



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 illusive 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 wallet of the township shopper.

A TGI Township report covers:

Township Market overview - essential market insights to help expand into the township territory

- Evaluate the opportunities for expanding your brand or brand category into the township market
- Facilitate market evaluation - gain a broad understanding of market dynamics and your potential customers
 - The size of each SA Township per province
 - The size of your potential township market
 - Township clusters and their shopping behaviours
 - Media preferences of this market and how word of mouth plays a role
 - The trends over a 2 year period

360° view of existing or potential customers – gaining a better understanding of existing and potential customers

- Get the complete picture on township customers' lives and attitudes
- Understand the personality of township consumers and ensure your brand correlates
- Identify the key factors that drive consumers to choose one brand over the competitive set
- Tap into township customers' interests - understand their favourite newspaper sections, music, films and TV programs
- Identifying sponsorship opportunities - identifying what characterises target groups, and prioritise suitable sponsorship and promotional opportunities

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