4. HISENSE	6.27
5. SONY	3.97

CHEWING GUMS

GUM

1. STIMOROL	16.66
2. ORBIT	15.80
3. MENTOS	11.12
4. INFINITY (STIMOROL)	11.03
5. CHAPPIES	9.43

CHOCOLATES

1. BAR ONE	9.96
2. LINDT LINDOR	8.40
3. KITKAT	8.09
4. LUNCH BAR	7.98
5. FERRERO ROCHER	7.74

CLOTHING BRANDS

1. NIKE	17.87
2. ADIDAS	13.99
3. GUCCI	7.68
4. KAPPA	7.08
5. VANS	5.31

CLOTHING STORES

1. MR PRICE	14.18
2. SPORTSCENE	10.93
3. TOTALSPORTS	10.83
4. EDGARS	7.72
5. WOOLWORTHS	7.67

COLD DRINKS

1. COCA-COLA	22.95
2. FANTA	12.45
3. APPLETISER	11.61
4. SPRITE	9.65
5. IRON BREW	7.58

COLLEGES

1. ROSEBANK COLLEGE	18.05
2. COLLEGE OF CAPE TOWN	16.94
3. VARSITY COLLEGE	16.65
4. DAMELIN COLLEGE	9.46
5. SOUTH WEST GAUTENG	8.68

COMMUNITY PROGRAMMES

1. ADD HOPE (KFC)	11.55
2. KHUMBUL'EKHAYA	9.50
3. SPEAK OUT	9.49
4. SAVE THE RHINO	8.30
5. SOUL BUDDYZ	8.26

COMPANIES

1. APPLE	8.40
2. MERCEDES-BENZ	8.13
3. BMW	7.50
4. SAMSUNG	7.30
5. GOOGLE	6.45

COMPUTER BRANDS

1. SAMSUNG	22.84
2. APPLE MAC	21.57
3. LENOVO	8.80
4. HISENSE	8.42
5. SONY	6.75

CONSOLE/COMPUTER GAMES

1. FIFA	18.43
2. GRAND THEFT AUTO (GTA)	14.56
3. SUBWAY SURFERS	11.57
4. CANDY CRUSH SAGA	10.45
5. NEED FOR SPEED	10.20

DAIRY DRINKS

1. TROPIKA	16.13
2. NESTLÉ HOT CHOCOLATE	15.34
3. MILO	12.37
4. ULTRAMEL CUSTARD	12.33
5. YOGI SIP	7.83

DOMESTIC AIRLINES

1. SOUTH AFRICAN AIRWAYS	30.05
2. MANGO	26.92
3. BRITISH AIRWAYS	17.69
4. SAFAIR	13.03
5. KULULA.COM	11.72

EAT-OUT PLACES

1. SPUR	18.70
2. MUGG & BEAN	11.88
3. NANDO'S	11.68
4. WIMPY	11.33
5. OCEAN BASKET	9.86

ENERGY PRODUCTS

1. POWERADE	15.99
2. RED BULL ENERGY DRINK	12.21
3. ENERGADE	11.50
4. DRAGON ENERGY DRINK	9.90
5. MONSTER ENERGY DRINK	9.83

ENTERTAINMENT CHANNELS

1. CARTOON NETWORK (DSTV 301)	8.48
2. NICKELODEON (DSTV 305)	8.08
3. DISNEY CHANNEL (DSTV 303)	7.49
4. MZANSI MAGIC (DSTV 161)	7.21
5. TRACE URBAN (DSTV 325)	7.03

FAST-FOOD PLACES

1. MCDONALD'S	19.02
2. KFC	14.99
3. BURGER KING	12.93
4. STEERS	10.73
5. NANDO'S	10.51

FEMALE DEODORANTS

1. PLAYGIRL	16.56
2. DOVE	12.96
3. NIVEA	10.47
4. AVON	8.65
5. ADIDAS	8.26

FEMININE HYGIENE PRODUCTS

1. ALWAYS	27.72
2. KOTEX	20.84
3. STAYFREE	17.09
4. LIL-LETS	12.35
5. LIBRESSE	6.38

FOOD-DELIVERY APPS

1. MR D FOOD	38.59
2. UBER EATS	32.63
3. EAT 24	17.78
4. ORDERIN	10.64
5. OTHER	0.36

GAMING CONSOLES

1. PLAYSTATION 4 PRO	33.61
2. XBOX ONE X	22.14
3. XBOX 360 E	17.59
4. NINTENDO SWITCH	7.02
5. NINTENDO 3DS XL	6.80

GROCERY STORES

1. WOOLWORTHS FOOD	18.60
2. PICK N PAY	17.68
3. CHECKERS	11.67
4. MAKRO	8.57
5. GAME	8.57

HAIRCARE PRODUCTS

1. DARK & LOVELY	14.53
2. DOVE	8.65
3. TRESEMMÉ	8.06
4. AVON	8.02
5. JUST FOR KIDS	6.95

HOTEL GROUPS

1. PROTEA HOTELS	25.36
2. SUN INTERNATIONAL	18.56
3. HILTON HOTELS & RESORTS	14.63
4. CITY LODGE/TOWN LODGE	13.78
5. TSOGO SUN	13.17

ICE CREAMS

1. MAGNUM	28.52
2. OREO	16.96
3. NESTLÉ BAR ONE	11.45
4. POLAR ICE CREAM	8.91
5. NESTLÉ KING CONE	8.81

I CAN'T LIVE WITHOUT

1. GOD	23.51
2. FAMILY	22.58
3. PARENTS	11.56
4. MUSIC	10.58
5. MONEY	8.01

JOBS

1. DOCTOR	21.13
2. ACTOR	14.47
3. ENGINEER	13.22
4. PILOT	11.60
5. SINGER	9.10

KIDS' TV CHANNELS

1. CARTOON NETWORK (DSTV 301)	18.71
2. DISNEY (DSTV 303)	15.97
3. NICKELODEON (DSTV 305)	15.10
4. BOOMERANG (DSTV 302)	11.48
5. DISNEY XD (DSTV 304)	11.36

LOCAL DJS (RADIO OR CLUB)

1. BLACK COFFEE	19.67
2. PRINCE KAYBEE	13.07
3. DJ FRESH	11.03
4. DJ TIRA	10.13
5. DJ MAPHORISA	7.75

LOCAL ENTERTAINMENT PLACES

1. SUN CITY	20.86
2. GOLD REEF CITY	19.32
3. USHAKA MARINE WORLD	12.84
4. CARNIVAL CITY	7.11
5. THE NATIONAL ZOO	5.35

LOCAL FEMALE CELEBRITIES

1. LADY ZAMAR	10.34
2. MINNIE DLAMINI	9.31
3. BABES WODUMO	9.27
4. AMANDA BLACK	8.32
5. PEARL THUSI	7.89

LOCAL MALE CELEBRITIES

1. TREVOR NOAH	13.82
2. NASTY C	11.20
3. AKA	9.79
4. CASSPER NYOVEST	9.45
5. KWESTA	7.91

LOCAL SPORTSPEOPLE

1. THUSO PHALA	11.10
2. AB DE VILLIERS	9.42
3. CASTER SEMENYA	9.19
4. PERCY TAU	8.10
5. SIMPHIWE TSHABALALA	7.66

MAGAZINES

1. TOP GEAR	11.89
2. CAR	10.19
3. TRUE LOVE	8.87
4. DRUM	6.52
5. YOU	5.98

MAKEUP BRANDS

1. AVON	18.65
2. REVLON	11.29
3. POND'S	11.04
4. MAC	9.04
5. L'ORÉAL	7.87

MALE DEODORANTS

1. PLAYBOY	15.85
2. NIVEA MEN	12.89
3. ENGLISH BLAZER	11.51
4. AXE	10.40
5. SHIELD	10.13

MOBILE GAMES

1. CANDY CRUSH SAGA	21.16
2. SUBWAY SURFERS	21.12
3. FIFA MOBILE	14.61
4. BUBBLE SAGA	11.22
5. POKÉMON GO	10.56

MOTOR VEHICLES

1. MERCEDES-BENZ	16.69
2. BMW	14.59
3. AUDI	8.72
4. RANGE ROVER	8.56
5. JAGUAR	7.82

MUSIC STORES

1. YOUTUBE	18.98
2. JOOX	11.65
3. ITUNES / APPLE MUSIC	10.83
4. GOOGLE PLAY STORE	10.16
5. MUSICA	8.71

ONLINE FASHION STORES

1. SUPERBALIST	21.64
2. H & M	20.25
3. ZARA	18.73
4. MRP	18.61
5. ZANDO	12.32

ONLINE INFLUENCERS

1. BONANG MATHEBA	24.45
2. SOMIZI	24.09
3. KIM KARDASHIAN	20.74
4. LASIZWE	14.45
5. KEFILWE MABOTE	7.69

PETROL STATIONS

1. ENGEN	29.37
2. SHELL	16.26
3. TOTAL	15.71
4. CALTEX	15.13
5. SASOL	11.91

POLITICIANS

1. NELSON MANDELA	35.19
2. CYRIL RAMAPHOSA	16.45
3. JULIUS MALEMA	13.31
4. JACOB ZUMA	11.30
5. FIKILE MBALULA	9.39

RADIO STATIONS

1. METRO FM	19.15
2. EAST COAST RADIO	8.16
3. UKHOZI FM	7.58
4. 5FM	7.27
5. 94.7 (HIGHVELD)	7.03

SHOE BRANDS

1. NIKE	19.86
2. ADIDAS	15.59
3. VANS	8.05
4. GUCCI	6.01
5. JORDAN	5.80

SHOPPING MALLS

1. MALL OF AFRICA	16.36
2. SANDTON CITY	11.05
3. GATEWAY THEATRE	10.65
4. MALL OF THE SOUTH	5.51
5. V & A WATERFRONT	5.06

SKINCARE PRODUCTS

1. NIVEA	19.00
2. DOVE	12.94
3. LUX	10.05
4. VASELINE	7.84
5. AVON	6.81

SNACKS

1. DORITOS	22.46
2. LAY'S	13.75
3. SIMBA CHIPS	12.11
4. PRINGLES	10.98
5. OREO	10.00

SOAP BARS

1. DOVE	18.41
2. PROTEX	14.64
3. LUX	11.51
4. NIVEA	11.21
5. DETTOL	10.14

Sunday Times GEN NXT 2019 15 YEARS

REDEFINING COOL

REDEFINE
REIMAGINE
REWARD

SOCIAL MEDIA PLATFORMS

1. WHATSAPP	27.91
2. INSTAGRAM	16.59
3. FACEBOOK	13.64
4. YOUTUBE	9.07
5. TIK TOK	6.68

SPECIALIST STORES (HEALTH AND BEAUTY)

1. DIS-CHEM	15.04
2. WOOLWORTHS	13.27
3. CLICKS	13.13
4. AVON	11.21
5. EDGARS	11.01

SPREADS/SAUCES

1. NUTELLA	16.75
2. NANDO'S SAUCES	15.21
3. STEERS SAUCE	11.08
4. MELROSE CHEESE SPREAD	10.09
5. RAMA	9.81

STATIONERY STORE

1. CNA	22.90
2. GAME	18.55
3. CHECKERS	14.18
4. PICK N PAY	13.67
5. WALTONS	12.07

SWEETS

1. PIN POP	11.63
2. JELLY TOTS	11.17
3. SMARTIES	8.78
4. MAYNARD JELLY BABIES	8.05
5. MENTOS	7.31

TELECOMS PROVIDERS

1. VODACOM	26.97
2. TELKOM/TELKOM MOBILE (8TA)	25.32
3. CELL C	22.53
4. MTN	19.81
5. VIRGIN MOBILE	5.29

TINNED FOODS

1. KOO	29.82
2. LUCKY STAR	22.10
3. ALL GOLD	18.74
4. BULL BRAND	9.70
5. RHODES	8.81

TOOTHPASTES

1. COLGATE	26.58
2. AQUAFRESH	23.55
3. ORAL-B	19.14
4.SENSODYNE	17.28
5. CLOSE UP	5.75

TV CHANNELS

1. TRACE URBAN (DSTV 325)	9.12
2. DISNEY CHANNEL (DSTV 303)	7.75
3. M-NET MOVIES (ALL STARS DSTV 111)	7.49
4. SUPERSPORT (DSTV 200 -238)	7.41
5. CARTOON NETWORK (DSTV 301)	7.29

TV MUSIC CHANNELS

1. TRACE URBAN (DSTV 325)	23.91
2. CHANNEL O (DSTV 320)	20.37
3. MTV BASE (DSTV 322)	19.20
4. MTV (DSTV 130)	10.71
5. TRACE AFRICA (DSTV 326)	8.45

TV PROGRAMMES

1. K.C. UNDERCOVER	12.65
2. LOCKDOWN	10.89
3. THE BIG BANG THEORY	10.54
4. RIDICULOUSNESS	9.21
5. THE VAMPIRE DIARIES	8.62

TV SOAPS

1. THE QUEEN	18.69
2. UZALO	14.26
3. 7DE LAAN	12.02
4. EMPIRE	8.02
5. SKEEM SAAM	7.25

TV STREAMING

1. YOUTUBE	25.42
2. DSTV	22.35
3. NETFLIX	17.18
4. SHOWMAX	13.72
5. GOOGLE PLAY	10.13

TOY STORES

1. TOYS R US	25.07
2. THE CRAZY STORE	19.35
3. GAME	17.74
4. TOYZONE	14.72
5. TOY KINGDOM	14.39

UNIVERSITIES/COLLEGES

1. UCT (UNIVERSITY OF CAPE TOWN)	16.18
2. UJ (UNIVERSITY OF JOHANNESBURG)	12.22
3. UNISA	9.36
4. TUKS (UNIVERSITY OF PRETORIA)	8.94
5. DUT (DURBAN UNIVERSITY OF TECHNOLOGY)	8.72

WEEKLY NEWSPAPERS

1. SUNDAY TIMES	26.95
2. SUNDAY SUN	13.88
3. CITY PRESS	13.16
4. SOCCER LADUMA	11.72
5. SATURDAY STAR	10.41

YOGHURTS

1. PARMALAT	25.61
2. YOGI-SIP	17.27
3. WOOLWORTHS BRAND	16.86
4. DANONE NUTRIDAY	16.51
5. CLOVER CLASSIC	12.68

Sunday Times GEN NXT 2019 15 YEARS

REDEFINING COOL

REDEFINE
REIMAGINE
REWARD

BROUGHT TO YOU BY
HDI YOUTH CONSULTANCY

Note: From Sunday Times Generation Next study consisting of face-to-face written questionnaires administered in eight provinces. Age split: Kids (ages 8-13); Teens (ages 14-18); Young Adults (19-23). n=7 019 for polling data. Sample includes urban and peri-urban youth (rural excluded). Data collection dates: January-March 2019.

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

Child's play

Is digital disrupting the toy market?

Screens are amazing sources of on-demand entertainment for children. Picture: 123rf Photos/Andrey Popov

Technology is disrupting children's creativity and initiative

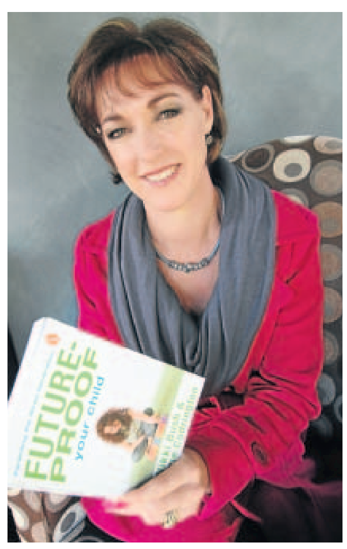
By **LYNETTE DICEY**

In an increasingly digital world, play means something quite different to the children of today compared to what it meant even two decades ago. For starters, it's become a far more sedentary activity, taking place indoors more often than not.

"Screens, whether it's the TV, computer, tablet or cellphone, are amazing sources of on-demand entertainment," says parenting thought leader and toy trends analyst Nikki Bush. "On-screen programmes, games and apps are designed to grab and hold attention and provide the dopamine rush that hits the pleasure centre of the brain. It's difficult for kids not to be fascinated, and the potential for addiction is real."

But there is a consequence to this fascination with screens. Because children spend so much of their day in what Bush calls "adult-directed activity" and then get caught up on screens which constantly direct a child with auditory or visual prompts, they are becoming used to being told what to do. Of concern is that children are starting to show little initiative when left to create fun out of nothing, which will not help with the demand for innovation and creativity in the future world of work.

There is another consequence to the growth of gaming and that's the extent to which it has disrupted toy retailers. "If you can



Parenting expert Nikki Bush. Picture: Sino Majangaza

play many games on an iPad or cellphone, some parents question why you would buy individual real games that do practically the same thing," says Bush.

"Over the past couple of years we have seen virtual reality and collectable toys come together to create hybrids – think figurines that can be played with in real life and then appear on a screen in a game such as in *Skylanders* or *Disney Infinity*, or making Play-Doh creations come to life in the Touch to Life Studio app on a tablet – a great combination of sensory play and screen play."

Tech-based online retailers are starting to make inroads into the toy category too, changing the way parents and children shop for toys.

"Despite this, there will always be consumers who want to see, touch and feel toys and games before they buy," says Bush.

"And young children spending their pocket money want to go to the store and spend real money."

Customer experience is now becoming important in retail toy stores to get shoppers into the store, keep them there and entice them to purchase while there, instead of leaving and ordering the product online at a better price. Older children, in particular, says Bush, are price-conscious and will window-shop in-store, but will buy online if it's cheaper.

While the toy industry runs on low margins requiring high volumes of sales, the gaming industry operates on a different model, requiring customers to pre-order new games which, in effect, funds the industry. "It's instant gratification at its best: games are available online and are instantly downloadable. They're very intuitive and easy to play, which adds to their appeal. Adults are rarely required for help," she says.

However, despite the tendency of most children to default to playing with technology, Bush says it's still important that children have a multisensory play experience, one that allows time for unstructured, physical and sensory play. The recent fidget spinner, slime and squishies crazes showed just how much children need stimulation through the sense of touch and pressure. Tech toys can't fill this need – yet.

Mobile phones

Designing phones to connect with the cultural values of SA's youth

By **TIMOTHY RANGONGO**

What is it about Samsung that attracts SA youth and makes it the coolest phone and a top brand?

Samsung speaks to a generation that is on the lookout for brands, experiences and situations that propel them to their next opportunity to get ahead. This is expressed in products such as the Galaxy A Series, with its category-defying and -defining premium features, which allow the youth to be at the forefront of the cultural revolution.

We are constantly developing innovation that appeals to those who look for new and relevant products that will enhance their lives as well as conveniently fit in with whatever they are doing. This is incredibly evident in the Galaxy S10 as well.

Ultimately, as an aspirational brand, Samsung is consistently evolving on-trend technology, which connects with the youth and empowers them to "Do What You Can't".

In what ways does Samsung's SA's youth market differ from other markets and how have you endeavoured to cater to it?

Underpinned by being "born free", SA's youth don't just consume culture, they create it. They are catalysts of a cultural revolution and want brands to speak to them in a language they can understand. Our devices are therefore designed to connect with their cultural currency values: uniqueness, authenticity, creativity, share-ability and recognition.

SA youth have walked a different path to their global counterparts and indeed their parents' generation. Younger South Africans enjoy unparalleled personal freedoms and access to information and are now part of an all-embracing global community, who seem to adopt a "go get it" attitude a lot faster. They expect things to work out; they walk out of schools, start businesses, look for mentors and follow their dreams.

Telecoms

#DataMustFall took off, but has it?

SA's data prices remain high, though Vodacom is a favourite among youth

By TIMOTHY RANGONGO

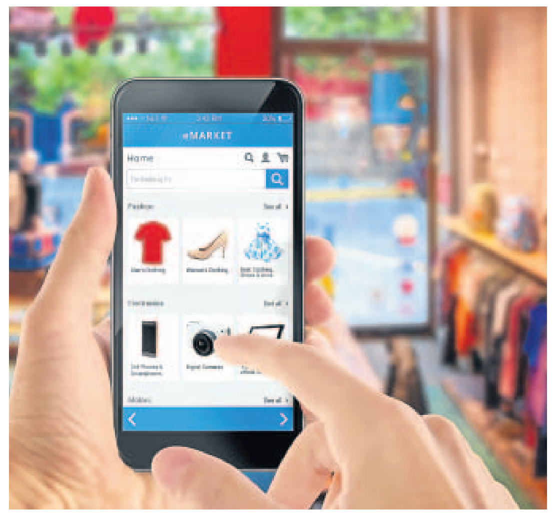
It's been a little over two years since media personalities Gareth Cliff and Thabo "Tbo Touch" Molefe went to parliament to question the high cost of data in SA during the inquiry into data costs, held in response to the #DataMustFall movement.

Their argument was that data does not have to be free, but it has to be affordable.

One gigabyte of data in SA costs three times what it costs in Ghana and Tanzania, and more than twice what it costs in Nigeria, according to Research ICT Africa.

Prices for 1GB monthly prepaid data from SA's major network providers – MTN, Vodacom and Cell C – have remained fairly constant, ranging between R149 and R160, since the inquiry, with the exception of Telkom (R100) and Rain (R50).

But Rain is data-only, meaning users need to carry a mobile modem, purchase a dual-SIM phone or totally forgo SMSes and phone calls if that is the only SIM card they have.



Picture: 123rf Photos/Stanisic Vladimir

The cost of data is a factor in SA's high unemployment statistics.

In May, Stats SA released the unemployment figures for the first quarter of 2019. The rate increased to 27.6%. Even more worrying is the youth unemployment rate – 55.2% among 15- to 24-year-olds, a group Stats SA describes as the most vulnerable in the SA labour market.

Among graduates in this age group, the unemployment rate is 31%. Not having access to cheaper data to conduct job searches and complete applications is often cited as a barrier to gaining employment.

Voted SA's coolest telecoms provider by young people, Vodacom says it remains committed to its pricing transformation programme to reduce the cost to communicate. Using feedback from young South Africans, Vodacom designed NXT LVL for under-25s.

Vodacom says it spends just over R1bn a year on providing free internet services by zero-rating numerous sites on its network to assist pupils and jobseekers, among others. It says the lack of new spectrum in the past 14 years has been "the most significant obstacle to reducing input costs and, by extension, data prices".

In March, regulator the Independent Communications Authority of SA provided much-needed relief in relation to another pressing data-related issue with new regulations.

Automatic out-of-bundle pricing that previously kicked in when data bundles were depleted was discontinued.

Subscribers now have the option to either buy a new bundle or agree to out-of-bundle billing.

The Competition Commission of SA released a provisional report from its inquiry into the data services market last month. The country's data market is described as "anti-poor" in its pricing structures.

With 1GB costing just R100, SA's second-coolest telecoms provider, Telkom, has been more proactive and responsive on pricing, dropping headline rates well below those of its rivals.

Telkom and the third-coolest network provider, Cell C, were lauded by the Competition Commission for their efforts in bringing down headline data prices, but the larger networks found it profitable not to follow suit in revising their prices downwards – prompting Cell C to raise them again.

The UN argues that high-speed internet improves economies and living standards in developing countries.

In mid-May, Telkom unveiled a fibre internet connection to a school in Soweto, making it the first township in SA to get fibre.

Picture: 123rf Photos/Karel Joseph Noppe Brooks

Wheels

Luxury brands vie for slice of the youth market

By PENELOPE MASHEGO

For many people a car represents independence, but for those who live in a world of picture-perfect social media posts, cars represent luxury and status.

"The key reasons young people traditionally want a car is for independence, especially since driving age coincides with adulthood and other coming-of-age rites of passage," says Bronwyn Williams, a trend translator and future finance specialist at Flux Trends.

She says although taxi and ride-sharing services such as Uber, Bolt (previously known as Taxify) and Lyft are making car ownership less necessary, luxury cars are still important in SA's status-oriented culture.

"A car is an instant, significant, very visible signifier of your wealth, taste and social status. In this regard, cars will continue to be desirable status symbols for a long time to come," Williams says.

This is true for young South Africans, whose top three coolest motor vehicles for 2019 are luxury German cars Mercedes-Benz, BMW and Audi.

Mercedes-Benz spokesperson Mayur Bhana says: "In the past 10 years Mercedes-Benz has gone through a paradigm shift in the compact car segment, which saw our vehicles viewed in a very different light.

"From being considered for the more traditional audience by previous generations, Mercedes-Benz is now considered by Gen Y and Gen Z for its modern luxury design philosophy and innovative technological advancement."

Ghana Msibi, executive head of WesBank's motor division.

Thanks to the artificial intelligence technology in the cars, drivers can have their text messages read out so they can keep their eyes on the road, and they can rely on the car to remember their favourite songs and regular routes.

The technology and the design of the various models are some of the qualities that appeal to young people.

Much like Mercedes-Benz, BMW, the next coolest car on the list, comes with the best luxury features, from sleek finishes to the latest technology.

As for Audi, spokesperson Tashta Bhana says: "It's almost regarded as a pinnacle to making your mark and serves as an indication or reward of your personal hard work which has been earned.

"The Audi model range has also evolved to be sportier, and more sophisticated and trendy in recent years, increasing its appeal to a younger audience. We see this in our social media following and audience who engage with our content on Instagram, Facebook and Twitter."

Although a luxury car may be on many young people's wish lists, most are not in a position to purchase the car of their dreams.

Ghana Msibi, executive head of WesBank's motor division, says: "The youth demand for luxury vehicles is limited. For many, owning such a car is aspirational, but they don't have the resources at such an early stage in their lives to acquire one."

However, some young people do have the privilege of receiving a car as a gift or can afford one as a result of a high-paying first job. So it is no surprise that a car came second as a birthday gift wish – after money and ahead of a smartphone.

Social media influencers

All hail Queen B as the most loved

Bonang Matheba's tips to slaying on social media: 'Use the hate to power your dreams'

By **KYLE ZEEMAN**

In the age of tweets, likes and shares, and where everyone thinks they are a star online, it can be hard to stand out and be an influencer.

Media personality Bonang Matheba (Queen B) has mastered the art and is this year's Generation Next's Coolest Online Influencer, beating out Idols SA judge Somizi and US megastar Kim Kadarshian.

With over 2.7-million followers on Instagram and 3.45-million on Twitter, Bonang knows a little thing or two about how to slay at social media. In fact, she even co-produced an international film about it. We chat to the star to find out her secret.

You have just been named Generation Next's Coolest Online Influencer. What does it mean to you to be recognised by the youth in this way?

To be recognised by the youth is awesome. It means I am still cool, relevant. It's an incredible honour.

What is your secret?

Authenticity. I am authentic. I like to share what is going on in my life at that moment and often it is something that people can relate to.

Why is an online presence so important to your brand?

I put a lot of time and effort into my online presence, especially my social media. There is a team behind it: a photographer, a videographer, an IT team. I have been doing this for a very long time and I realised early on that you need to be constant in uploading, and that the quality of the content needs to be good. I have been approached by brands for projects around the world because of my social media. That is how important it is. The youth are online and they are the biggest decision-makers for many brands, so you need to interact with them online to keep yourself relevant and get real feedback.

But social media can come with some negatives, like bullying or comparing yourself to others. How do you handle that?

I have had to teach myself to deal with it, whether it is blocking people or blocking keywords. It is also about choosing the content that you want to see. Social media is in your hands. You choose what to follow and who influences you. You have to also be careful in what you allow to affect you. It should inspire, not pressure you.

These are just some of the things we discuss in my film *Public Figure*, which looks at the life of an online influencer.

What is your advice to Generation Next?

Growing up I was bullied because I was so thin and I turned to work to help me deal with it. I have learnt that you need to use the hate to power your dreams.

Also, choose your friends wisely.

IN NUMBERS

2.7-million — Followers on Instagram

3.45-million — Followers on Twitter

80,000 — The average number of Likes Bonang's Instagram posts get

Top of her game: Media personality Bonang Matheba.

Trends

The rise of social media influencers

By **LYNETTE DICEY**

Influencer content is trusted by youth audiences, according to a study by Fullscreen and Shareable, which found that nearly half of young adults aged 18-34 are more likely to trust what an influencer says about a brand than what a brand says about itself.

Young adults believe the influencer's recommendations are accurate and they therefore tend to be highly motivated to act on an influencer's advice.

This is despite the fact that only around a third of this market believes that influencers are transparent about working with brands.

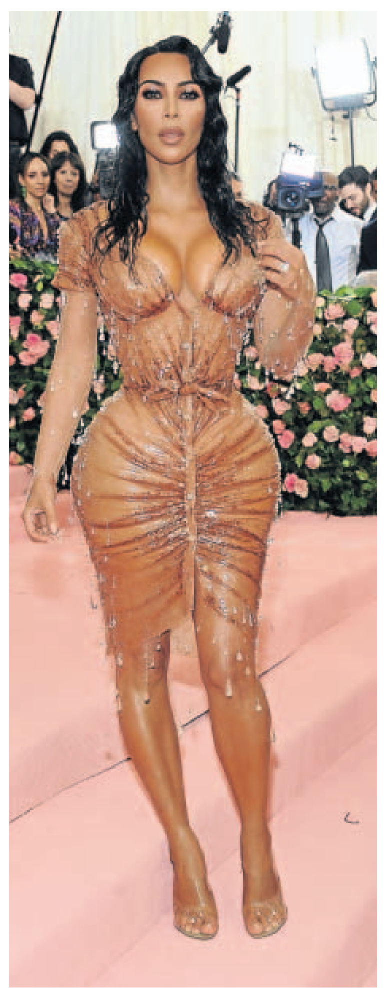
Popular role models that the youth can emulate are nothing new. Social media, however, has made aspirational individuals significantly more accessible by providing a window into their world, says Ryan McFadyen, founder of HaveYouHeard Marketing, an influencer and word-of-mouth marketing agency.

"In a world where there is so much information available via the internet, a social influencer curates a specific lifestyle or information that the individual following them is looking for," he says.

Consumers no longer want to talk to brands, they want to talk to people, says Pieter Groenewald, divisional CEO at Nfinity, a group with influencer platforms like theSALT, Webfluential SA, the Internship and Echocast, as well as a strategic agency for influencer marketing, Nfluential.

As more and more communication takes place within messaging apps, brands are finding that they cannot penetrate these conversations. The only way they can take their messages inside is via members of the group, and that's the influencer, he says. "Influencers should be seen as a platform in the same way that radio, TV or print are platforms – but more authentic."

The Fullscreen and Shareable study found that 62% of 18 to 24-year-olds found influencers to be honest about their beliefs and opinions and knowledgeable about the topics they discuss. Around half of these respondents said influencers feel real and authentic.



Kim Kardashian is a social media influencer of note.

A recent study by Nfluential confirms these findings. More than half of the Nfluential study respondents said they follow influencers because their content is real and authentic, because they relate to them, and because they are experts on a topic they are interested in. A total of 54% of respondents indicated that influencers made them aware of good causes.

"Raising awareness of good causes is something that influencers are doing really well, to use their influence and social voice to rally support around this type of thing," says Groenewald.

The youth market, he adds, is particularly concentrated on social platforms such as Instagram, which is where influencers are most active. Marketers have taken note.

Younger consumers have become increasingly cynical about traditional advertising, and are consuming content on social media platforms such as Instagram and Facebook. As they migrate away from traditional platforms, influencers are likely to become a larger proportion of a marketer's tool kit, says McFadyen.

A 2018 study by the Association of National Advertisers (ANA) found that Instagram is the most important channel for influencer marketing because it drives the most engagement. It's also the most effective platform to reach the teen market.

Critically, influencer content must appear authentic. Bad influencer campaigns are not hard to see, says Arye Kellman, co-founder and chief creative officer of TILT, an influencer marketing agency.

On the other hand, if an influencer is credible, with a decent following – and the campaigns and brands they're working on are also worthwhile and well-matched – they're a genuine source of information and qualified influence with the ability to direct the decisions of consumers, he says.

The challenge with this huge up-tick in influencer marketing activity in the past 18 months is that some influencers have become overexposed. "A post, or series of posts, will see less traction if they are brand-related or in instances where influencers overdo it. We call these influencers 'brand skanks'," says Kellman.

Brands that get it right using influencer marketing to reach the youth market, says Kellman, build stories and real campaigns rather than one-off paid posts. They ensure their stories are authentic, relevant, interesting and add value. "You can't bore consumers into liking a brand."

Coolest advertising medium

Instagram leads pack in global popularity stakes

By **ASHA SPECKMAN**

Long before the allure of Instagram swept up a gaggle of users including fame-seekers, publicity-drunk celebrities and even the British royal family, there was Facebook and all the now decidedly less hip options for social media engagement.

Instagram has 1-billion active monthly users, according to Statista research, and has arguably become the face of the youth. The US leads with 110-million active users – the most worldwide – followed by India with 75-million and Brazil with 69-million.

The launch of IGTV last year has added to the popularity of the app, and this year it decided to offer a preview of videos to creators' Instagram feeds, which it says resulted in a surge in viewers and original content.

In May it introduced landscape videos, which are more suited to content such as sports than the vertical format.

In SA, Instagram has been voted the coolest advertising medium, surpassing Facebook, YouTube and television in the Sunday Times Gen Next Survey 2019.

The platform has seen a steady rise locally, even though SA does not feature among the top 10 countries in terms of most active users.

Arthur Goldstuck, MD of research consultancy World Wide Worx, says Instagram's growth was visible once certain constraints in the market had been addressed.

"We began seeing the rapid rise of Instagram in SA about four years ago, once it became available on Android devices.

"As with YouTube, it is the visual power of the platform that users find appealing. It is these platforms that see the strongest growth in the youth segments," Goldstuck says.

Some like Instagram for sharing selfies, travel photos and other photographic content.

For others it is a news and entertainment feed that keeps them updated on their favourite sports personalities and celebrities who have tapped into the power of social media.

But rival platform Facebook – though also owned by Facebook Inc, which bought Instagram for $1bn in 2012 – has not yet lost support in SA's youth market.

It remains the dominant social media platform in SA, with 18-million users recorded by August last year, giving it a 38% penetration of the population, according to the SA Social Media Landscape 2019 study compiled by World Wide Worx.

"The dynamics for Facebook in SA are a little different to the rest of the world, and we are still seeing significant growth in all age groups," Goldstuck says.

The SA Social Media Landscape 2019 research shows more than 50% growth in the 13-18 age group. The 27-30 age group saw the lowest proportional growth, but continues to expand, while the 31-40 year group saw almost 33% growth over the previous year.

Instagram has also failed to displace another Facebook subsidiary, WhatsApp, on the rankings of social media platforms in SA.

In 2017, WhatsApp was the lead social network in SA with a 49% penetration rate, followed by Facebook, YouTube, Facebook Messenger and Instagram. Google+, LinkedIn, Pinterest, Skype, Snapchat, Twitter and WeChat rounded out the bottom of the list.

WhatsApp remains pervasive across all age groups and has replaced SMS for most South Africans with a smartphone.

The growth of Instagram in SA may depend on interventions in a market where disproportionately high data costs compared to many other African countries have attracted regulatory scrutiny.

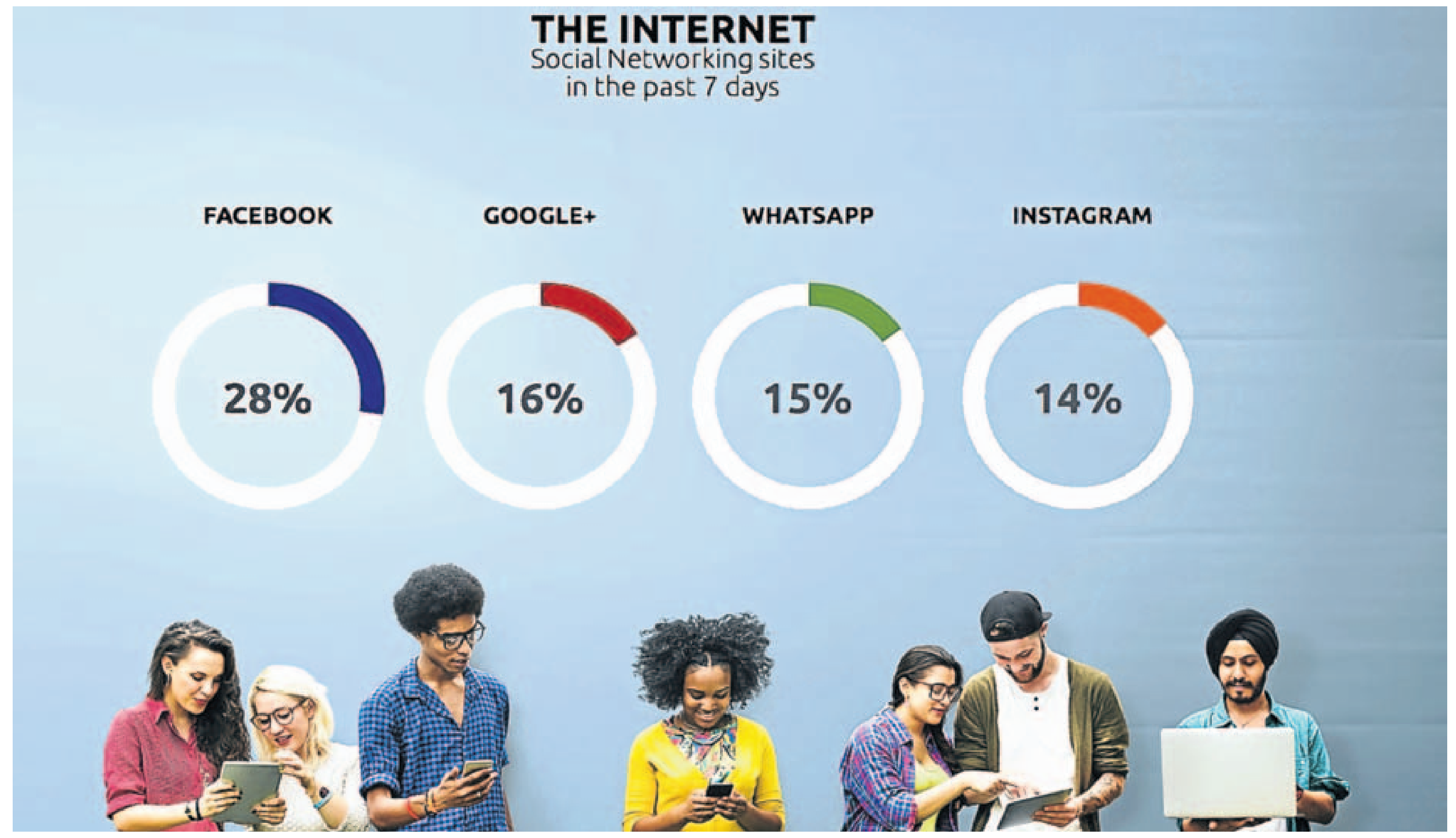
In the youth market, "more hip social apps like Instagram and Snapchat are more data-heavy, so are not as intensively used as WhatsApp", Goldstuck says.

Although World Wide Worx has not yet been able to measure the impact of IGTV, which launched in 2018, Goldstuck says: "Adding a video platform to any social media environment will result in strong uptake in the youth market."

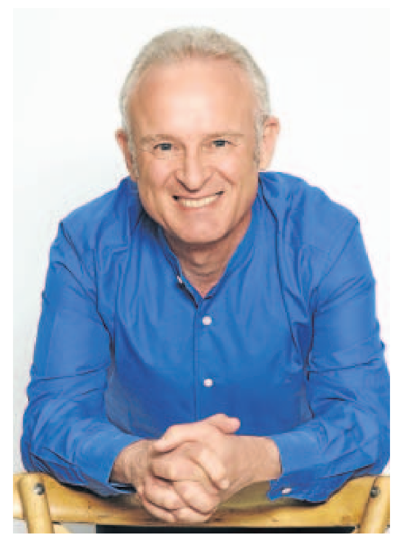
But Chinese social media products are gaining momentum outside China and in SA.

Goldstuck says the Chinese short video app TikTok "is the fastest-rising social media platform this year" and has seen "massive uptake in SA without any marketing".

He adds: "Its viral nature is part of the appeal to the youth audience. On the gaming front, the live game-streaming platform Twitch has also emerged as a formidable social media force, but almost exclusively in the youth market."



SA Social Media Landscape 2019 – World Wide Worx



Arthur Goldstuck, MD of research consultancy World Wide Worx.

Beauty

Global brands a hit with Gen Next

Vikesh Ramsunder, Clicks Group CEO.

Dis-Chem is the beauty retailer of choice, followed by Woolworths and Clicks

By **PENELOPE MASHEGO**

Picture: The Myrmidons

When singer Rihanna launched her Fenty Beauty line almost two years ago, it was to millions of fans across the globe.

The customers, who are mostly young, quickly snapped up the Fenty products that social media influencers had spent weeks reviewing and talking about on YouTube and Instagram.

Fenty Beauty is one of many companies that tap into their global fan base for enthusiastic buyers of their beauty products. Rihanna and Kylie Jenner — who has built up Kylie Cosmetics into a billion-dollar beauty empire — are examples of how beauty brands have adapted to a rapidly changing world that has been disrupted by technology, finding a way to make online sales and influence work for them.

In SA, retailers such as Dis-Chem, Woolworths and Clicks have also found a way to adapt by ensuring that customers have access to an array of global brands.

This has made them beauty retailers of choice for young people, with most of them selecting Dis-Chem as Gen Next's coolest specialist health, beauty and accessory store for 2019.

Woolworths was in second place and Clicks third, while global direct-selling company Avon came fourth, and was first in makeup brands. Dis-Chem stocks local and international brands such as LA Girl, Essence and Maybelline that talk to Generation Z and millennial consumers.

"Dis-Chem has a large portfolio of different beauty brands, both international and exclusive," says Dis-Chem MD Lynette Saltzman.

"We continuously source new products, ranges and brands. We cater to different age groups, demographics and price points. With high colour pigments, maximum coverage foundation, bold lips and eyes for Instagram-ready looks, we are leaders in launching up-to-the-minute trending colour makeup."

The pharmacy retailer has also trained beauty advisers and makeup artists to provide advice on the correct skincare regime and products. Trend analyst and cultural strategist Nicola Cooper of Nicola Cooper & Associates says: "The biggest change we have seen is the accessibility of international brands entering the country.

"Our beauty market was previously limited, with few international products that offered no diversity."

Another driver is hyperconnection, which has opened the door to multiple platforms for products including online shops with international delivery.

"The demand is created by gatekeepers, influencers, celebrity and media. Generally if the brand is offering the product, consumers will actively seek it out," Cooper says.

Woolworths — which is known for its WBeauty private label that spans the beauty, fragrance and skincare categories — also has international brands like Chanel, Estée Lauder, Tom Ford and Jo Malone. "Our aim is to continue offering our customers an edited, curated beauty offer that includes top luxury international brands," says Woolworths head of beauty Vivienne Joseph.

This year, Clicks was the third-coolest specialist, beauty, health and accessory store for young people, having swapped places with Woolworths. Clicks Group CEO Vikesh Ramsunder says most of the demand from its younger shoppers was for beauty and cosmetic brands like Revolution, NYX, Wet n Wild and Sorbet.

"Clicks offers a wide assortment of personal care and beauty products to cater for all our customer needs from head to toe."

Shopping malls

Always something new in Mall of Africa's offering

By **TIMOTHY RANGONGO**

South Africans, and the youth in particular, are fans of shopping malls, going on average 4.2 times a month in 2017, while their US counterparts are at 3.2 visits a month, according to a report by the SA Council of Shopping Centres.

Generation Next's coolest shopping mall in 2019, Mall of Africa, has about 1.1-million average shoppers a month, according to the developer Attacq.

Shopping malls in SA have morphed into shopping, entertainment, recreation and convenience meccas; an all-in-one outing, keeping up with global trends. Mall of Africa in Waterfall City, Gauteng, reflects this trend not only in its design but in its retail offering as well. In addition to providing diverse retail options with over 300 tenants, it's also geared towards providing experiences that seamlessly blend into shoppers' and visitors' daily lives.

A key to Mall of Africa's success is its lifestyle destination feature, says Johann Fourie, general manager of Mall of Africa. In addition to being the home of global brands such as Emporio Armani, Hugo Boss, Michael Kors, Paul Smith and Versace, the mall, like its counterparts elsewhere in SA, also offers entertainment activities such as go-karting and hosts lifestyle and leisure events throughout the year.

"The mall has become the regional hub for African art events such as the African Art Collective, in partnership with retail tenant Julie Miller Investment Art Institute, showcasing at least 50% new and emerging artists," says Fourie.

The mall is also a leader in the realm of sustainable shopping, as the home of the world's largest integrated solar installation. When a World Economic Forum survey asked about 30,000 youths under the age of 30 from 186 countries in 2018 which global issues are urgent, climate change came up as the most critical (48.8% of responses).

The record-breaking project is not only the largest rooftop solar photovoltaic system of its kind in the southern hemisphere, but also the world's largest integrated rooftop photovoltaic/diesel hybrid solution.

The mall was recognised in the 2017 Vision Innovation Value Achievement (Viva) global awards as one of the world's most outstanding examples of shopping centre design and development. Navigating over 130,000m² of retail

Mall of Africa's interior.

space and 6,500 parking bays could, however, prove to be quite daunting to visitors. The developers of the mall, Attacq and Atterbury, have enabled the use of KaChing, which is parking technology that uses automatic number plate recognition cameras and its smartphone app, to pay for parking.

Another global retail trend taking off in malls which are struggling with declining occupancy levels is that of pop-up stores. The pop-up store has become the go-to marketing strategy for retailers and start-ups looking to extend their brand and introduce new products.

International knitwear brand Maxhosa's pop-up store at Mall of Africa has been such a success that the founder and designer, Laduma Ngxokolo, will be expanding into a permanent retail space in the mall, which will also incorporate his new homeware collection.

The pop-up store concept thrives on creating a buzz. It focused on an experience distinct from the average retail outlet — a key distinguishing factor of pop-up stores. Avon, which features among the top 10 most-liked specialist health, beauty and accessory stores by SA's youth, jumped onto the bandwagon of pop-up stores, launching theirs at the end of 2018.

REDEFINING COOL
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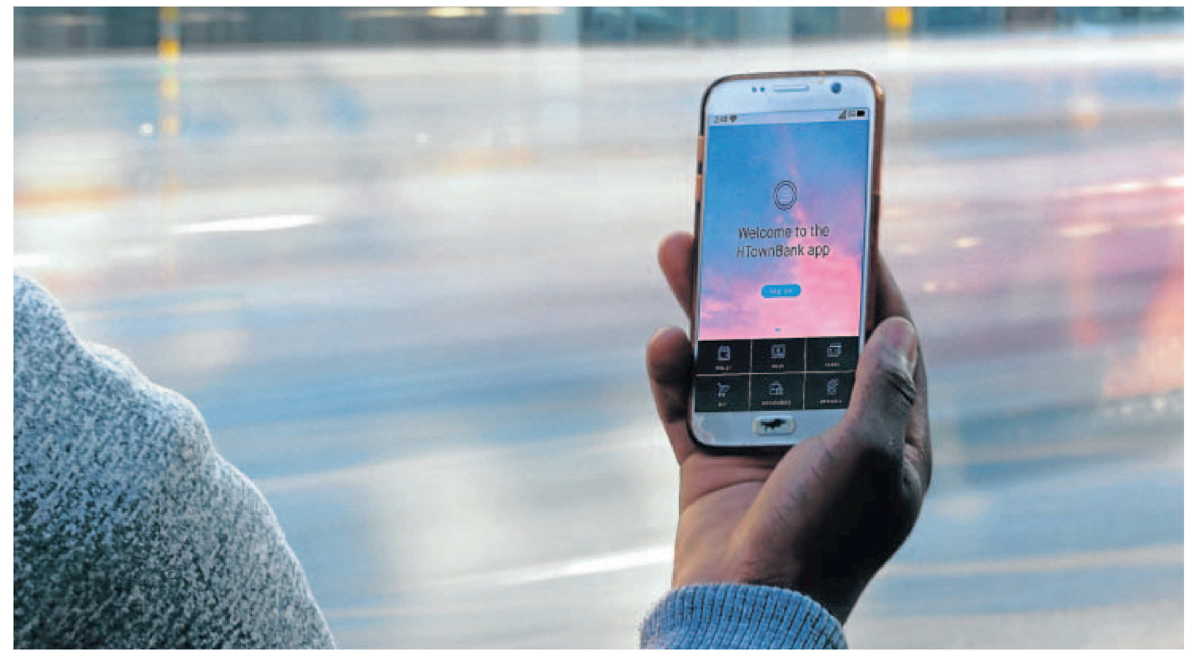
Digital disruption

SA banks target youth market with digital offerings

By **LYNETTE DICEY**



Picture: The Myrmidons

The launch of three new digital banks looks set to disrupt the banking space this year with a range of innovative and easy-to-use products. Not to be caught on the back foot, many of SA's established banks are focusing on their digital offerings.

The digital-only TymeBank, SA's first majority black-owned bank, officially launched earlier this year with no physical branches. Its focus is on retail and business banking, offering a transactional account bundled with a saving tool, a money transfer solution and an app giving customers free access to their credit reports. The bank, which aims to offer simple and cost-effective banking solutions, provides clients with free cash withdrawals and low deposit costs.

In the pipeline are credit products as well as an offering for small and medium-sized enterprises. The bank has partnered with Pick n Pay and Boxer stores to offer a distribution footprint.

Discovery Bank, on the other hand, is the world's first behavioural bank, aiming to make its clients financially healthier and reward them along the way.

"The Discovery Bank app is literally a bank in the palm of your hand, allowing clients to transact wherever and whenever they like," says Discovery Bank CEO Barry Hore.

He expects the bank to appeal to the youth market, given that young people are used to full control, convenience and independence, are digitally savvy and comfortable with doing their banking via an app. "Today's youth care about brands that have purpose and appeal to their values. Everything that Discovery does centres on our core purpose of making people healthier and enhancing their lives, and Discovery Bank is no different."

Hore says digital banking makes it much easier to open a bank account. "Traditional banks have large legacy systems, so they haven't been able to adapt as quickly with a true digital offering. Building a digital bank from the ground up gives us the flexibility to build products and personalise client experiences tailored for every segment."

Bank Zero, which will be launching during the course of the year, also plans to offer a low-cost digital offering. "While the fee savings that we put back into the pockets of our customers is a valuable feature, functionality is where our differentiation lies," says Bank Zero co-founder and executive director Lezanne Human.

Bank Zero has purpose-built its offering to solve real problems that individuals and businesses experience in the banking world. It's focused specifically on an app, which means anyone with a smartphone can bank with it.

"All Bank Zero's services will be offered through the app, unlike other banks which offer the app as an additional channel without all the available functionality," says Human.

Although the bank does not plan to target the youth market specifically and says it is segment-agnostic, Human believes there are certain gaps in the market where there will be faster acceptance — and the youth market is one of these. Bank Zero plans to offer a transactional account, as well as savings accounts and cash investment accounts. "Our product design enables the youth to start saving simply and easily, and in a way that gives them full visibility of their savings against their chosen goals," she says.

Faye Mfikwe, FNB's chief marketing officer.

Barry Hore, CEO of Discovery Bank.

Lezanne Human, Bank Zero co-founder and executive director.

Like TymeBank and Discovery Bank, Bank Zero will be similarly digital, with fast and easy processes that never require a branch visit. The bank does not intend doing any marketing as it believes its offering will sell itself and has significant viral capability.

FNB has traditionally received the bulk of the kudos when it comes to digital banking in SA and was this year again voted as the coolest bank.

In 2018, it was named SA's best digital bank by Columinate SA's 2018 SITEisfaction report, where it was highly rated in terms of customer satisfaction metrics in both the best mobile banking and best internet banking categories.

Its eBucks rewards programme is also highly rated and was ranked highest in the Consulta Consumer Satisfaction Index for SA banking products.

FNB has paid out more than R10bn worth of eBucks since the launch of the programme, and has been using the programme to incentivise behavioural change among its clients, including the youth.

Faye Mfikwe, FNB's chief marketing officer, says the bank's enduring appeal among the youth market stems from its ability to not only service the needs of its clients but to be truly helpful, irrespective of their age.

"As we continue our journey towards being a platform organisation, we believe that we'll be increasingly better positioned to seamlessly cater for the needs of our diverse customers," Mfikwe says.

She adds that the bank's digital offerings, including eWallet, are a key factor in terms of its appeal to the youth market and play a useful role in facilitating financial inclusion among young people.

Shopping

Online vs bricks and mortar in SA's retail industry

Retailers are investing in e-commerce to lure the youth online.

By **TIMOTHY RANGONGO**

When Yuppiechef, the successful SA online retailer of kitchen and homeware products, was started in 2006, it never envisaged that it would end up opening physical stores in shopping malls.

Presenting at a conference on the state of e-commerce in SA, the co-founder of Yuppiechef, Andrew Smith, said it took them two years to make their first R1m in turnover operating online, but a month to make the same amount of revenue after opening their shop at the V&A Waterfront in Cape Town.

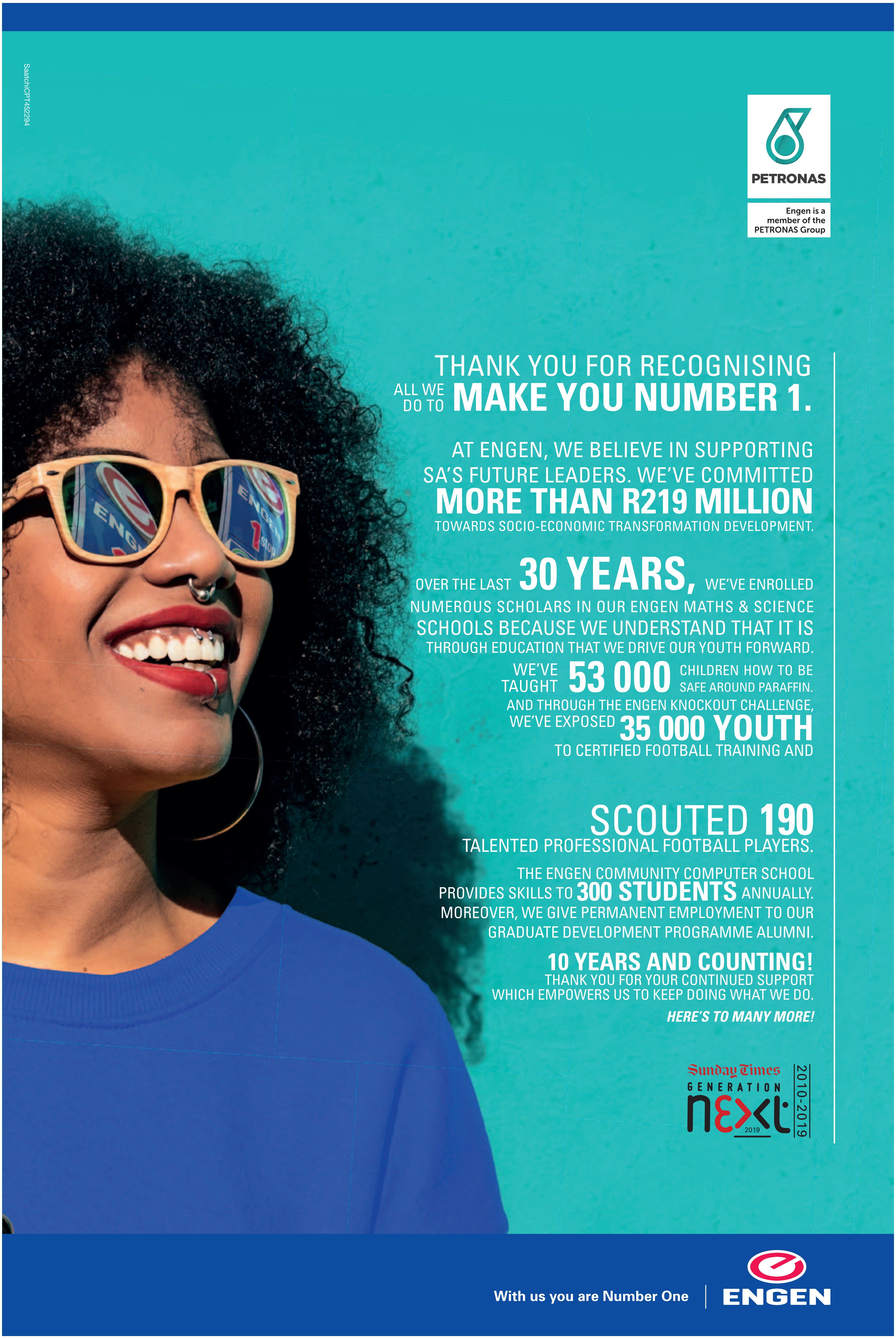
Some customers simply prefer to browse, get advice and buy the product immediately instead of waiting for the 5-7 working days for delivery; proving that physical stores are here to stay, Smith said ahead of their store launches.

Although online retail in SA still makes up a small proportion of overall retail, it is growing. The Online Retail in SA 2019 study, conducted by World Wide Worx with the support of Visa and Platinum Seed, found that online retail is projected to reach 1.4% of total retail in SA, based on an estimated R1-trillion spent via traditional channels in 2018. The 2% mark is likely to be reached by 2022, according to the authors.

Clicks, one of 2019's coolest specialist health, beauty, & accessory stores — traditionally an offline retailer but with a growing online share — is making the most of its digital tools by letting clients download the Clicks app to get a ClubCard to start earning benefits. Clicks ClubCard customers (who number over 7.5-million) are rewarded with cash-backs six times a year and shared over R420m in the past financial year.

"Of this, a proportion are under the age of 24 years, whom we contact via digital marketing, social media platforms and the Clicks app," says Rachel Wrigglesworth, Clicks chief commercial officer. For its youth market, it recently introduced a National Student Financial Aid Scheme Wallet for qualifying students.

Dis-Chem, which was top in the specialist health, beauty & accessory brands among youth, is heavily investing in the e-commerce space. It introduced Click and Collect, with the option to pay online or in store. Its online sales contribute the equivalent of a small- to medium-store revenue.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