

# Next-level branding for the next generation

Issued by [Joe Public](#)

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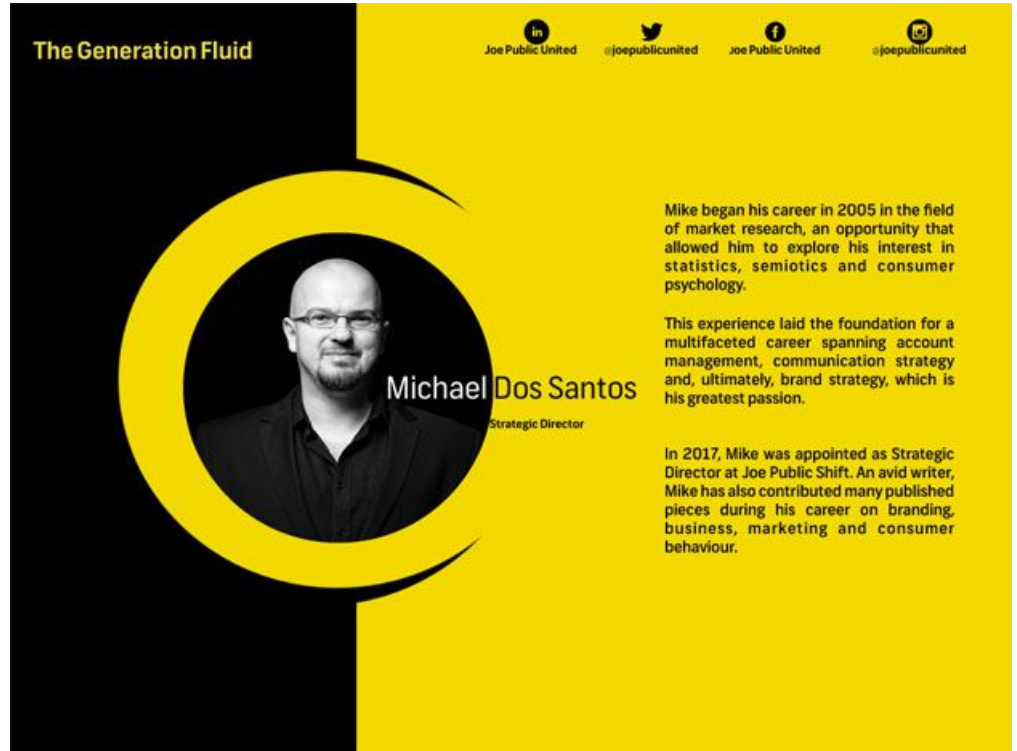
As we enter the first few months of 2019, it is apparent that more than ever before, brands and advertisers have to fight for both relevance and the attention of their markets. Yet, how can we remain relevant if we are mislabelling the very segment that we are targeting?

It has become common in the branding industry to refer to the youth segment of the market as "millennials". **Joe Public United's** team of brand design specialists have written and crafted a White Paper that unpacks the trends and truths of today's youth market, which, contrary to what many believe, is not actually the Millennial Generation.

The youth have consistently proven to be influential when it comes to branding: what works and what doesn't work. It is for this reason that **Joe Public Shift** sought to research and gain insight into the youth market of today: Generation Z or #GenerationFluid.

"We feel that this piece is geared to understanding this Generation that is fluid in almost every way – in thought and in action. There are so many ways that brands can connect with this market who were born into a digital age. It is our hope that through the White Paper, readers have a more informed and relevant view of today's youth. South Africa needs to get ready to future-proof itself as the tides begin to shift," said Mike dos Santos, co-author and strategic director, Joe Public Shift.

If young people are fluid when it comes to their perceptions, experiences and the way they relate to the world, brands too need



**The Generation Fluid**

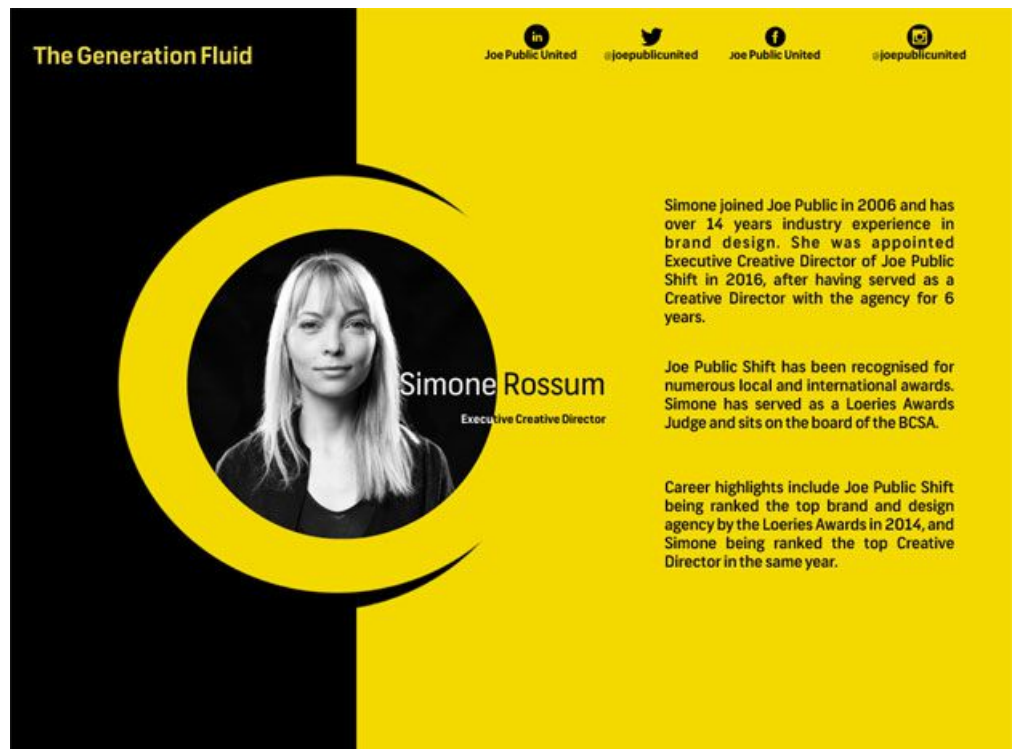
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**Michael Dos Santos**  
Strategic Director

Mike began his career in 2005 in the field of market research, an opportunity that allowed him to explore his interest in statistics, semiotics and consumer psychology.

This experience laid the foundation for a multifaceted career spanning account management, communication strategy and, ultimately, brand strategy, which is his greatest passion.

In 2017, Mike was appointed as Strategic Director at Joe Public Shift. An avid writer, Mike has also contributed many published pieces during his career on branding, business, marketing and consumer behaviour.



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**Simone Rossum**  
Executive Creative Director

Simone joined Joe Public in 2006 and has over 14 years industry experience in brand design. She was appointed Executive Creative Director of Joe Public Shift in 2016, after having served as a Creative Director with the agency for 6 years.

Joe Public Shift has been recognised for numerous local and international awards. Simone has served as a Loeries Awards Judge and sits on the board of the BCSA.

Career highlights include Joe Public Shift being ranked the top brand and design agency by the Loeries Awards in 2014, and Simone being ranked the top Creative Director in the same year.

to be fluid in their communication, creativity and engagement.

Are you looking to take your brand to the next level and gain a deeper understanding of today's youth market? Download the White Paper and engage with us at <https://joepublicunited.co.za/news/generation-fluid>. White Paper by Joe Public Shift: 'Generation Fluid: Understanding today's youth market.'

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