MILLENNIALS: FACT OR FICTION?

How South African millennials differ from the global generalisation.

M&CSAATCHI
GROUP SOUTH AFRICA

EXECUTIVE SUMMARY

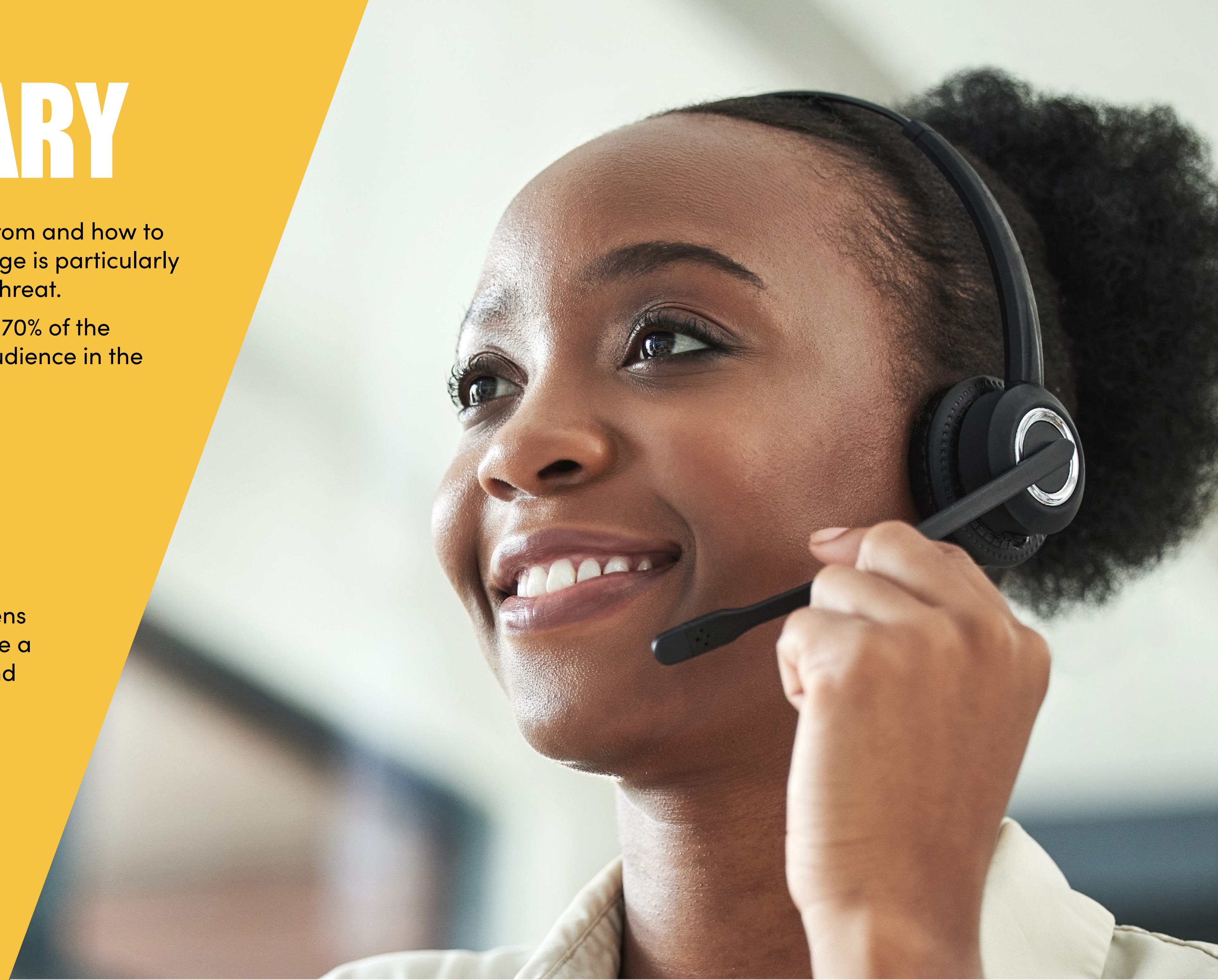
The primary concern of a marketer is to know where growth will come from and how to connect meaningfully with this growth curve – and gaining this knowledge is particularly urgent during a recession, when consumer disposable income is under threat.

In the South African market, where the median age is 27 and more than 70% of the population is younger than 40 years old, millennials are an important audience in the growth conversation.

Localised insights matter and as economically active citizens in the country, with ages currently ranging from 23 to 41 years, millennials are market makers and shapers.

So, while they may have moved into the background as the marketing lens has shifted strongly towards the new youth cohort, Gen Z, they cannot be a forgotten audience because beyond economics, they are the parents and guardians of the future generation.

That is one of the reasons why we have sought to quantify the 'millennial' opportunity. Challenging whether the global stereotypes of this market apply in South Africa and at the same time, suggesting that a less generalised and more data fluid approach will lead to more resonant and impactful demand generation or behaviour change efforts.



METHODOLOGY

This report was generated by the M&C Saatchi Group SA in partnership with M&C Saatchi Fluency and Eighty20. The collaboration saw the data fluid agencies blend tools that included a combination of definitive South African data sources, including MAPS from the Marketing Research Foundation and global panels with local representation, namely YouGov and Global Web Index (GWI).

BY THE NUMBERS

LOOKING AT THE OVERALL POPULATION IN SOUTH AFRICA

South Africa's median age is **28** and more than **70%** of the population is younger than **40 years old.**
As many as **64%** of millennials are parents of young/unmarried children and **17%** have dependants who aren't their children.
In addition **21%** have **<R3 000** in monthly household income (HHI).

The following are four key trends which surfaced when we focused particularly on **millennials born between 1981 and 1999.**

#1 FAMILY

Our millennials have strong family ties and prioritise family needs. This definition is not limited to blood relatives, but extends further to lifelong bonds. For this South African audience, it's absolutely family first.

86% 86% of them agree with the statement 'family over everything'.

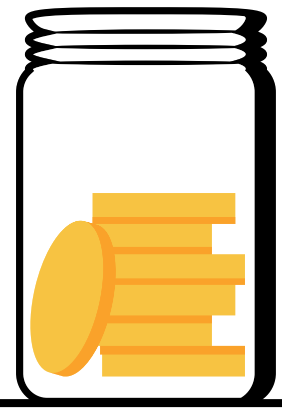
84% 84% of them agree that 'you don't need to be blood to be family'.

54% 54% of SA millennials listed relationships as a general interest.

44% 44% in this group expressed an interest in parenting.

#2 MONEY

Our millennials are strongly driven by money with around half of them feeling confident in how they manage their Rands and Cents – and they don't mind taking a risk to get ahead.



73% 73% say they enjoy taking risks in general.

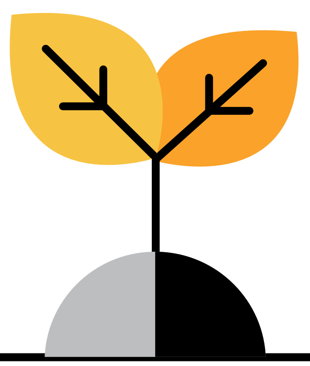
62% 62% say they don't mind taking risks with their money.

51% 51% of SA millennials say they are good at managing their money.

49% 49% say they are money-driven.

#3 ENVIRONMENT

Our millennials are environmentally conscious but action is lagging behind attitude – while environmental perspectives resonate, this association is not yet converting to behaviour when a premium applies.



63% 63% of SA millennials consider themselves to be an environmentalist.

63% 63% say they are willing to pay more for sustainable energy.

58% 58% agree that it costs too much to be green all the time.

57% 57% say they want to recycle, but it takes too much of an effort.

#4 POLITICS

Our millennials are observers on this front – not apathetic but quite disengaged from the status quo of politics in South Africa. Though voter apathy may seem apparent, interest in political discourse and current affairs are ever prevalent, and disengagement is not an indication of a lack of passion, but rather a lack of faith in the leaders of today.

78% 78% of our audience say they are proud to be South African.

74% 74% agree with the statement, 'I believe people like me have the power to help influence important changes that shape the future.'

60% An equally high 60% feel disengaged with politics and politicians.

INTRODUCTION

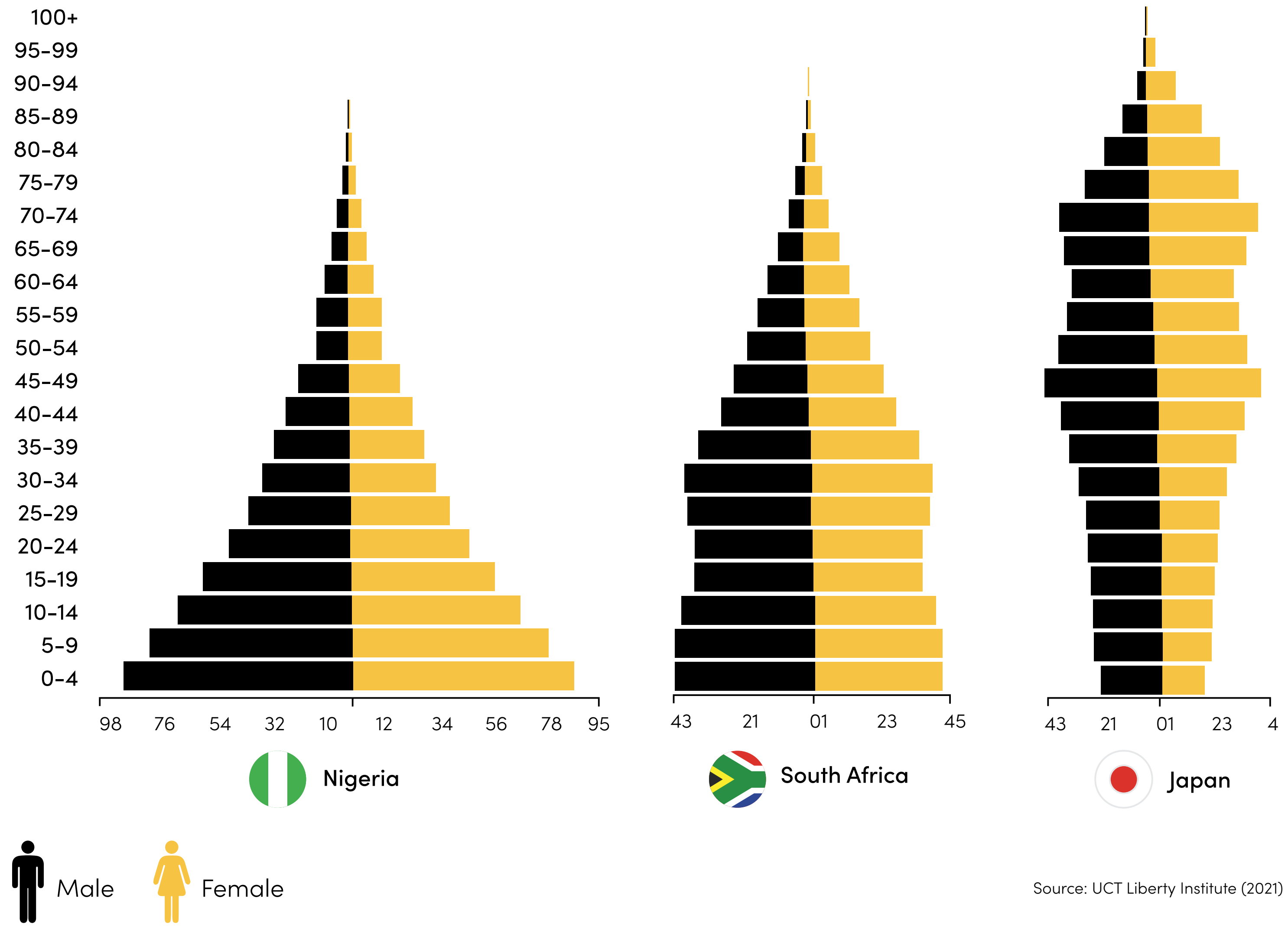
'Millennials' is arguably one of the most used or overused words in a marketer's vocabulary globally, but do they warrant this level of attention? In South Africa over 50% of adults are under 40. In fact, millennials – if we follow the most commonly accepted definition being those born between 1981 and 1999 – are the largest market segment, making up 45% of our adult population (those older than 15).

This generation is undoubtedly one of, if not the, most important audience, for South African marketers to understand.

Global millennial definitions

INSTITUTION	START DATE	END DATE	AGE
Statistics South Africa	1980	1999	24 - 43
Deloitte	Jan 83	Dec 94	29 - 40
GfK	1981	1995	27 - 41
Flume Digital Marketing	Early 1980s	2000s	23 - 43
Pew Research Center	1981	1996	26 - 42
Strauss - Howe Generational Theory	1982	2004	19 - 41
Mckinsey & Company	1981	1997	26 - 42
Unilever	1980	2000	23 - 43

Gender and population percentages (%)



Source: UCT Liberty Institute (2021)

Do South African millennials look and behave the same way as the global cohort? Do characteristics like 'tech-savvy,' 'self-absorbed', and 'woke' ring true in our local context?

In their Marketing to South African Consumers report, the UCT Liberty Institute of strategic marketing made the point that terms like millennial 'have strong roots in historical events which took place in the Global North … In South Africa, we have our own history. World War II ended at around the same time that the National Party took power in South Africa and Apartheid officially started. Using terms from the Global North to describe the South Africa context can therefore be problematic.'

In partnership with the M&C Saatchi Group SA, M&C Saatchi Fluency and Eighty20, we used a combination of definitive SA data sources i.e. MAPS (with permission from the Marketing Research Foundation) and global panels with local representation namely YouGov[1] and Global Web Index (GWI)[2]. At the same time, we have aimed to better understand the profiles and attitudes of South African millennials. In doing so, we seek to demonstrate the power of a more data fluid, and less generalised, approach to understanding our target consumers.

[1] The YourView KLA panel supports the YouGov studies in South Africa, consisting of 77,092 active panel members, with a weekly sample of n=1,120 across seven sectors (n=4,480 per month). The sample is a national representative online sample, i.e., those with internet access, aged 18 years and older. This national representative view is currently based on PAMS 2019 – 64% of the SA population has access to internet, with approximately 61% of them earning a PMI of under R10,000 p/m. According to YouGov BrandIndex, 40% of the sample earns under R10,000 p/m, and this is evenly spread across income brackets, to ensure a relative alignment to the Nat Rep population.

[2] GWI core data has quotas set on gender, age and educational attainment to ensure genuine representation. It is updated annually and shared with panel partners who recruit participants accordingly to achieve a demographically representative sample. Once the fieldwork is done, responses are 'weighted' according to gender, age and education profile to calculate approximately how many real-world people are represented by the responses.

SOCIO-ECONOMIC PROFILE: WHO ARE THEY?

The majority of South African millennials (76%)[3] are single, reflecting the narrative that millennials are less inclined to settle down in their 20s and 30s than previous generations.

Pew research conducted in 2019 claimed that 56% of 25-41 year old Americans were married at that point[4]. Comparatively, in South Africa only 27% of 25-41 year olds are married. Our local cohort is therefore more likely to be single than their global counterparts.

While they might not have settled-down, our SA millennials are certainly not footloose and fancy free. In fact, as many as 64%[4] are parents of young or unmarried children, and 17%[4] have dependants that are not their own children.

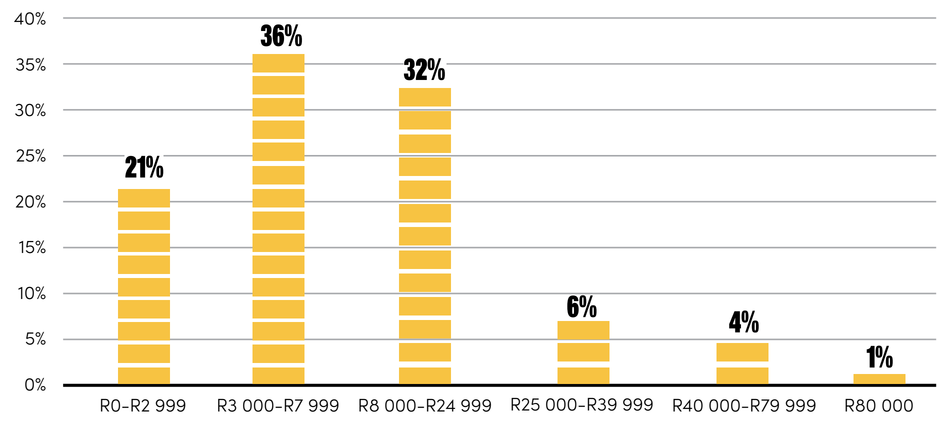
Millennials are also slightly more affluent than the national average with 21%[4] in the < R3 000 p/m segment as defined by the UCT Liberty Institute. Most of the segment, 68%[4] claim household income that reflects the working poor and working class segment definition, with an over-indexing versus the national average being categorised in the working class.

However, while household income is representative of the working class, many millennials are not currently employed with 32% claiming to be unemployed. Therefore, the current personal income of this group is very low, with over 50% reporting less than R5 000 p/m in personal income.

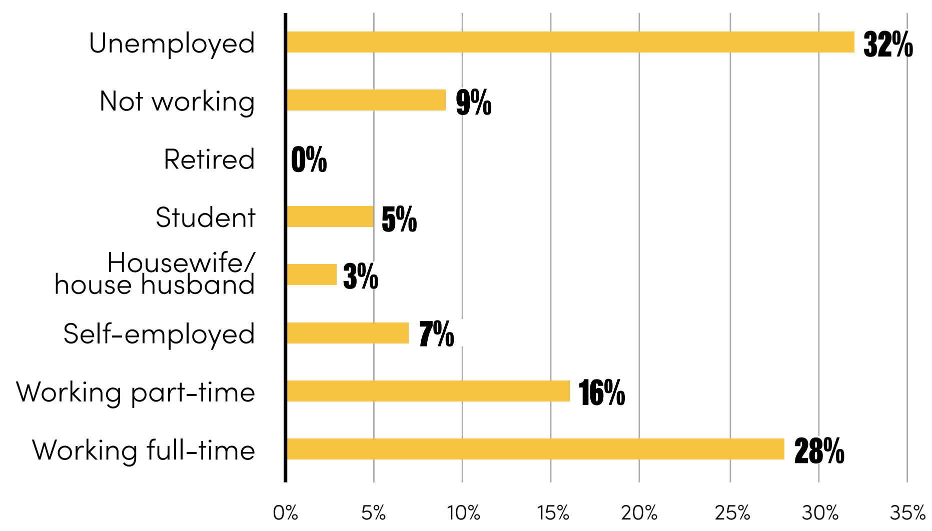
Despite being a large and influential audience for marketers to understand, more than 50% of the segment have little to no disposable income and very low levels of consumer spending power. There are also undoubtedly significant differences in the experiences, attitudes and preferences of millennials living in metro and urban environments versus those in rural regions. What's more, 42% of our millennials live in a key metro and 25% live in urban areas, with 33% of this audience being based in rural areas[7].

Immediately one could hypothesise that some of the more entitled 'me, me, me' associations within the global cohort are less likely to apply to our local consumer who often faces a daily struggle to survive. Fact or fiction? We continue by assessing the key motivators of millennials in South Africa.

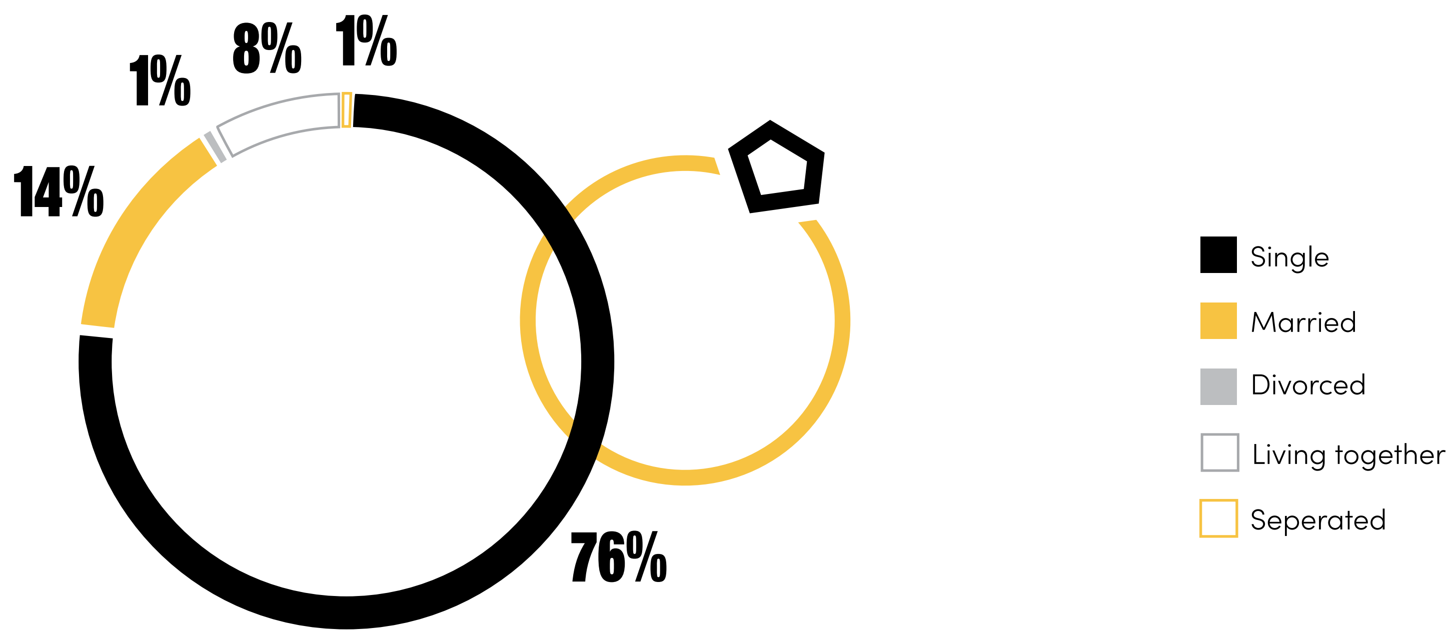
HOUSEHOLD INCOME



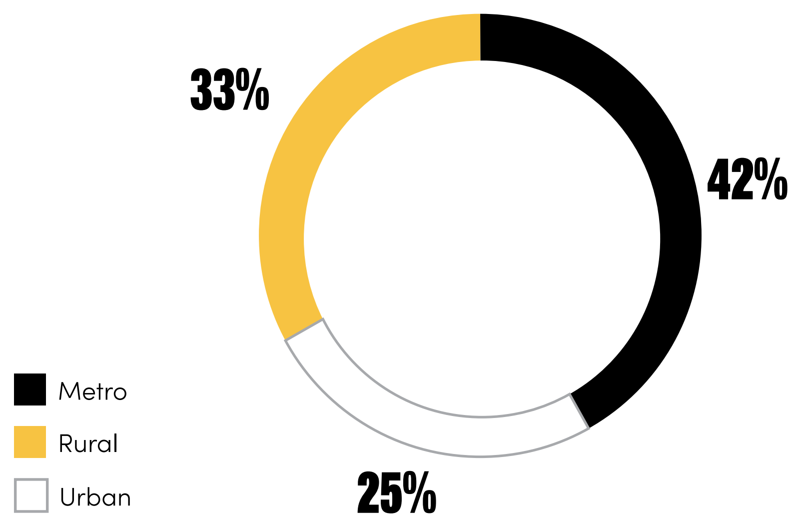
WORKING STATUS



MARITAL STATUS



RESIDENTIAL AREA



[3] Marketing Research Foundation (MRF) MAPS (2022)
[4] Pew Research Center (2020)
[5] Marketing Research Foundation (MRF) MAPS (2022)

Source: Eighty20 - MAPS (2022)

MILLENNIALS AND THE KEY MOTIVATORS

In this section we explore how our local millennials feel about some of the macro issues at play – family, money, politics, and the environment. We also look deeper into how this compares to the global perspective.

In exploring how our audience feels, we have drawn on the YouGov and GWI platforms. Both gather insight from local panel data and it should be noted that there will be a natural skew towards a slightly more economically active audience, given the online nature of the survey methodology.

While claimed behaviour may differ in an absolute sense from the reality, understanding what attitudes this audience associates with most is where opportunity lies for brands to intersect in impactful and emotive ways.

As Michael Francis said,

> **“Don’t talk to who people are, talk to who they want to be.”**

The panel data sheds light on who SA millennials aspire to be.

FAMILY FIRST

Family is everything, but the Western definition of family doesn't apply here.

We know that a large proportion of this audience are parents or guardians, and also that 42% of economically active South Africans fall into what's been coined the 'sandwich generation' – those with financial responsibility for both older and younger dependents.

Therefore, we can assume that family relationships and responsibilities have a large influence on the characteristics of this cohort.

The data paints a picture of an audience aspiring to reflect their dedication as a guardian, of people who put family first. They seek to ensure that their dependents have not only more, but better opportunities than they had when they were growing up.

86% of South African millennials agree with the statement 'family over everything.'

79% of millennials say they wish they could afford private education for their children.

44% state that parenting is a general interest and 54% of this segment are interested in relationships – significantly higher than the national population.

79% agree with the statement that 'failing my children is one of my biggest concerns.'

SA millennials interests landscape

General Interests	Millennials (Age 23-41)	National Representative Average
RELATIONSHIPS	53%	47%
EDUCATION	58%	53%
PARENTING	41%	37%
PERSONAL FINANCE	53%	51%
TRAVEL AND HOLIDAY	53%	52%
FOOD AND DRINK	54%	56%

Source: YouGov Profiles (2022)

Non-nuclear structures and different behaviours

75% of our audience agree that families can be loving and supportive without typical family structure and 84% believe that you don't need to be blood to be family. Family and collective responsibility is hugely important to this segment, but the definition of what constitutes family is not necessarily traditional.

KEY TAKEOUT

Find ways to authentically tap into the multiple-family need states to broaden the definition of family.

MONEY MATTERS

Financially focused, ambitious and confident, despite their circumstances.

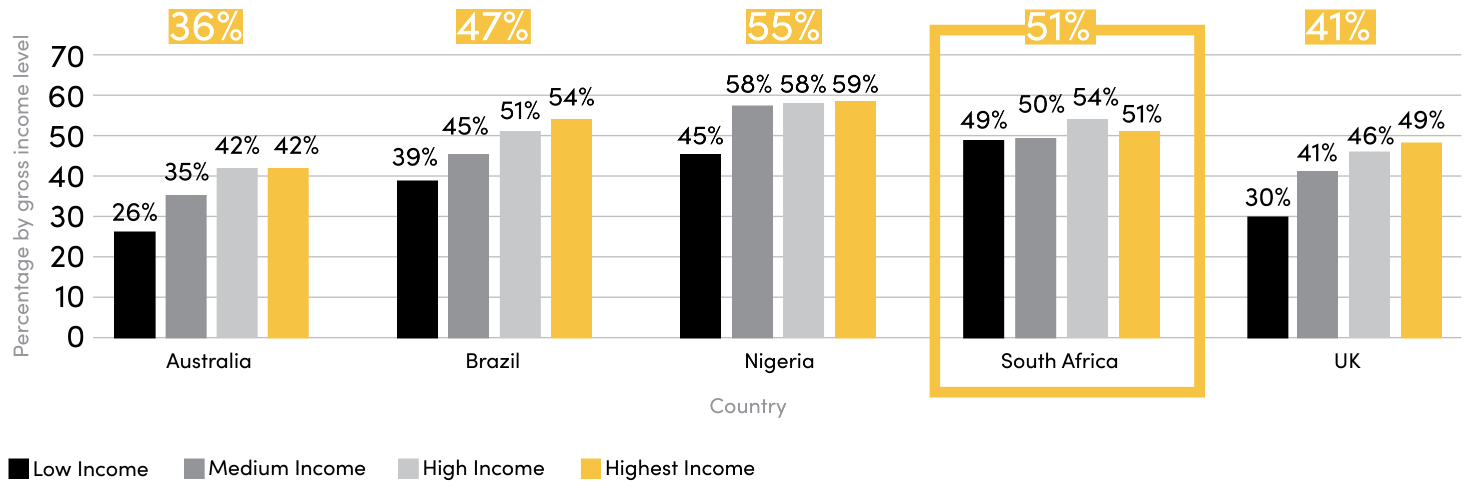
Despite the real-life pressures of living in the South African economy, with only a small proportion of the audience considered to be 'affluent', our millennials reflect a financial confidence when compared to global averages. This segment has most certainly not given up.

The resilience of this audience is very well supported by the data.

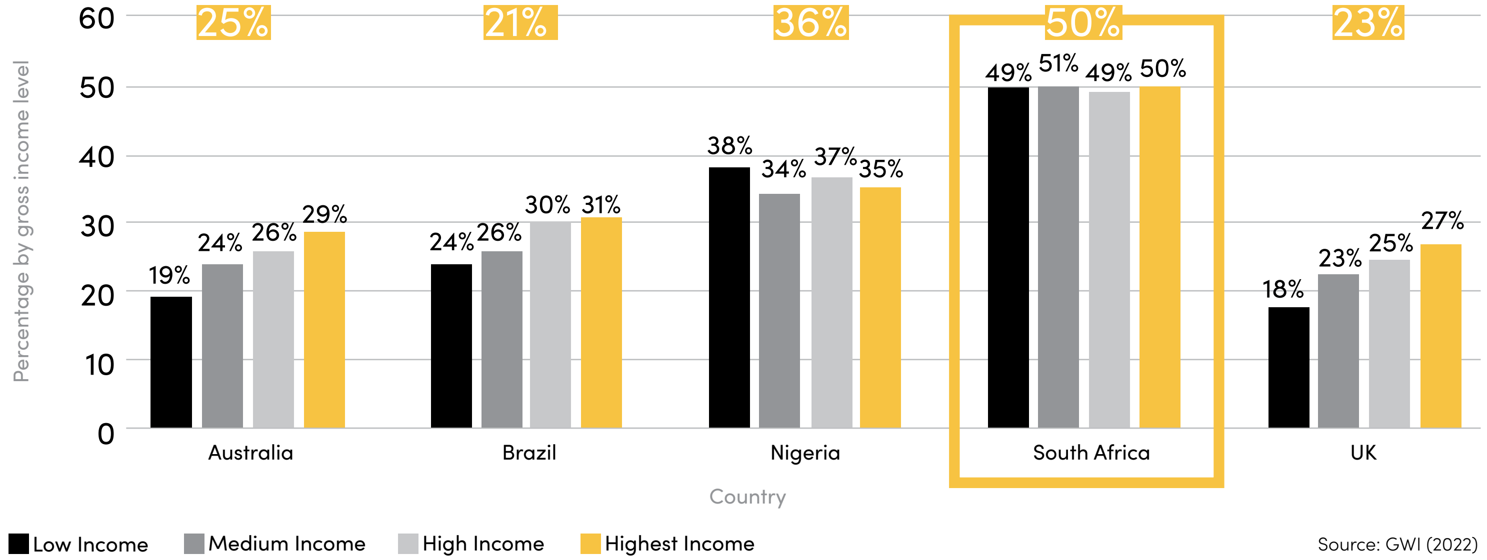
51% of SA millennials say that they are good at managing their money and while not overwhelmingly so, this still over-indexes against global averages. By comparison, 50% say that money-driven describes them versus 36% of Nigerian millennials, 21% of Brazilians and only 25% and 23% of those in Australia and the UK respectively.

Interestingly this money confidence is consistent across all income segments in our country, even those in low (<R5K p/m) and medium (R5K-R27K p/m) income brackets.

Self-perception stakes: I'm good at managing money



Describes me: money-driven



Source: GWI (2022)

KEY TAKEOUT

51% of our millennials consider themselves to be good at managing their money which is higher than the global norm. This could be due to how far millennials need to stretch their monthly income and their tenacity and resourcefulness in making this happen.

PROGRESS IS ALL ABOUT CONTEXT

Despite the obvious financial struggles faced by our millennials, 21% describe themselves as 'affluent' while only 9% of UK, and 10% of Australian counterparts view themselves in the same way. Our audience context is allowing them to feel better off, possibly in comparison with the struggles of their parents or in contrast to those less fortunate in South Africa.

This sense of progress and relative prosperity fuels a far more optimistic zeitgeist than the global norm.

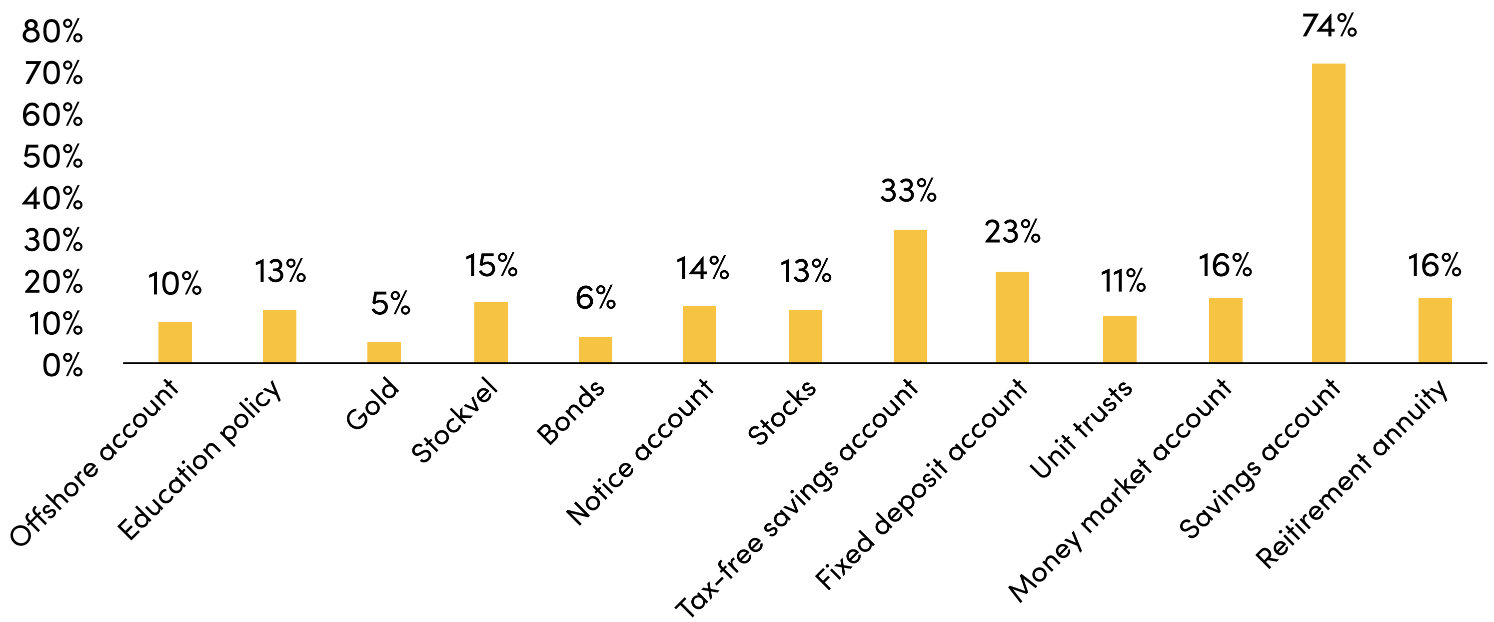
A significant 69% of local millennials describe themselves as 'ambitious' and 'confident'. By comparison, just 40% of millennials in the UK describe themselves as 'confident' and only 34% consider themselves to be 'ambitious'.

Banking on ambitions backed by (less traditional) action

The majority of our audience claims to have a retail bank account and 74% confirm having a savings account.

There is currently an equal share of millennials claiming to invest in stocks and stokvels – a brilliant representation of the modern versus traditional tension we see at play in this segment's choices.

Savings and investment products owned



Source: YouGov Profiles (2022)

As expected, the millennial audience is more comfortable than the average when it comes to banking on their phones, with close to half doing daily smartphone banking.

The need for mobile banking is more prominent in developing economies, and our 'sandwich generation' insight is further reflected in this context, with almost 66% of millennials having used the internet to send money to loved ones in the past month.

Risky business – High ambitions means being open to the new

While over **70%** say they 'enjoy taking risks' in general[11].

Over **60%** of this audience say they 'don't mind taking risks with their money'.

And **23%** of South African 'online millennials' claim to invest in **cryptocurrency**. This is in line with Nigerian counterparts but higher than those in Australia or the UK.

Source: YouGov Profiles (2022)

Young South Africans are gaining an interest in modern forms of wealth generation and cryptocurrency is becoming a popular investment vehicle for them. As of August 2022, there were four million South Africans who were crypto holders: 45% aged between 18 and 34 and 65% of whom were men, according to Finder's Cryptocurrency Adoption Index.

It's clear that our audience has significant financial ambition and looks for ways to make their money work harder, even if it feels like risky business. Supporting this further, GWI reports that 56% of this audience include 'investment' as a personal interest, a statistic that significantly over-indexes by comparison with the global norm.

KEY TAKEOUT

How are you connecting to the ambitious mindset of our millennials and bringing them new opportunities that motivate action?

ENVIRONMENTAL ISSUES

Passion to engage with environmental and social issues is outweighed by immediate responsibilities.

Given the complex local economic and social issues at hand in SA, it might be fair to assume that South Africans are less inclined to engage in the broader and more intangible issues affecting the environment. The reality though is far from this because 62% of millennials in our country consider themselves to be environmentalists, which is in line with the national population average.

Environmentalism resonates as a positive image association for this cohort, despite their more immediate and tangible struggles and pressures.

While, 40% claim to be interested in environmental issues it is important to note that there are far less relevant to low-income millennials (38%) versus 48% of those in the highest income segment.

55% of the audience believe that brands should be eco-friendly. By contrast only 22% claim that knowing that the product is environmentally friendly is a driver of online purchase. In this case, the action is possibly lagging behind the attitude.

But then what's the topline story on green?

Almost **60%** agree that they try to buy from socially and environmentally responsible companies.

While **75%** claim to not mind paying more for products that are good for the environment.

Although close to **60%** agree that it 'costs too much to be green all the time'.

And only **25%** disagree with the statement, 'I don't care if it's green as long as it's cheap'.

While environmental issues are resonant for our millennials, they might not yet be significantly influencing purchase decisions. That said, this does not negate the opportunity for brands to sharpen their environmental credentials and narrative in a similar vein to what we have seen in the retail and automobile sectors.

	Agree	Disagree
I try to buy only from companies who are socially and environmentally responsible	54%	16%
I don't mind paying more for products that are good for the environment	75%	7%
It costs too much to be green all the time	59%	17%
I don't care if it is 'green' energy as long as it is cheap	46%	25%
I prefer brands that are sustainable	77%	4%

Please note: these percentages do not include 'neither agree nor disagree statements'.

Source: YouGov Profiles (2022)

KEY TAKEOUT

Brands that meaningfully incorporate environmental credentials into their current and new offerings, without expecting consumers to pay a premium for this, will win.

POLITICS

Feeling decidedly disillusioned but not at all apathetic.

We have seen a significant global trend reflecting disengagement from politics by younger audiences. In South Africa, despite our politically fuelled context, as much as 60% of our audience feel disengaged from politics and politicians.

	Agree	Disagree
I feel disengaged from politics and politicians	60%	16%

Source: YouGov Profiles (2022)

Politics as a personal interest

Country	Millennials (23-41)
Australia	26%
Brazil	36%
Nigeria	45%
South Africa	37%
UK	29%

Source: GWI (2022)

Our political parties and social movements need to find new ways of connecting people's desire for change to the political system.

Our audience is proudly South African (78%) and as such, disengagement is not an indication of a lack of passion but rather a lack of faith in the leaders of today. Though voter apathy may seem apparent, interest in political discourse and current affairs remains consistent. This was evident in the Rhodes Must Fall/Fees Must Fall neo-revolutions which took off and gained momentum in mid-2015

It appears that as quoted by Anthony Zacharzweski, 'Apathy doesn't exist, but disillusionment with the current political system absolutely does.'

	Agree	Disagree
I am proud to be South African	78%	10%

Source: YouGovt Profiles (2022)

KEY TAKEOUT

There is an opportunity for a party or platform to offer a more modern take on the current conventions.

FACT OR FICTION HOW DO WE COMPARE TO THE GLOBAL STEREOTYPE?

Millennials prefer purpose-driven brands

FACT – Our millennials are woke, but many are broke.
SA millennials resonate with purpose-driven brands but want that purpose to enable their progress to make it relevant, make it tangible, and most importantly, to make it accessible.

Technology as lifeblood

FACT – Technology as an enabler of growth.
Our audience spends hours daily using technology and interacting on social media but considers technology to be an enabler of self-enrichment, not just an entertainment or social tool.

Work to live, don't live to work

FICTION – Entrepreneurial to survive and thrive.
Huge unemployment rates in this segment impacts our millennials' choice in this respect. Our local cohort are members of the Gig Economy, hugely entrepreneurial and career driven. We don't expect to see a 'great resignation' trend in SA but our audience still seeks employment that offers purpose or aligns to passions.

Me, Me, Me

FICTION – Self-motivated but not self-centred.
The pressures and demands on South African millennials don't afford them the luxury to focus on the 'me, me, me'. While they are very engaged when it comes to personal ambitions, they don't seem to suffer as much from the same inward-looking worries as their global peers.

Against the 'big issues' backdrop captured in this section, we can now compare how relevant these marketing truths are when applied to our local environment.

ARE PURPOSE-DRIVEN BRANDS WINNING?

In 2018, Forbes reported millennials have the highest expectations of brands to take a stand on values. Nearly seven in 10 US millennials actively consider company values when making a purchase versus 52% of all online US adults.[1]

This trend should hold true locally, with 77% of SA millennials claiming to like it when companies have a moral message, a statistic that is only slightly higher than the national average.[2]

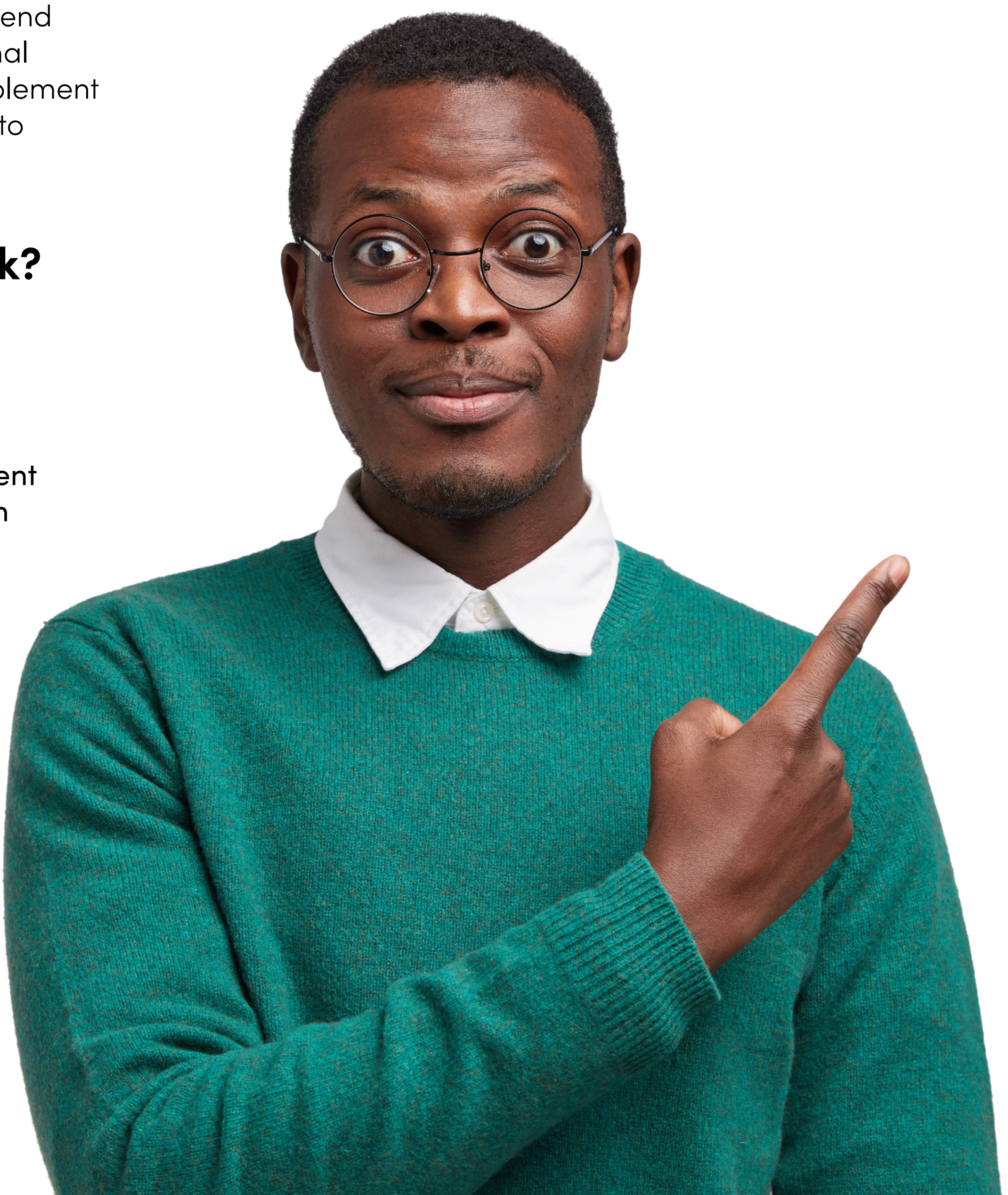
In fact, 52% of our millennial audience feel that brands should be socially responsible and **particularly pertinent in our local environment. According to GWI (2021), 49% feel that a brand should help you improve your knowledge.**

The opportunity here for brands locally is to extend their values-driven statements beyond a notional thematic framework towards the tangible enablement that the audience pursues, particularly related to learning and self-improvement.

Work to live or don't live to work?

According to Pew Research the US quit rate reached a 20-year high in November 2021. This Covid fuelled movement highlighted the cohort's re-evaluation of work versus life priorities. Be that as it may, our local employment circumstances are vastly different from those in the Global North.

With 50% of SA millennials being unemployed, there is certainly a vastly different choice associated with work-life balance in our country.



The hustle is real

One of the most striking attributes of local millennials is their association with the idea of entrepreneurship.

55% of the segment claim entrepreneurship as a personal interest, which is way above the global norm and interestingly, Nigeria and Brazil reflect a similar attitude with 60% and 52% respectively.

84% of our audience agree that they'd like to start their own business.

Less than 18% and 14% of Australian and British millennials, respectively, are interested in this topic.

63% of South Africans are engaged in self-employment of some kind, a self-starter mindset is pervasive, and this proverbial necessity most certainly seems to be the mother of invention.

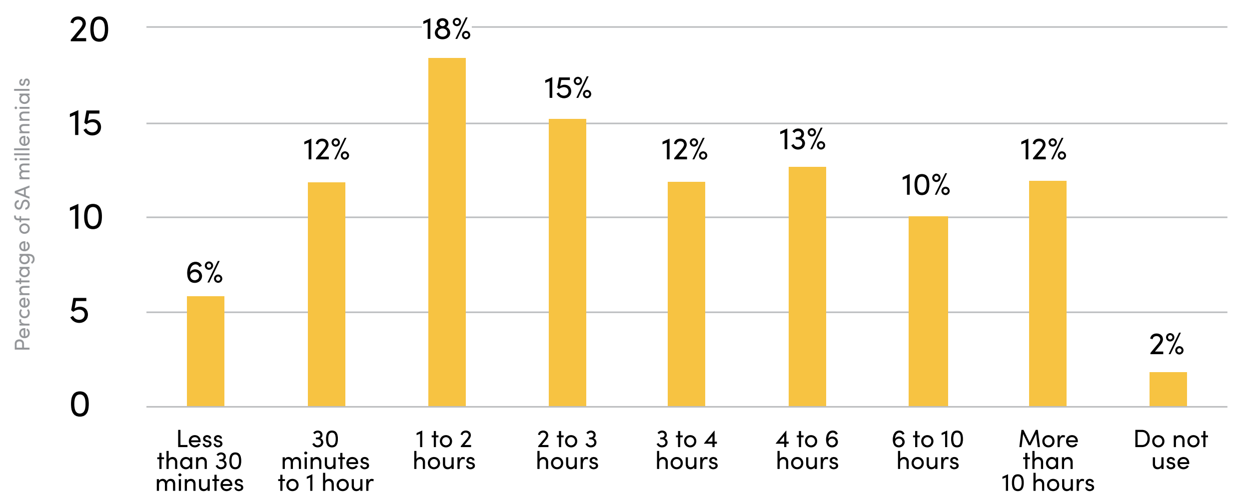
Technology and social media as lifeblood?

As expected, our audience is very confident using technology.

Approximately 35% of South African millennials spend more than four hours a day on social media.

WhatsApp and Facebook remain the most popular apps, however TikTok has surpassed Instagram as a rising favourite within this group.

SA millennials – Time spent on social media



Source: GWI, 2022

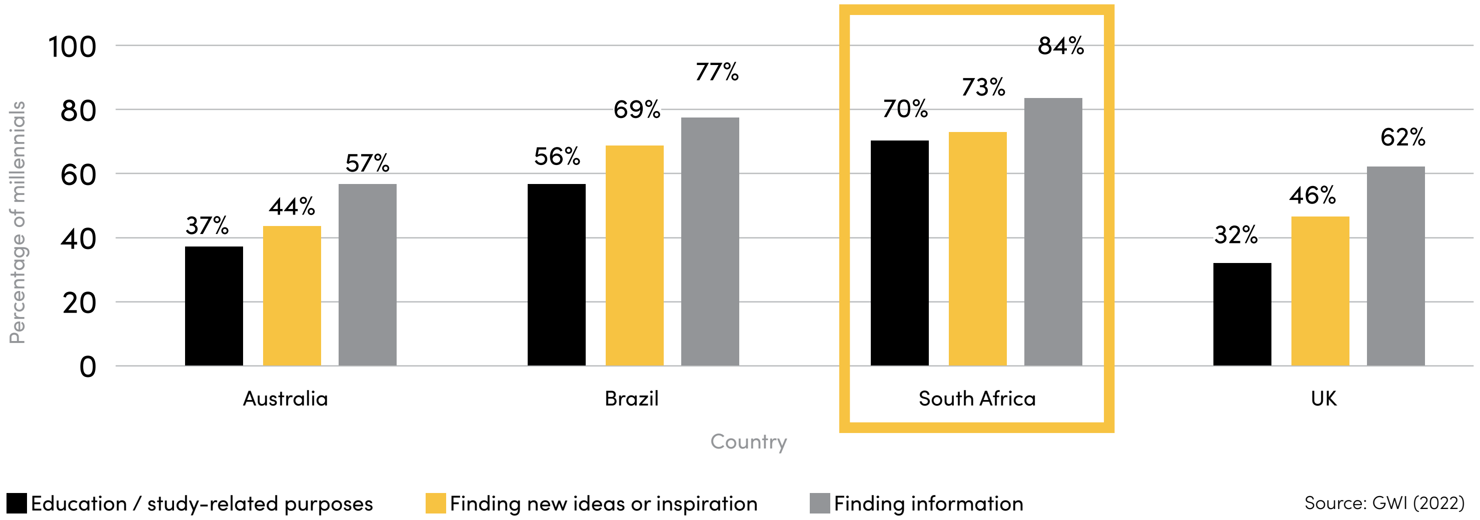
1 www.forbes.com, Anjali Lal (2018)
2 YouGov Profiles (2022)

Does their relationship and use of technology differ from their global counterparts?

The interest in self-enrichment extends into technology and information. Almost half of the South African audience say they follow the latest technology trends and news. This is approximately double the interest shown by millennials in developed markets in the analysis (UK and Australia).

Millennials display high levels of curiosity and inquisitiveness. Even more so in South Africa, where 85% claim to use the internet to find information, and 73% say they use the internet to find new ideas and inspiration.

Reasons for using the internet

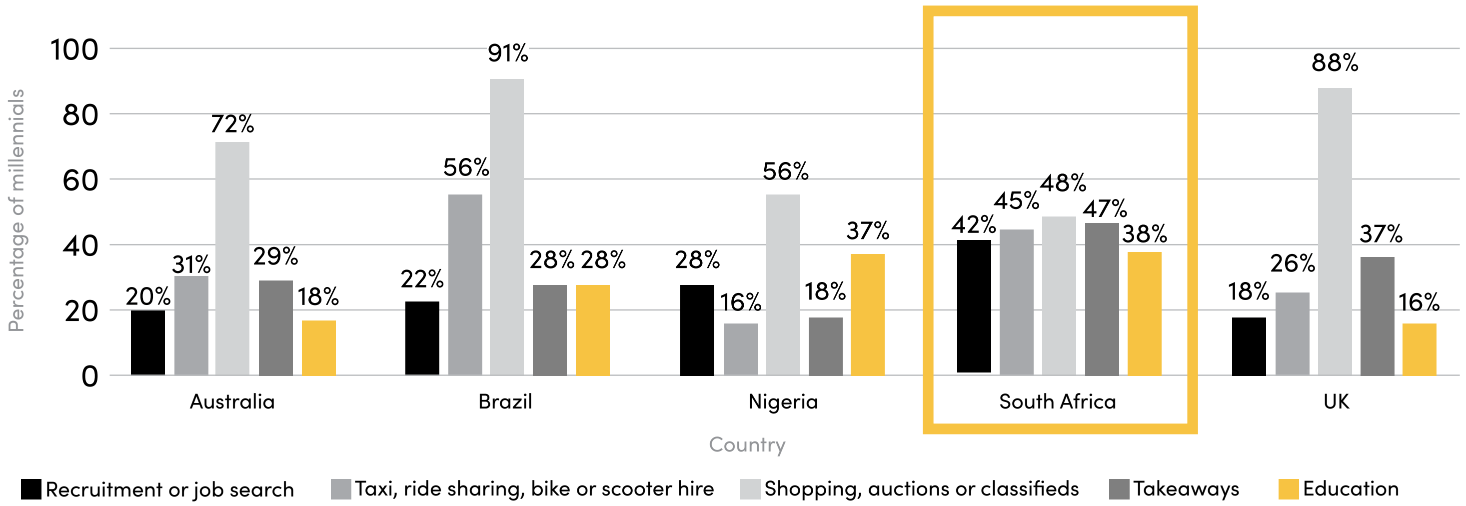


Source: GWI (2022)

South African millennials are concerned with aspects of self-development, which shows in their reasons for using the internet. With 70% using the web for education and study-related purposes, this statistic is significantly higher than other markets.

Millennials in developing countries display a strong interest in education. The fact that over 35% of both South African and Nigerian millennials claim to make use of educational apps emphasises the idea of technology being viewed as an enabler of growth.

Types of websites and apps used

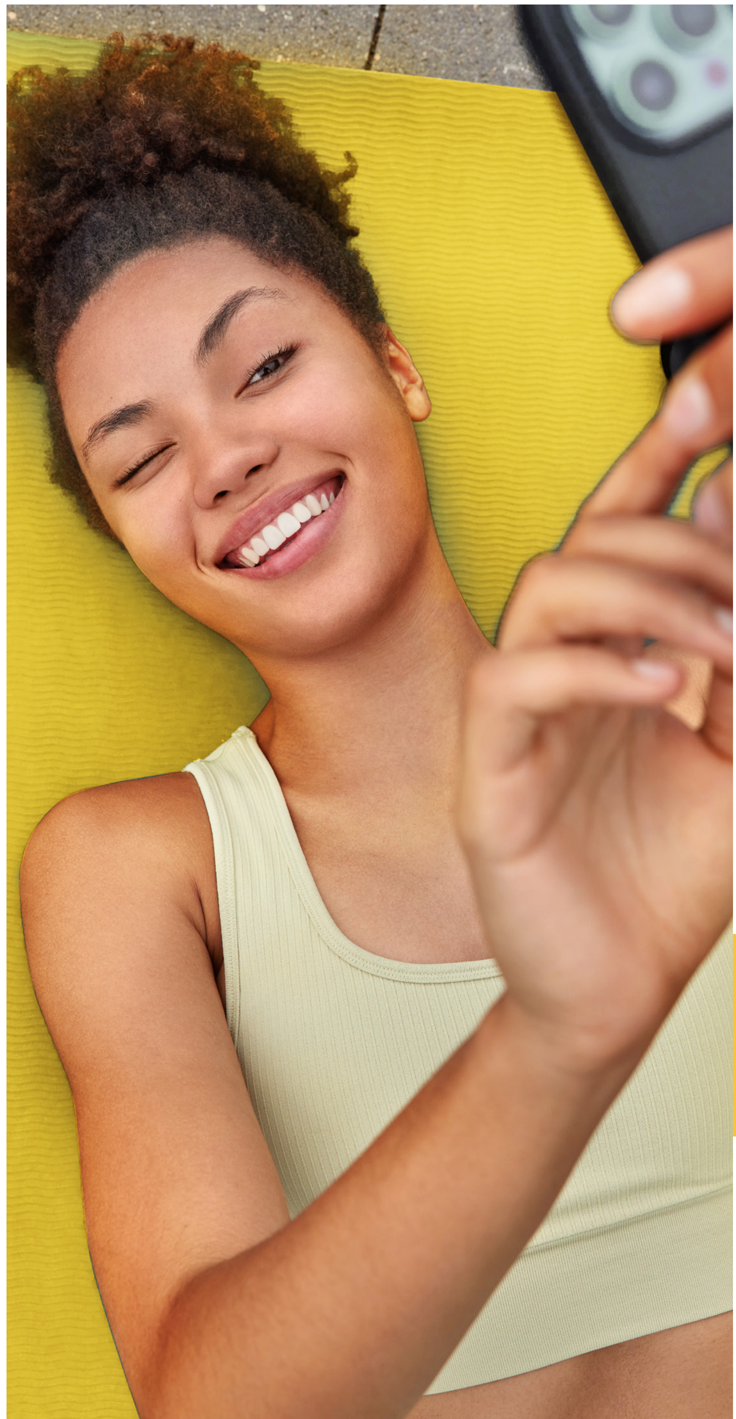


Source: GWI (2022)

ME, ME, ME?

Being self-motivated but not self-centred.

As famously covered by Time magazine in 2013 one of the most significant stereotypes associated with millennials **is their narcissistic tendencies – lazy, selfish and entitled, the article went on to say.**



But is this really the case?

Earlier in our report we demonstrated that this audience is:

a. Driven by self-improvement.
b. Has a strong family focus and connection.
c. Is interested in the environment and social issues.
d. Is hardworking and has a self-starter approach to careers.

Moreover, GWI data starts to provide us with a very interesting view into this audience's **sense of self.** If you compare the top indexing **'Describes me'** statements amongst millennials in the UK, Australia and South Africa, the trend emerging from the data is enlightening.

The tendency towards statements of worry or stress are far more likely in the UK and Australia, while South Africans reflect a positive, progressive and confident attitude.

Millennials in South Africa are seeking products and services that deliver to their ambitions and needs in the most relevant way. Their sense of self is not one of entitlement so much as it is one of motivation, and a strong self-appreciation that they need to do it for themselves.

CONCLUSION

There are hugely important nuances that need to be understood when developing strategies to target this audience.

COULD THE DESIRE FOR SELF-ENRICHMENT AND SELF-BETTERMENT BE THE OVERRIDING ZEITGEIST FOR OUR LOCAL COHORT? PARTICULARLY IN THIS SEGMENT THAT HAS REALISED THAT THE DREAM PROMISED TO THEM WILL ONLY BE ACHIEVED IF THEY TAKE PERSONAL ACTION TOWARDS THEIR GOALS.

While many of the millennial marketing generalisations seem to be more fact than fiction for South African millennials, the way these characteristics manifest locally is, in many ways, different from the global cohort.

The big opportunity here for brands is to demonstrate how they are solving the complex set of socioeconomic challenges being faced, with positive and ambitious attitudes to support the quest for growth and betterment.

WINNING BRANDS WILL BE THE ONES THAT MEET THE NEEDS OF OUR TENACIOUS AND RESILIENT MILLENNIALS WHO CRAVE INFORMATION, INSIGHT AND CONNECTION TO BETTER EQUIP THEMSELVES ON THEIR JOURNEYS OF PROGRESS.

ABOUT THE AUTHORS

ROBERT GRACE

Co-Founder and
Chief Strategy Officer
M&C Saatchi Group South Africa

Robert is one of the co-founders and the Chief Strategy Officer for M&C Saatchi Group South Africa.

Best described as the "Chief Simplicity Officer", he has spent more than a decade applying the agency group's philosophy of Brutal Simplicity of Thought to building some of SA's most iconic brands including Standard Bank, Nando's, Superbalist, MWEB and partnering Takealot.com since inception.

As part of the agency's purpose of creating beautifully simple solutions for the complex challenges the world faces, Robert is part of a global communicators network coordinated through the United Nations' Food & Agricultural Organisation, where he engages with various research and science forums around the world – including a keynote address at the United Nations headquarters in New York to highlight the importance of more effective communication in the fight against the climate emergency.

Extending his passion for creativity into the arts, more recently Robert joined the Board of the National Arts Festival, which for nearly 50 years has been at the cutting edge of culture and creativity.

Prior to this, Robert was part of the core team to open the UK-based 5one Consulting in South Africa, a global leader in the development of customer data-driven retail strategies working with the likes of Woolworths, Clicks and Pick n Pay.

DIANA SPRINGER

Chief Data and
Intelligence Officer
M&C Saatchi Group South Africa

Diana was one of the co-founders of strategic consultancy, Black & White, an M&C Saatchi Group company.

She started her career in 1996 at Ogilvy Cape Town as a UCT scholarship student before moving to London to join a newly established integrated agency – Chemistry Communications. Chemistry grew into one of London's leading integrated shops, where Diana headed up the Account Management team until the agency was acquired by the Publicis Groupe in 2007. Returning to South Africa, she rejoined Ogilvy SA as a specialist strategist working on brands including VW, Audi, KFC, DStv and Cell C.

Her passion for helping brands to define their most precise and powerful position saw her join M&C Saatchi Abel in 2012 as the strategic lead for the Johannesburg office. From this space she led the strategic team to deliver best in class communication strategies for key clients including Standard Bank, Rupert & Rothschild, Weylandts, Simba, Pepsico and Renault. In 2017, she and the Partners founded Black & White, a strategic marketing consultancy that offers clients a clearer point of view on how to navigate their brand's future.

Today, Diana is wired to transform the power of real-time data into hardworking insights that inspire and connect with people through sheer relevance.

TINASHE MUKARATI

Hybrid Data Analyst
M&C Saatchi Group South Africa

Tinashe is passionate about delivering creative solutions based on data-driven decision making.

With a focus on finding the most powerful facts to inform equally powerful insights for companies and their brands, Tinashe's fast-learner mindset has seen him consistently grow his capabilities in modern communication. He brings statistics and creative storytelling together with a passion for articulating the strongest story, in the most relevant art form.

Being a data analyst enables him to thrive as a creative intellectual.

A commitment throughout Tinashe's career has been to record Africa's stories, creating a story trail for future generations. In his previous roles as a digital data analyst, he gained experience in the world of TV and entertainment productions, working on series such as Big Brother, Survivor, The Bachelor/Bachelorette, Idols and other popular shows across the African continent.

Tinashe believes numbers are no longer as intimidating as people once thought, which is reflected in how expert data analysts are increasingly able to make data fluent and accessible enough to fuel growth for business.