

DEFINITIVE ANNUAL BRIEFING: CREAM OF TOWNSHIP MARKETERS

TOWNSHIP SHOPPER MARKETING SUMMIT 2018

BRYANSTON COUNTRY CLUB, SANDTON - 10 & 11 MAY 2018

- insights about the hidden tenant markets
- Kasi Star Brand Awards and why they won
- the rise of Kasi traditional foods
- interview with the Director of SA Chefs Association
- how peoples' lifestyles and cultures influence their spending priorities
- how brands can work with black business women
- young people on stage about the impact of international trends and brands
- we look at Black Twitter, WhatsApp, and the power of music with fascinating case studies

There's so much more, check the overview program below, the calibre of the speakers and then the detailed topic descriptions. **IT IS THE DEFINITIVE BRIEFING OF THE YEAR**

Meet the Speakers




MONEY MATTERS

Kushubile for the Mass
Market Consumers



08h25 - 09h20

Township tenants are a huge hidden target market - First ever survey of tenants who live in township shacks, and pay rent which means they earn money.

At least one in two households rent out shacks. What are their disposable income priorities be they single or have family. And, their cultural preferences. Complementing the data are the experienced and astute insights of Lebo Motshegoa of Foshizi, a very authoritative and experienced black consumer research consultancy.

Lebo Motshegoa, MD, Foshizi

09h25 - 10h05

Kasi Star Brand Awards 2018/2019 - announcing the winning insights driving the winning brands

Sarina de Beer, Managing Director, Ask Afrika

10h05 - 10h25 Coffee & Networking

10h25 - 11h00

How brands can leverage the incredible reach and engagement of Instant Messaging and Chat platforms like WhatsApp and Facebook Messenger in township communities

* Candy will review the expected announcements from Whats App about enhancing commercial communications, and she will include an appraisal of Facebook

* Case studies; now now award winning campaigns

Candice Goodman, MD, Mobitainment

11h05 - 11h40

Communicating effectively with informal traders through understanding their history, their cultures, and the framework in which they operate

Sean Press, Spotong Magazine Publisher & CEO of Contact Media and Communications

11h45 - 12h20

Brands working with "people occasions" - Shisa nyama's, street bashes, funerals, religious festivals

* Shisa nyama's - individual entrepreneurs organising braai events

* Street bashes

* Funeral venues

* Religious festivals

Mpume Shange, MD, Expressive Through The Line

12h25 - 13h00

What are the different types of informal trade outlets that exist in the township? How do shoppers use them in relation to modern trade outlets? How can trade marketers optimise their distribution efforts and develop relevant point of sale marketing strategies within this space?

Jack Hlongwane, Senior Research Executive, Kantar TNS

13h00 - 13h50 Lunch

13h50 - 14h25

House music and how brands can benefit from its influential pop culture - house deejays, house music events

* House deejays and their influence on house music fans

* House music events and their reach (with emphasis to house music as a "crowd puller")

* Case studies of brands that have partnered with house deejays & events.

Gopolang Mashigo, Associate, BE SALT

14h30 - 15h05

The Kasi @Home Shopper - homeowner preferences on furnishings, design and appliances, grocery planning and why they choose formal or informal retail

- * Shopper dynamics for the township home owner
- * Shopper preferences in design, décor, appliances & furnishings,
- * Household influences on shopping grocery planning and shopping
- * Formal vs informal shopping behaviour in the vicinity of the home

Nancy Madikizela Austin, Marketing & Insights Manager, Minanawe Marketing

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5h10 - 15h40

Spaza Entrepreneur Model for women in townships

Trevor Carty, Wealth & Strategy Director, IMBANI HRS (Pty) Ltd & Jill Young, Corporate Fundamentals

15h45 conference closes

DAY 2

08h30 - 09h30

Kasi traditional foods in demand, and interview with Kabelo Segone, Chef Consultant, Director, South African Chefs Association

Promo info – “Over the last 10 years, with the growth of shopping centres and malls in most SA townships, there has also been a growth of major restaurant chains in these areas, giving township consumers access to a wide range of food choices, which they have readily embraced. However, that doesn't mean a decline in the consumption of traditional foods. On the contrary, this is booming, especially with the growth of sophisticated township caterers, who cater for events such as weddings, funerals, tombstone unveilings and birthday parties. The SA Chef's Association, sponsored by Lucky Star, and has been running a 6 month Township Caterers' training programme, to help take these caterers and their businesses to professional heights.”

Gill Mkhasibe, MD, The Mkhasibe Group

09h35 - 10h30

Impact of international trends and brands on young, upwardly mobile black professionals - on-stage focus group

- * LIVE focus group discussion on stage

Mokebe Thulo, Business Development and Marketing Manager, HDI Marketeers

10h30 - 10h50 coffee & networking

10h50 - 11h30

“The Power of Empathy” - walking a mile in the township consumer's shoes - seeing what influences her

- * You will see and hear how people's lifestyles and cultures impact their spending priorities
- * And definitive insights by Greg Potterton of Instant Grass

Greg Potterton, Founder, Instant Grass

11h35 - 12h10

Working with business women in the townships

Nanzala Mwaura, Head, Ipsos Connect

12h15 - 12h55

Alex viz Phola Malls - customizing promotions for local communities and harnessing the power of viral content

Matthew McCormick, Marketing and Project Development, McCormick Properties

12h55 - 13h40 lunch

13h45 - 14h20

Black Twitter is a cultural identity on the Twitter social network focused on issues of interest to the black community

Xolani Wiseman Sedibe - Creative Digital Strategist, Black Smoke Agency - Experiential Digital Marketing Agency

14h25 - 15h00

How culture mirrors mass behaviour and the importance of brands aligning

Siya Metane, MD, SlikourOnLife

15h05 - 15h40

Club 10 (Masscash) 400 taverns; customised marketing to build foot traffic and woo the tavern owners; opportunities for FMCG brands

Kit Platt, Merchandise Executive - Liquor, Jumbo (Masscash)

15h45 conference closes

What I want to know more about

First ever survey of tenants who live in township shacks, and pay rent which means they earn money

Connecting with the untapped "unpredictable & disruptive" youth market on SA via mobile

What did the winners do so successfully to weave themselves into the fabric of vibrant South African townships

Click here to book your seat

Standard delegate rate R8,750 excl vat

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