



The youth of today...

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More information on page 26



>>> CONTENTS

| | |
|--|-----------|
| Reaching far and wide | 2 |
| At TNS's recent youth trends seminar Han Delin, TRU's vice president of global insights, spoke about the enigma that is today's global youth generation. | |
| Standing out in the crowd | 4 |
| Today's youth worldwide might be seen as a 'global generation.' But SA's young people simply can't be treated as the same. They have their own unique trademarks that can't be ignored | |
| 2012 Sunday Times Next Brand Survey results | 9 |
| Creative winnings - NG KIDS | 9 |
| Something for everyone | 10 |
| Disney has been providing TV content to children in different age groups for years. <i>Christine Service</i> , country manager at The Walt Disney Company Africa, gave <i>Magdel Louw</i> the lowdown on how this works for them | |
| Youth – a new culture | 11 |
| While we witness the endless crisis surrounding our education system, even more alarming is what today's youth truly feels | |
| Connecting with SA youth not as easy as Pi | 14 |
| By Cathryn Treasure (@CathrynTreasure), GM, HIP2B ² (@hip2b2_SA) | |
| HIP2B² digital radio | 16 |
| (A)Live in SA! | 17 |
| <i>Live SA</i> , a youth magazine originally launched in the UK ten years ago, has reached SA shores | |
| Youth Trends 2012 | 19 |
| By Bradley Maseko, Brandedyouth | |
| The youth according to SAARF | 22 |
| Here's a look at the media favourites of today's youth | |

Reaching far and wide

At TNS's recent youth trends seminar Han Delin, TRU's vice president of global insights, spoke about the enigma that is today's global youth generation. **In short: they're a force to be reckoned with**

By Magdel Louw

DELIN PREDICTS that because they're such a powerful group of people, what the baby boomers once did to the US... the millennials are now going to do to the world.

Today's millennials – born between 1980 and 2000 – he said are the first 'truly global generation' the world has seen. This means that today young people from all over the world have key similarities – which translates into the sheer size of this market, its broad influence and 'unique ability to be targeted efficiently' making them a strategic key to drive growth, he stressed.

Needless to say, understanding who they are should prove quite helpful.

GLOBAL STAGE

To this end, TRU researched a total of 35 000 teenagers across five continents and 40 countries, ending up with valuable insight into what makes these millennials tick.

They found that the greatest change amongst today's youth is due to the variety of global platforms that

allow them to connect with friends, get information and be entertained from all over the world. This, he said, has begun to erase the concept of 'foreign' to them, as everything, including other people, feel increasingly similar to themselves. This then gave way to global brands. It also led to the new concept of 'global gatherings' as seen in recent worldwide protests. "That's definitely a big change," he remarks.

ALL IN ONE

Amid these shifts, new truths about the youth have also emerged. He explains how to them, it's now less about aspiration – 'being all snooty and exclusive' – and more about accessibility to everyone, he says. Thus he advises that it's important for marketers not to lose sight of those universal truths binding people together, rather than only focusing on the differences.

To illustrate, he highlights various 'youth need states' found in teenagers – the first example ranging between self-expression on the one end, and conformity on the other end.

"You can't hide. Transparency and honesty is very important for this generation. They hate hypocrisy"

—Han Delin



Where in the past young people usually either chose to be fearlessly expressive of who they were or either conformed to the masses, he says that today's youth are not set on being only one or the other – instead they're saying 'we need both.'

Other opposing need states include fun vs. responsibility; friends vs. family; irreverence vs. respect; and rebelliousness vs. safety.

"It's saying all of us get to fit in, but all of us also get to stand out. No compromise."

Therefore he dubs them the '&-generation'. "They're discerning and uncompromising. They don't want any trade offs. They want their cake and to eat it too." So how do you go about reaching them? "Find that 'sweet spot.' Market to the middle," he says.

Another changing youth truth is that the isolation of adolescence is fading fast. Being highly connected through social media allows teenagers of today to make friends in a low risk environment. Thus they can reach out to another at any given time, even if only by virtual means. They feel less alone, less excluded. At the same time it allows them to 'be the kid they want to be' and project their best self. "Social networks answer those questions of where everybody is and what are they doing." These networks also answer the question, 'do you have any idea how awesome I am?'"

ONE STEP FURTHER

With the youth so globally interconnected, Delin remarks on the 'unique permission' brands have today to be both local and global. For example the content can be local and the context global, and the brand gets to sit right in the middle of that. "Local brands can project a global image and vs., offering the opportunity to act as a bridge."



Another shift in the youth mind-set is that values may in fact matter just as much as value. Gone are the days when brands can stand for nothing. It must be about something. "It's not about how you are going to reach your target. It's about why they must reach for you. They are looking for a cause – not merely a campaign, but a movement," he points out.

Simply put it's the marriage between conscience and consumption, which means brands have to add phi-

losophy to form and function. "In the 60s you showed 'you got it' by not buying stuff. Now the values of a brand show one that it's okay to associate yourself with it. Wearing a label for example is not because the teenager wants to show off. It's associating themselves with the values of the brand."

Which relates to the last youth truth: they're watching. "You can't hide. Transparency and honesty is very important for this generation. They hate hypocrisy."

Standing out in the crowd

Today's youth worldwide might be seen as a 'global generation.' But SA's young people simply can't be treated as the same. They have their own unique trademarks that can't be ignored

By Magdel Louw

AS SHE WORKS with the South African youth on a daily basis, Jessica Oosthuizen, writer and analyst at HDI Youth Marketeers, says that even within the local youth as a group there are marked differences.

A key differentiator here is whether a young person's environment is urban, peri-urban or rural. Those living in high-end suburbs like Sandton have more similarities with their US and European peers than their peri-urban and rural counterparts who can't be similarly compared to the rest of the 'global generation,' she remarks.

COMMUTER CULTURE

However, through her observations of a trip to the US last year, she became aware of the huge impact of commuter culture and how it shapes society. "You get high levels of interactivity and engagement from a commuter culture where young people from diverse economic backgrounds are sharing the same public transport. The Gautrain has now begun to open up that avenue, but it's not yet a mainstream mode of transport for all South Africans. Locally, pedestrian culture is something you observe in



Jessica Oosthuizen riding the streets of New York

Soweto not Bryanston. In contrast, American teens have more freedom to move around. This is just one of the ways that makes them markedly different from their South African peers who have to negotiate transport with their parents and anticipate the safety implications."

Q: What are the characteristics of the youth of SA compared to the youth around the rest of the world?

Thabelo (23): "South African youth are ambitious and are studying to empower themselves. SA youth love 'ubumandi' and the street-life"

Kgomotso (23): "South African youth are determined and ambitious"

THE INTERNET

Then there's the issue of internet penetration. Quoting from the results of the 2012 Generation Next Brand Survey Awards, she states that 43.5% of the black youth (ages 8 – 22) in SA say they have internet access, with 85.4% of whites, 73.2% of coloured young people and 80.4% of Asians stating the same. "This indicates a huge discrepancy," she remarks. However, BlackBerry ownership in SA has done a great job to increase those figures, she points out. "Even though it's still low, the internet penetration among the black youth is now much higher than before."

But the South African youth also have other unique trademarks that sets them apart from other young people elsewhere, she points out. In many cases

they're a quite textured group, showing not only high levels of resilience in a country that poses so many challenges, but on the flip side they also have heaps of optimism.

KEEP YOUR COOL

According to Oosthuizen the SA youth market is quite substantial, as the adspend amongst the local youth in the last year has been R104.8 billion. This is clear evidence of the big financial contribution this age group is making to the country's economy. Careful not to let it sound like a cliché it's now become, she stresses that the youth really are the future.

"The future of SA is dependent on our young people's capacity to fulfil their dreams and maximise their potential, and this presents brands with a huge opportunity to make a serious investment. Yes, the investment might not show in immediate sales. But increasingly young urbanites are demanding that brands do more for them in exchange for tapping into their purchasing power."

Yet she advises that brands should involve themselves with the youth and learn to see their brand through young people's eyes. Being involved in their space then allows a brand to test and consult young people so they can get a collective view of the market.

On the other hand she warns sternly against being pushy.

"Trying too hard to be cool is totally uncool." Instead marketers need to tap into what makes their brand engaging and relevant to their youth market. Otherwise stated, 'a hard sell is a no sell' – if a brand pushes too hard, the youth market will not grab it. If they can't answer the question of 'what can I get out of it,' they simply won't bite, she says. "The worst way of marketing is to be pushy. It's very damaging."

She further highlights that great advertising also doesn't always make a great brand. "Yes, they might look at your wonderful ad on TV and laugh, but it's unlikely to translate into brand loyalty. Young people's association of the brand is informed by their experience with it – whether it's online, in-store, overheard or observed."

TOUGH NUTS TO CRACK

In fact the youth will only become more difficult to win over as time goes on. Her guess is that those young'uns still below the age of eight years, will have even higher expectations. When four year-olds can interact with touch-screen interface and consider it the norm, we're raising a highly wired generation. "It will be much harder to impress them."

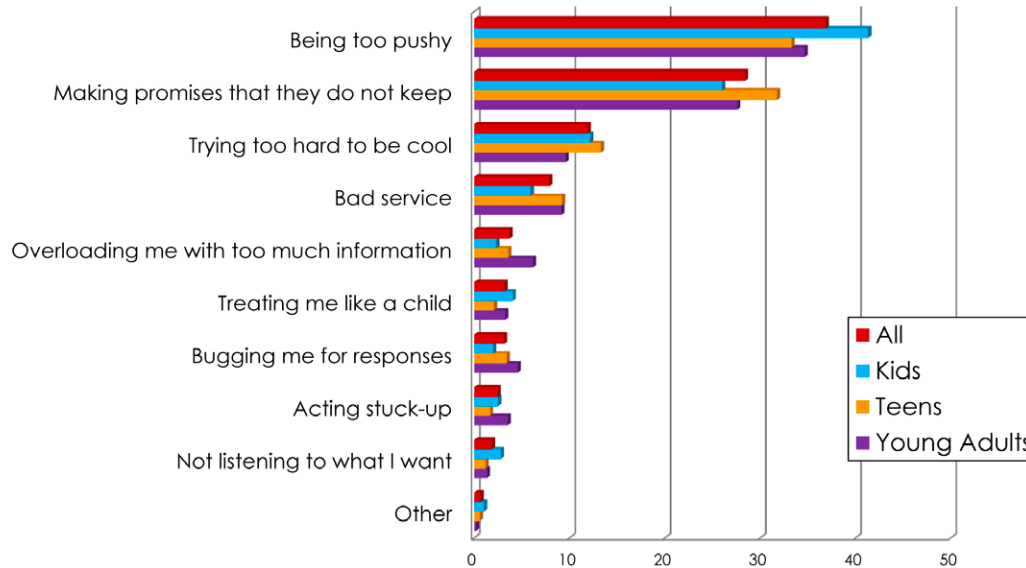
But no one knows for sure. Young people are not predictable, she stresses. "That's why you have to keep track of them all the time."

Q: Are the SA youth community more 'textured,' – being hard working because of their parents' upbringing/past?

Basetsana (24): "It is drilled in by mostly family and peers that you have to work hard in order to achieve. You can't sit down and expect things to happen. Work smart and give in order to get something back"

Sunday Times
**GENERATION
 NEXT 2012**

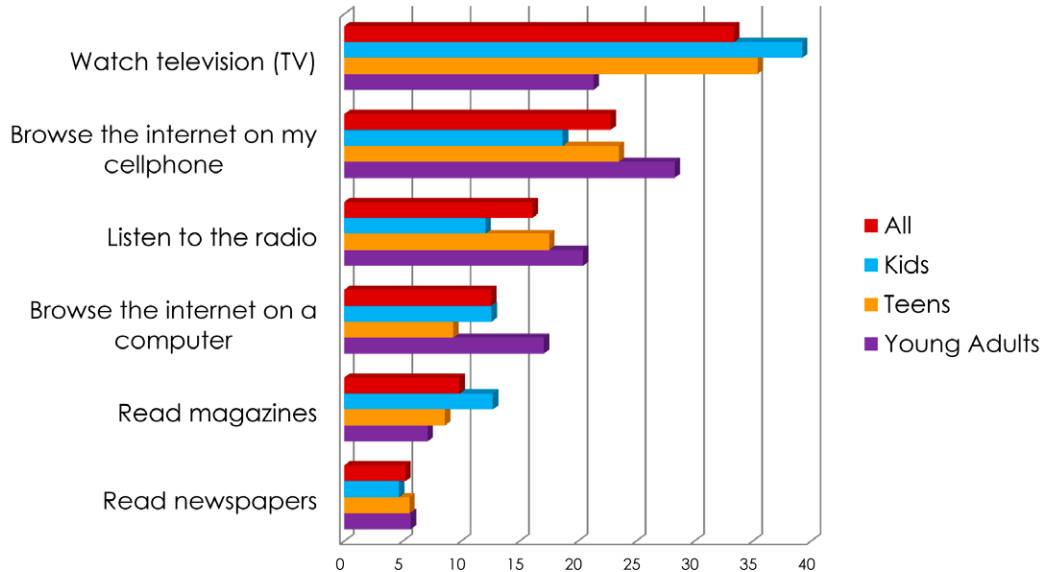
What is the worst way that a brand can try to impress you?



Note: The age bands referred to in this report are split as follows:
 Tweens/Kids (ages 8-13); Teens (ages 14-18); Young Adults (19-22). n=6 060
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 Study conducted in association with Sunday Times and Monash South Africa

Sunday Times
**GENERATION
 NEXT 2012**

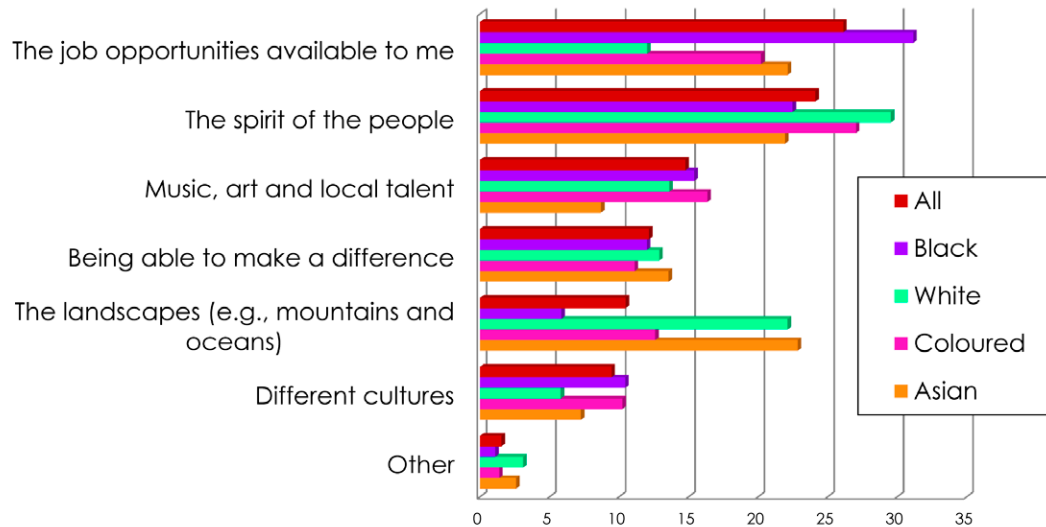
Media consumption:



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Sunday Times
**GENERATION
 NEXT 2012**

What makes you most optimistic about living in South Africa?



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 Tweens/Kids (ages 8-13); Teens (ages 14-18); Young Adults (19-22). n=6 060
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 Study conducted in association with Sunday Times and Monash South Africa

The verdict is out

Sunday Times
GENERATION
NEXT 2012



Creative winnings

It's its eighth year, the 2012 *Sunday Times* Generation Next Brand Survey Awards conducted by HDI Youth Marketeers spanned 73 categories and voices what the SA youth – between 8 and 22 – thinks is cool. Here are some of the highlights

- **Coolest brand overall** – BlackBerry (second consecutive year)
- **Coolest bank** – FNB
- **Coolest telecoms provider** – Vodacom
- **Coolest motor vehicle** – BMW
- **Coolest weekly newspaper** – *Sunday Times*
- **Coolest daily newspaper** – *Daily Sun*
- **Coolest TV channel** – Trace
- **Coolest TV soap** – Generations
- **Coolest reality TV show** – So you think you can dance
- **Coolest music retailer** – Musica
- **Coolest radio station** – 5FM
- **Coolest local celebrity** – Trevor Noah
- **Coolest local sportsman** – Siphiwe Tshabalala
- **Coolest local sportswoman** – Natalie du Toit
- **Coolest local music star** – Liquideep
- **Biggest local newsmaker** – Julius Malema

EACH YEAR NG KIDS hold three 'Young'

competitions to encourage their readers to take part in fun, interactive and educational initiatives that are designed to stimulate creativity at varying levels of age and ability.

The first is the Young Artists Competition, held for the third time this year, with over 1 300 entries (up from 500 last year) received in the three categories: Collage or Mixed Media, 3-D Sculpture, Drawing and Painting.

The competition encourages potential young artists between the ages of five and 14 to express their imagination through the art. "The competition allows aspiring artists to display their talent while giving us the opportunity to know what interests our readers," says *NG KIDS* editor Fiona Thomson.

The concept for the Young Artists Competition comes from the Artzone section in the magazine, which is quite popular with their readers.



According to the February 2012 *NG KIDS* Readers' Survey, Arts and Culture is one of their favourite subjects, she remarks.

The second is their *NG KIDS* Young Chefs competition – open to children aged 14 and younger. There are four categories: Brain and Body Fuel, Weird But True Sandwich, Party Snacks and Perfect Padkos or Outdoor Food – the idea being that entrants send a photograph of their food with their entry.

"The Young Chefs competition allows kids to be creative with the taste and presentation of their dishes," says Thomson. "With the Young series of *NG KIDS* competitions we aim to see the world through our readers' eyes so we are excited to see what the aspiring cooks can whip up for us this year."

The third 'Young' competition is the *NG KIDS* Young Photographers Competition, encouraging children to view their world in different ways, one of them being from behind a camera lens.

Something for everyone

Disney has been providing TV content to children in different age groups for years. *Christine Service*, country manager at The Walt Disney Company Africa, gave *Magdel Louw* the lowdown on how this works for them



What are the different channels Disney offers? What was the thinking behind splitting the content in this way?

We know that different types of TV programmes appeal to kids of different ages and also that to a certain extent, boys and girls prefer different types of programmes.

- **Disney Junior** is a channel created primarily for younger kids as well as their parents or caregivers – creating a co-viewing environment for kids and families. Disney Junior blends Disney's storytelling heritage and beloved characters (incorporating classic characters like Mickey and Minnie Mouse) with specific learning and developmental themes designed for children ages 2-7. For many kids, Disney Junior is really their first experience of Disney.
- **Disney XD** is a boy-focused (but girl inclusive) channel targeted at kids 6-14 years old. XD offers the action, adventure and comedy that this



Christine Service

Anne McClain from Ant Farm.

Why would you say Disney has been so successful in providing content for children of all ages?

At the heart of everything Disney does is great storytelling that is appealing for different age groups of children. At Disney we work really hard to ensure that we are in tune with kids, are innovative, deliver high quality TV programming and other content and above all, that we deliver

demanding audience craves and it is currently the #1 Kids channel in SA with boys 4-15.

- **Disney Channel**, which celebrated its 5th birthday in SA last year, is primarily targeted at the 'tween' audience. Disney Channel tends to attract a slightly higher proportion of girls and is the home to stars such as Debby Ryan from the hit shows *Jessie*, as well as *China*

fun. These qualities combined with great storytelling ensure that we appeal to kids and families of all ages.

How rewarding does Disney find targeting content at different age groups to be for viewers and advertisers?

Together Disney Channel, Disney XD and Disney Junior account for more than 50% of kids viewing of kid's channels on DStv in SA. Disney Channel and Disney XD were recently voted the #1 and #2 coolest kids TV block (i.e. channel) respectively in SA in the 2012 *Sunday Times* Generation Next awards. Disney Channel was also voted the second coolest channel overall (across all TV channels) in the same survey. We are thrilled that South African kids like the channels so much.

However, both Disney Channel and Disney Junior are not ad funded. We have had a very positive response from advertisers in SA to Disney XD though. This response is driven by its high quality programming and strong ratings performance.

Youth - a new culture

While we witness the endless crisis surrounding our education system, even more alarming is what today's youth truly feels

By Ane du Preez (@YDX_Africa), executive senior strategist at Youth Dynamix

A TOTAL OF 54% of 16-24 year olds feel that the level of education in SA is not as good as elsewhere (YDx YouthTrax) and 57% of 10-12 year olds believe that there are no **employment opportunities** in SA (BratTrax) and 40% of 16-24 year olds say that they want to leave the country as soon as possible (YDx YouthTrax).

These stats don't really encourage learning, but

increase depression with few real solutions peeping through! But it is not just the quality of our education that has led us to this point, but a host of contributing environmental and psychographic factors.

ON THE GO

South African youth embody the trend 'Barbed wire culture'. With the increase of crime, time constraints



MARIANNE JONKER PHOTOGRAPHY

as well as school/household pressure, this segment is forced to interact on the go. Socialisation takes place in small bites grabbed on the run or simply via screen from different locations. Freedom of movement and time to chill is just not part of the day's schedule. They are expected to perform academically and socially, without a real release mechanic to de-stress or to develop real face-to-face socialisation skills. With the lack of freedom and the new cocooned lifestyle, the 'My school, my community' trend has surfaced. School communities have become the new 'neighbourhood' and one's peers the new source of all knowledge. Word of mouth is one of the main communication drivers within this community and



simply those brands not on the radar in these school years will lack real traction with this segment at adulthood.

In fact, to make this segment even more important is that 67% also use brands they grew up with when they reach adulthood!

CHANGED FAMILY

With the increase of working mothers, longer working hours, increased travel time, longer school days the amount of family time has decreased. Parents often do not have the time and with a new curriculum and technological revolution they equally do not have the know-how to provide meaningful school support. In here lies a large and critical role for SA business to help change this scenario.

With the increase in the HIV/Aids pandemic, the traditional family structure has significantly changed. The **'Doughnut family'** trend (the core – parents – of the family are missing and the family consists of a child-headed household) is the most common of the many structural changes (such as single parent families and working mom families) but the ripple effect of this change is alarming. Not only do children of such families feel the increasing pressures of heading up a household at a very young age, but they also feel the pressure of having to make their educational and career decisions without the support and guidance

"The pace of life is perpetually on the increase and so are channels of communication all resulting in message overload. Today's youth are hit by between two to 3 000 messages a day"

from a parent. Within the school environment, **career guidance/subject choice support/real life skills needed to be economically sound** are often lacking and the youth are left floundering for pathways and solutions. Again, we believe this is a gaping opportunity for SA business to make a worthy difference to our future generation.

FILTER FANTASTIC

The pace of life is perpetually on the increase and so are channels of communication all resulting in message overload. Today's youth are hit by between two to 3 000 messages a day. What marketers fail to realise is that they have perfected their filtering system and have become artists at blocking out irrelevant communication. Enter, the **'filter fantastic'**



generation, – if you have not made yourself relevant and formed an emotional connection to this segment, you are invisible.

'Info wise, action foolish', is a trend that stems from the technological revolution. Whilst teens and children will always be action foolish, simply due to their developmental process and ability to grasp abstract and sequential thought, this can now get masked by being information wise. They now have access to so much information yet still develop cognitively and emotionally at the same rate. YDx often refers to the **'Mind the Gap'** generation, who on the surface may appear to understand but in fact cannot always process the information they exposed to. The responsibility rests with us to ensure that communication is appropriate and ethical.

"We need to acknowledge that the youth segment is simply a new breed that is wired differently. Their concentration spans are shorter and sharper, the sensory index differs to ours"

The 'Agro-pessimism' trend is one of the most recent developments across the 7-24 year old market. This despair has caused an increase in bullying, drug use, alcohol abuse and sex amongst teenagers as their escape mechanism.

Frighteningly 69% of 10-12 year olds claim that they know someone who is in trouble due to alcohol abuse (BratTrax). Another worrying issue is that 81% of 13-15 year olds say that most children within their age groups use drugs and 73% of 13-15 year olds claim that most children in their age group have sex regularly (BratTrax).

A great deal stems from pressure and a feeling of hopeless around one's future. YDx believes there is great opportunity for corporate intervention through well planned, youth orientated support

indicatives'. Simply together we can make a difference.

SUCCESSFUL COMMUNICATION TO THE YOUTH MARKET

We need to acknowledge that the youth segment is simply a new breed that is wired differently. Their concentration spans are shorter and sharper, the sensory index differs to ours, and they have heightened multi-tasking ability and in fact are doing between 3.8 to five things at the same time! Information overload, multitasking, technology has all contributed to their ability to filter out messaging that they see as irrelevant (YDx BratTrax).

The YDx 8 C's model was developed to ensure youth communication meets the needs of this new consumer and can be applied to both education information and brand communication. This model is based on over a decade's worth of research, strategic analysis and communication case studies in order to pinpoint critical success factors when it comes to all youth communication.

Co-sensory communication, where all the senses are involved in order to create a long lasting and memorable experience as the youth's sense index has shifted dramatically from being sight dominate to being co-sensory. This leads to **Community**. A sense of belonging is key to the youth and providing them

with a greater entity that they can be a part of, gives them security and the opportunity to interact with like-minded individuals, whilst bridging race, income and gender gaps.

Conversation with the new consumer has changed dramatically over the past century from a one-way communication running from the brand to the consumer. Conversation has various check points – two way, relevant, non-invasive, value added, self generated to name a few.

Other concepts like consistency, credibility co-creation also come into play when designing appropriate communication for the youth market.

With this understanding of who the youth consumer is and the pressure points that make them tick, it is clear that the key to success in terms of education and communication lies in truly understanding the makeup, need states and communication tools of today's youth segment. They are a new breed that requires relevant and new communication and solutions... This rings true, whether it be learning in terms of educational content such as the National Curriculum or learning about and building a relationship with your brand.

When speaking to the youth, the key to ensuring effective market penetration and successful message uptake, it is no longer about reach but take out, meaning and emotional connect.

3.14159265359

Connecting with SA youth not as easy as Pi

By Cathryn Treasure (@CathrynTreasure), GM, HIP2B² (@hip2b2_SA)

HOW DO YOU make an imprint on the lives of SA youth, introduce them to your brand and get them to successfully incorporate it into their lives?

Think back to your last marketing campaign. Which boxes did it tick? Elicit feedback on a new flavour, secure a 'Like' on a Facebook page, start a conversation on Twitter or MXit, or stage activation in a shopping mall perhaps?

My guess is one and even possibly all of the above, and this is when I could say 'Bravo, well done for that', except my next question is, did it work? Will they take you along for the rest of their ride? I'm 99% certain that they will not.

Because unless you were brave and well-informed enough to do what it takes to truly connect with teens – creating an extreme experience that engages with all of their senses (seven, not five) – and pushes their brains towards an 'explosive state' – you haven't.

DO THE MATH

While at HIP2B², we encourage learners to get excited about maths and science, brand custodians also need to listen up: it's those same maths and science principles of careful calculation and problem-solving



Cathryn Treasure at HIP2B2 Champion activation event

that brands need to apply if they want to successfully engage with learner's brains from now until their adult years. So rather than just giving a learner a promotional packet of chewing gum, create an experience based on these three fundamentals: excite, challenge and create. Let them experience your product, make something out of it and learn from the

experience. If you do it correctly, your marketing sums will add up, and they'll remember your brand for life.

Breaking through the mire of instantaneous disconnects to make a lasting brand connection requires creating multi-sensory experiences that literally shake the brain. We're not just talking about the

'Famous Five' here – the less familiar and more abstract sixth and seventh senses are also crucial means to fully activating young brains.

MUSIC LESSONS

Contrary to popular belief, the sixth sense is not intuition, (which is actually the eighth sense, one that we don't have the technology to understand). The sixth sense is vestibular, and has to do with balance. It is activated by rhythm in the middle ear, which creates a sense of expectation. When we crank up the music and get learners to dance during an activation, it's one of the ways we're warming their brains to ensure that they're in the most receptive state for what is to follow – an engagement with your brand.

The seventh sense is proprioception. Different levels of texture and tactile experiences, heightened by multisensory input, stimulate it. Ask anyone who's attended a Disney parade if they remember the magic? Bubbles, snow, lights, singing – Walt Disney knew how to engage all the senses and create memories that would last a lifetime.

When all seven senses are activated, you have a near 'brain explosion'. Sounds painful but it's not – it's actually extreme fun and real learning rolled up in one amazing package! Think of it as the state required to make a permanent connection, and to experience a brand in an ultra-alert way. But, you

don't mess around with brains (young or old) without knowing exactly what you are doing.

Marketers need to have a deep understanding not only of how teen brains work, but also the strategy behind stimulating them. For example, how much stimulation is too much? Who is conducting your fun? Whether it's a group of 500 or 15 000, only a professional with experience in understanding the sophisticated strategy behind extreme fun and the importance of controlling the 'volume' of external stimuli through close monitoring, will know how to keep these events on track.

It's the science of engagement and HIP2B2 has worked hard to perfect it over the past decade. Sound hectic? Quite honestly, it is, but we see it in action in our myriad of touch points and activations and it works.

TEXTBOOK BRAND CONNECTIONS

Recently, multinational technology company 3M brought HIP2B² on board to help them make these lifelong connections with SA youth. 3M wanted to create an event that would both inspire youth to innovate as well as identify with the spirit behind their brand.

The HIP2B2 team conceived the Innovation Challenge, a six-month engagement project, which kicked off with a fun and entertaining educational event where learners were assigned different tasks to perform,

which required that they 'innovate' in order to complete them and move on. They were supplied with a range of 3M products – like sponges, sandpaper, duct tape and reflective material – as working materials. With very little direction, a carefully controlled environment and lots of tactile and other sensory stimulation, they were given the leeway to create their own innovative ways of transferring water from one bucket to another, with the team that transferred the most water the winner; designing and making waterproof safety jackets that were visible at night; and many other creative challenges. The result: a loud, fun, crazy frenzy of activity and at the end of the day, the start of a journey with a brand that will no doubt be imprinted on their brains for life.

It's ironic that often marketers find the connection between their brand and the realm of education 'unsexy'. The truth of the matter is that engaging with youth should be a learning experience both for marketers and the youth that they are targeting. Both marketing and education strive for the 'aha' moment, which can only be reached when both the message and the environment are correct. You can't have one without the other. To make that youth brand connection stick, marketers need guidance and involvement from experts in the how-to's of sensory stimulation.

HIP2B² digital radio: the smart soundtrack to teens' lives

AS YOUTH go mobile, so has HIP2B² – the brand promoting maths, science and technology – whose latest touch point is HIP2B² Radio, a digital radio station that is streaming fun, accessible content through their internet and smart phones.

“We know through our extensive on-the-ground field research and interaction that youth are constantly online, and in particular, on smart phones, and as such, are readily receptive to the kind of smart educational content that we can deliver in a teen-friendly format,” says HIP2B² GM Cathryn Treasure. “With their doors wide open, so to speak, we can be in that space with them, engaging with them interactively in ways we know will boost their desire to learn.”

HIP2B² Radio is streamed via the HIP2B² website (www.hip2b2.com) and can be accessed online and, through its new Mobisite, via

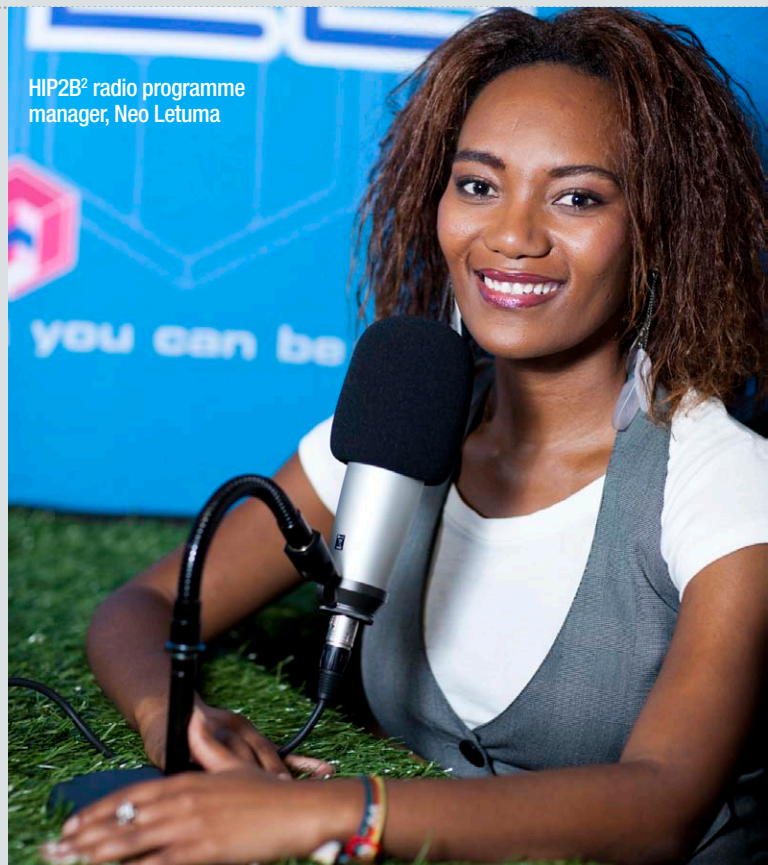
smart phones.

The station is positioned as the ‘soundtrack to the social media lives’ of teenagers and is in fact the only local radio station specifically created for teenagers.

HIP2B²'s entrée into radio has also opened an opportunity for various brands and corporate partners, who play a critical role in the brand's success and far-reaching broadcast of its message to come on board.

Content is a mix of current chart topping hits and interactive shows featuring remarkable science news, brainteasers, entertainment reviews, exam study tips and accessible financial literacy education. “The stations' easy listening format is geared towards all the topics teens are genuinely interested in and that relate to their real lives – music, fun, life skills and getting through school, taking the learning experience away from the text book,” says Treasure.

HIP2B² radio programme manager, Neo Letuma



(A)Live in SA!

Live SA, a youth magazine originally launched in the UK ten years ago, has reached SA shores

By Magdel Louw

AS A YOUTH culture magazine in the UK, Live magazine is 100% produced by young people – now national with 50 000 copies every quarter, having over the last decade become the only print title that can genuinely claim to represent the voice of UK youth, says project founder Gavin Weale.

“Now we have brought it to SA with the support of the Shuttleworth Foundation, who awarded me a fellowship last year to make our first international expansion – with the aim of empowering young people, giving them a voice, and creating a credible media channel that young people trust and can be part of.”

The first edition was launched in November last year, printing 50 000 copies and distributing free into varsities, malls, shops, FET colleges, high schools and via their street teams into taxi ranks and train stations in the Western Cape and Gauteng.

It’s content is also 100% created by 16-25 year olds from SA – a mixture of unemployed youth and students from various backgrounds, all trained and mentored by professionals, he explains. “We now work with a team of diverse young South Africans every day in our



Ashleigh Davids, editor

office in Cape Town, as well as a remote team of contributors across the country who are mentored by our professional team to create the magazine and a YouTube channel www.youtube.com/livemagSA. We have a fast-growing social network presence (Live Magazine SA) and new contributors contacting us every day to get involved. We are gunning to become the Voice of Youth in SA,” he states.

In addition they’ve just launched a mobi channel at www.livemag.co.za aimed at a national audience of millions.



LOCAL FLAVOUR

Weale remarks that the magazine’s content is about SA’s youth culture across the board: from fashion and music to real life issues and opportunities, “all delivered in a credible youth voice.” The target market is also the same as the contributor base: 16 - 25 mainstream young professionals. “I think what unites our

target audience is that they are upwardly mobile youth: young South Africans who are hopeful for a better future for themselves."

In terms of advertising, they often create co-created editorials where their youth team interpret briefs from brand and government: which they've done so far for Google,

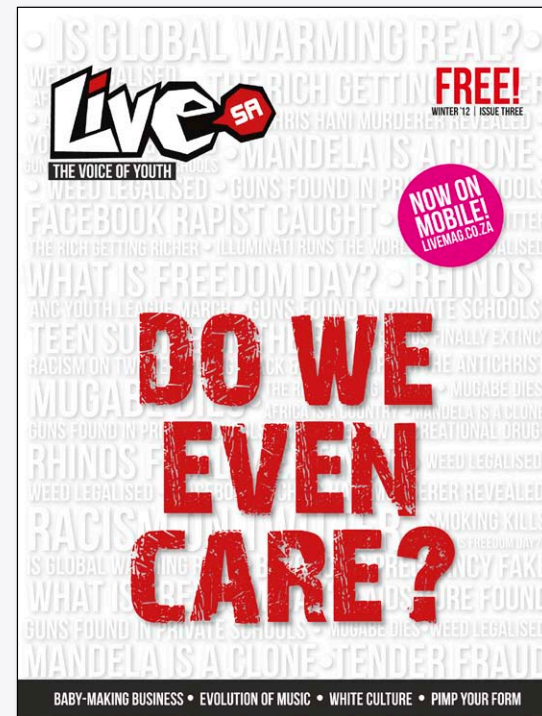
Chicken Licken and the SA government, he says, creating great content and a great experience for the young people. They also offer themselves as an internship feeder programme where they can

"In terms of advertising, they often create co-created editorials where their youth team interpret briefs from brand and government: which they've done so far for Google, Chicken Licken and the SA government"

train and prepare young people with basic employability skills to feed into junior roles at brands and organisations.

"I think what we really offer advertisers is the chance to start a meaningful conversation/engagement with the youth audience – in a way that builds loyalty and credibility for the brands among young people who are the emerging and future professionals of the country. Also, as we are incorporating as a not-for-profit, any money invested in us can double as CSI spend – directly funding skills development and job creation among young South Africans."

Even though he knew through his research that the concept was going to be welcomed, he never expected to have such a huge response from young people wanting to get involved, he remarks. Plus they've managed to bring some big brands on board, and are having some 'very exciting conversations' with partners for the next year. "I guess we offer something slightly different than mainstream publishing channels."



Youth Trends 2012: bi annual hot sheet

By Bradley Maseko, founder and youth market strategist at Brandedyouth

BRANDEDYOUTH INSIGHTS have compiled a list of youth trends gathered from studies conducted in the youth market since January through a combination of different methods ranging from trend spotting, focus groups to personal interviews. Take a peek into the youth psyche. This enables brands and ad agencies to make use of current trends to effectively engage the youth market

APPS

• INSTAGRAM

The youth seem to be catching up with the instagram, and we are seeing an increase in more creative and colourful pictures being shared on social networks through this app. The key to its success is simply allowing users to creatively edit their photos before sharing them. In April 2012 Instagram announced that over 30 million accounts were set up and youth brands such as Levi's U.S.A have jumped on to the bandwagon, in its upcoming ad campaign in which goes live in September, Levi's will be holding an open casting call for a model. To win, users will have to





take pictures of themselves or others wearing Levi's gear, upload it to Instagram and tag it #iamlevis.

• SOCIALCAM

Described by many as the 'Instagram of video,' SocialCam has emerged as the newest and hottest social mobile video sharing application based on user-generated content. The app makes it easy for youth to share their videos with friends over social media. It allows users to record and edit videos of any length with different themes and music and enables them to easily share this content. Though it has been met with some concerns over privacy issues, the app seems to be gaining popularity with sports teams and media channels. Oprah's television network OWN recently joined the site to share previously unreleased content with its viewers.

SOCIAL MEDIA

• SOCIAL MIGRATION

In comparison to three years ago, the activity on Facebook seems to be going down and this can be attributed to the rise in activity on Twitter, more and more youth are turning to Twitter as the preferred social networking site, while Facebook still dominates in terms of size and popularity, it would be fair



to say that Twitter is becoming more powerful in terms of engagement and influence. It seems that the once highly active Facebook youth are now using this as a platform to urge friends to rather follow them on Twitter, occasionally check inboxes for mail and the standard photo sharing. Status and news updates, sourcing and sharing of information, thoughts and opinions are now being shared more on Twitter.



• SOUNDCLLOUD

The youth have always had a passion for music, and despite having been started in 2007, SoundCloud is now finally coming of age. On January 23, 2012, SoundCloud announced on their blog that they had 10 million registered users. We are living in the digital generation, where the process of making music and being discovered is now cheaper and easier, this is where SoundCloud comes in, it allows users to establish a profile and record their music which they can then share with their peers or any interested people on other social networking sites, it's a platform which makes it easier for aspiring musicians to reach their target audiences, more newsfeeds of Facebook are now showing who friends are following on SoundCloud and its gaining popularity locally.

TECHNOLOGY

• SMART TV

Much talk in the tech category has shifted from HD TV to Smart TV. This is the newest tech that most youth 18+ are talking about and we can be sure that the youth market will be the early adopters of this technology. The beauty of Smart TV is that it integrates the internet and web 2.0 features into modern television. Agencies will certainly be looking for ways in which to use this to get a more captive audience for their commercials. The BMW M5 campaign was a hit in the youth market and is an example of how technology was used to effectively engage the audience. It simply allowed the viewers to use the PVR to rewind and play the ad in slow motion. One can only imagine the creativity that will come into play with Smart TV.

BEHAVIOUR

• STRENGTH IN NUMBERS

Avengers is currently the third highest-grossing film of all time and the highest-grossing film of 2012, and SHOUT is a movement that belongs to every South African who is committed and passionate about building a safer South Africa with their mantra being 'A better ME, a greater WE'. So what do these two have in common? They show that by coming together people can work closely and have a better chance



of achieving a desired goal. Take this into the youth market and you'll see youth going to watch live sports games, movies, and concerts to ordinary outings in groups. It seems that joining forces has gone back to being more fun and exciting. Brands targeting youth will do well to run group competitions at this point.

• VALUE ADDING BEHAVIOUR

With exception of Izikhothane (loosely translated as 'dissing'), the practice of destroying or burning expensive branded clothing especially with the youth from township areas, the youth market, 24 and above seems to have taken the path of meaningful spending. The culture of travelling has become an overnight hit in the youth market; a market that once spent large amounts of money being flashy in nightclubs and bars now wants to have more meaningful experiences. Boosted by the low flight costs and holiday packages Thailand for example has become a destination of choice, the youth are now saving up over months in a bid to travel abroad and experience new places and cultures.

ATTITUDE

• #YOLO

#YOLO: The newest acronym in the youth market, 'you



only live once' has been taken to new heights by Drake who included in his track 'The Motto' and the fact that Zac Efron tattooed it on his arm, with both being major influencers in the youth market internationally, it's no wonder that SA youth have quickly caught onto it. #YOLO according to the urban dictionary is used to defend doing something ranging from mid to extreme stupidity. It is widely seen by the youth as an excuse of bad or risky behaviour. We will definitely be seeing more #YOLO on social networks and in instant messages.



• BENEFITS BEFORE LOYALTY

We all know that when it comes to money people are fussy, and one of the most difficult things to do is ask a person to change their bank, how then does a bank achieve this? The answer to this is: 'By being relevant to the current time'. Something that FNB has understood well, they understand that they are operating in the digital generation and through innovations and products launches such as the FNB app and the iPad offer, they have really connected with the youth market, so whether they stand a chance to get free data or an iPad, the youth seem to have taken a serious liking into the brand because they see clear benefits which are relevant to youth lifestyle.

MEDIA

• UP CLOSE AND PERSONAL

We all know that the youth market is passionate about sport, but what is more exciting is the idea of getting up close and personal with sports personalities, something that the recently launched TRACE Sports on DStv caters to. Launched in April and already being added to the favourite list of channels for DStv subscribers, we can expect to see a lot of youth turning to this channel in a bid to understand sports stars and the teams they support

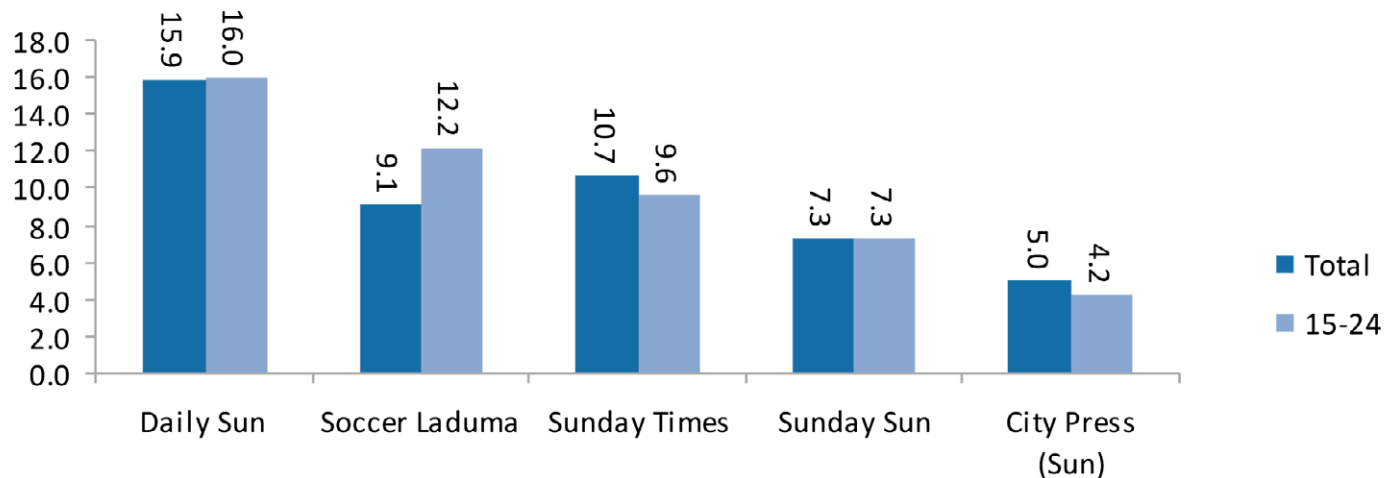
• EMOTIONAL CONNECTIONS

Music and food are definitely food for the soul, and an easy way to tap into the emotions of the youth, reality shows such as the Voice, X Factor and Idols create an audience willing to watch contestants as they try and make it through the different stages of the shows. MasterChef had all the ingredients of being a hit from the start and has indeed achieved this, not only are the youth being exposed to the show and competition, but they are learning from it in the process. Reality shows enable the youth to follow people on emotional journeys as they try and win the different competitions and this following evolves to being more about the contestants than the competition. Brands sponsoring such shows are guaranteed of an audience from when the show starts, all the way to when it ends.

The youth according to SAARF

Here's a look at the media favourites of today's youth

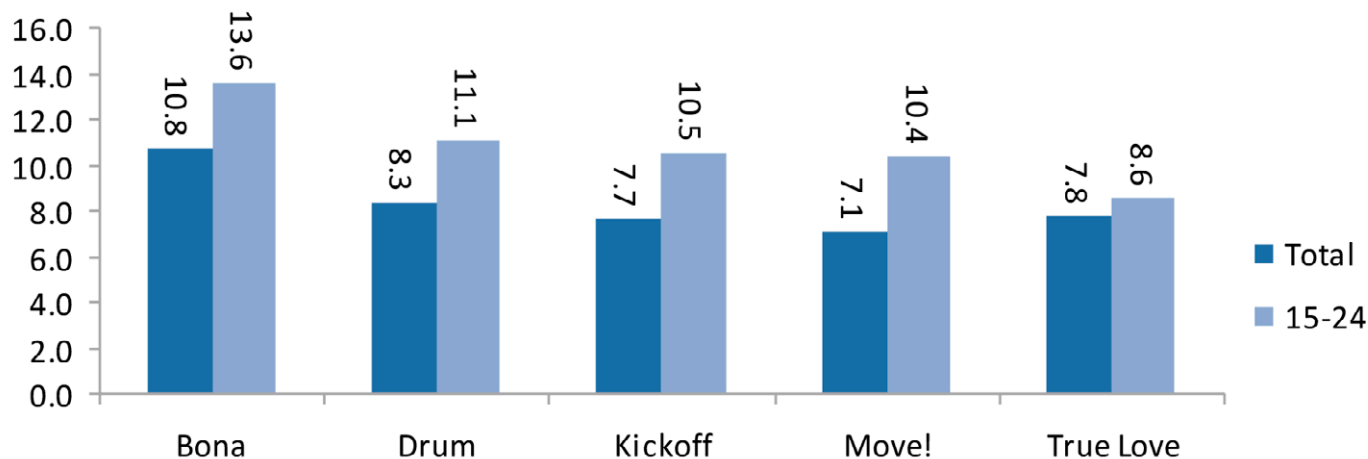
Top 5 Newspapers Read by 15-24 Year Olds



Source: AMPS Dec2011
 15-24 Population: 9 820 000
 Sample: 6 576

Source: AMPS Dec2011
 Total Population: 34 934 000
 Sample: 25 160

Top 5 Magazines Read by 15-24 Year Olds



Source: AMPS Dec2011

15-24 Population: 9 820 000

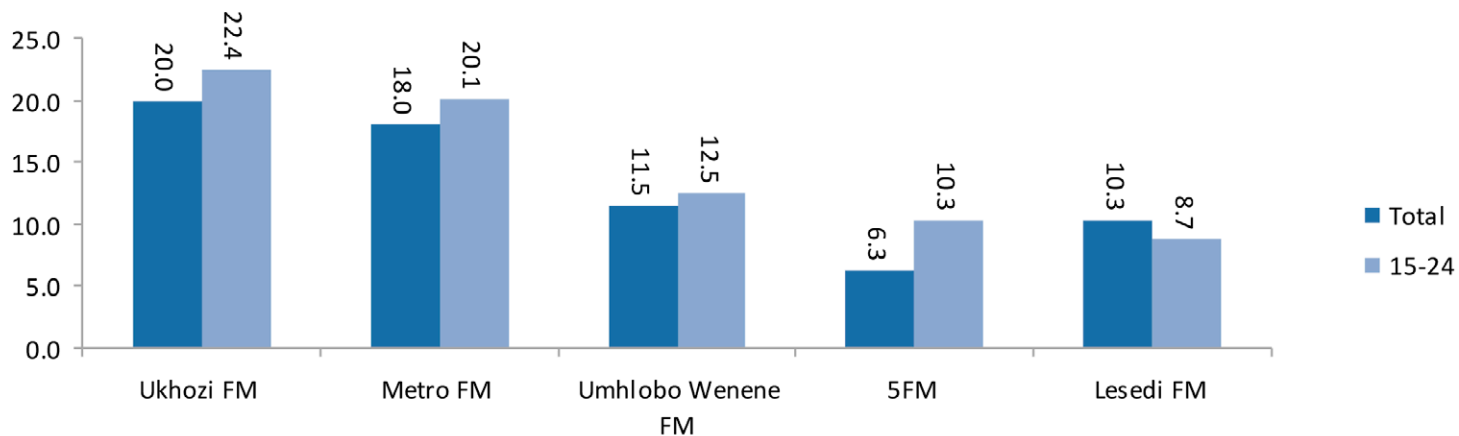
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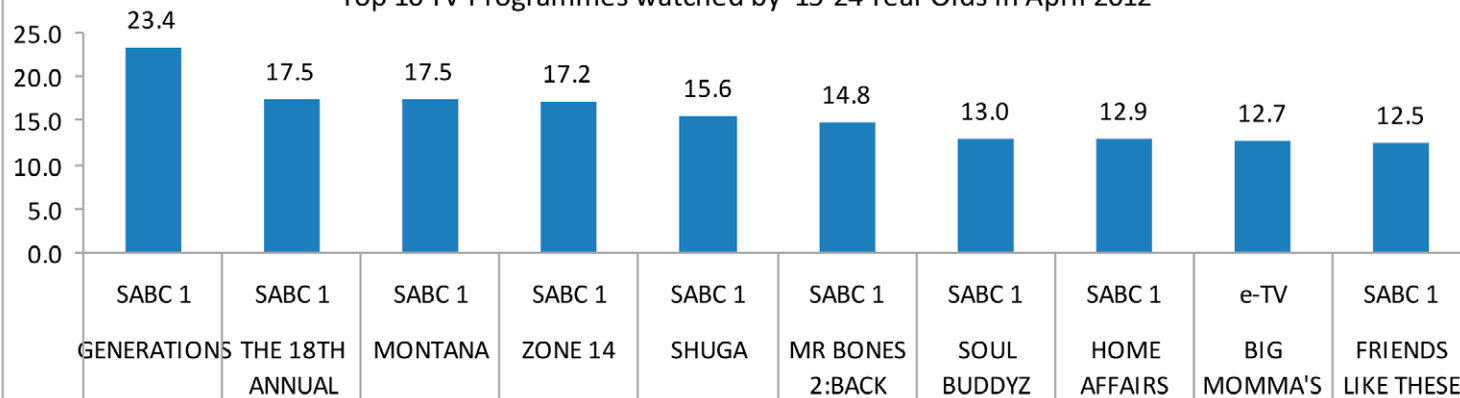
Top 5 Radio Stations Listened to by 15-24 Year Olds



Source: RAMS 1/2012
 15-24 Population: 9 820 000
 Sample: 6 740

Source: RAMS 1/2012
 Total Population: 34 934 000
 Sample: 25 451

Top 10 TV Programmes watched by 15-24 Year Olds in April 2012



Source: TAMS April 2012
 15-24 Population: 8 498 424
 Sample: 968



Company name: hdi youth marketeers

Contact: Tel: 011 706 6016

Website: www.hdiyouth.com

Profile: Young South Africa are significant contributors to our society and our economy: not only do they represent more than 50% of South Africa's population but the total spend of the youth market has increased by 5% from 2007 to an estimated R80.6 billion p.a in 2008.

They also wield serious power as purchase influencers, carefully "collaborating" with their parents when it comes decision-making for wide variety of household goods and family expenditure. And, of course, they're also future consumers.

HDI Youth Marketeers works to create value for brands while relentlessly looking out for young people's interests in all three youth markets: tweens (from age eight), teens and young adults.



Company name: YFM 99.2

Contact: Tel: 011 772 0800

Website: www.yfm.co.za

Profile: The role of the music team is to connect intimately with the Yires through our carefully selected music. The music team chooses music which fits in with YFM's DNA, and proudly introduces new music and

breaks local tracks first! We give local music a platform, as we do for unknown SA artists. We've defined ourselves as THE "new music station" and our core genres are house, hip-hop, kwaito and R&B, but this doesn't mean we neglect other genres! International and local pop and alternative music are explored on our Hot 99 Breaking and Entering Charts, as well as on Live and Rewired.



Company name: Knowledge Resources

Contact: Tel: 083 226 6657

Website: www.kr.co.za

Profile: There is a reason that 80% of the top companies in South Africa (as well as a number of government departments and business schools) use our services: we make sure that they are always at the forefront of development in their respective fields. We will provide you with the products and services you need to build

and enhance your organisation in an evolving world. A range of expert BUSINESS PUBLICATIONS : Over the past 21 years, Knowledge Resources has grown to be one of the largest suppliers of business books and training materials in southern Africa, providing informative publications by some of the country's most skilled professionals and authors. We focus on creating products that will facilitate skill-building and development, for organisations and individuals. Go to our KNOWRES PUBLISHING menu for more information.