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A shorten(abbreviated) word hailing from the isixhosa language ‘Mntanase khaya’ directly translated to “sibling from my home”. Mntase currently rules the social digital arena in the South Africa context, to be more specific Twitter. Like any affectionate name you would give to a friend such as bro, sis or ma guy, Mntase operates in the same realm.

Urban dictionary beckons for friendship when crafting brand communication strategies targeted at a young mass market pool. We can not despise listen tools and core insights of course. The youth of today is more ‘woke’ and creative then ever, one can argue.

Revolutionising phrases and concepts is not “a thing of the past...” with this generation. Enter ‘montase’ a Setswana/Sesotho way of saying the same word Mntase. This speaks to the beauty of our diverse nation and the spark of creativity we ooze.

Knowing how your customer’s speak plays a part when using product to address them.

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