



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 Old stereotypes have been replaced by a new cast of colourful characters that approach life, love and brands from very different perspectives.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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