

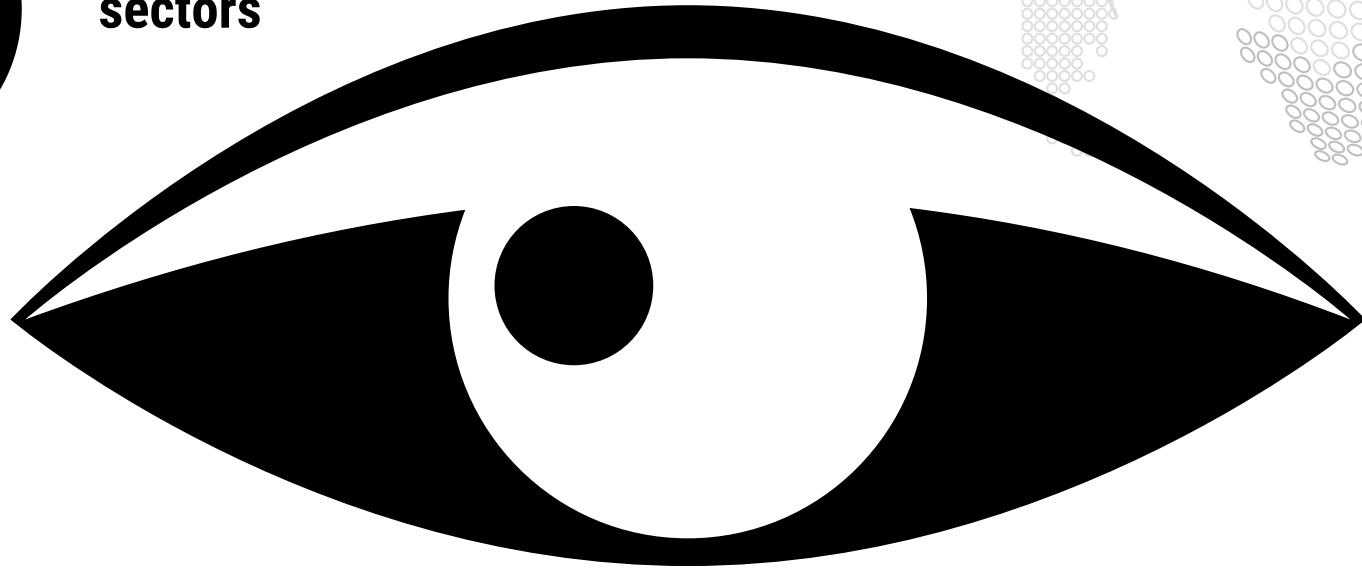
THE DEFINITIVE AFRICAN MARKETING AND MEDIA B2B TREND REPORT



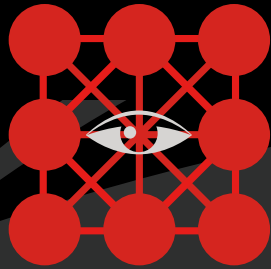
# BIZTRENDS

**100**  
contributors

18 industry  
sectors



2016



**BIZTRENDS2016**

In association with TRENDAFRICA.co.za



## Make way for the Year of Disruption

This year will be a disruptive year across all spheres; globally, on the continent and in South Africa: from politics to the economy; food security; to all industries challenged, disrupted and reinvented by the current digital revolution.

Our trend contributors highlight what's in store for this year and how to bank on the opportunities that current trends do surface. Disruption often throws up opportunities you wouldn't normally consider in more stable times, it creates a climate for innovation, and forces you to think creatively.

2016 will be a challenging year, but it can also be a very good year for those who understand how current trends feed into the mega-trends of the future and are prepared.

18 January 2016 to 15 February 2016 was Trends Month on Bizcommunity.com, and as South Africa's biggest B2B multi-industry site in Africa, Bizcommunity, highlighted the business and consumer trends in the South African and African market, across key industry verticals, from thought leaders and trend analysts across business and the media and marketing communications industry.

This is a wrap of BizTrends2016 in a handy digital package with over 100 trends contributors across 20 industry sectors, for free download. It will be followed by a printed book with the highlights for distribution to the industry.

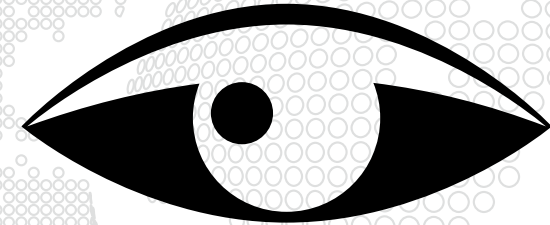
We know you will find it useful! And a huge thank you to all our contributors and sponsors for making this project possible, once again.

Happy trending!

**Louise Marsland**

Bizcommunity.com Contributing Editor & BizTrends2016 Trend Curator





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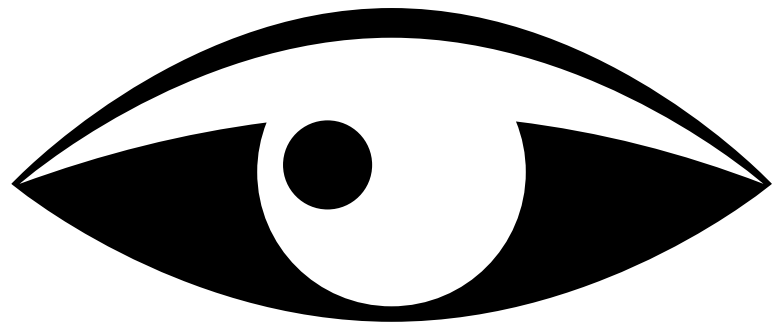


Property

THE DEFINITIVE AFRICAN MARKETING AND MEDIA B2B TREND REPORT

**BIZTRENDS** 

**2016**



# TOP TRENDS

# 16 trends for 2016

**Being cognisant of the trends dominating consumer culture and industry in the next five to 10 years is the key to strategic planning and being prepared for challenges such as the current economic slowdown globally, particularly in the developing world.**

It is as important as distinguishing between fads (fashionable interludes, pop culture moments), to annual trend predictions that will impact on business in any given year, and the mega-trends that span years and even decades.

Being prepared and being able to peek into the future allows innovation to surface, new product development, and most importantly, provides hope and definition to a future yet to be shaped.

Bizcommunity.com polled 100 influencers across 18 industries for this year's BizTrends 2016 report on trends to come, as well as monitored local and international research. These are the 16 trends that stood out for us and our expert contributors for the next year and beyond:

## 1. THE ATTENTION ECONOMY: Goldfish Syndrome

One of the biggest indicators of how hard it is to capture the attention of consumers today, was a stat bandied about last year: the fact that humans now only have an attention span of eight seconds – less than that of a Goldfish. Human attention is now a "scarce commodity".

We are consuming more information than ever before because of this digital-led revolution we find

ourselves in and the increasing power of computing and related devices. The good news is that our brains have adapted; the bad news is that marketers have to work harder to capture our attention and keep it.

Technology has brought us to this point and technology is now enabling marketers to reach us through our devices which we are now plugged into 24/7. And in this world where we are "inundated with information and big data, the task at hand for marketers is not to create more information, but to make sense of what's already out there", through collaborative, real, visual storytelling, advises [David Smythe](#), strategy director of FCB Cape Town. The key, is an authentic narrative, says [Samantha Page](#), media consultant and former Oprah magazine editor.

## 2. MeMARKETING: The cult of the individual

The personalised culture of relating to each consumer as an individual is a mega-trend that has been growing over the past few years as technology enables the collection of the data that allows the marketer to personalise the message to the consumer. "There can be no more powerful way for a brand to capture attention by speaking to the consumer as if they were an individual with their own unique wants and needs," reports Smythe.



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Data feeds into this, but it is important for marketers to remember that the power of data is what you do with it, says [Pete Case](#), chief creative officer of O&M South Africa. "I don't see many people creating actionable insights from data. Data is not an added value. It is core to value. The ability to create actionable insights will be the future success of any brand. We will see a large amount of spend in that."

### 3. VISUAL REALITY: Augmenting Reality

This is the year that VR (visual reality) and AR (augmented reality) gets serious, says [Dave Nemeth](#), trend analyst, Trend-Forward: "The internet of things will continue to link our cars, clothes and appliances to our mobile devices and wearables. The biggest developments will however be in VR and AR, which will be used for business, design and advertising."

### 4. PROGRAMMATIC MEDIA BUYING: Programmatic Video

The game changer trend for 2016 is programmatic video, says [Stjin Smoulders](#), CEO of Sprout, whereby "adding quality and high impact awareness ads to the programmatic mix will change the perception (and explain the role) of this channel and accelerate the uptake thereof (both on buy side and sell side)."

Case believes digital TV will change the landscape of programmatic again. He recounts how Sky UK is starting to put programmatic buying of ads on TV with Sky Adsmart. They can get data about you as a user and marry that to your usage on TV and start delivering personalised ads to you via what they know about you through your phone, internet and TV usage. It will be a very interesting trend to come, with digitally connected TVs.

### 5. CONTENT: Curation and Creation

While content marketing has dominated for the past year, collaboration on user-generated content and an increase in video content is the next big trend. Director of content strategy for O&M Cape Town, [Melissa Attree](#), says what is new is the amount of ways we're able to create and distribute words, images, sound and video; and that the distribution and targeting of content is what will set certain brands apart in 2016.

"Brands will start to produce, and post, less content but better content that strives for deeper engagement and a genuine understanding of the market. After the 'snacking' frenzy of 2015 we'll see a move towards more meaty content production in 2016 - longer form, well-researched editorial pieces.

"In 2015 we saw the rise of new video driven platforms like Periscope and Snapchat. In 2016 video needs to be a critical delivery method for content in both the B2C and B2B space. Budget is always a consideration here, but if the story is relevant and well-targeted then sometimes the method of delivery or quality can be forgiven," Attree emphasises.

As [Ben Evans](#), managing director of O&M digital portfolio, says: "The creation and distribution of content is a defining characteristic of the connected age. The creation and sharing of content will continue to disrupt traditional brand building strategies. The role of the agency as brand custodian has to embrace this exploding content landscape, as well as the array of continually evolving distribution channels."

### 6. STORYTELLING: Authentic Narrative

Why aren't brands using experienced editors and writers/journalists to tell their stories? Far-thinking

advertising agencies and public relations agencies are establishing newsrooms staffed by journalists and content producers (including film makers) within their agencies, so why not more brands?

"We've all heard the phrase "brands are becoming publishers" but I still ask how many brands currently employ an editor or skilled storyteller to run their communications on owned platforms?" says [Graham Deneys](#), strategy director: sub-Saharan Africa, Carat.

And leave the hype, says [Sizakele Marutlulle](#), CEO at Moonchild, we need ideas that generate substance, not noise.

[Samantha Page](#), media consultant and former editor of Oprah magazine, adds that brands need to create "content moments" which are shareable.

"In the 21st century the biggest business opportunities are no longer in the brand alone, but in everything around the brand. The narratives we craft must sell the brand experience, the brand's mission and values."

As Deneys also points out, "great storytelling can also greatly reduce the impact of the mighty adblocker".

### 7. MOBILE SUPREMACY: The Mobile Moment

Video on mobile is a game changer trend for [Jacques du Bruyn](#), MD of Flume. "With Facebook's auto-play on video, consumption has increased by over 60%. Facebook is also now the largest platform in the world for video viewing. What this means for dynamic content and Facebook/Instagram adverts is going to be interesting. Static imagery alone isn't going to cut it in 2016."

Mobile first means instant and real time, says [Walter Pike](#), of Pike New Marketing. "In countries with a reasonably high smartphone penetration - and South Africa does have one of those and the rest of the continent is on its way - the mobile phone and wearable devices are becoming the interaction point between the brand or the idea and the individual. The Google algorithm which emphasises mobile will force the way to mobile first.

"Social media becomes more and more 'in the moment'. Users of Periscope, the live streaming video tool recently acquired by Twitter, already watch 40 years of live video daily. This, combined with tools such as Instagram and Snapchat, means that the brand interaction with the customer needs to constantly adapt as things change. The days of content plans deep into the future are gone - real time participation is what counts now."

### 8. RESOURCEFUL AFRICA: The Afropolitan Revolution

According to [Ailsa Wingfield](#), executive director, Africa marketing for Nielsen, Africa's burgeoning middle class, currently at 300-500 million people, depending on income definitions, is set to double by 2030. [Lebo Motshegoa](#), managing director of Foshizi, terms this the 'Afropolitan Revolution'.

"Young black people in particular are defining a new urban culture that is both cosmopolitan and uniquely African. There is a strong emphasis on 'going back to black' and, with that, a trend towards a fusion of local and international cultural influences. The spinoff is language and idiom that is unique to the urban black market and - now more than ever - marketers need to know the people they want to communicate with in order to be effective."



### 9. YOUTH CULTURE: Youth Power

Our first truly digital generation, born and assimilated into digital culture, are also sophisticated consumers and socially responsible individuals who communicate largely via social media and are informed consumers who have no hesitation in demanding what is their due. Marketers need to work hard to understand the values of this generation and their need to 'fix the world' and create positive change.

"Understanding the millennial converged consumer in this digitally forward environment is taking centre stage. Understanding how he or she is juggling their multitude of devices and touch-points in order to make decisions is a key challenge and an opportunity at the same time," adds Deney.

### 10. PURPOSE-DRIVEN MARKETING: A Sustainable Future

From brand campaigns to homegrown veggie gardens, social responsibility and an increased awareness of the need to put back more than we take - into the environment, into our communities, into the world - isn't a fad or only part of the triple bottomline requirements of business. Particularly in this current recessionary climate, consumers need brands to help them get through the tough times, provide solutions to problems, act with the right values. Consumers, in turn, are coming to grips with diminishing resources in terms of electricity, water and food shortages and turning to alternative solutions, such as solar power, using grey water, recycling, 'foodscaping' - a town in Switzerland has turned all its home gardens and parks into food producing plots. This more conscientised consumer will also expect brands to be more involved in providing solutions to problems and not adding to them.

Alistair Mokoena, MD of Ogilvy & Mather Johannesburg, highlights 'goodvertising meets technology' as a major trend for 2016. "Campaigns that use purpose-driven, technology-enabled ideas to make a difference in society."

### 11. MAKER MOVEMENT: Maker Culture

The Maker Movement continues to be a mega-trend and it will impact on education and training in particular, says Nemeth, who believes that we need to look beyond formal education and at 'maker groups' and other creative outlets to design innovative new products and technology. "Forward thinking retailers could and should capitalise on this as we have recently seen with West Elm in the USA, where they opened maker spaces to the public to view the design and prototyping of their unique designs, which are created by both their in-house designers and collaborators. This empowers and educates and creates a story that really is authentic."

### 12. INTERNET OF THINGS: Wearable data

The Internet of Things is becoming a wearable reality as the stuff we wear and use - our devices, our homes, at work - is connected to the internet, providing data, creating customer analytics... "We live in a world right now that has the internet of things, all gadgets, platforms, to engage the internet on, from fridges to mobile tech. On the other side, we have people who are becoming more digitised," says Abey Mokgwatsane, CEO of Ogilvy & Mather South Africa.

"There will be huge investments in customer data from agencies this year. We are in this 'hyper-internet of things' world. And we need the ability to read that data and act on it."

Technology continues to be the thread that ties emerging consumer trends together, according to JWT. "Even outside the technology sector, many trends are driven changing attitudes as people adapt to our increasingly digital culture. We're increasingly comfortable with technology that knows us; that is cognitive, intuitive and adaptive to our needs," states the [JWT Innovation Group 'Future 100' report](#) into consumer culture trends for 2016.

"The majority of US retailers strongly believe that IoT (Internet of Things) will drastically change the way companies do business in the next three years. According to McKinsey Global Analysis Institute research, IoT in the retail environment - where consumers engage in commerce - has the potential to be the 4th largest 'setting' - despite significant uncertainty about the rate of adoption by consumers," reports [Jessica Knight](#), senior executive, business solutions, UCS Solutions.

"Another recent study reveals that consumers appear to be ready with adoption of IoT devices expected to rise quickly, with nearly two thirds of consumers intending to purchase a connected home device by 2019, while ownership of wearable technology is expected to double year-on-year in 2016, with an estimated \$2bn being spent on IoT in the next few years."

Says Smythe: "Wearables will usher in a new level of hyper-interconnected retail in which retailers can 'join the dots' between an individual's pre-store and in-store behaviours to deliver faster more focused customer shopping experience."

### 13. ARTIFICIAL INTELLIGENCE: Authentic Connections

"Forward-thinking brands are starting to harness the

power of artificial intelligence (AI) to enhance and simplify the customer decision making process. AI is already being used by major brands - BMW employed the technology two years ago in an ad campaign for its first electric car. Its iGenius technology was able to answer customers' questions about the new model via text, reducing the need for BMW to invest in training dealers or customer-service staff to handle queries," adds Smythe.

### 14. INTEGRATION: The Ultimate Agency Model

Integration and collaboration are the buzzwords of the new advertising agency model that has been crafted over the past few years to reach final ignition in 2016. The challenge to agencies over the past few years has been to find "the best medium to engage consumers on multiple mixed platforms" as [Gareth Lessing](#), creative partner at Pangea Ultima, outlines. Most advertising agencies, certainly in South Africa, have been redefining business models and moving from creative shops to business solutions partners.

"Collaboration is now an inevitable part of the marketing ecosystem and those agencies who manage it better than others will derive the best results with their clients. Systems designed to reinforce collaboration will become the norm within the industry," predicts [Johanna McDowell](#), managing director of IAS.

Nemeth goes a step further, suggesting that new business strategy and company structure is needed across organisations: "Executives will be forced to explore new approaches such as design thinking and holacracy, which not only define new business strategy but also company structure and operations. Collaborative teams will be the order of the day instead of specialised roles and responsibilities. This



## TOP TRENDS

will assist in eradicating the silo culture of many marketing departments which continues to mislead consumers instead of gaining loyalty.”

Gillian Rightford, managing director of AdTherapy, says the pressure on integration is also to improve efficiencies in terms of agency fees.

### 15. CONSUMER ACTIVISM: The Hashtag Revolution

Consumers hold all the cards, unafraid to call out companies and individuals who flout the law, mistreat their workers, buy products created unethically, pay lip service to customer service, march for various causes, bring down governments... you name it, it's been hashtagged. This new social activism has been gaining momentum since the dawn of the social media age and will only increase. Companies need to be compliant. Trends contributors Patrick Bracher and Dale Cridlan from Norton Rose Fulbright South Africa, emphasise that company directors need to practise compliance with the Bill of Rights and take more seriously their obligation to social and economic transformation; “A concern for job creation and skills training is so important to national stability that it should form an active part of any business plan,” they state.

Social activism plays into this and brands will be drawn into the wider debate, says Lebo Madiba, MD at PR Powerhouse. “While it has always been the norm for brands to put distance between themselves and social, political and religious issues, the fact is that audiences are drawing them into the wider debate. It will therefore be essential for brands to carefully define their position on such issues so that they are not caught off-guard. Those that are slow to respond to rapidly trending matters will find themselves in the line of fire with little or no protection.”

### 16. AD BLOCKERS: A New Digital Wilderness

It seems that something is always around the corner to disrupt industry and ad blockers have done significant damage to the advertising industry and publishers in the past year.

As Shireen Jaftha, senior channel strategist, OMD Fuse, explains: “By June 2015 a staggering 198 million people worldwide had downloaded ad blockers. Rapid and unexpected change in the digital media environment is a trend that is expected to intensify in 2016, and marketers need to be alert to the effect that this will have on reach, recall, effectiveness and likeability. And, importantly, they need to find creative new ways in which to maintain a seamless experience of their brands across all media platforms.”

*\*For more on these and all the trends for 2016 predicted by contributors to BizTrends 2016, go to [Bizcommunity.com](http://Bizcommunity.com).*

**BEING PREPARED AND BEING ABLE TO PEEK INTO THE FUTURE ALLOWS INNOVATION TO SURFACE, NEW PRODUCT DEVELOPMENT, AND MOST IMPORTANTLY, PROVIDES HOPE AND DEFINITION TO A FUTURE YET TO BE SHAPED.**





# JWT's Future 100 trends for 2016

By: JWT Innovation Group

Trends and innovation are moving at breakneck speed, powered by an engaged, sophisticated, curious global consumer. The Future 100 takes a snapshot of emerging trends for 2016, spanning culture, tech and innovation, travel and hospitality, brands and marketing, food and drink, beauty, retail, health, lifestyle, and luxury.

The Innovation Group, the trends forecasting consultancy of J. Walter Thompson Intelligence, recently released its *'The Future 100: Trends and Change to Watch in 2016'* report.

Featuring original analysis and insights on the most dynamic trends in the year ahead, the report categorises 100 trends across 10 sectors, exploring everything from 'Post-hipster Visual Irony' and 'Sustainability Nagging'; to 'Cannabis Culture' and 'Holographic Healthcare'.

As trends and innovation continue to change rapidly, The Future 100 report helps brands preview emerging trends and understand the cultural shifts that have inspired them, providing context for why these changes are happening, and analysing what this means for brands who want to stay on the cutting edge of what engaged and informed global consumers care about.

## Chef thought leaders

Food and drink have become central to many aspects of consumers' lives. Chefs are becoming thought

leaders. Major innovation, design and technology conferences are zeroing in on food and how we will feed ourselves as the Earth's population balloons.

## 'Social good' travel

Experiences from travel to theatre remain a key focus for consumers seeking to enrich their lives. The interesting thread we've seen emerge in many sectors is social good being wrapped in to this - examples include visiting a developing nation and helping a charity or taking part in local volunteer work.

## 'Digital culture'

Technology continues to be the thread that ties emerging consumer trends together - even outside the technology sector, many trends are changing attitudes as people adapt to our increasingly digital culture.

We're increasingly comfortable with technology that knows us; that is cognitive, intuitive and adaptive to our needs. Vast data pools are creating highly nuanced, granular profiles of consumer behaviour. But alongside this comes a rising thread of consumer anxiety and irritation at highly targeted advertising, which we explore further in our brands and marketing section.

Trend highlights from each sector include:



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POST-HIPSTER VISUAL  
IRONY



### 1. CULTURE

**Un-tabooing Womanhood:** Menstruation, leg and underarm hair, underwear hygiene, and various other previously taboo aspects of femininity are being unearthed and brought to the forefront by fourth-wave feminism, new women's interest media, and a fresh string of outspoken heroes and blogs.

### 2. TECH AND INNOVATION

**Silicon Valley's Next Frontier:** Infrastructure - Public infrastructure is emerging as the latest grand utopian ambition for the tech elite, as Hyperloop Technologies advances its plans and Google builds new infrastructure for the wired city.

### 3. TRAVEL AND HOSPITALITY

**Cuba:** Cuba's tourism market is set to take off - Travellers are rushing to see the last of the old Cuba, even as brands are competing to be the first in on the promise of Cuba.

### 4. BRANDS AND MARKETING

**Neuromarketing:** A buzzword for years now in the agency world, neuromarketing is finally moving into the realm of serious science and yielding actionable predictive insights for brands and forcing more traditional market researchers to take note.

### 5. FOOD AND DRINK

**Inhalable Cocktails:** This new exotic trend in cocktail culture is allowing drinkers to absorb alcohol via the eyes and respiratory system.

### 6. BEAUTY

**Freckles:** Part of fashion's general celebration of all things redheaded, freckles are a must-have and with new products consumers add freckles where they don't appear naturally; consumers are now celebrating individualism in all of its full-freckled glory.

### 7. RETAIL

**Satellite Retail:** Retailers are turning to data gathered from satellites to track traffic to stores in real time.

### 8. HEALTH

**Stool Banking:** Consumers are now storing samples of their personal bacterial ecosystems - also known as faecal matter - for future use in new medical treatments.

### 9. LIFESTYLE

**Grow-with-You Toys:** New toys enabled with artificial intelligence can respond to a child's vocabulary, interests and other traits, and evolve along with the child as they grow.

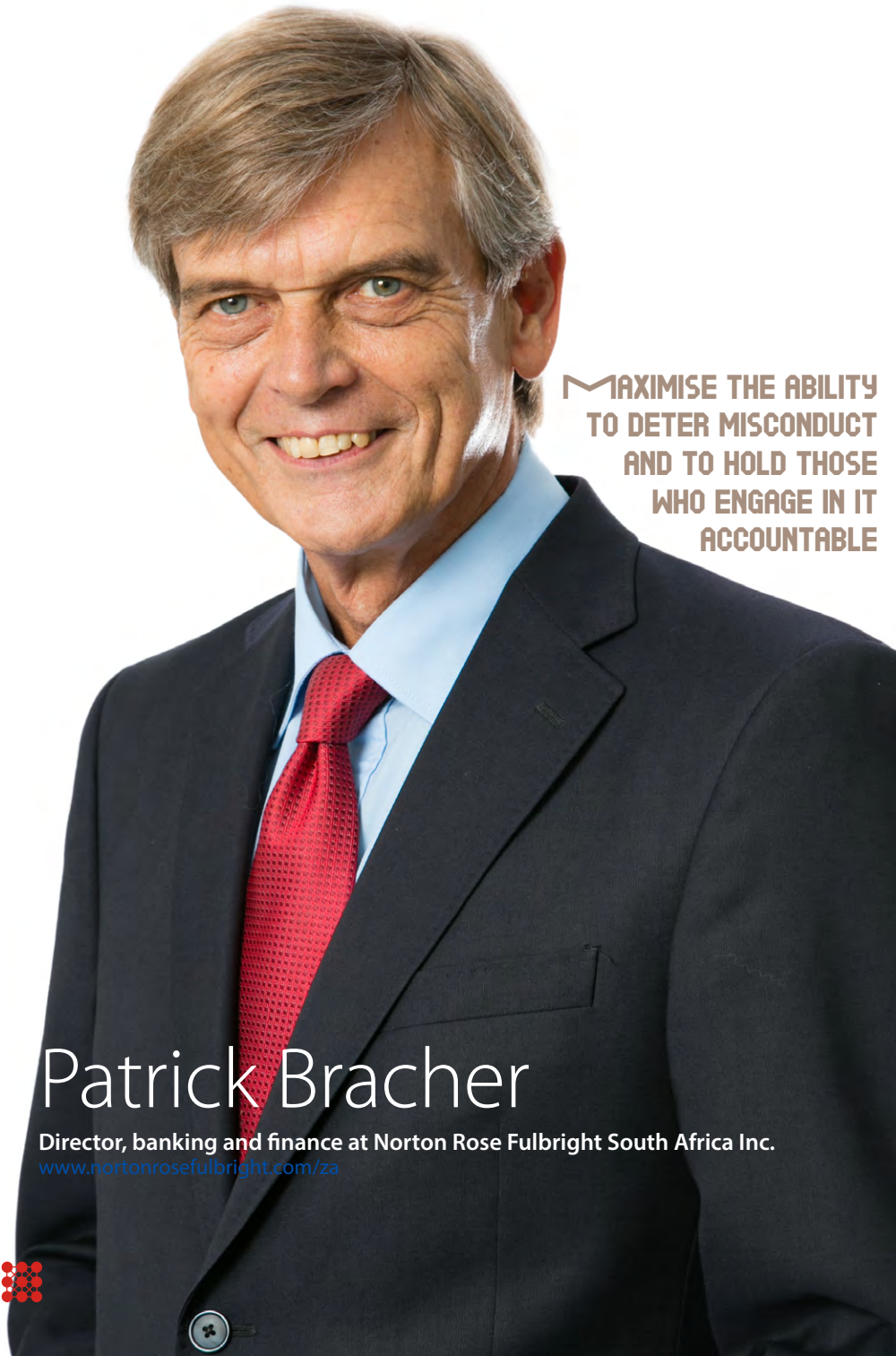
### 10. LUXURY

**Extreme Dining:** The latest dining experiences to entice luxury consumers are extreme and about accessing remote, rare and theatrical settings amid the wonders of nature.

To access the full report, including all 100 trends, visit the newly relaunched [JWTIntelligence.com](http://JWTIntelligence.com) and download the 2016 trends report, 'The Future 100' for FREE.

**NEUROMARKETING: A BUZZWORD FOR YEARS NOW IN THE AGENCY WORLD, NEUROMARKETING IS FINALLY MOVING INTO THE REALM OF SERIOUS SCIENCE AND YIELDING ACTIONABLE PREDICTIVE INSIGHTS FOR BRANDS AND FORCING MORE TRADITIONAL MARKET RESEARCHERS TO TAKE NOTE.**





Patrick Bracher

Director, banking and finance at Norton Rose Fulbright South Africa Inc.  
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**MAXIMISE THE ABILITY  
TO DETER MISCONDUCT  
AND TO HOLD THOSE  
WHO ENGAGE IN IT  
ACCOUNTABLE**

## TOP TRENDS

# What will keep directors awake in 2016?

**From cyber risk to corporate responsibility, job creation and skills training - so important to national stability; the responsibility of the board of directors is increasing, as latest trends and new regulations reveal.**

Although the obligation of a board of directors to manage the company includes directing others who can be relied on to do so, the responsibility of directors is increasing all the time. This results from the pace of change and from the increasing regulatory risks that grow exponentially by the year.

### Cyber risk

All recent surveys place cyber risk at the top of the list. If the Cybercrimes and Cybersecurity Bill becomes law, not only electronic communications service providers, but also all financial institutions and any company that deals with data on behalf of a financial institution or its clients, will have cybersecurity obligations and a potential R10,000 a day penalty for breach.

These companies will have to establish procedures to deal with cybercrime and inform clients what the risks are. If this is added to obligations under the Protection of Personal Information Act, where there are possible severe penalties and civil claims for loss of data, it is clear that time and money will have to be put into cybersecurity.

It is daunting because if hackers can get into the CIA, it is clear that no system is hackproof. But directors will have to see that their companies install reasonable systems to cope with the risks they face.

### Electronic communications

Better electronic communications is also the source of South Africa's commitment to the Common Reporting Standard. This was signed under an international convention on mutual administrative assistance in tax matters. Companies and individuals who have previously relied on the non-disclosure or non-detection of funds held offshore, will find that revenue authorities worldwide are now parties to this standard by which taxpayer information will be exchanged between countries freely.

The information includes detailed information such as account balances and interest earned. There are about 70 countries (including jurisdictions such as the UK, Isle of Man, Guernsey and Jersey) which have already signed up. Collation of information has begun and it will be shared from 2017.

2016 is the time to act, possibly by availing oneself of the voluntary disclosure programme, if you do have funds offshore that have not been fully disclosed. Because there is so much new regulation coming out of parliament and government departments, there are not enough government officials to administer or police the regulations. The consequence is that government is placing more and more responsibility on the directors and executives of companies to do



## TOP TRENDS

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the policing for them. This often includes day-to-day control over third parties who act as agents for the company (agents for insurers, for instance).

### Corporate responsibility

Corporate responsibility is finding its way into personal liability for directors and executives. The US Department of Justice recently announced its intention to “maximise the ability to deter misconduct and to hold those who engage in it accountable”. This includes personal liability (including criminal liability) for directors and executives and other employees.

There have been multimillion rand civil judgments against directors who have failed to fulfil their fiduciary duties in regard to major corporate transactions. A director can be found liable for a negligently managed poor merger transaction or missing a merger opportunity because of a breach of fiduciary duties. The Supreme Court in the US state of Delaware (the state where most US corporate regulation happens) recently found what they called ‘aiding and abetting liability’ for directors for unreasonable conduct in overseeing the sale of the company and in not properly managing their investment adviser who had serious conflicts of interest.

The trend is finding its way to South Africa. The Financial Sector Regulation Bill now being debated in parliament includes a proposed section that if a financial institution commits an offence under a

financial sector law, each member of the governing body of the financial institution also commits the offence unless they establish they took reasonably practicable steps to prevent the commission of that offence. In those terms, the provision is almost certainly unconstitutional. But directors who are knowingly parties to offences or negligent conduct by the company, can find themselves personally liable and there is an increasing trend to do so.

### Bill of Rights

We all need to take more seriously the general obligation on directors to promote the purposes of the Companies Act that includes achieving economic and social benefits and promoting compliance with the Bill of Rights. The recent marches by the EFF reminded companies that when directors are considering who their stakeholders are when making major decisions, they include not only the company, the shareholders, employees, customers and the environment but may also include the many unemployed and unskilled people in this country.

A concern for job creation and skills training is so important to national stability that it should form an active part of any business plan.

It seems clear that some major issues such as carbon tax and contribution towards the national health insurance are not going to be on the statute books during 2016. So directors can save some of their sleeping tablets for the following year.



Dale Cridlan

Director, tax at Norton Rose Fulbright South Africa Inc.  
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# Marketing in the 'Attention Economy'

**Never before have brands had to work so hard for an audience's attention. Before a brand can entertain or inform, its communication needs to be noticed. Attention is therefore the most necessary of ingredients for effective advertising.**

The quandary for modern marketers is not that our attention spans are invariable but rather that they're waning. If in 2000, human beings were able to keep focus on any one thing for 12 seconds, we're now only able to do so for eight seconds.

In Microsoft's manifesto titled 'Our Worldview', CEO Satya Nadella argues: "We are moving from a world where computing power was scarce to a place where it now is almost limitless and where the true scarce commodity is increasingly human attention."

The phenomenon is not necessarily a recent one but rather one decades in the making. In 1978, Herbert Simon, the Nobel winner for Economics said: "What information consumes is the attention of its recipients. Hence a wealth of information creates a poverty of attention."

It all comes down to the modern consumers' relative ease of access to information driven almost entirely by technology.

The relationship of consumers to technology and media has shifted in fundamental ways. Jon Hamm's character in Mad Men would be at once both bewildered and bemused with where modern marketing finds itself in the 21st century. It's unlikely though, that a time-travelling Don Draper's brain

would cope particularly well with the barrage of marketing stimuli in 2015.

Fortunately (or unfortunately) for those of us who have not time-travelled, our brains - although attention-starved, can more or less cope. That's because our brains are highly adaptive - a process known as plasticity. The brain has the amazing ability to reorganise itself by forming new connections between brain cells over the course of our lifetimes.

This is naturally a good thing because we're consuming and processing more information than ever before. In 2008, the average American consumed 33 gigabytes of data per day. In 2016 the average American consumed 74 gigabytes of data per day or 8.75 zettabytes per year (that's 8.75 trillion gigabytes per year).

It therefore becomes important to distinguish between attention and retention. There is nothing to say that once noticed, a message will be retained. For a message to be retained it must be both relevant and persuasive. Message retention is of course also transient at times. Ease of access to information implies that we can simply search for something at a future date without having to commit it to memory in the present.

WE'RE MOVING AWAY FROM A SUPPLY BASED MEDIA SYSTEM INFLUENCED BY MARKETERS, TO A DEMAND-BASED MEDIA WORLD DRIVEN BY CONSUMERS.



David Smythe

Strategy Director of FCB Cape Town

[www.fcb.co.za](http://www.fcb.co.za) | [www.bizcommunity.com/profile/davidsmythe](http://www.bizcommunity.com/profile/davidsmythe)



Technology, ease of access to information and the salvo of stimuli around us does indeed create a wealth of information and a poverty of attention. This does not mean that the game is lost for brands and marketers. It simply means that we're moving away from a supply-based media system influenced by marketers, to a demand-based media world driven by consumers.

These are the trends that will help marketers profit in the attention economy.

### TREND 1: Storytelling, storymaking and storybuilding

Stories are a great technique to keep attention because a story takes us from disruption to resolution. Advertising is, after all, a redemptive narrative. Stories contain subjects we may identify with and are by far the preferred way of receiving information about life. Most importantly, information that has been humanised and enriched through storytelling is persuasive and has greater memorability.

#### Storytelling vs storymaking

Storymaking is the process of making the brand's audience the storytellers. In truth, brands have been doing this for years in the form of testimonials, tweets, Instagram photos and a myriad of other types of user-generated content. This type of storymaking is in itself a perfectly acceptable practice. It allows for an always-on marketing approach and is simple enough for the audience to participate in.

Evolved brand storymaking is a little different. The brand remains the facilitator, curator and redistributor but consciously guides its audience towards a structured brand story that any consumer would be keen to see.

One of the most radical and recent examples of brand story making is [Coca Cola's "Share a Coke"](#) campaign. FCB South Africa was able to create an equally engaging spin-off campaign, "[Share a Coke with Bobby](#)".

It stands to reason that to make stories, you have to tell stories first. To spark participation, marketers still need to tell stories. Over the past couple of years, a number of brands have successfully recognised that good storymaking is born from good storytelling. Bud Light's "[Whatever, USA](#)" campaign was preceded with the brand telling the #UpForWhatever story.

#### Real-time storybuilding

Marketers now know that the convergence of media, technology and data is fuelling an era of brand storybuilding. As consumers generate and share more content, marketers have an unprecedented opportunity. Storybuilding is collaborative, non-linear and happens at the speed of culture. Driven by data and analytics, marketers can extract real-time insights into what consumers need and want in the moment.

As a brand, Dr. Pepper has leveraged e-listening to understand what their audience wants to hear from the brand at any particular point in time. Though the brand compiles an annual content plan, it isn't afraid to improvise. This allows the brand to be flexible enough to build great stories just by listening carefully. The brand's mantra of "being one of a kind" provides fertile territory for storybuilding. An example from the brand was when [Justin Tucker](#) of the Baltimore Ravens posted about the brand. Apparently, his 'one-of-a-kindness' is the fact that he can sing opera in seven languages. Dr. Pepper got together with him to shoot a three minute film. Local news picked up the story, followed by blogs, and then the national media.

#### Visual storytelling

In a world inundated with information and big data, the task at hand for marketers is not to create more information, but to make sense of what's already out there. This is where visual storytelling steps in. Subject to data and statistics, image-based social media platforms such as Tumblr, Pinterest and Instagram have grown exponentially, outpacing traditionally text-based platforms. This is largely due to the Picture Superiority Effect. We are visual beings. Ninety percent of what's communicated to our brain is visual and almost half of our brain is involved in visual processing, interpreting visuals in less than 1/10th of a second. Put in another way, our brains process visuals 60,000 times faster than text. Visual elements not only aid in getting attention but also help solve the challenge of message retention. There are a number of reasons and tips to leverage visual storytelling in marketing:

- Images are a shortcut to the brain.
- Recall jumps to 65% if text is accompanied by a visual.
- The more timely the image is, the more impactful it will be.
- Less is more - keep text to a minimum (16 words is the upper limit).
- Visual storytelling doesn't have to be overly polished - a little roughness suggests authenticity

### TREND 2: Ephemeral/momentary marketing

Some marketers and analysts argue that ephemeral marketing is just that - transitory. If consumers are attention-starved and time-deprived, it stands to reason that branded content that is fleeting (yet ideally relevant) will hit the mark. There are probably

a lot of people who wish advertising would disappear in 10 seconds!

The growth of Snapchat may provide sufficient evidence of this. As the fastest-growing social network, the platform has 100 million daily active users and the most engaged audience with 400 million snaps per day. A number of brands have embraced ephemeral marketing as part of their communication's mix. At Coachella in 2015, Heineken sent cropped snaps to followers as clues to surprise shows on any given day during the festival. Users who responded with the right band or artist got an early confirmation of an act scheduled for the Heineken House, the beer sponsor's stage.

Ephemeral marketing is not of course limited to the digital realm. Brands have used momentary marketing in imaginative ways beyond the virtual world. By devising temporary marketing schemes, brands are appealing to a desire amongst people to consume smaller forms of content in a way that is both easy and efficient. As a treat to the people on the beaches of Rio de Janeiro, [McDonald's](#) set up a casino-style vending machine that dispensed limited time coupons that could be redeemed for a frozen refreshment. Rather than being printed with an expiry date, the coupons themselves were made of ice, challenging people to get to McDonald's before the coupon melted away.

### TREND 3: Me Marketing

A prevailing trend suggests that every individual is now a marketer; and every individual wants to be marketed to individually. This trend was highlighted in the *New York Times* in 2010 and was described as the "Me Economy". It's likely now that we are moving from a Me Economy, to Me Marketing. There can be no more powerful way for a brand to capture



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attention by speaking to the consumer as if they were an individual with their own unique wants and needs. This has ramifications for how we respond to content and the manner in which it is presented to us. It speaks to the use of personalisation to guarantee sustained attention.

### Technology driving brand tone of voice

Computer screens are much closer to a user's personal space than television used to be, and mobile devices are even more so. This results in a much more intimate experience for the user. Consumers are increasingly their own content curators and brands are increasingly competing with content from individuals and other brands, which is why they need to take a more personal tone.

### Wearables

Wearables will usher in a new level of hyper-interconnected retail in which retailers can 'join the dots' between an individual's pre-store and in-store behaviours to deliver faster more focused customer shopping experience. By leveraging the power of mobile application programming interfaces (APIs), retailers will enable more real-time input into purchasing decisions and deliver highly personalised offers and solutions.

Retailers will be able to use buying habits, interests and preferences to deliver personal experiences that are more agile, experiential and connected. Retailers could also use payment, voice and social media APIs to facilitate payment processing anywhere in the store. Shoppers with wearable devices could look at a product and scan its barcode or use an app to verbally request to buy it - and opt to collect in-store or request a home delivery. All of which minimises the need to queue, and offers the potential for

introducing innovative new ways to transact with brands and retailers.

### Delivering personal attention in an impersonal world

Consumers desire personal attention and authentic connections. To some extent the explosion of digital has eroded these personal connections. The inconvenience of the experience aside, 30 years ago when you walked into your local bank, the teller (the proxy for the brand) most likely knew your name, a bit about your family, where you worked and where you were going on vacation. That familiarity is less real today but programmatic is starting to reverse the trend.

It's allowing brands to give consumers the personal attention they crave. Instead of plastering generic display ads across the internet and hoping the right people see them, brands can use personalisation to revolutionise the ad experience for their consumers. Dafiti, a clothing retailer in Brazil personalised product recommendations to users in the weeks leading up to Mother's Day. The brand based their recommendations on each consumer's purchase history instead of displaying the same generic ad to everyone. This resulted in a 50% sales increase over a two-week period.

## **TREND 4: Easing the consumer decision journey**

An abundance of marketing and information often leaves consumers paralysed. Consumers feel there is simply too much information. They're also time-deprived, which leaves them feeling that they are not always making the right choices. Brands that become known for making the decision-making process a little simpler will secure disproportionate attention ahead of the average.

A number of trends are easing the decision-making process for consumers.

### Artificial intelligence

Although it still has limitations, forward-thinking brands are starting to harness the power of artificial intelligence to enhance and simplify the customer decision making process. AI is already being used by major brands - BMW employed the technology two years ago in an ad campaign for its first electric car. Its iGenius technology was able to answer customers' questions about the new model via text, reducing the need for BMW to invest in training dealers or customer-service staff to handle queries.

Many brands lead consumers down confusing purchase paths. The savviest ones simplify and personalise the route. To help consumers evaluate choices, brands tend to describe key features and benefits. Others offer buying guides containing side-by-side brand or product comparisons. Both approaches provide lots of information, but neither offers much guidance, leaving the consumer as confused as they were before.

Marketers need to provide tools that allow customers to identify and evaluate the features that are most important to them. Herbal Essences does a good job with an online decision guide to its shampoos. The brand makes narrowing and tailoring the consumer's choice through an easy, transparent, step-by-step process. One-click questions about hair type, length, and texture (straight, short, fine, thick) and other needs (colour treatment, volume) allow the visitor to rapidly sort through more than three dozen offerings to find the ideal one.

## **TREND 5: Brand sacrifice**

We've argued that brands that help make the consumer decision journey a little simpler will secure disproportionate attention ahead of the average. For the millennial consumer, companies and brands that pay attention to the triple bottom line enjoy an elevated position in their consideration set. More millennials than non-millennials integrate their beliefs and causes into their choice of companies to support, their purchases and their day-to-day interactions. A brand that seems in the least bit altruistic is unlikely to get the attention of the millennial consumer.

In the 21st century, brands that sacrifice enjoy disproportionate attention ahead of the average. Sacrifices can be large or small; they can change the world or just the consumer's world. Take Patagonia, for example. The company is several years into a "buy less" campaign that asks current customers to wear what they have until it is threadbare.

Guinness recently changed its 256-year-old recipe to remove isinglass (a gelatinous fish by-product) at the risk of alienating Guinness enthusiasts in order to make the product accessible to vegan beer enthusiasts. Tesla doesn't enforce its patents so that others can benefit from its thinking. Intel stopped using minerals from conflict zones a number of years ago.





# Ailsa Wingfield

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**SUCCESS (IN AFRICA) IS ACTUALLY DETERMINED BY INTEGRATED, MULTI-DIMENSIONAL INDICATORS EXTENDING BEYOND THE MACRO-ECONOMIC FIGURES.**

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### **Success in Africa depends on many factors, including agility and localisation of strategy.**

These are the key factors shaping sustainable growth potential in Africa's dynamic marketplace in 2016:

#### **1. Attraction vs. Action**

Current global attention on Africa is largely focussed on macro-economic factors such as population, growing economies, urbanisation, rising per capita GDP and previously untapped consumer needs. However, with 54 individual and unique countries, an array of diverse consumer segments and challenging infrastructure and developmental environments, success is actually determined by integrated, multi-dimensional indicators extending beyond the macro-economic figures.

For example, Ethiopia is one of Africa's most attractive markets by macro standards, with more than 90 million people (4 million in Addis Ababa alone). However, on the ground it has poor road/rail connectivity, a largely traditional trade environment and a multitude of consumer preferences, spending and shopping dynamics.

What investors can accomplish within that market may therefore be far more limited than initially thought. In contrast, smaller but easier to reach markets, such as Rwanda or Botswana, can provide a more fertile, although initially lesser considered, opportunity.

KEY INSIGHT: Adopt a planning- and execution-based approach, where actionable variables outweigh initial attraction factors.

#### **2. Confidence to Consumption**

Africa is home to some of the most confident nations in the world. For example, Nigeria and Kenya have one of the most optimistic consumer confidence scores, together with other developing markets like China, Philippines and India. However, despite the fact that consumer confidence in developing markets is an expression of positivity, it is less likely to be the most representative indicator of consumers' ability to spend or their actual spend, as there is often a low correlation between income and confidence.

KEY INSIGHT: With deeper consumer understanding and knowledge of shopper spending dynamics, sentiment can be converted into spend, through suitable ranges of products, packages, variants and

promotion, optimised for the consumer spectrum in good and bad times.

#### **3. Middle Class: Mountain or Mole Hill?**

Africa's middle class, by income definition, is estimated at between 300 million and 500 million people, similar in size to China and India, and set to double by 2030. However, the majority of the sub-Saharan Africa (SSA) middle class (217 million) is considered 'floating' (148 million or 68%), drifting in and out of poverty based on daily earnings of US\$2-4. This floating group is more likely considered as variable potential, with the true accessible potential of the SSA middle class only around 69 million people.

In addition, in light of Africa's 54 diverse countries, tapping into the accessible middle class needs to be assessed in relative and absolute terms. Countries with a higher proportion (%) of middle class consumers include: Gabon, Botswana, Ghana, Namibia and South Africa, whilst countries with a higher absolute number of middle class consumers include: Nigeria, South Africa, Ethiopia, Kenya and Ghana.

Income numbers alone as the definer, therefore do not portray a complete picture, increasingly a middleclass needs to be distinguished by mindset,

which includes openness to try new products, brand consciousness, shopping behaviour, store repertoires, media influence, access and use of technology, spend composition on food vs. non-food and other items.

KEY INSIGHT: Redefine middle class opportunities and strategies based on a broader range of consumer-based factors, with market-by-market tactics.

#### **4. Languid or Loyal**

Africa's consumers are characterised as being highly loyal to products and brands. This is determined by their purchase drivers, which emphasise choice based on considerations such as recommendation from friends and family, known/familiar/tried brands as well as brands that are easily available. The reality, however, is that consumers are unable to make costly mistakes by trying new brands when disposable income is low, and brand choice or ranges are small in terms of what is available, which has meant consumers stick with what they know.

KEY INSIGHT: Loyalty may be short lived for brands that were previously the 'only ones there'. As more optimal products enter markets and provide solutions to real consumer needs, penetration and recommendation alone will no longer be the determinant of loyalty.

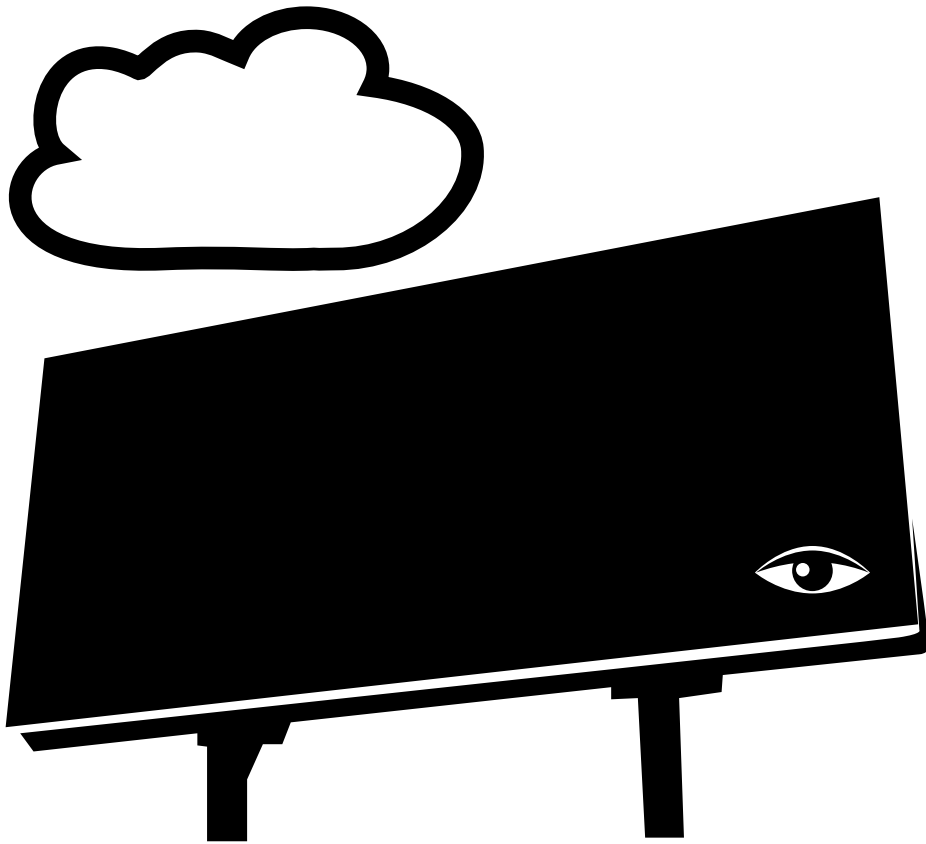




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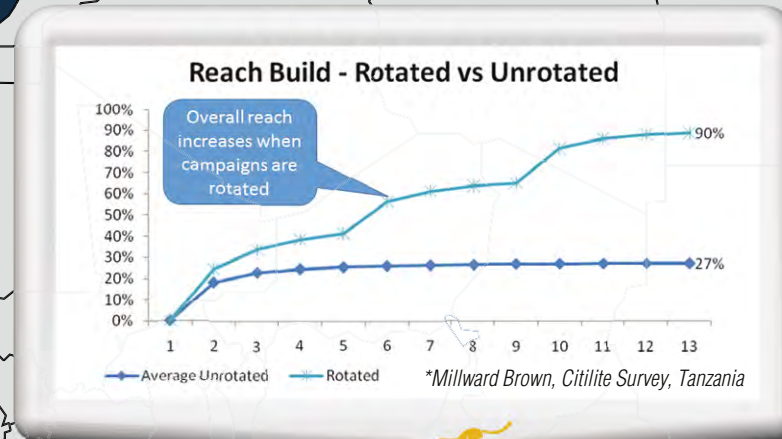
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# The new agency talent directive

An integration of skills and business-focused execution is what Alistair Mokoena, managing director of Ogilvy & Mather Johannesburg, expects in 2016.

## 1. What are the key trends for the year 2016?

**TREND: Goodvertising meets technology:** Campaigns that use purpose-driven, technology-enabled ideas to make a difference in society.

**TREND: Using multipurpose talent to right-size agencies:** Individuals who possess both traditional and digital advertising experience AND individuals who can act as both a strategic planner and a creative AND individuals who can act as both a strategic planner and a project manager.

**TREND: A shift from account management to project management.** Flawless execution with a business focus.

## 2. Your 'game changer' trend?

All of the above

## 3. How will you keep yourself and your team inspired?

Understanding society's problems and making it our business to solve these is not only inspiring, but most fulfilling.

## 4. What is your core strategy for nurturing creativity and surfacing innovation?

Solving society's problems keeps you relevant, and relevance attracts and retains top talent. There's nothing worse than being irrelevant and invisible.

## 5. What do you hope to see less of going into the New Year?

I hope to see fewer emergency briefs in 2016 that require an emergency solution. Don't get me wrong, I appreciate the scope of opportunities, however I prefer to plan properly and be less reactive. It makes for better work.

## 6. What do you hope to see more of in 2016?

I hope to spend a lot more time working with ideas in 2016 than with people issues and relationship problems. More creativity and less psycho-therapy.

## 7. What advice do you have for the industry?

Build strong authentic relationships and nurture

these. Give value back to clients. Do not be shy to take a leaf out of corporates by driving operational efficiencies. Learn to do more with less.

## 8. How do you keep up with current trends?

I read, I listen, I observe and I imagine.

*\*Alistair Mokoena was interviewed by Louise Marsland, Bizcommunity.com contributing editor & BizTrends 2016 Trend curator & editor.*



# Alistair Mokoena

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# Back to the Future

**On 21 October 2015 we finally arrived at the future date we watched in the famous movie *Back to the Future*, back in 1989. The hover boards, self-lacing sneakers or flying cars hadn't transpired as were promised. But that's OK.**

Because we had the chance to experience the dream of a future and we liked it. It gave us joy. But the dream of 2015 was somewhat more exciting than how things actually turned out in reality of 2015.

Luckily, my job here isn't to predict 26 years into the future; instead, just 2016. But I buy into the idea of a future dream - a dream of how the marketing and advertising industry does things in the next year. If I am proven wrong in the next 12 months, I give you full permission to hold me accountable. I'll buy you lunch.

So my five future trends for 2016 are:

## 1. It will be like 1995 again

Well kind of. TV advertising was huge in the 90s with fantastic, memorable films for VW, IBM, BMW, Sasol and Castrol. While TV advertising is dying, film advertising has come full circle. Film will be as popular in 2016 as it was in 1995. It's just the media that will now be different.

Thanks to video exploding on Facebook, Twitter and other social media sites in 2015, 2016 will see more advertisers use film again. Video is everywhere and we consume it in volumes. YouTube has over 1 billion users already.

The best advertisers, employed by the bravest clients,

will continue to win with film. The Grand Prix for film at Cannes last year was, for the first time, a YouTube-only ad, and a pre-roll at that. YouTube viewership has increased by 40% in 2015 and the average time spent watching per day is now up 60% year-on-year. This will continue to grow aggressively in 2016, largely due to the accessibility and quality of video on mobile...

## 2. Mobile will overshadow desktop

We have been saying 'mobile, mobile, mobile' for years. But it's finally here. Mobile will totally destroy the desktop in 2016. And it won't be because of apps and gamified marketing; it will be video. And content, gifs and images. All highly visual, emotive and entertaining media that we choose when and where to consume it. See point 1.

The number of people watching YouTube on mobile is up 100% year-on-year and has now overtaken desktop. More than half of YouTube views now come from mobile.

## 3. We will say goodbye to social media engagement as a metric

I know my first two points are pretty obvious but this one may get some blood boiling. Social media engagement is a vanity metric. Engagement does not sell product or build a brand. Likes, comments, shares and retargeted posts on the latest social flavour of the

## ADVERTISING TRENDS

month may look handy; they're easy to verify and add clout to reports but they don't move stock.

In the world of budget cuts and ROI-mad marketers, engagement is a quick and easy tool to show the board how well their plan is working. But it's a false hope. This stops in 2016. We've become too obsessed with short-term results without having long-term, real brand building plans in place.

### 4. We begin to question and understand what makes brands truly grow

Agencies and clients alike have been marketing from a base of experimentation, conjecture and dark magic for too long. Research from the likes of Jim Stengel and Byron Sharp (although they disagree with each other) are starting to shed light on the real reasons brands grow, and they both offer some interesting points.

Stengel feels all top brands demonstrate one (or a few) of the five fundamental human values; joy, connection, exploration, pride and impacting society. I personally buy into his thinking that brands consistently delivering and building on their chosen value will build presence in the most important media of all; the consumer's mind.

Byron Sharp uses outstanding data and scientific research to demonstrate a few critical factors. In a nutshell, he concludes that brands can only grow through a consistent delivery of emotive mass marketing that targets light consumers - consumers that you likely consider to be outside your target market.

What is interesting about both views is that they

support the notion of consistency and emotional advertising (advertising that is sometimes very difficult to measure). Consistency can only be built from solid, long-term agency partnerships. Emotion is delivered from brave, compelling and provocative advertising that relies on real big ideas. Digital, social, traditional and new media are all just possible channels for the big idea. We have been experimenting with digital for two decades now and still, digital without emotion is at best a short-term gain. Above all else, I dream that in 2016, marketers will come to appreciate this.

### 5. There will be a trend of not following trends

This is certainly something we, at Halo, aim to achieve this year. And that's to break the mould, do things differently and not follow trends, but try to set them. Agencies and marketers need to always play in front of the wave instead of waiting to see how trends pan out and then start following.

Let's all be brave enough to push creativity and find the new in what we do. Let's not settle for ideas we know. Ultimately, let's not follow trends in 2016; let's create new ones.

**MOBILE WILL TOTALLY DESTROY  
THE DESKTOP IN 2016.  
AND IT WON'T BE BECAUSE OF  
APPS AND GAMIFIED MARKETING;  
IT WILL BE VIDEO.**



# What clients want and need

**Agencies need to start delivering on what clients want and need, in order to survive the current crisis that they are experiencing.**



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“The individuals that have the greatest ability to survive are those that can adapt to the changing conditions of their environment,” reflected Charles Darwin.

This quote has never been more relevant to the advertising industry than now. There is no doubt that the advertising industry is going through flux and, some might even say, a crisis. Agency creative

workloads are growing, but client fees are in decline.

Some clients have supplanted agencies in providing leadership for brand strategies, media choices and production. Multinational agencies stretch their resources and downsize to generate holding company profit margins. Traditional agencies struggle to prove that they have digital and social capabilities.

Agency difficulties are great, but the ad industry is neither the first nor last industry to face a crisis. Over the last three years, I have conducted Radar surveys consistently for close to 40 agencies and literally hundreds of clients. These agencies span every discipline: the so-called ‘traditional’, digital, media, PR, strategic consultancies, multinational and independent. And the themes are consistent.

They never change and only vary according to the degree the specific agencies are delivering. Some are doing an outstanding job, others are good, some are satisfactory and then there are those who are not.

What is interesting is that these trends are not unique to South Africa. They are universal. They are also not rocket science or new. The ones I touch on are not in any order of importance and are but a few of many:

**Understanding of clients’ business:** One of the greatest bugbears clients have, is the lack of understanding of their specific business and commerce in general. This is particularly relevant to middle management, and sadly, as I have witnessed,

even some senior managers. They are seen to be too transactional and for the most, good at taking and delivering briefs. But the minute they are asked a question regarding the business, they are devoid of a point of view. This then results in bland discussions and very little thought leadership in terms of adding value to clients’ business.

**Agility and the need for speed:** We are living in a world that is changing rapidly and irrevocably. Marketers have to adapt to this ever-volatile, changing landscape, as do agencies. However, many agencies have systems that hamper this need and this is causing extreme frustration amongst clients. Marketers want agencies that are agile, proactive, innovative and can adapt to these changes. For many, speed to market is a competitive point of difference.

**Diversity and transformation:** The ongoing and imperative need from clients is for agencies to transform in the South African sense of the word. Too many white agency people are making advertising for a country where the majority of consumers are black. After 21 years of democracy this is unacceptable.

**Integration and co-creation:** The word “integration” is being bandied about constantly and is often misunderstood in terms of clients’ needs. This is not only about integrating all channels of the communication mix into the solution. What clients are bemoaning is the lack of integration between the different specialist agencies working on their business. The lack of collaboration and co-creation

between these agencies in order to deliver solutions for their business is creating confusion. Consequently, clients feel they have to project manage their agencies. While every agency wants a bigger slice of the pie, clients don’t want turf wars, but rather a holistic solution that has been co-created by all their agencies. Herein lies the opportunity for agencies to take the lead.

**Digital culture:** Brad Jakeman, a PepsiCo executive, berated agencies at a recent conference and called digital marketing the “most ridiculous term I’ve ever heard.” He added: “There is no such thing as digital marketing. There is marketing - most of which happens to be digital.”

Jakeman urged marketers to create digital cultures, not digital departments. “We ‘ghettoize’ digital as though it’s the life raft tethered to the big ocean liner. And we have to move on from that.”

While the SA market remains more reliant on traditional media than developed markets, we need to accelerate our culture of digital marketing. Many South African clients are urging their agencies to look beyond traditional communications. While this is not a generalisation of the industry, it is not happening enough.



# Open-sourced collaboration

**My prediction for the coming year is that we'll start to see the growth of a trend that has already taken root overseas: open-sourced collaboration.**

I'm talking about bringing different creative resources together: a model which is slowly starting to gain traction in South Africa. As it gathers momentum, it's going to reshape agencies' role in the industry.

In the past, the type of creative talent employed in agencies was mostly limited to above-the-line thinkers. However, brands now require solutions that go beyond print, TV and radio, and the type of creativity needed to engage with consumers in the current milieu means that we have to go beyond the traditional skills set, looking outside agency walls for that talent. For example, a successful activation may require input from artists, comedians, stage producers and scriptwriters rather than copywriters and art directors.

## Shift in agency roles

Businesses around the world have already been bringing together disparate skills in this way for some time, but it's something new for agencies. Even so, it's a trend we'd best embrace swiftly; if not, we run the risk of disintermediation as clients approach creative practitioners directly.

The problem with this is that it poses a threat to brand consistency - without the agency acting as brand custodian, there is no one to ensure that a thread of cohesiveness runs through every brand execution. This means that, if agencies are to service their clients

properly - and, more than this, ensure they remain relevant - they will have to find ways to bring other types of creativity into their pool.

But this, in turn, poses another challenge: most agencies won't be able to afford to keep these resources on their books permanently; not when only one in, say, 10 jobs require these specialist skills. So we'll have to find a way to manage freelance input. My prediction is, therefore, that agencies will come to rely less on in-house teams.

There are implications for clients, too: they have to learn to be comfortable dealing with creatives outside of the advertising world, people who are not brand-driven and who may balk at the idea of bending their creativity to suit the brand's agenda. So here, too, is a new role for the agency: we'll have to take the lead in a new relationship between client and creative, helping them understand each other's needs. Almost like an editor of content.

It's going to be a tricky balance, because these content producers don't like being told how to handle their creativity, especially if it's in the pursuit of commercial interests - they may see this as compromising their art.

Thus, for me, the biggest trend influencing the industry in the coming year is the shift in agency roles to becoming facilitators of external creativity.



## Haydn Townsend

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# The great agency 're-bundling'

**Stronger collaboration among agencies on behalf of the client brand is on the cards.**

Most agencies tell us that the majority of their client business requires that they work in collaboration with other agencies. This trend has dramatically increased in the past few years and will continue to grow in importance. Marketers will continue to require the best 'specialisms' available and are very aware that one agency cannot do everything at the required levels in this channel-fragmented world.

Collaboration is now an inevitable part of the marketing ecosystem and those agencies who manage it better than others will derive the best results with their clients. Systems designed to reinforce collaboration will become the norm within the industry.

## 1. The great re-bundling

Media and creative in one agency was the way agencies operated back in the 70s and 80s ahead of the separation of media agencies that occurred during the early 90s. We see a return to media and creative under one roof - described as "the great re-bundling" - and already in practice in some leading international agencies and locally here in South Africa.

It could be that creative will be handled by media agencies - in some parts of the world this is already happening. It could also be that creative agencies take some media strategy work back in house - and this is already happening. The multiplicity of media channel options, including digital media, makes it

more and more important for strategic media and creative thinking to happen simultaneously. This is driving the re-bundling of these two essential ingredients in any advertising campaign.

## 2. Payment for results

Long practiced by Silicon Valley is the belief that agencies should be paid on results - this is in place for the new economy companies such as AirBnB and Uber, where their agencies are paid on the results that those companies achieve as a result of the ad campaigns created. This marks a major and very welcome change in the industry.

Scary for some agencies used to the apparent comfort of a monthly retainer fee, where they are paid based on hours worked, but exciting for those more modern agencies who are prepared to go on risk with a portion of their payment from marketers.

The risk depends on the results generated by the campaign's creative - and provides a potential upside for agencies that they have not seen previously. It will be interesting to see how this concept takes off across our local industry. Agencies that are prepared to commit to results-driven work will reap the rewards of accountability.

## 3. Investment and the era of 'specialism'

We saw in New York at Ad Forum in October last year that finally - after several years of "survival economics"



Johanna McDowell

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## ADVERTISING TRENDS

- agencies are starting to re-invest into their systems and people. Building new competencies into agencies is becoming more and more important and helps create those key differences that drive marketers to select those agencies to help them increase their market share or place in the community.

A lot of this is being made possible by the new technologies that are available, but it is not only about tech, it is about applying these to traditional advertising processes and moving to a whole new level in communication solutions for marketers.

Clients will be attracted by such 'specialisms', i.e., mobile B2C, as they see these solutions as 'quick wins' to their business issues. It makes it easy for a marketer to choose such agencies as their partners.

### 4. Time-poor marketers

The role of the marketer just got much more complex and they will increasingly have less and less time to spend on agency management. This means that agencies will be increasingly involved in more areas of the marketers' business and their role will increase as a result.

Knowing this, the savvy agencies will be offering more and more solutions to those marketers in order to enable their client companies to spend more time at the coal face with their own stakeholders, i.e., customers and end users, retailers and other stakeholders, suppliers and other members of the marketers' ecosystem.

Agencies that have well-structured reporting systems, which will support and alert the marketer, will do well as they will free up marketer time to focus on the other key areas of the marketing mix. A level of accountability by the agency regarding

costs, delivery and proactive solutions will ensure a more 'partnership' approach in the client-agency relationship.

### 5. More pitches

The advertising and communication industry thrives on pitches. As one agency CEO remarked to me 12 months ago: "If we do not have at least one or two pitches happening continuously, then we are not growing". So pitches will continue - possibly more specialised as a result of the fragmentation of channels - and we believe that the pitching process will need more and more independent supervision and expertise so that marketers obtain the very best result when choosing their agency to meet the next major need in their business.

Pitching needs to be independently managed in our view and we see this area growing more and more in South Africa. Navigating the various types of agencies, service-level agreements and contracts becomes more and more complex as channels and agency types increase.

Ethics, accountability and corporate governance will start to become more and more important and this is where intermediaries will come to the fore in the pitch process. In the US and UK, few pitches happen without the intervention of an intermediary company or consultancy such as IAS or AAR (our international partners). We are anticipating that this worldwide trend will continue to grow here.

**THE ROLE OF THE MARKETER JUST GOT MUCH MORE COMPLEX AND THEY WILL INCREASINGLY HAVE LESS AND LESS TIME TO SPEND ON AGENCY MANAGEMENT. THIS MEANS THAT AGENCIES WILL BE INCREASINGLY INVOLVED IN MORE AREAS OF THE MARKETERS' BUSINESS AND THEIR ROLE WILL INCREASE AS A RESULT.**



## Making love

**We're likely to see a few trends shaping the industry in 2016, from the shift in agency models - which is one of our main reasons for being - to the challenge of finding the best medium to engage consumers in a world of multiple mixed platforms.**

### Fear

However, the issue that I think will continue to affect us most (and not in a good way) is one that is seldom spoken of: agency fear. It's been a theme in our industry for some time and, unfortunately, I see it continuing into 2016 - and probably beyond.

The fact is that agencies live in fear of angering clients by not giving them what they want when they want, no matter how outlandish the request. How many times do agency staffers tell clients that yes, of course they can produce a big idea, complete with costings and executions, in two days - knowing full well the strain this will place on all members of the agency.

So why do we do this? It's simple: we're scared to push back because of that well-known client threat: "We'll find someone else who is willing to do it." Losing a client just isn't an option for agencies, because they need every cent. Otherwise, staff cuts or even closure may ensue.

Of course, as with everything, there are exceptions to the rule. There are still clients out there who don't rule

by fear, and to them I say a sincere thank you.

This is the core difference between a good client and a bad one. The difference between a good creative director and a bad one. An MD, a CEO - you name it. Think of Calogero who asked Sonny, the mafia boss, in the movie *A Bronx Tale*: "Would you rather be loved, or feared?" Sonny chose fear - and, two days later, was shot.

Now, I'm not saying I want to go on a shooting spree, but my point is that nothing truly great comes from fear. On the other hand, when you love someone, you want to please them. You want to impress them. In fact, you will go to the end of the world for them. It's only when you really love someone that you will take the time to talk to them in order to truly understand their needs.

### Truth

I never feared my father; because I loved him and respected him, I never wanted to let him down. I wanted to make him proud of me. It's that desire not to let someone down that draws out the extra bit of effort. It's that care for each other that will keep every agency person motivated and willing to push harder in the search for the elusive creative nut. This is the truth that I wish clients would come to realise.

### Love

I would love to see our industry morph into one that actually sticks together, agency and client alike. And as cheesy as this may sound, I'd like us to fall romantically in love with each other. Because then we really can do great things, and maybe even achieve what is probably the most difficult challenge facing today's marketers: connecting on a meaningful level with this millennial generation that knows our tricks far too well.

So I ask you: Would you rather be feared? Or would you rather be loved?



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# Designing trends

**What we are going to be experiencing more of in 2016 is simplicity and honesty in our craft.**

## Simplicity

Flat design is not a new trend but long may it continue. Happy days that we have got over making everything appear to be 3D.

Simple icons and vector shapes load faster, are immediately understood and just seem more real. It is what it is. Which brings me to...

## Honesty

We are at last celebrating the platforms for which we are designing (remember when everything in print was trying to look like digital and vice versa - although I confess I do still miss those retro Instagram frames). We will continue to see formats being shown off for what they are. Say hello to pure cyan, magenta, yellow and black in print and quick, zippy digital design that gives you information in split seconds. Basically it's information overload out there, and any content that is authentic and has authority on a subject will have us lingering for longer because we are all more than a little pressed for...

## Time

Time is everything (who needs money right!?). It seems maybe we are getting better at knowing how we want to work with and spend our precious time.

Not all at once. Not all on the same thing. Now more than ever, content and experiences that need to be quick and efficient really need to deliver, and content that allows us time to sit back and relax needs extra staying power. It's all about where we choose to spend our time now, and creating the correct environment that responds to this need is probably something I am hoping to see better resolved in 2016. I think we are all still working quite hard on that one.

## Bells and whistles

What design forecast would be complete without a mention of fonts and - everyone's favourite subject - colour. Looking at Pantone's 2016 colours of the year, Rose Quartz and Serenity, what's not to love? They're simple, soulful, calm and spiritual. Seems like colour is miles ahead of the game, though, and all the fonts (and I mean all) are still at the type party. The one where crazy and excess rule. Showing off is the name of the game. Customised fonts are king and the rest are flirting all over the page.

No design, logo or landing page will be complete without making use of at least five different font styles. I'm going with and enjoying this trend - why not? It's so much fun! And I'm equally looking forward to seeing where this will all end up. I suspect that not long from now we might all be begging for some Helvetica. Yes. Only time will tell...



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## ADVERTISING TRENDS

**Programmatic media buying, placement and optimisation for DOOH (Digital Out of Home) is still in its infancy in South Africa and Africa, however it is cited as the next trigger to impact on Out of Home's growth, and contribute to the evolution of the communication industry.**

The term programmatic media (also known as programmatic marketing or programmatic advertising) encompasses an array of technologies that automate the buying, placement, and optimisation of Out of Home media inventory, in turn replacing human-based methods. Key to the principle of programmatic media placement is relevant transactional, demographic or social (primary or secondary) data that is either proprietary or bought. The main benefits for programmatic systems and processes are relevance and efficiency.

# Continental Outdoor Media

[www.continentaloutdoor.com](http://www.continentaloutdoor.com)

## Digital OOH poised to move into the programmatic realm

Bazil Laurysen, CEO of Continental Outdoor, and a panellist at the recent Thought Leadership Seminar hosted by Amplifi, (Dentsu Aegis Network's Media Investment arm), where content, multiscreen planning and programmatic were debated, explained that "Programmatic Advertising" impacts how Digital Out of Home is sold, how content is delivered and onto which DOOH platforms the relevant messages or campaigns are placed.

"OOH's inherent strength is that it's able to broadcast a message quickly and effectively. With the added benefit of relevant placement of messages and creativity we will be able to provide more niched and targeted communication to consumers. The funnel is moving from broad-based mass Out of Home marketing to direct, customised and therefore more impactful campaigns".

Laurysen continued, "The first advancement around Programmatic advertising will be evident once the

Out of Home Measurement Council currency data is available to buyers and media owners providing data that will allow for effective and relevant buying, placement and optimisation of Static Roadside panels determined from brand and demographic data that shows affinity to variables such as income, brand usage, LSM, media usage etc. This will be accessed through Telmar/Cuende's software called Quantum". He added that, "Aside from this, Continental Outdoor has already made digital OOH relevant by providing buyers with day-part networks that allow for appropriate messaging and creativity by time of day and geographic location".

He does caution marketers that relying just on pre-programmed functionality to deliver messages and efficiency is not sufficient. Understanding consumer behaviour, what they feel and how they react is just as important as knowing how people move and what they buy. The campaign's big idea, objectives, insights, budgets and target markets, are all processes

driven by people, and will continue to be so. This new integrated approach will require media businesses to move away from siloed teams to a more holistic and aligned model where the right data can be sourced to drive the right insight and drive creativity in the right way. Data and creativity should not be regarded individually, but rather as interrelated elements that integrate to form a cohesive conversation, supported by data, insight, creativity and impact.

"Continental Outdoor will continue the roll-out of Digital Out of Home formats throughout South Africa and the rest of Africa. Digital Out of Home advertising revenue will see significant growth and will account for more than 30% of OOH revenues by 2018 in Africa according to a PWC study. Whilst we provide the formats and platforms for engagement, it is the endorsement of content-led campaigns from clients that will determine the quality and quantity of content that can be engaged with", concluded Laurysen.



THE DEFINITIVE AFRICAN MARKETING AND MEDIA B2B TREND REPORT

**BIZTRENDS** 

**2016**



# AFRICA TRENDS

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# Rotation increases your reach... throughout sub-Saharan Africa

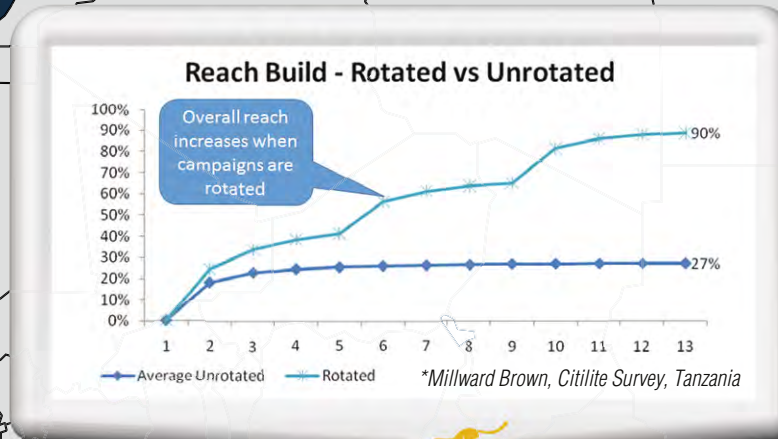
The highly successful Citilite was introduced and patented in South Africa and sub-Saharan Africa by Continental Outdoor Media in 2003.



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- Consumers find Citilites eye-catching and impactful.
- Rotated campaigns on Citilites give you the best reach and return on investment.
- By rotating Citilites, we reduce the percentage of unexposed (increase reach) and thus:
  - increase the reach overlap of Citilites and Super Signs
  - increase the synergy effects with other media
  - Rotation is beneficial to multi-message advertising campaigns
  - Rotated and unrotated strategies can fulfill different roles in planning for reach and frequency

**CITILITE**

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# Future film

**In our current image-saturated existence, with thumbs flicking through the world on Instagram and other social media with a relentless thirst, humans are consuming imagery on a scale never experienced before.**

1.8 billion images are uploaded daily and most astonishingly this content is largely created by users.

The original film of a horse galloping, or a train hurtling at the camera that blew the minds of the first cinema audiences, might get a 'like' today - but it won't get a scream.

Today, the individual frames of the 'collective' film are shared real-time from all over the world, combining in streams that flow faster than any of us can expect to live. A virtual, real-time, time-lapse of everything - all at once.

In this world we are forced to explore what it means to be a filmmaker. Whether we are working in a commercial/brand environment or as art or entertainment, the paradigm is shifting.

## Virtual reality

When you think of the future of film, the obvious direction would be virtual reality (VR). A conceptual technology that has existed in our popular culture for so long that the real thing now feels as inevitable as the hover board.

It's a mass medium like the radio, television or the internet and a real game changer. Personally I find it problematic, and plagued by visions of a world of couch potatoes existing only in virtual reality. I hesitantly tried the Oculus Rift goggles on for the first time... and ... mind blown - like a horse galloping... on

a train... and you are sitting on the horse!

VR is a wave that's only gathering speed and will explode in 2016, with platforms like YouTube being VR content ready as a 'flat screen' alternative viewing source, and cheaper 'hacks' available like Google Cardboard that mount your own phone into a VR headset made of cardboard. For an example of YouTube hosting 360 vision content, [travel inside the barrel of a wave in Tahiti](#).

The hype of this new medium is already being celebrated in South Africa with the recent VR exhibition at Goethe in Johannesburg and the formation of the first virtual reality community in Cape Town.

My own [experiments into future film](#) are perhaps more exploratory, including but not limited to VR, using new technologies and systematically deconstructing filmmaking into its essential elements and reworking them as a way to create immersive installation experiences that allow people to feel a moment of transcendence and connection. These are perhaps more in the spirit of the prodigious trailblazer [Chris Milk](#), who has been a real inspiration by [creating a place where people turn into birds](#).

## Geotagged soundscapes, experiential cinema

My first foray into future film, [The Endemic Project](#), was a series of creatures, seemingly painted with

light, that appear as you drive along Rhodes Drive from the Kirstenbosch bottom main entrance towards Constantia Nek circle. If you download the geo-tagged soundtrack, as you drive past each creature, you trigger a soundscape made from its voice. I deliberately kept it very simple and only played with certain elements. Remove the camera - place the audience into the experience. Make it site specific - you have to be there. Let the car's motion be the element of time and narrative.

As future filmmakers we can no longer only deal in image, sound and narrative; we must now also think like app developers and programmers, architects, user interface gurus, hackers and makers. I wish I could just sing beautifully or dance like a pantsula and I wouldn't need to learn all this.

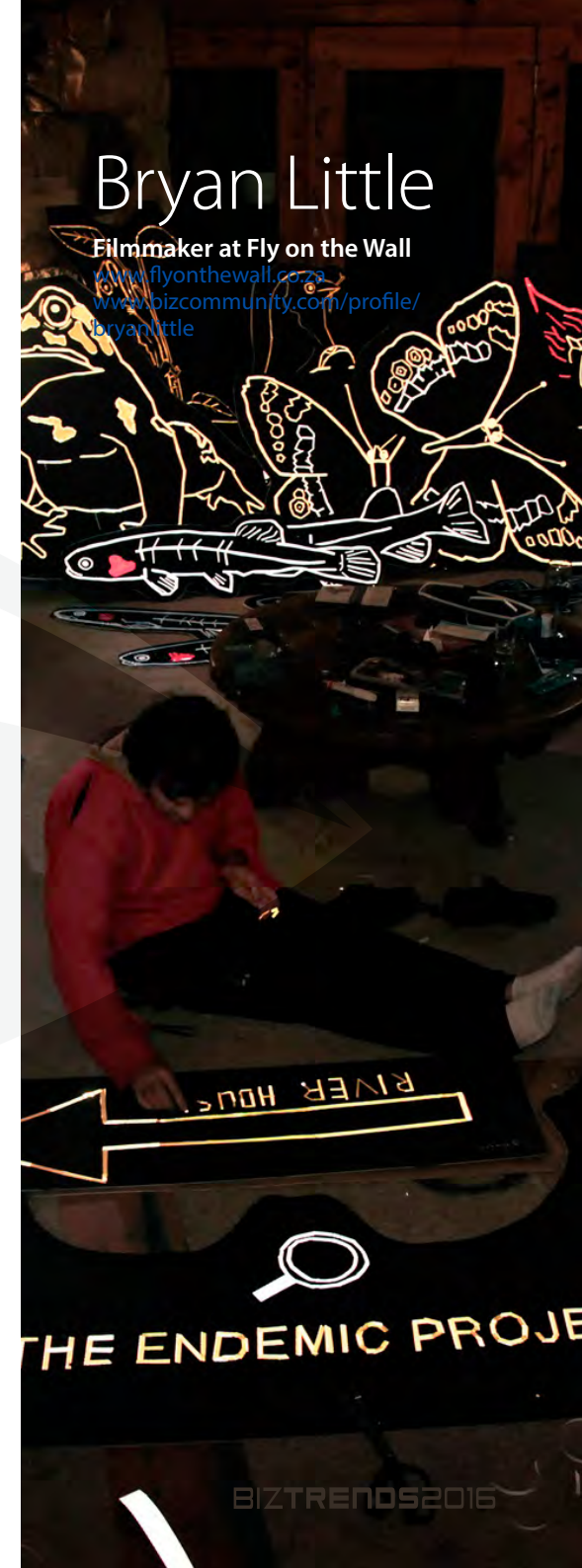
I don't know where I am going yet. I am trying to find new ways to tell stories, new ways to be a filmmaker.

My doodles on the subject can be found here: [www.futurefilm.co.za](#).

# Bryan Little

Filmmaker at Fly on the Wall

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# Immersive experiences to dominate experiential

**We eat, breathe and live life experiences every day.**

Experiential marketing across the continent is all about participation - engaging consumers in an activity that captures the true essence of a service or product. It has become a part of the norm that brands of late are more engaged with their consumer on an emotional and interactive level. This is the true fun of what experiential marketing is all about.

Studies by the Event Marketing Institute (EMI) and Mosaic note that "93 % of consumers believe live events are more effective than TV ads, with 89 % saying experiential events improve their understanding of a product or service better than a TV, print, online or radio ad does. A whopping 96 % are more likely to buy a product after participating in a branded live event, and 74 percent of consumers report having 'a more positive impression' of a company as a result."

The above study forms the basis of some of the trends I foresee for experiential marketing in Africa for 2016.

Each person on the African continent is "one of a kind" - meaning that consumers will desperately crave more attention and expect more customised and personalised products, services and experiences, wherever they may be on the continent. This will be fuelled by:

## 1. Non-fiction storytelling

The stories a brand tells should reflect real brand values that differentiate and meet consumers' needs, otherwise brands will end up entertaining rather than engaging.



Lucy Worsley

Founder and CEO at EMPIRE Experiential Marketing  
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### 2. 360° experience

Consumers are far savvier than ever before, and will be even more so in 2016, which means they will be looking for an experience that goes beyond a singular, “Wow!” moment. Rather, one that moves through the entire brand communication and experience. Coca-Cola’s “Put Your Name On A Coke” experience was a brilliant campaign illustrating this in 2015.

### 3. Real-time is essential

As we have all seen with the rise of YouTube stars, people across the continent will be expecting to see the rise of live streaming, allowing us unrestricted access behind the scenes. Sure, live video streaming is nothing new (think Periscope) but it’s now up to brands to smartly utilise video-streaming apps and services at their disposal to provide a window in to another person or brand’s world.

### 4. Who am I really? “You should know me by now, surely,” unimpressed face

How well do you know your consumers? Do you acknowledge and value their loyalty? Consumers know that a lot of data is collected on them, and many consumers have experienced, or are aware of, recent data breaches. Good or bad, consumers expect organisations to have abundant data on them, to “know them” and to recognise and acknowledge the value of their relationship. Bear this in mind when coming up with your experiential marketing strategy.

### 5. Immersive experience

Experiences where consumers interact with certain aspects of a brand in interesting, interactive and memorable ways will be a biggie. A simple example

of this is different elements of entertainment like Madame Zingara’s. Engaging with consumers on another level - where they wouldn’t be able to in the comfort of their own home. Brands need to hone in on this.

### 6. Pop-up experiences

These will continue to make an impact - as long as brands continue to interact with consumers in unexpected places, and with unexpected results. A good example is the Martell 1715 dining experience.

### 7. Human-to-human contact

Brands should get emotional. The really successful brands on the continent will be the ones who identify the needs and emotions of their consumers, and use this as a foundation for meaningful positioning, differentiation, and authentic storytelling. This stems from the need for human-to-human application and connection. Even though technology is a force to be reckoned with, brands should never underestimate the power of raw human-to-human contact and appreciation. This speaks louder than anything.

What happens offline gets talked about online, and what happens online gets seen by everybody.

**BRANDS SHOULD GET EMOTIONAL. THE REALLY SUCCESSFUL BRANDS ON THE CONTINENT WILL BE THE ONES WHO IDENTIFY THE NEEDS AND EMOTIONS OF THEIR CONSUMERS, AND USE THIS AS A FOUNDATION FOR MEANINGFUL POSITIONING, DIFFERENTIATION, AND AUTHENTIC STORYTELLING.**





# Marc Spriestersbach

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## AFRICA TRENDS

# Major digital marketing trends

**Africa Rising' is no longer relevant - we have long passed that milestone and the transformation that the continent is undergoing is dramatic, certainly in terms of communication and connectivity across all sectors of the market.**

The people of Africa are far more 'advertising literate' and significantly more critical of what advertising is and its role in their lives. They embrace the pace of progress and the need to make better lives for themselves, making them very valuable consumers to marketers, further driven by the very young median age of consumers on the continent.

We're already experiencing a massive take off in new ad formats, specifically in digital ads. Thanks to the rise in mobile and video, and new platforms that are pushing the boundaries, everyone is set to benefit from higher-quality, innovative and more engaging ads. Check out Pinterest's Cinematic Pins, for example: [Introducing Cinematic Pins](#)

**Top digital trends for 2016 and onwards:**

## 1. User-generated content

Albeit this isn't new, user-generated content is transforming everything from reviews to information discovery. Amateur created content is massive and will continue to grow not only in size but also in importance across platforms and content type. Everyone has an opinion and wants it to be heard! Blogs will also become more important in the marketer's armory.

## 2. Growth of Video-on-Demand

The implementation of digital television and broadcast will open many more channels to consumers besides the terrestrial channels previously owned by the respective states, with the choice of content as the key differential. Content is already key in the choice of consumers' viewing habits, and the availability of cable has driven this. The increasing popularity of DStv's catch-up and online streaming platforms such as Showmax are slowly changing the way TV content is being viewed as people get

to view or stream their favourite shows at their own leisure. The growth of the middle class in Africa has also meant more spending power, resulting in more audiences from the continent joining this global trend. Another notable area to watch is digital video - mobile is the medium of choice in Africa and video viewing will becoming just as big, if not bigger, on mobile than on television. Currently vertical video ads on Snapchat have a 9x higher click-through rate than horizontal video ads and Facebook has become a huge video platform. Big opportunity for advertisers...

## 3. Scheduled content (programmatic advertising)

The explosive trend refers to using technology to manage digital advertising as opposed to a more manual way, using booking forms/ insertion order. It allows advertisers to find and focus on audiences. This props up the bet of targeting your ideal audience, as you're targeting beyond simply an ad impression. By adding geographic, demographic, first party/ third party data, behavioural, contextual, and even transactional data to the process, we begin to gain efficiencies in targeting, thereby avoiding budget wastage. Programmatic buying also simplifies the procurement process, allowing for more time to

be spent on strategy, optimising and creative. This is being implemented largely in SA, but will soon expand into the media world in Africa, as agencies expand across the continent.

## 4. Augmented reality

This global trend is growing rapidly, and while the implementation in Africa may still be a way off, it cannot be ignored. Augmented reality allows brands to optimise customers' experiences by bridging the gap between the digital and real world, creating endless possibilities for businesses to engage better with their consumers. Digital content can be added to physical objects, such as print ads or in-store displays, to provide additional information about a product to shoppers.

## 5. Mobile enterprise apps on the rise

With smartphone use in Africa skyrocketing, companies on the continent are taking heed and employing mobile enterprise applications to streamline business processes and mobilise their workforces.

Mobile enterprise apps let companies manage



resources such as inventory and their supply chain using mobile phones, either through SMS or Web-enabled applications. The steady increase in the number of mobile users on the continent is fueling this trend. Research from Informa Telecoms and Media suggests Africa will have over 300 million smartphone users by 2017, roughly 30 percent of the population. Messaging apps are also fast becoming the cornerstone of communication, especially amongst younger consumers and as such, are a must for marketers!

### 6. Buy buttons for social media

In-app functions such the "buy button" on mobile apps and social networks will increasingly become prominent features that aim to enhance user experience. These allow users to purchase items they have seen on a Facebook, Pinterest or Instagram page with just one click of a button, without having to leave that page. This is fully supported by systems such as Paypal and Apple Pay as they continue to expand their reach.

### 7. Social video leading the way into 2016

The rise of video bloggers and the popularity of video content sharing has changed the dynamics of consumer/brand interaction online. Social networking sites are beginning to introduce innovative ways that enable people to share video content on social media. Facebook has already tested out the concept of video images for profiles, meaning you can have a video as a profile instead of a picture.

### 8. Culture relevance

2016 will see more brands pushing towards

enhancing their online engagement with customers by appealing to the diverse aspects of society, especially in the continent. We have seen the introduction of dark skin toned emojis. Dove have recently developed curly-haired emoji's and will be launching the "Dove Love Your Curls" emoji keyboard to diversify the existing set of emojis to help promote the Dove Quench products for women with naturally curly hair. Dove will also partner with Twitter so that every time someone uses a #LoveYourCurls hashtag, a custom Dove Curly Emoji will auto-generate within the tweet.

**AUGMENTED REALITY ALLOWS BRANDS TO OPTIMISE CUSTOMERS' EXPERIENCES BY BRIDGING THE GAP BETWEEN THE DIGITAL AND REAL WORLD, CREATING ENDLESS POSSIBILITIES FOR BUSINESSES TO ENGAGE BETTER WITH THEIR CONSUMERS. DIGITAL CONTENT CAN BE ADDED TO PHYSICAL OBJECTS, SUCH AS PRINT ADS OR IN-STORE DISPLAYS, TO PROVIDE ADDITIONAL INFORMATION ABOUT A PRODUCT TO SHOPPERS.**



# All about Africa

**Get set for a rollercoaster ride of keeping up with technology while also catering to consumers' renewed sense of purpose and power if you want to succeed in the year ahead.**

We loved this quote on the importance of trends and how to actually make accurate predictions from [Makamba Online](#):

*"Trend watching can be a combination of crystal ball gazing or 'thumb suck' technology, it's all guess work! However, based on events in 2015, there are some trends that we hope (predict) will roll over for the African market into 2016."*

So that's what we did\* - and more. A quick Google search for 'Africa trends 2016' shows we can expect the fairly obvious likes of **continued digitisation** and mobile tech growth, particularly in the realm of **mobile payment**, as well as more inward focus in this highly digital, time-tight times - both by paying more attention to our **actual health** when away from our desks and in reading **personalised content** that actually **creates value** and enhances our lives in the coming months.

When we asked a number of industry leaders for their thoughts on the topic, they agreed with the above, with the stand-out trends to watch for as follows:

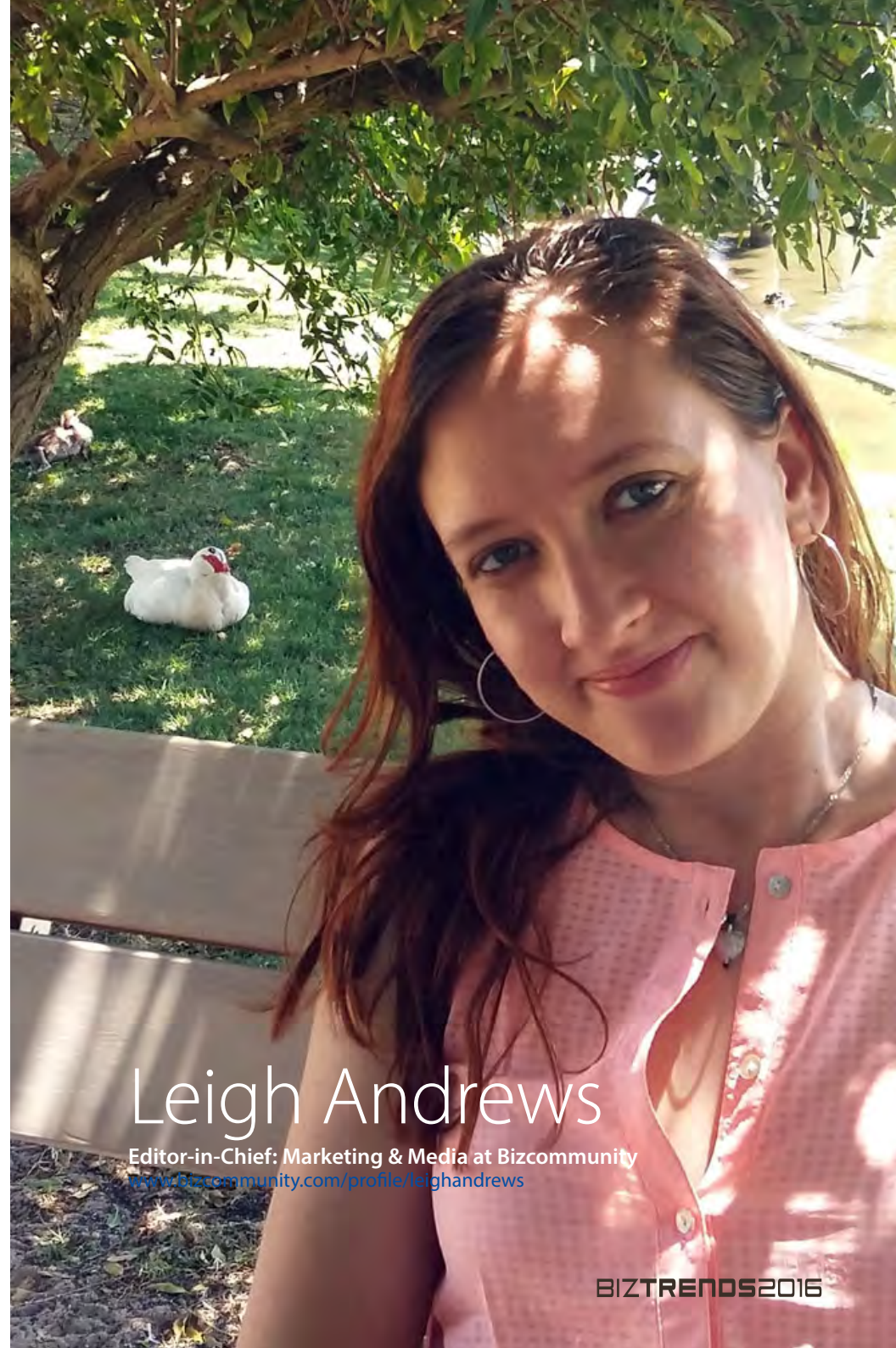
## African trends 2016

- People power' - both in the firm of rising [youth activism](#) and the related burst of [influencer marketing](#)
- A shift from 'Africa rising' to 'Africa levelling off' and [trench marketing](#)
- Greater investment in online media and [chat message marketing](#)
- Use of [Virtual Reality](#) and [video-on-demand](#) to get that message across, particularly when it comes to the likes of [Future Film](#) and all things [immersive/experiential](#)
- [Searching for more trends](#) (yes, really, especially in the realm of research).

But don't take our word for it, read through the trends our top continental contributors have explained, with infographics and videos embedded along the way - all the better to see them with, my dear!

### \*Sources:

[Makambo Online](#), [ITWeb](#), [Africa Business](#), [Slideshare](#), [National Positions](#), [PRGRMTK](#)



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## AFRICA TRENDS

# TBWA Africa

Top-level contributors at TBWA Africa  
[www.tbwa-africa.com](http://www.tbwa-africa.com)

## Major digital marketing trends

**While TBWA is focused on disruption to grow our client business in Africa, the following trends are bound to be top of mind in the year ahead.**

### Social activism Africa

This has been somewhat of an international phenomenon for some time, but we are seeing it more and more across the continent. Consumers are seeing things that they don't like and then banding together via social media to voice their concerns or frustrations, sometimes to quite dramatic effect.

We have seen this very recently in SA with the student protests against fees and against Woolworths against Israeli food imports. In Kenya, [#someoneTellCNN](#) became popular after CNN called Kenya 'a hotbed of terror', just before the Obama visit. Public opinion forced CNN to send their global VP to come and personally apologise to the Kenyan president. There's also a Twitter group called [Kenyans on Twitter \(KoT\)](#), who have raise issues about DStv subscription rates ([#boycottDStv](#))

In Zimbabwe, there was social media outcry against

Dairiboard (Maheu) regarding the quality of one of their sorghum-based drinks. There was a huge response on Facebook.

In Botswana, there's Facebook page that lets consumers [name and shame brands](#). There are few instances on Twitter, where popular opinion has become quite significant, especially if the commentary is started by those with a more significant social media following.

Ghana has seen similar activity. Examples are 'Old Students of Achimota' coming together to sign a petition against the sale of school lands. "Occupy Flagstaff House" was another campaign, organised on social media, protesting against on harsh economic conditions in the country.

Tanzania has not yet seen major consumer activism, however, there are hints consumers will soon follow suit. Telecommunication consumers are also taking their grievances to social media. This happened recently when Vodacom's internet services were down and they did not communicate it to their customers. Consumers took to social media to "loudly" express their dissatisfaction to the brand.

A few countries are more muted in this regard. In Angola, for example, there remain concerns over being too publically outspoken, therefore consumer activism has not really reached the same levels. But across other African countries this is something we are likely to see much more of as consumer confidence grows more and more people find their voice and have access to social platforms.

### Trench-marketing

2015 has been a tough year for Africa, based on floods, drought, the sustained low oil price, Chinese slowdown leading to lower commodity process across the board, currency devaluations, continued threat of terrorism, and key elections that have not really changed things for people. All of this is likely to see a broad-based contraction in many economies, or certainly see them experiencing far slower growth than we have seen in recent years. While there will be exceptions, the "Africa Rising" narrative is losing some of its luster and an "Africa-leveling off" might be a more accurate moniker.

As a result, we are likely to see marketers fighting harder to keep their share of the pie. They are going to look for more cost-effective ways of doing things

and putting much demand on agencies to respond to their more austere reality. Could this lead to marketers demanding more of us creatively, so that they achieve a greater bang for buck? Or will the default be to drive highly functional messaging and conservatism for fear of not ticking all the boxes?

### App Africa

Although smart phones still have limited penetration throughout the continent, their proliferation is growing rapidly - especially with the lower cost imports that are beginning find their way into many African countries. As these become more and more prevalent, we can expect to see growth in "made for Africa, by Africa" applications that cater very specifically to the African consumer and their environments.

In Botswana, we are beginning to see a lot of young people develop apps and solutions for mobiles. One point in case is an app called "Modisar", which just won funding from Orange Botswana. The app is designed to help farmers in Botswana manage their livestock better.

There is another app being developed to help



## AFRICA TRENDS

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farmers get access to market for their livestock. It is USSD-based and its purpose is to connect a farmer to a buyer through a mobile phone. There are similar versions in Ghana, Kenya and Cameroon.

In Ghana and Nigeria there are apps to help people spot fake drugs. In East Africa, the apps are finding their ways into the local social and entertainment scenes. For example, in Tanzania, the Mzikii app lets you download songs and listen to them later, even if you are offline. In Kenya and Uganda, the [HelloFood app](#) give you access to a food delivery service that access restaurants across Nairobi and Kampala.

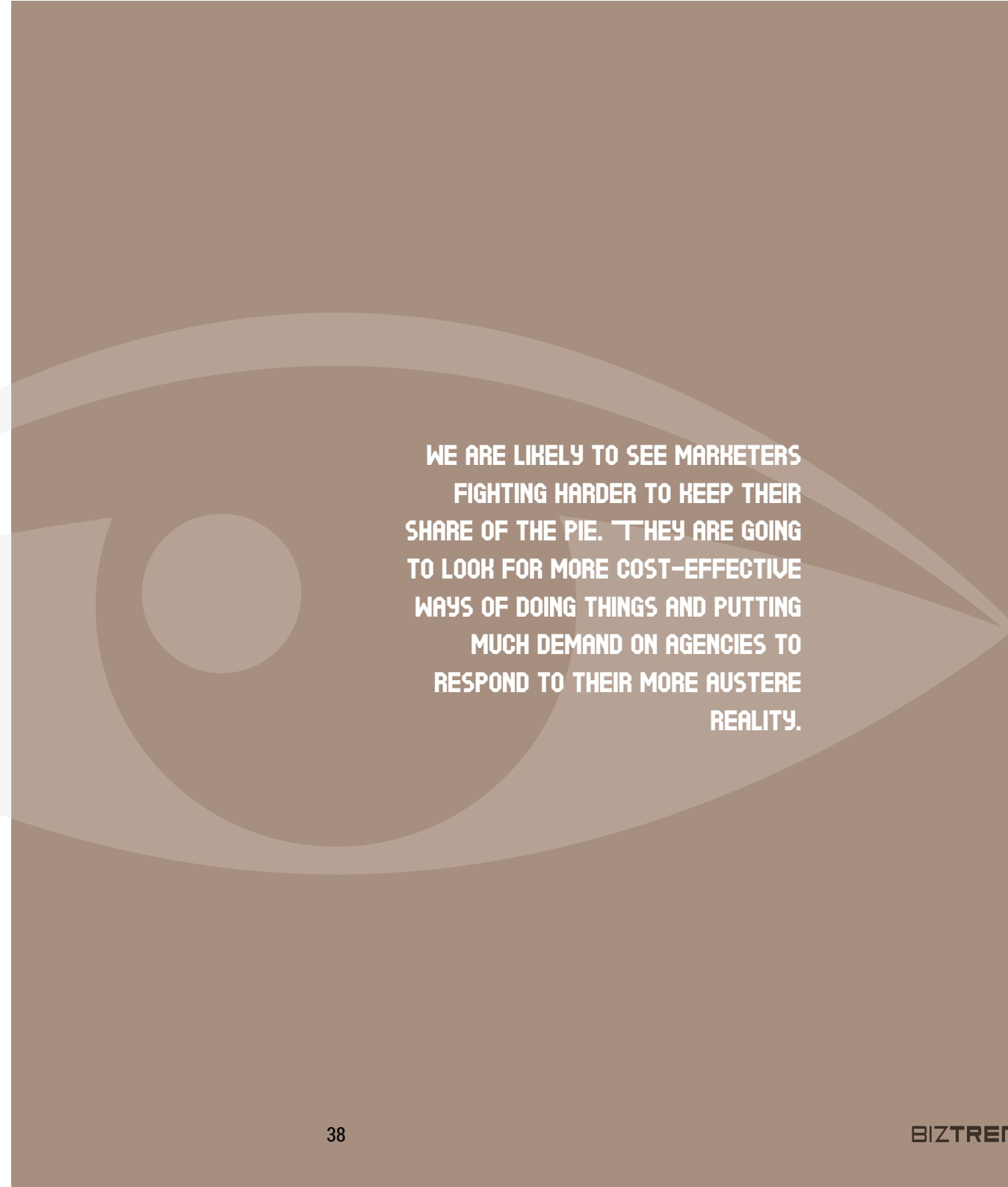
Again, some countries lag behind others, and this trend tends to be more prevalent in the larger, more digitally savvy centres. In Ghana, for example, MTN hosts an annual competition for the best app ideas.

### Financial future-facing

This is possibly a trend to watch in years to come, but not something that is showing significant up-take in more than a few of the more financially mature markets.

Although banking is one of the fastest growing sectors across the continent, the support services such as insurance and wealth management are not showing the same degree of expansion. With a growing financial sector, in years to come are we likely to see a greater demand for financial planning for the future as people protecting their assets in a more formal way.

Most markets feel that we are a few years off from this becoming a reality, but as financial institutions start to educate their consumers about financial awareness and more western notions of wealth creation, we'll start to see a change...



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REALITY.**





# Gaurav Singh

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## The new digital Africa

**Top industry trends for the year across the continent will include marketing automation, online media investment and the continued rise of local content - all part of the new digital Africa.**

### AFRICA TRENDS

Eight trends are expected to transform Africa over the next 12 months, as follows:

#### 1. Marketing automation

Tier 1 marketers in the SSA region will start exploring the opportunity of marketing automation to deliver better personalisation and micro-targeting through more sophisticated segmentation tools and systems. This is all on the back of a consumer base that is more connected and more receptive to messaging, and offers that improve their lives.

#### 2. 25% investment for online media

With over 26% average internet connectivity across the sub-Saharan region and more than 40% of time spent on mobile devices, we'll finally see marketers investing up to 25% on online channels ... as a result video, programmatic and native will finally become part of the healthy marketing mix. Perhaps not too surprisingly, South Africa's digital economy is the most developed in Africa, with Egypt, Kenya and Nigeria close behind. Africa's internet penetration last year stood at 16 percent, or 167 million people, but it is forecast to reach 50%, or 600 million people, by 2025 given the young consumer markets in Africa

and the accessibility to more affordable technology.

#### 3. Social to sales

Due to their 'near zero' organic reach, Facebook, Twitter and LinkedIn are no longer social platforms, but the good news is that they offer sophisticated products specifically driving performance, such as online sales, acquisition and driving downloads. In 2016 we'll see Facebook offering hyperlocal targeting capability, which will allow local businesses to move from engagement as the matrix to driving actually footfall and sales. The conversion channels will be made easier and as we see the introduction of more accessible payment systems, so we will see the growth of online sales increasing across Africa.

#### 4. Global vs local content

The advent of digital migration has been rather slow across Africa, and in most parts the content is heavily skewed towards global content consumption (80:20). However, most African markets will see local content getting its fair share of the spotlight, and this will help build local ecosystems with the right talent, ad formats and revenue for local publishers. This will be a big boost for local content producers and media

owners as we are already witnessing the growth of Nollywood as an example.

#### 5. e/m-commerce

Nigeria, South Africa, Kenya and Egypt are currently leading the e/m-commerce drive on the continent, however over the next couple of years, e/m-commerce will start emerging in the next six SSA economies (Tanzania, Ghana, Gabon, Zambia, Uganda and Senegal), largely driven by the improvement in broadband connectivity, local logistics ecosystem and smartphone penetration. This is already a key focus for the banking sector.

#### 6. Native apps

Thanks to the uptake of smartphones and lower broadband cost, 2016/17 businesses will move from mobile-optimised sites to rather focus on native apps for the businesses. In the early stages of the smartphone market, most apps were tailored to the iPhone. However, the market share for Android phones grew, thus, the need for cross-platform functionality became an issue. This will still be a problem going forward as we see new phone manufacturers entering the African market with

cheaper smartphone options, but it won't deter the growth for long.

#### 7. Instant messaging

Chat platforms like WhatsApp, Facebook messenger, WeChat, Snapchat and Viber will overtake emails to become the most popular communication channel, and in the next couple of years we'll see how businesses will start incorporating instant messaging (IMs) as part of consumer engagement. Data and airtime are valuable to consumers in Africa, so IM will grow in popularity across the board and will fuel new commerce initiatives for many brands.

#### 8. Government sector growth

Massive investments are already being made by many sub-Saharan economies as they move processes such as benefit payments, tax filing, passport and license application online. We'll also see more investment in digitising education, healthcare and public services. As such, governments will play a large role in building and capitalising on a rapidly developing digital new Africa.



# Aligning with the elders: Influencer marketing

**When YouTube started out of beta phase a mere 11 years ago and made its first video available for public viewing, there were 7 billion possible sets of eyeballs available to watch one video.**

2016 will see the a billion monthly active YouTube users, who are mostly aged 17 to 30, load 300 hours of content every minute of the day.

A far cry from 2005's 'Day at the Zoo'

## Eyeballs and re-engagement

The challenge has moved from developing emotionally engaging and remarkable content, to an extreme competition for access to eyeballs, and then re-engaging that audience periodically to urge them to act on a call to action.

The concept of an elder of a community being a source of knowledge is starting to turn full cycle. In a digital community, persons of authority and respected for their opinions, are leading the conversation online, and bringing brands along with them. Influencer marketing is proving to be a highly effective means of transmission of a brand's message to an audience.

## Sugar-coated re-sharing

The first lesson that brands learnt on social media is that trying to grow and sustain an audience

for the single benefit of re-sharing sugar-coated messaging with them has yielded very little return, at significant cost. They're now learning that traditional unidirectional messaging to an online audience is risky - the internet holds a brand accountable to its promises and are quick to call them out when they fail to deliver.

Social influencers hold the key to steering conversation, endorsing the good and flaming the bad. "Engagement" metrics that brands hold so dear are as much a vanity metric as page views - just because someone "Liked" your page doesn't mean that they'll buy your product. Brands aren't just competing with direct competitors, they're competing with every available product that's appealing to that particular audience segment, so justifying why it should win that share of wallet is becoming increasingly difficult.

## Move from vanity metrics to trust

We expect to see the leading brands taking on a growing their market share by reaching new audiences through influencer marketing, and then sustaining their engagement by periodically re-engaging with that audience to remind their

potential customers of their availability, not necessarily expecting a kick in sales overnight. Trust is earned over time, and those willing to earn it need to be consistent.

"We might be shepherds, stewards, and guardians of our brands, but we no longer control them," says Wendy Clark, senior executive of Coca-Cola.

Investing in influencer advocates will be a theme we see happening in 2016. Appreciating that the leverage effect of an influencer allows them to sustain a large interested audience, and that there is an overlap of brand audience within that, creates a basis for brands to enter the conversation online, and even be endorsed or recommended. Including that digital personality in the brand messaging from the outset and giving them the freedom to craft the messaging that their audience resonates with is crucial to audience appreciation of it.

As audiences evolve and find their niche interests and digital communities, brands need to embrace the conversation, earn their seat at the table to share their wares, take comment onboard and evolve with the needs of that community. Aligning with the elders, in this case the social influencers, has never made more sense.



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## Critical need for consumer data

### AFRICA TRENDS

**The biggest trend right now is the search for trends. The search for the next consumer gap, the holy grail of advertising, the key consumer touch points, the next apps etc, is a continuous, voracious process that is never ending. The biggest trend has always been change and the trick is to at least keep pace with the rate of change. To be ahead of the changes is almost impossible as most trends are already happening when they are commented on.**

Trend reports are being published on a daily basis and the reason for this is that the digital age, in particular, has allowed commentators and strategists access to far greater volumes of data and statistics that can be

analysed and interpreted into new insights. To keep up with these reports one needs to jump on the spinning wheel like the poor Guinea pig. But even he has to jump off to catch his breath.

The good news is that the digital era has also heralded the era of quick, instant lines of communication between marketers and consumers. A growing trend globally, and developing well in Africa, is the use of online research panels and communities. All the trends that are starting to negate the effectiveness of classic face to face research are being countered by the advantages of online research.

Marketers now have the ability to use online panels and communities to stay in touch with their target markets on a far more regular basis thereby quickly identifying and interrogating changes in behaviour and attitude to ensure they keep up with new emerging trends in real time.

### Factors underpinning the trend toward more online research:

1. Greater user friendly technology allows access and interaction across all mobile formats.
2. Ability to identify the device and deliver a survey in a user-friendly format.
3. Cheaper smartphones, more tablets, more laptops give access to many more respondents.
4. Continually improving mass access to broadband and the internet.
5. Expense of face to face fieldwork.
6. Difficulty in guaranteeing the reliability and validation of fieldwork activities.

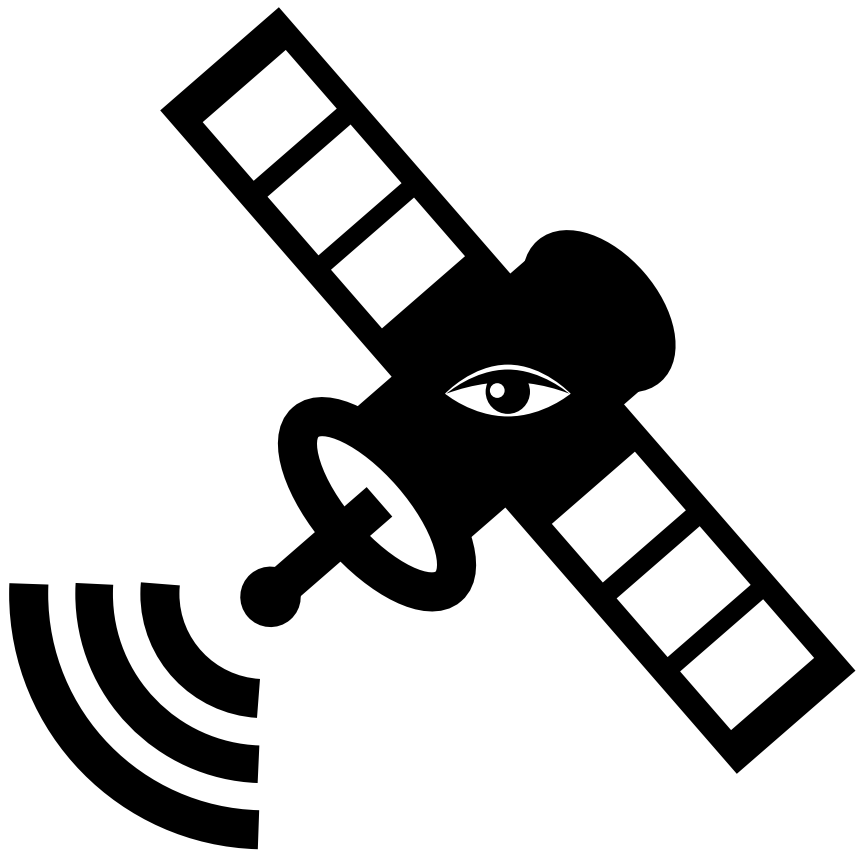
The following two slides on the trend in increasing internet access and smartphone ownership underscore the fact that online research is now a main stream research activity, and will be the key source of identifying new trends now and in the future.



THE DEFINITIVE AFRICAN MARKETING AND MEDIA B2B TREND REPORT

**BIZTRENDS** 

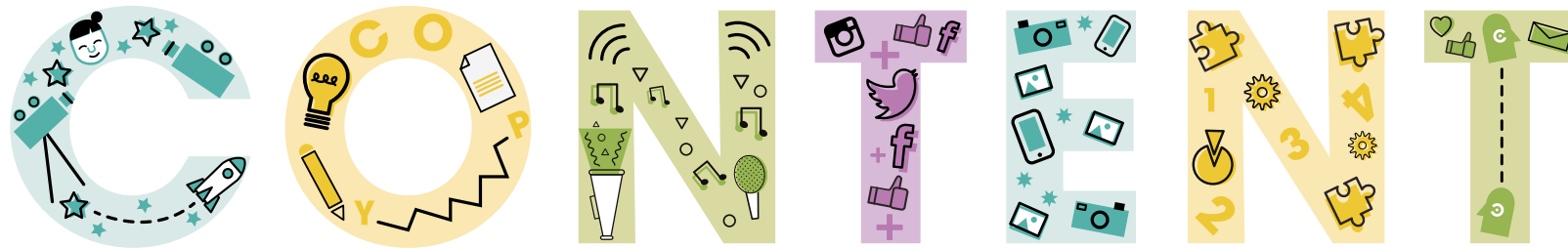
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# DIGITAL TRENDS

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# Change is the new constant

**Just when clients and agencies alike thought they had digital nailed, things changed - and quickly. This is what it means to operate in the contemporary media environment; change is the new constant.**

## Ad-blocking apps

Having navigated the choppy waters of the digital media revolution, clients were really beginning to feel the value of their online presence, when along came... ad-blocking apps. These apps, which allow users to block the display of ads while surfing the web, are having an immediate and significant impact on marketers trying to consolidate their digital presence. This is particularly true for the FMCG sector, which depends more heavily on price point and direct response advertising than other sectors.

Worse still for brands both large and small, ad-blocking apps developed by Apple was soon available for Android, meaning it can be used on Facebook and YouTube, cutting access to affluent and influential social media users.

By June 2015 a staggering 198 million people worldwide had downloaded ad-blockers.

Rapid and unexpected change in the digital media environment is a trend that is expected to intensify in 2016, and marketers need to be alert to the effect that this will have on reach, recall, effectiveness and likeability. And, importantly, they need to find creative new ways in which to maintain a seamless experience of their brands across all media platforms.

## Navigating the digital wilderness

What does this mean for clients and their agencies? In short, it means that the days of agency staff fulfilling a single function are over. Multi-skilling is the new trend as agencies strategise new ways in which to meet the challenges of an ever-changing digital media environment.

One of the ways in which they are doing this is by gearing up the branded content component of their communications. This, in turn, means that creatives, strategic planners and account managers will need to have a wider and more inclusive understanding of such disciplines as broadcasting, PR and customer relationship management than they have had to have in the past. A multi-faceted understanding of the proliferating and constantly changing media environment is now not only desirable, it's become essential.

In practical terms, this means agencies will need to focus on the diversification of skills within their own operations. Across the board, staff will need to be upskilled in order to handle the complex demands of conceptualising and developing integrated branded content. In particular, they will need to have a better understanding of trends and how they develop; an insight into the customer psyche that goes beyond

straightforward selling.

## New strategic directions

From a strategic perspective, this means marketers will need to shift the focus of their communications budgets to accommodate more branded content, which will not only straddle all media platforms, but which will be able to by-pass the ad-blocking barrier. This will be necessary not only to cut through the clutter but to ensure a seamless customer experience of their brands and to close the loop from point-of-contact to post-sales experience.

Specifically, they will need to use innovative branded content to reach the discerning 18-24 market in order to secure lifelong customer relationships. They will also need to look beyond such traditional tools as LSMs, demographics and psychographics in order to make an emotive connection with their audiences. Effectiveness now rests on a constellation of four components: visibility, understanding, needs fulfilment and engagement. Talking to the customer is no longer an option; marketers need to have discussions with their customers.

As the song goes, the times are a-changing, and we need to change the way in which we do business in order to keep up with latest developments.



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# Producing content at the speed of culture

When one talks about trends it is important to look at who can deliver on them... how to implement these trends, says Pete Case, chief creative officer, Ogilvy & Mather South Africa.

There has been an amazing amount of change and it is sad to say that change is often forced by negative situations, for example, when agencies lose business for instance, they look to change their model, whereas they should be looking to change it before.

## Integration

It's a wonderful word, integration and it makes sense to want integration. The push from the client-side this year will be bigger than before. The difference will be who can deliver on it. The catalyst is the agency that can deliver on a solution to a business problem. Point blank. Agencies should understand the whole value chain. True integration is the ability to deliver on a business problem for a brand, whatever the medium.

From a timing point of view, the market and consumers are moving so fast, that a client wants to work with one point of contact. In this increasingly complex market, for a client to need to work with 15 different agencies, is almost unreasonable. With or without the economy being in the negative state it is in, the agency has to become the conduit to bring in the right resources and mediums to solve the client's problem.

## Customer engagement

Many of these problems that land in our lap are not even marketing. It is more about customer engagement. For us the conversation is not about

advertising, per say, but customer engagement.

We have just opened a customer engagement lab, with everything from 360 degree glasses, point-of-sale, and so on. It is pushing our clients and teams into being 'Future Fit'. We need all teams to understand this media-agnostic world.

The agency model is broken. We need to move spend along the value chain to wherever it might have to be to solve the business problem. That is a very exciting and powerful position to be in. And you can be truthful with clients, rather than only protecting your own bottomline.

## Data

We can't skip data. Everyone started collecting data, but the power of data is what you do with it, the insights you gather. Mad as it seems, I don't see many people creating actionable insights from data. Data is not an added value. It is core to value. The ability to create actionable insights will be the future success of any brand. We will see a large amount of spend in that.

## Internet of things

Brands are only starting to discover the power of the Internet of things (IoT). Be it the billboard connected to the internet, IoT allows you to use non-traditional marketing channels. It's incredibly exciting. We

will see much more of that - stepping away from traditional channels into every touch point with consumers, this year.

Wearables within the Internet of Things is a mega trend. Technology is growing fast and there is a market for it and now everyone is investing. This year we will see a massive uplift in wearables and more people with them.

## Mobile

We have been talking about it for a long time, but there's not more than a handful of mobile driven advertising or marketing initiatives originating out of South Africa, which is very few, considering mobile penetration in SA. This year will finally be the time when we can hold our heads up high. Mobile has been a word people have talked about. But I don't think brands have invested in it.

This is the year that agencies will deliver on mobile for the consumer, mass media and rich media. This year will be the time when we see some big case studies.

## Content

The key trend here will be producing content at the speed of culture. The speed at which the consumer is moving and their trends, the things that are happening to them now. That is a whole different way of producing content for agencies and brands.



## Pete Case

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## DIGITAL TRENDS

In agencies right now, we are sitting with people who can create beautiful long form stories. Then we need to create small bits of content for social media. We need to integrate these skills. Seamless integration is being able to create content that is right for the medium its intended for. Agencies also need to understand that brands don't have R2m to R6m to spend on a TV ad each time.

How agile agencies are to procure creation of content for brands and create a range of content on different applications, will be the test.

### Utility and usefulness

It's a no brainer to understand that you can't keep bashing consumers with price points and products. As a brand you have to understand how you can bring 'usefulness' to a customer's life. Understand the customer's life beyond your brand and how they interact with your brand.

BA brought out an app that saves me from checking in and saves me 40 minutes, every time I go to the airport. The best global example is Nike, which understands runners run on their own and it can be lonely, so they produced Nike Plus, a chip in your shoe that tracks your running patterns and which you upload to your computer where it maps you against all the other runners in the world who use the app. So it makes you feel part of a community.

### Programmatic buying

Sky UK are starting to put programmatic buying of ads on TV with Sky Adsmart. They can get data about you as a user and marry that to your usage on TV and start delivering personalised ads to you via what they know about you through your phone, internet, TV

usage. It will be a very interesting trend to come, with digitally connected TVs.

### Ecommerce

The year of ecommerce is 2017 - we're not quite there yet in South Africa. Woolworths, YuppieChef, Takealot will grow, but scale will create exponential growth in 2017. This will be the investment and proof of concept year.

### Culture

Delivering on these trends is incredibly difficult for an agency and ties back into my original conversation – you can't deliver on these trends if you, as an agency, can't deliver on business solutions briefs and dance between divisions to answer the business problem. That is a culture to be grown as a collection of specialist agencies. We have redesigned entire floors of our agencies - every single creative is sitting in the same combined studio across the board. Programmers are sitting next to art directors, we mixed everyone together in our 'Future Fit' studio.

It is OK to deliver on usefulness, but we (as an industry), need to crack utility. I think it is important that there is a discussion around integration and delivering on it.

*\*Pete Case was interviewed by Louise Marsland, Bizcommunity.com contributing editor & BizTrends 2016 Trend curator & editor.*

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PEOPLE WITH THEM.**



# How agencies will thrive in the connected age

**Marketers and agency people operate in an industry rightly obsessed by its future. The challenges to the old agency model that we're facing are significant - mass digitisation, a data revolution, the accelerating need for integration. Whilst all the time, the world is getting more complex and budgets are being compressed.**

Agencies the world over, South Africa included, are facing the same fundamental issue - how to stay relevant (and valued) in the fully connected world.

These are the non-negotiables that we will have to embrace to survive.

## 1. Understanding the customer

The opportunity exists to know the customer far beyond their brief interaction with the brand. We should know the customer's full life context.

The creative engagement opportunities are enormous if we can unlock this potential. Our challenge is to operationalise this systematically. This will almost certainly involve investing in access to new data sources and hiring scientists and mathematicians into our businesses.

Another big leap forwards that we will make in being more customer-centric is to marry psychology and marketing. Leveraging known behavioural biases and defaults should be fundamental to any agency trying to help a client sell to its customers.

Right now the effectiveness of creativity is pretty much educated guesswork. In the future, we will

apply much more science to our creative output.

## 2. Inventing experiences across the customer journey

We must acknowledge that product, service experience and marketing are ultimately becoming one and the same in the mind of the customer. It's the customer journey that agencies must master - how we can help brands add value to the customer throughout that journey - whether it's a purchase journey or their life's journey.

The experiences that we build to make this happen will not necessarily always be a communications solution - we should allow ourselves to recommend service experiences, branded utilities and product innovations.

In a world where we need to understand channel, we need to practice neutrality. Unless they become integrated, pure play agencies will become at best, production facilities and will lose their seat at the top table (if they ever had one).

## 3. Great curators as well as creators

The creation and distribution of content is a defining



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characteristic of the connected age.

The creation and sharing of content will continue to disrupt traditional brand-building strategies. The role of the agency as brand custodian has to embrace this exploding content landscape, as well as the array of continually evolving distribution channels.

Agencies should play a central role - curating content, leveraging emerging ways to distribute beyond the simple paid model - acting like publishers as well as branded content architects.

### 4. Being investigative technologists

In future, ideas that do not consider technologies devoid of an idea will fail.

Creative teams must understand the art-of-the-technically possible. Agencies must be relentlessly curious, explorers of new technology. We must not think that our own inventions are enough - we must continually search and connect with technology providers and startups in the (global) marketplace.

Curating technology and combining it in novel ways to bring an idea to life will become a fact of agency life.

### 5. Mastering the algorithm

There are many routes into the connected world; search is currently the front door. Social is a critical route in and a growing part of the brand experience.

Both arenas will evolve to serve more contextually relevant content, which will be accessed and presented in new ways.

Agencies will need to follow changes to these

platforms and their algorithms to help brands remain present. This service will be about helping keep the brand visible at the right time, in the right place to the right audience.

### 6. Partnering with our clients to transform

This is all much easier said than done. There is a tremendous operational challenge and investment required to make it happen.

In the agency journey to stay relevant and valuable, clients need to truly partner with agencies to make this happen. Clients must demand the breadth of thinking and service offering that will help agencies to transform to ultimately create value for their customers.

**CREATIVE TEAMS MUST UNDERSTAND THE ART-OF-THE-TECHNICALLY POSSIBLE. AGENCIES MUST BE RELENTLESSLY CURIOUS, EXPLORERS OF NEW TECHNOLOGY. WE MUST NOT THINK THAT OUR OWN INVENTIONS ARE ENOUGH - WE MUST CONTINUALLY SEARCH AND CONNECT WITH TECHNOLOGY PROVIDERS AND STARTUPS IN THE (GLOBAL) MARKETPLACE.**





# Programmatic video is a gamechanger

**The gamechanger trend for the next year is programmatic video: adding quality and high-impact awareness ads to the programmatic mix will change the perception (and explain the role) of this channel and accelerate the uptake thereof, both on buy side and sell side.**

The key trends for the year 2016 that we are monitoring are:

- Use of programmatic (display) media in SA market (audience buying vs. publisher/title buying).
- Introduction of integrated (dynamic) remarketing (no external technologies).
- Correct implementation of attribution modelling and assessment of the role of the digital media channel in the customer journey and cross-device tracking (mobile and desktop as one user).
- Increase of available quality LOCAL inventory in the ad exchange (sell side).

This year, we would like to see less of networks and agencies that call themselves 'programmatic (display) specialists' and 'performance media players', but lack all the understanding and transparency that should come with this proposition.

The only sustainable model in this industry (and to grow the industry), is one of full disclosure around the technology that is used; domains where media is bought; and at what (CPM) prices.

It is up to the advertiser and budget owner to demand this level of information and look for another supplier if those requests are not being met.

## Open up inventory

I hope to see more brave advertisers who are going to engage with a programmatic (display) media strategy and willing to build their own case studies. Waiting for your competitors to do so is never a winning strategy.

Secondly, more publishers opening up their inventory in the ad exchange. We have moved on from the daunting image that SSPs are only there to sell remnant inventory at low CPMs. This industry is a data-driven one and without having access to your inventory (via the exchange) buyers can't assess the value of your inventory. So don't be afraid and start opening up (even as little as 30%) of your inventory and build up a benchmark. You have no excuse any more (unless you are 100% sold out at R300 CPM).

## Invest in programmatic

Start investing (both financial and time) in programmatic (display) media. There is a reason why programmatic is overtaking paid search in the US from this coming year onwards: *'The 5 reasons paid search will be second behind display starting next year in the US'*.

Spending your marketing media budget in a fully transparent way where you are engaging with your

online customer way before they start searching (pull vs. push) for your service or product online, is the only solution to outperform competitors with unlimited (last click or CPC) budgets. The value of the data that you are gathering at the same time is priceless and will give you a huge competitive advantage against your competitors.

Conversion data will always outperform and be of (significant) more value than click data.

**START INVESTING  
(BOTH FINANCIAL AND TIME) IN  
PROGRAMMATIC (DISPLAY) MEDIA.**

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# Internet of Things unlocks retail opportunities

**The Internet of Things can provide real solutions to operational challenges such as inventory accuracy, insight into customers' physical shopping behaviours and speed of fulfilment in meeting customer needs, particularly those of omnichannel consumers.**



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The Internet of Things (IoT) is an increasingly talked about topic in all sectors - particularly in retail. It's a concept that not only has the potential to impact how the retail sector sells products, but how consumers buy them.

The majority of US retailers strongly believe that IoT will drastically change the way companies do business in the next three years. According to McKinsey Global Analysis Institute research, IoT in the retail environment - where consumers engage in commerce - has the potential to be the 4th largest 'setting' - despite significant uncertainty about the rate of adoption by consumers.

Another recent study reveals that consumers appear to be ready with adoption of IoT devices expected to rise quickly with nearly two-thirds of consumers intending to purchase a connected home device by 2019, while ownership of wearable technology is expected to double year-on-year in 2016, with an estimated \$2bn being spent on IoT in the next few years.

So what does IoT mean for retail in 2016 and what are

the key areas we can expect to see affected?

- **Fashion:** ZARA has led the way with a new look at the role RFID (Radio Frequency ID) tags could play in their business model. They started this journey three years ago and by the end of 2016 will have rolled out an end-to-end RFID platform. Key to this was allowing the RFID tags to be embedded in the security tags, which allow them to be reused. These tags offer benefits in in-store workflow, improvements in accuracy and reduction in the time taken to do stock counts - the business case is compelling.
- **Automated vending:** Companies are deploying fully automated, reduced-line stores. They can be put into retail areas and achieve targeted penetration in a low-cost way, while reducing risk.
- **Intelligent replenishment:** By allowing for monitoring of stock levels, smart packaging will now allow fridges or pantries to order new goods when stock runs low.
- **Connected homes and stores:** Connected

homes will offer connected health and wellness devices, pantries, appliances and even connected medicine cabinets, while connected stores include technologies such as contactless checkout, scanning, iBeacons, smart mirrors, smart shelves and RFID.

It's easy to see why IoT is such a hot topic at present. Although there are real challenges involved, such as privacy and security, as well as the necessity for agility and innovation and seamless connectivity, IoT opens doors to many opportunities. The new rule for the future seems to be that whatever can be connected, will be.

The business case for IoT for retailers lies in connecting with their customers in new and relevant ways, as well as driving efficiencies in their supply chains. We are already seeing pilots in South Africa with connected 'smart' sensors in store and planogram 'robots' to manage consistent in-store execution. Local retailers are forging new relationships with smart, innovative partners who will accompany them on their journey.

# Marketing spend under pressure

**I'd like to see a resurgence of client spend during 2016 - but I'm not anticipating it. Instead, I think that the economy will continue to be under pressure, and this will shape the way that brands and marketers behave.**

When businesses come under strain, marketing budgets always take the hit first. Although it's been proven that brands that spend more during recessions tend to come out of the dips faster, the fact is that when bottom lines are under pressure, companies cut what they perceive to be the soft stuff - and in most cases, marketing falls into this category. Of course, this isn't true of all companies, but there are very few organisations that are truly brand-led.

The decrease in marketing spend that I anticipate will mean that brands will have to be more creative in how they speak to consumers. I'm not just referring to original thinking, although that also applies; rather, marketers and their suppliers will have to be smart about how they use their apportioned spend.

## Increase in digital media spend

As a result, we're likely to see the use of digital and social media continue its upward trajectory, in spite of the fact that South Africans are not yet completely in touch and up to date insofar as technology is concerned. Still, they're relatively cheap mediums, and as more media spend is invested in these areas and access to internet grows, we'll see South African

practitioners using them not just more often, but also more effectively and creatively.

## Measurability need

Another consequence of the industry coming under economic pressure, and another reason for my opinion that there will be an increase in spend on social and digital media, is the need for measurability. Clients are demanding a trackable investment, and these channels deliver.

While I'm a big believer in brand building and brand advertising, which traditionally are achieved through consistent and long-term above the line communication, it's very difficult to deliver or prove quick turnaround results in the ATL space. Brand building is, after all, a slow burn process and much of the effect that you make takes place on a subconscious level.

Now, I personally think that this is one of the most important shifts you can create among consumers or would-be consumers, but it's much more subtle than the immediate and clearly visible results achieved through digital and social channels. The value of the

impact you make can only be seen by looking back over long stretches of time.

I believe we'll also see greater spend in other below-the-line areas, too, with big growth in shopper marketing especially.

The overall impact on the industry insofar as agencies are concerned, is that it's going to become increasingly difficult for larger agencies to maintain their working models. I predict that, more and more, we'll see smaller agencies servicing bigger clients with integrated TTL thinking and making use of outsourced creative and production resources in order to meet executional objectives. Expect to see agencies running leaner, shrinking and expanding according to clients' requirements on a project-by-project basis.

Regardless of trends which may come and go in 2016, the one enduring truth is that the need for strong, insight-driven ideas will never go away. That was, is and will always be how you create resonant content and relevant communication between brands and consumers.



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## DIGITAL TRENDS

# Social media marketing trends

**Remember when social media was the domain of the team renegade or, better yet, the intern? Social strategies are a critical part of overall marketing strategies, often leading the charge in having a direct effect on the bottom line.**

And in Africa, where mobile isn't a second screen, is the screen, and the primary means to access the internet, the importance of social media platforms cannot be emphasised enough. Here are some trends to look out for in 2016.

**1. Quality over quantity.** Remember the adage 'quality of quantity'? According to widely quoted data by Forrester Research, Facebook shows each brand's posts to only 16% of its fans. Organic reach is becoming increasingly hard to come by, emphasising the importance of good content that is shareable and offers value.

In conjunction with increased social media spend, 2016 will see brands focusing on quality content,

proactive rather than reactive conversations and influencers to extend their reach.

**2. Less words, more visuals.** Less visuals, more video. Visual content has always garnered more interactions than words, so the ability to share compelling images across platforms has been a must for some time. Now, globally - even in Africa, where data costs and bandwidth remain concerns - we're seeing greater shift from visual to video.

In South Africa, engagement with YouTube videos has trebled in the past year. Half of all Facebook users watch at least one video per day on Facebook. So it's likely that you'll see more video ads in your newsfeed.

In-feed video has been shown to be slightly more successful than static ads - enough to warrant additional spend. But organically shared content will continue to show better engagement rates. As video grows as a focus area, it will be important that your videos stand out and captivate.

**3. One size won't fit all.** Consider that more than a quarter of South Africans are on Facebook and 7.4 million are on Twitter, and it's easy to imagine these

two platforms remaining the most popular social networks among brands.

When it comes to the deluge of other social media apps - Pinterest, Snapchat, Vine, Periscope, et al - where should you be? Rather than trying to be everywhere at once, marketing managers should be asking questions about which platforms their audiences are using and how they are using them.

Analytics tools will offer improved features to gather deeper insights, enabling selective, targeted social media campaigns. This frees up social media managers to give more attention to the type of content their customers are most receptive to and allows teams to spend time producing quality, tailored content for selected platforms to ensure organic reach.

**4. The rise of social commerce.** In 2015 we saw how ad blockers have the potential to erode the effectiveness of display ads. We also saw buy buttons added to Facebook, Twitter and Pinterest, and it's only a matter of time before Instagram does the same. Social media ads are less intrusive and more relevant, which should equal greater engagement rates.

But we're short on brands that have demonstrated success using these social commerce tools, and privacy and security remain concerns among users. Expect this to change. Fast. E-commerce brands have reason to be worried as social platforms work harder to ensure users never leave the app. The result? Watch out for e-commerce websites becoming increasingly social in nature as they react to this.

**5. WhatsApp takes over the world.** Bought by Facebook for \$22 million last year, many Americans haven't even heard of WhatsApp, but in Africa it's big. In fact, when looking at the continent as a whole, no other app comes close in terms of user numbers. And it's free.

WhatsApp quietly launched a click-to-share button a little more than a year ago, and there are video calls. For content marketers in South Africa, with 22 million users literally at their fingertips, this presents a great opportunity in uncharted, unsaturated territory.

It's early days, but expect a lot more talk about WhatsApp as a content marketing tool this year.



# Heading for a 'privacy apocalypse'

**Big data is all the rage, but what does that mean in real terms in 2016 and is it just the tip of the iceberg in terms of the implications for privacy protection and the unchecked harvesting of consumer experiences?**

## Privacy hostilities

Because of the data gathering and analysis capabilities of the big ecosystems (networks of flexible and adaptable companies, each of which affects and is affected by the others), private companies now know more about your behaviour than the most totalitarian State ever did. What will they do with it? There is a very real possibility that a major brand or service will suffer an attack or breach that may embarrass ordinary consumers by exposing the kind of information that users will be shocked to discover is openly out there. This will affect both corporations and customers alike.

## Harvesting experiences

With their advertising-based revenue model, services like Google and Facebook are basically harvesting people's lives. Your experiences are hoovered up, tracked and analysed and your humanity farmed and sold to the highest bidder. As a result of this, trust will be a key commodity going into the future and companies cannot just ask consumers to give away their personal information mindlessly to 'the machine'.

## Smart sensors

This, coupled with the explosion of data that the Internet of Things (IoT) has facilitated, will bring the

privacy issue into stark relief. Fortunately, data analysis has an incredible power to [improve the world](#) - but at what personal cost to privacy or our essential humanity?

## Real-time revolution

The ultimate drivers of the 'real-time revolution' are platforms like Amazon, Netflix and Uber that offer services which give the consumer more contextual and relevant options than ever before. The elimination of lag in a consumer's life is compelling and having tasted the future with these existing services, society will see a tip over to a gold rush of new platforms that hope to follow in the wake of these leaders. This will result in a 'rump' of relatively low value consumers, who will accept constant intrusion, monitoring and carnival barking, to offset their inability to afford the service.

## The power of personality

The big payoff for companies entering this new age is that modern technology allows them far more personality than ever before and they will have to shift their focus from pure brand sells, to actually delivering services with a personality that resonates with users at a personal level. The more our world is ruled by algorithms, the more we will demand to be treated as humans.



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# The 2016 podcast push in South Africa

Podcasts are not new and there has been much talk about them over the last 10 years. The turning point for podcasts came in 2006, when iTunes added podcasts to its menu, which led to the influx of new podcasts and millions of new listeners.

Podcasts have been a major source of entertainment, education, insights and inspiration across a range of topics.

Looking at podcasts, on a global level, [Serial](#) broke all kinds of iTunes records with the podcast being the fastest to reach five million streamed and downloaded episodes and took less than three months to hit the 40 million downloads mark. Locally, Gareth Cliff and [Cliff Central](#) really upped the streaming and podcast game with monthly podcast downloads of over 500,000 across the various Cliff Central shows.

Overall podcast listening stats in South Africa are almost non-existent, although I can confirm there will be some official podcast and audio streaming measurement from 2016. In the US, an estimated 46 million Americans over the age of 12 now listen to podcasts on a monthly basis. That's 17% of the 12+ US population, showing consistent annual growth.

So what do we know about podcast listeners?

- **They're young & tech savvy:** Podcast listeners tend to favour the internet over any other form of media, meaning it's the perfect fit to leverage other digital marketing.
- **They're affluent & educated:** Weekly podcast listeners tend to be more educated and have higher incomes. In other words, podcast listeners have money to spend on the products and services you are offering.
- **They're social media users:** Podcast listeners

are more likely to check social media sites multiple times a day, a perfect audience for social media marketing efforts. Overall, podcast listeners are serious about podcast listening and they are looking for exceptional content to consume.

## Podcasts will only get bigger in 2016 and beyond

**1. Accessibility:** We have conquered desktop listening. We have conquered smartphones. (In 2014, 2.6 billion or 63% of all podcasts were requested from mobile devices). We are now in the final steps in simplifying the podcast experience with built-in car players. Apple and Google are busy signing deals with car manufacturers to get their systems, [Apple CarPlay](#) and [Android Auto](#), integrated into new models rolling out of plants. It's a game-changing move that will make podcasts that much more accessible.

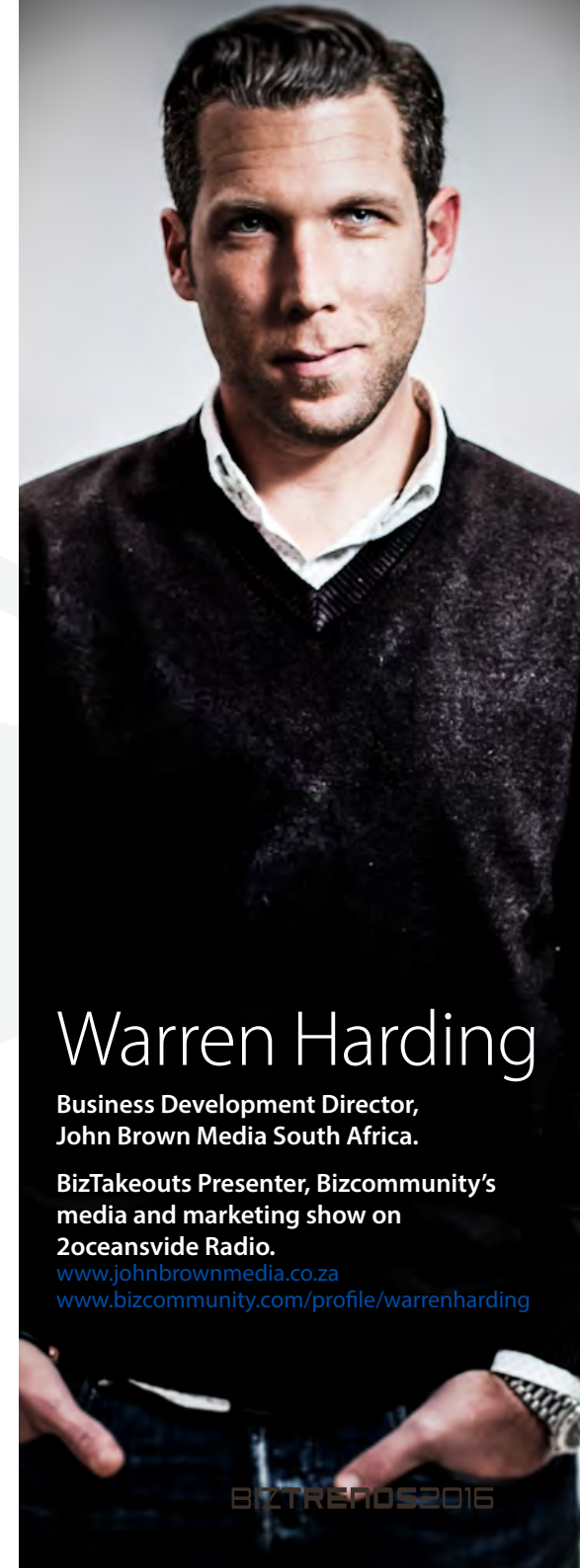
**2. Low barriers to entry for new content producers:** Just like blogging platforms and YouTube have allowed millions of people to become content publishers, podcasting has similarly low barriers to entry. All you need is an idea, laptop, microphone and audio editing software and you can record and publish a podcast that can be distributed to listeners across the globe. Podcasts are also free for listeners.

**3. On demand:** We have seen it with Netflix and now ShowMax, we want to watch TV shows, when we want to watch them and also watch eight episodes

in a row. Podcasts allow you to listen to whatever you want, in whatever sequence you want, and whenever you want. Podcasts are mobile and can go wherever you go.

**4. Multi-tasking:** The beauty of podcasts is that you can consume content while you go about living your life. You can listen while you drive to work, jog, wash dishes, gym or perform a multitude of tasks that you can't do while reading a blog post or watching a video.

**5. Opportunity:** With cheaper data, more access to Wi-Fi and once podcasts are easily accessible in cars, podcast competition will become more intense. The top 100 iTunes podcast real estate will all be big corporates throwing marketing money to make sure their podcast is heard. Getting your podcast in this top 100 list will be almost impossible. In the next few years, everyone will have a podcast, so start yours today; start building your audience now, start creating content immediately.



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## Important content marketing trends to look out for in 2016

### DIGITAL TRENDS

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**The scope and overall value of content marketing has been growing exponentially year upon year, and 2015 was no exception. With a focus on the optimisation of user experience for those browsing the web using their mobile phones, as well as on the creation and distribution of useful, high quality content - and let's not forget about the roll-out of a plethora of stringent Google updates - for many marketers out there, 2015 was a year jam-packed with highs and lows.**

Luckily, 2016 brings with it numerous exciting prospects and plenty of room for growth. Below, we take a look at the top three most important content marketing trends to look out for (and to prepare for, of course!) this year.

#### Mobile is set to continue its climb

As already mentioned, 2015 is considered by many to have been the year of 'The Mobile Revolution'. The focus on mobile is set to continue throughout

2016 and beyond. However, the emphasis will not only be on website mobile optimisation in terms of user experience, but also on embracing the many opportunities that the world of mobile has to offer - especially when it comes to app development.

Apps are all the rage at the moment, thus providing businesses with the perfect opportunity to take action and try something new. By developing an app that ties into your brand and product or service offering, you will be increasing both your reach and your chances of achieving more substantial and more frequent conversions.

#### A need to embrace newer social media channels

For many years, content marketing gurus have been encouraging business to utilise social media in an effort to build their brand and increase their following. However, up until now, the focus has been solely on the most popular platforms, namely Facebook, Twitter and LinkedIn. In 2016, marketers are advised to take advantage of the newer social media channels that have, until recently, been deemed 'unsuitable' for marketing purposes.

Channels like Instagram, SnapChat and Facebook Instant Articles (which, in the event that the right to publish is made available to all, is likely to become a massive game-changer in 2016) provide a number of opportunities to marketers who are creative enough to discover and develop them further. Knowing this, when incorporating these platforms into a content marketing strategy, it is important for marketers to utilise the social media channels strategically in terms of the content which they produce, keeping in mind the overall 'tone' and demographics of each channel and ensuring that the content produced fits in with these norms and expectations.

#### A demand for interactive content

While still an integral part of any content marketing strategy, basic blogs and articles are no longer the be-all and end-all, nor will they be enough to fully satisfy your audience. Instead, a demand for interactive content is sure to become evident as the year moves forward, with people looking for more excitement and a bigger role to play in terms of the content which they 'consume'. Think along the lines of interactive infographics (how about an infographic with embedded YouTube videos or audio recordings?) and interactive e-books (perhaps with a

few pop-up animations that appear each time the reader turns a page or hovers over a paragraph?); and consider innovative ways in which to grab - and **hold** - your audience's attention.

Looking at these trend predictions, it would seem that 2016 is set to become a year of innovation, of over-stepping boundaries and of re-assessing and escaping self-made limitations. It would also seem that 2016 is set to become the year of fearless execution - where businesses stop following trends and start setting them instead. After all, as Jamie Notter once said, "*Innovation is change that unlocks new value...*"

THE DEFINITIVE AFRICAN MARKETING AND MEDIA B2B TREND REPORT

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# MARKETING TRENDS

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## MARKETING TRENDS

# Evolving consumer landscape favours the bold

**One of the biggest drivers in 2016 will be consumers' continually shrinking wallet. This will continue to put enormous pressure on manufacturers and retailers, as consumers from across the LSM spectrum demand competitive pricing and increased value.**

### Consumers under pressure

This has already resulted in a significant shift in product usage that will evolve even further this year, where consumers use products right down to the very last drop to reduce wastage, repair items instead of buying new ones, buy multiuse products that can do more than just one task, and recycle products.

This frugality will be facilitated, in a large part, by advancing technology. Consumers will increasingly use digital platforms to maximise their financial savings by actively comparing prices between retailers, seeking out special deals and exclusive offers, and looking for increased value.

Previously, consumers would look online before

buying houses, cars and appliances, but now they're doing the same for everyday grocery items. Retailers will have to ensure their prices are highly competitive, current (updated daily, if necessary) and actively promoted across digital channels to allow for favourable online comparison.

### Smartphone penetration

However, technology is not just limited to online activity via computers; the escalating penetration of smartphones across all LSMs in South Africa will continue to fuel the rise of e- and m-commerce in both pre-shopping and actual online shopping, which is expected to top 5% of total retail trade in future.

This means even consumers in far-flung rural areas will have the ability to compare prices and buy goods online, requiring online retailers to maintain pricing competitiveness across geographic regions and channels.

### Deepening brand engagement

In fact, technology isn't just enabling consumers to

make informed decisions and purchases, but giving them a stronger voice too. This trend will persist in 2016, as consumers use technology to deepen their brand engagement.

But woe betide the brands that have an inactive online or mobile presence: consumers' rampant use of technology for social justice can cause massive brand failure if negative experiences reported online aren't responded to quickly and efficiently. Although, these digital platforms can just as much build a brand, cultivating strong consumer loyalty in a volatile market. The challenge for brands in 2016 will be to remain wholly engaged with, and responsive to, their customers.

This engagement is going to become even more important as consumers increasingly seek an omnichannel connection with brands. Having a call centre, email address and website is no longer enough; consumers want to interact with brands on many levels, including through the plethora of social media channels available today.

### Millennials driving trends

Finally, one of the biggest trends that has only begun to make its presence felt in South Africa is a significant driver of all these projected trends - that of the Millennials. Yes, the trend has been slow to take off compared to the US market, but it's here and it's growing and it's a very real part of our future consumer landscape.

Millennials are discerning; they wield incredible purchase power; they're highly influential, forcing a veritable retail evolution in front of our eyes; and depending on their personal brand experience, can be your greatest asset or your toughest challenge.

The next year will be an exciting one in the consumer market, but it is those bold brands that capitalise on these trends that will reap the biggest rewards.



# Age of analytics

This is the age of analytics where data is a core brand value and if it moves, it needs to be measured, says Abey Mokgwatsane, CEO of Ogilvy & Mather South Africa.

There is a saying at SAB that “anything that can be measured, moves”. The hyper-data world that exists - our ability and capacity to analyse data, to get out of it useful insights to enable us to make the right decisions and investments - will be that much more pronounced.

There are three key areas in the age of analytics that are important this year:

**1. Customer data analytics.** We live in a world right now that has the internet of things, all gadgets, platforms, to engage the internet on, from fridges to mobile tech. On the other side, we have people who are becoming more digitised. And there sits customer analytics, analysing in great detail, influence on social media, interaction with businesses, mobile apps... There is much more data to analyse to help us with insights or decisions based on data. Everyone is speaking about the Internet of Things (IoT) and consumers are digitising, but for the first time, as a trend, there will be much more focus on analytical ability. It doesn't just sit in the digital department, but looks at every single sphere of the marketing world.

It is the joint responsibility of agencies and marketers. We need our own capacity. Sales analytics will sit in the client environment. We just need the data. As soon as agencies lose the ability to look at the market

and analyse the market to give them insights to sell back to their client, all will be lost.

There will be huge investments in customer data from agencies this year. We are in this 'hyper-internet of things' world. And we need the ability to read that data and act on it.

All the trends we have spoken about before, such as how our consumers are engaging with our brands, are reliant on data. You can't measure engagement if you don't have the data. If you don't know your consumer touch points, you are lost. We have a mobile agency - mobile being an access point to customers - so it is also a customer access point for analytics.

**2. Business analytics** - agencies: Business systems analytics will become more of a trend. Client budgets are being cut. Agencies are looking at their own systems to make sure they are geared to support this integrated world we live in. That can't happen on a whim. That requires us to sit down and say OK, how would a brief stay in a system? Does it get stuck with the client? We are critically analysing our own value chain. You will see a lot more work process automations happening, analytics in own work flow processes, 'possibility analytics'. Some clients are not worth keeping because they are losing you money.

Not many agencies know this. There needs to be an investment in business analytics. We have to work more efficiently and demand fair remuneration and manage fair profitability. The new traffic people of the future will be business automation people, not just people handing out job bags. They are going to be running business analytics systems.

**3. Talent analytics:** This is a broader trend in human resources - up to 70% of agency costs are people. We as a business are going to see the rise of talent analytics - we will be able to tell you how often people need performance reviews, the most productive engagement with our staff, and our ability to create employees that are 'future fit', will be highly determined on our own talent analytics and looking at people as individuals to analyse performance.

It's a new lease on life to HR and talent management, similar to what social media did to the PR industry, and it will create new ways in how we procure talent in the industry.

*\*Abey Mokgwatsane was interviewed by Louise Marsland, Bizcommunity.com contributing editor & BizTrends 2016 Trend curator & editor.*



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# Five game-changing trends for 2016

The top five trends for marketers to note for this year include VR, AR, the maker movement, device culture, and content in context.

## 1. VR (virtual reality) and AR (augmented reality) get serious

We have all become accustomed to the rapid changes and developments in technology and the speed of these changes will continue with things getting smaller and faster. The internet of things will continue to link our cars, clothes and appliances to our mobile devices and wearables. The biggest developments will, however, be in VR (virtual reality) and AR (augmented reality), which will be used for business, design and advertising.

Expect to see brands creating their own cardboard glasses similar to Google's cardboard viewer, with downloadable apps of unique experiences. The question is, will ad agencies be quick enough to capitalise on this or will we see new dedicated agencies appearing that will focus on these 'new' digital experiences?

Designers and architects can also add a new dimension to their creations and the medical field are already working on a host of different applications that will allow them to operate with greater efficiency and accuracy. This technology will create better flexibility for project teams working at opposite ends of the globe.

## 2. The maker movement impacts education and business

One of the biggest complaints by top international design firms in recent years is that graduating students do not understand the manufacturing process of the products they design, hence rendering



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them useless in practical terms. This was even the sentiment of Jonathan Ive, the head designer at Apple recently. School leavers may be better off exploring, experimenting and creating through maker groups than they would by getting a formal design education. Expect to see this movement continuing to grow but, more importantly, some great products and technology are being created by untrained individuals as well as school kids.

This movement and the popularisation of it, will put pressure on the education sector at all levels to relook at their syllabuses and to re-evaluate just how relevant they actually are. Private schools will be the early adopters of such strategies, creating a gap for individuals or groups to attract students to their new or existing maker spaces for financial gain.

Forward-thinking retailers could and should capitalise on this, as we have recently seen with West Elm in the USA, where they opened maker spaces to the public to view the design and prototyping of their unique designs, which are created by both their in-house designers and collaborators. This empowers and educates and creates a story that really is authentic.

### 3. Business rebuilds and renovations

Companies are quickly coming to the realisation that innovation won't simply come from employed individuals or departments but rather from the company as a whole, creating an urgency to change culture. Publications such as the Harvard Business Review and Fast Company have been speaking about this for some years but the urgency will be better realised in 2016. Executives will be forced to explore new approaches such as Design Thinking and Holacracy, which not only define new business strategy but also company structure and operations. Companies will realise that they cannot do

everything in-house and use external companies and consultants to assist with this business remodeling, ensuring a smooth process, whilst not decreasing existing revenue by being overzealous and not identifying the correct and safe opportunities.

Along with this, expect to see many changes in marketing departments and in some cases even complete naming changes. The way in which we communicate and connect with clients has never been more complicated. Collaborative teams will be the order of the day instead of specialised roles and responsibilities. This will assist in eradicating the silo culture of many marketing departments, which continues to mislead consumers instead of gaining loyalty. Outdated terminology, such as below the line, above the line, multi-channel and so on, will be replaced with terms such as PIM - personal interactive strategy, LBM - location-based marketing, IOT strategy - internet of things. The marketing department will need to be involved throughout the early stages of product or strategy development instead of later in the process.

### 4. BYOD culture

With more companies looking for avenues to reduce costs, we will see more companies deploying a BYOD (Bring Your Own Device) strategy for new and even existing employees. Just as most companies have stopped providing mobile phones, most companies have realised that most individuals have their own devices and upgrade these through contracts more regularly than they can do on a large scale. With the right schemes in place, it only makes sense for employees to use the devices, operating systems and even apps that they are comfortable with, instead of prescribing the hardware and software.

This does come with security challenges, but many

companies internationally have already successfully implemented this process and we have no doubt that this will soon become the norm.

### 5. Context vs content

Content marketing was certainly the buzzword for the past few years, with everyone talking about good quality content to promote their products and services. Unfortunately, a lot of great content went out into the digital atmosphere, completely unnoticed by both consumers and Google for that matter. The focus is now on context and just when you thought you and your company had a grasp on things, they have in fact just got a whole lot more complicated.

These five trends will drastically change the landscape of business, marketing and design and will in turn have a myriad of micro trends associated with them.

**COMPANIES ARE QUICKLY COMING TO THE REALISATION THAT INNOVATION WON'T SIMPLY COME FROM EMPLOYED INDIVIDUALS OR DEPARTMENTS BUT RATHER FROM THE COMPANY AS A WHOLE, CREATING AN URGENCY TO CHANGE CULTURE.**



# The Afropolitan Revolution

**The mass market in South Africa is a fast-moving and ever-changing environment, with new trends evolving all the time. In 2016, a whole new swathe of trends is presenting itself, and marketers need to watch out for them or be in danger of missing the boat.**



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## The Afropolitan Revolution

Firstly, the mass market in urban areas and metros is moving way beyond cosmopolitan towards something altogether more African; it's becoming Afropolitan.

Young black people in particular are defining a new urban culture that is both cosmopolitan and uniquely African. There is a strong emphasis on 'going back to black' and, with that, a trend towards a fusion of local and international cultural influences. The spinoff is language and idiom that is unique to the urban black market and - now more than ever - marketers need to know the people they want to communicate with in order to be effective.

## Youth power

In line with this is the growth in the influence of young black people in household purchasing decisions. While they may not be the main breadwinners in the household, they are educated and informed consumers who have significant sway over what is bought and used in the household.

Again, marketers need to know this audience well in order to communicate with them effectively. Young

black people demand and expect to be treated as sophisticated consumers who have an in-depth understanding of the products and services they purchase.

## Give me freedom!

Freedom never goes out of fashion, but there is an increasingly intense expectation of freedom of choice and, it goes without saying, of getting free stuff too.

So, for example, restaurants and coffee shops that offer free Wi-Fi will be more attractive to the discerning - and often fickle - urban black audience. Wired and mobile, Afropolitans see freedom to communicate from anywhere as an essential part of their freedom journey.

## The media is another country

The #FeesMustFall campaign that swept through campuses around the country in late 2015 brought with it many lessons. This was a mass protest action that was organised without the use of either print or online media. Communications were generated and shared almost exclusively on social media platforms, and word-of-mouth was a huge factor in the success of the campaign.

The take-out from this is that we can no longer make any assumptions about media usage, especially about channels that have traditionally been used to reach the mass market.

Media strategists and planners therefore need to be aware of the greater issues affecting the way in which people communicate with their peers - and they need to take these into account when aiming to reach the mass market. In short, this means that there needs to be informed and intuitive integration of messaging across all media platforms and, above all, creative work must be super-innovative, even edgy.

## Trending on 'Black Twitter'

A related phenomenon is 'Black Twitter', where hashtags created and used by black people define the social media space they occupy.

More than on any other platform, marketers need to know the Black Twitter audience intimately - and be able to communicate in ways that are acknowledged and accepted. Since the Arab Spring, Twitter has become an enormously influential social media platform and, as such, has to be on every marketer's radar.



# Ideas of substance and independence

**Creativity is critical to business, as are ideas that generate substance and marketing campaigns that don't play on stereotyping.**

## Leave the hype

It's inevitable that the trends shaping the coming year will be influenced by what happened this year. One of the happenings from 2015 that I'm hoping to see continue into the New Year is a return to an insistence on creativity and originality, rather than relying on absolute hype.

Think of Coca-Cola's Rainbow, an execution based on a solid idea, compared to the recent Clover UFO. It's really about marketing based on ideas instead of 'things'; important, because 'things' generate noise, but ideas generate substance - and that's what we need to prove to corporate South Africa that creativity is critical to business.

## Stop stereotyping

In contrast, a directional development that I find very worrying is South Africa's obsession with showing black people who are very young in stereotypical roles. I'm thinking of brands like MiWay and Cell C's 'Believe' campaign where they are always either party-starters, or can't stop giggling. It's true that we're seeing more black protagonists, but we're not seeing them portrayed in new ways - they're still the same old regurgitated typecasts. I had thought that this would have changed by now, but it seems

that the messaging platforms of the 80s and 90s are entrenched.

It appears that marketers don't want to understand the nuances of the consumer who is black - they lazily treat black consumers as a homogenous group, when the truth is that there are as many differences between black audiences as there are between white or Indian consumers. We need to take the time to comprehend what drives them.

## Independence Day

Going forward, I expect that we'll see small agencies mushroom and consolidate their punching weight. I understand the allure of a pay check from big multinationals, but I'm hoping that our small, independent shops will sandbag themselves and dig deep into their wells of creativity.

It's hard to admit, but there is often a culture shift when a small agency is acquired by a larger one; all too often we've seen an undeniable change in the thinking of a once innovative boutique agency when it becomes part of a larger multinational group.

I hope that this year, small agencies buck the trend and continue to offer thinking that challenges and inspires us.

A close-up, profile view of a woman with short-cropped hair, looking thoughtfully to the left. The lighting is soft and blue-toned, highlighting her facial features.

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# Integrate, collaborate, flatten and rebuild

**There will be an increased focus on integration from a marketer's point of view which means collaboration from an agency's point of view.**

An edited interview with Justin Apsey, vice-president of Brand Building Home and Surface Care at Unilever, explains why:

*"My biggest concern now is the fragmentation of the specialist environments. We used to have the benefit of agencies leading us through the murky world of advertising, and then a couple of years ago we had digital rosters because we had to understand digital, then you needed social and data etc. We've now ended up with all these specialists who are all really good at their jobs and creating these different environments where they optimise solutions and channels. This is becoming increasingly confusing for marketers who are becoming project managers. I fear that the brand is getting lost through that experience, the consumer is not seeing how it's all working together.*

*"So my view on agencies is that I want to see more collaboration, and not just advertising agencies, with media agencies as well...You need to create one seamless experience and orchestrate it for us as clients, sell us the dream, make it easy for us to understand, allow that trust to exist between you because you'll get the trust back from us. At the moment I'm not sure I'm getting the best for my buck, because I'm getting fragmented through the entire environment. So come together, work together, work a lot harder together and create," says Apsey.*

## Collaboration means breaking down walls

With multi-agency teams, and even in big agencies, collaboration becomes problematic because each agency or specialisation has a separate bottom line. Targets are chased and budgets are protected. No true collaboration, customer-centric, media-neutral branded experience (throw in more buzzwords if you like) can be possible when MDs are defending their economic turfs.

Walls must fall. Silos must break down. Incidentally, this has to happen in the brand world too. Silos between sales and marketing, or product and marketing or segment and brand will have to become more integrated and collaborative to be more effective. Massive waste occurs in these groups being unaligned internally.

If you don't believe me that silos are dangerous, here's what Patrick Lencioni says in his book 'Silos, Politics and Turf Wars': "Silos - and the turf wars they enable - devastate organisations. They waste resources, kill productivity, and jeopardise the achievement of goals."

## Measurement and management

The pressure on integration is also to improve efficiencies in terms of agency fees. There will be a strong move to mechanise and automate many areas

that are currently being done manually or not at all. Consistency, effectiveness, efficiency and insights will be managed and measured.

## Fluidity and quality of messaging

The result of all of this will be (could be) stronger, clearer, more consistent messaging that moves fluidly through channels, engaging consumers in ways they want to engage.

"This idea of orchestration to create a branded experience that consumers feel and see, that is unlocked through the power of all these wonderful new channels that we have, that's what we want," Justin Apsey goes on to say.

This might result in more brands developing strategies that aim to do good but are fundamentally linked to their brands. One hopes that in order to be heard amidst the fragmentation and noise levels, brands get back to powerful storytelling, woven seamlessly through the channels consumers care about.



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# Consumer appetite for more is transforming brands in 2016

**Finding the balance between the opportunities and the risks is the right way to do business in Africa. These are the key trends driving investment in Africa.**

Africa is a continent of contrasts. It is little wonder the first European settlers in South Africa described Cape Town as both the "Cape of Good Hope" and "the Cape of Storms". There are extremes everywhere - affluence and poverty; opportunity and misery; great natural beauty and environmental degradation.

Not that many years ago, Africa was often seen as the 'hopeless' continent. Now it is a continent on the rise - the opportunity continent, the continent of hope. Both the reality and the narrative have been optimistic for a number of years now.

There are six main reasons for companies to invest in/work in Africa. All of these include both opportunities and risks that need to be carefully balanced.

## 1. Better regulatory environment and better governance

African countries are building local environments that are more conducive to doing business. But there are 55 different countries on the continent and therefore 55 different sets of regulations, political regimes, governments and processes. Therefore, for a company that wants to do business on the continent, it is crucial to have local partners on the ground to advise on, and to overcome, any potential pitfalls in these areas.

## 2. Greater political stability

In 1991 there were eight democracies in Africa; today there are over 30! Growing and sustaining democracy is being driven by the emerging middle class and a vibrant private sector. When working in Africa, businesses need to understand the political environment. Local partners/advisors are important in doing this.

## 3. Demand for resources

Africa is the richest continent when it comes to natural resources. This has given African governments more bargaining power and has led to new forms of relationships. For example, China is a customer/trade partner, banker and development partner. China is attracted to Africa's raw materials to feed its industries and at the same time needs a market for its increasing numbers of manufactured goods.

Handled badly, this can lead to a fear of economic colonialism where companies are perceived to take advantage of the "unsophisticated locals and local leaders", to be plundering riches and leaving little behind in terms of benefits to locals, communities and countries. When doing business in Africa, companies need to demonstrate commitment to the local community and doing business in partnership with local people, and where necessary, with



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governments.

### 4. Expanding labour force

Africa has the youngest and fastest-growing population in the world and by 2040, will have the largest labour force with 1.1 billion Africans of working age. This represents a labour force larger than those of both China and India and there must be an opportunity in that. However, in Africa, unemployment is still the biggest social and political risk. Poor education and skills levels mean that many young people are only suitable for lower level jobs/unskilled jobs. This can lead to social anger, frustration and potential unrest. It is clear that a concerted effort is required to improve education and training and companies that operate in Africa are required to play their part in this.

### 5. Urbanisation


Urbanisation in Africa is currently at 40%, which is comparable to China and higher than India. By 2050, 60% of Africa's population is expected to be urbanised. Increasing urbanisation leads to an increase in consumer spending power and therein lies a huge opportunity for consumer goods companies and, in turn, all those involved in their supply chains - transport, shipping, etc. But, rapid urbanisation can also bring some risks. Higher levels of unemployment in the cities can create social problems - overcrowding, insufficient housing, social and health problems and increases in crime rates. All of these can impact on work attendance, productivity and service delivery.

### 6. An emerging middle class

The emerging middle class is driving Africa forward, but it is not all positive. Adopting a 'one size fits all'

approach to the middle class across the continent is incorrect, because it will lead to a misunderstanding of local markets and local consumers. Companies need to adjust their strategies and expectations for their different markets in different countries to be able to service appropriately for each market.

In conclusion, despite the risks, the opportunities across Africa are significant and span every sector. But investors would be well advised to keep in mind the enormous importance of finding the right local partners to advise and to overcome potential challenges. Appropriate and market-relevant communications are key to success in Africa.



**AFRICA HAS THE YOUNGEST AND  
FASTEST-GROWING POPULATION IN THE  
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LARGEST LABOUR FORCE WITH 1.1 BILLION  
AFRICANS OF WORKING AGE.**

# Content marketing trends for 2016

**I'll take a bet that most people are sick of seeing the words 'Content Marketing'. It's a term that reached its peak during 2015 and its growth on the communication scene is set to increase this year.**

Call it what you will, brands have been creating content for years, it's nothing new. What is new is the amount of ways we're able to create and distribute words, images, sound and video; the distribution and targeting of content will set certain brands apart in 2016.

## Email

This may come as a surprise; my number one trend for 2016 is email. Email is one of the most underrated channels but it's a key one, particularly in South Africa. Companies have access to massive databases but don't actively use them to distribute key, targeted content or to ask for feedback. Similarly, we need to experiment with mobile messaging platforms in a more creative way to tell stories, share information and involve consumers.

## Less, but better

Brands are fighting for consumers' attention constantly, the barrage of content is overwhelming and only the strongest stories survive. Brands will start to produce, and post, less content but better content that strives for deeper engagement and a genuine understanding of the market. After the 'snacking' frenzy of 2015 we'll see a move towards more meaty content production in 2016 - longer form, well-researched editorial pieces.

## Personalisation

Following on from the above, content marketers will need to create content that targets individual or group needs. This not only helps to cut through the clutter but also speaks to consumer needs. Users expect personalised content and there is pressure on brands to start demonstrating their understanding of different customers in a relevant and personal way.

## Omni-everything

I've long been a vocal proponent for brand owned spaces from which we distribute content. I understand that renting space on social media islands is essential if you want to fish where the fish are, but we do need to adopt a true omni-platform approach to publishing and distribution. Think of a 'hub and spokes' approach with a publisher-owned space at the centre.

## Video

In 2015 we saw the rise of new video driven platforms like Periscope and Snapchat. In 2016 video needs to be a critical delivery method for content in both the B2C and B2B space. Budget is always a consideration here, but if the story is relevant and well-targeted then sometimes the method of delivery or quality can be forgiven.

## Tell richer stories

More GIFs! Live streaming, webinars, interactive PDFs, slide shows and infographics. Brands will start to experiment with different platforms and tech available to tell better stories and deliver more targeted experiences.

The power of effective content strategy is something that will adapt and change in 2016. Focus on the consumer, find out what they need and want and keep it simple. Focus on fewer, but better.



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## MARKETING TRENDS

**The art of predicting how content marketing will change, or which new technologies or channels we will need to adapt to and/or adopt in this day and age does not get any easier.**

What is easy to predict, however, is that the presence of content marketing's well-known golden threads will be still weaving their magic... smiling knowingly as they go.

Just look at some of the quotes from the Content Marketing Association CMA Summit held in London on 3 December 2015.

*"Content has to be good!" Anna Watkins, MD Guardian Labs*

*"I want the offline (real-world) experience in-store to match the content I get..." Allyson Stewart Allen, CEO International Marketing Partners*

*"It starts with engagement." Shaul Olmert - CEO, Playbuzz*

*"Brands should be more like publishers..." Michael*

## Develop a solid content strategy

*Sadicario - Chief Revenue Officer, Storyful*

Nothing new here, you say. Yes it's not, and that's the whole point! The foundation on which content marketing itself is based, is not going to change. What will always change however, is the new (and old) channel/screen competing for our attention.

With that in mind take Twitter, [which is in the throes of allowing users to publish long-form content](#), and think of the fracas it will cause in an already volatile social space. Brands that left Twitter for Instagram, or are allocating large budget to Facebook, perhaps keeping a little aside for experimenting with Snapchat, will now be faced with yet another conundrum.

### Video hubs

Trying to traverse the video market could be equated to being in the middle of a war zone. Facebook has been testing a hub that will host video content where users can browse all types of video material. They've [just announced live broadcasting](#) for all, giving Periscope a run for its money. YouTube on the other hand announced [YouTube Red](#), an ad-free subscription service that will give users access to exclusive streaming and videos that can be saved

and watched offline. Competition for Amazon Prime and Netflix, perhaps?

Not even Twitter will be left out in the cold. They recently made video far more integrated in its offering and so far they've seen a significant [increase in native video views](#), up 150 times across Twitter, Vine and Periscope.

[Serial](#) and [Invisibilia](#) fans can rejoice, as the podcast is by no means dead. If you were not watching this space, I would highly advise... The Stockholm tech company [Acast](#), has been chosen by BuzzFeed and the *Financial Times* to host and distribute their podcasts going forward (as its currently free), and Google is [following in the footsteps of Spotify](#), by bringing [podcasting to its Play Music hub](#) - launch date still to be determined.

### Content with purpose

With so many places to be, it's rather alarming to see in the [Content Marketing Institute's 2016 Benchmarks Report](#) fewer marketers have a documented content strategy than last year. Without a comprehensive strategy in place, you could well be creating content that might serve no purpose. Plus, by outlining

a game plan, you will be in a far better position to decide on how (and why) to tackle new and shiny environments, similar to above.

So, if there's one thing you do in 2016, please take the time to develop a solid strategy, document it, and stay ahead of the curve.

**THE FOUNDATION ON WHICH CONTENT MARKETING ITSELF IS BASED, IS NOT GOING TO CHANGE. WHAT WILL ALWAYS CHANGE HOWEVER, IS THE NEW (AND OLD) CHANNEL/SCREEN COMPETING FOR OUR ATTENTION.**



# The critical South African consumer

**There is a growing confidence among South African consumers that they no longer have to compromise even with limited funds.**

This trend of an increased expectation of choice and less willingness to settle has emerged gradually over time, but is now a much more pervasive sentiment observed across a variety of categories, products and services.

We've noticed increased levels of rejection when consumers are made to feel that they are compromising. This shared sentiment amongst South African consumers is interesting because it is a marked shift away from the more accepting stance this market is known for.

South African consumers in the past have been slightly apologetic and people with less buying power simply accepted when brands made them feel less significant than others by offering poor quality and limited choice. But it is now evident that as a nation we're no longer happy to be undermined. Consumers want to choose the level at which they engage with brands, they want to choose their point of entry and not be made to feel that they can only afford 'x or y'.

## Innovative efficiencies

In my view, this is being driven by two key dynamics.

Firstly, there's been extensive innovation in the market. There are enough brands and products out there now that understand people and can deliver to them without compromising in some way. This has been supported by innovation in efficiencies, with savings being passed onto customers.

## Democratisation of information

Secondly, the democratisation of information has also supported the rise of a more empowered and entitled South African consumer. With the advent of the information age there is a much greater awareness, not only of what's available, but a more globally shared aspiration of who people want to be and how they want to get there. As a result, people's expectations are no longer so closely tied to their economic situation.

## Consumer consciousness

This rise of the critical consumer has some parallels with the current political consciousness where there is a less apologetic mind set with the thinking, 'just because I have less, it doesn't mean I am worth less.' In my view, this shift in thinking is most noticeable in the mass South African market where historically

there was a sentiment of 'I am lucky to have what I have'.

## Brand caution

The implication of this growing trend is that all brands must now be much more cautious of how they communicate with their customers. We as marketers haven't been mindful enough of our language and tonality in acknowledging that consumers want to feel empowered and that they are actually the drivers in the relationship. Brands are used to being the driver and making people reach out to them, but now consumers are doing the picking and choosing based on their individual needs.

In short, marketing efforts must be explicit in acknowledging that consumers have the power and they are the ones who actually decide how to spend their money. The kind of messaging that reminds people about their need to aim for less must be avoided, it's about what they want and understanding that value is determined by what they deem important and worthwhile.

The South African consumer is looking for real value - *real value* as defined by them.



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# Consumers as brand activists

**There is no denying that there is a massive trend towards being more socially conscious; consumers are increasingly defining themselves through the brands that they buy.**

People feel proud to support brands that care about their communities, employees and the planet. When people feel proud to be associated with a brand, they morph from just being consumers to being brand activists - and this makes doing good really good for business.

Creativity in marketing drives brand growth - companies these days need to be more innovative and engaging in order to stand out and be noticed in our constantly connected and over-stimulated world.

Generally, 'doing good' is the job for your Corporate Social Investment (CSI) department. These days, however, there are highly innovative ways to marry marketing and CSI in such a way that you are not only creating sustainable change, but also creating real value for your company.

This value is created in terms of earning B-BBEE points, driving sales, building your brand and marketing your service or product - to name just a few.

Here are five trends that we at [dot]GOOD believe will become increasingly prevalent in South Africa in the years to come:

**1. Impact Matters:** There is a global trend towards sustainability. Giving back is not simply about giving, but rather about creating sustainable change - making a tangible impact on the community. Combining your marketing and CSI efforts pools resources and creates a sustainable change in the

community you wish to support while creating real value for your company.

**2. Family Matters:** When considering a marketing and CSI campaign, think no further than the immediate beneficiary - ask how the initiative can extend to their family.

**3. Community Matters:** Always look for strategies and activities that will have a positive, sustainable impact on the broader community.

**4. Connectivity Matters:** Companies need to embrace marketing strategies that are focused on two-way communication. It is vital to connect with your customers and beneficiaries on a human level - today's beneficiaries could be tomorrow's consumers. Also important is that you involve and inform your stakeholders of what you are doing in the community - this includes staff, consumers, clients and the media.

**5. Context Matters:** In a world where consumers are bombarded with hundreds - if not thousands - of messages every day, it's important to consider when, where and how your message is being delivered. How can you deliver your message in such a way that it stands out, encourages personal interaction and aligns to your brand's voice?

A recent example of socially conscious, smart marketing is a project that we undertook in partnership with the Imvula Education Empowerment Fund, a 100% black-owned broad-based trust that facilitates

the education of promising underprivileged youth at the fund's Maharishi Institute.

We selected and trained a group of students to participate in a long-term, volume driving campaign to promote the full range of Tastic products and build long-term relationships with its consumers.

The collaboration constitutes a virtuous circle: practical training was provided to the students in a real-world situation, while at the same time, giving Tastic products a sustainable and financially advantageous brand-building solution - a great example of a true win-win situation.

The umbrella campaign gave the Tastic brand an opportunity to comply with B-BBEE requirements and reach sales objectives, contributing to the learning and skills of the participating Maharishi students at the same time.



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# Innovation and collaboration

**The industry is in an age where migration into the digital space is imperative, and the strong, inventive, pioneering and innovative players will ensure the longest longevity in the market.**

## 1. Rise of audio visual media

Video will be the big thing this year. People use videos more to showcase their products and reach their audience and be more engaging on every level, whether it is from an internal or external level or social media. The following year will be characterised by growing media interaction through the use of audio visuals because a picture tells a thousand words. In addition, a contributing factor to this phenomenon is social media where people do not read the full story anymore. Individuals are consuming news and information in shorter sound bites.

## 2. More outsourcing expected

As companies brace themselves for more uncertainty in terms of growth, maintaining lower costs will be evident through outsourcing of various services due to budget constraints. External outsourcing will still be happening because most companies do not want to carry the cost of employing people because it is still cheaper to outsource than to employ someone on a permanent basis.

## 3. Collaborative convergence

As we move in to 2016, the industry will see a lot more convergence with increased activity taking place between advertising, digital and marketing. Companies in these industries are working together at a greater level which is a good thing because many key messages are distorted as a result of people operating in silos.



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### 4. New market development

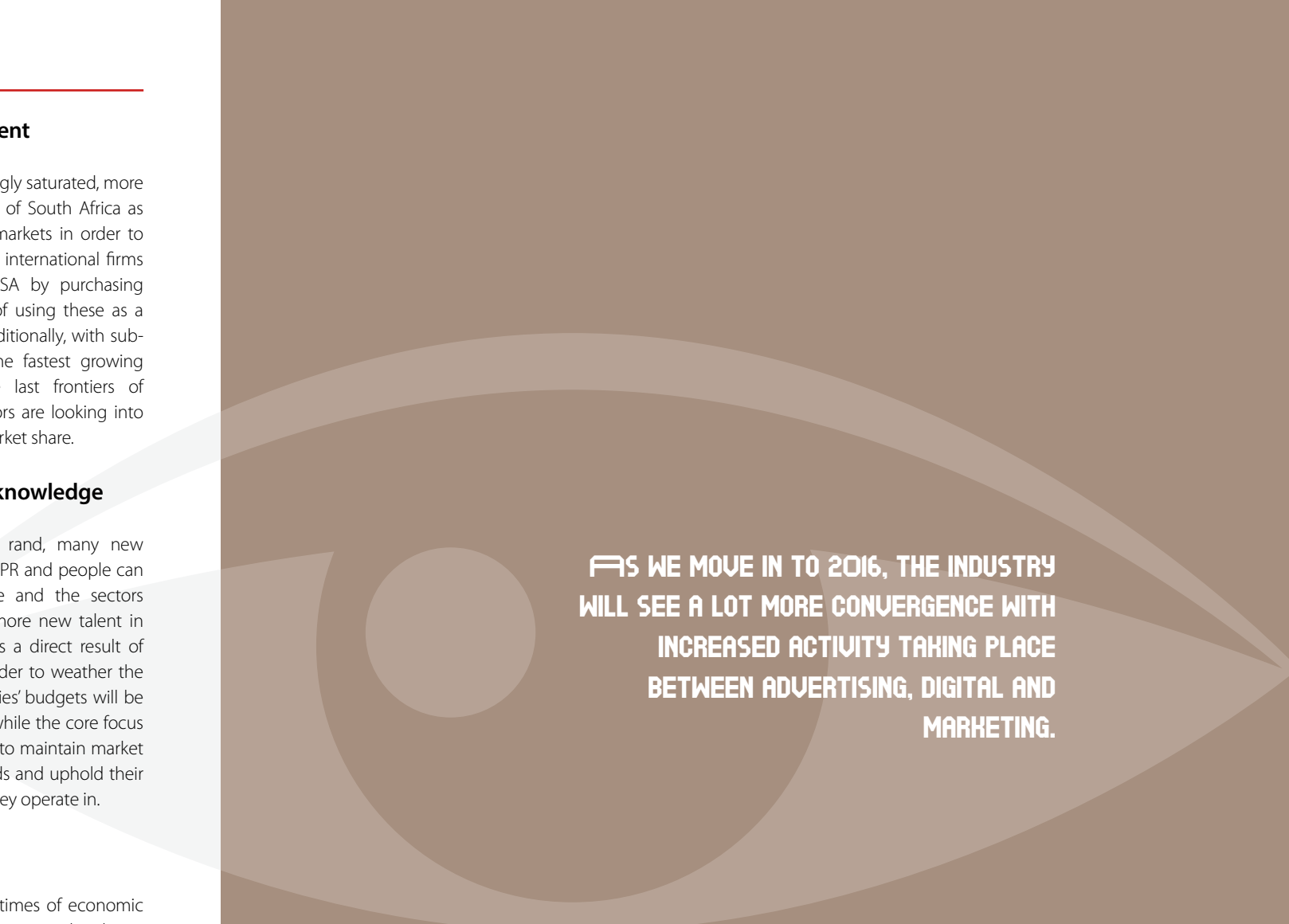
As the local market gets increasingly saturated, more PR activity is happening outside of South Africa as businesses are looking at new markets in order to grow and develop. Also, the big international firms have established footholds in SA by purchasing various agencies in the hopes of using these as a gateway to the rest of Africa. Additionally, with sub-Saharan Africa being one of the fastest growing regions economically and the last frontiers of unhinged growth, many operators are looking into this space in order to increase market share.

### 5. Expansion of industry knowledge

As a result of the weakening rand, many new opportunities are opening up in PR and people can expand on industry knowledge and the sectors they operate in. There is a lot more new talent in the market than before which is a direct result of the companies downsizing in order to weather the storm. During this time, companies' budgets will be squeezed and will remain tight while the core focus will be on maintaining the need to maintain market share, as well as build their brands and uphold their reputations in industries which they operate in.

### 6. Greater innovation

Besides exploring new markets, times of economic crisis are always an opportunity to do things differently. It is in times of recession when innovation becomes great and we will see new exciting campaigns... (and) innovation.



**AS WE MOVE IN TO 2016, THE INDUSTRY  
WILL SEE A LOT MORE CONVERGENCE WITH  
INCREASED ACTIVITY TAKING PLACE  
BETWEEN ADVERTISING, DIGITAL AND  
MARKETING.**



# Consumer appetite for *more* is transforming brands in 2016

**Are punchy trend predictions a useful guard against potential industry blind spots, or are they just beautifully worded nonsense? As a marketer or business leader, either view inevitably has powerful consequences for your brand or company's position in this rapidly evolving marketplace.**

From our vantage point, we see that consumerism and the appetite for MORE of everything is driving some key shifts, which marketers simply cannot afford to ignore.

Indeed, there is a very tangible demand (and need) for more Complexity, Participation, Control, Compliance and Connection among today's customers.

The parallel need for MORE brand relevance across the functional, emotional and experience dimensions is driving a few key trends, which we believe are transforming the brand and marketing landscape.

## Linking brand conversations to current affairs

As a result of the proliferation of content, we see many marketers trying to create cut-through using timing or topical issues as a key lever. For example, being quick to respond to current affairs and creating conversations around issues in the public media domain using social media platforms is emerging as a popular approach. (So we now have #tags coming out of our ears)

However, marketers need to be conscious that unless a conversation is relevant to the product or a

consumer need, these strategies become pure noise - and your brand may become embroiled in topics which turn bad, spin out of control and ultimately do more damage than good.

Consequently, more brands are requesting support in clearly defining their messaging frameworks. A great example of how to execute this properly is whereby the conversation is perfectly linked to a product feature, brand attitude or need. Here, we refer to the beautifully crafted TAGHeuer #dontcrackunderpressure campaign, which is essentially a clever play on the product attributes - linking back to the brand attributes.

## Finding beauty in the ugly (sales) sister

There is a growing need and desire among consumers to participate in the brand journey and experience. As a result, companies are being forced to balance their efforts around sales and marketing. In this environment, marketing no longer precedes sales - there is now a blurring of the lines when it comes to shopper and trade marketing. For example, out of sheer necessity, communication is being developed with sales in mind. So, while the sales function has always been somewhat the ugly sister, marketers are being pushed to discover the beauty in this annoying

ugly sister!

A great example is the campaign by Walmart for Covergirl - this was a concept that drove brand image, engagement and retail objectives in one campaign.

## Turning the tables

This trend sees marketers exploring the outer-edges of the marketplace to the point where you look over the edge and find an uncomfortable idea that is 'ownable'.. because on the face of it, it seems unreasonable or is perhaps even inflammatory.

For example, a range of cycling gear for fuller-figured cyclists called Fat Lad at the Back, was rejected as a concept by the Dragons in Dragons Den UK. It has since gone on to become a successful and niche brand business that has been embraced by a target group one would have thought it would have offended.

This approach allows one to create a whole new conversation that is only ownable by the brand that created the idea in the first place. This is not blue ocean thinking - i.e. thinking outside of the category, rather it confronts limiting beliefs or stereotypes within the existing category.

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### Turning bad habits into brand opportunities

Consumers will always have their vices. Despite the best and most well-designed attempts by educators and legislators, people will always give into certain indulgences. Savvy marketers are recognising the inherent opportunity this presents, by taking small risks in the way they package and present products or services.

For example, some brands are simply repackaging sneaky indulgences in fresh and innovative new ways. In addition, smart marketers are learning how to leverage the demand for convenience to the benefit of both the brand and the consumer.

### Discovering exclusivity within

Finally, brands are embracing the idea of looking for exclusivity inside their product or service offering. For example, taking the idea of the Land Rover Freelander and reformatting it under a sub-brand. While 'Discovery' only existed as a name underneath the Land Rover badge, this approach is creating a high order sub-category.

But this is not Massclusivity - which is about taking a luxury product and making it more accessible. Instead, it's about double-clicking on the offering you have, to create new and powerful appeal under a sub-brand or community.

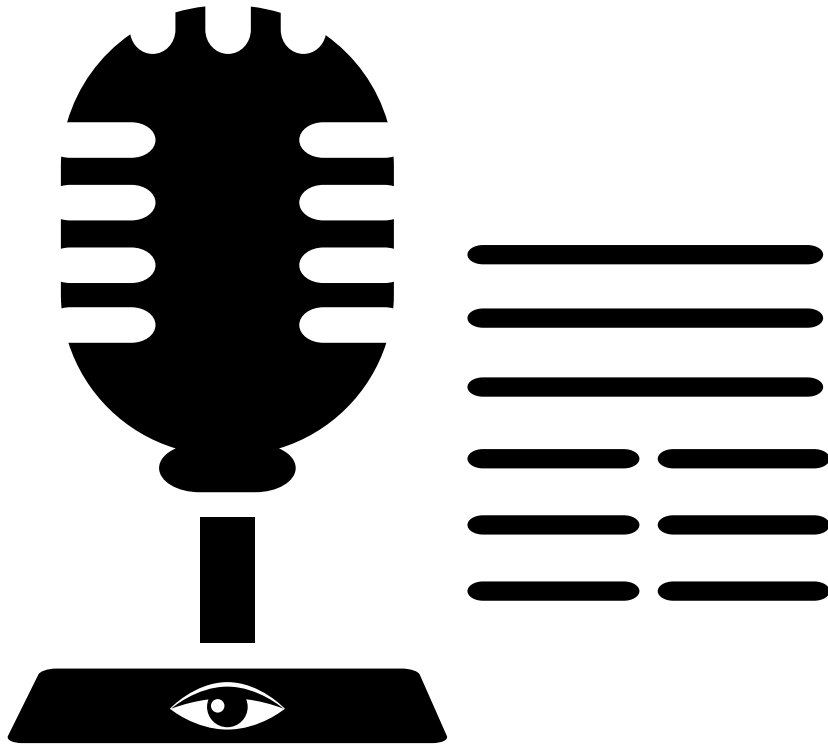
**INDEED, THERE IS A VERY TANGIBLE  
DEMAND (AND NEED) FOR MORE  
COMPLEXITY, PARTICIPATION,  
CONTROL, COMPLIANCE AND  
CONNECTION AMONG  
TODAY'S CUSTOMERS.**



THE DEFINITIVE AFRICAN MARKETING AND MEDIA B2B TREND REPORT

**BIZTRENDS** 

**2016**



# MEDIA TRENDS

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# The media agency future

**First of all - 2016 aside - I'm already seeing quite a different approach to the definition and the role of a media agency in the actual agency mix when it comes to overall business outcomes for clients**

The approach to objectives is morphing and there is definitely a lot more creativity and new approaches to tasks that might have been seen as "out of scope" before.

With this said, there are certainly a few trends that have caught our attention as an agency and could be game changers going forward.

## 1. Disruptive technology

Reach versus Frequency conversation rooted in Ehrenberg-Bass thinking is challenging our conventional thinking and new disruptive technologies like ad blockers are forcing us to box smarter.

## 2. Millennial converged consumer

In addition, understanding the millennial converged consumer in this digitally forward environment is taking centre stage. Understanding how he or she is juggling their multitude of devices and touch-points in order to make decisions is a key challenge and an opportunity at the same time.

## 3. Data collection

This also informs a discussion around data collection methodologies outside of standard audited data - something I feel we are going to be exposed to as

new technologies provide interesting opportunities to better understand our audiences.

At Carat SA/SSA, we are placing a huge amount of emphasis on better understanding the converged consumer and how our strategic approach within this ever-morphing ecosystem will ensure clear business results for our clients.

We are also then layering new technology opportunities and planning ways to ensure disruptive communication ideas and services can be utilised and not feared. For example, ad blocking in the digital arena - is it something to fear from an advertising point of view or do we just need to adjust our thinking as marketers?

How can we learn from this disruption and improve what we are currently putting out there? Is the answer based in native content?

## 4. Employ storytellers

We've all heard the phrase "brands are becoming publishers" but I still ask how many brands currently employ an editor or skilled storyteller to run their communications on owned platforms? News rooms, both old and new (Vice.com), would not exist without these skills - we need to make sure we have the same people in place if we are now going to produce our own content.

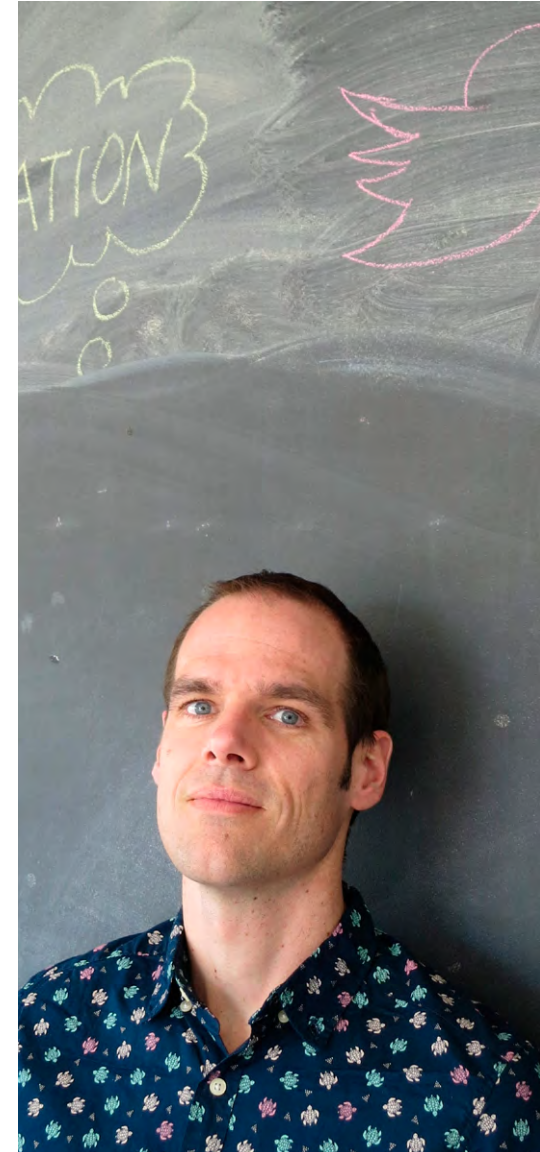
We should also be looking at placing more emphasis on partnering with experienced content producers that have an established audience and trusted voice that our consumers enjoy engaging with. Good content can greatly reduce the impact of the mighty ad blocker.

## 5. Creative media planning

This also lends itself to the issue of creativity in our approach to media. There are many different formulas and approaches to budget allocation around this but no matter how you break it down, we have to be responsible with our budgets and make sure we are achieving maximum reach at optimal frequency whilst in the same breath cracking something absolutely off the wall that grabs attention and gets chins wagging. (Like/share/heart) creating great organic reach.

Keeping up with these trends is key, but complementing this with an in-depth understanding of our consumers through our tools and methodologies and layering this with creativity enables us to deliver even more as a media agency than ever before.

Bring on 2016!



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## MEDIA TRENDS

# Tell great stories

**In the 21st century, the biggest business opportunities are no longer in the brand alone, but in everything around the brand. The narratives we craft must sell the brand experience, the brand's mission and values and create "content moments," which are shareable.**

As a fledgling editor, I had the rare opportunity to have an audience with the original fun, fearless, female and legendary *Cosmopolitan* magazine editor Helen Gurley-Brown. Already in her late 80s at the time, she quickly dispensed with the pleasantries and motioned for me to sit beside her on the elaborately upholstered chaise in the corner of her office.

When she leaned in, I knew she was about to say something important and I should pay close attention. "Tell me, pussycat, are you telling great stories? You know a great story will stay with your reader longer than any trend you'll ever cover."

I've never forgotten those words and I've used them as my yardstick to measure everything I created and curated during my tenure as editor and every project I've worked on since that seminal meeting.

You need only look at [John Lewis' 2015 Christmas ad, Man on the Moon](#), which recorded 23,000 online mentions in just two hours of its release to see how powerful a good narrative can be.

And let's not forget how TED talks have garnered millions of views and consistently keep online audiences riveted, inspired and informed.

Stories open the door, they create emotional hooks, spark empathy, connect people and create experiences people want to share and share and keep on sharing.

### Content moments

"If you're not using storytelling, you're missing out on the power to tap into your client's emotions, which is what drives all business decisions," says Raf Stevens, author of *No Story, No Fans*.

Good stories help consumers make sense of the world and understand their deeper truth. The world has become freer and more fluid, and the personal narrative has become more prevalent and urgent because we are our stories. They help us define our purpose and we feel obligated in our quest for happiness to make our story authentic and it's that authenticity that we crave that has become "our most urgent purchasing criterion," says sociologist John Clammer.

### The art of storytelling

Storytelling and the art of storytelling play a major role in content marketing today. Brands are differentiating themselves with unique content narratives that are building trust and motivating loyal advocates. These powerful stories rest in the heart not the mind and allow us to dream, make us feel and give us hope.

As content marketers we need to understand how the brand we represent resonates with the consumer and then position that brand's message in the right place to tell the right story at the right time.

"We are living in the conceptual age," says author Daniel Pink, "which is ruled by artistry, empathy and emotion." This is why Steve Jobs sold millions of iPods, not with technical specs, but with the promise that you could carry 1,000 of your favourite songs in your pocket.

Stories are not just for bedtime, they are for business and now is exactly the right time to start telling yours.

**BRANDS ARE  
DIFFERENTIATING THEMSELVES  
WITH UNIQUE CONTENT  
NARRATIVES THAT ARE BUILDING  
TRUST AND MOTIVATING LOYAL  
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POWERFUL STORIES REST IN THE  
HEART NOT THE MIND AND ALLOW  
US TO DREAM, MAKE US FEEL AND  
GIVE US HOPE**



# Make storytelling part of your DNA

**There is a major shift underway in how content is being disseminated to viewers. As a 'small box content creator', my audience is changing their behaviour with regards to how they like to consume their content and in 2016 I'll be watching closely to see how the multitude of platforms explode.**

## Video on demand

Video on demand services, through the likes of ShowMax and Netflix, are on the increase. Even Multichoice has made moves to weed out competition from VOD rivals. It's my view that in South Africa, more of these platforms will develop as the data costs decrease and the footprint of reach increases.

So what is driving the shift away from traditional viewing habits? Not only is it the mobility that comes with cellphones, laptops or tablets but these devices are so intertwined with our daily lives.

The lifestyle that we lead has also greatly influenced the shift in behaviour. The faster pace of life means people are demanding to be fed content at their leisure, at their down time. One only has to look at the success of the blog *'Diary of Zulu Girl'* as an example. It is read by 16 million people, many of whom consume it while on a taxi on route to work.

The big fear that it's the end of television is not true, in my view. To the contrary, what excites me is that the explosion of multiplatform content consumption is really going to put storytellers to the test.

## Creative storytelling is the key

The challenge that's confronting content producers or film makers is to up their game, to make sure they know who they're telling their stories to and to understand their audience. If they don't, with the explosion of platforms, their stories might just disappear in the mist.

While there will be far more content competition, it's also an exciting time filled with opportunity for content creators. In my mind there is a period coming up which is the 'stand up' period. You're going to have to stand up with your creativity. Rise and really work hard to be seen with all the new technologies and new ways of telling stories.

## Game changer: relevance

The game changer that will set film makers apart is whether they are telling stories that are relevant to the time or producing content that finds the current appetite. Staying up to date with global trends helps producers to know what discussion or beat points resonate and is key to timing.

A current trend that Urban Brew Studios has picked up, across all genres from kids programmes to adult drama, is that viewers are after more escapism. They're looking to be 'entertained away' with content that makes them feel good and that celebrates rather than depresses.

My other advice in the tougher economic climate is that content producers need to acknowledge that there is a market for their content beyond South African borders. We're too overly reliant on the commissioning model to enable us to showcase our content and there is danger in this one-dimensional model.

I'm surrounded by creatives who live for what they do; storytelling is inherently part of their DNA.

My hope for 2016 is that our local content creation community starts to believe that they can tell stories that can be consumed globally.



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# Out of Home consolidation

**Digitisation, new collaborative research and consolidation in the industry, puts OOH media in a very exciting place in South Africa and in Africa.**

I predict the following major trends for 2016:

**1. Consolidation of the OOH industry** - there will be fewer, but larger and more professional, OOH media companies. This is, and will continue to be, driven by market demand, landlords consolidating the number of media owners marketing their portfolios and the entering of global OOH media companies into Africa.

**2. OOH media research will be available soon** and this will be provided by a collaborative effort between parastatals, local government, private landlords and OOH media owners. Big data will play a big part in the methodology and measurement matrix.

**3. More DOOH formats will be deployed** - we will see the digitisation of more and more traditional OOH media formats. I predict that we will see digital washroom ads, sampling pods, pillars and large-format digital mall ads, to name but a few, and these formats will be integrated with i-beacons and smartphones that will offer some really awesome engagement ability.

**4. We will see more and more unique OOH communities** and audiences with very clear demographics becoming available. This will enable advertisers to really focus their budgets and messaging and will eliminate a large amount of the wastage that is currently taking place when using TV and radio.

**5. OOH will become more valuable and more expensive** as OOH companies deliver better research, captive audiences (which are becoming a very rare commodity) and better quality OOH media types.

**BIG DATA WILL  
PLAY A BIG PART IN THE  
METHODOLOGY AND  
MEASUREMENT MATRIX.**



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# The year of the audience

**Audiences are now getting their news from social media platforms rather than from traditional or even online platforms, and it is important for clients to understand that the audience is at the centre of the conversation.**

It means that the digital integration of messaging is essential. If this is done successfully, messaging on social media platforms can be used to raise awareness and drive audiences to more in-depth content, both in print and online.

## **Mining 'big data' will become more important**

Clients and agencies need to acknowledge and use the value of 'big data', and I see this becoming a lot more important to effectiveness. This will be essential to understand what motivates different audiences, rather than just assuming that people in certain demographic segments all act the same. Brands that target audiences based on a mindset and values will come out on top.

In line with this, we'll see increasingly sophisticated and age-agnostic content, which targets very specific audiences.

The time investment in mining 'big data' will be an excellent investment because, although the data is there, we're currently not using it as effectively as we could. The benefit of mining data for lifestyle characteristics will also lead to a better understanding of which channels to use in order to reach different audiences.

## **Content absolutely has to be in real time**

Audiences are online and engaged all the time. This means that responses need to be genuine and in real time as auto-speak on social



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media and other online platforms is easy to spot. This means that clients and agencies alike need to rely less on content calendars when planning their communications and need to commit to putting guts into their online engagements.

This, however, will require upskilling. The point of contact between brands and the audiences that are generating content is on such thin ice that it means those responsible for conversations about brands need to be brilliant minds. In short, they need to be able to engage in real time while still maintaining brand integrity, strategy and tone. Planning to be appropriately spontaneous gives audiences the authenticity they now demand from their brands.

### The advent of the corporate meme

In a similar vein, almost every big story that broke in 2015 was quickly followed by a rash of social media memes. Digital and social media have blurred the lines between PR, advertising, promotion and branded content, so marketers are likely to latch onto this trend and develop their own corporate memes.

Always ahead of the pack, Nando's recently did this by dropping a meme slap-bang into the middle of an online conversation. It was targeted, it was done in real time and it wasn't a case of 'one size fits all'. The meme was meant for a specific audience that would understand and relate to it - and could be leveraged across multiple platforms in a seamless way.

### Social activism will be hard to ignore

2015 certainly had its share of social ills, from the ISIS terrorist attacks to Donald Trump's potential Presidential candidacy and, at home, from the ills of President Jacob Zuma's presidency to the iconic #FeesMustFall campaign. And, while it has always

been the norm for brands to put distance between themselves and social, political and religious issues, the fact is that audiences are drawing them into the wider debate.

It will therefore be essential for brands to carefully define their position on such issues so that they are not caught off-guard. Those that are slow to respond to rapidly trending matters will find themselves in the line of fire with little or no protection.

### PR will continue to stand strong

The strength of PR has always been its ability to engage directly with specific audiences and to build relationships with them. This is a skill that is needed now more than ever, especially as engagement is moving so rapidly to encompass the social media.

This will demand a layering of content across multiple platforms such as Facebook, Twitter, YouTube, the company's website, the traditional media and corporate memes; all of which will need to contribute in an integrated way to building a storyline for the brand. This means that PR agencies and consultancies will need to work carefully with client marketing departments and their advertising agencies in order to ensure that all touch-points are leveraged.

2016 will be an exciting time to be in PR as the industry continues to adjust and reposition itself in relation to the many changes taking place in the communications environment.

**THE POINT OF CONTACT BETWEEN BRANDS AND THE AUDIENCES THAT ARE GENERATING CONTENT IS ON SUCH THIN ICE THAT IT MEANS THOSE RESPONSIBLE FOR CONVERSATIONS ABOUT BRANDS NEED TO BE BRILLIANT MINDS. IN SHORT, THEY NEED TO BE ABLE TO ENGAGE IN REAL TIME WHILE STILL MAINTAINING BRAND INTEGRITY, STRATEGY AND TONE. PLANNING TO BE APPROPRIATELY SPONTANEOUS GIVES AUDIENCES THE AUTHENTICITY THEY NOW DEMAND FROM THEIR BRANDS.**





# Brendan Seery

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## MEDIA TRENDS

**In the late 1990s, Bill Gates wrote a book predicting where technology would take humankind in the following decade. Just under 20 years later, few of his predictions have come true.**

Really? Ok - how many "smart", web-connected fridges do you see checking milk and eggs supply levels and automatically re-ordering online? And how many of you have digital photo frames which change their photographs automatically as your moods change?

Predicting media trends is always going to be difficult - but doubly so in a sector where digital has so much influence. One has to be very wary of making predictions based on what you want to see happen as opposed to what consumers are actually going to do.

By far, the biggest - and most ominous development for the digital sector - is the exponential growth of "ad blocking" software. It sneaked in to South Africa almost un-noticed last year while all the experts were predicting that "programmatic" digital ad buying was the unstoppable wave of the future.

In Europe, towards the end of last year, the use of ad blockers among digital users was rising at a rate of 40 to 45 percent annually, whereas the US was increasing at just 15%. Even 15% growth is scary and a working group from the WAN-IFRA newspaper association effectively issued a disaster warning, saying ad blocking is "severely jeopardising the digital advertising ecosystem."

In South Africa, there has been clear evidence about increased use of ad blockers. In the year ahead, digital agencies and advertisers who use the medium are going to have to re-think the way they have been doing business. Ad blockers are on the rise, but particularly in mobile settings, because ads have become intrusive and they gobble up the precious bandwidth of consumers. Those are issues which will have to be addressed.

Advertisers themselves are going to be drawing back on expenditure in all media and brand managers are going to be asking for more accountability and the ROI (Return on Investment) question is going to be asked a lot more harshly this year.

Traditional media will continue to be under siege, not only from digital but also from fundamentally

changing consumer habits, as well as advertising budgets which will probably be tighter than at any other time in South African business history. TV now faces serious competition from streaming platforms like Netflix and ShowMax. The early adopters for those offerings are the sort of people who are a dream demographic for advertisers.

Radio will continue to be a highly effective advertising medium and might well draw revenue away from other media.

Newspapers will continue to deal with downward pressure on sales and will have to respond to advertisers by offering eyeballs in both the print and digital spaces and to get both the old and the new working together. Newspapers, though, will still continue to be the medium which will be the one to follow by all others in terms of breaking news stories. Similarly, print still offers a platform which is appealing to consumers because it is "opt in" and, therefore, not intrusive.

I believe that South Africa will follow the trend abroad which has seen the mega-platforms - Google, Facebook and Twitter (along with Apple to a lesser extent) - gobbling up even more revenue as

advertisers look for comfort in those big numbers.

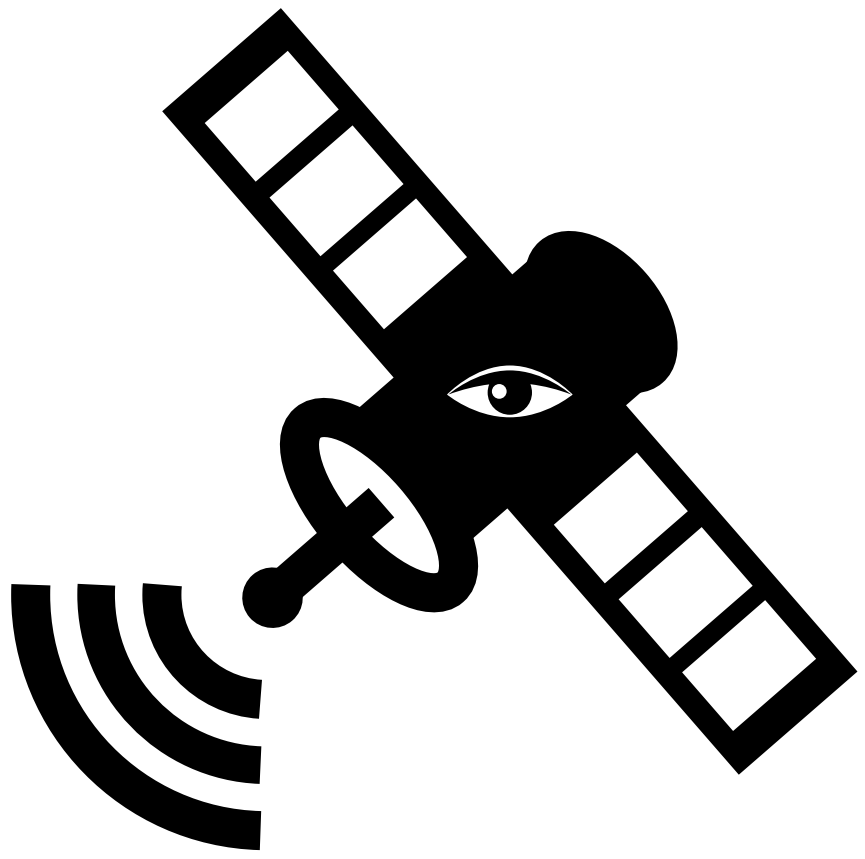
Media content companies will have to decide whether they play ball with the big guys - and run the risk of surrendering their own targets to the very different aims of the gorillas, in return for the promise of bigger numbers - or whether they develop their own platforms.



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# MOBILE TRENDS

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## THE MOBILE CHALLENGE: Great opportunity requires a great strategy

Mobile is the hottest topic in the digital ecosystem. Beyond the buzz, it is now the fastest growing channel for reaching, acquiring, and engaging consumers.

Not only do marketers need to crack the mobile code, but to be effective they also need to crack the complex dynamic in this channel, the most notable of which is the interplay between mobile apps and browsers. The key to unravelling the complexity centres on understanding preference around task, frequency and convenience.

Speak to Millward Brown to find out how brands can use mobile to **acquire** and **engage** consumers, and ultimately **elevate** their mobile experience to **#getmobileright**.

*Setting mobile strategies based on insights, not intuition.*





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## MOBILE TRENDS

**The advertising and marketing problem is one of spreading ideas. We are all in the idea-spreading business, Ideas to vote for this candidate or another, to buy this product or another or adopt a cause. The fundamental nature of idea spreading changes in the social era because the structure of media changes and changes the methods that we set out to spread those ideas.**

The disruption in the idea spreading business is profound and is changing rapidly as the tools change. We should consider these trends in the year ahead.

### Redefining the big idea into a brand narrative

In many ways we are still stuck with communicating the big idea, the compelling unique selling proposition around which communications strategies are built. In the broadcast era the way you communicated was to carefully craft the idea into a single message and share that with everyone.

## Social media marketing trends

In the social era we interact with our brands and the idea over multiple touchpoints and in real time. The big idea must and will morph into an overall real time brand narrative.

### Revolving around mobile

In countries with a reasonably high smartphone penetration - South Africa does have one of those and the rest of the continent is on its way - the mobile phone and wearable devices are becoming the interaction point between the brand or the idea and the individual. The Google algorithm which emphasises mobile will force the way to mobile first.

### Mobile first means instant and real time

Social media becomes more and more 'in the moment'. Users of Periscope, the live streaming video tool recently acquired by Twitter, already watch 40 years of live video daily. This, combined with tools such as Instagram and Snapchat, means that the brand interaction with the customer needs to constantly adapt as things change. The days of content plans deep into the future are gone - real time participation is what counts now.

### Integration

I've been doing a pile of seminars on marketing and digital over the last year. The outstanding feature of the participants in those seminars is that they operate in silos. Silos of different thinking

Not only is above the line (ATL) thinking different to digital but even within digital there is a lack of understanding between its different branches.

Communications strategy will more and more need to be built around an integrated multi-channel strategy driven by the complexity of the modern customer journey and how ideas and information are distributed - both the paths of distribution - as well as the access points. Be they television, print or mobile or any number of different points, such as beacons that integrate the customer into the retail environment in a way that never was possible before.

Digital as a term is starting to become redundant as it perpetuates the idea that digital is a separate channel

and a separate strategy. It may shift to being the core of the relationship with wearable and handheld devices integrating the consumer with the world, but the development of a digital strategy outside as a separate strategy executed by the digital team, is fast becoming a thing of the past.

Now with lines radiating out from the mobile device, it's crucial that idea spreading strategy is built as an integrated unit that interacts with the brand narrative in real time.



# The mobile gamechanger

**We're definitely going to be taking mobile very seriously. Especially with communication and consumption trends. Currently in SA more online shopping still takes place on desktop, however, mobile has overtaken desktop as a research platform.**

We're interested to monitor whether mobile catches up or overtakes desktop in online payments. This will be a gamechanger because it will mean that South Africans are becoming more and more comfortable sending money not only online, but also on mobile phones.

Also, Facebook as an online platform - we're interested to see how their shares perform as they diversify their advertising platform and what that means for online advertising as a whole.

## Programmatic

Online media buying is changing monthly - programmatic media buying is definitely a trend to watch as clients will push agencies and media buyers to minimise wastage and increase value for money when driving leads and engagements. Gone are the days of 'Oh look it's on Facebook, job done'. Results are the new differentiator between who's competent and who's not.

## Video

Video on mobile is our gamechanger trend for 2016. With Facebook's auto-play on video, consumption has increased by over 60%. Facebook is also now the largest platform in the world for video viewing. What this means for dynamic content and Facebook/

Instagram adverts is going to be interesting. Static imagery alone isn't going to cut it in 2016.

Because digital changes constantly, the possibilities change too. We're going to encourage our team to push the boundaries and explore digital beyond just the obvious channels and tools that lie in front of us. How do we create campaigns that integrate the things in our lives? That's going to be a challenge.

I'd like to see more creative campaigns that push the envelope and challenge the industry as a whole to become better.

## Digital spend

Invest your budgets in what really matters. At the end of the day, what really matters is business, otherwise why are we marketing anyway? Maximise digital spend because therein lies your best option for qualified leads.

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# Jacques du Bruyn

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# Smart brands will rethink how to create effective mobile ads

**Mobile presents a massive opportunity for marketers to reach consumers in exciting new ways, but receptivity and creative challenges lie ahead.**

Consumers are rarely without their always-on mobile phones - using them throughout the day to communicate and view content. Millward Brown's recent AdReaction Video study found that multiscreen users in South Africa spend almost half (43%) of their screen time on mobile devices.

Screen time will only increase as data costs drop, network speeds improve and smartphones have bigger and better displays, with faster connection speeds, making it easy for consumers to watch high-quality video content wherever and whenever they want to. Following this trend, marketers will spend higher proportions of their media budget on mobile initiatives in 2016, with mobile video being a main growth driver.

## Core values

The most advanced brands will use technology in innovative ways in order to reach consumers in new exciting ways and build long-term relationships with them. Many brands are embracing interactivity and initiating a dialogue with consumers via mobile, making it a key instrument for meaningful engagement.

Fast-moving technologies like augmented reality and the internet of things offer new opportunities for brands and we'll see more marketers creating

campaigns that use these technologies. But it will be a smaller group of brands dipping their foot in the water and it will be essential for brands to build on their core values and at the same time represent a real utility for people.

Digital and mobile advancements have enabled consumers to attain almost anything they want, wherever and whenever they want it. In 2016 the smartest brands will embrace this growing impatience by delivering real-time gratification. A good example is Heineken's @wherenext campaign, which targeted young males and addressed their fear of missing out (FOMO) by directing them to activities and places of interest using a real-time Twitter-based service.

## Native networky

Social platforms, increasingly accessed by mobile, will continue to emerge including native mobile social networks still on the rise like Vine, Instagram, and Snapchat. After initial experimentation, many brands are now making the most of what the platforms have to offer, extending their boundaries and evolving this further in 2016. Many of these platforms also now offer paid advertising, which brings with it new opportunities but also creative challenges.

We're seeing this with Snapchat and the shift from

horizontal to vertical video ads. Brands will need to consider their presence on this platform carefully, rethink their advertising and test its effectiveness. Live-streaming apps like Periscope are also enhancing this new way of creating and watching video. In 2016, brands will experiment with broadcasting their own content, although on a smaller scale.

## Mobile diversity

In general, brands will invest more on mobile advertising and especially mobile video ads. We know that when well executed, mobile ads are highly effective and are two to four times more impactful than online ads in driving brand metrics. However, receptivity toward advertising on digital in general and especially mobile devices can be a challenge, so brands need to be mindful of how they address their audiences on mobile.

We also see that the performance of mobile ads varies widely while many brands still make executional mistakes and the gap between best- and worst-performing campaigns will continue to widen as the medium is coming of age. If brands don't think more carefully about the creative development for mobile and pre-test their mobile ads, they will potentially miss an opportunity, or even worse, negatively impact their brands. Furthermore, whilst developing mobile creatives, marketers also need to think about



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## MOBILE TRENDS

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the role mobile plays in integrated multi-channel campaigns.

And as Steffen Krabbenhøft, Head of Mobile EMEA at Mediacom, believes, “mobile is moving beyond being a standalone channel, but is becoming the glue that links everything that we do. Mobile is now the new planning currency, a powerful channel that increases our understanding of consumers and helps their cross-media targeting. For example, geo-location data is transforming the way Mediacom delivers messaging and understands consumer behaviour for a number of their clients. When evaluating the effectiveness of OOH advertising, the use of heat-map data has enabled the agency to understand dwell times and engagement levels around outdoor sites across the world. Location data has also enabled one brand to augment its advertising frequency by identifying consumers who have been exposed to OOH messages and following this up with digital media.”

Mobile offers a huge opportunity to brands, but they need to choose wisely from the wide range of possible ways of addressing their audience, making sure it's relevant to their brand. To succeed in this channel, and avoid executional mistakes that have been made previously in online channels, marketers must consider mobile-adapted executions much earlier in the creative development process to ensure their ads deliver the desired effect.



**MOBILE IS NOW THE NEW PLANNING  
CURRENCY, A POWERFUL CHANNEL THAT  
INCREASES OUR UNDERSTANDING OF  
CONSUMERS AND HELPS THEIR  
CROSS-MEDIA TARGETING.**

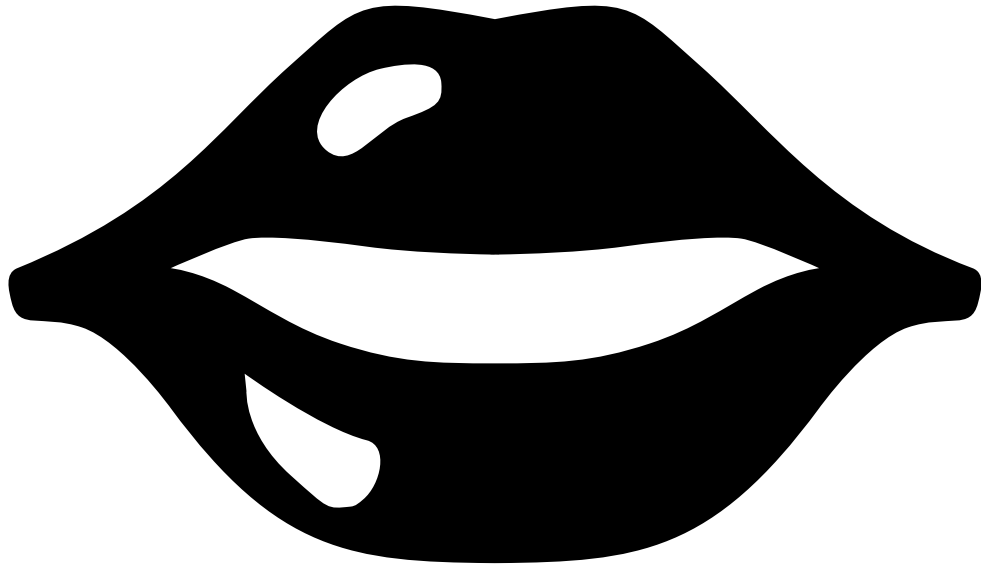




THE DEFINITIVE AFRICAN MARKETING AND MEDIA B2B TREND REPORT

**BIZTRENDS** 

**2016**




# YOUTH TRENDS

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# What created the millennial consumer?

**You watch, say, *Blade Runner* again (and make sure you do, before the remake). Or the early, seminal *Star Wars*. Cherished movies. Still, it's difficult not to be struck by how quaint, and at times down-right wrong, their implicit predictions about the future are.**

So *Blade Runner* displays a vid-screen public phone booth, not a smart phone. And a traditional newsagent selling traditional mags is no less traditional for their neo-futurist high-tech-porn covers. The *Star Wars* universe (for all it's a '*long time ago in a galaxy far far away*', the series is as futuristic as any sci-fi franchise) similarly seems, naively or blessedly, free of any vestige of social media - one can only imagine Darth Vader's Twitter feed, and shudder at the prospect of Jar Jar Binks'.

Fact is, for those attempting to project forward in time, hardly surprisingly most get it wrong. From sci-fi speculators to conceptual and commercial "futurologists", the future invariably takes wild twists unforeseen in our predictions.

Occasionally a few nail it.

"All media work us over completely. They are so pervasive in their personal, political, economic, aesthetic, psychological, moral, ethical, and social consequences that they leave no part of us untouched, unaffected, unaltered. The medium is the message." Marshall McLuhan was one of those few.

The original pop culture guru, and first to explore and predict the radical effects of technology on

popular culture, he was a prophet to the age we live in now. He was matched in his prescience by a sixties contemporary in another discipline. While McLuhan in '*Understanding Media*' was upending societal views on where the persuasive power of the media lay, another theorist, Kenneth Keniston, in '*Youth and Dissent*', was dissecting the changing stages from adolescence to adulthood.

The emerging trends Keniston identified 50 years ago - omnipotentiality ('*there's nothing I can't be*'), abhorrence of stasis ('*I must always be moving, I must never be still*'), and youth counter cultures - have become magnified out of all proportion in our own time.

The phenomenon of youth sub-cultures is worth a brief examination. Unlike earlier generations, for whom membership in an identifiable group meant adoption of an identifiable "uniform" and posturing (think hippies, punks, rockers, mods, rude boys, grunge, house...), sub-cultures today are both more fragmented and more eclectic.

Trends fracture and morph so quickly, and it's easier to respond via an online persona who quickly learns to display the right identifying in-speak and attitudes. Not to say physical fashion is not important, perhaps



## Brian Mitchell and Evan Mitchell

Directors of Love & Wine, Australia  
[www.loveandwine.com.au](http://www.loveandwine.com.au)



it's never been more so.

Things have, however, substantially moved on from a delineating and defining uniform. An image-canny Instagram influencer might project aspects of their identity through a range of costume changes that would previously have been mutually exclusive - spanning neo-punk, suit-and-tie chic, beach culture, sports fashion and festival boho - all the looks re-affirming together an aspirational lifestyle based on restless reinvention, reinterpretation and recreation of identity.

So youth culture flows back into Keniston's notion of omnipotentiality - '*I can be many things, to many people, across many platforms, and in many guises.*' There is, however, one significant change from previous youth movements - unlike the anti-capitalist hippies, brands have enormous potential to play a part in ongoing image/identity re-imagining within today's sub-cultures.

The Age of Aquarius of McLuhan and Keniston is now the age of Millennials - Gen Y - relating to the world and one another in ways vastly different to their parents, or any other generation in history. Inevitably there's been a rush to determine how best to engage this demographic as consumers. Although certain broad Gen Y defining principles have emerged, there are questions as to how these convert into marketing strategies. For years to come, Gen Y will be the increasingly dominant force in consumer spending. With a target market this important, it pays to take the time to really understand them.

In trying to predict Gen Y aspirations, attitudes and behaviours, we need to look not forward but backwards in time. We can only speculate on where they're going by examining where they've come from.

It's a common belief that technology alone was and is the making of Gen Y. In reality the technological revolution is just one of a number of driving forces. A coalescence of five inter-related dynamics shapes the Gen Y mindset - making it the uniquely different grouping it is.

Each one throws up issues to be addressed when engaging with this consumer demographic.

### **1. A shift in educational focus - from achievement to self-esteem**

It's a characteristic of many social trends that they persist beyond their use-by date - just because they seem right and feel right. The notion that student self-esteem is a prerequisite for intellectual achievement (rather than an outcome) can be seen in those terms.

It has long been accepted as an article of faith that youth self-esteem is a benefit to society. When this premise was applied to educational practice in the 1980s, it seemed a worthy and logical extension. Why wouldn't a focus on self-esteem in the classroom also carry through into improved student performance? This continues to be the common view and practice long after convincing empirical evidence (including the exhaustive review by Baumeister et al 2003) has refuted it.

Due to a shift in educational philosophy out of their control, this generation has seen a formative causal connection between achievement and self-esteem turned on its head - with predictable consequences (so they really can claim, in the face of older exasperation and accusations of generational entitlement and narcissism, '*it's not our fault.*')

The right to self-esteem irrespective of achievement,

seeds the belief by Gen Y that they are living in a world of infinite possibilities. Moreover, these outcomes can be viewed and potentially enjoyed not as mutually-exclusive options, the choice of one logically excluding others, but as possibilities that can co-exist and be enjoyed jointly, as a kind of collective totality - Keniston's "omnipotentiality" with all limits removed.

Capitalising on this sense of entitlement of Gen Y is a marketing challenge, not a moral issue. If that sounds manipulative, consider how subtly attuned this generation is to spurious attempts at influence - how self-defeating this invariably proves. Any hint of manipulation is the kiss of death to a Gen Y targeted brand. It destroys the aura of *authenticity* that Gen Y demands.

The Gen Y sense of entitlement can only be engaged *aspirationally*, in what this generation feels they *deserve* - in a lifestyle, a form of expression, a statement of image, a reflection of style.

### **2. A parallel shift in vocational focus - from accomplishment to celebrity**

When self-esteem comes first and the recognition of achievement comes cheaper than it should, other emotional factors also come into play. In the old order of things celebrity was a reward for accomplishment. Nowadays however, celebrity has *become* the accomplishment.

Never in human history has celebrity been so casually defined, nor so easily attained, by so many. With the advent of reality shows, bloggers and internet "influencers", and those famous for just being famous, celebrity now appears a realistic goal for the "ordinary" person.

Ten years ago a study by the UK Learning and Skills Council found that 16% of the teenage sample believed they would find their success in life through celebrity, and similar numbers would opt to drop out of education for a chance to be on TV. Does anyone believe these percentages would be anything other than greater now? Such is the ubiquity of the celebrity phenomenon that the term "celebritization" has been coined to label the process by which ordinary people are transformed into celebrities (Driessens 2013).

This is not a deliberate choice by Gen Y (or at least the majority) to mindlessly embrace celebrity over accomplishment. Rather it's a perfectly natural reading of the world around them. The figures who attract admiration, adoration even, aren't those who've excelled scholastically in a hard slog to the top. They are those in the media spotlight whose accomplishments are, more often than not, instant and popular and whose shininess overwhelms any sense of their triviality.

It's not the intention of this article to delve into the potential social dangers arising from these developments. Understanding the Gen Y consumer is our objective. And a peculiarity of this grouping is, if not a preoccupation with, at least a strong attraction to the concept of celebrity and its models. Not necessarily to the extent of foregoing educational opportunities and other career planning in pursuit of it, as the minority quoted above, but this is not the point. The line is now blurred between celebrity and accomplishment. The willingness to see one as legitimate as the other, is a deep seated belief within Gen Y that will affect behavioural choices - and not necessarily in an easily predictable way.

Enter our third dynamic, the psychological phenomenon of "modelling" - in a variety of forms.



### 3. Traditional “vertical modelling” in patterns of maturation (based on parents) is largely replaced by “horizontal modelling” (peer group) and “diagonal modelling” (celebrities)

History has traditionally reinforced societies in which the young are nurtured to maturation. Parental influence at its best ensures a healthy continuity of individual and societal values. This tradition is not dead but it has been watered down substantially, with peer groups and favoured celebrities now the overwhelmingly dominant influences.

Gen Y will readily change lifestyle tastes - in bars and clubs, clothes, magazines, music - on the recommendation or behaviour of a friend or peer group. Examples of this “horizontal modelling” are everywhere and obvious. Major life changes on the other hand - shifting to a vegan or paleo diet, adopting specific social causes, even the kind of romantic partner to aspire to - these are more likely to be prompted by the actions of admired celebrities, in a form of modelling we’ve labelled “diagonal”. The significance of their influence derives from their celebrity status and the accomplishment inferred from this.

It’s the nature of these deeply felt but non-existent connections that provides a direct link to the fourth Gen Y dynamic.

### 4. The emergence of social media as social life

Has social media taken over social life or has social life absorbed social media? A chicken and egg question whose answer cannot be known. But the actuality is clear. It’s on display in any Gen Y environment,

irrespective of the subculture. For the observer, the wonder is that the manifestations of this play out so unselfconsciously by the participants - indicating just how solidly embedded it is in the mindset and lifestyle of this generation. *‘It hasn’t happened, if it hasn’t been shared.’*

Social currency is as important to Gen Y as real dollars are to an economy. Also, as hard earned and easily lost. FOMO is real, not as a pathology but as an inescapable reality of digital life. *‘I am my own best content’* - for better and for worse. Sharing is obligatory, liking is self-affirming, being liked is image-expanding, being followed is validating, following is time consuming, *‘I am who I follow, I am who follows me, I am what I like, what I share, what I review and recommend..’*

The key factor here is that of relationships. Through the magic wand of social media, unreal relationships become real. Connections that don’t actually exist acquire the traction and influence that real physical relationships can only aspire to - just ask any parent.

Marketers have been quick to pounce here. An unintended risk is that raised earlier, the surrendering of brand authenticity. Reaching too far is a common and fatal mistake when marketing to this generation.

### 5. Technological saturation from childhood - tech as both means and end

The means and ends of technology for Gen Y are now indistinguishable. Marshall McLuhan’s provocative maxims - “the medium is the message / the medium is the message / the medium is the message” - have come full circle.

McLuhan saw technology not so much as the product of human ingenuity to make life easier, but rather

as something that takes over life. It has become an inevitable, an inescapable force. Technology happens to us, and life is never subsequently the same. It’s tempting to see this through the prism of one of speculative fictions most enduring themes. Out of control man-made forces, from Frankenstein through 2001’s HAL to the *‘Terminator’* series’ Skynet, unleash havoc on human hubris. Our situation, though not so dire, is still strongly parallel. Technology really does invade life, and radically disrupts the way we do even superficial things.

Frank Herbert’s sci-fi classic *‘Dune’* redefines the old German concept of Spannungsbogen - “the self-imposed delay between desire for a thing and the act of reaching out to grasp that thing.” In the novel’s context, this was the virtue of patience, of forbearance. No longer. Tech, the internet and social media have eliminated this once-necessary waiting time. The inclination and its satisfaction have become synonymous and simultaneous.

From a consumer brand perspective, what matters here is the model that the most successful tech brands have managed to establish.

Consumer brands want to position themselves as an extension of the Gen Y consumer’s life/image/identity/aspirations...

The audacity of what the top tech brands have accomplished goes way beyond this (including, app developers, social media platforms, hardware and software companies, and games designers ...) In their must-have ubiquity, life-disruption and image-enhancement, they have succeeded in making the Gen Y consumer happy to see their own life/image/identity/aspirations as an extension of the brand’s image.

This has been an enduring theme in *South Park*, in its ascent from fart jokes to precise and often prescient social commentary - recently in a three-episode story line (during Season 17) rolling together Black Friday, ‘Game of Thrones’ and the image-defining quandary of Xbox versus PlayStation, followed by an entire season (18) drawing all its plots from tech and hashtag saturation.

For consumer brands to achieve even a little of what tech brands have, this is really putting your product/brand at the centre of the consumer’s life - establishing a connection that verges on and mimics the strength, loyalty and enduring nature of interpersonal relationships.

### Similarities and differences

These five dynamics, arising and merging like an ocean wave, shape and propel Gen Y perceptions of the world and their lifestyle choices. Beneath the surface are currents and eddies - individual differences in personality, temperament, and experiences. These accentuate or moderate the prevailing trends and movements, giving this generation a heterogeneity within its similarities that complicates the task of consumer marketing.

We know Gen Y is not a homogeneous grouping, yet when it comes to targeting them there’s a huge temptation to ignore the logic and treat them as such. Particularly when some consumer brands have been so staggeringly successful in appearing to do just that.

### Planting the message - wide or deep

Through 50 years of “youth” generations and numerous slogan changes, Coca-Cola has overall maintained the same consistent theme. Life with



Coke is... upbeat, alive, real, fun, *youthful*. This brand has jumped the fence, by not only linking the product with young consumer values, but persuading youth to transpose their personal aspirational values into the Coke message.

Barefoot Wine, the largest selling wine brand in the world, has done a similar thing differently. "*GET BAREFOOT and have a great time*". By touching so many Gen Y values in a clean and simple message, the Barefoot logo and theme have given rifle shot accuracy to an apparent shotgun approach.

Neither of these brands has ignored the heterogeneity reality of Gen Y. Rather, they have addressed it by side-stepping the problem, with a powerful, insightful and consistent message.

They have mastered the strategy of planting the message WIDE, by:

- Crafting a brand identity/aesthetic/message that targets as wide a range as possible of Gen Y values.
- Engaging the widest audience, not by being all things to all people, but seeming to be "the right thing to each individual".
- Ultimately, inducing the consumer to project their own image onto the brand.

Note the operative word is "planted". Rather than a hope-for-the-best scattergun approach, it's a calibrated and targeted game plan that succeeds in pitching to, and capturing, the broadest market.

This strategy of course is a lot easier said than done. And other brands have been successful doing the opposite - Planting the message DEEP:

- Targeting a small number of complementary

Gen Y aspirational values.

- Crafting a brand identity/aesthetic/message tightly focused on those values.
- Establishing a clear style and personality likeness between target demographic and brand.
- Keeping the message undiluted.

### Aspirational Values

Selecting the right Gen Y strategy for your brand - Wide or Deep - is a crucial and hazardous first step. How and what you then choose to target is equally crucial.

The range of values that motivate Gen Y is surprising. We've identified 20 distinct Gen Y *aspirational values* - all of them driven by the generational obsession with *image* and *identity*. These are flip sides of the same coin. Image is how the world sees me. Identity, how I see myself. This is the first generation in history that privileges image over identity.

Various subsets of these twenty aspirational values will need to be appealed to in brand marketing strategies. A complicating factor is that some values are complementary, while others seem mutually exclusive (such as "uniformity and tribal acceptance" and "maverick individuality"). But even these apparent opposites can be reconciled in the same social-media-constructed image, with the right message and brand resonance.

The analysis of a brand to establish the most pertinent and fruitful aspirational values to target, and the decision whether to go wide or deep, provide the essential structure of a Gen Y brand campaign.

Mistakes here will chew up a lot of time and money in attempts to get back on track.

### Back to the future

Gen Y consumer choices fall within the confines of the dynamics that have shaped them:

- Self-esteem and its image and identity spinoffs.
- The pull of celebrity in all its varieties, from intimate social peer network to the world stage.
- The ubiquity of horizontal and diagonal modelling over traditional taste-shaping authority.
- The compelling role of relationships (real and imaginary) in social life and social currency.
- The saturation of technology in positioning and connecting a brand within the consumer's life.

They constitute the marketing universe within which we must operate. How significant the role of any one, can best be appreciated by imagining a successful Gen Y brand campaign without it.

Collectively these five provide the framework for an engagement strategy that unites Gen Y values and brand qualities within a consumer relationship.

Fifty years ago McLuhan and Keniston contemplated the future and got it right. They're still getting it right. Ignore the dynamic origins of Gen Y at your brand's peril.

**THE RANGE OF VALUES  
THAT MOTIVATE GEN Y  
IS SURPRISING.  
THIS IS THE  
FIRST GENERATION IN  
HISTORY THAT PRIVILEGES  
IMAGE OVER IDENTITY.**



# Social influence

**From the rise of the Socially Important Person (SIP), active activists and tapping into national kids crazes, marketers need to be on their toes to keep up with the youth.**

## 1. Armchair activists to active activists

Since 2010 we've seen the uprising of the armchair activists, who showed their support for a cause through a simple post and/or hashtag (cast your mind back to #bringbackourgirls and #nkandla). But the close of 2015 saw the stirrings of something much more dramatic. The rise of the "#fall" movement across the country. South Africa was jolted from an impression of our youth as 'complacent' and 'de-politicised'... as they quickly and viciously mobilised. Bums were off armchairs as impassioned students from all walks of life stomped the streets together, demanding that #feesmustfall. The youth won't be silenced and they won't be passive. Keep your promises, or expect consequences.

## 2. Rise and rise of the SIP

Screen star who? 2016 sees the rising influence of the Socially Important Person (SIP). The democratisation of fame through social media has created new career opportunities, from full-time blogging to digital influencing for cash. And now we have the Instapreneurs too - young people who are creating their own personal brand of cool on Instagram. The platform continues to surge past other social media mainstays (it more than doubled its SA users, from 1.1 million in 2014 to 2.68 million in 2015. 90% of users are under 35). Screen and music stars are no longer the pinnacle of influence on youth, they now seek more authentic and accessible inspiration from the SIPs, whether it's for fashion, make-up, food porn, nutrition, travel or fitness, peers are the word.



# Gee Motsepe & Lara Petersen

Gee Motsepe, PR & Social Media Coordinator, HDI Youth Marketeers

Lara Petersen, Copywriter & Ideator, HDI Youth Marketeers

[www.hdiyouth.com](http://www.hdiyouth.com)

### 3. Uber-connected

We refer to mobile phones as the youth's third kidney. They can't live without them (and check them every five minutes). Besides addictive social media platforms, the boom of convenience apps are making phones 'indispensable'. For young city-slickers, never before has it been easier (and cooler) to not drink and drive, thanks to Uber, while finding the best restaurant to grabbing some chow is a click away on Zomato.

The new Discovery Vitality app gamifies and incentivises fitness goals with free smoothies and coffees (students don't say no to freebies) - subscribers are already exercising 25% more. Want the youth's attention? Give them an app that makes their life easier (and/or better and/or cheaper).

### 4. Doing good is now really good for business

Community investment works for the majority of SA youth. Plain and simple. This discerning market knows what they need, where they come from, and if brands and corporates touch on that need, they are viewed as responsible and caring.

They might be young, but their hearts are big and spirit-filled. When it comes to good business, our youth believe in giving AND receiving. Pick n Pay School Club provides schools with free educational content to assist learning in primary- and high schools, and is a key driver of their consistent popularity with kids and teens.

### 5. Freebies

Freebies are an ongoing, and increasing, trend for

youth across the world. Specifically for teens and young adults, because they are already getting an allowance or working for themselves - so they now know the value of money. Young people are very conscious of their spending patterns. According to the Sunday Times Generation Next 2015 survey, SA's youth spend more than R121bn per annum, but as may be expected, affordability remains an important consideration.

One of the best examples is the all-consuming popularity of BlackBerry's BIS, offering great value for R60 p.m. with free internet, free social media and free instant messaging. When data charges were introduced, popularity plummeted and market share was immediately lost to the likes of Samsung and Apple. Cheap is good, value for money is very good, and free is great!

### 6. National kid craze

In 2015, the nationwide craze that got kids asking their parents to go to their nearest Pick n Pay to spend another R150, got the famous/infamous Stickees in kids' hands, and the major metropolises went mad. Pick n Pay reported a turnover increase of 8.5% in the few short months that the craze was in force.

Globally, retailers are starting to pick up on this kid craze trend. 2016 will see either another retailer or corporate come up with a new approach to grab SA's kids and release a storm of pester power again. Maybe you should be the first to crack that nut? If not, as Moms and Dads, clutch those wallets!

WE REFER TO MOBILE PHONES AS THE YOUTH'S THIRD KIDNEY. THEY CAN'T LIVE WITHOUT THEM (AND CHECK THEM EVERY FIVE MINUTES). BESIDES ADDICTIVE SOCIAL MEDIA PLATFORMS, THE BOOM OF CONVENIENCE APPS ARE MAKING PHONES 'INDISPENSIBLE'.







# Student Brands

[www.studentbrands.co.za](http://www.studentbrands.co.za)

## YOUTH TRENDS

**Marketing to young people can be a remarkable challenge. With rapidly changing fads, concepts, and trends, finding the right balance between valuable, actionable information and youth-oriented content can be very difficult.**

Working with young adults requires a keen understanding of what defines the youth market, what appeals to young people, and how to speak the language of youth. As an up-and-coming cornerstone of the economy, how young people think, act, and spend now can make a big difference on how the future unfolds.

Student Brands is invested in understanding these nuances, working with marketing professionals and student leaders to create thoughtful, evocative strategies that motivate young consumers to make purchase decisions.

### Understanding students

Marketing to students goes beyond observing the youth demographic and making assumptions; effectively reaching out to students, integrating into

youth culture, and asking the right questions can highlight what it will take to prompt a young adult to engage with a product or service.

Many of the team members who work for Student Brands fit into this demographic, or are only slightly removed. By tapping into the minds of youth, we can effectively target how young consumers think, shop, and make lifestyle choices. We are not passive observers of youth culture, but rather members of the community who can provide unique insight into what it means to grow up in South Africa as a young person today.

### Exploring the market

Research is a significant part of evaluating and understanding marketing strategies, an especially true fact in relation to youth marketing. In South Africa, the youth culture is frequently changing as new technologies, attitudes, and fashions break into the scene, and research is a valuable way of quantifying these behaviours in order to best harness them.

For example, market research in 2015 found that over **80% of young consumers** make frequent purchases online, while **97% of surveyed youth** use social media

sites. Student Brands utilises these kinds of changing habits and trends, using them to influence marketing methodologies in a way that promotes increased engagement

### Promoting Investment

As a youth marketing organisation, Student Brands is dedicated to adding value to the young adult demographic in a way that encourages investment in the market. Students contribute over 41 million rand to the economy on an annual basis; even though many young people do not have the cash flow older adults do, they are influencers for peers, parents, and other adults, driving trends and promoting the next big thing.

Learning to speak the language of today's youth can mean the difference between additional revenue and losing out to competitors who know how to play the game. Student Brands knows the value of young adults, and is well versed in sending a message young consumers will listen to.

Youth marketing is not about changing your brand, but rather changing the way the youth market sees your brand. By striving to speak to youth while providing engaging benefits to interaction,

Student Brands can tap into a much-needed market, positioning brands in a way that's appealing to young consumers, broadening your reach, and enhancing what your products and services have to offer young adults in South Africa.



# BIZTRENDS



# 2016

## MULTI-INDUSTRY TRENDS

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# Trends to shape South African agribusinesses in 2016

**“We need people in agriculture in South Africa and around the world who work in ways no one ever thought possible.”**



## Sustainable thinking

Farmers will continue to shift their focus to longer-term crops and resource efficiencies. Precision farming and livestock farming, will be increasingly important. New developments in technology will accelerate further with a focus on improved efficiency.

Research on improved resource management will support moves towards sustainability. Biotechnology and environmentally-friendly practices will feature high on the agenda.

Value chain management will become increasingly important, with farmers partnering with companies that can add value on the farm.

## Origin matters

Modern consumers demand to know the origin of produce. The new benchmark for quality is transparent communication and transparent companies will continue to benefit.

## Consumer market shifts

Despite a growing middle class, the influence of the drought and economic uncertainty will flow through to consumers in 2016 with a sharp rise in food inflation.

## What's ahead for agriculture in 2016?

Agriculture will remain in the news in 2016 due to the drought, economic factors, the increasing need for sustainable food security and social change in South Africa.

[www.gwk.co.za](http://www.gwk.co.za)

# Pieter Spies

Managing Director of GWK



# Thabi Nkosi

Senior Economist at Agri SA

# The national minimum wage and South African agriculture

**“Few can argue against the need for decent wages, however, rising input costs have seldom been accompanied by increases in productivity thus contributing to the diminishing competitiveness of South African industries.”**

## Lower ROI and higher labour costs

The Bureau for Food and Agricultural Policy investigated the likely impacts of the proposed national minimum wage on several key agricultural industries. The proposed national minimum wage of R4,500 per month represents a 72.6% increase.

In the apple and pear industries, the proposed wage, in its first year of introduction, would result in an annual return on investment that is 40% lower.

## A delicate balance needed

Margins in primary agriculture are thin and real farm wages in South Africa have increased rapidly since the 90s. While farmers expect wages to increase,

there are limits to their ability to adapt, especially in the short term.

Research shows that the introduction of the proposed national minimum wage is likely to adversely affect the continuity of commercial farming operations and their ability to rise to the challenge of job creation. A delicate balance must be struck between social imperatives and the need for business continuity.

[www.agrisa.co.za](http://www.agrisa.co.za)



# New trends in agriculture-the ZZ2 experience

Professor Erik Holm, Director of ZZ2. Tommie Van Zyl, CEO and Director of ZZ2. Dr Johan Koorts, Director of ZZ2.

**“Strategising our operations within the logic of open system laws opened our eyes to the many contexts which have to determine decisions if they are to be sustainable.”**

Major changes in the agricultural landscape may be summarized as: Diminishing availability and rising costs, increased demands for food safety and security, rapid advances in technology and mobile farming expertise. Our reactions to these trends in many ways constitute generic trends in agriculture, namely: systems thinking, intensification, nature farming, marketing and ethical norms.

[www.zz2.biz](http://www.zz2.biz)

## Top five trends for agriculture 2016

**“With a difficult year ahead there are certain trends that will, more than others, influence the day to day of every farmer and agribusiness and how they put food on our plates.”**

Increased demand coupled with severe drought conditions, and diminishing resources and land is presenting agriculture with a significant challenge.

Incredible advances have been made in agriculture

technology, affording farmers greater control over production, the ability to increase yields and operate more sustainably. The industry will increasingly focus on climate-smart technology to mitigate risks due to extreme weather.

By Cari van Wyk

Group Editor at Bizcommunity

[www.bizcommunity.com/profile/carivanwyk](http://www.bizcommunity.com/profile/carivanwyk)



Frans Weilbach

PricewaterhouseCoopers Africa's Agribusiness Industry Leader

### Agribusiness CEOs recognise impact of global megatrends

**“To take the African agricultural sector with its enormous potential to the next level, public-private partnerships throughout the value chain as a whole are key.”**

Global megatrends are changing the way business and society operate. The significance of megatrends should not be underestimated. They will define our future and we will do well to pre-empt their impact.

African agribusiness CEOs see demographic shifts, climate change and resource scarcity, technological changes, accelerating urbanisation, and the shift in economic power as the main trends that will transform their businesses over the coming years.

[www.pwc.co.za](http://www.pwc.co.za)



Johan Pienaar

Deputy Executive Director, Agri SA

### Land reform - the unknown future trend

**“Since its instigation, land reform has been a contentious issue with political sentiments often implying that land should be obtained at little or no cost.”**

Land reform is a constitutional imperative but whether policy responses in support of this are currently serving equally important goals also in relation to human rights issues like the right to food, which hinges on economic growth and employment creation, is debatable.

Given the variables with respect to land reform already present and the uncertain nature of future deployment of political interventions, extrapolation of the current situation into a future trend is almost impossible.

[www.agrisa.co.za](http://www.agrisa.co.za)



## Mike Whitfield

MD of Nissan SA  
and President Regional Africa South  
[www.nissan.co.za](http://www.nissan.co.za)



## Value for money/discerning customers

The car industry didn't have a particularly good year in 2015. New car sales are challenging as higher interest rates and a weak rand have put pressure on prices; and high debt levels are squeezing access to finance. Cash-strapped consumers just can't afford 'big ticket' items. We all have to work harder.

In 2016, we're going to see growth in affordable cars and customers demanding value for money in every purchase. That's true in South Africa but also across Africa where millions of people are joining the middle class and looking to buy their first cars.

## Manufacturing trends

**The sustainability of the industry is the most pressing objective at the moment and the response from manufacturers will determine its economic future.**

Increased localisation of skills and manufacturing will ensure that costs are driven down. This, in turn, will increase the efficiency of production while shortening the logistical chain in the industrial process.

While manufacturing processes and skills are localised we need to improve quality, and retain world class competitiveness through rigorous training and professional exchanges. Going forward we need to consider how technological innovations are going to shape our future.

Just like laser printers today, expect 3D printers to be commonplace tomorrow. Today, 3D printing

is currently being used to create test parts, or niche production applications, that go through frequent development changes but the 3D printing industry is expected to change the landscape of the manufacturing industry.

While not currently fast enough for high-volume direct production manufacturing, 3D printing is gaining momentum every day. It is part of a broader technological revolution that will ultimately lead to a shift in the way we consume goods in the future.



**THE 3D PRINTING  
INDUSTRY IS EXPECTED  
TO CHANGE THE  
LANDSCAPE OF  
THE MANUFACTURING  
INDUSTRY.**



## Jeff Nemeth

President and CEO of Ford Motor Company  
of Southern Africa and president  
and CEO of Ford sub-Saharan Africa





## Lisa Mallett

Marketing and Communications Director,  
Jaguar Land Rover South Africa and  
sub-Saharan Africa

## Autonomous driving

Thirty years ago self-driving cars were even too far-fetched for the 'Back to the Future' franchise. And although there's not much chance of seeing them on the road any time soon, they are on the horizon.

Elon Musk seems ahead of the game. He announced a software update to the Tesla S7 which allows autonomous driving such as steering within a lane, changing lanes (with the tap of the indicator), and maintaining 'traffic aware' cruise control.

"The technology exists, but the issue is legislation," says Steve Smith, editor of CAR magazine. In other words there are no laws in place to govern cars that aren't controlled by a human hand.

But self-driving cars are already proving themselves on the racetrack. According to TopGear, Audi reported an autonomous version of its new RS7 "turned in lap times that were better than those of sports car drivers" at California's tricky Sonoma raceway.

**SELF-DRIVING CARS ARE ALREADY PROVING THEMSELVES ON THE RACETRACK.**

By Nicci Botha,  
specialist writer for BizTrends2016  
[www.bizcommunity.com/profile/niccibotha](http://www.bizcommunity.com/profile/niccibotha)

### AUTOMOTIVE TRENDS

## The electric race

**EXPECT MORE IN 2016, IN TERMS OF BEV (BATTERY ELECTRIC VEHICLES) THAT RUN EXCLUSIVELY ON ELECTRICITY VIA ON-BOARD BATTERIES**

**Every automotive brand aware of future sustainability is working on alternative fuels and vehicle propulsion, not only because of changing consumer demands to save the planet and their pockets, but due to the tightening fuel-economy and stricter emissions standards in markets like Europe and the US.**

These standards will, of course, ultimately make their way to our shores. And by the time they do, Eskom's load shedding will hopefully have gone the way of lava lamps and bell-bottoms.

Every automotive brand is also in a race to be the first to debut their technology to the world, to be perceived as pioneers and innovators. We have already seen a number of PHEVs (Plug-In Hybrid Electric Vehicles) launch in 2015 and the introduction of more models featuring this powertrain will

continue in 2016.

Expect more in 2016, in terms of BEV (Battery Electric Vehicles) that run exclusively on electricity via on-board batteries that are charged by plugging into a power supply or charging station. Also expect the range and the performance of these cars to increase exponentially every year.

[www.jaguar.co.za](http://www.jaguar.co.za) | [www.landrover.co.za](http://www.landrover.co.za)



# Year of radical innovation in built environment

**While technology is often the point of entry for innovation, more and more people are realising that innovation is about much more than technology alone and will increasingly be democratised and seen in every facet of modern life.**

As such, every product and industry is subject to creative destruction because innovation can now be crowdsourced and crowdfunded by non-traditional players. How will these trends drive innovation in the way we manufacture and market, design and build in 2016 and the future though?

## Sustainable materials

Biomimetic engineering or “nature-inspired” solutions will point the way towards sustainable energy and new materials and technologies. The perfect example of this is 3D printing. Incredibly, we’re already printing multi-level buildings complete with furniture in concrete. This could radically change the speed at which we can respond to urbanisation. By using self-healing, smog-eating and self-cleaning concrete, textile-concrete, carbon-negative cement and ultra-high-performance building materials coupled with alternative building technologies, we’re changing the traditional functionality associated with buildings and infrastructure.

## Information and communications technology (ICT)

The big trends of 2015 - big data, the internet of things (IoT) and the cloud - will mature into an innovation ecosystem with over 40-billion interconnected

devices connected to the internet by 2020. This will start the information of everything (IoE). Buildings of the future will respond to their inhabitants, using the latest technology and sensors to connect to wearable devices. Measuring everything and collecting data will enable us to design better buildings and cities.

## Robotics

We will start seeing increased use of intelligent machines for routine tasks in mining and manufacturing processes. One of the most recent examples of this is the autonomous-driving car. Enterprise drone-management platforms will also start to change the game for logistics and products may be delivered differently. Drones can also be programmed to build intricate designs improving efficiency and driving economies of scale.

## Consumer activism

The rise of consumer activism will continue - driving innovative solutions for sustainable products and business models. Consumers’ almost infinite choice and demand for transparency will carry on being fuelled by social networks and increasing connectivity. As traditional product-based competitive advantages seem to disappear, businesses will have to compete primarily on customer experience.

[www.ppc.co.za](http://www.ppc.co.za)



Alta Schoultz

Head of Innovation, PPC

**...EVERY PRODUCT AND INDUSTRY IS SUBJECT TO CREATIVE DESTRUCTION...**





## BUILDING TRENDS

# Sustainability, technology key for construction

**Even though the South African building and construction industry is in the doldrums, with not much growth expected in 2016, sustainability and technology will continue to be trend growth points, not only locally but worldwide, this year.**

### 1. Sustainability

Green remains the number one bestseller. This is backed up by the World Green Building Trends 2016 report by Dodge Data & Analytics, which says that more than 60% of the respondents' projects would be green by 2018, with a doubling from current projects across the Middle East, North Africa, Asia, South America and sub-Saharan Africa.

### 2. Green certification

A by-product of the sustainability revolution is that construction companies and developers are not only

seeking out products and processes that comply with green specifications, but also certification that their practices are sustainable through green-star ratings by the Green Building Council South Africa (GBCSA).

### 3. Technology rules

Today and in the future, building and construction is far more than mere bricks and mortar with the growing influence of technology.

According to blog Whirlwind Steel: "The construction industry was slow to jump on the technology bandwagon but it's sure making up for it now. From

construction management software programs to smartphone apps that make it easy - and instantaneous - to access communication, photos, plans, details and so on - even small builders are taking advantage of this trend. Perhaps one of the most universally appreciated innovations is building information modelling (BIM), which provides 3D representations, facilitating project managers and crews as they assess risks and plan the most efficient way to scaffold and stage jobsites."

### 4. Tiny living

One very interesting trend emerging in the States

is the Tiny House Movement, which includes micro-apartments that provide affordable living in densely populated cities, as well as independent tiny homes that are built on mobile trailers and installed on a piece of property for just a fraction of the price of a typical single family home.

The movement says this social trend is "a result of environmental concerns, financial concerns, and the desire for more time and freedom".

By Nicci Botha,  
specialist writer for BizTrends2016

**GREEN REMAINS THE NUMBER  
ONE BESTSELLER**





# Telling the real, good story

**The way we all communicate has shifted so radically that traditional advertising is no longer a proxy for trust and there are many people who can see through the glitter of promises not founded in truth.**

On a global scale, I meet social and environmental change agents representing NGOs, the private and public sector, and brands and companies adapting to the new environment and still delivering profitability and product innovation without further impacting on the communities and environment on which they depend. Many are enabling regeneration of communities and resources once destroyed.

But their stories are untold in the broader context and this is the saddest tale of all. The opportunity for communicating in ways that enliven, motivate, and show and tell how the world is being re-written in order to activate a contextual mass awakening to the realities of the world we live in is now and looking for a much broader audience.

Even though behind the scenes, conscious business practice is gaining traction, policies are being rewritten and new legislation being drafted, little is actually being openly said in the media or in major campaign work about why these changes are occurring and how individually and collectively we

can contribute.

Moving towards a resilient and regenerative future has to consider environmental, social and economic factors and includes telling a true story as a fundamental activator.

This is a call to action for communicators to do their best at bringing to life the positive work being done by so many brands, small businesses and the many individuals who work in social contexts educating, supporting and nurturing new talent and ways of working and being. These are the guides who, as they face the impacts and outcomes of environmental and economic chaos, can give us the inspiration and will to adapt to an uncertain future.

All business can take part in the new show and create the context as to why they do what they do and thereby create a new way of understanding our connections and impacts better.

May 2016 bring those real, good stories to life.

**THIS IS A CALL TO ACTION FOR COMMUNICATORS TO DO THEIR BEST AT BRINGING TO LIFE THE POSITIVE WORK BEING DONE**



Melissa Baird

Sustainability Communications Strategist

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**GENDER EQUALITY  
WILL REMAIN A  
CENTRAL TENET IN ANY  
REPUTABLE COMPANY'S  
SUSTAINABILITY AGENDA**



# Slow but steady towards a sustainable future

**Sustainability is one of the more exciting areas of development in South Africa with many a project afoot. Here's what's in store for 2016.**

## Addressing climate change

South Africa will be the first developing country to implement a carbon tax in 2017, showing its willingness to address anthropogenic climate change. Consumers, and business in particular, have until then to prepare for the extra costs.

## Learning made more accessible

Technology will continue to disrupt traditional education models with more advancements in cloud-based learning, massive open online courses, and mobile learning. These developments make education more accessible, particularly in rural areas.

## Collaborative conservation

In the field of conservation, 2016 will see more community-based natural resource management approaches being adopted, which, according to WWF-SA, is a proven conservation tool for southern Africa.

## Leapfrog innovation in healthcare

Leapfrog innovation will occur in the health sector in less developed countries with start-ups providing less expensive, more accessible healthcare options. This is according to Unity Stoakes, writing for Forbes.com. We've seen it happen before in the banking and ICT sectors in Africa; he now sees

this entrepreneurial ingenuity also extending to healthcare.

## Gender diversity for economic growth

Gender equality will remain a central tenet in any reputable company's sustainability agenda. Not just because it's morally and socially the right thing to do, but because economically, it just makes sense. According to the McKinsey Global Institute's The Power of Parity report, advancing women's equality has the potential to add \$12tn to global growth.

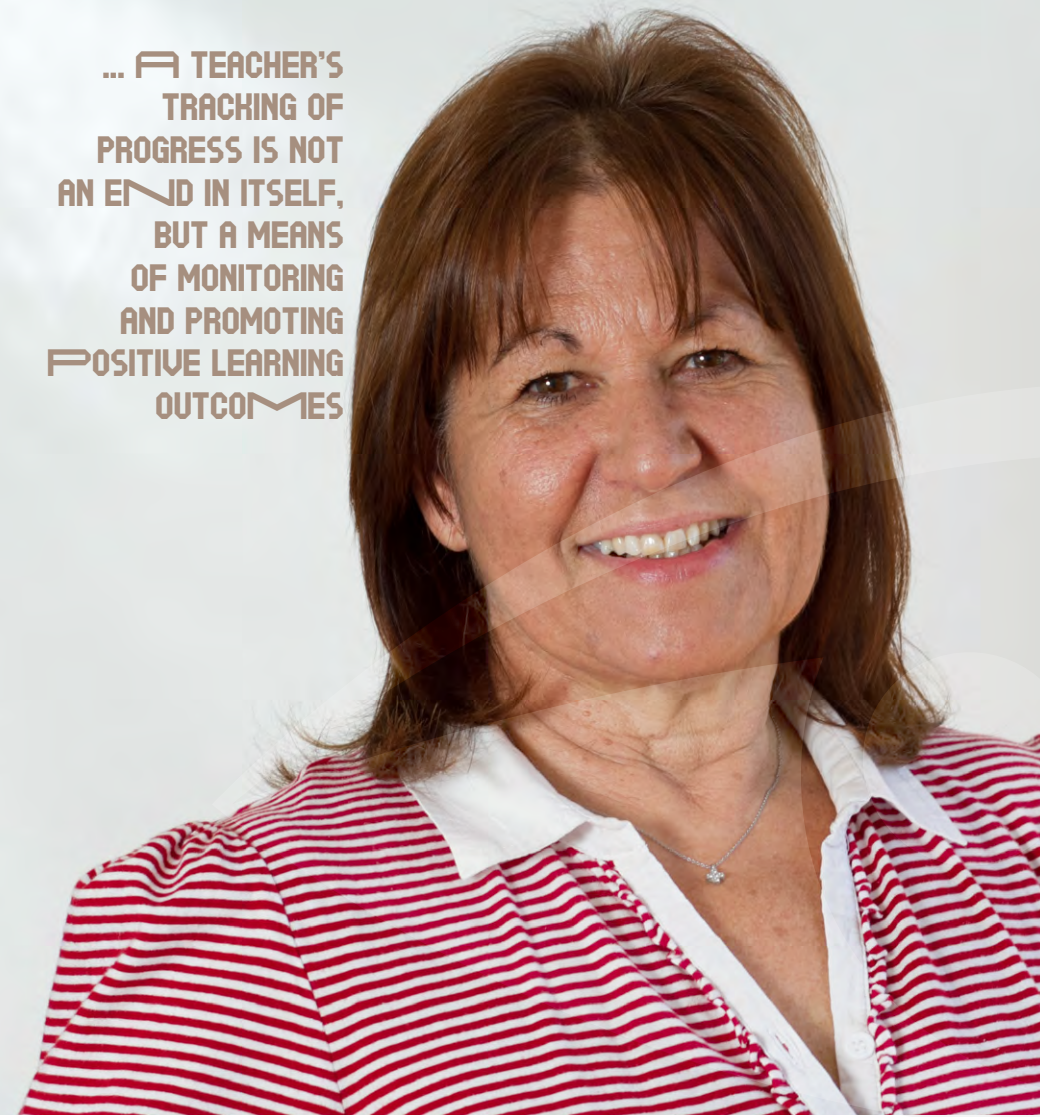
## Revenue opportunities in waste

'Waste is wealth' is the mantra making its way across South African soil, from the unemployed seeking to earn a much-needed income, to business embracing a circular economy model. Two initiatives in particular embrace this modern form of waste management, where landfills are the last resort. Waste to Wealth Africa educates communities on how to turn waste into sustainable wealth, uplifting previously disadvantaged communities through recycling and environmental projects. The other is the Western Cape Industrial Symbiosis Programme (WISP), which helps businesses identify untapped revenue opportunities in waste. These kinds of initiatives are set to gain further momentum in 2016.

By Sindy Peters

Managing Editor at Bizcommunity  
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... A TEACHER'S  
TRACKING OF  
PROGRESS IS NOT  
AN END IN ITSELF,  
BUT A MEANS  
OF MONITORING  
AND PROMOTING  
POSITIVE LEARNING  
OUTCOMES



## Sandy George

Training Specialist & Educator, Interactive Metronome Certified Professional,  
Winning Wayz

### EDUCATION TRENDS

## What's new in education?

Technology, learning in reverse, and following methods best suited to the student are just a few of the developments to be found in education for 2016.

### Monitoring

Tracking students' progress through accurate assessment, often with the help of web-connected technologies. It is important to note that a teacher's tracking of progress is not an end in itself, but a means of monitoring and promoting positive learning outcomes.

### Touch, sight, sound

Allowing students to follow a method that helps them learn to the best of their abilities. One such model of learning style is to divide students into three modalities: visual, auditory and kinesthetic (tactile).

### Keeping ahead, in reverse

Learning in reverse, where students read up on the next day's topics and watch YouTube clips about them, only to head into the classroom to complete traditional assignments, which would in the past have taken the form of homework. This reverse-learning technique also assists the student to become familiar with personal research.

### Altogether now

Students of different abilities being accommodated in the same classroom, by means of assistive technology

that supports those with learning disabilities. New terms refocus attention from an overall deficiency to a narrow developmental disorder that affects how the student learns. Two terms, specific learning disorder (SLD) and specific developmental disorder (SDD), emphasise that these disorders are highly specific in nature, suggesting unique coping strategies for the individual disorders. This change in terminology highlights that a student may have difficulty in one particular aspect of learning, while at the same time mastering and excelling in others. Therefore, many SLD students may not need major modifications to succeed, but rather minor accommodations to meet their specific learning needs.

### Describing difficulties

The way we label children who struggle at school is finally changing. However, there is still a long way to go. In the past, those who did not perform well were labelled 'lazy', 'disobedient', or just plain 'stupid'. Many were shamed, punished or written off as hopeless. Today, improved labels take the form of diagnoses such as LD (learning disabled), ADHD (attention deficit and hyperactivity disorder, which can cover a multitude of difficulties) and many others. Of course, we cannot ignore the identified difficulty, but can rather move towards using a more specific description i.e. "He has a short attention span; learns better by 'doing' than by 'reading'".

[www.winningwayz.co.za](http://www.winningwayz.co.za)



# Five future developments in education

Could e-learning hold the key to addressing the massive void in education at school level?

Here are five trends for digital learning in 2016:

## 1. Personalised learning

E-learning takes on a learner-centred approach in 2016 with online courses providing individual learning paths based on a learner's needs, abilities and preferences.

"A one-size-fits-all approach to learning is no longer necessary or desirable... [with technology] providing unique content based on the learner's interest and learning style," says Niall McNulty, digital publishing manager for the African branch of Cambridge University Press.

## 2. Big data

Tied to the personalised learning trend is the assessment for learning approach, which takes advantage of the growing influence of big data to use assessment to inform teaching and learning.

This is a process by which teachers use data collected through online assessment and interactive exercises to adjust their teaching strategies to support weaker learners and challenge stronger learners.

## 3. m-learning

A study by education publishers, Pearson, shows that 80% of learners have access to smartphones, says m-learning specialist, Steve Vosloo.

"The potential that mobile devices offer for learning that happens throughout the day in formal and informal contexts, is available just-in-time, is personal, trackable and complementary of other learning formats, is increasingly evident."

"No wonder large-scale tablet implementations are on the rise across the country: from the Gauteng Department of Education's Classroom of the Future initiative that aims to replace printed textbooks with tablets and transform all its schools into digital learning institutions by 2018, to the ICT4RED tablet initiative at 26 high schools in Cofimvaba, a deep rural district in the Eastern Cape," he explains.

## 4. Gamification

According to an article on [elearningindustry.com](http://elearningindustry.com), learners become more engaged with material through gamification.

"Some experts claim that the technique can boost learner's motivation to a smashing 90% recall rate. Once learners assume an active role in knowledge reception, they will automatically improve their chances at remembering," it states.

## 5. 3D printing

Although it may take some time to reach South African schools, 3D printing offers a whole new realm of teaching aids.

Anthropologist Kristina Killgrove was able to print parts of the Naledi skull within hours of the announcement of the discovery being made, thanks to the growing affordability and accessibility of 3D printing.

"This will allow some schools to incorporate this technology into their teaching strategies. 3D-printed 'surrogate' artefacts allow learners to interact in the physical world with items which may otherwise be inaccessible," says McNulty.

By Nicci Botha,  
specialist writer for BizTrends2016

**WHATEVER THE FUTURES HOLDS, E-LEARNING PROVIDES TREMENDOUS POTENTIAL IN MEETING EXPECTATIONS OF DELIVERING QUALITY EDUCATION TO A GREATER SEGMENT OF THE SOUTH AFRICAN POPULATION**



# African mega-projects: opportunities and challenges for specialist insurers

**Infrastructure development is booming across Africa, due in no small part to significant economic growth and foreign direct investment. Mega-infrastructure projects have massive price tags however, with equally large insurable risks.**

There are tremendous opportunities for the specialist insurance industry, but also challenges in what has become a highly competitive international market.

## Tailored specialist insurance

Providing specialist insurance to projects such as these is no mean feat. To ensure long-term sustainability in what has become an overtraded market, providers must have an in-depth understanding of the risks involved and be equipped with extensive knowledge and experience.

Convenience and appropriate risk identification are vital when placing cover for mega-projects. Projects of this size are extremely complex - cover may be required for public liability, professional indemnity, marine insurance, contract works, project delays, assets, travel insurance, aviation insurance and riot cover, for example. And clients don't necessarily want to deal with a number of different insurance parties and risk gaps in cover. A further complication is the varying needs of financiers and the state-owned entities sponsoring these projects.

## Boosting the local market

A challenge for specialist insurers in South Africa and further afield across the continent is that many of the specialist insurance placements for large projects are currently taken by offshore syndicates, to the detriment of the local market. To develop local economies, we need premium to remain in these countries.

The growth potential for specialist lines of insurance across Africa is decidedly optimistic. But to capitalise on these opportunities, local insurance providers need to become truly African companies. Regional trade partnerships between countries are on the increase, and specialist insurers need to provide solutions taking into account this trend toward cross-border collaboration.

On the other hand they also need to be able to offer highly tailored solutions. What is needed are underwriting managers who are experts in their respective fields, who have the necessary technical knowledge, and who have a keen focus on entrepreneurial and big-thinking ideas.

[www.santam.co.za](http://www.santam.co.za)



**TO CAPITALISE  
ON THESE  
OPPORTUNITIES,  
LOCAL INSURANCE  
PROVIDERS NEED  
TO BECOME  
TRULY AFRICAN  
COMPANIES**

Karl Bishop

Santam head of Niche Business



**SOCIAL MEDIA WILL  
PLAY AN INCREASINGLY  
IMPORTANT ROLE IN  
HOW FINANCIAL  
INSTITUTIONS INTERACT  
WITH THEIR CLIENTS**

# Five finance sector forecasts for 2016

## 1. Platformification

"The most significant trend of 2016 will be the 'platformification' of banking, where both existing banks and startups begin a strategic shift towards becoming banking platforms, much like how Amazon is a platform in retail," says Ron Shevlin, director of research for Cornerstone Advisors.

Africa has already jumped on the bandwagon, with the recent announcement by Barclays Africa, that it is funding an accelerator programme called Rise for fintech startups.

## 2. Optichannel banking

One of the emerging trends is to transform the customer journey into a seamless process using social media and big data to personalise interactions with clients.

Coined by Jim Marous, owner of the Digital Banking Report, an 'optichannel' experience delivers solutions using the best channel - rather than all channels - for a specific solution.

## 3. Client engagement

Social media will play an increasingly important role in how financial institutions interact with their clients. Keith Gormley, director of social media at Prudential, comments that social media shouldn't just be used as a channel to simply broadcast messages, but rather to leverage it in ways that engage the audience in genuine two-way conversation.

## 4. Cash conversion

South Africa has the highest percentage of adults (85%) with access to a bank in sub-Saharan Africa, yet this is not necessarily the case in the rest of Africa. In addition 65% of all transactions in South Africa are still cash, says Mastercard's general counsel and chief franchise officer, Tim Murphy.

In an article on Mail & Guardian Online, Murphy explains that banks, mobile providers and financial institutions are clamouring for ways to get into the 'cash conversion' space. In other words, they're trying to find the most useful ways to provide cash transaction solutions to the unbanked.

## 5. Security

While the convenience of banking apps can't be denied, mobile technology has the potential to be a huge security risk in 2016, according to a new report by McAfee Labs.

McAfee Labs vice president, Vincent Weafer, says the findings highlight the importance of security best practices and the need for constant innovation to stay a step ahead of the threat technology curve. "Ongoing user education is imperative to counter attackers' tactics such as social engineering," he says.

By Nicci Botha,  
specialist writer for BizTrends2016



# The future of work in 2016

**The way we work and the places we work are evolving rapidly, with multinationals leading the way in drastically changing the #FutureOfWork. Here are some trends to look out for in the coming year:**

## **It's not just the way we work but where we work that will change**

Office spaces are becoming radically modernised, open and fluid. Companies such as Facebook and Google have really revolutionised the way we see the contemporary workplace. Gone are the days of a dedicated office cubicle; offices are now about hot-desks, open-plan spaces and relaxing lounge areas.

Then, of course, there are increasing trends in work-from-home environments, with new homeowners actively seeking an office or working space in their houses. Advances in technology have opened up endless opportunities for people to set up professional and productive workspaces to operate a business or work flexibly from home.

## **Millennials to drive for more flexibility**

Watch out, the next "baby boom" is just around the corner as the millennial generation start their families. This generation has been brought up in an age of technology, and flexibility is more acceptable to them. As such, they are likely to push for more flexible working circumstances as they add family responsibility to their work/life balance.

## **Wearable technology is going track work wellness**


Wearable technology, such as the Apple Watch and Fitbit are becoming increasingly popular with employees who want to track their wellness and time management at work. 2016 is likely to see a surge in the use of such devices whose real time information can be used to improve time efficiency and output.

## **Maternity leave benefits – the bigger discussion**

As companies such as Netflix lead the way with unlimited maternity leave, and Microsoft and Adobe introduce expanded maternity leave programmes, we are likely to see increased debate and demands around this issue.

Research has shown that at least 64% of women want better maternity benefits and many companies with expanded programmes have indicated that moms are more focused when they return to work after longer leave or under flexible circumstances. In fact, employees are coming to realise that skilled moms are an enormous market to tap into and not just for menial type positions.

Mothers develop skills which, when brought into an organisation, can foster a culture of empathy, teamwork and group participation. They are master negotiators and encouragers, making excellent mentors and coaches for younger employees.

A portrait of Phillipa Geard, a woman with short brown hair, smiling, wearing a white sleeveless top. The background is a light, textured wall.

**GONE ARE  
THE DAYS OF A  
DEDICATED OFFICE  
CUBICLE...**

Phillipa Geard

Founder and CEO of RecruitMyMom  
[www.recruitmymom.co.za](http://www.recruitmymom.co.za)





# Five recruitment trends to look out for in 2016

With the cost of recruitment and the legislative web surrounding labour law, human resource managers are no longer just the people who ensure salaries are paid on time.

To keep focus on the local talent market, we looked at the LinkedIn South Africa Recruiting Trends 2016, which questioned 3894 human resources experts on their views of what 2016 holds.

## 1. Quality of hire

Undoubtedly, hiring the best person for the job fulfils a business' long-term goals and strategies. Getting it right also saves the company a significant amount in recruiting costs, as well as time.

According to the LinkedIn report, 46% of all recruitment specialists measure employer turnover, retention figures, performance evaluation and the hiring manager's satisfaction to determine the quality of hire.

## 2. Employee retention

The average job-seeker in today's market is well-informed and open to offers of new opportunities. Therefore, finding and - more importantly - keeping talent is an important priority over the next year.

## 3. Business challenges

As mentioned earlier, South Africa's labour law is a minefield for any HR practitioner, throw into the mix new B-BBEE requirements, amendments to

the Labour Relations Act and changed legislation regarding temporary workers and you have an even more challenging environment in 2016.

In addition, competition, compensation and finding candidates in high-demand talent pools stay on the top of the list of obstacles facing businesses.

## 4. Social networks and job seekers

Similar to so many other industries, social media is playing an ever increasing role, not only for job seekers using their networks to find jobs, but also for recruiters to build relationships with potential employees, whether they are actively looking for a job or just browsing.

The report says more than 55% of professionals use social networks when looking for new jobs.

## 5. Employer brand

Another thread emerging is that companies are seeing the value of selling their brand and culture to prospective employees, so they are investing more time and money into developing the employer brand.

Again, through social media, candidates can research a great deal about their potential employer and to

see whether the culture 'fits' with their expectations and aspirations.

More corporates are therefore investing in the softer benefits, such as flexible work hours, child care facilities, on-site gyms and healthy food options with the growing realisation that employees are more productive if they are not distracted by other aspects of their lives.

**ANOTHER THREAD EMERGING IS THAT COMPANIES ARE SEEING THE VALUE OF SELLING THEIR BRAND AND CULTURE TO PROSPECTIVE EMPLOYEES...**

By Nicci Botha,  
specialist writer for BizTrends2016





# Yolanda Gibbon

Founder of Cardilogix

[www.cardilogix.co.za](http://www.cardilogix.co.za) | [www.bizcommunity.com/profile/yolandagibbon](http://www.bizcommunity.com/profile/yolandagibbon)

## Guardians of the HR galaxy in 2016 and beyond!

**CEOs globally and locally are admitting their talent strategy is out of sync and retaining top talent is becoming their no. 1 challenge in business. In 2016, it's all about reinvention! Nothing is like it was nor will it ever be.**

This has already resulted in a significant shift in product usage that will evolve even further this year, where consumers use products right down to the very last drop to reduce wastage, repair items instead of buying new ones, buy multiuse products that can do more than just one task, and recycle products.

Strictly speaking as millennials, we are becoming a wisdom-based workforce. It's not about what we know any longer, but what we do with what we know. Every part of management, capacity building, communication and recruiting has been radically changed by technology.

With generation Y and Z being as hyper-connected and enterprising as they are, a solution is offered in the form of *thought leadership* - it is the strategic buzzword for 2016 in terms of growth in corporations and among hungry entrepreneurs.

### It's a wisdom based economy

Move past your job description in what is now a very crowded and noisy profession.

Don't play it safe, never be afraid, it's time to take a leap of faith. Have the tenacity to do things differently. Everyone is competing for mindshare and authority in their field.

Start on the inside - let it come from customers, brand managers, your design team, the sales force, client services or even the copywriters - we all have knowledge. But you need to inspire - full force ahead - and set your industry alight with new ideas and concepts. Focus on success. #WisdomPreneurs

### HR teams must become more educated and professionally conversant in the digital world of business

Every area of our lives has undergone interesting developments and changes through these new technologies and ultimately, the new digital reality. As HR specialists we will play a strategic role in the digitalisation of our company, be it internal or external.

The goal will be about driving conversations and influencing our industry and its players. Enterprises can no longer dictate how they'll interact with people. In 2016 and beyond HR teams will have to put people first.

By using data, mobile and social channels when hiring, HR has the perfect opportunity to attract talent worldwide, as well as taking into account their ability, interest and skills. In using various technologies, deep conversations can be had with active and passive candidates irrespective of time zones or physical locations - or whether a new position is available or not. Great for building your internal candidate talent pool.

Today's generation of new employees has grown up in this digital world, making them highly familiar with the ways this is shaping their lives. HR leaders will need to be top negotiators yet highly sensitive and compassionate in this ever-changing industry.

### Represent an employer brand that shines - educate from the inside out

Knowledge sharing is power. Give ideas away for free, the positive impact this will have on your company's

reputation will be worth it in the end! Most importantly, thought leadership it is about educating.

Management - you are your brand! People are either going to love you or hate you. It totally depends on... wait for it.... How you treat your employees.

Share what you're passionate about inside your business and that's what will lead to your success.

Create news instead of simply sharing it. Share the things that sets you apart from the competition. Develop a new methodology, cover new topics and trends - just try something new - become part of the conversation. Become an influencer. Most importantly, be human, be sensitive, transparent and authentic. Remember: leaders are seldom made, they are chosen. Inspire your team - always!

### Talent retention

Talent acquisition should be about planning careers for individuals and not just filling roles. Different things motivate every employee, and retention strategies thus need to be tailored down to the individual level.



## HR & RECRUITMENT TRENDS

In his new book *The Alliance*, Reid Hoffman, chairman and founder of LinkedIn, writes that we have entered a world where workers are like professional athletes. They work for a company and contribute for a while, but when needs change, they move to another team, taking their skills and expertise with them.

Make sure when you hire key factors such as values, interests and personality traits of prospective hires are as compatible as possible with your company culture.

The average applicant spends two hours researching an organisation before applying online for a job there. They evaluate why people work there, read up on management, core values, etc. Companies must attract, retain and engage talent in order to be successful. Employee retention not only builds long-term success but also plays a significant role in a company's ability to hire and field the best possible team. There is nothing worse than your brand being tarnished by a poor management style or lack of communication. Sooner or later, talent will dwindle and your reputation will go up in smoke. People won't want to work for you.

The company's well-earned prestige, when reinforced by positive opinions from happy employees on the job and committed to their organisation, multiplies the effectiveness of the message the company transmits to its community of business partners, internal and external customers, existing staff and potential candidates. Organisations that have staff who are not inspired and motivated, won't have a competitive edge. And that means your HR strategy has gone up in smoke.

### Workforce mobility

Workforce mobility truly has the power to contribute both to the business success of the organisation and

to the career and personal development desires of the people in the organisation, with over 54 million employees worldwide working remotely.

The rapid shift in work habits shows employees are increasingly likely to work from outside the office and frequently use a number of mobile (and often personal) devices to complete business tasks.

Globally, iOS dominates the enterprise market and is the leading mobile platform in nearly every industry.

Thought leaders, applying workforce mobility is paving the way to successful and content employees. Not only does it have a positive impact on career progression, 45% of staff increase their workforce productivity by working off-site and streamline the business process.

Employers are spoilt for choice as workforce mobility has been a real game changer - not only allowing to expand HR talent pools globally but also the customer base, exposing them to target audiences never engaged before.

Future thought leaders should realise that brand affinity is more powerful than you could ever know. May the insight in some of the trends contained in this article lead you to start researching the habits of the next generation or implement change for the better to develop your company's brand. Start exceeding your own expectations but also that of your staff and clients.

**MANAGEMENT - YOU ARE YOUR BRAND!  
PEOPLE ARE EITHER GOING TO LOVE YOU  
OR HATE YOU. IT TOTALLY DEPENDS ON...  
WAIT FOR IT.... HOW YOU TREAT YOUR  
EMPLOYEES.**



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## Kim Andersen

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**BEGINNING THE JOURNEY TOWARD DIGITAL TRANSFORMATION IS ESSENTIAL FOR COMPETITIVENESS AND PROFITABILITY IN THE YEARS TO COME.**

## Digital transformation: the top 10 technology trends of 2016

1. We can expect Big Data to gain momentum, particularly as the ability to conduct high-speed analytics becomes a reality.
2. By conducting a thorough examination of their spend, CIOs will be able to release funding for systems that enable differentiation.
3. Anything that can be virtualised will be, driven on certain elements of cloud computing, which has become an accepted technology.
4. Wearable technology is an area that is seeing significant investment.
5. A recent uptake of mobile apps is aimed at automating and improving the efficiency of essential business processes.
6. With a rise in connected and globalised threats, it is essential to build better response and monitoring solutions in order to ensure effective security.
7. A variety of consumerised communication channels has grown in popularity, from video chat and messaging to social media.
8. The development and rollout of low range Wide Area Networks, which is set to begin in South Africa in 2016, is changing and opening up applications for the IoT to many more areas.
9. The emergence of intelligent technologies have the potential to revolutionise facilities management and energy optimisation. The CIO and the IT department need to get involved.
10. The traditional call centre is seeing a revamp as multiple channels are integrated, including social media.



## Bob Min Yu

Managing Director - ZTE South Africa Terminal Office

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**SMARTPHONES HAVE UNDOUBTEDLY SHIFTED TO A NEW STAGE OF COMPETITION IN 2015 AND WILL CONTINUE THROUGHOUT 2016**

## Mobile technology trends 2016

- The smartphone market is gearing up for more curved displays and flexible batteries.
- 64-bit processors are being used more widely with fingerprint and retina scanning.
- The major forms of mobile interaction in future will be voice, eye control, motion capture and even telepathic control.
- Wearable accessories have increasingly become fast-moving consumer goods.
- Liquid metals make phone cases lighter and slimmer, scratch-resistant, less likely to shatter and can even automatically restore their shape after deformation.
- Fingerprint recognition and physically isolated security modules will become standard on high-end cellphones.
- 1080p full HD displays will become the norm and flagship models will widely use 2K screens that provide a higher pixel density.
- With the growing trend of taking selfies, mobile manufacturers will move towards front cameras with larger apertures, broader viewing angles and higher pixel count.
- User interfaces will be more flexible, with a layout that can be adjusted automatically to adapt to a bendable or foldable screen.





Ian Jansen van Rensburg  
Senior Systems Engineering Manager  
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## Top IT trends CIOs will be challenged by in 2016

IT'S AN EXCITING TIME TO BE INVOLVED  
IN THE IT FIELD AND, TECHNOLOGICALLY SPEAKING,  
2016 IS GOING TO BE A CRACKER OF A YEAR

- Network virtualisation offers significant benefits to business: Improved and increased data storage, availability and security and a reduced CapEx.
- Many businesses have stretched their technology assets beyond their sell-by dates in order to see technologies mature. The software-defined data centre has matured and is ripe for the picking.
- The current dearth in IT management skills challenges the CIO to innovate means to develop this talent and retain it thereafter.
- Major trends are challenging vendors too. Vendors can no longer get by peddling the same old basket of solutions, but must thoroughly understand their client's IT landscape.



Shane Chorley  
Executive: Carrier and Connectivity  
Division at Vox Telecom

[www.voxtelecom.co.za](http://www.voxtelecom.co.za)

## Fibre as the quantum shift for technology

BY NOW, THE VAST MAJORITY  
OF SOUTH AFRICANS,  
BE THEY CONSUMERS OR BUSINESS OWNERS,  
HAVE HEARD ABOUT THE FIBRE REVOLUTION  
THAT IS TAKING HOLD OF THE COUNTRY

- Fibre represents the next quantum shift for technology. The power of fibre will not just be the delivery of high-speed and reliable connectivity, but the realisation of things we've only ever spoken about.
- The Internet of Things, a world of 'smart' everything devices and the potential of an on-demand generation has never been more possible.
- Connectivity is becoming a utility. It is this utility based approach that helps to advance internet connectivity. With more and more fibre, we will have better access to cellular and Wi-Fi services. In turn, this will improve the delivery of these services to all.



[www.veeam.com](http://www.veeam.com)

Warren Olivier  
Regional Manager for Southern Africa,  
Veeam Software

...HACKERS CAN TAKE OVER  
ANYTHING FROM TELEVISIONS  
TO FRIDGES AND EVEN  
SELF-DRIVING CARS

## Security high on the agenda for 2016

The need for an effective disaster recovery plan is critical. The amount of data that needs to be secured means companies need to examine the cost of losing data versus the price for an Always-On and available environment.

Being proactive around security becomes one of the most fundamental building blocks. Several IT companies have solutions built into their data environments and there are specific security opportunities today that organisations can leverage in the modern data centre, specifically virtualisation.

Managing data is becoming more of a focus than the actual production of it. It is imperative that decision-makers get their security in order before it is too late.



## Fibre fruit hangs low

**Finally. After years of ploughing - a familiar sight to our South African driveways and pavements - kilometres of Dark Fibre will light up and bear fruit. 2016 promises a wonderful harvest for Internet Service Providers (ISPs) country wide. Reaping wonderful rewards for end users. We are ready to harness the true benefits of Fibre connectivity.**

It may be an over-simplified agricultural analogy. It is, however, effective in illustrating how Fibre Optic Internet Connectivity will shape the ICT landscape in 2016 and for years to come.

### Readily available fibre

Billions of Rands worth of fibre has already been neatly trenched to exchanges throughout South Africa. It is now merely a matter of plug-and-play. Fibre networks lie earnestly in wait for businesses and home users alike to connect. Reliable internet connectivity is a business necessity. Fibre is robust. It is also invulnerable to theft and interference. It is hardly a stretch of the imagination to say that more businesses will switch to fibre for last mile access this year. As more businesses connect to fibre, so the barrier to entry for this service is lowered, which brings us to trend number two.

### Affordable fibre connectivity

As fibre is capable of accommodating multiple users without degradation to the service, ISP's are able to recoup costs on a single fibre line faster. The increased uptake of fibre will assist greatly in lowering service providers' costs, in turn, lowering costs for end users. This allows more users to connect and so the cycle continues.

### Rapid cloud expansion

Cloud computing relies on internet access. Your cloud experience is only as good as the internet connection being used. Fibre's high reliability makes cloud computing viable. In this 'big data' age, large on-site servers are impractical, expensive and space consuming. We foresee more businesses moving their telephony and data to the cloud.

### VoIP migration

Once again the quality of Voice over Internet Protocol is dependent on the quality of the internet connection over which it is transmitted. Fibre is able to deliver more than just crystal clear voice. It is capable of conducting multiple concurrent calls without hindrance. We foresee a proportional decrease in interconnect rates to fibre costs. This results in even better VoIP rates for end users.

### Internet of Things - a way of life

Independent, yet complementary to the above-mentioned trends, the Internet of Things will certainly maintain its accelerated growth in South Africa. Simply put, this is the connectivity between "smart" devices in and around the home, business and on one's self. Smartphones, televisions, fridges, garages, alarms systems and even cars will be IP ready.

In conclusion, we predict that overall, this is the year of fibre. As our business sector shifts to the "light age", we also caution IT executives nationally to keep cyber security top of mind. Increased reliance on cloud services may invite opportunist hackers and the likes. Prevention is imperative. So while our trends predictions for this year are majority positive, we urge all businesses to practice triplicate backup storage.

**SMARTPHONES, TELEVISIONS,  
FRIDGES, GARAGES, ALARMS  
SYSTEMS AND EVEN CARS WILL BE  
IP READY.**



Deidré Jonker

Marketing Manager at BitCo

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# The Secret to Business Efficiency...

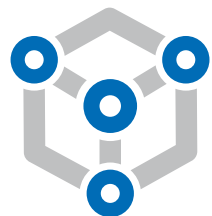
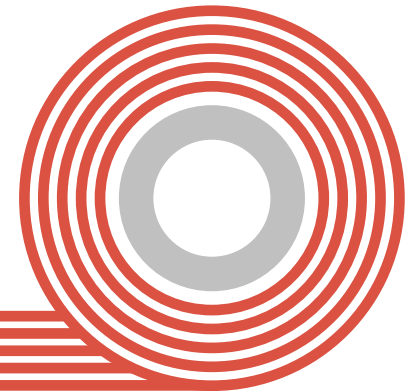
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**2016 COULD BE THE YEAR  
THAT THE VAT RATE  
IS RAISED**

**Betsie  
Strydom**

**Partner in Bowman Gilfillan Africa  
Group's Tax Practice**



## LEGAL TRENDS

# Tax focus in 2016: What does the future hold?

**The volatility of the currency due to events that began on 9 December 2015 has placed an increased focus on government finances.**

### The Draft Carbon Tax Bill

The Draft Carbon Tax Bill is set to come into operation in phases, with the first phase commencing on 1 January 2017 and running to 1 January 2020.

It will introduce carbon tax, which will be imposed to tax fossil fuels at source. It will also apply to industrial processes, product use and raw material use.

### VAT

2016 could be the year that the VAT rate is raised. As the tax is levied across a broad base, it could add a significant amount of additional government revenue, and so an announcement might be made in this regard during February's National Budget Speech.

### The Common Reporting Standard

In order to implement the Common Reporting Standard (CRS) on a consistent and efficient basis, the draft Tax Administration Laws Amendment Bill 2015 proposes amendments to ensure that certain financial institutions report on all account holders and controlling persons, irrespective of whether South Africa has an international tax agreement with their jurisdiction of residence or whether the jurisdiction is currently a CRS participating jurisdiction.

### Taxation Laws Amendment Bill

The National Assembly recently passed the 2015 Taxation Laws Amendment Bill and the 2015 Draft Tax Administration Laws Amendment Bill. Both of these bills have not been signed by the President yet but are likely to be enacted in 2016.

In terms of the Taxation Laws Amendment Bill, from 1 March 2016, future retirement savings in provident funds will be subject to compulsory annuitisation, but importantly this only applies to future contributions made from 1 March 2016. In addition, the annuitisation requirement will not apply in respect of provident, pension and retirement annuity funds where the fund value does not exceed R247,500 on date of retirement.

### Other possible tax amendments in 2016

Amendments proposed to improve transfer-pricing documentation and revise the rules for controlled foreign companies and the digital economy, are due for comment in early in 2016.

The 2015 interim report of the Davis Tax Committee also indicated concerns surrounding base erosion and profit shifting, especially on the context of corporate income tax, so changes in this sphere can be expected.



**Karuna  
Naidoo**

**Candidate Attorney in Bowman  
Gilfillan Africa Group's Tax Practice**



# Trends in competition law in 2016

**2016 is set to be an important year in competition law, both in South Africa and on the rest of the continent.**

## Changes to law

In South Africa, the implementation or partial implementation of the Competition Amendment Act is expected in 2016. Two new amendments of importance are those that involve complex monopolies and the criminalisation of cartel conduct.

Minister for Economic Development, Ebrahim Patel intends to introduce legislation to further strengthen efforts to tackle anti-competitive practices. In addition, it appears that more changes to the Competition Act, through the introduction of a new Competition Amendment Bill, may be on the horizon.

## Market inquiries

Two big market inquiries are expected to be finalised in 2016. According to the Competition Commission, the Liquefied Petroleum Gas market inquiry will be completed by March 2016. The inquiry into the private healthcare sector will be conducted in 2016, with the final report expected by year-end. The findings of these inquiries will guide the competition authorities as to whether or not to take further action in these sectors.

## Public interest conditions

The competition authorities in South Africa have also increased their focus on public interest considerations in merger analysis. While the regulator cannot divorce public interest from competition analysis, it also

cannot over-reach in its application of public interest if it will result in unintended consequences. More clarity on public interest decisions is needed. We can expect further guidance when the draft Public Interest Guidelines are finalised, hopefully also in 2016.

## Competition law in Africa

Many African countries have recognised the value of competition and, as a result, have already introduced, or are in the process of introducing, competition regimes. Competition law is therefore also expected to play a critical role on the African continent in 2016. It is anticipated that the cases in Africa will become more complex as time goes on.

## MoUs

Last year, several Memorandums of Understanding (MoU) were signed to promote cooperation in competition law enforcement and policy; one between the SA Competition Commission and Namibian Competition Commission, and the second between the COMESA Competition Commission and the Malawi Competition and Fair Trading Commission.

The heads of Competition authorities from the BRICS countries also recently signed a MoU to co-operate in the field of competition policy, setting in motion a policy to share best practices and conduct joint studies in the competition law sector in those countries.

It will be interesting to see how these relationships unfold in 2016.

**MANY AFRICAN COUNTRIES HAVE RECOGNISED THE VALUE OF COMPETITION AND, AS A RESULT, HAVE ALREADY INTRODUCED, OR ARE IN THE PROCESS OF INTRODUCING, COMPETITION REGIMES**

Lucinda Verster

Partner in Bowman Gilfillan Africa Group's Competition Practice  
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A LARGE PORTION OF CONSUMERS WILL STILL BE INFLUENCED BY POP CULTURE AND SOCIAL MEDIA GOING FORWARD. THERE IS A COUNTER MOVEMENT THOUGH; SCEPTICAL OF PRE-PACKAGED LOOKS, ASPIRING TO FREE-THINKING AESTHETICS AND CURATED SELF-EXPRESSION

## Jackie Burger

Salonnière at Salon 58

[www.salon58.co.za](http://www.salon58.co.za)

[bizcommunity.com/profile/jackieburger](http://bizcommunity.com/profile/jackieburger)



### LIFESTYLE TRENDS

## Fashion forward

Neo-Trans, wearables and curated self-expression seem to be the stylish buzzwords of 2016. Jackie Burger, style icon and editor-at-large, gives her thoughts on this year's ever-shifting fashion landscape.

**Pantone has picked rose quartz and serenity as the colours of 2016. How do you think these colours will be reflected in fashion in 2016?**

Designers such as Miuccia Prada, Dolce & Gabbana and Armani showcased signature designs in powdery pastel hues during 2015 Fall/Winter Runway collections, which included blush pink and baby blue, ushering in a strong statement about gender fluidity and meta-modern femininity.

**What would you say are the top-five trends/catchwords or phrases that will define fashion in 2016?**

Neo-Trans (transgender style and the blurring of lines between male/female dressing), modernist, eccentric, Glamcore (replacing Normcore), purposeful, wearables.

**The must-have items for 2016?**

I don't propagate the notion of the must-have item; instead I pay attention to the shift in the spirit of the times. On my radar: Luxe loungewear, including silk slips and pyjamas, pleats, romantic maxi dresses, the blouse, vintage inspirations, brooches, flat mules.

**The influencers: How do you see the growth of consumers getting their style inspiration and information from social media, such as bloggers and Instagrammers, playing out in 2016?**

A large portion of consumers will still be influenced by pop culture and social media going forward. There is a counter movement though; sceptical of pre-packaged looks, aspiring to free-thinking aesthetics and curated self-expression.

**The man bun, beauty and make-up products for men - would you say men's fashion will continue to lean towards the metrosexual style?**

The Neo-Trans movement (also core to the choice of the two Pantone colours blue and pink for 2016) embraces the notion of gender equality and an acceptance of style without gender boundaries, and creating a new Trans-gender style fluidity. More designers are showing men's and women's collections in tandem, honing this 'identity'. The Adriaan Kuiters + Jody Paulsen SS16 Collection is a perfect example of this innovative and trailblazing approach to style.

**Your thoughts on e-commerce? How do you see our shopping habits evolving?**

Online retail is on the rise and a very functional shopping option, but devoid of a curated experience that most discerning shoppers prefer. A key differential and benefit is the access to a 'clothes for all seasons' approach that simulates real-time shopping vs seasonal shopping.



# Projections in cinema

By Ruth Cooper

Lifestyle Editor at Bizcommunity

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**What with series sharing, piracy and Netflix, the good old fashioned cinema is having to get more and more creative when it comes to enticing bums on seats. 3D, Imax and loveseats are so last season, here are a few unique out there cinema trends that we should be seeing in the not too distant future.**

**You're the director:** Films will no longer be reserved for professional crews. Anyone in theory can now record and edit a film from their smart phone. Much like singing competitions like Idols, the idea is that fans will vote for their favourite filming content.

**You're the money:** The public can vote on their favourite script and cast and contribute to the budget via crowdfunding platforms.

**Cinema for your senses:** The first 4DX cinema in Africa launched at Nu Metro V&A Waterfront in Cape Town mid-December last year and aims to open 300 more auditoriums across 34 countries by mid-year 2016. 4DX includes a huge curved wrap-around screen and promises a full-on immersive experience utilising motion, vibration, water, wind, lighting and scents.

**Frame-ous:** Forget 24 frames per second; most blockbusters are now accelerating to 48fps, as was done with Peter Jackson's Hobbit trilogies.

**Film binge dens:** Think cinema meets hotel, where you check in to binge watch your favourite films, with bartenders, manicurists and masseuses on hand.

**Lux viewing:** VIP lounges like Cine Prestige are really just the beginning of the lux film-viewing trend. Wanna watch a film in your bikini? Well, if there is a Jacuzzi on

hand, then this is the dress code.

**Take it outside:** We're already seeing classics screened in interesting locations, however outdoor cinema will become even more of an event spectacle, including themed dress up and sing-along nights.

**Sequels to infinity:** Movie-making will become more about ongoing storytelling with movie franchising soaring to new heights. Think endless chapters of Avengers, Frozen, Batman etc.

See you at the cinema!

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VIP LOUNGES LIKE CINE  
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JACUZZI ON HAND, THEN THIS  
IS THE DRESS CODE

# Five logistics trends to look out for in 2016

## Omnichannel fulfilment

More internet users will shop online in 2016, forcing traditional retailers to rethink their business strategies. "Large retail locations will turn into small showrooms with attached fulfilment centres," says Jordan England-Nelson on cargomatic.com.

## Real-time inventory management

Leading retailers will begin implementing POS systems, beacons, sensors and other technology that will revolutionise inventory management and the whole buying experience.

## Collaborative relationships

Logistics service providers can benefit from building relationships with their competitors, and tapping into information technology to market underutilised capacity on virtual marketplaces.

## Flexible, transparent, responsible supply chains

"2016 will start to see the dominance of supply chains that have figured out how to balance being flexible with reducing environmental impact and stakeholder demands for complete transparency," says Grant Marshbank, chief operations officer of VSc Solutions

## Technology as core strategic driver

England-Nelson comments that massive streams of data are taking business intelligence and analytics to a new level of sophistication. "Downstream data analysis reduces forecasting errors - as data analysis becomes more sophisticated, shared datasets become more valuable," he says.

**BY EMBRACING TECHNOLOGY, SUPPLY CHAINS WILL BE ABLE TO DELIVER ON TIME AND WITHIN BUDGET DESPITE SLOW ECONOMIC GROWTH, INCREASING COSTS AND RAPIDLY CHANGING CONSUMER BEHAVIOUR**

By Nicci Botha,  
specialist writer for BizTrends2016



Ntando Kubheka

CFO and co-founder Locomute  
[www.locomute.co.za](http://www.locomute.co.za)

**THE LAST FEW YEARS HAVE SEEN A NEW BREED OF DISRUPTORS MAKE THEIR ENTRY INTO THE SA TRANSPORT MARKET**

# Mobility trends 2016

## Bus Rapid Transit

The City of Johannesburg continues to invest on expanding the network coverage of Rea Vaya Bus Service. MyCiti, Cape Town's own BRT, continues to provide a critical transport link.

Other cities like Durban, Tshwane, Rustenburg and Nelson Mandela Bay are at various stages of BRT implementation.

## Ride-sharing

More people have opted for new innovative options like Uber to get around the city instead of the traditional options such as hailing taxi cabs.

## Car sharing

Car sharing is becoming increasingly popular with its promise of personal convenience and social improvement. This is the time to explore this new age where access is better than ownership.

## Aggregating systems

2016 will see transport aggregator mobile apps such as RideScout and myTaxi take centre position enabling commuters to move from point A to point B faster and smarter.

## Transport payment systems

We are likely to see a roll-out of new innovative universal ticketing systems, with mobile apps enabling public transport users to pay for their transport charges without using cash, coins, etc.





Stephen Segal

Divisional Director of clearing and forwarding, Linehaul Division at Value logistics Ltd

### A lot of change expected in freight in 2016

**“In the world of freight, there are so many variables that you never really know what’s going to happen next.”**

- We could start seeing freight rates going up ever so slightly.
- The decline in mineral exports looks set to continue in 2016 after China’s stock market crash and currency devaluation.
- We are seeing a lot more export activity from South Africa into other African countries, for example in the solar power industry.
- For importers and exporters, things are going to start getting tighter in 2016. Traders are experiencing tighter and tighter cash flows.

[www.value.co.za](http://www.value.co.za)



Dr David Molapo

Head of Fleet Management, Standard Bank

### Fleet management trends with Dr David Molapo

**“With economic relief unlikely anytime soon, South African fleet managers are set to continue in belt-tightening mode through the coming year.”**

- Businesses are continuing the trend of “sweating their assets”, in other words extending vehicle replacing cycles by holding onto their vehicles for longer.
- New and/or alternative payment mechanisms and reporting systems will aid in improved risk management and fraud prevention.
- Driver behaviour is critically important. Well trained drivers use less fuel and takes better care of the vehicles. The training pays for itself many times over.



Charles Brewer

Managing Director of Mara Sokoni, Mara Group

### It is tough, but it’s not Mission Impossible

**“If you come at Africa with a ‘how can I make this work’ then you will reap the rewards that this rapidly developing region represents.”**

- Intra-African trade still only represents 12-15%. This will change as trade lanes grow. 2016 will see further port, rail, road and air developments, which makes doing business much easier.
- Rising costs in Asia drive manufacturing to look for lower cost locations, Africa has to be ready to play its part.
- More e-commerce players will enter the African market, with logistics companies fighting to establish greater capacity.

[www.sokoni.mara.com](http://www.sokoni.mara.com)



Lelanie Prinsloo

CEO of Logistics Directory

### Logistics trends with Lelanie Prinsloo

**“Transport and logistic sectors are increasingly recognised as key to stimulating trade, supporting business efficiency and stimulating growth.”**

- Collaborative relationships is a game-changing trend. The ability to market underutilized capacity has given birth to new virtual market platforms for shared supply chain services.
- According to IATA, international freight volumes are expected to increase. This will be a welcome relief to the existing overall risk to the economic outlook.
- In an era of accelerated globalisation, with both consumers and businesses demanding better and more cost-effective transport options, an integrated transport strategy is a necessity.



# High-end anti-ageing without the surgery

**Skincare trends for 2016 involve safer, more effective combination treatments with less down-time: mesotherapy, peeling and the cosmoceuticals are likely to be big this year.**



## Mesotherapy

Clinicians will make use of ready-made cocktails of active ingredients, administered by means of a sterile ampoule that is injected or by aquaphoresis, which uses laser technology and specialised electrical waveforms to administer the ampoule. A dramatic result can be seen by doing just one side of the face, and making a comparison. People tend not to enjoy the needles used in this treatment, despite the use of anaesthetic cream to numb the face beforehand. For this reason, no-needle mesotherapy has become more popular; added to the no 'downtime', it will continue to gain ground in 2016 and beyond.

## Peelings

The way medical aesthetics is going is to make peelings customisable to each individual patient. Each patient has a unique set of skincare requirements, i.e. a unique complexion, and in this way a peeling treatment can address each of their issues simultaneously in a customised regime.

Professional treatment protocols focus on penetrating the stratum corneum to nourish the underlying epidermis and dermis, as opposed to simply stripping away the surface, which many peels still do, causing unwanted trauma. Peels are not timed, neutralised and removed from the skin, but rather left on; the only exception is with masks.

Furthermore, the depth and strength of the peel is based on the number of layers applied during treatment, making these aspects easy to control. Following a peel, nourishing topicals, calming and retinoid boosters are applied to the patient's skin, followed by a broad-spectrum protective SPF. The patient leaves the clinic with a glowing healthy complexion, which makes the whole experience that much more enjoyable and pleasant for both clinician and patient.

## Cosmoceuticals

Regarding retail products, the new trend will focus on those that enhance the active ingredients by means of the delivery mechanism. The PCA Skin laboratory in the US, for example, is currently exploring a multitude of novel ingredients and delivery systems that will make a huge difference in the efficacy of both existing and novel ingredients when administered in the future.

Other significant innovations we can expect include work on global rejuvenating products involving dyschromias (discoloration of the skin), and work on perfecting the effects of both brightening/pigmentation and volumising/contouring products as the latter two issues are to be found at the very base of visible ageing.

**SKINCARE TRENDS  
FOR 2016 INVOLVE  
SAFER, MORE  
EFFECTIVE COMBINATION  
TREATMENTS WITH LESS  
DOWN-TIME**

[www.anaclinical.co.za](http://www.anaclinical.co.za)



Ana  
Engelbrecht

Owner of Anaclinical



# Advancing healthcare through tech innovations

By Shan Radcliffe, Group Editor at Bizcommunity  
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**Technology continues to drive medical innovation and advancement with fascinating new procedures and tools available to the medical world in 2016...**

## Healthcare on the run

Apps and wearable technology are becoming a firm favourite with consumers as they begin to take control of their own healthcare. Smartwatches, health monitors and pedometers are some of the devices used to actively monitor one's own fitness and activity levels. Popular downloads include fitness apps, apps to monitor and plan healthy eating habits and reminders to take medication.

## Patient information goes digital

Patient healthcare records are also being simplified in the digital world, with programmes enabling doctors, and even emergency services, to instantly access and log a patient's medical history and full body imaging (such as radiography scans).

## Simplifying surgery

Robotic-assisted surgery will become more and more commonplace in theatre as technology continues to develop. With the ability to perform highly complex surgeries, such as kidney removal, through minimally invasive techniques (and thereby drastically cutting recovery time for patients), robotic-assisted surgery will gain popularity amongst doctors and patients alike.

## Printable implants

3D printing is also set to revolutionise the surgical sector, with 3D-printed bone structures being used as implants. In South Africa, doctors are using the technology to correct skull defects in children, while in China, a 3D-printed vertebra was recently implanted into an adolescent. Surgeons are also using 3D models of patients' organs to plan and test-run complex surgeries.

## Nutritional pulse

With the banting diet philosophy of low-carbs, high-fat leading dieting and nutrition trends for the past few years, it will be interesting to see whether this holds its place in 2016. Especially seeing as the United Nations is pushing pulses, in what it has dubbed the International Year of Pulses... A strict no-no in the world of banting.

## Diseases to watch

The Zika virus is rapidly moving up the disease watchlist after an outbreak in Brazil infected an estimated 1.5 million people last year and is quickly spreading through the Americas, prompting the World Health Organisation to declare it a public health emergency. Researchers believe there is a link between the Zika virus and the sudden escalation of babies suspected to have been born with microcephaly (abnormally small heads and incomplete brain development), as well as the development of the rare Guillain-Barré syndrome in adults. A travel warning has been issued advising pregnant women to avoid or take caution when travelling to affected areas.

3D PRINTING IS SET TO  
REVOLUTIONISE THE  
SURGICAL SECTOR...



# Energy efficiency in the mining industry

**The current state of the mining industry can only be described as an industry in distress. The continuous spiral of lowering commodity prices with the combined steep mining inflation has put many mining operations at the risk of closing down. Internationally, steep energy cost increases continue to further erode already small margins.**

Escalating electricity costs have become one of the biggest expenditure drivers in mining operations. During the last eight years, energy costs have trebled when expressed as a percentage of total running costs in South African mines. More than 20% of the current operational cost is directly attributed to electricity costs for deep mines. An additional concern for the industry is the security of supply, and load shedding has further impacted on industry productivity.

In an effort to manage and reduce electricity costs, energy management strategies can be developed, inefficient operating units can be replaced and the operation of energy-consuming components of ventilation systems can be optimised.

In South Africa, our deep and hot mines require huge energy input to make sure that healthy and safe working environments are provided. In this area the mines have made huge impacts in managing energy through better utilisation of resources. One method to reduce direct energy inputs is to replace old and energy-inefficient equipment such as auxiliary fans. The importance of managing energy requirements and the implementation of continuous

improvement activities must underpin the drive for lower energy inputs or, in other words, improved energy productivity.

The continuous need to reduce greenhouse gas emissions, and commitments made by South Africa have also led to a number of potential measures that are, as yet, unresolved regarding implementation. These include the potential promulgation of the carbon tax law. This will lead to additional direct costs to mining operations and may also have a throughput tariff increase, further increasing the cost associated with energy.

Is it a case of self-generation or at least part generation? This is something that must be considered to meet the need for security of supply and price certainty going forward. This can potentially be met through utilising renewable energy generation further assisting in offsetting future carbon-related costs and securing the future of our industry.

**MORE THAN 20% OF THE CURRENT OPERATIONAL COST IS DIRECTLY ATTRIBUTED TO ELECTRICITY COSTS FOR DEEP MINES**



Jan du Plessis

Professor, University of Pretoria  
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# Webb Meko

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## MINING TRENDS

# Unleashing Africa's full power potential

**IN SOUTH AFRICA, GAS COULD ALSO POTENTIALLY BRIDGE THE ELECTRICITY SUPPLY GAP**

### **A largely untapped natural gas supply could lead to the radical transformation of Africa.**

Across the continent, the need for reliable baseload power to promote economic growth, improve standards of living and spur greater cross-border cooperation remains a work in progress. To achieve these goals, new approaches to managing power markets and harnessing available generation technologies are critical.

Spurred by the Renewable Energy Independent Power Producer Program, South Africa has experienced a liberalisation of the power sector, mainly driven by the private sector and an enabling policy environment. The country's transformation includes an emphasis on imported power, particularly hydro, while also tapping abundant natural gas supplies to reduce emissions.

The increase of natural gas supply and hydro resources is heavily reliant on countries such as Mozambique and the Democratic Republic of Congo. With more than 7% of the world's gas reserves - an estimated 30TCM (trillion cubic metres) of potential and proven reserves - Africa's largely under-explored natural gas reserves represent one of the critical keys for unlocking the continent's development and industrialisation potential.

Large finds in Mozambique and Tanzania, which account for about half of gas-fuelled power potential in Africa, prospects in Angola, and significant reserves in Nigeria are set to change the face of the continent.

The fundamental value of natural gas as a fuel lies in its ability to produce power, from consumer to large-scale industrial applications. Gas has profound implications for the transformation of African lives. According to Standard Bank, LNG will add more than R550bn to the Mozambican economy over the next 20 years, boosting GDP per capita from R9000 in 2013 to almost R65,000 by 2035.

Columbia University's Sustainable Engineering Lab also highlighted how developing a regional gas grid in eastern and southern Africa could bring gas to more than 260 major urban areas across eight countries, benefiting 185-million people directly and 600-million indirectly.

In South Africa, gas could also potentially bridge the electricity supply gap, and South Africa's Integrated Resource Plan (IRP) 2010-30 for electricity leaves room for a greater role for gas.

The careful development and use of gas - and other integrated power resources - has far-reaching implications for Africa as it strives to sustain industrialisation and socio-economic growth.

# Location remains focal point for commercial property

**2015 saw many interesting trends and developments - particularly that of commercial property developers looking at ways to “go green”. It also saw a boom in development of Africa’s richest mile, Sandton, where commercial property space is more in demand than ever because of its prime location.**

Looking at the year ahead, I anticipate that location will still be a focal point within the commercial property space, along with the following other trends:

## Collaborative workspaces

The trend of open-plan, collaborative workspaces has been around for a while - and it looks set to continue. Flexible work environments with moveable facets such as mobile furnishings, breakaway booths, informal meeting areas, and outdoor spaces are becoming increasingly desirable, because they allow for a more collaborative, relaxed work environment.

## Location, location, location

Location is an extremely important consideration when it comes to deciding on office premises. As society becomes increasingly environmentally conscious, the demand for green buildings in prime locations is increasing. Being close to suppliers and customers is also important, as is access to highways and transport infrastructure. In most cases, businesses will pay a premium for a good location that should, as a payoff, improve efficiencies and retain key personnel.

## Economic challenges

Due to the current economic constraints in South

Africa, 2016 is in all likelihood going to be another tough year from a commercial property perspective. Stable economic fundamentals are required to reignite business confidence, and the country is falling short in most respects. Consumers are tightening their belts amid rising interest rates, higher energy costs and the first income tax hike in over a decade. Nevertheless, an environment of higher interest rates will translate into higher yields for the property sector.

## Property finance

A healthy supply of credit remains the biggest factor in driving market growth. Recent credit rating downgrades will put pressure on lending appetites. These factors, coupled with onerous banking compliance regulations, make traditional property facilities harder to come by.

## Legislation

Another factor compounding the current difficult business environment is the tough legislation affecting property practitioners. The proposed bill advocating 50% black ownership of all property companies goes against free market principles and could be met with significant resistance. At the same time, transformation is a non-negotiable progression for the local property industry.

# Simon Black

MD of Black Pepper Properties

THE TREND OF  
OPEN-PLAN, COLLABORATIVE  
WORKSPACES... LOOKS SET  
TO CONTINUE



# Residential property sector to stay optimistic

**Property experts agree that there won't be much change in the residential market dynamics in 2016 with trading conditions remaining relatively strong, despite the current economic and political environment.**

## Property financing

While off the back of fairly flat level property market sales volumes in 2015, and with home loan lenders still competing strongly for business, there is no prediction of significant changes in the home loan lending sector in 2016.

## First-time buyers

Ooba's figures show that the average age of the first-time bond applicant is 37, which indicates that people are entering the property market later than in the past.

This can largely be attributed to the aforementioned economic factors, with many potential first-time buyers opting to delay buying a home in favour of renting.

## Rental market

With financial constraints putting a damper on the first-timers stepping onto the property ladder - as well as the millennials' attraction to the work, live,

play landscape of the inner cities - the rental market has picked up the slack on property sales during 2015 and should remain strong throughout 2016.

## Investment buyers

A bullish rental market is, of course, a positive spin off to the buy-to-let investor.

Chris Renecke, MD of Renprop, cites the example of the northern suburbs of Johannesburg, where there has been more development of residential apartment blocks, purely for rental accommodation.

"There's a noticeable move from institutional investors into this space. We have also seen a number of large private investors buy into schemes that have been developed purely for rental purposes," he says.

## Densification

The trend towards densification has been around for a while and is likely to continue, largely underpinned by growing traffic congestion, long commutes and the lack of land for development nearer the city.

## Sectional title

Closely linked to densification is the continued demand for lock-up-and-go options offered by sectional title properties.

"Hugely popular in 2015, sectional title will continue to grow in 2016 as more buyers opt for this type of ownership. The number of plans passed for sectional title housing in the last 15 years has increased by around 40%," says Simon Bray, CEO of Private Property.

**A BULLISH RENTAL MARKET IS, OF COURSE, A POSITIVE SPIN OFF TO THE BUY-TO-LET INVESTOR**

By Nicci Botha,  
specialist writer for BizTrends2016



## Seven property trends to look out for in 2016

**Increased demand for eco-friendly buildings, retirement property and mixed used developments are some of the trends to look out for this year. But the frailty of the South African economy is a threat to the performance of the local property market.**

### 1. Increase in densification

As a result of urbanisation, densification of major cities will continue as developers build more on the limited amount of land available so there will be a move towards smaller properties. South Africans are becoming more accepting of this as the norm and are willing to sacrifice space for a more convenient location.

### 2. Sectional title popularity

Sectional title housing will continue to see the biggest growth. The number of plans passed for sectional title housing in the last 15 years has increased by around 40% which shows the popularity of this type of housing. Buyers will continue to be attracted to this type of ownership due to the lower buying cost,

shared maintenance cost, security and facilities.

### 3. Demand for lifestyle estates

There will be high demand in secure lifestyle estates that embrace liveability, particularly amongst families and older buyer. Buyers will expect things like access to good recreational facilities, amenities and green spaces. Because of high demand these lifestyle estates will see good capital growth.

### 4. Catering for an ageing population

Due to an ageing population, developers in the US and Europe are increasingly catering to older buyers. South Africa is heading in a similar direction in terms of the population, with an increased demand for retirement villages and properties and more developments of this type will be built.

### 5. Green is the new gold

Load shedding and the significantly rising costs of electricity combined with water shortages has resulted in greater interest in eco-friendly property. While the commercial property sector was the first to embrace green alternatives, more residential

developments like Menlyn Maine are being built with environmental sustainability in mind.

### 6. Economic factors may affect first time buyers

The threat of interest rate hikes, rising inflation and increased costs relating to property ownership (rates and taxes, electricity) affects first time buyers most and may cause some to delay purchasing property and continue to rent instead. This might create an upside for the buy to let market.

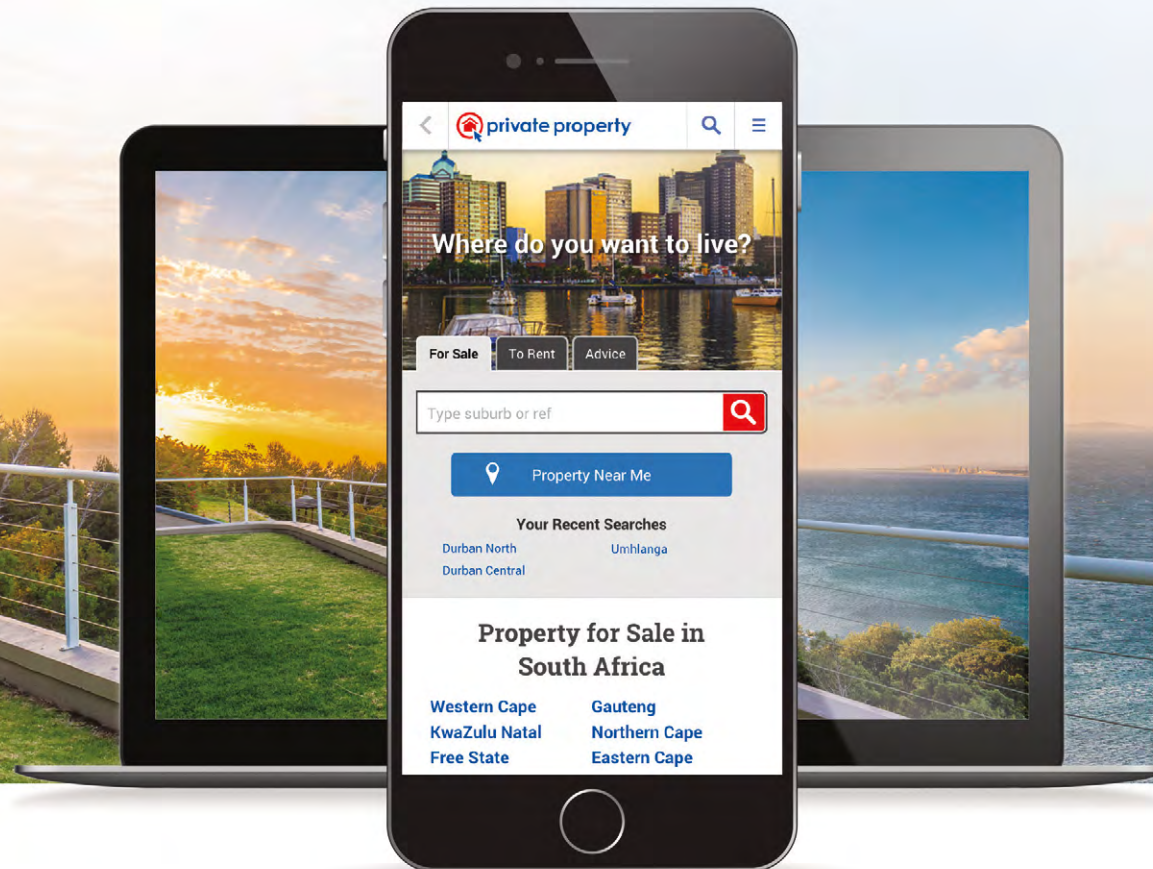
Those first time buyers that do decide to buy may find credit difficult to obtain. While credit is still available, banks are receiving more applications for 100% mortgages because first time buyers are unable to save for a deposit. Buyers with no deposit will find it more difficult to get mortgage approval. With more than half the market comprising first time buyers this would have a significant knock on effect on the market as a whole.

### 7. Some areas will fare better than others

While the economic headwinds facing the country could have a negative effect on the South African property market, some areas will continue to show above average price growth due to high demand and limited supply.

Mixed use areas that offer a 'live, work, play' lifestyle, like Sandton in Gauteng and Umhlanga in Durban, will continue to attract younger professionals. Wealthy locals and foreigners, who are somewhat cushioned from an economic downturn will continue to invest in upmarket, exclusive areas like the Atlantic Seaboard.

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## Enver Duminy

CEO at Cape Town Tourism

### Tech travel 3.0

**Mobile technology and big data analytics are allowing travel companies to suggest interesting things for visitors to do, personalised according to their preferences.**

So a local destination can make suggestions about particular points of interest that appeal to individuals. This level of detail will grow over 2016, exposing more tourists to more attractions and increasing booking conversions.

Mobile travel sales reached \$96 billion in 2014 (globally), accounting for 12.5% of global online travel sales. Tourists are using online channels more than ever for research and bookings, 30% use online agents, 33% use airline sites. 47% use word-of-mouth to research a destination (including social

media updates) and 29% research places online.

While travelling, 31% upload images of their experiences to Instagram and 56% share their experiences while on the go to Facebook. For destinations, creating a hashtag like #LoveCapeTown allows the destination to aggregate conversations about the city and also allows tourists to “browse” before they travel.

**TOURISTS ARE USING ONLINE CHANNELS MORE THAN EVER FOR RESEARCH AND BOOKINGS**

**TRAVELLERS ARE COMBINING MORE LEISURE INTO THEIR BUSINESS TRIPS, BY EXTENDING THEIR TRAVELS OVER THE WEEKEND**

### Bleisure

**Brian Havig on Fortune.com says a need for a work-life balance is responsible for the emerging phenomenon called ‘bleisure’. Basically travellers are combining more leisure into their business trips, by extending their travels over the weekend, often including the family.**

“They are always connected, thanks to in-flight Wi-Fi. Plus, they aren’t stuck in some nondescript hotel business centre; while on the road they are getting work done in a café, at a restaurant, in a park - basically anywhere. The trend of mixing business and pleasure is really taking off, and marketers would do well to recognise how to cater to those who want more ‘life’ out of work,” he says.

By Nicci Botha,  
specialist writer for BizTrends2016



# Food and drink travel

**The WTM Global Trends Report 2014 reveals that in 2013, international and domestic tourists spent more than US\$37 billion on food in France, with Italy next, netting more than US\$25 billion. Germany, Sweden and Spain complete the top five food destinations.**

Foodie travellers spend about 18-20% more money in destinations and although food tourists do and will eat in restaurants, simple dining is not a food tourist's goal. Food is a key experience driver and a gateway to several other insights about the culture and traditions of a destination.

Learning about a particular food, or even better, a regional food culture is the big drawcard. In my professional experience I've seen how the addition of an olive oil tasting, a walk through a herb garden, and dining with a local family can change a meal into a captivating experience. Innovating around what you have and taking the experience onto centre stage is essential to draw in the crowds and make these new connected, experience hungry travellers the ambassadors for your story.

**LEARNING ABOUT  
A PARTICULAR FOOD,  
OR EVEN BETTER,  
A REGIONAL FOOD  
CULTURE IS THE BIG  
DRAWCARD**

Mariette du  
Toit-Helmbold

Founder of Destinate



Candice  
Winterboer

Owner of  
Alfalfa Content Generator

## Offer customised options

**The trend is towards customised trips,**

where the person can pick and choose from a few different things, not just to suit their budget (because this isn't a new thing), but more along the lines of creating a trip in line with what they want to achieve from it - be it a quick taster, cultural immersion, scenic extravaganza, culinary explosion or ocean adventure.

**THE TREND  
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