5 Key South African Trends 2015

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1. World-Class Citizenship

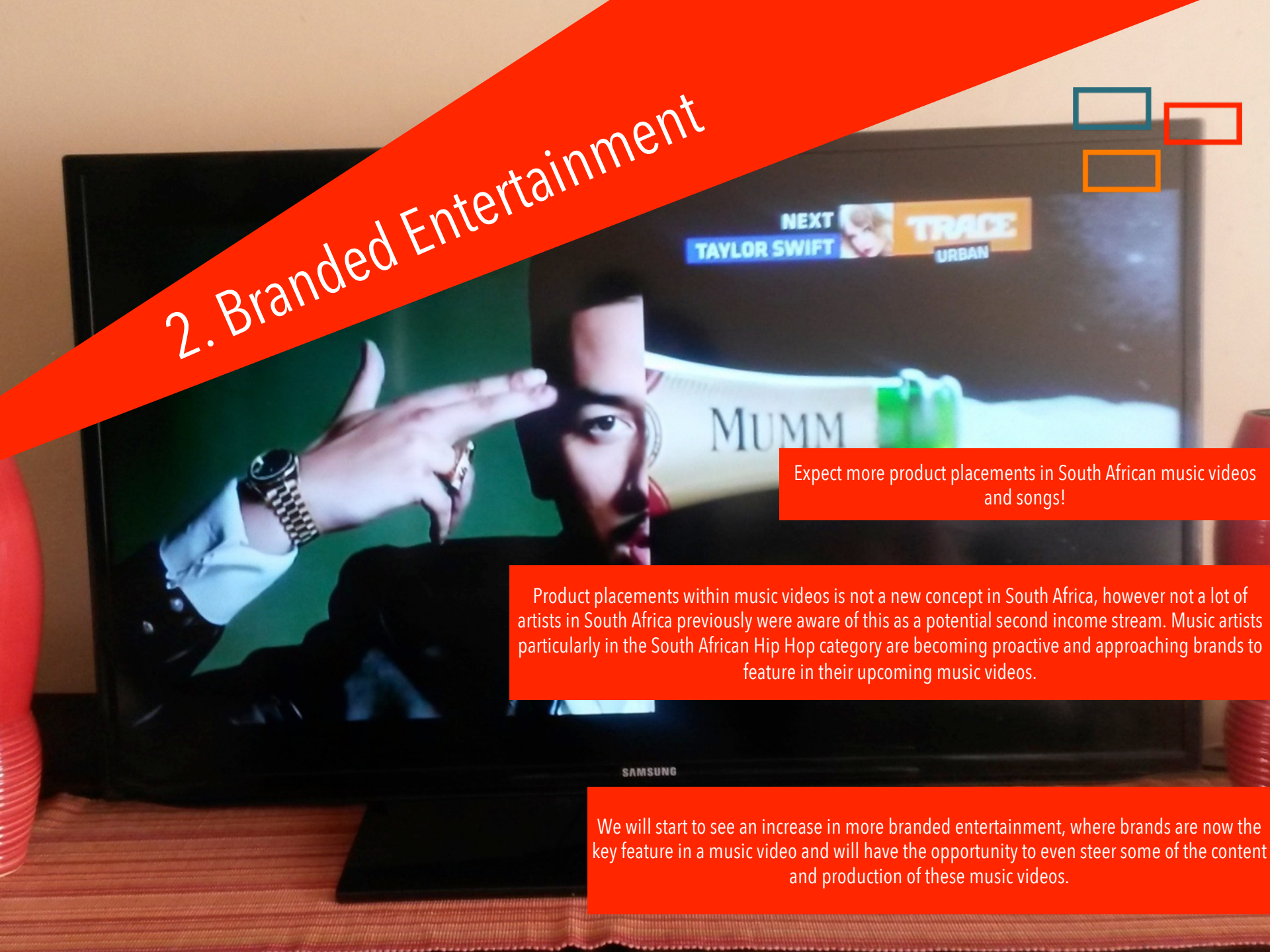


Urban consumers are no longer looking for the best in South Africa, but for the best in the world!

With the increase of international retailers such as Zara, streaming into the South African shopping spaces, modern high tech transport services such as Uber, as well as fast food chains such a Burger King - the South African urban consumer is moving to a point where they expect nothing but world class services and products. Government initiatives such as the Gautrain and the introduction of the rapid bus transport systems, various cities have had to improve the lifestyles of modern South Africans to that of a global standard.

Even if a brand is locally produced, it still has to be of world class standard and quality. Consumers are no longer comparing products within the country's borders, but with any other product around the world that caters to the same need. As South African urban consumers' lifestyles change due to economic improvements and the country's infrastructure, they will therefore expect brands to be able to cater for their world standard needs and lifestyle.

2. Branded Entertainment



Expect more product placements in South African music videos and songs!

Product placements within music videos is not a new concept in South Africa, however not a lot of artists in South Africa previously were aware of this as a potential second income stream. Music artists particularly in the South African Hip Hop category are becoming proactive and approaching brands to feature in their upcoming music videos.

We will start to see an increase in more branded entertainment, where brands are now the key feature in a music video and will have the opportunity to even steer some of the content and production of these music videos.

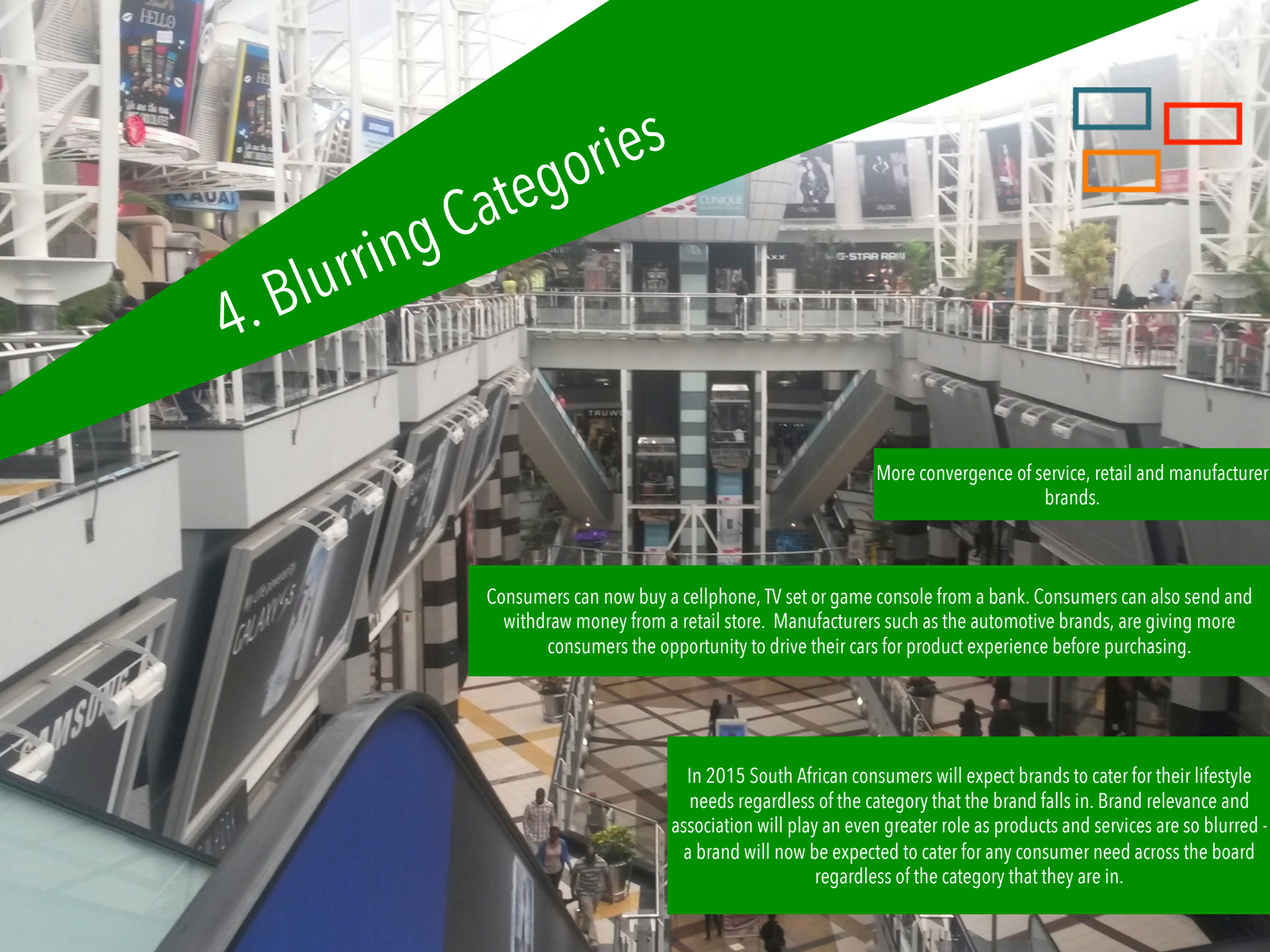
3. Sharing Life In Motion



Shorter videos means more sharing!

Adoption of apps such as Vine and Instagram that allow users to share just seconds of video experiences online, are changing the way people consume online video sharing. An increase in more video sharing will be the result, as less data will be required to upload and share video content.

Brands will be steered more and more in providing shorter brand messaging material online - communication that is to the point but also impactful at the same time.



4. Blurring Categories

More convergence of service, retail and manufacturer brands.

Consumers can now buy a cellphone, TV set or game console from a bank. Consumers can also send and withdraw money from a retail store. Manufacturers such as the automotive brands, are giving more consumers the opportunity to drive their cars for product experience before purchasing.

In 2015 South African consumers will expect brands to cater for their lifestyle needs regardless of the category that the brand falls in. Brand relevance and association will play an even greater role as products and services are so blurred - a brand will now be expected to cater for any consumer need across the board regardless of the category that they are in.

5. Youth-Preneurship



Youth are now defining their own success!

A career is no longer seen as the only way to succeed. No more is it just a balance between the personal and the work life, however there is a third pillar of entrepreneurship in the mix. It is becoming more common for South African youths to have a registered business.

The South African youth continues to take advantage of their other talents beyond just academic qualifications, turning these talents into business opportunities. More and more South African youths are relying less and less on the corporate environment as a definition for their success, and are integrating this with their other "hustle" on the side. We will continue to see new start up youth inspired brands such as headgears and street fashion labels for the youth, by the youth.

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