

Corporate Profile

HDI Youth Marketeers

WE GO BY THE NAME OF

HDI Youth Marketeers

OUR CORE SPECIALITY IS

We conduct annual youth marketing research (The *Sunday Times* Generation Next Study) to help us better understand the needs of the youth and help brands connect to the youth and families for the mutual benefit of both. We do this through educational and experiential brand engagement in schools, malls and communities.

OUR BIG PIECE OF WORK IN THE PAST 12 MONTHS

We successfully launched the 2nd series of the LEVELS platform in partnership with Standard Bank. LEVELS is a thought leadership and knowledge sharing platform for young adults. Launched Kwa-Sanlam – a community development project which takes place in schools and malls encouraging mathematical learning in an entertaining environment.

OUR BIG CLIENTS

Procter & Gamble, Danone, Pick n Pay, Sanlam, Standard Bank

OUR OLDEST ACCOUNTS

Procter & Gamble (19 years), Turner (15 years), Pick n Pay (14 years)

ACCOUNTS WE'VE WON OVER THE PAST 12 MONTHS

Gateway, Rand Water, Sasol (and growth in territories like Uganda, Kenya and Nigeria)

OUR B-BBEE RATING

Level 1

OUR REVENUE BAND

R60m – R100m

THIS IS HOW MANY PERMANENT EMPLOYEES WE HAVE

44

WHO'S THE BOSS

· Catherine Bothma (MD)
· Tamsyn Louw (Commercial Director)
· Cuma Pantshwa (Stakeholder & Client Service Director)

OUR BUSINESS IN 140 CHARACTERS

Making meaningful differences in the lives and fortunes of youth and families, in the schools, streets, malls and communities of rural and urban Africa

OUR KEY MOMENT IN THE PAST 12 MONTHS IN 50 WORDS

HDI created their first PSA television advert for the Thuthuka Bursary Fund, and a PSA print campaign for the Film and Publication Board.

SO YOU LIKE US, THIS IS HOW YOU GET IN TOUCH WITH US

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Youth marketing specialist

agency HDI Youth Marketeers is no stranger to the challenges faced by their clients in the current economic climate. "We're geared to finding the insights and actions that enable us to provide our clients solutions in this dynamic marketing landscape," says Cuma Pantshwa, Client Service Director at HDI. Markets are operating in a VUCA (volatile, uncertain, complex and ambiguous) environment and those at the helm of HDI recognise the opportunities that come with the ever-changing reality. "Keeping ahead in all things youth-related gives us the edge," says Catherine Bothma, MD.

There is plenty of reason to pay attention to Africa's youth. With 200 million people aged 15 to 24, Africa has the youngest population in the world. The South African reality is that more than 50% of the population comprises of under 24s, and these consumers command more than R137.3 billion in spend annually.

HDI Youth Marketeers has a 21-year old track record in the youth space, and at the core of the agency's strategic offering lies youth insights garnered from their large network of youth, in the form of small and large research studies and projects. These are conducted across the country and in East Africa. Based on this research HDI has developed a unique range of platforms that reach the heart of the youth market.

One of HDI's most established youth platforms is the *Sunday Times* Generation Next Study. They produce this with a considerable sample of 7,000 kids, teens and young adults (aged 8-24). The study is conducted by HDI researchers in SA schools and universities in



Tamsyn Louw - Commercial Director,
Catherine Bothma - Managing Director,
Cuma Pantshwa - Stakeholder & Client Service Manager

the early months of every year. It takes part in three phases, namely the shortlisting phase, the quantitative phase, which sees teams of HDI researchers conducting paper-based questionnaires on this large sample; and lastly the qualitative phase of the study which probes what excites, delights, or even frightens these young people, and why. This all culminates in the annual glitzy awards evening where results are shared for the first time. It has become one of the key benchmarks of youth research in South Africa.

The research is then made available to clients, and used to develop new campaigns and platforms.

The Pick n Pay School Club, another well-established HDI platform, is the largest

brand-funded educational platform in SA with access to over 2 million learners countrywide annually. Other platforms include Shift - a thought leadership and knowledge sharing platform for young adults, and the newest addition, Amped, a platform that guides 16- to 19-year old learners through key milestones in their school careers.

Another hugely successful platform is the Junior Board of Directors (JBoD). This is a group of young people contracted to HDI as board members. They meet at least once a month, and participate in focus groups, brainstorming, youth panels, etc. - whatever the need - and get paid for their services. They bring in a fresh take, and current thinking to the process.



HDI Junior Board of Directors 2018,
Kids Board
Tiago Castilho,
Xander De Beer,
Luvuyo Mamadi,
Tshire Khutsoane

With their armoury of youth insights, HDI develops and implements fast-paced marketing solutions that create legitimate gains for their client partners. Client needs may vary from taking on the skills deficit in SA or identifying ways that brand partners can get involved in

advancing social entrepreneurship. This is done in the spirit of staying true to their mission of connecting brands to youth for the mutual benefit of both.

Understanding consumer needs remains at the forefront of what HDI does on a daily basis.

The cornerstone of their success is creating unusual opportunities to benefit clients and youth. It's about cleverly creating experiences, continuously crafting and re-crafting the ideal consumer experience, and becoming a part of the story that consumers want to tell.

Next year HDI is celebrating a 20 year relationship with their longest standing client, proving that HDI staffers remain performance-obsessed and geared to finding efficiencies in an increasingly tough environment. It takes an energised team that is committed to creating strategic solutions for clients and memorable experiences for consumers, resulting in an increased bottom line for brand owners.

According to Tamsyn Louw, Commercial Director at HDI, "The rest of Africa remains a focus for HDI as we continue to expand our footprint in both East and West Africa. We are constantly looking at ways of growing our existing network of African partnerships."

In 2018, HDI Youth Marketeers looks to build on its extensive offering which includes insights and research, campaigns and platforms under numerous umbrellas - education and content, shopper marketing, events and experiential. These will continue to be updated in line with the ever-changing marketing environment.

According to the 2012 African Economic Outlook, the current trend indicates that Africa's 200-million strong youth population will double by 2045. Top tips from the youth experts, HDI? Remain authentic, stay honest, be available, sample, seek insights, remember the importance of face-to-face engagements, never try too hard. And always have a clearly defined purpose beyond making profit.

