

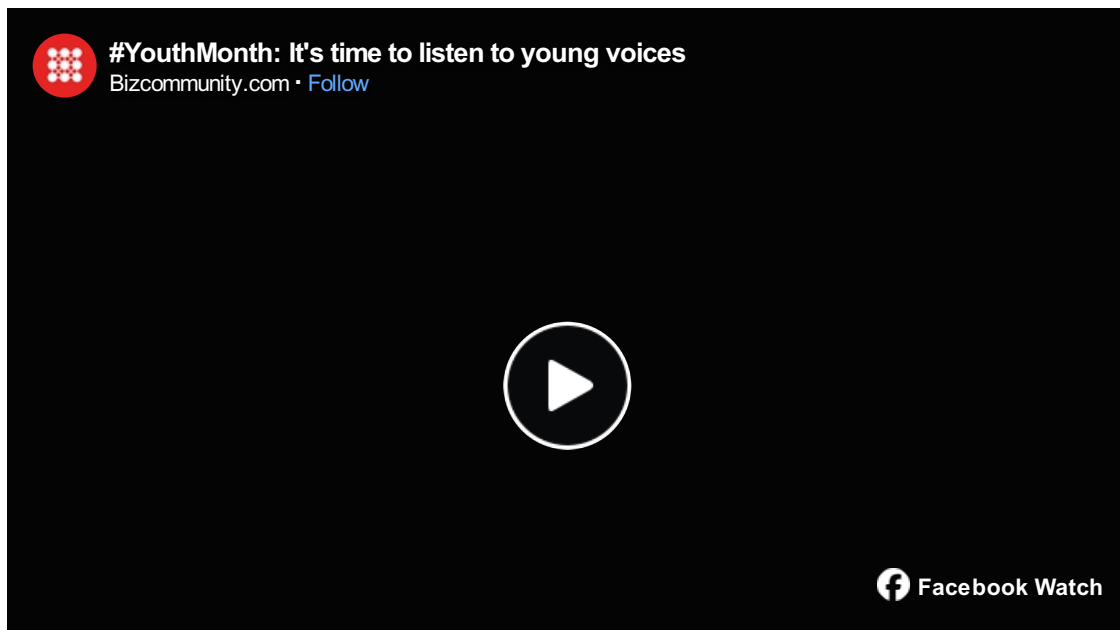
## It's time to market differently

June is [Youth Month](#) in South Africa and this year, [Pride Factor Academy](#), a life-skills academy, kickstarted the conversation with Bizcommunity, by launching the 'Have Your Say' campaign.

Pamela Mtanga, a social media manager and influencer from Johannesburg, believes that young creative minds are the solution.

In this video, Pamela urges industries to welcome the creative ideas of young people instead of looking down on them.

“ *It is 2020, things are changing, times are changing, and we need to do things 'differently'* ”



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