

Brand “Me” - 2 Oct 2017

BY LOUISE MARSLAND

Our annual **Focus on Youth Marketing** trend report which published last week, covers some of the biggest trends that brands are wrestling with in targeting the youth.

The current generation, the Millennials or Generation Y as they are known as, have probably garnered as much research and publicity as the baby boomer generation of the past. And next up is the connected, but unplugged Generation Z, who are more driven by brand values than the value of owning a brand. We looked at what's to come from Generation Z and the current 'Brand Me' attitude of the Millennials, as well as evaluate what the current cornerstone of youth marketing strategy success is.

It's great to see global and South African agencies launching onto the continent to service multinational and global brands. Such investment is good for growth in the industry and a positive story for Africa. Congratulations to Cape Town-based agency **Radar** on being acquired by Leo Burnett to expand operations in Africa.

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Have a great week!

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