

A photograph of four young women standing outdoors at what appears to be a music festival or fair. They are dressed in diverse, expressive styles. The woman on the far left has long braids with gold beads, a crescent moon on her forehead, and a black top. The woman next to her has a large, voluminous red afro wig and a black crop top. The woman in the center has her hair in a bun, wears a red top with colorful geometric patterns, and has a white crescent moon on her forehead. The woman on the far right has dark curly hair with white flowers, a nose ring, and a black top. The background shows green trees and a blurred crowd. A semi-transparent dark grey horizontal bar is overlaid across the middle of the image, containing the text 'YOUTH CULTURE REPORT' in large, bold, orange and white letters.

YOUTH CULTURE REPORT



LONG LIVE THE

~~MILLENNIAL~~
CENT

RESEARCH APPROACH

3 MONTH STUDY

18 – 24 YEARS OF AGE

SOUTH AFRICAN YOUTH

100+ SAMPLES

INTERVIEWS

ROUND TABLES

DESKTOP RESEARCH

JOHANNESBURG, DURBAN, CAPE TOWN

MYTHS

LAZY AND REBELLIOUS
YOUTH WANT SOFT ISSUES
YOUTH IS HOMOGENOUS

CENTENNIALS
MILLENNIALS
GEN Z
BOORN FREEE
GEN Y
GENERATION
BABY BOOMERS
SILENT GEN
GEN X

GEN X

35-53

GEN Y

25-34

GEN Z

18-24

MTV GENERATION

MILLENNIALS

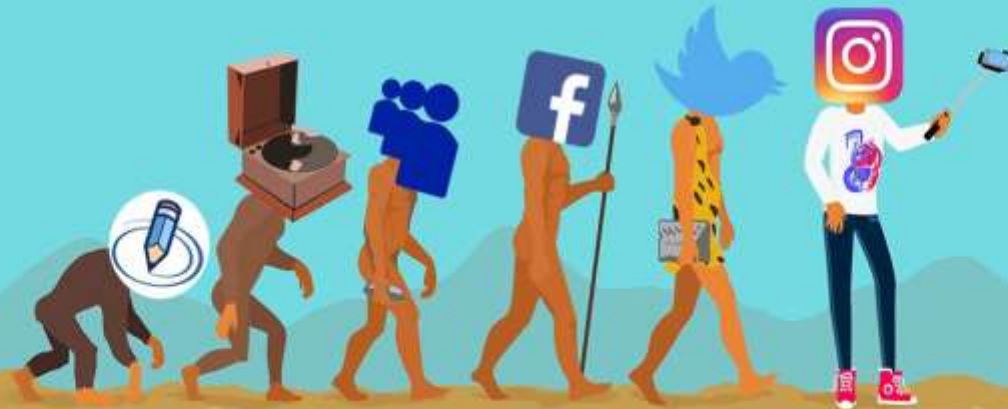
CENTENIALS

MA 2000

SKAR SKAR'S

AFRILLENNIALS

BAD BAD'S





ALL ABOUT BRAND ME

A group of young people, mostly women, are shown from the chest up, wearing colorful, patterned clothing and accessories like headwraps and necklaces. They appear to be at a festival or event. The background is slightly blurred. Overlaid on the image is the text 'CULTURE CREATORS' in large, bold, sans-serif font. 'CULTURE' is white and 'CREATORS' is orange.

CULTURE CREATORS

#YOUTHCULTURE

WWW.STUDENTVILLAGE.CO.ZA

THE COMBOS

THEY'RE COMMUNICATING



#YOUTHCULTURE

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STUDENT
VILLAGE



CO.ZA

WHERE
IT'S AT

R3OK



THE GIG



CULTURE

EXPERIENCES\$

#YOUTHCULTURE

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IT'S AT

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IT'S AT



H&M



GUCCI

WHICH OF THE SEVERAL COPIES IS H&M?

VISUAL DOMINATION



A young woman with blonde hair and glasses is the central focus, holding a large white sign with the hashtag #WOKE. She is also looking at her smartphone. The background is a busy city street with a large crowd of people, many of whom are also holding signs. Some visible signs include "HISTORY HAS ITS EYES ON YOU", "TRUTH", and "Where TO EXCHANGE". The scene is brightly lit, suggesting daytime.

#WOKE



AUTHENTICITY
SHARE ABILITY
WHAT THEY VALUE
CREATIVITY
RECOGNITION
UNIQUENESS

. THE TRUTH ABOUT .
INFLUENCE



AUTHORITY



AUTHENTICITY



VALUES DIFFER

CULTURE CREATORS

ALL ABOUT EXPERIENCES

SOCIO ECONOMIC

VISUAL DOMINATION



CREATE AUTHENTIC CONTENT

CO CREATE FOR YOUR BRAND

SHARE ABILITY

BE EMPATHETIC

DON'T BE GENERIC



THANK YOU.

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