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TNS

**PROJECT SASHA FIERCE  
IDI DISCUSSION GUIDE  
LEADING VOICE EXPERTS  
Job No: 233105381**

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### **OBJECTIVES/ BROAD QUESTIONS FOR OUR EXPERTS**

#### **What is unique about South African women?**

Through what symbols, rituals, values, practices, ideologies, stories and myths do these South African women exist?

What is distinctly younger female about this, as opposed to the broader market?

#### **What social forces are shaping these women's views of the world?**

Regional / global? Religion? State institutions? Economic? Urbanization? Migration? Consumerism? Family?

How do developments in transport, education, communications, digital, FMCG, finance impact social life?

#### **How are their' roles, values, aspirations, ideals changing?**

Do they, who values tradition?

What do models for success, beauty, parenthood, women, femininity, success, look like, and how are these changing?

Popular idols, heroes, role-models?

#### **What cultural/tensions are emerging?**

Religion, political ideologies

Openness to future vs. frustration with lack of development post 94

Patriarchy vs. women's movements?

#### **Where are SA's young women going?**

Who is leading change?

What are the sticking points? What will the tipping points be?

#### **The overall objective of the in-depth discussion:**

To gain a holistic understanding of factors influencing perceptions, needs, beliefs and choices of South African women aged 14 - 25, in order to craft a successful strategy for product development and communication

### **DISCUSSION TIMING 90 MINS**

	<b>Academic/ commentator</b>	<b>Consumer expert</b>	<b>Est. Time Allocation</b>
<b>Section A,B: Introduction and Context</b>	x	x	20 min
<b>Section C: Culture and Traditions</b>	x		15 min
<b>Section D: Lives in the context of social forces</b>	x (select 3)	x (select 2)	
<b>Section D1: Education</b>		x	15 min

<b>Section D2: Agency and Leadership</b>	x	x	10 min
<b>Section E: Products, Media &amp; Brand affinities</b>		x	25 min
<b>Section F: Closing</b>	x	x	5 min

## SECTION A: INTRODUCTION (5 MIN)

- MODERATOR TO INTRODUCE SELF AND THE PROCESS
- WELCOME PARTICIPANT AND ACKNOWLEDGE THE VALUE OF PARTICIPATION
- MODERATOR TO COMMUNICATE THE FOLLOWING IMPORTANT INFORMATION:
  - o SET CONTEXT: Interview is one of a few across a cross spectrum of experts to provide an initial view of dynamics. This phase is one of several bespoke research modules. As noted in our set up meeting, the focus is on the lower income South African woman aged 14-25 years
  - o DURATION (1,5 HOURS)
  - o CONFIDENTIALITY
  - o RECORDING
  - o PLEASE ASK THE EXPERT TO MENTION ANY BOOKS, ARTICLES, STUDIES, REPORTS, AND MATERIALS AVAILABLE IN PRINT OR ONLINE THAT MAY RELATE TO THE SUBJECT

NOTE : All questions asked of participants are in sentence case (small letters)  
 : NOTES TO MODERATOR ARE IN CAPS

- PARTICIPANT TO INTRODUCE HIMSELF/ HERSELF:
  - o What do they do/give brief biographical details

## SECTION B: CONTEXTUALISING THE LIFE OF THE YOUNG SOUTH AFRICAN WOMAN (15 MIN)

MODERATOR, KEEP DISCUSSION THROUGHOUT FOCUSED ON THE YOUNG SOUTH AFRICAN WOMAN, AGED 14 TO 25. E.g. how is the unique/ specific to young women vs. older women; or broader market?

- How would you **describe the reality** for young women in South Africa today?
  - o How would you describe her? EXPLORE  
EXPLORE HOW LOWER INCOME WOMEN ARE UNIQUE/SIMILAR TO OTHER UPPER INCOME YOUNG BLACK FEMALES
  - o PROBE AGES SEPARATELY 14 - 18 AND 19 - 25 (ANY SIMILARITIES/ DIFFERENCES, EXPLORE)?  
MOD HOW DOES PUTTING AN AGE FACTOR SHAPE PERCEPTIONS?
  - o How is being a young black female similar/ different for these women vs. their mothers?  
MOD TO ARRIVE AT A THEN/NOW PICTURE
- Help me understand the **key forces that define/shape** a distinct black identity
- Who do you think are **role models/ influencers** in the lives of young black females?
  - o EXPLORE UPPER VS. LOWER INCOME - ARE THERE ANY DIFFERENCES? EXPLORE
  - o Why?

## SECTION C: EXPLORATION OF CULTURE AND TRADITIONS (15 MIN)

- What does **culture/tradition** mean to young black females? Why? EXPLORE
  - What is the role of tradition in their lives?
- Describe specific **culture/ traditions** you know of, that are being followed
  - What aspects of culture and tradition are important?
  - How does this **influence behaviour** and attitudes?
- Who/ what is driving these women to **preserve/ ignore** these traditions?
- How are their **roles, values, aspirations and ideals** changing?
  - What/which are they still hanging on to, which ones are shifting? Why?

## SECTION D: UNDERSTANDING THE LIVES OF YOUNG WOMEN IN THE CONTEXT OF SOCIAL FORCES (50 MIN)

- What **social forces** do you believe are key in defining this young woman today?  
MODERATOR TO JOT DOWN KEY AREAS.

MOD EXPLORE FOR EACH KEY AREA

- How does this relate to **young black** females (vs. white) and **lower income** (vs. upper)?
- How is this an issue for young females **vs. young males**? EXPLORE
- How has that **changed over time**, and what is your view on what this may look like in the future?
- In what ways do you see this impacting young black females overall ...? MOD EXPLORE ATTITUDES (VIEW OF THEMSELVES/ WORLD) & BEHAVIOUR (WHAT THEY SAY/ DO) MOD TO ALSO DEEP DIVE 1/ 2 TOPICS DEPENDING ON NATURE OF EXPERTISE OF PARTICIPANT. REFER TO TABLE.

### D1. Education

- You mentioned that education is a **key defining force** - how does that impact their lives, how they behave, and what choices they make?
  - Tell me, what are the **attitudes towards education** in general among this age/income group?
  - How does the broader **societal context** shape these views?
  - Thinking of gender dynamics, how do gendered differences **manifest** in the education system and how does this impact young women's schooling experiences/life?
  - How, if at all, are these dynamics **specific** to the young South African vs. other women?
  - In what way does this shape their **future development goals** and prospects?
  - Thinking about education, and the lack thereof - how does this impact on their **world view**?

### D2: Women's agency and leadership

- How would you define **agency**, and do young women in South Africa have agency?
  - What do you see as being the limits of this agency?
  - How do women themselves express this?
  - Are there specific ways in which this is different to men, perhaps? Explore

- Do young women see themselves as **leaders for change**? How do they express this?

### SECTION E: PRODUCTS, MEDIA AND BRAND AFFINITIES (25 MIN)

- Thinking now from a commercial context. If it were your job to offer some guidance to a **global brand/product**, targeted at lower income black women, coming to this market for the first time, what **three key guidelines** would you offer? Why?
- Looking at personal care products specifically, what brands or products have been particularly successful with young black women? Why?

PROBE:

- o What are they doing right?
- o Product relevance to young black women specifically
- o Resonance (i.e. language used)
- o **Female specific** communication tools used that speak to women in this age/income bracket
- o Role of social media communication specifically
- Please offer your view on the **role of pricing, celeb endorsements, brand image and social identity** on the success of these products?
- And **which brands/ products** (particularly in the personal care market) have missed the mark with young black women? Why?
  - o What are / were they doing wrong?
  - o What if anything did they get right
- What, to your knowledge, are some of the other reasons this market rejects certain other brands/ products? ASK FOR EXAMPLES WHERE POSSIBLE
- How specifically has marketing to this market segment changed over the past 5 years? And what does this mean for the future?

### SECTION F: WARM DOWN/ CLOSING (5 MIN)

- Considering all these factors discussed, what is the future for South Africa's young women?
- Any final thoughts?

**THANK PARTICIPANT AND CLOSE**