

# The Youth Marketing Strategy Conference 2014

Issued by [Branded Youth](#)

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Now in its second year, the Youth Marketing Strategy Conference 2014 will look to address the needs of brands and businesses that seek to gain insights into the youth market as well as develop effective communication strategies.

This year the conference is divided into different categories to give the delegates a holistic view of the youth market. The categories are: Youth Engagement, Brand Strategy, Advertising, Media and Youth Insight.

If the impressive list of speakers is anything to go by, then the conference promises to be very insightful and of value to the delegates that will be attending.

#YMSC14

**Date:** 13 June 2014

**Venue:** Sandton Convention Centre

**Time:** 8.15am - 4.30pm

## Designed for brands and businesses that wish to

- Gain deeper insights and latest trends in the youth market.
- Get a better understanding of the youth lifestyle, culture and attitude
- Develop effective communication and engagement strategies for the youth.

Speakers:

**Bradley Maseko:** Founder BrandedYouth

*"Demystifying The Youth Culture: Current Trends & Insights"*

**Thebe Ikalafeng:** Founder BrandLeadership & BrandAfrica

*"Building Great Brands for/with Youth In Africa"*

**Sylvester Chauke:** Chief Architect DNA Brand Architects

*"Stand Against Bland: Separating brands that are in it to win it"*

**Gareth Cliff:** Founder CliffCentral

*"New Beginnings: CliffCentral & WeChat"*

**Kojo Baffoe:** Editor Destiny Man

*"Working With Content In A Digital World"*

**Jacques Burger:** CEO M&CSaatchi Abel

*"So They Are Young, So What?"*

**Neo Makhele:** Group Strategy Director Ogilvy

*"Youth The Nudge That Matters"*

**Jason Levin:** Managing Director HDI Youth Marketeers

*"Fresh Insights From The Sunday Times Generation Next Survey"*

**Andrea Kraushaar:** Research & Insights Director Youth Dynamix

*\*topic pending*

**To register or request an invoice for payment**

**email:** [registration@brandedyouth.co.za](mailto:registration@brandedyouth.co.za)

**office:** +27 11 057 9229

**mobile:** +27 72 853 7011

**For more information on the conference go to:** [www.brandedyouth.co.za](http://www.brandedyouth.co.za)

Entry Fee:

**R 2,499 per delegate** (inclusive of conference presentations, refreshments, lunch and parking)

#### BRAND STRATEGY




**Thebe Ikalfeng**  
Founder BrandLeadership & BrandAfrica

#### BRAND STRATEGY




**Sylvester Chauke**  
Chief Architect

#### MEDIA




**Gareth Cliff**  
Founder

#### MEDIA




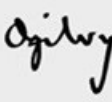

**Kojo Baffoe**  
Editor: Destiny Man

#### ADVERTISING




**Jacques Burger**  
CEO

#### ADVERTISING

**Neo Makhele**  
Group Strategy Director

#### YOUTH INSIGHT




**Jason Levin**  
Managing Director

#### YOUTH INSIGHT




**Andrea Kraushaar**  
Research & Insights Director

#### YOUTH ENGAGEMENT




**Bradley Maseko**  
Founder & Youth Marketing Strategist



**Sizwe Jacques Mbebe**  
Senior Journalist at TeamTalk  
Media & Partner at content  
agency Erhangeni Creatives

**The MC**

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