



DEFINING THE AFROPOLITAN

July 2020



HOME OF THE
AFROPOLITAN



BACKGROUND
TO AFROPOLITAN
POSITIONING



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COMMERCIAL STATION OF THE YEAR 2020



1 August

(1997)

Being the only station to widely celebrate African heritage music, Afro-pop and Jazz, Kaya FM had found its home in the hearts and minds of nostalgic listeners who had been waiting and searching for this content.

Kaya FM mirrored a mature mindset and cultural thinking.



The Heart & Soul of Jozi

(1999)

The "Heart & Soul" logo and current typeface was developed in 1999.

The brief was to Africanise the typeface and synergise 95 dot 9 with the then (contemporary) dot com generation.



Key Programming change

(2007)

Clear separation of music and talk programming: Monday to Thursday

Music Radio: Early morning and day part: 60%

Talk Radio: Afternoon into evening 40%



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Home Of The Afropolitan

(2010- Now)

Kaya decided to focus solely on being the station that would broadcast to the Afropolitan and be a partner to their growth.

1997

1999

2007

2010 - Now

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OUR DEFINITION

Must be Black African adult, 16+

Either live in household with income between R16,000 & R50,000 p/m

OR

Must meet at least two of the following criteria:

- own a car
- tertiary qualification or currently studying (student aged 20-34)
- work in white collar 'professional' job
- live in metropolitan area in decent housing

(For comparative purposes, we used a similar definition to our previous ones)

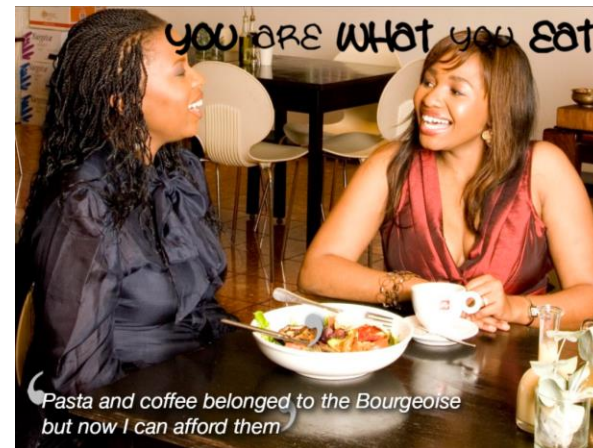
LOCATION,
LOCATION,
LOCATION



Location more often determines store choice

In my area I go to Pick n Pay and Woolworths - there isn't a Shoprite nearby even if I wanted to go to one

I only shop at a store where a white person also shops



My family were concerned about me driving a Toyota, they felt it was not appropriate for someone of my standing



I buy middle class brands because I want people to see I'm on my journey to the rich class

Source: 4 Million & Rising

100 GOLDEN months

PRE-RECESSION

Exuberance



ECONOMIC BOOM

BUYING SPREE

WAGE INFLATION

EDUCATION

CREDIT FREELY AVAILABLE

LIFESTYLE ASPIRATIONS DRIVE ASSET CATCH UP



past is past



Much disdain for brands from past

My past is defined by Lucky Star - we had it day and night... I can't eat it anymore



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THE BLACK MIDDLE CLASS IN NOT A HOMOGENOUS GROUP

Our profile has constantly been bombarded by negative stereotypes of black success.



Wealth Amnesia



Materialistic



Tenderpreneurship

The biggest misconception is that black middle-class South Africans are a homogenous group, but the reality is that there are different values and aspirations which drive this market.



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The term "Afropolitan" was popularized in a 2005 essay by Selasi entitled, "Bye-Bye, Babar (Or: What is an Afropolitan?)"



Many stories matter. Stories have been used to dispossess and to malign. But stories can also be used to empower, and to humanize. Stories can break the dignity of a people. But stories can also repair that broken dignity.

— Chimamanda Ngozi Adichie —

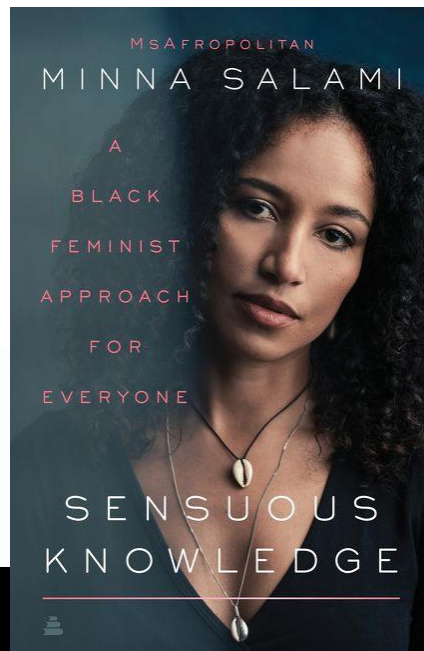
AZ QUOTES



History does influence our lives – every moment. We never sort of live our lives in a linear fashion. We always have these memories and these images from our past that sometimes were not even aware of, and they sort of shape who we are.

Dr. Kwame Mensah

@autocancy



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THE AFROPOLITAN AS A TARGET MARKET

The 'Afropolitan' is one segment of the black middle class. Kaya decided to focus solely on being the station that would broadcast to the Afropolitan and be a partner to their growth.



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WHAT DEFINES AND DRIVES
THE AFROPOLITAN?



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WHAT DEFINES THE AFROPOLITAN

The Afropolitan is a mature, sophisticated, socially conscious individual rooted in heritage. The Afropolitan is a progressive thought-leader who is self-determining, discerning, well-informed and a player in the global environment.



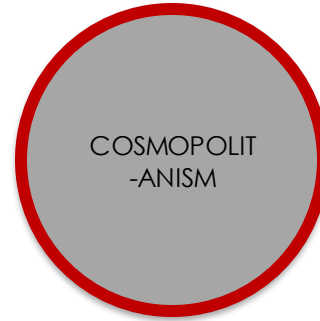
AUTHENTICITY

The Afropolitan is driven by a desire for REAL interactions that goes beyond materialism and superficiality



COMMUNITY

Afropolitan lifestyles & choices in their daily lives are also governed by the distinct but interchangeable communities that they live in



COSMOPOLITANISM

No lifestyle choice is untouched by global trends. Education and greater access to the world has given the Afropolitan more lifestyle ideas and activities to reference from



NEW REALISM

A forward-looking movement that looks to adapt traditional wisdom for modern life



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AMBITIONS AND ASPIRATIONS

SELF SUFFICIENCY



Recent economic realities and employment insecurity has driven the belief in becoming your "Own Boss".

GIVING BACK



A holistic approach to success and tradition drives the need to give back.

SUCCESS



The belief that success is about who you know drives a desire to create networks amongst like-minded individuals.

WHAT KEEPS THEM UP AT NIGHT?

THE BIGGEST CHALLENGE:



"Connecting where I am
with where I want to be"



WHAT KEEPS THEM UP AT NIGHT?

FEARS

"Investing money with returns that are overtaken by inflation like what happened in Zimbabwe" - Arnold, 43 y/o

"For me, it's definitely the tension between making sure I save enough for my future but also keeping enough to enjoy my life right now. It is something I worry about often." - Layani, 26 y/o

PRACTICAL

- Endless debt
- Being broke
- Unemployment
- Losing all my money
- Being unprepared
- No retirement plan

SOCIAL

- No financial security for my kids
- Not being able to contribute to family occasions
- Not leaving a legacy

MENTAL

- Never at peace with financial situation
- Not balancing saving with enjoying my life
- Living paycheck to paycheck forever
- Regret (e.g. spending recklessly)

MORAL

- My wealth makes me rude/disrespectful
- The change in me that having/losing money brings
- Worshipping money over people

WHAT KEEPS THEM UP AT NIGHT?

Philosophy of money +

MEANING OF FINANCIAL FREEDOM

Practical state	Emotional need
Debt free	Independence
Saving and investing	Peace of mind
Providing for family, generational wealth	Pride
Spending on a holiday without worry	Comfortable spontaneity
Owning my time and will	Control, self-determination
Feeling I have enough	Contentment



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WHAT KEEPS THEM UP AT NIGHT?





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EMOTIONAL DRIVERS

- = Trust
- = Brand Awareness
- = Brand Framing
- = Heritage

Our **emotional choices** are made on auto-pilot, based on intangible trigger points. They're based on how we feel about a product/service, what connections we are able to make with them. Afropolitan listeners based their emotional choices on how long the brand has been around, what specific memories they have created with the brand over time.

These emotional values are harder for listeners and prosumers alike to quantify.



BRAND CHOICES: EMOTIONAL DRIVERS

Brands consumed and trusted by 'parent' generations become love marks, but these brands must evolve.



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BRAND CHOICES: EMOTIONAL DRIVERS

Brand stories help build an emotional connection and relevance with the Afropolitan.



"I used to really be into brands. But I think with my generation we don't just follow brands but we follow brand stories."

BRAND CHOICES: EMOTIONAL DRIVERS

Local product have relatable accessible brand stories inv oking loyalty and trust.



"Thesis is a brand I can relate to because it's boys from the same hood with a similar lifestyle. It's like the brand was made for me."

FUNCTIONAL DRIVERS

- = Longevity
- = Performance
- = Value for money
- = Quality

Functional values are a more tangible measurement of performance. They're easier for consumers to talk about, and when it comes to making decisions, more thought goes into this process. Product/service intrinsics are weighted more consciously than in comparison to emotional values. The largest driver towards this is in fact quality - specifically for the Afropolitan listener/prosumer





QUALITY DRIVES BRAND CHOICE

These items are chosen based on their brand (reputable & reliable), and further than this their brand intrinsics (performance).



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BRAND CHOICES: QUALITY

Brand legacy is perceived to be a marker of quality and authenticity.



"You'll see me dressed in Levi's, Nike, whatever. But I buy these brands not for status but because that these are quality brands that you can trust."

TOP BRAND CHOICES

TOP BRAND CHOICES



Based on performance



Based on brand weight & performance



Based on quality and longevity



TOP BRAND CHOICES

QUALITY FOOD IS LINKED TO EXPERIENCE

For cooking at home: Woolworths again is top of mind for **quality fresh ingredients**, with brands like pick n pay and checkers following for larger, bulk items that are used on a daily basis.

For eating out: **service** comes into play, and adds to the quality of the food for it to be a positive eating experience. Places where food and service stand out are: Signature restaurants, Marble/Saint, Bowld, Gemeli.

Fast Food is more of a guilty pleasure, and good for the **occasional** treat, particularly with an increased concern in health and well-being. Top of mind brands are Nandos, KFC, McDonalds.





BUSY LIVES MAKE US WANT TO CONNECT

Drivers to choice: Heritage,
price, convenience

With fast paced lifestyles, and broad, diasporic communities there is a constant need to maintain connection. This is done through communication tools, with network access and data connectivity being the foremost enabler of this connection. Kaya listeners, and prosumers are having to select between a limited amount of providers, at exorbitant costs.

KEY LEARNING: A brand needs to create a space for users to make/enable connections.





TRUST IN WHAT WE KNOW

Drivers to choice: Trust, service, performance, peace of mind

Choices within the financial landscape have historically been largely governed by the longevity of the service provider. The older the company, the more reliable and trustworthy they are considered to be. Alongside this, each provider needs to ensure their customers are ensured a level of service and convenience in handling their matters.

There is a lot of hesitation when switching brands because of the perceived effort required, and lack of trust in different brands.

KEY LEARNING: Brands get trusted over time as long as they live up to user expectation of them

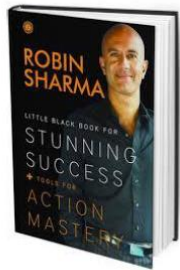


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DEVELOPMENT BECOMES A PRIORITY

Drivers to choice: Empowerment, physical stimulation, mental stimulation



With the increasing diagnosis of and conversations relating to illnesses like stress and anxiety, there is more recognition than ever before of the need to incorporate mental and physical activity to combat external stresses. Kaya listeners and prosumers are actively seeking ways in which to balance their lives both mentally and physically. This manifests in fitness, self-reflection, and the related personal development.

KEY LEARNING: A brand must be able to encourage & inspire personal and professional development.



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Uber

Uber Eats



PEACE OF MIND IN THE EVERYDAY

Drivers to choice: Timesaver, ease of use

While the Afropolitan listener and prosumer truly value services that will enable them peace of mind and convenience in their daily activities. When it comes to transportation, listeners and prosumers have a higher income, and predominantly own their own vehicles, they often make use of other forms of transport which will aid in their movement needs.

KEY LEARNING: Brands need to play into users needs of ease of everyday use & enable time-saving



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AFROPOLITANS
AND
LIFESTYLE



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LIFESTYLE CHOICES AND PREFERENCES

Mediamark

EXPERIENCES
>
THINGS



AFROPOLITANS ARE
PRIORITIZING HAVING MORE
EXPERIENCES THAN MATERIAL
POSSESSIONS.

What's important now is to experience the good life and all it has to offer, while simultaneously broadcasting this #bestlife on social media.

Experiences are just as much, if not more, of a status indicator than material goods such as fashion.



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LIFESTYLE CHOICES AND PREFERENCES

AGE OF
BRAND
YOU



AFROPOLITANS ARE
REINVENTING THEMSELVES AS
BRANDS.

As social media continues to grow in size and influence, we are seeing individuals reinventing themselves as brands.

This has become a necessity for many Afropolitans who use these platforms to develop personal brands that they can market.



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LIFESTYLE CHOICES AND PREFERENCES

RETREAT



Mediamark

BEING ABLE TO SWITCH OFF IS ASPIRATIONAL.

We are living in the age of the 'attention economy' where information systems exist on so many platforms that consumers find themselves trying to cope with a stressful level of information overload and with 'addiction' to social media.

This is resulting in countertrend- a desire to 'switch off' or disconnect. We see a number of manifestations of switch-off escapes in consumer lifestyle trends.



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TOP 10 LIFESTYLE TRENDS

Lifestyle Trends +

**TREND #1
CHAMPAGNE
REVOLUTION**



Lifestyle Trends +

**TREND #2
THE GOURMET
SOCIAL**



Lifestyle Trends +

**TREND #3
GROUP TRAINING**



Lifestyle Trends +

**TREND #4
OUTDOOR SWITCH-
OFF**



Lifestyle Trends +

**TREND #5
TRAVEL RECHARGE**



Lifestyle Trends +

**TREND #6
GENDER NEUTRAL**




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TOP 10 LIFESTYLE TRENDS

Lifestyle Trends +


TREND #7 ECOMMERCE EMBRACE



58% of online adults in South Africa shopped online over the past 12 months, amounting to an estimated total spend of R37.1bn. South African online spend is forecasted to grow to over R53bn by 2018. - PayPal and Ipsos report, 2017

Lifestyle Trends +

TREND #8 MZANSI POP ART




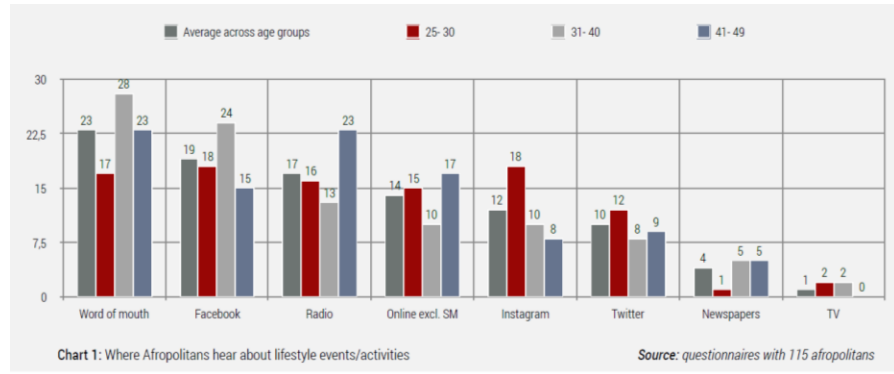
Lifestyle Trends +

TREND #9 LAUGH IT OFF



Lifestyle Trends +

TREND #10 ZEN-EASE

TOP 10 LIFESTYLE TRENDS

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Lifestyle Trends +

TREND #8 MZANSI POP ART



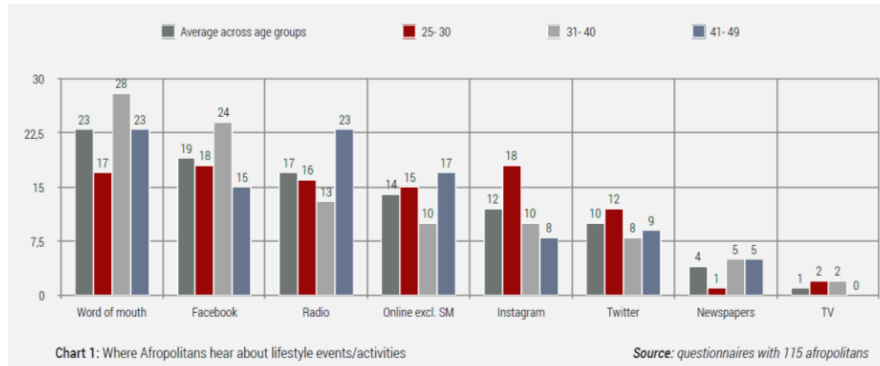
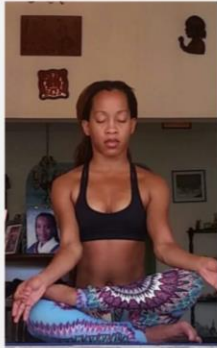
Lifestyle Trends +

TREND #9 LAUGH IT OFF



Lifestyle Trends +

TREND #10 ZEN-EASE



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LIFESTYLE TRENDS: MUSIC FESTIVALS

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FESTIVALS
MUST MAKE
SENSE



'We don't go to these festivals blind - I don't want to pay so much once I'm inside.'

AFROPOLITANS WON'T GO TO
JUST ANY FESTIVAL

Listeners are concerned with the atmosphere of the events they attend.

For example when Common came to South Africa to perform at the Delicious festival - it was not well-received by listeners. They felt it was a mis-matched artist for the occasion.



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LIFESTYLE TRENDS: MUSIC FESTIVALS

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FESTIVALS
ARE
OMNIPRESENT



'It's just one of those things we see on the net, and it makes you say, 'How, what are we doing this side?'

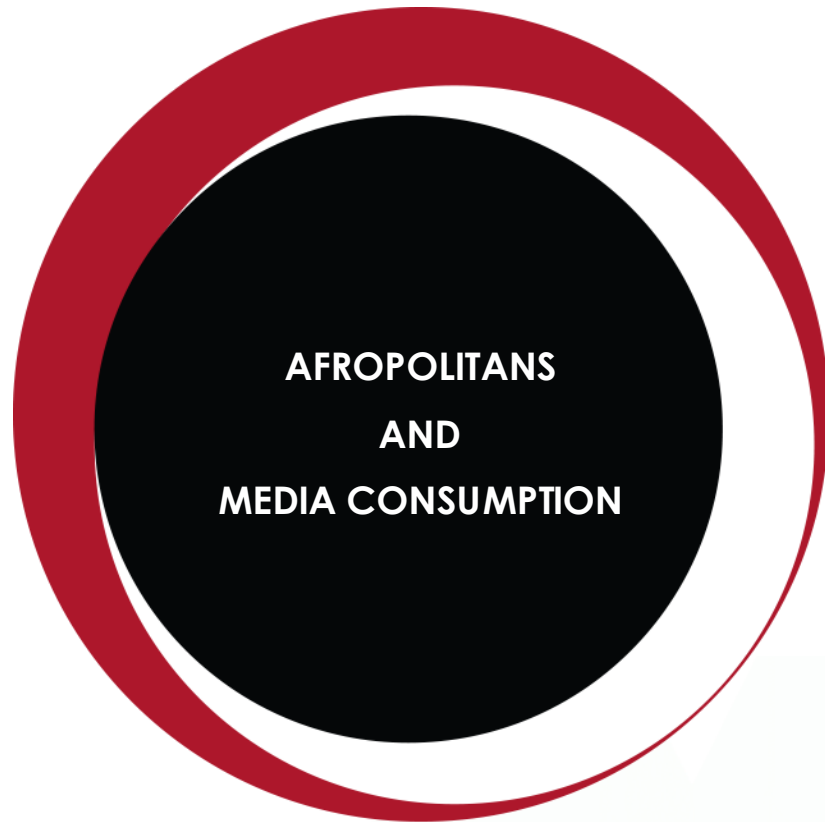
LISTENERS & FESTIVAL GOERS
ARE AWARE OF WHAT'S
HAPPENING AROUND THE
WORLD

While the most visible festival experiences are overseas, there is a significant amount of attention paid to festivals outside of Johannesburg, extending to elsewhere on the African continent.



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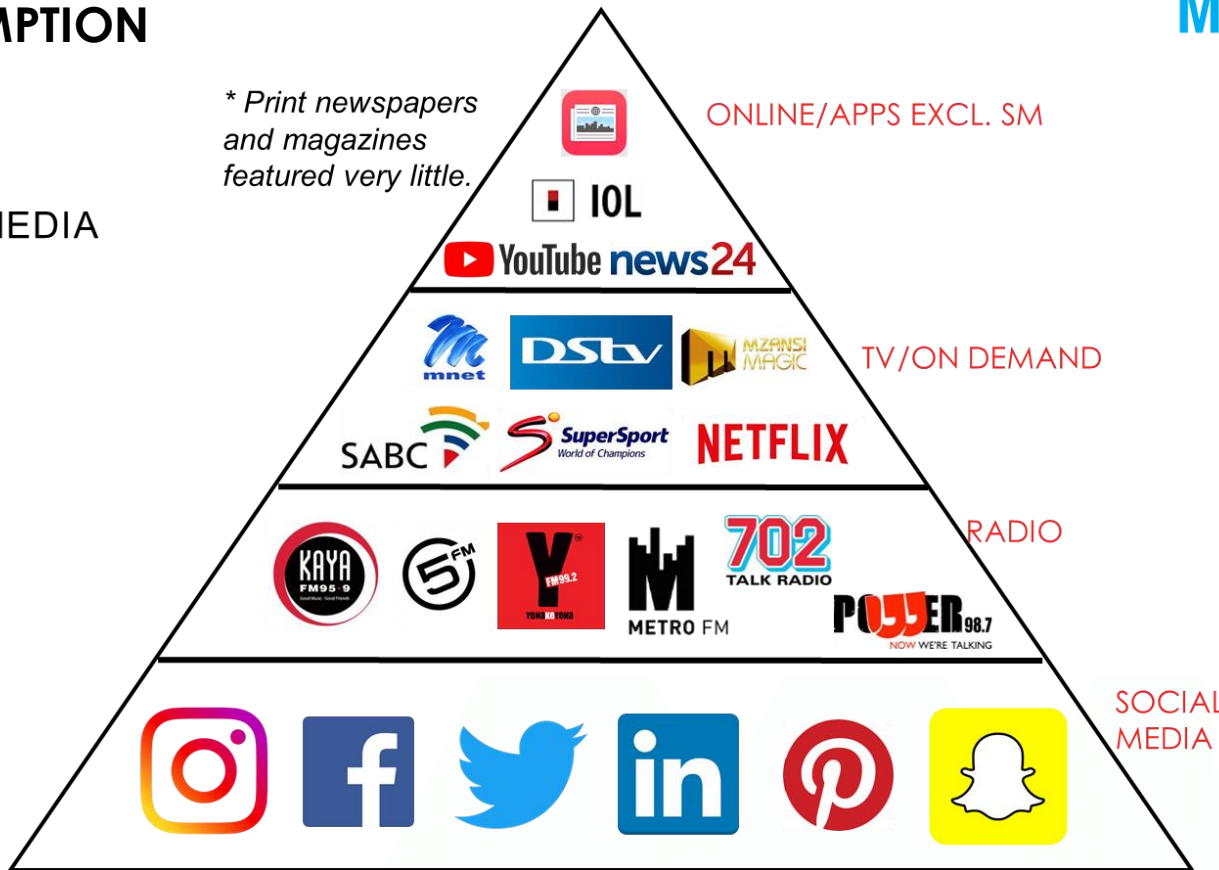
A DAY IN THE LIFE OF AN AFROPOLITAN

TIME	MEDIA CHANNELS	USE
Wake up	Instagram	Check what friends are doing, lifecast
	Facebook, Twitter	Social media news, check friend's statuses, trending topics
	Radio or TV	Breaking News, Traffic, Improve mood
Getting Ready	Instagram, radio, TV	Background noise, news headlines, weather
Commute	Radio, Instagram/Facebook/Twitter	Current affairs, traffic, set mood for the day, entertainment
At work	Instagram	Stay onto of trends, quick inspiration
	Facebook/Youtube	Kill time, check events, motivation
	Twitter	Trending topics, instant news & opinions
	Radio	Stay motivated & focussed, avoid distraction
	LinkedIn	Work-related networking, business updates
Commute	Radio, Instagram/Facebook/Twitter	Kill boredom in traffic, events of the day, traffic updates
Early evening	Instagram	Instastories, checking views/likes, staying in touch
	TV or radio	Escapism, stress reliever, entertainment while doing chores
	Twitter/Facebook	Browsing as a distraction, check shared links
Late evening	Instagram/Twitter	Connection, entertainment
	TV	Winding down, entertainment

MEDIA CONSUMPTION

AFROPOLITAN MEDIA CONSUMPTION

* Print newspapers and magazines featured very little.



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MEDIA CONSUMPTION

RADIO IS
STILL A
PRIORITY



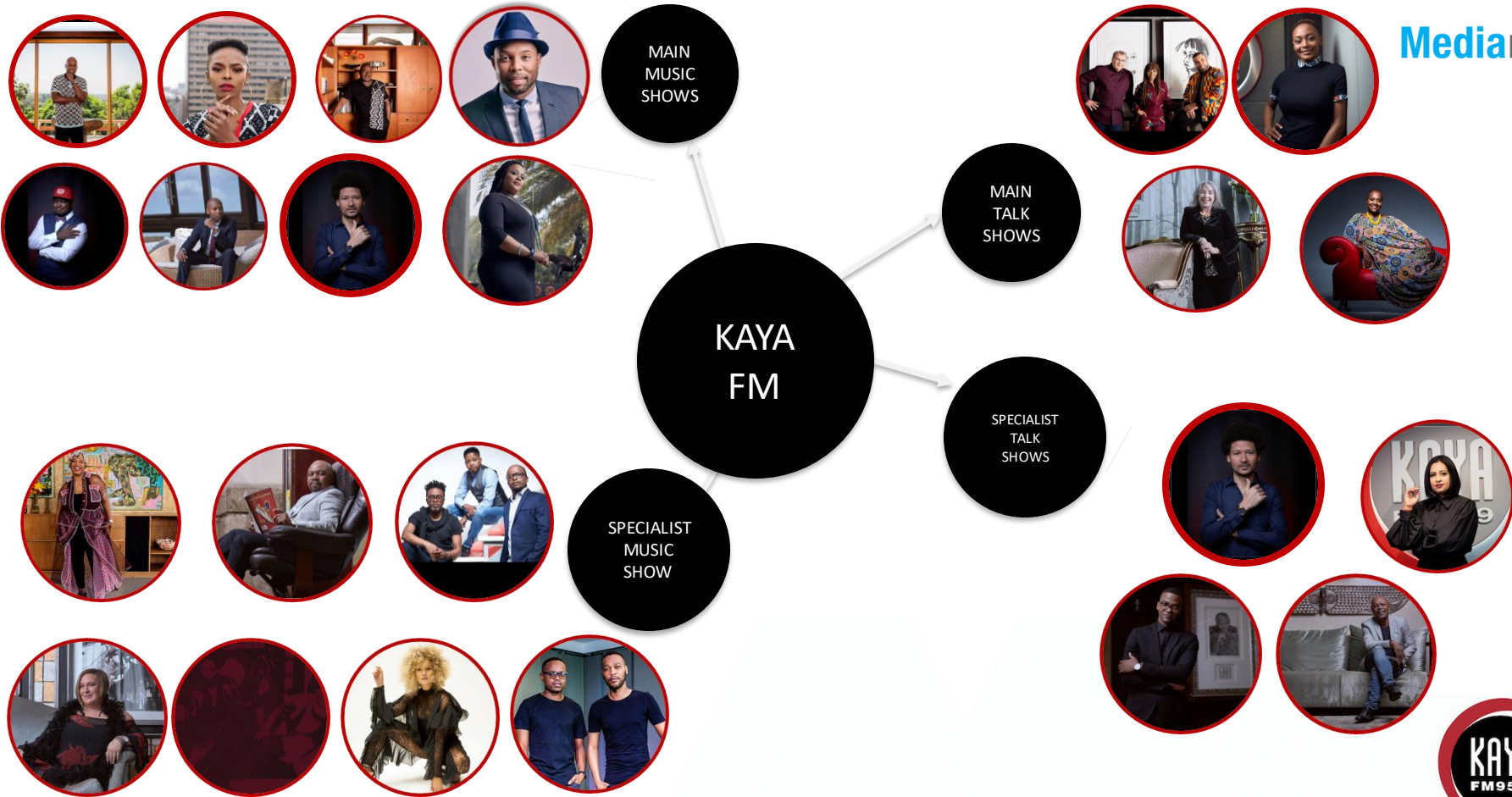
RADIO IS RELIED ON AS A WAY TO STAY
ENGAGE AND RECONNECT

- Informative talk shows that contribute to self-development & general knowledge
- Up-to-date on current affairs and debates
- Enjoyment of audience engagement and sense of connection/community.
- Entertainment while driving
- Pass the time, motivation and avoid distractions at work
- Learn about local events/ gig guides
- Mood changer
- Spiritual upliftment

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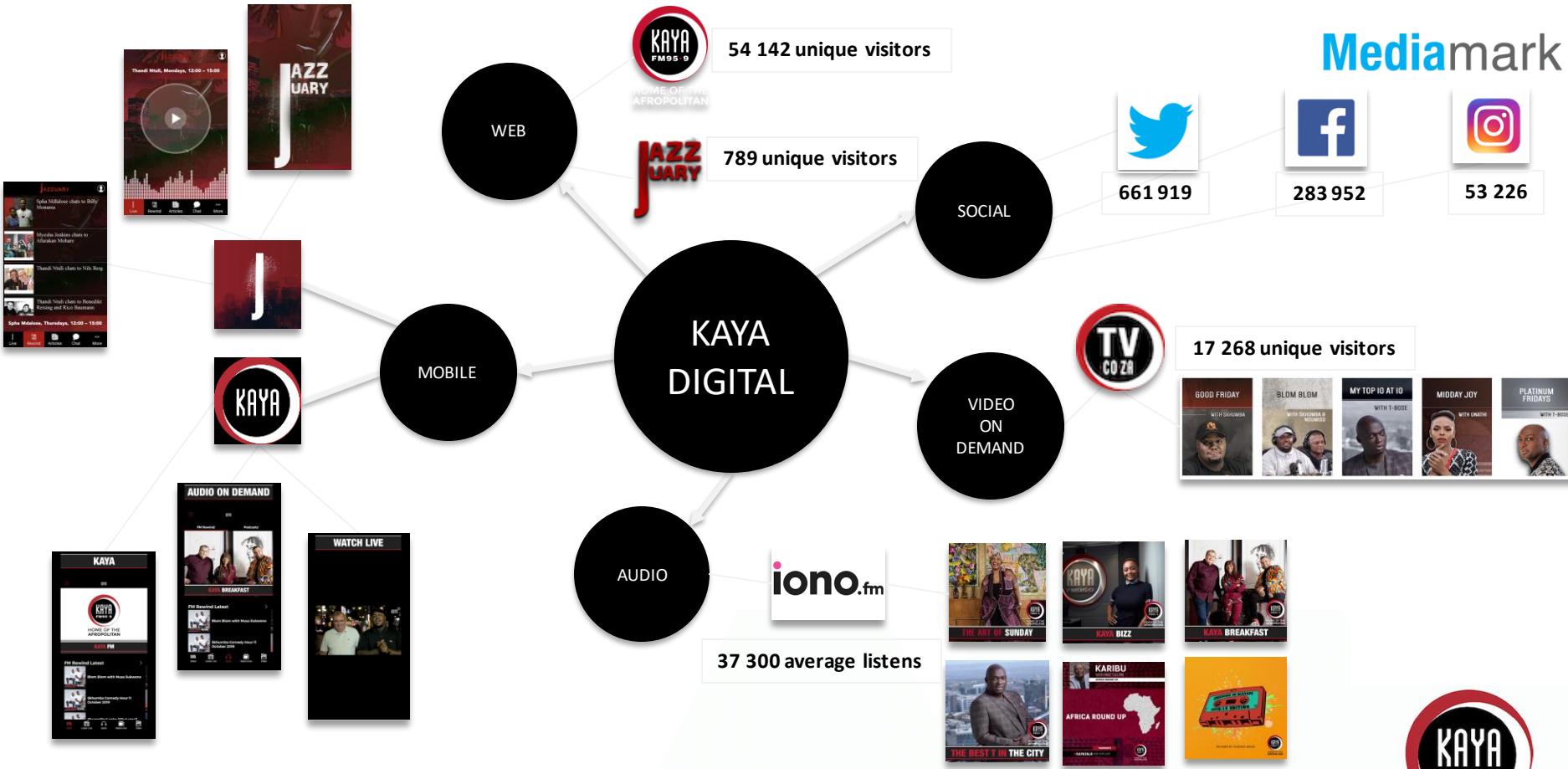
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Q & A



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