

NEW URBAN TRIBES OF SOUTH AFRICA BY DION (ED.) CHANG



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Years on from the birth of the Rainbow Nation, South Africans can no longer simply be categorised as black, white, coloured or Indian. Old stereotypes have been replaced by a new cast of colourful characters that approach life, love and brands from very different perspectives. Influenced by both global cosmopolitan culture and traditional belief systems, contemporary South Africans are complex, three-dimensional people that cannot be accurately described by traditional demographic segmentation models. This presents a challenge to brands: who are they selling to, and what do their prospects want? New Urban Tribes of South Africa identifies and brings to life in vivid detail twelve distinct new urban tribes contributing to South Africa's economy. In New Urban Tribes of South Africa you will discover:

- How to identify each of South Africa's twelve tribes – how they dress, where they live and what they buy;
- What each of these new tribes want – what drives, motivates and fulfills them; and
- How brands and marketers can connect with each of the new tribes on a deep, meaningful level.

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Review: "New Urban Tribes of South Africa"

By Lorraine

I purchased this book as background material for my MBA Marketing Management assignment.

It was quite hilarious at times but still very educational and informative. The marketing landscape has changed in leaps and bounds and advertisers, or rather marketers, have their work cut out for them.

The segmentation lines are SO blurred that I'd find it impossible to target a particular segment. It made me scrutinise ads with a watchful eye and pay attention to the different brands.

I'd like to point out that there were a few misses like the "Yummy Mummy" label. I think Dion got it wrong. "Yummy Mummies" are mummies who've not only retained their pre-baby physiques, but mummies who still have the "it" factor and they've definitely not left their kids in the care of their parents. I can attest to that!

The "Pink Blacks" now that is a label I didn't know. They are divided into 2 groups. The "skinny jeans brigade" and the "pink chinos" mature men. I've seen them. Yep. Yep. Yep.

All in all, a very light entertaining read and am definitely using some elements of it in my case study.

Some chapters needed to be beefed up like the "Domestic PA" and the "Diamond Chips". They were a bit thin in content.

Highly recommend it if you've got a brand/service/product/cause to launch.

0 of 0 people found the following review helpful.

Challenging the norms

By Zedley

An interesting and insightful piece of writing by Deon. For many years we've been ushered by LSM's, and now a refreshing look shifts the paradigms on how many South African consumers have evolved over the past 18 years. It's a must read for anyone wanting to understand the psychographics of the new tribes in SA.

0 of 0 people found the following review helpful.

New Urban Tribes of SA

By Chris Marquard

The New Urban Tribes of South Africa trend book/report is a fascinating glimpse into contemporary South African society - the good and the bad. If you're in marketing it's a must. If you're interested in shifting social dynamics, it's just as fulfilling.

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