

UCT Unilever Institute and Ipsos present African Lions

African Lions is the most comprehensive investigation into the middle class in Sub-Saharan Africa. The event will outline the size and profile of the middle class in SSA as well as provide marketers with an in-depth understanding of living conditions, livelihood strategies, aspirations, media consumption, buying patterns, brand relationships and much more. Join our experts to find out the story behind our middle class in SSA and discover exciting opportunities for your brand.

Durban - 16 May 2017

Johannesburg - 18 May 2017

Cape Town - 19 May 2017

<https://www.uctunileverinstitute.co.za/events/african-lions-groundbreaking-study-on-sub-saharan-africas-middle-class/>

Contact Kulsoem.Roode@uct.ac.za for more info.

Date: 18 May 2017

Time: 08:00 - 15:00

Venue: Wanderers Club, Illovo, Johannesburg

Date: 16 May 2017

Time: 08:00 - 15:00

Venue: Beverly Hills Hotel, Lighthouse Road, Umhlanga

Date: 19 May 2017

Time: 08:00 - 15:00

Venue: River Club, Liesbeek Parkway and Observatory Rd, Cape Town

- " **Unlocking the value of creativity in advertising: How to bridge the creativity gap** 15 Apr 2024
- " **4 habits keeping your brand poor** 26 Mar 2024
- " **Understanding consumer mindsets for growth in 2024** 7 Mar 2024
- " **South Africa's unemployment nightmare: The burden on its people** 9 May 2023
- " **Global survey shows shrinking trust in internet** 29 Nov 2022

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