Youth communication - the need to play digitally

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There is a need to go and be digital. We mean that literally. If your brand and your business is not talking and having a conversation digitally, then my people and I will never know about you. Seriously.

Well, we probably do 'know of you' because we are well informed and brand conscious, but you not on our level anymore.
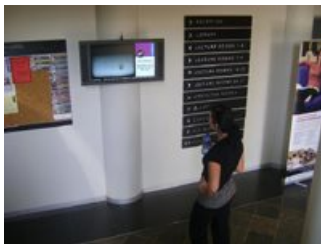It's a pity.

If you're not on a digital platform such as Bamboo Beat, and I can't interact with your brand and business in a way that my generation operate, then how are YOU meant to be making an operating profit with the youth market? Get it? We are all studying in an institution that will make us the future leaders of this wonderful country, and we know how the level of communication has changed, a good example was Obama - he talked youth, on youth channels. Look where he is now.
Where are you?

Well, I suppose what we're trying to get through to all youth brands that need the youth in their business (not even now, but in a few years' time when we are aspiring and getting home loans, looking for private banking and buying Maseratis) is that you should start the conversation with us now.

By getting onto Bamboo Beat, you have the chance to hit my 25 500 friends nationally at all Varsity College campuses every day (compare to the cost of these guys to magazines and dare I say TV). The screen is a noticeboard for us students too, so we're always watching and keeping our lives up-to-date.

You also get an option by which you can run competitions and polls through a dedicated SMS number for your brand. We like clever ways of interaction, and everything we need is in our pocket.
Cell phones are the new laptops.

Realistically you shouldn't miss out on a digital below-the-line opportunity like this to reach us - the youth market. Give these guys a call or visit their website -

www.BambooBeat.co.za
see you on my digital notice board...
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