

How you can add value in young peoples' lives in 2016

Youth Dynamix (YDx) has been tracking insight trends amongst young people in South Africa for over 15 years and what's clear - internationally - is that youngsters have their own agenda, their own groove if you like, and if you don't cut into their groove, you're yesterday's news!



If you market to the youth or have a product or service offering that applies to them, here are some tips to help you make 2016 a good year for your company...

Seven says to hook the youth by giving them what they want

1. **Don't be stagnant!** Young people are busy, they juggle many things and achieve a lot every day. Don't bore them by having a six week-long campaign showing the same ad, video, home page or social media post. Keep it fresh and keep it moving!
2. **Challenge them!** They're definitely not passive stand-byers. Engage them in conversations and challenge them with exciting competitions, polls, quizzes and journeys.
3. **Be transparent:** They have an incredible ability to sense dodginess! With so much corruption at government and municipal level, these youngsters are finely attuned to detecting disingenuous behaviour. Don't throw your brand name away, be true to your corporate values always.
4. **Don't expect them to linger:** Give them short and sharp tasks that challenge their intellect. They won't linger, their attention spans are becoming shorter and shorter by the year. A quick stop and they're on to the next thing. Bear this in mind for your activations and campaigns.
5. **They like to receive:** Youngsters respond best to instant gratification. Don't promise them the world in months or years to come, give them something now and they'll be there!
6. **Trend-setting is cool!** Youngsters are adaptive, risk-takers, mould-breaking and challengers at heart. Give them an opportunity to lead in a unique and interesting way and you've got them hooked for life!
7. **They're aspirational:** Show them how you see them in a better light and they'll stand with you. It's all about hope... Give them reason to believe in themselves and they'll reward you.
8. **Be true!** Strive to be credible in everything you do and stay true to what you offer.

Unless you have intimate experience, insights and knowledge of the new generations' psychological and behavioural

landscape, your brand will always lag behind innovative and tuned-in brands. Don't leave it to risk, get in touch with Youth Dynamix today.

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