



The illusive wallet of the **Township** shopper exposed

Marketers and retailers have realised the growing potential of the township market and many have jumped on board to target this elusive market. These communities are misunderstood to a large degree and as a result very few brands are able to penetrate this market successfully. Understanding and appreciating the nuances of township consumers will empower marketers to successfully tap into the illusive wallet of the township shopper.

Target Group Index (TGI) for which Ask Afrika own the South African license has recently been launched into townships. TGI Township will provide marketers with the requisite data to accurately target the township market. TGI has international renown and is known for verifiable surveys and representative samples.

The benefits of accessing TGI Township:

- Breaking down potential barriers to entry by understanding beliefs and cultural practices in township areas.
- Packaged as part of TGI's single-source, integrated data, marketers have immediate access to this market segment.
- Enables powerful media and communication strategies through accessing branded, psychographic, demographic and media data.
- Robust sample size coupled with TGI's 30 000+ variables allow for in-depth analysis of the township market.

TGI Township product will appeal to:

Brand owners/Advertisers who need a 360° understanding of township consumers, what they look like demographically, what their preferred product usage and shopping behaviours are, the services and media consumed, and most importantly, what their lifestyle preferences are.

Media owners who would like to understand the brand/media/psychographic mix prioritised by consumers in South Africa's main townships, whilst providing advertisers/brand owners with a targeted media strategy.

Media and creative agencies representing brands who wish to break into township markets, or those who wish to improve their targeting. TGI Township is a powerful enabler to deliver targeted communication and advertising campaigns, to effectively address the nuances of these consumers.

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