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AN UNCOMMON SENSE  
OF THE CONSUMER™



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BEYOND  
THE  
OBVIOUS

**THE BLUEPRINT FOR MEDIA  
STRATEGIES IN AFRICA**

# EXPLORE OTHER OPTIONS FOR A WIDER REACH

Significant advancements in digital connectivity over the past decade in Sub-Saharan Africa has run in parallel to evolving living standards, rising wages and heightened consumption levels. At the same time, consumers have generally become increasingly savvy in the ways they admit brands and messages into their lives, making the marketing efforts even more challenging. In Sub-Saharan Africa, the challenge is made even larger due to country-to-country variations in terms of media, mobile and messaging penetration and practice. Marketers keen to reach African consumers, in addition to advertising in traditional mass media such as television, radio and mobile phones, will need to look beyond the obvious and explore innovative and persuasive ways to resonate with both niche and mass audiences.

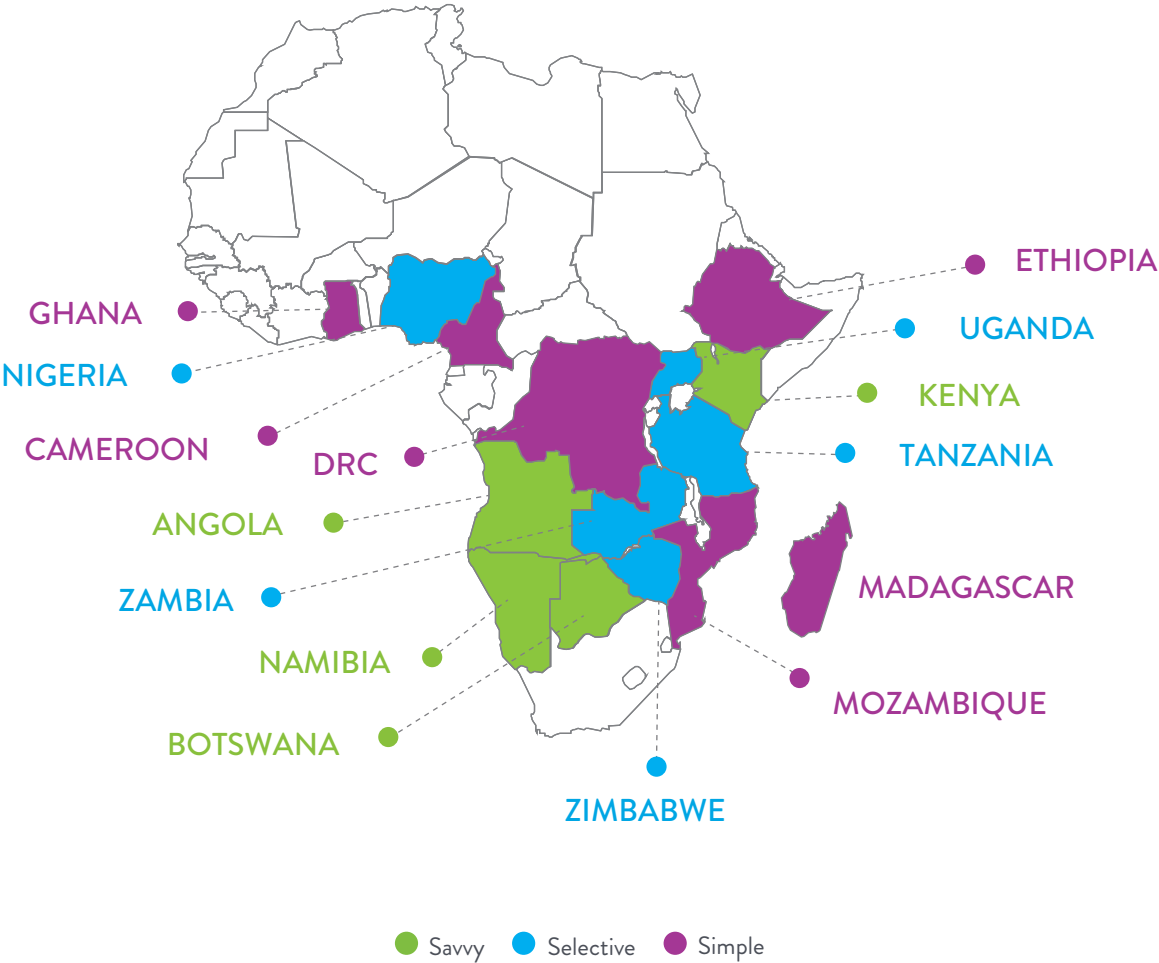
To help businesses navigate the Sub Sahara Africa opportunities, Nielsen surveyed over 8,100 urban and peri-urban consumers across 15 countries. Based on these survey results, Nielsen identified seven consumer segments, using variables such as lifestyle, attitudes, demographics, and purchasing behaviour, to offer insights into the minds of the diverse consumers of Africa. Further, by observing broad patterns in media engagement Nielsen has been able to delineate key patterns to classify countries into three groups of media consumers: Savvy, Selective and Simple.

One of the key insights into the media preferences of people in these groups of countries reveals that though advertising in print and electronic media is important to create awareness, “word of mouth” endorsements stands out as one of the most influential drivers of purchase decisions. Survey respondents rate buying on recommendation from their families and friends over all other forms of advertising.

But marketers will need to leverage word of mouth mediums differently across the three groups of countries. With the rapid rise of social media platforms across some countries, virtual “word of mouth” messages can be equally powerful coming from people one may not personally know, such as celebrities and community figure heads. While in other countries the in-person “word of mouth” technique when applied to select consumer segments will be instrumental in generating much wider buzz.

“MARKETERS WILL NEED TO LEVERAGE WORD OF MOUTH ADVERTISING DIFFERENTLY ACROSS SAVVY, SELECTIVE AND SIMPLE COUNTRIES.”

**BASED ON MEDIA CONSUMPTION PATTERNS, NIELSEN CLASSIFIED 15 AFRICAN COUNTRIES INTO THREE GROUPS SAVVY, SELECTIVE AND SIMPLE**



# AFRICAN CONSUMER DIVERSITY

Doing business in Sub Sahara Africa, as in many developing regions, can be full of disparate challenges. But the importance of family, product affordability and availability, and buying on trust are common themes that connect people across all nationalities and socio-economic classes. That said, it is very clear that those looking to identify a classic “African consumer” will struggle. Despite sharing a common border, inhabitants of one country differ from inhabitants in their neighbouring country in terms of their attitudes, buying and media preferences. This degree of diversity poses a challenge to marketers who cannot ignore individual country preferences when working within and across geographies.

Whilst the majority of consumers in Sub Saharan Africa fall into the lower income segments who value affordability, increasing urbanization, gradually improving means of livelihood, growing availability of products, services and communication infrastructure suggests that many of these low and mid income consumers are poised to create a burgeoning demand for a variety of new and existing products.

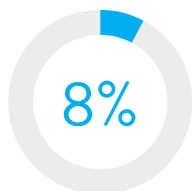
An understanding of the similarities and differences of the following seven consumer segments highlight a set of unique insights to help guide marketers in formulating their pan Africa strategies.



MOST AFFLUENT



LEAST AFFLUENT



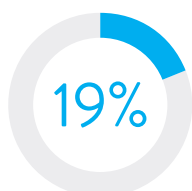
PROGRESSIVE AFFLUENTS

- 30-45 years, married with children, higher socio economic class & well educated
- Family is important, but individualistic
- Impulse purchasing for quality



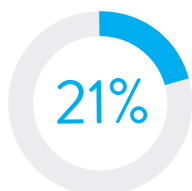
TRENDY ASPIRANTS

- 15-29 years, single
- Middle socio economic classes and well educated
- Extensive media usage and interaction
- Like to try new things & pay for uniqueness



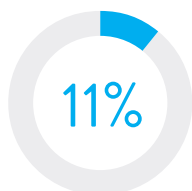
BALANCED SENIORS

- 20-45 years, married with children
- Traditional, family-oriented and religious
- Mid to low socio economic class with secondary school education
- Average usage of media



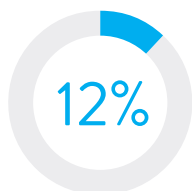
EVOLVING JUNIORS

- 15-19 years old, mostly students
- Mid to low SEC
- Social, want to enjoy time with friends
- Average consumption of most media



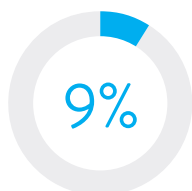
STRUGGLING TRADITIONALS

- 30-45 years, married with children
- Lower socio economic classes
- Education limited to high school, low media exposure
- Focused on affordability and availability



WANNABE BACHELORS

- 20-34 years, secondary school education
- Mid to low SEC
- Low penetration of print media and virtually no internet usage



FEMALE CONSERVATIVES

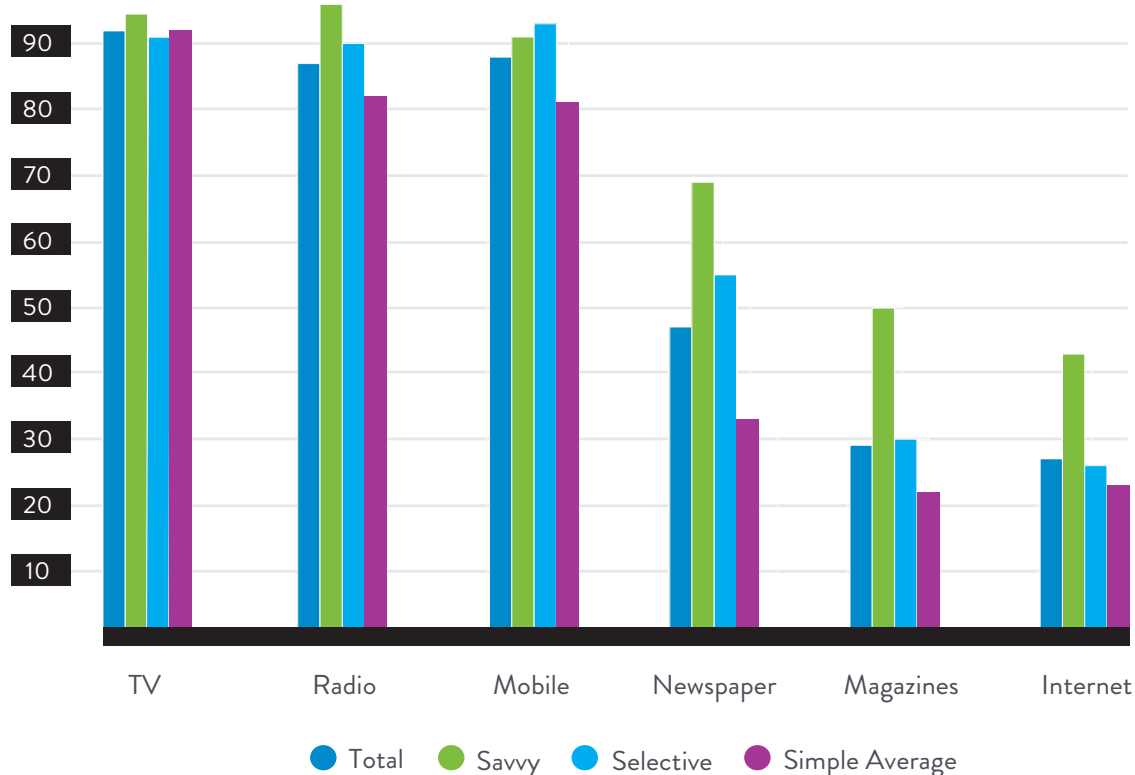
- 15-29 years, female, married
- Low SEC
- Family oriented and like to buy on discount
- Lag behind other segments in media usage, with the exception of TV and radio

# INTRODUCTION TO THE SAVVY, SELECTIVE AND SIMPLE MEDIA COUNTRIES

The penetration of TV, radio and mobile is near universal while the penetration of newspaper, magazines and internet is biased towards the more affluent consumer segments. However, across individual countries, media preferences differ depending on the broad stage of development the country has reached.

## TV, RADIO AND MOBILES PHONES HAVE THE HIGHEST USAGE, WHILE PRINT MEDIA SHOWS THE MOST VARIATION

Represents the penetration range across the 15 countries surveyed





By observing trends in demographics and lifestyle together with media consumption, Nielsen has identified key patterns in media usage to classify these countries into three groups. Whilst penetration is one indicator of the segment differences, the major factors delineating the segments relate to the frequency of usage, the range of programming/mobile services accessed and the digital and social media activities they engage in:

- **Savvy Consumer Segments:** Comprised of Angola, Namibia, Kenya and Botswana. Respondents in these countries are more likely to read print media, access the internet, interact with social media and use advanced mobile services beyond basic calling and SMS activities. They have the highest awareness of various instant messaging tools and social media, and of those they engage with, the frequency is daily. Facebook is the most popular, while Skype, Twitter, Google Talk and LinkedIn are comparatively higher than most other consumer and media segments.
- **Selective Consumer Segments:** Comprised of Zimbabwe, Tanzania, Uganda, Zambia and Nigeria. This group has the largest and most diverse range of consumers who exist at various stages along the development spectrum, from less involved media usage to becoming more engaged. Mobile voice and data costs are also, on average, at a premium versus the Savvy countries. These costs are acting as limiters to development.
- **Simple Consumer Segments:** Comprised of Democratic Republic of Congo (DRC), Ethiopia, Cameroon, Mozambique, Ghana, and Madagascar. These countries have the lowest GDP per capita as well as the lowest media involvement, usually characterised by fewer independent TV and radio stations and greater media regulation, coupled with substantially higher mobile data costs inhibiting extensive mobile internet usage.

Two of the key differentiators on the media development spectrum are the penetration and interaction with print, mobile and online media. Follow the three stories below portraying the varied consumer media scenarios.



“THE SOCIAL, SCREEN SAVVY SOCIETIES”



“SELECTIVE, UPCOMING USERS AND USAGE”



“SIMPLE BASED ON SITUATION— BUT FUTURE SEEKERS”





# “THE SOCIAL, SCREEN SAVVY SOCIETIES”

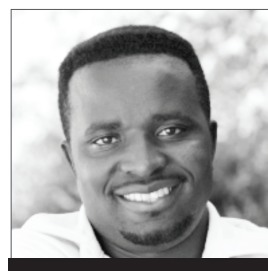
Patrick, 26, supervises employees and store operations in one of the leading supermarket chains in Kenya’s capital, Nairobi. He is fashion conscious and passionate about gadgets. Amongst his recent acquisitions is a competitively priced \$75 smart phone which he uses to access the internet, download music, applications and transact through M-PESA mobile commerce. He usually buys brands that he has tried before but nowadays his purchase decisions are increasingly influenced by recommendation from friends via social networking websites.

Trendy Aspirants like Patrick make up a quarter of the respondents in Kenya. They are important to marketers not only because of their sheer numbers but also because of their openness to try new and discretionary products. In addition to their proximity to TV, radio and print, they are increasingly connected to the internet via their mobile phones. In days to come, Trendy Aspirants, with their with greater predisposition towards social media (70% of Trendy Aspirants access Facebook daily, 55% use their mobile phones to do so), are more likely to base their purchase decisions on virtual word of mouth from not only their acquaintances but also through interaction with other online consumer communities.

In Kenya, as well as in Angola, Namibia and Botswana, Trendy Aspirants account for the largest consumer segment. These markets show the highest level of media usage and involvement, and access to developed modern retail trade compared to other Sub Saharan countries surveyed. However, there are some differences which make these countries individually unique. For instance, Kenya is differentiated from other Savvy countries with a lower GDP per capita and lower internet penetration, however Kenya is the global leader in redefining innovation and usage of mobile commerce, without requiring costly smart phones and access to traditional banks.

Trendy Aspirants are as accessible via traditional media as they are through digital media.

Consumers like Patrick are receptive to trying new products and technology, companies who wish to successfully engage with them must do so through more innovative means using internet, mobile and social media in order to create powerful ambassadors for their brands. With an integrated marketing campaign, which includes a mobile experience, marketing returns become more measureable and immediate, and will help elicit valuable consumer feedback that drives brand engagement.



## TO CONNECT WITH PATRICK

- Leverage mobile and social media
- Mobile phone friendly websites are a must
- Create brand engagement campaigns where consumers can interact within the brand community
- Advertise using themes like youth, fashion, fun and adventure

# “SELECTIVE, UPCOMING USERS AND USAGE”

Nelly Ajayi, 34, lives in Kano, Nigeria with her husband and three children. New advertising jingles on TV and radio open her eyes and ears to different products, but still leave her sceptical. Should she spend money on these products? The key push comes from people she trusts, like family and friends. Recommendation from them is what will convince Nelly to reach for her wallet. For Nelly, it's not just what's being said, it's also who's saying it.

People like Nelly are considered Balanced Seniors, one of the biggest consumer groups across Sub-Saharan Africa, accounting for 1 in 5 of those surveyed. The focal areas for these traditional householders are family and religion. Buying brands that family and friends recommend are as important to her as buying brands that she herself has tried before. Family dramas on TV are her favourite, as are religious programs. Campaigns centered around family well-being or with direct person-to-person connectivity - like product demonstrations, road shows, immersion workshops, or community development campaigns, will build trust with the Nelly's in Nigeria.

Nelly is considered a “Selective” media consumer. She watches TV, listens to the radio, sends basic text messages but, unlike Patrick, is not keen or confident with either advanced mobile phone services or the internet. Patrick likes to listen to English music, unlike Nelly who prefers local language programming. Leveraging local, on-the-ground content in brand communication and product trial, will drive Nelly's connection with brands.

Nigeria is one of the five ‘Selective’ countries. The population of the selective countries accounts for approximately one in two consumers across the 15 countries surveyed<sup>1</sup>. These countries are each at different stages of transition from uninvolved to involved in terms of media habits. For example; one in four Zimbabwean mobile phone owners access mobile internet and social networking sites but at the other extreme is Zambia, with high radio penetration but low penetration of TV, magazines and mobile phone activities. What makes them similar is the power of friends and family to influence brand choices. What makes them different is the medium most likely to reach them.



## TO CONNECT WITH NELLY

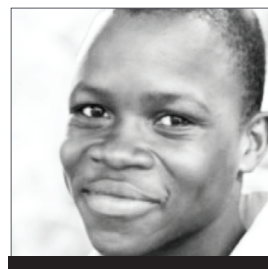
- Reach and resonate with her when she is spending time within her community
- Advertise using local community figure heads whom she trusts, or even better, people who are “just-like-Nelly”. She trusts people like herself whom she can identify with
- Localised ‘stories’ and situations will have more impact

# “SIMPLE BASED ON SITUATION—BUT FUTURE SEEKERS”

Benjamin Ngombe, 18, studies in a secondary school in Democratic Republic of Congo’s capital Kinshasa. After school, he hangs out with his friends chatting about new music, TV shows, and the advertising around them. Recently, he and his friends heard a cool, attention grabbing advert for an energy drink on the radio, and have been saving up to try it.

People like Benjamin are called Evolving Juniors and account for a fourth of the DRC’s respondents, nearly 60 percent of whom haven’t completed secondary school. Their income levels are modest and thus they tend to base buying decisions on affordability, discounts and availability. They are young and highly social; preferring to be outside with friends than staying home with their family. They often like to try new things first, and devour more movies and music than the other segments. Fun themed brand campaigns creating buzz should be used by marketers to engage the youthful “Benjamins” and his peer group as early as possible. They are generally brand loyal so if marketers invest in reaching them early they have the opportunity to capture their future loyalty and spending potential.

The other Simple countries like Ethiopia, Cameroon, Mozambique, Ghana, and Madagascar have many consumers like Benjamin. With less developed media infrastructures, personal interface is a powerful tool to reach consumers with themes built around affordability. Evolving Juniors, like Benjamin and his friends, can be reached via radio and mobile phones, but it’s the buzz created by exciting advertising, spread by word of mouth via friends, that will propel consumers like Benjamin to try new brands.



## TO CONNECT WITH BENJAMIN

- Use youthful, fun themes and creative advertising buzz to generate trial
- Connect with them using affordability, promotions and availability via mass media channels like TV, radio and mobiles

# PATHS TO SUCCESS

Sizeable, untapped markets of diverse consumers span Sub Sahara Africa with increasingly unmet needs and underleveraged product, marketing and media exposure. Marketers will capture the unique opportunities which exist if strategies are developed beyond only creating awareness and availability of brands, towards mobilising consumers to making a personal connection with brands.



Word of mouth is extremely powerful when integrated into marketing and media campaigns. Millions of people in Sub-Saharan Africa trust the words of family and friends about “Which brand should I buy?” However, word of mouth needs to adapt to the consumer and media segments within the different countries. For Trendy Aspirants like Patrick in Kenya, social media and technology will enable viral word of mouth which companies can influence through online campaigns. For Balanced Seniors like Nelly in Nigeria, it’s more basic – in-person recommendations from people she trusts, like family will resonate, whereas buzz generated by fun and excitement themed advertising will incite conversations among friends to entice consumers like Benjamin to try new brands.

In Africa the message and messenger is as important as the medium. Despite growing media exposure—a myriad of TV and radio channels, print, digital, outdoor and mobile mediums—targeted word of mouth stands out because of its sheer simplicity and impact.



## **PATRICK:**

Connect to Patrick via online campaigns and social media



## **NELLY:**

In person recommendation from people she trusts works best with Nelly



## **BENJAMIN:**

Fun and excitement themed advertising propels Benjamin into buying new brands

## ABOUT THE STUDY

The Nielsen Emerging Market Insights Study provides an in-depth understanding of African markets and consumers. The study is based on face-to-face surveys from a sample of 8,168 urban and peri-urban residents between the ages of 15 and 45 across SEC groups A-E in and around key cities in 15 Sub-Saharan African countries; Nigeria, Ghana, Cameroon, Ethiopia, Kenya, Tanzania, Democratic Republic of Congo, Uganda, Zambia, Angola, Mozambique, Namibia, and Zimbabwe, Madagascar, and Botswana. Findings from the study provide vital information into growth opportunities within the marketplace, insight into consumer attitudes that drive decisions on what African consumers watch and buy, and a fact-based understanding of how to reach consumers.

The Emerging Market Insights service is being conducted again in 2013 with greater emphasis on consumers in rural areas, popular brands, household appliances and media behaviour. The study retains most of the questions asked in 2011-2012 surveys' which will help to identify year on year trends.

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### Sources:

<sup>1</sup> The World Bank Africa Development Indicators: (1) United Nations Population Division. 2009. World Population Prospects: The 2008 Revision. New York, United Nations, Department of Economic and Social Affairs (advanced Excel tables). Available at <http://esa.un.org/unpd/wpp2008/index.htm>. (2) Census reports and other statistical publications from national statistical offices, (3) Eurostat: Demographic Statistics, (4) Secretariat of the Pacific Community: Statistics and Demography Programme, (5) U.S. Census Bureau: International Database, and (6) World bank estimates based on the data from the sources above, household surveys conducted by national agencies, Macro International, the U.S. Centers for Disease Control and Prevention, and refugees statistics from the United Nations High Commissioner for Refugees.

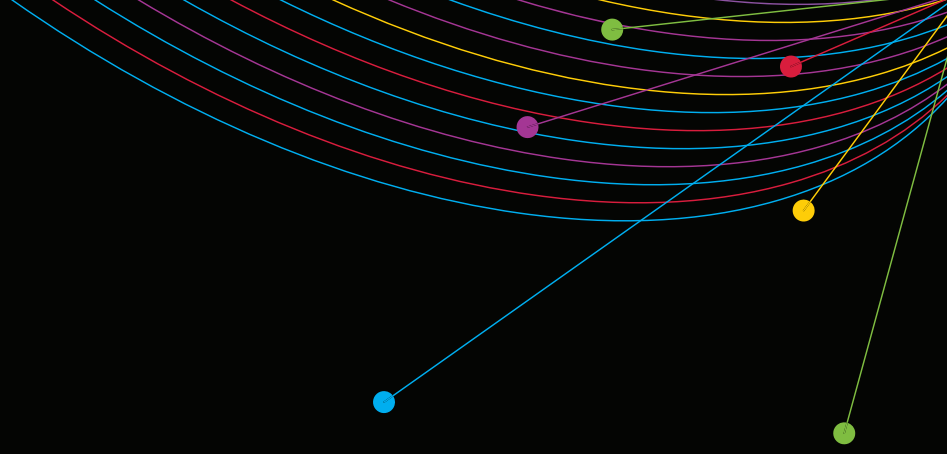
## ABOUT NIELSEN

Nielsen Holdings N.V. (NYSE: NLSN) is a global information and measurement company with leading market positions in marketing and consumer information, television and other media measurement, online intelligence, mobile measurement, trade shows and related properties. Nielsen has a presence in approximately 100 countries, with headquarters in New York, USA and Diemen, the Netherlands.

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