

## ***Sunday Times* GenNext campaign kickstarted**

This year's *Sunday Times* GenNext campaign kicked off with the *Sunday Times* GenNext Youth Marketing online webinar series last month as a four-part digital conference that will run until August.



Source: © Arena Events [Arena Events](#) The 2019 *Sunday Times* GenNext Awards

This year marks the 18th year of the annual *Sunday Times* GenNext survey, that polls more than 7,000 South African youths on their brand preferences.

Conducted by business and marketing strategy consultancy, Yellowwood – housed within TBWA – it is geared to maximise insights covering the full spectrum of the South African youth market.

### **A unique dive into the youth**

“GenNext is a highlight in the calendar of marketing, brand and advertising professionals – offering insights into the complex and often fickle preferences of young South African consumers,” says Eben Gewers, head of Sales at Arena Holdings which owns *Sunday Times* GenNext.

“We’ve followed the sentiments and preferences of a whole generation over the past 18 years, where we’re able to chart how decision-making and brand loyalty have been impacted by socio-economic circumstances and other world events like Covid-19. The insights are a unique dive into what makes SA’s youths tick,” he adds.

### **An opportunity to position Gautrain**

Gautrain is once again a headline partner for the *Sunday Times* GenNext campaign.

"The youth are Gautrain's future ridership and the *Sunday Times* GenNext is an opportunity to position the Gautrain brand to young people," says Gautrain Management Agency, senior executive manager Communication and Marketing, Dr Barbara Jensen-Vorster.

An interactive showcase on 15 September will see 300 youths gather to interact and engage with brands through displays, activations and competitions at the Empire Conference and Events Venue in Parktown, Johannesburg.

The *Sunday Times* GenNext Awards will be held on 16 September in a live-streamed hybrid format where SA's coolest brands will be awarded. This year sees the inclusion of three new categories: Coolest Brand That Cares; Coolest Accommodation Booking App, and Coolest Savings & Investment platform.

The *Sunday Times* GenNext supplement will be published on 18 September 2022.

For more, visit: <https://www.bizcommunity.com>