

DRIVE IMPACT

by understanding our youth

How do we **resonate** with our youth and speak their language?

How do we **capture** a younger audience?

In what space can we effectively **communicate** with our youth?

How do we **foster** longer lasting connections with our youth?

How do we find **youth insights** with our depth and specificity needs?

Let Yellowwood Youth Strategy help you resolve these challenges

What is their **outlook** on the world and external factors around them?

To what extent are they **fulfilled** with their lives and their internal perceptions of who they are?

What are their **finance & retail habits** and how do those shape their influence on the economy?

What impact does their **online behaviour**, habits, and activities have on their lives?

What are their **lifestyles** like and how do they spend their **leisure time**?

Our Youth Segmentation approach uses a segmentation model that has been uncovered from the GenNext Youth Behaviour research. It is age agnostic and challenges the view of young people as a homogenous audience and provides marketers with four distinct youth segments.



Survival Pursuers

Economically challenged, seeking safety & security and a fair distribution of rights and responsibilities.



Curious Explorers

Loving life, have great access and see the positive.



Emerging Optimists

Keeping going and becoming more conscious.



Opportunity Seekers

Have a good handle on life, and are trading carefully.



Within our GenNext offering



GENNEXT REPORT

Keeping track of how the youth interact and respond to brands is an ongoing process. Now in its 19th year, the Sunday Times GenNext study is the leading annual youth brand preference and consumer behaviour survey:

Tweens report (8 – 13yrs)
Teens report (14 – 18 yrs)
Young Adult report (19 – 24 yrs)
Young Professional report (25 – 30 yrs)

Report for all ages
(Buy 4, pay for 3)

NPOs/NGOs report
Reports are available to non-profit organisations at a discounted price.

R 50 000* each

R 150 000*

R 40 000* each

GENNEXT SEGMENTATION

The GenNext Segmentation is an application of our youth research study that is based on needs and attitudes prevalent in South Africa. It provides an in-depth analysis into a specific GenNext youth segment. It can take the form of a workshop or a consolidated report and presentation.

R 200 000*

GENNEXT WORKSHOP

The GenNext Workshop is an tailored application of the youth research study and insights that we offer businesses that want to gain a deeper understanding to the youth based on a unique business challenge.

R 200 000*

YOUTH INSIGHTS LAB

The Youth Insights Labs are a longer-term strategic undertaking which is curated in phases to help brands build resonance with the youth using an 'always-on' framework. Clients have the opportunity to leverage different Yellowwood methodologies and tools to enable growth for their brands wanting to capture the youth market. Contact us for a quote.

Enquire for a quote

SUNDAY TIMES GENNEXT AWARDS

Our partnership with Sunday Times gives us the opportunity to celebrate the brands the youth love! This partnership is a showcase of our commitment to always understand the youth better. This year the Sunday Times GenNext awards will host three events. An interactive Showcase on 7 September, The Sunday Times GenNext Awards 20 September and a Youth Marketing Conference, 24 September.



Outside of our GenNext offering



YELLOWWOOD TALKS

An offering of unique talk opportunities curated by Yellowwood to a client's specific industry or knowledge area of interest. The talk is facilitated for a closed session with client.

Costed per talk

*All costs excl. VAT



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