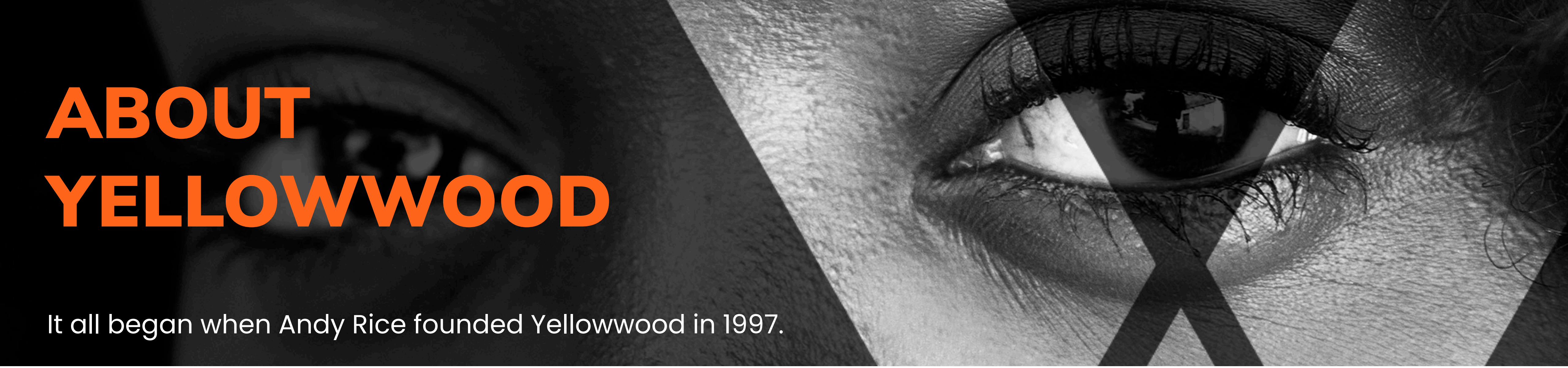
SUNDAY TIMES

GenNext

YOUTH BEHAVIOUR REPORT
METHODOLOGY 2023

Sunday Times GEN NXT 2023

yellowwood



ABOUT YELLOWWOOD

It all began when Andy Rice founded Yellowwood in 1997.

Since then, we've helped our clients build better businesses. In doing so, we've also created a better business for ourselves. Today, we are South Africa's leading marketing strategy consultancy with clients that reach across Africa and the globe.

Over the years, we've deepened our specialist capabilities and grown our footprint, to evolve into a company that bridges the traditional divide between business and brand and in 2020 our expansion included merging with HDI Youth Consultancy to maximise our youth insights and capabilities, covering the full spectrum of the African market where almost 60% of the population is under 25.

Already known and respected for our deep strategic capabilities, we now hold the data-rich HDI properties Sunday Times GenNext, a youth behaviour survey that also explores which brands are successfully connecting with you and the Junior Board of Directors, three youth panels that provide meaningful insight into youth culture.

The best of HDI, including people, tools and platforms are fully integrated into Yellowwood's insight and strategy expertise.

It is this unique perspective that allows us to solve challenges with a disciplined, rigorous but pragmatic process, balanced with insight, creative and disruptive thinking. We call this 'Unconventional Wisdom®' and it all starts with asking 'why'.

At Yellowwood we provide our clients with tools that enable them to drive sustainable top line growth.

WHY

OUR VISION & PURPOSE

To be renowned as leaders in strategic marketing because we change businesses and human behaviour for the better

HOW

OUR APPROACH

We are a team of diverse thinkers who use our unconventional wisdom to drive sustainable growth

WE VALUE

BRAVERY
Celebrating when we say and do the brave thing; for ourselves, for our team and for Yellowwood

ORIGINALITY
We collaboratively create fertile ground for new ideas to thrive

HUMANITY
We celebrate those who demonstrate genuine compassion for themselves and others, treating mistakes as opportunities to teach and learn

OWNERSHIP
We honour our commitments to each other, our clients and the business

Our work is to deliver on this purpose for our clients which span multiple sectors

What our clients have to say about us...

Zipporah Maubane
Group Executive: Marketing
Altron

Working with Yellowwood led to **high-quality outputs** that not only have **internal buy-in** but are also business-focused and practical. The **positive feedback** from across the business, particularly those that were **initially averse** to the process, is proof of their abilities.

Nomsa Chabeli
GM Brand & Communication
MTN

Yellowwood's team is **diverse, dynamic & engaging.** They **truly listen** to us, get deep into the fabric of our requirements and **deliver exceptional work**. They are an **excellent business partner** and continue to be an integral part of our team.

Khensani Nobanda
Group Exec: Marketing & Corporate Affairs
Nedbank

Yellowwood's team is **experienced, diverse & innovative.** They are able to engage with all levels in our business & **challenge our thinking**. They have consistently delivered work that moves our business forward.

Craig Townsend
Head: Brand & Marketing
Bonitas

Yellowwood's approach was **insightful and very thorough**. A journey that builds from one session to the next leaving little to chance, ensuring **all participants provide input** and **securing buy-in** along the way.

Killy Bacela
Divisional Exec: Group Brand & Integrated Marketing, Liberty

Their approach to every challenge is tailored, and they deliver a **consistent experience and quality outputs** regardless of changes to the team. Yellowwood has a core leadership team that is dynamic and really **understands the brand requirements for business success.**

We are a diverse company driven by a talented team and led by a passionate executive team

REFILWE MALULEKE
YELLOWWOOD MD & TBWA \ SA CSO

NTOMBIZAMASALA HLOPE
STRATEGY DIRECTOR

RIAZ BADROODEEN
STRATEGY DIRECTOR

GERALDINE MAMBURU
BUSINESS DEVELOPMENT DIRECTOR

THANDI METLAF
FINANCE MANAGER

KGOMOTSO SEABE
HEAD OF COMMS STRATEGY

MMASECHABA GXOLO
HEAD OF DATA STRATEGY

NTOMBI MKHWANAZI
YOUTH PLATFORM MANAGER

GREER ALLISON
HEAD OF GROWTH STRATEGY

KANANELO TLANYA
OPERATIONS MANAGER

NET#WORK BBDO

HUNT LASCARIS

PlusNarrative

STING

MAGNA CARTA
REPUTATION MANAGEMENT CONSULTANTS

TBWA\

We are the Disruption® Company.

#2 Most Innovative Companies
(Fast Companies 2023)

Convention is the disease.
Disruption is the anecdote

Proudly African, with worldwide expertise

Our team of global experts possesses a unique blend of creativity, technical expertise, and strategic thinking, allowing us to consistently develop groundbreaking solutions. We unite our most innovative talent and capabilities from across the collective.

We utilise proprietary methodologies to achieve business results

Disrupt X
uption

Disruption X is designed to multiply marketing impact. We use creativity to help businesses challenge the status quo, and capture an unfair share of the future. Disruption is the antidote to incrementalism.

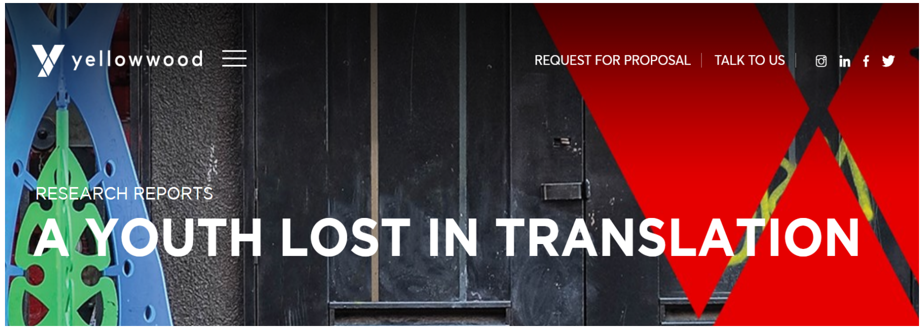
GI x GB
LABS

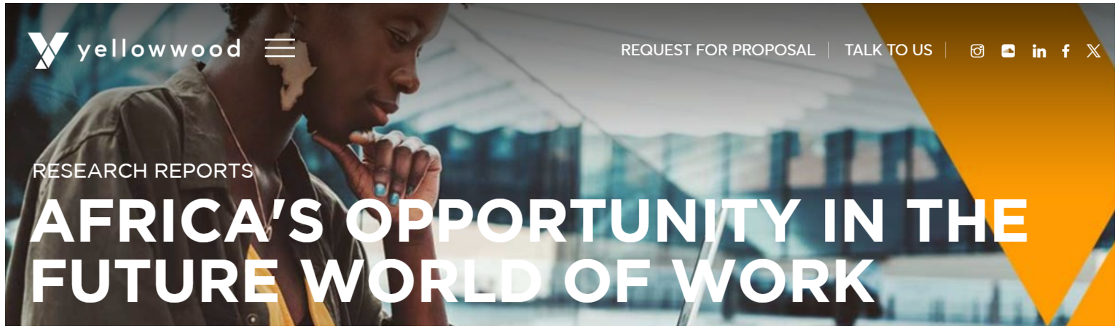
Defining the market opportunity dependant on the phase of the business. Centered on information validation; growth insight exploration and opportunity identification.

backslash
Edges

The TBWA Back slash report contains 39 cultural meaningful cultural shifts that have the scale and longevity to propel a brand toward a greater share of the future. Backslash is a cultural intelligence unit powered by a global network of over 300 Culture Spotters from 70 offices across the TBWA collective.

Every year we publish research reports exploring the questions we think business should be asking





Find all our studies here: https://www.ywood.co.za/our-thinking-landing/

Our acquisition of HDI youth in 2020 included two powerful youth properties

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

JBOD is comprised of four age groups: Tweens (8-13 years old), Teens (14-18 years old) and Young Adults (19-24 years old) & Young Professionals (25-30 years old). These groups of young people offer deep insights into brands, branding and product, and their relevance in-market through various interactions.

GENNEXT METHODOLOGY

Our ambition with this study is to create a base of understanding of the youth of South Africa to help brands and business drive sustainable growth

We achieve this objective through a two-pronged approach, allowing us to cover broad aspects around this target audience. In 2023, our research focus was on evolving our annual GenNext Youth Behaviour study. The results of the 2023 GenNext study are currently available.

Brand Preference

Ranking of the coolest brands as voted by youth across 69 (70 for adults) categories

The 2023 Sunday Times Coolest Brands supplement is available here: https://www.ywood.co.za/y-studies/gennext-2023/

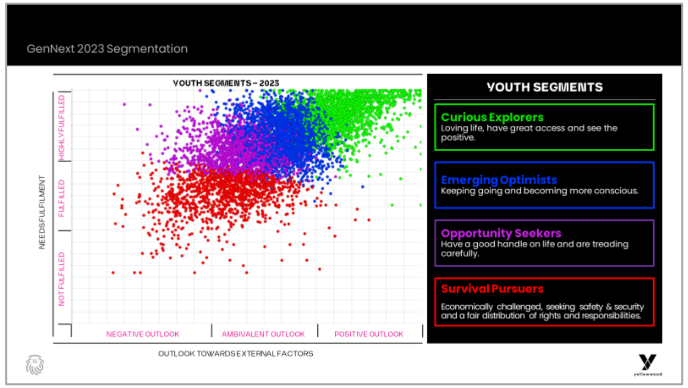
Youth Behaviour

A youth study with a focus on various category engagements and associated behavioural drivers

Each segment report is R50 000 excl. VAT
Youth workshop is R200 000 excl. VAT

Youth Segmentation

The youth segmentation model challenges the view of young people as a homogenous audience and provides marketers with four distinct youth segments.



Segmentation Report is R200 000 excl. VAT

Contact ntombi.mkhwanazi@ywood.co.za for more info

OUR YOUTH SEGMENTATION

The youth segmentation model has been uncovered from the GenNext Youth Behaviour research. It challenges the view of young people as a homogenous audience and provides marketers with 4 distinct youth segments.

MOTIVATORS

Survival Pursuers

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

The concern with survival of this segment drives them towards the pursuit of safety and security. Their need to enhance their self-esteem is another key behavioural motivator. Fundamentally, they use their current resources and connections to get through the present day, and so are focused on the shorter than longer-term.

Surviving

Curious Explorers

Loving life, have great access and see the positive.

The strongly self-realised nature and self-actualising drive of this segment uses their connections and resources to involve themselves in causes bigger than themselves alone. Their generally high level of needs satisfaction and commitment to build enabling, free and fair communities, keeps them inspired.

Growth

Emerging Optimists

Keeping going and becoming more conscious.

There is a rising focus on physical well-being, particularly physical activities and drive to maintain a healthy life. This segment seeks to become more actualised through enabling laws so that they can continue investing in themselves and realising their goals. The environment and infrastructure quality will have this segment moving from one place to another.

Mind and body

Opportunity Seekers

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

This segment's focus on building self-esteem and being generally excited about opportunities, motivates them to establish connections that further enrich and progress their lives. Their tendency to continually invest in themselves and positive attitude towards technology, makes them ever-ready to take advantage of opportunities when the arrive. They are however fearful of losing the generally good quality of life they have.

Opportunity

Engage on Segmentation

Take the next step in applying these insights for your business with a strategic team already deeply entrenched in the research and has a sharp view of where your business can harness the value of connecting with the GenNext youth segments more meaningfully. With our tools and approach tailored to your business challenge, you can drill these insights into your youth strategy seamlessly. Thise year we have made significant improvements..

In order to create our segmentation profiles, we plotted fulfilment against outlook, which were the results of segments in the GenNext Youth Behaviour survey

FULFILMENT DRIVERS

- Physiological Needs
- Safety & Security
- Belonging
- Self-esteem
- Self-actualisation

Maslow's framework of needs' satisfaction

OUTLOOK

- Political
- Economic
- Social
- Technological
- Legal
- Environmental

PESTLE framework

DEMOGRAPHIC PROFILES

Race	Gender	Marital Status	Dependants
Education	Dwelling Type	Area Type	Province
Work Status	Source of Income	Monthly Household Income	Access to Devices
Access to Internet	Home Language	Other Spoken Languages	Belief System

COOLEST BRANDS AWARDS: Our brand preference survey identifies what youth think are the coolest brands across various categories, based on the opinion of 5940 youth.

Why Top 10 Coolest Brands

A study of brand preferences that produces the Top 10 Coolest Brands rankings isn't just a list to be included on. GenNext is a youth performance indicator that every brand should utilise since it provides an objective view of your business' salience in the youth market and provides you with opportunities to improve.

RETAIL
- Bank
- Insurance Companies
- Clothing store
- Accessory & Jewellery Store
- Clothing brands
- Shopping malls
- Online store
- Stationery store
- Health and beauty store
- Sit down restaurant
- Fast food places
- Shoes/footwear brands
- Toy stores
- Overall brand

FOOD & DRINK
- Ice cream
- Tinned food
- Breakfast cereal
- Grocery
- Energy drinks
- Snacks
- Sweets
- Chocolates
- Cold beverages
- Hot beverages
- Spreads
- Alcohol
- Sauces

TRAVEL
- Motor vehicles
- Domestic airline
- Public transport brand
- Petrol station
- Local entertainment destinations
- Online accommodation booking sites
- Hotels

TECHNOLOGY
- Cellphones
- Telcom provider
- Gaming console
- Console games
- Digital learning platform
- Food delivery app
- Technology brand

LIFESTYLE
- Company to work for
- Campaign targeted at youth
- Cares about my community
- Advertising medium
- Social media platform
- Saving and investment platforms
- Loyalty Programme
- Fitness platform

MEDIA & ENTERTAINMENT
- TV channels
- Local TV programmes/ series
- Cartoon shows
- Kids TV channels
- Music store/website/ streaming
- Radio stations
- Daily Newspaper
- Weekly newspaper
- Local online influencer
- Local Celebrities
- Local radio Personality
- TV/streaming/content platform
- Local sportsperson

HEALTH & FITNESS
- Female deodorants
- Male deodorants
- Feminine hygiene products
- Soap bars
- Haircare products
- Shower gel
- Skincare Product
- Make-up brands

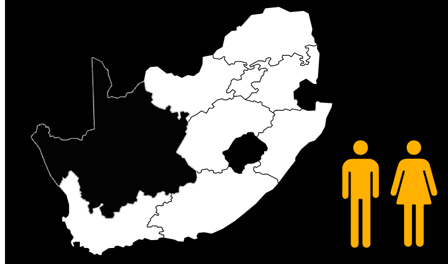
EDUCATION
- University
- Colleges

YOUTH BEHAVIOUR STUDY: has been developed to provide strategic direction for targeted growth in this audience by understanding behavioural and category dynamics. Our research has reached 7100 youth

From one report that covered youth aged 8 to 30, we have created four distinct reports that speak to the youth segments in far greater depth. This required increasing our sample from 5 022 to over 7 000.

1	2	3	4
TWEENS 8 - 12	TEENS 13 - 17	YOUNG ADULTS 18 - 24	YOUNG PROFESSIONALS 25 - 30

In addition to the national picture, we have provided analysis at a provincial level and called out key gender differences where relevant.



As a reflection of the sheer number of organisations that seek to engage young South Africans, we have extended our potential implications across private, public and non-profit organisations.

Private | Public | NPO/NGO

The most significant benefit of running the study for the third year is that we can provide not only a snapshot of youth in 2023, but a trended view of the past three years.

2021 — 2022 — 2023

YOUTH BEHAVIOUR REPORT STRUCTURE

OUTLOOK

Building an understanding of how young people think and feel about external forces and how they impact their lives.

FULFILMENT

A way of understanding what young people need to feel fulfilled and identifying what holds them back from full attainment.

LIFESTYLE & LEISURE

Understanding how young people spend their time, express themselves and engage with their immediate environments.

ONLINE HABITS

Uncovering young peoples' online habits, behaviours and activities.

FINANCE & RETAIL HABITS

Understanding how young people interact with money and their economic contribution as measured by their retail habits& spend.

Given the parameters and precedence on sample specifications from familiar syndicated youth studies in the country, we are confident in the robustness and representativeness of our sample

Trend Youth South Africa

By Liberty Institute, University of Cape Town

n=4500

Ipsos Polling

n=1 000 per poll

Student Village & Youth Dynamic

n=2909

Case Study Research

2023 Gen Re Youth & Lifestyle Report

THE SURVEY

THE GENNEXT SURVEY IS CONDUCTED IN 8 OF SOUTH AFRICA'S 9 PROVINCES

The GenNext research study reaches youth across South Africa.

Surveys are conducted in schools amongst Tweens and Teens, and an online survey is completed by Young Adults in tertiary institutions, and Young Professionals online.

The Northern Cape is excluded due to its large rural demographic and sparse distribution of schools for Tweens and Teens. As it also has a small population, its exclusion does not affect sample representation.

THE STUDY

This study comprises of 3 phases that, combined, allow us to better understand youth behaviours, habits, how they feel about themselves, and how they interact with brands and the outside world.

January to February 2023

SAMPLE SIZE
Phase one shortlisting for polling (2100)
Youth Behaviour Survey (7 157)

1

SHORTLISTING & YOUTH BEHAVIOUR

Phase 1.1 of the Brand Preference Survey, where Tweens, Teens, Young Adults and Young Professionals are asked (unprompted) to list their favourite brands in given categories.

Phase 1.2 is the Youth Behaviour Survey, allowing us to understand better their engagement with various categories and associated behavioural drivers.

April 2023

SAMPLE SIZE
Phase two polling (5 950)

2

COOLEST BRANDS POLLING

Phase 2 of the Brand Preference Survey, where respondents (aged 8-30 years) vote for the coolest brand in 85 categories based on a given list created from the shortlisting*

*Please note the Brand Preference Survey is not covered in the Youth Behaviours Report, available separately.

June 2023

ONE-ON-ONE INTERVIEWS (12)

3

QUALITATIVE PROBING

Phase 3 combines our JBOD Youth Panel to better understand insights gained from the survey's quantitative phase.

August 2023

THE SAMPLE

TWEENS 8-13 YEARS

Our sample: 2807

Gender

Male	Female	Transgender
50.51%	49.32%	0.16%

Race

Black	84.1%
White	5.0%
Coloured/Mixed	3.0%
Indian/Asian	7.8%

Participants by province

Eastern Cape	17.0%
Free State	4.3%
Gauteng	30.0%
KwaZulu-Natal	24.1%
Limpopo	10.0%
Mpumalanga	6.9%
North West	5.8%
Western Cape	9.1%

Who do they live with?

My parents and siblings	43.3%
Both my parents	20.2%
One of my parents	19.8%
My extended family	8.7%
A guardian	2.9%
With only my siblings	1.8%
I live alone	0.9%
With friends	0.9%
A family that is not my own	0.7%
In student accommodation	0.1%

TEENS 14-18 YEARS

Our sample: 2033

Gender

Male	Female	Transgender
52.9%	46.8%	0.20%

Race

Black	86.5%
White	8.7%
Coloured/Mixed	3.3%
Indian/Asian	1.5%

Participants by province

Eastern Cape	10.7%
Free State	5.4%
Gauteng	23.5%
KwaZulu-Natal	15.8%
Limpopo	18.6%
Mpumalanga	5.1%
North West	6.1%
Western Cape	14.8%

Who do they live with?

My parents and siblings	42.0%
One of my parents	22.2%
Both my parents	12.4%
My extended family	8.8%
A guardian	5.1%
With only my siblings	3.2%
I live alone	2.3%
With friends	1.1%
A family that is not my own	0.7%
In student accommodation	0.6%

YOUNG ADULTS 19-24 YEARS

Our sample: 1294

Gender

Male	Female	Transgender
46.2%	53.8%	0.0%

Race

Black	79.9%
White	10.3%
Coloured/Mixed	2.2%
Indian/Asian	7.7%

Participants by province

Eastern Cape	5.2%
Free State	3.8%
Gauteng	36.9%
KwaZulu-Natal	25.0%
Limpopo	15.1%
Mpumalanga	5.2%
North West	2.4%
Western Cape	6.2%

Who do they live with?

My parents and siblings	37.9%
One of my parents	17.7%
Both my parents	14.0%
My extended family	8.5%
A guardian	2.5%
With only my siblings	4.7%
I live alone	4.8%
With friends	2.1%
A family that is not my own	0.8%
In student accommodation	4.0%

YOUNG PROFESSIONALS 25-30 YEARS

Our sample: 1023

Gender

Male	Female	Transgender
43%	57%	0.0%

Race

Black	71.1%
White	11.8%
Coloured/Mixed	2.4%
Indian/Asian	14.8%

Participants by province

Eastern Cape	5.2%
Free State	2.4%
Gauteng	39.0%
KwaZulu-Natal	34.5%
Limpopo	4.3%
Mpumalanga	3.8%
North West	2.7%
Western Cape	7.3%

Who do they live with?

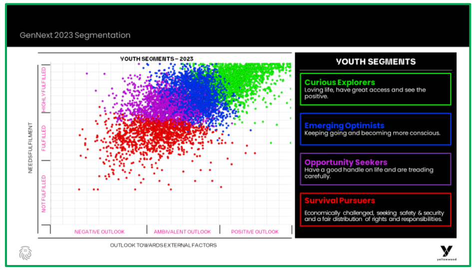
My parents and siblings	29.6%
My extended family	13.3%
Both my parents	10.2%
One of my parents	10.0%
I live alone	8.8%
With only my siblings	8.8%
With friends	2.5%
A family that is not my own	2.0%
In student accommodation	0.9%
A guardian	0.6%

GENNEXT YOUTH PLATFORM: The Yellowwood's GenNext Youth Behaviour Platform provides a deeper understanding of South African youth, for anyone who wishes to engage with them successfully.

GENNEXT YOUTH BEHAVIOUR REPORTS

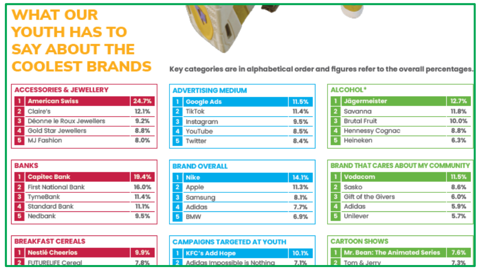
YOUTH SEGMENTATION REPORT

Our Youth Segmentation/ archetype challenges the view of young people as a homogenous market & **provides marketers with 4 distinct youth segments.**



COOLEST BRANDS SURVEY

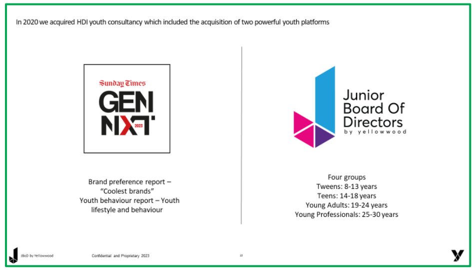
Our brand preference survey identifies **what youth think are the coolest brands across various categories.** Based on the opinion of 5940 youth.



We need to start looking at the youth in the same multi-dimensional way we view adults. Our intent is to provide a deeper understanding of South African youth, for anyone who wishes to engage successfully with them.

JUNIOR BOARD OF DIRECTORS

JBoDs is our platform where we engage with young people on a regular basis to better understand insights from the report and **keep us up to date with trends and what is affecting them.**



UNLOCKING YOUTH WORKSHOP

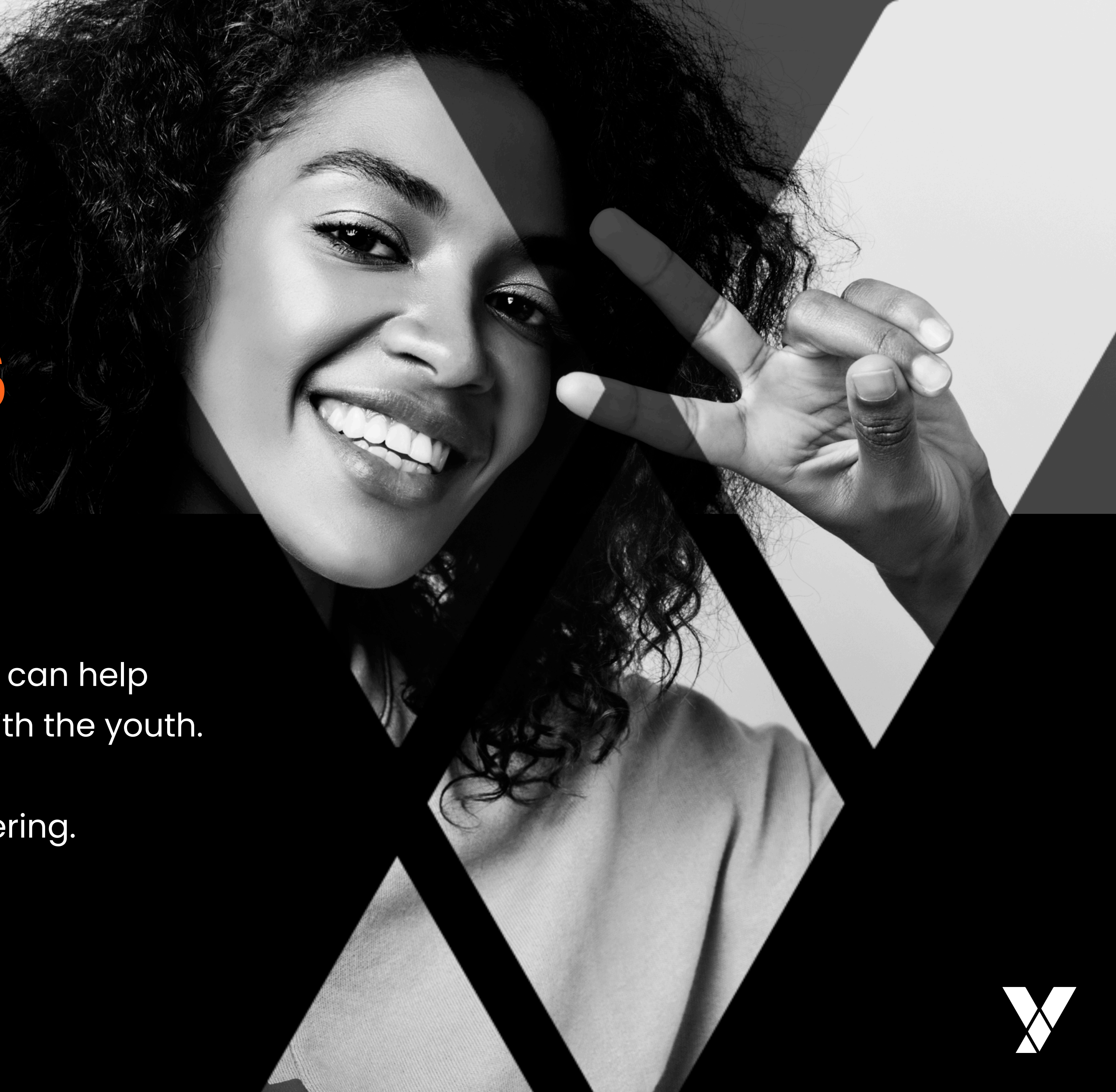
Yellowwood also provides clients with a GenNext Workshop titled **"Unlocking Youth" to internalise insights** and turn them into a future proof strategy to with the youth market.

YOUTH BEHAVIOUR RESEARCH SAMPLE OF OVER 7,000 YOUNG PEOPLE*

Do you want

YOUTH INSIGHTS

tailored to your business needs?



We’ve got you covered. Reach out to us and we can help businesses resonate better and drive impact with the youth.

Find out how you can leverage our GenNext offering.
Send us an email at info@ywood.co.za or
ntombi.mkhwanazi@ywood.co.za