

Consuming media and living the dream

By [Gee Motsepe](#)

21 Jan 2020

With the greatest anticipation that the African marketing and communication industry will thrive and strengthen in the foreseeable future, it is important to note that the way we as South Africa and the greater continent consumes media will determine the speed at which we progress as a nation in that regard. As we kickstart the much expected year 2020, I list some of the trends that are affecting how we consume media and how that will affect our ability to collaborate within Africa.



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Questionable or incredible news sources - fake news

Since 2016 the media industry has battled with a propagandist movement called fake news. Although this has been around since the 1800s, the digitally-led world of today has seen a rise in the spread. Some media consumers know when, where and how to spot these news sources, but the vast majority of social media users and the greater country at large still do not know how to spot the difference.



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These non-credible news sources have gradually tainted the media industry and have degraded the journalism industry at

large, which is becoming a gradual progression year on year. It is anticipated that this problem will continue becoming a threat to credible journalism until media houses take a good look at their marketing campaigns to educate consumers, cleverly, about this controversial competition.

Purpose is everything

KFC's Add Hope; Coca-Cola's Open Happiness; Nike's Athlete in Progress - these are just some of the campaigns that today's big brands have executed, and in my opinion, quite cleverly. South Africa's happiness index has been on a decline in the past six years for a number of reasons, mostly being politically influenced and with concerns about safety and security.



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It is anticipated that in the foreseeable future consumers will begin to see big brands putting emphasis and a great focus on purpose-driven campaigns that speak to safety, security, gender-based violence and abuse.

Movements like #AmINext have paved the way to raise awareness that South Africans are no longer looking for pretty pictures and catchy phrases, they are looking for solutions and a purpose to drive your messages, and if they are not going to get it from your campaigns, they will seek a service provider or brand that will speak to them in a language they understand.



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Influencing for change

Influencers have, in the past three years become a super intricate part of conversation builders and scaling your marketing efforts. However, the connection between the type of influencer and your brand will determine if your intended target audience will either get it or completely be misaligned. Authenticity is one of the key elements you can look for, unlike the mainstream media, influencers can connect with their fans and followers on a more personal and relatable level.



Influencer marketing authenticity

Josh Da Costa, R-Squared SA 14 Nov 2018



However, brands are now not looking to spend their whole marketing budget on one big-name celebrity, who in some cases don't use your product in their personal capacity. Micro and nano influencers will finally begin to get their big break and get those partnerships and endorsements with brands looking to build long-term relationships with their influencers and audiences.

Small businesses and freelancers

More and more creatives are finding the '9-5' an uninspiring place to be at. Since South Africa's downgrades, which forced a lot of consumers to clinch onto their wallets and purses have driven people to explore their potential and either freelance

or start their own small business in a bid to pave their own way and build their legacy.

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Freelancers and small business owners will continue to emerge in numbers, creatives will get their dream jobs of working from home and still manage to put food on their tables. They will become the vehicle that pushes the agenda of economic liberation for young people in particular. In most cases, these moves are driven by passion. Today's generation is not afraid to follow their dreams and taking those bold steps because they are under pressure as it is.

ABOUT GEE MOTSEPE

Rearmogetse Motsepe, better known as Gee. Gee's career spanned across the scenes of traditional and digital playgrounds of the public relations industry. Not only did his career kick-start a couple of years back, however, he's invested so much time and energy in learning, exploring and establishing relationships in the industry that has contributed to the success of his career.

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