

HDI, MTV partner for industry roadshow

Youth market specialists HDI Youth Marketeers and music and youth entertainment network MTV Networks Africa are joining forces to create a roadshow designed to show advertising and media planning agencies what's really going on in the forever evolving youth space, and how to tap into it.

The first phase of the 'What's the Next Big Thing?' roadshow this July sees young people speak for themselves, uncensored and real. Members of HDI Youth Marketeers' Junior Board of Directors, along with MTV VJ's Sizwe and Fix, present the show, giving agency audiences 'from-the-horse's-mouth' insights into this savvy and connected generation. According to presenter Anthony Bila, it's a "kick-ass way of speaking to agencies - not the usual death-by-PowerPoint presentation".

Youth under 23 represent more than 50% of South Africa's population, and their purchasing power has increased by double-digit percentages over the past three years and is now estimated at R80.6 billion p.a^{*}. This group are also powerful purchase influencers, carefully "collaborating" with their parents to sway decisions on a wide variety of household goods and family spend from leisure to health.

"Not only is the youth taking South African demand-side economics by storm, but now they're doing it with the ad industry too. Brands are big on the youth agenda, and now young presenters are taking that message directly to agencies," says Jason Levin, MD of HDI Youth Marketeers.

^{*}Findings from *Sunday Times* Generation Next Survey 2008