AFRICA PULSE

Seven game-changing innovations from across the continent + spotter insights!
The buzz of new consumerism across the continent is undeniable.

It goes without saying that Africa is not a country. And yet disclaimers aside, there are some common threads that unite many of the markets across the continent. One of them being the excitement surrounding the plethora of new products, services and experiences being made available to Africans today. While many of these offerings may seem less novel to those in the West, one thing is certain, African consumers are lapping up these homegrown offerings made specifically for their market and consumption.

Our on-the-ground spotter network are encouraged to tap into this very phenomenon and provide us with a constant stream of information, when it comes to both new and ongoing innovations in their region.
And this month, we're showcasing content directly from our spotter network!

This Africa Trend Bulletin highlights seven of the most captivating innovations hailing from Africa, accompanied by localized insights from our experts on-the-ground.

Whilst perusing these innovations, it's worth considering the following:

1. What are the fundamental human needs/wants/desires behind this innovation?

2. Why is this innovation relevant today in Africa and what are the key drivers?

3. What changes would you need to implement, in order to make this innovation applicable/valuable to your customers?
FEATURED INNOVATIONS
AFRICA PULSE:FEATURED INNOVATIONS

CliffCentral.com
South African online ‘unradio’ station streams shows on WeChat
“Allowing listeners to catch up on content via WeChat/podcasts, makes radio a less fleeting, more ‘on demand’ medium. The fact that so many listeners have been willing to change listening habits to follow Gareth Cliff (the founder) indicates the need for this kind of platform, and how powerful these uncensored voices are in our society.”

ANNELEIGH JACOBSEN (40) – FOUNDER, THE BRAND CONSERVATORY / SOUTH AFRICA
Easy Taxi & Dettol
Nigerian based taxi company and disinfectant brand partner to raise awareness about Ebola virus
“It’s a great idea to effectively contain the Ebola spread in Nigeria, as a large number of Lagosians – a state with a population of over 15 million – use taxi services every day. This act paints a compelling picture of compassion to me, and Nigerian consumers are naturally attracted to brands that genuinely care about them.”

EMEKA OBIA (25) – CONSULTANT, HEADSTART / NIGERIA
Washr

App provides on-demand laundry service for Capetonians

Clean Clothes as Easy as 1-2-3

Place Order
Let us know your address and a convenient time and we’ll be right over.

Pick up
One of our friendly drivers will arrive, ready to collect & take care of your dirty clothes.

Delivery
Hey Presto! Your clean clothes delivered back within 24 hours, fresh as a daisy!
“There is a real shift towards doing things online, quicker and easier, in South Africa. The ‘outsourcing’ of daily tasks to online platforms, is due to the increase in working individuals, single-parent households and more females in the work place, with no time/capacity to do their regular household duties. Premium services like Washr will create an opening in the market for others to follow.”

NICOLE SIMONS (28) – MARKETING & PR CONSULTANT / SOUTH AFRICA
We obviously offer much more than monthly Trend Bulletins...

Our Premium Service

Your complete trend and innovation solution.

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AFRICA PULSE: FEATURED INNOVATIONS

Ma3Route

Kenyan mobile platform provides crowdsourced, real-time transport information

www.trendwatching.com/trends/africa-pulse
“Being able to make quick decisions to avoid traffic build-ups on my scheduled route is essential in Kenya. On this platform, citizens take responsibility for informing others, where governments traditionally should. It has also induced citizen policing, where subscribers turn into traffic marshals, post pictures of traffic offenders in real-time and identify stolen vehicles.”

DAVID PAUL MAVIA (42) – CREATIVE SOCIOCULTURAL CRITIC, THE KARIOS / KENYA
AFRICA PULSE: FEATURED INNOVATIONS

Nando’s: Blue Light Brigade
South African fast food chain mocks government officials in controversial advert
“The trend touches on South Africa’s increasing sensitivity to crime, corruption and disappointment in our leadership. However, there is still the need to stay up-to-date with local news. The combination has created a growing demand to consume bite-sized pieces of socio-political content humorously, to take the sting out of growing discontent for the South African reality.”

JESSICA COMNINOS (27) – HEAD OF RESEARCH & ANALYTICS, SMG / SOUTH AFRICA
263Chat

Zimbabwean startup facilitates citizen conversations on weekly Twitter show

www.trendwatching.com/trends/africa-pulse
“263Chat is already connecting thousands of Zimbabweans and encouraging debate on important social issues. Being aware of freedom of speech issues in Zimbabwe, 263Chat understands that more open and fearless conversations can take place on social media. It’s also extremely useful for the diaspora – as access to local information, let alone national dialogue, is usually difficult to access for those living elsewhere.”

NICK MONRO (28) – PROJECT OFFICER, MAGAMBA NETWORK / ZIMBABWE
Guinness Nigeria: Orijin

Brewery launches premium alcoholic beverage made from local Nigerian ingredients
“Orijin has the medicinal properties of traditional herbal alcoholic drinks, but has the added advantage of being well-refined and so worthy of consideration by Nigerian elites. Orijin is also lower in alcohol (30% versus 42% upwards of traditional competitors), making it more acceptable to CEOs at dinner parties, who still want the ‘buzz’ of a traditional African drink, but not the intense intoxicating effects.”

LEKE JAIYEBOA (28) – BUSINESS ANALYST, GLO / NIGERIA
Now it's your turn!

By now, you must be inspired by these local insights. Why not rally your team together to brainstorm ways in which you can apply these featured examples to your own markets?
Want to become a spotter too, and have your innovations and insights seen by our subscribers around the world?

**Apply to join the tw:in network today**, and start contributing your region's best innovations to trendwatching.com.
Need some help?

Then try using our (free) **CONSUMER TREND CANVAS** tool to help you structure a session with your team. Will yours be among the next ones we feature in our future bulletins? ;)

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<td><strong>Basic Needs</strong></td>
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<td>Which deep consumer needs &amp; desires does this trend address?</td>
<td>Why is this trend emerging now? What’s changing?</td>
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<td>Shifts: Long term widespread macro changes</td>
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The 1,200+ brands and agencies using our **Premium Service** have access to over 10,000 examples like these, all put into context as part of our (surprisingly affordable!) comprehensive trend & innovation solution.

**Would YOU benefit from access too?**
If you have any comments, suggestions or questions then please do let us know. Just email:

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