

Key motivations of a successful black man

TrendER Insights 2015



A shift towards the
Next Generation
of successful **Black** men

Research Methodology

❖ Research

Research was conducted using a sample size of 150 respondents
Age 25-40, Black males in urban areas , LSM 6-10

❖ Digestion

This phase involves the collection of all research data for analysis. In the digestion phase our trend analysts scrutinize all information received in order to export the data into relevant and meaningful insights. This is where we 'unlock the human truth behind the trend.'

❖ Report

In the report phase we use the research insights from the second phase to compile a consumer research report. These research reports are the tools designed to help marketers and brands gain a deeper understanding of the consumer market in their path to developing differentiating brand positioning, impactful communication and successful campaigns.

Money – *"My ticket to peace of mind"*

Lifestyle – As freedom of expression

Entrepreneurship – Is the highest qualification

Ubuntu – The connected African spirit

4 Key Areas Of Success

Money – *"My ticket to peace of mind"*

Money not as the end goal but rather a means to a comfortable life.

They want to be able to buy whatever they need and provide for their families without worrying about 'payday' as their only source of income.

Money provides access to the finer things in life and they want to be able to afford all that they desire.



Entrepreneurship – Is the highest qualification

"Unfortunately, I can't use the words JOB and Success in the same sentence."





Entrepreneurship – Is the highest qualification

Success has shifted from being just about getting a good education in order to get a good job and climbing the corporate ladder, to more dependency on the individual abilities and unique talents.



Lifestyle – As freedom of expression

"Not only do I want people to see me with all these achievements and money, but I also want to enjoy them to the fullest."

Lifestyle – As freedom of expression

Shift from public admiration to self fulfillment.





Lifestyle – As freedom of expression

It is no longer about having material possessions to gain public admiration but about living life to the fullest and enjoying every aspect of their money and achievements.

Success is now all about one's experiences in life and making the best of every moment.



Ubuntu – The connected African spirit

Living with the ability to make positive change for others is one of the most fundamental duties of a successful Black man.



Ubuntu – The connected African spirit

It is not even something one thinks about or considers but something that is deeply entrenched in one's DNA.

TrendER

'The human truth behind the trend'

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