

# YCON 2016



#YCON16

YOUTH CONFERENCE 2016

STUDENT  
VILLAGE



CO.ZA

WHERE  
IT'S AT

The background is a complex, abstract composition of overlapping triangles. The color palette is diverse, featuring deep reds, dark blues, teal, and mustard yellow. The triangles vary in size and opacity, creating a layered, crystalline effect. The word "TRENDS" is centered in a bold, white, sans-serif font, standing out against the darker, more saturated colors of the geometric pattern.

**TRENDS**

**SIYA**

**BEYILE**

**THE RISE OF THE MILLENNIALS,  
SOCIAL ACTIVISM AND THE  
EVOLUTION OF BLOGGERS  
(INFLUENCERS)**



W16

# FASHION

## THE CONSUMPTION OF FASHION

- **CONSUMERS NOW MORE THAN EVER ARE AWARE OF EXACTLY WHAT THEY WANT AND EXPECT BRANDS TO CATER TO THEM.**
- **DIGITAL HAS BECOME THE CANVAS OF CONVERSATION, CREATIVITY AND INNOVATION.**
- **MILLENNIALS HAVE BECOME THE MOST POWERFUL GROUP IN THIS CANVAS**
- **65% OF AFRICANS ARE UNDER THE AGE OF 35 ( PWC )**
- **INFLUENCERS (BLOGGERS ) HAVE BECOME A KEY PART OF THIS CANVAS**
- **BRANDS NEED TO THINK AS PUBLISHER AND NOT AS SELLERS**



# THE BLACK MILLENNIAL

Zendaya, and  
Willow Smith  
Mouth Off

*Fashion's  
Cool New  
Attitude*  
Dressed-Up  
Streetwear  
Dressed-Down  
Couture

## Next in Line

The 42 Creative Talents Transforming

- THE RISE OF BLACK (AFRICAN) MILLENNIALS.
- BLACK MILLENNIALS HAVE BECOME MORE CONSCIOUS AND PROUD OF NOT ONLY THEIR SKIN BUT ALSO SO THEIR HERITAGE AND EXPRESSING IT THROUGH MUSIC & FASHION USING THE INTERNET INCLUDING SOCIAL MEDIA AS AN OUTLET.
- LEADING THE PACK IS WILLOW SMITH, JADEN SMITH AND AMANDA STEINBERG
- BRANDS ARE NOW USING THESE MILLENNIALS AS VOICES AND INNOVATORS FOR THEIR BRANDS
- LOCALLY MILLENNIALS ARE TAKING CHARGE AND BEING VOCAL ABOUT ISSUES SUCH AS RACE, GENDER, SEXUALITY ABUSE, EDUCATION AND CLASSISM.
- BRANDS WHO ARE NOT ALIGNED OR CONSCIOUS ABOUT THESE ISSUES ARE IN DANGER!!!

# MY WORLD



**THE THREADED MAN STARTED AS A BLOG IN 2013 AIMED AT BECOMING A FASHION & LIFESTYLE GUIDE FOR BLACK AFRICAN MILLENNIAL MEN.**

**TODAY THE THREADED MAN IS AFRICA'S LARGEST MEN'S FASHION AND LIFESTYLE PORTAL & AGENCY THAT DOES THE FOLLOWING :**

- PRODUCE WEEKLY CONTENT**
- COLLABORATES WITH BRANDS IN TRANSLATING THEIR PRODUCTS TO THE AFRICAN MILLENNIALS**
- CONSULT FOR BRANDS ON PRODUCT PLACEMENT AND EXECUTION**
- IMAGE CONSULTANTS**
- USED AS AN INFLUENCER**

**BLOGGERS HAVE EVOLVED INTO PUBLISHERS AND AGENCIES**

**TOP FEMALE BLOGGER CHIARRA FERRAGNI MADE 8 MILLION DOLLARS LAST YEAR  
LOCALLY BRANDS STILL DON'T INVEST ENOUGH OR TAKE BLOGGERS & INFLUENCERS SERIOUSLY**



The background is a complex, abstract composition of overlapping triangles. The color palette is diverse, featuring deep reds, dark blues, teal, and mustard yellow. The triangles vary in size and opacity, creating a layered, three-dimensional effect. The word "TRENDS" is centered in the middle of the image, rendered in a clean, white, sans-serif font with a subtle drop shadow to ensure it stands out against the busy, colorful background.

**TRENDS**



**ASPIRATION / GOALS**



**SHAPING THE AFRICA WE WANT TO SEE:  
WE ARE WOKE. WE ARE VISIONARIES. WE  
HAVE NO CHILL, BECAUSE OUR MOMMA'S  
DIDN'T WORK SO HARD FOR US TO BE  
MEDIocre.**

**#AFRILLENNIALS**



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A close-up portrait of Bonolo Smith, a Black woman with her hair styled in a large, textured afro. She is looking upwards and to the right with a thoughtful expression. She is wearing large, light blue circular earrings and a colorful patterned scarf. The background is a textured orange wall on the left and a grey curtain on the right. A geometric graphic of overlapping triangles in shades of green, yellow, and orange is in the bottom right corner.

**BONOLO  
SMITH**

*Dreams in  
the era of  
“wokeness”*

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# MY DREAMS

✓ **Build the Africa I want to see**

What is this context that we live in?  
Pan-African, Can-African attitude  
Identifying as “next” generation of leaders”

✓ **Write books I want to read**

We want to change the narrative  
Tell our own stories, how we see them  
Recording history, for the future generations

✓ **Travel to places I didn't know existed**

'Uhamba kubona'- to go, is to see  
Networks, world wide status  
Challenging perceptions

✓ **Slay**

Branding and positioning for the right opportunities  
My mom didn't work so hard for me not to be mediocre

# WHAT I WANT TO BE

This is what Generations will remember Lebo for, this is why Afrika must meet her:

I want to be remembered as a woman who Served. I want to touch people's lives. I have seen so much suffering and being in South Sudan has only fueled my passion for humanitarian work. I want to be remembered as a woman who is fearless to achieve what she wants and does what she needs to do in order to achieve it. For me, hard work is a form of worship and I want to leave graceful footprints in Africa.

*I want to be remembered for believing in people when no-one would, for giving someone hope and a decent chance at life when they thought there was no more hope, the one who dared to believe. I see myself working in organizations like the AU, being a South African ambassador in other countries and perhaps even taking up roles in the UN.*

- ✓ I want to be somebody- the pursuit of a "thing"
- ✓ Who I am vs. what I am
- ✓ Leader- a call to leadership for the young African
- ✓ Mentor- the power of sharing
- ✓ Change Maker- We are the ones we have been waiting for

# WHERE WE ARE AS YOUNG PEOPLE

Everyone has a checklist of what they want to achieve in 5 years, in 10 years in a lifetime etc. I believe that success is not just when you have results to show, but when you have a journey to show. It is important to complete and finish what you started, it is also important to have experiences that build you and prepare you for when you have "arrived" - whenever that will be.

I attribute the success or work I have done to the great supporters I have had in women who have gone out of their way to help me, encourage me. That has been important to me.



## MEET THE WOMEN: AFRIKA

[These are the stories of young African women who are building the continent they want to see and empowering others to do the same]



- ✓ We are challenging the status quo  
Plethora of challenges to our development and growth
- ✓ We have solutions- invest in them
- ✓ We are woke  
No one knows our context better than us  
We are organizing and we are not leaving anyone behind
- ✓ We are becoming (everything, because we can)  
Creating new opportunities, markets and innovations
- ✓ You will remember us



TO SOW SEEDS THAT YIELD FRUIT FOR  
GENERATIONS TO COME. TO WALK. TO  
TRAVEL. TO BUILD. TO SERVE. TO  
SPEAK. TO SPEAK LIFE. TO INVEST. TO  
DREAM. TO UNEARTH. TO BIRTH. TO  
WRITE BOOKS I WANT TO READ. TO  
BELIEVE. TO BE ABSOLUTELY  
FABULOUS. TO EVOLVE. TO BECOME. TO  
LIVE FOR GOD.

MY LIFE.

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**ASPIRATION / GOALS**



# **MEDIA CONSUMPTION**

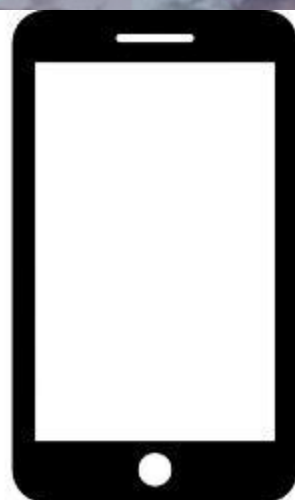


**KWANELE  
NOMOYI**

**WHAT ARE THE YOUTH REALLY  
HEARING/SEEING WHEN YOU  
SPEAK**



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# TELEVISION



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# RADIO



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# PRINT MEDIA



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WHERE IT'S AT



POTENTIAL MARKET

30.4 BILLION P.A



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# **MEDIA CONSUMPTION**

The image features a vibrant, abstract background composed of numerous overlapping triangles in various colors, including shades of blue, purple, pink, red, and yellow. The triangles vary in size and orientation, creating a dynamic and geometric pattern. In the center of the image, the word "ENTREPRENEURSHIP" is written in a bold, white, sans-serif font. The text is slightly shadowed, making it stand out against the colorful background.

**ENTREPRENEURSHIP**

**KATLEGO**

**MALATJI (26)**

**FOUNDER AND CEO OF  
HOMECOMING EVENTS AND  
TAILORMADE LEGAL SOLUTIONS**



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# CREDS

## ACHIEVEMENTS

- 2009 – Tuks RAG Service Group Liason
- 2010 – Tuks Res Vice Chairperson (Taaibos)
- 2010 – 2011 – Tuks SRC Secretary General
- 2010 – COPE Student Movement Gauteng Chairperson
- 2011 – University of Pretoria Member of Council
- 2011 – Bright Young Minds
- 2012 – LLB (Univ.Pretoria)
- 2012 – Articles with Adams and Adams
- 2013 – Hansa Pilsener “Big Dreamer” award recipient





# MY STORY

*“The reasonable man adapts himself to the world; the unreasonable one persists in trying to adapt the world to himself. Therefore, all progress depends on the unreasonable man” - George Bernard Shaw*

- I chose picnics because nobody was doing them and I saw a gap to create a new vibe. A space wherein we could dictate our own rules.
- Both my companies were subsequently birthed from this movement.

# HCP 2016 (16 000)





# HCP 2011 (300)



20 PEOPLE TO 16K

HOW?

- Context over knowledge  
**(Do you really want to know?)**
- Family over familiarity  
**(Who else owns your brand?)**
- Flexibility over flexing  
**(Adapt or die)**
- Buy in over Buying  
**(Creating a sustainable market)**



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# CLIENTS



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- Galxboy Clothing Store
- Khuli Chana
- Farieda Metsileng
- DJ Sliqe
- Larry Nhlane
- Samantha Lehoko
- Redlife Youth Marketing
- The Social Market
- HomeComing Events
- Thapelo Mokoena
- Sweetlife Management
- Lootlove
- Celeste Khumalo
- Moloko NightClub

# CLIENTS



- Daybreak Chickens
- Brutal Fruit
- Ster-Kinekor
- Castle Lite
- City of Tshwane
- Hilltop Live
- Advitech Group
- Red Bull
- RGBC



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# THE FUTURE

We will continue to be market leaders in events and marketing solutions as long as the following is upheld:

- Service Delivery
- Constant improvement
- Commitment to professional excellence
- A connection to the hearts of the youth is maintained
- A healthy appetite for risk is maintained

It is important that we all strive to be the unreasonable man. Change depends on it, the world is relying on us.

“All progress depends on the unreasonable man”



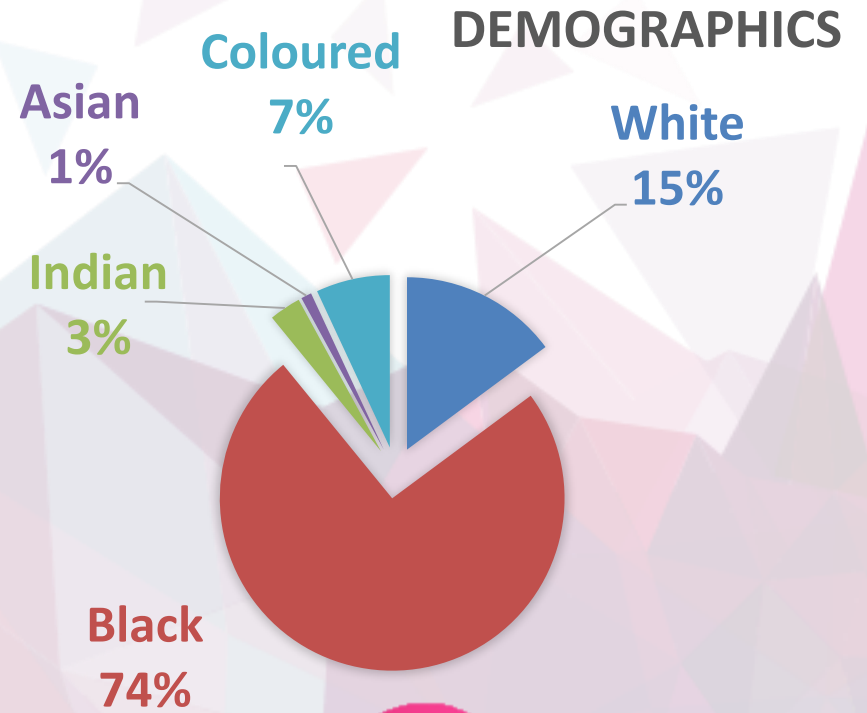
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**ENTREPRENEURSHIP**

# 2016 RESIDENCE ROOM

## RESEARCH

500 RESIDENCE ROOMS CATALOGUED



52 %



48 %

# NATIONALLY



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# CONSUMABLES



Pick n Play



Pick n Play

W WOOLWORTHS



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# ELECTRONICS



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# ELECTRONICS

**SAMSUNG**

LEADERS IN.....

CELLPHONES & TV

74% OF STUDENTS OWN A  
SAMSUNG PRODUCT



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Lenovo



NOKIA

Apple iPhone



Russell  
Hobbs

Sunbeam



# CLOTHING



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# CLOTHING



**Mr Price**

 **Edgars**

**COTTON ON**

 **WOOLWORTHS**

**LEGIT**

**Markham<sup>TM</sup>**

**43% OF STUDENTS BUY FROM MR PRICE**



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# CLOTHING



36% OF STUDENTS BUY NIKE



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# SHOES

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# SHOES



**60%** OF STUDENTS OWN A PAIR NIKES

48% FEMALES

77% MALES



**56%**



**50%**

**26%**



**58%**

**32%**



**10%**

# BEAUTY, COSMETICS & TOILETRIES



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# BEAUTY, COSMETICS AND TOILETRIES



Shield

*Dove*

 POND'S



*always* 

**Colgate**

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REVLON

AVON

the company for women

MAC

ZARA



*Justine*  
The beauty of science and nature

# JEWELLERY



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# JEWELLERY



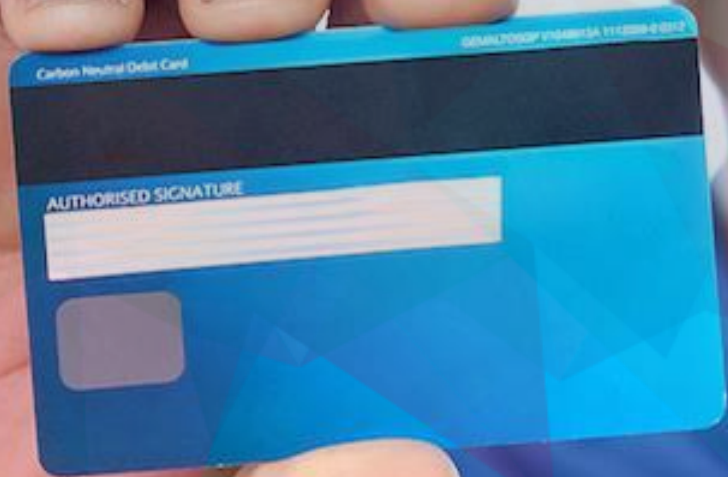
**Markham**



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# CARDS IN WALLETS



# CARDS IN WALLET

STUDENTS BANK WITH MORE THAN ONE BANK AT A TIME

27%

 Standard Bank

25%

 CAPITEC  
BANK

21%

 FNB  
First National Bank

17%

 ABSA

10%

 NEDBANK

# CARDS IN WALLET



FOSCHINI



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# CARDS IN WALLET

83% OF STUDENTS OWN A LOYALTY OR REWARDS CARD

92 %  
FEMALES  
VS.  
68% MALES

LOYALTY REWARDS



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**THANK YOU**

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