



Bateleur

Vantage Point

Fears & Fantasies

Correlation to happiness or unhappiness
Habits for successful brand management
and employee engagement



Synopsis

This research-based white paper explores South African fears and fantasies and correlates these with varying degrees of happiness or unhappiness.

Fears about quality of life, government delivery, poverty, money matters, health, body and mind, education, pandemics, persecution, possible apocalypse, purpose in life, relationships, personal competency and technology are unpacked and examined in detail.

Fantasies explored include family support, escapism, compassion, financial independence, self-actualisation, altruism, health and well-being, monopolism and creativity.

Fears in the limelight include rising living costs, crime and violence, load shedding and corruption. Unemployment, financial instability and financial duress also emerge as key fears. The paper shows unhappiness is inextricably linked to excessive fears relating to a lack of purpose in life, physical appearance, mental health, money matters and relationships.

Fantasies that strongly prevail include being financially secure, with a particular accent on providing properly for one's family. Travelling the world, winning the lottery and living without regrets or worry also rank high on the fantasy list. Fantasies of a world where people are kinder to one another, along with altruistic fantasies of community support and mentorship, also prevail. The paper shows that unhappiness is strongly linked to fantasies of monopolism and materialism, whilst happiness is founded in fantasies of altruism, compassion and self-actualisation.

The paper hypothesises that happiness is linked to selflessness and, conversely, unhappiness to selfishness.

The paper concludes with a discussion and tips on applying these theories of fears and fantasies to brand management and employee engagement.

Introduction

Guns and butter is a macroeconomic resource dilemma not often heard in current parlance but remains as fundamental to the health of nations as sorrow and joy form the inevitable rollercoaster in our personal journey of human life. Just as governments over millennia have battled to balance their production front possibilities (represented by butter) with their defence obligations (represented by guns) to sustain and protect their people, so individual humans are propelled through life energised by a multidimensional tapestry ever yo-yoing between joy and sorrow. Yin and Yang. Ebb and flow. Fears and fantasies. Without this perennial dichotomy of opposites but interconnected forces, life would no doubt lack the energy it requires for propulsion.

Human behaviour is a complex manifestation of a simple function involving our needs and perceptions. At the most simplistic level, we all desire freedom from fear, pain and sorrow and rather achieve joy, happiness and comfort. Of course, our behaviour at any instant in time has a purpose for avoiding sorrow and achieving joy at some point in the future, be it almost immediate or forecast far in time. Accordingly, our behaviour is driven by the fantasy of attaining Nirvana, or the fear of instead arriving in Purgatory. In simple terms, our behaviour is driven by our fears and fantasies.

Fears and fantasies can manifest themselves in magnificent proportion causing the purchase of, for example, extensive security paraphernalia or home décor of the most opulent. But they can also be modest and humble. A fear of odour-induced rejection can stimulate the purchase of a tube of mints. The fantasy of amorous attraction can stimulate the purchase of a slab of chocolate. In fact, if one takes the time to critically analyse the emotions underlying any purchase, of anything, by anyone, at any time, one is sure to be able to boil the psychology down to ultimately being fuelled by the desire to be free from some fear or the fulfilment of some of fantasy.

As governments grapple with guns and butter to keep electorates voting their way, marketers taunt and tantalise consumers playing on their fears and fantasies to coax the magnetic swipe to the top line of the income statement.

Understanding consumers' fears and fantasies are axiomatic to marketing. It is with this mission in mind that Bateleur's recent Vantage Point survey examined the Fears and Fantasies of South African consumers.

Methodology

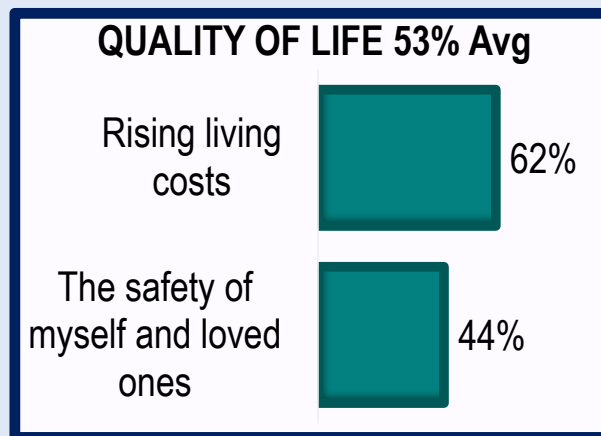
The Bateleur Vantage Point survey of 2022 consisted of a national sample of 1 533 economically active South Africans covering a broad spectrum of culture, language, age and gender. The online administered questionnaire comprised wide-ranging topics, including measuring the degree to which consumers experienced fears and fantasies covering a wide range of general topics in our lives. A total of 54 potential fears and 42 potential fantasies were generated using qualitative and secondary research. Fieldwork was conducted in the late winter and early spring of this year.

A range of sophisticated multivariate statistical techniques was used to analyse the data and gain deep insight into the nature and mechanics of these fears and fantasies. In particular, agglomerative hierarchical cluster analysis was used to group fears and fantasies into categories of similarity, partial least squares regression was used to correlate categories of fears and fantasies with consumers' happiness levels, and correspondence analysis was used to summarise the results into diagnostic maps.

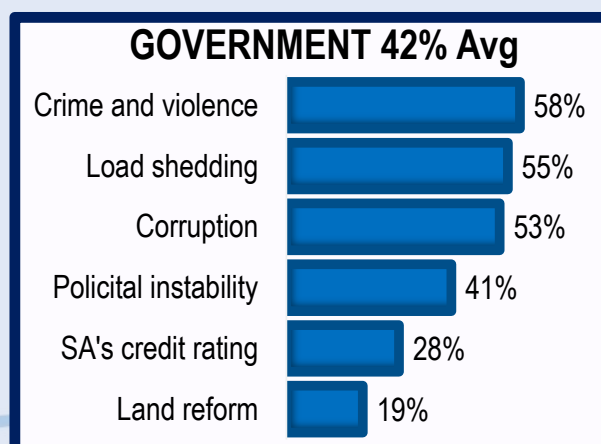
Results

It is a moot point whether to present the results beginning with fears or with fantasies. In truth, both fears and fantasies cohabit with our souls simultaneously at all points in time. Instead of flipping a coin, however, let's go with the age-old adage of bad news first and then the good. We shall start with fears.

It is topical and obvious that fears about the quality of life due to money matters and security matters are the most prevalent among survey respondents. A massive 62% of consumers have fears associated with the rising costs of living and almost half fear for the safety of themselves and their loved ones. These two fears are universal, spanning all segments of society. As one would expect, consumers with families are more inclined to suffer fears in respect of quality of life, but not by a long margin.



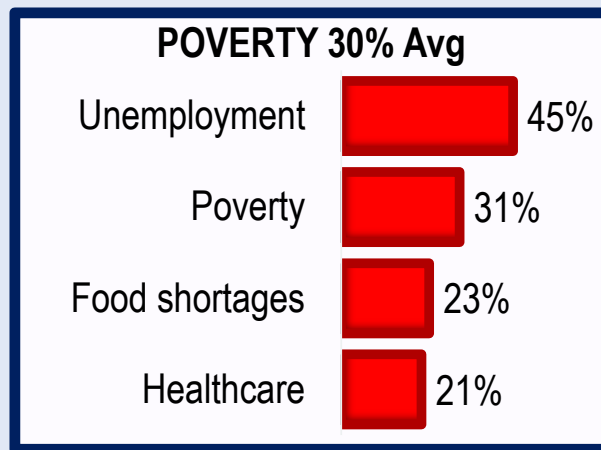
Sad to say, but also obvious and much covered in the press these days, is the role our government plays in allowing freedom for our fears to fester. We are so used to crime and violence that it has become a norm in our society. A hideous and sad norm. Very few consumers are untouched by this undertow which scars our psyche and wastes so much precious resource that could be better spent on fantastical endeavours.



Add to this our Eskom-induced daily dance to unplug plug-in, switch off switch on, and we add further shadows to the darkness. Once again, like crime and violence, load shedding appears to be a dreadful undercurrent to which we are slowly but surely becoming accustomed as normal.

Perhaps crime, violence, darkness, cold meals and the lack of study lamps would be bearable if it weren't for the calamity of corruption that has graced the pages of our press for so long now that it's hard to remember where it all began. And yes, the riots of July last year are still in our memories, and the rattling of sabres rings in our ears with uncertainty about the political stability in the years to come. So many people are leaving our beloved country! Driven by fear.

Third on our list of categories of fears is poverty. Covid-19 had the dramatic effect of exacerbating an already shocking rate of unemployment. 45% of our country's consumers have fears rooted in the potential consequences of the high unemployment rate. And yes, crime and violence and, therefore, the safety of our loved ones are related to unemployment. Not necessarily completely, but we all know that unemployment significantly contributes to crime.



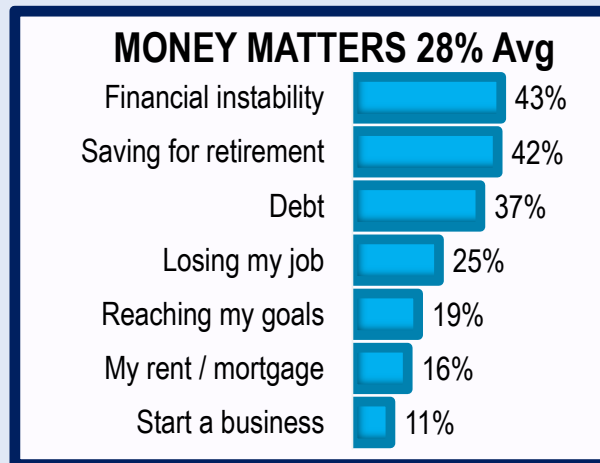
Then comes poverty itself, the pitiful plight of far more month than money, debt, borrowing from Peter to pay Paul and worrying about how to put enough basic food on the table.

A recent piece of research on Black Friday revealed that a significant number of consumers this year used Black Friday bargains to fill holes in their family's stomachs!

And heaven help us if we get sick, and do not have the luxury of at least a reasonable medical aid - help is a long and costly way off.

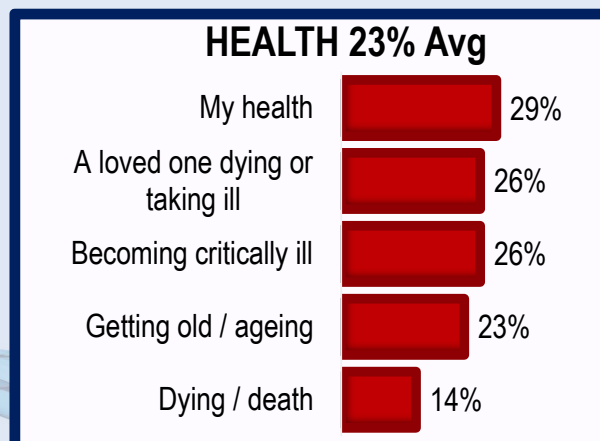
Fourth in the line of categories of fears is money matters. Yes, it is finally with us. And not insignificant. 43% of consumers worry about financial stability, and almost the same amount are fearful that they will not have enough money to survive retirement.

Interestingly, and not surprisingly, worrying about financial stability and debt is more the domain of the young. Conversely, worrying about not having enough money to retire is a fear that seems to creep up on us as we get older. The adage to start saving for retirement early is indeed true. But hard to do, when one is up to the gills in debt and earning a low salary! Not to mention living in an environment of high inflation.



And so we move on to our fifth category of fears, health. A full 29% of South African consumers have fears relating to their health, with not many less fearing for the health of their loved ones. In particular, the underlying fear of critical illness and how to deal with it financially and emotionally lies in the belly of almost 1/3 of consumers.

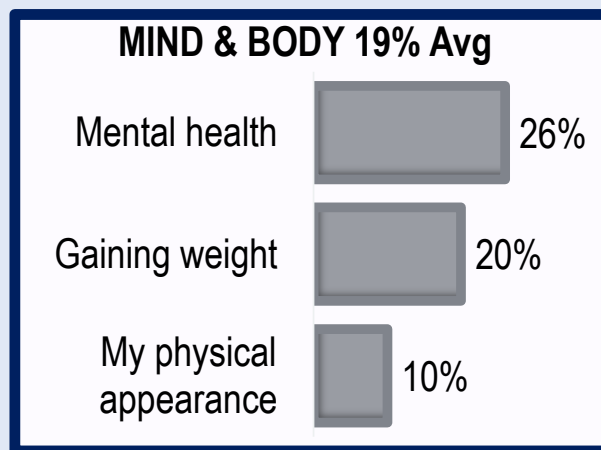
Within health, we do find a category of fears that are correlated with a demographic, and that is age. As obvious as this seems, it is sad that Millennials and Centennials appear relatively unconcerned about their health. Fears of ageing, becoming critically ill and being able to deal with the realities of a failing body are the realm of middle-aged and older consumers.



We have now dealt with the major categories of fears. To sum up, fears about the poor quality of life, the lack of provision of ordained government services, poverty, money matters and health problems form the underbelly of our fears. Almost nobody is free from some combination of these fears. But many of us are beset with other fears, niggles and worries that worm their way over and above, between and beneath these major categories of fears. Let's deal with these now.

Yes, depression and anxiety are real and potentially deadly. The modern age has seen a dramatic increase in this category of human fears, particularly amongst younger consumers, but not exclusively so.

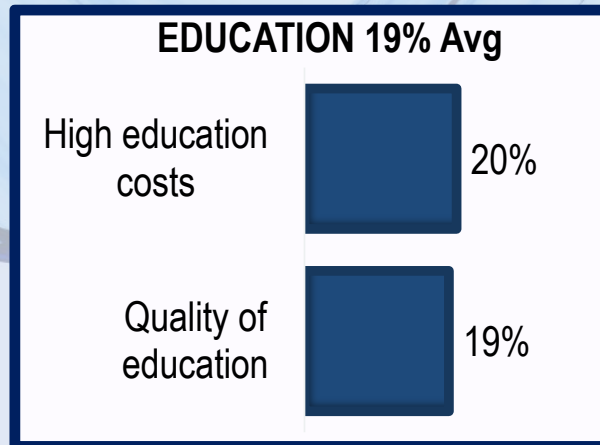
And yes, we live in a society where many struggle with their body image, be it too large or too thin or any other permutation of a wild variety of self-image issues.



A trip down any shopping centre's corridors, or any social media page, reveals the tremendous volume of commercial activity centred on fears relating to body and mind.

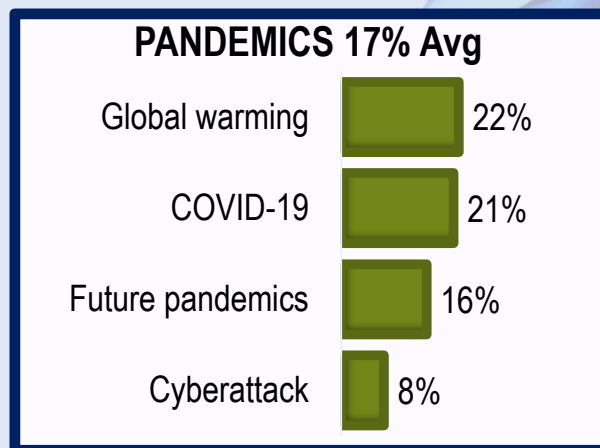
We were surprised that fears about poor quality education, or the costs thereof, were as low as 20%. Perhaps we overestimate the perceived value of education. Many research projects conducted by Bateleur have shown the obvious insight that there's a direct and strong correlation between education and income. Study well, and you are likely to earn well. Therefore, education is definitely a contributing factor to solving the problems of poverty and financial instability.

Yet, it appears that most respondents, some 80%, are not fearful about the quality or cost of education. We fear financial problems and poverty, but we don't fear lack of education, the solution to financial problems and poverty!



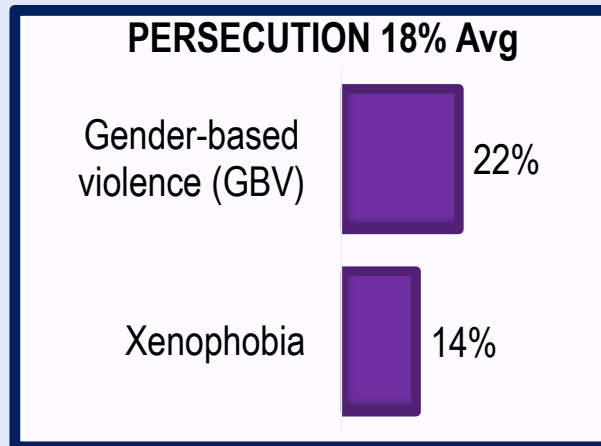
Interestingly, it is younger respondents who worry about the cost of education, whilst their older counterparts are the ones who worry more about its quality.

My how quickly we forget, and how myopic we are! Covid-19 is fresh in our past but largely out of our memories. This is despite the fact that as this paper is written, China is locking down again. And, global warming is only of concern to 22% of respondents! So much for the COP26 conference that concluded last week.



Could our species be merely resolved to a destiny that is out of our control? It certainly seems that way with almost 80% of respondents not picking pandemic-related fears as part of their psychological makeup.

And here's another sad surprise, fears about matters of persecution only come in at 18%! The hideous activities of gender-based violence and xenophobia are only on the fears list of a small minority of respondents.



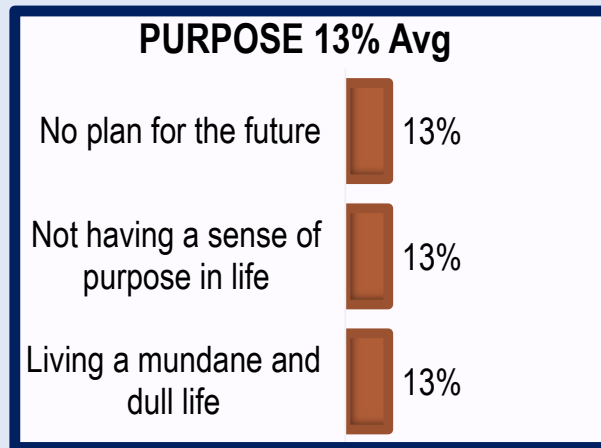
It seems that South Africans are somewhat acclimatised to discrimination and bullying, and, like crime and violence and many other problems, discrimination has become a way of life in our country. So sad.

As expected, women are more likely to fear gender-based violence. Less expected, however, is that xenophobia is a fear harboured more likely by men than women.

Even though we are exposed every day of our lives to the Russian-Ukrainian conflict, with its commensurate nuclear warhead rattling, not a week seems to go past without some ghastly natural disaster be it an earthquake, volcanic eruption, hectic flood and so forth, it seems that South Africans somehow believe such apocalyptic possibilities will bypass us on the southern tip of Africa. I wonder if we are immune? Probably not. Certainly, only a paltry proportion of respondents chose war, natural disasters and nuclear consequences as being high on their list of fears.



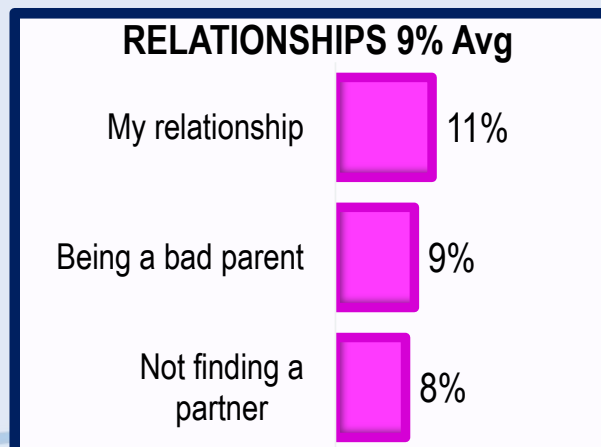
Having a purpose in life, purpose-based businesses and many other advocates of “purpose” would have us believe that this is an important attribute for human beings and organisations these days. However, surprisingly, only 13% of respondents harbour fears that their life is without a plan for the future, or that they do not have a deeper sense of purpose. Clearly, the day-to-day business of staying alive, doing one’s job, looking after one’s family and keeping head above water is more than enough to cultivate our sense of purpose and accomplishment.



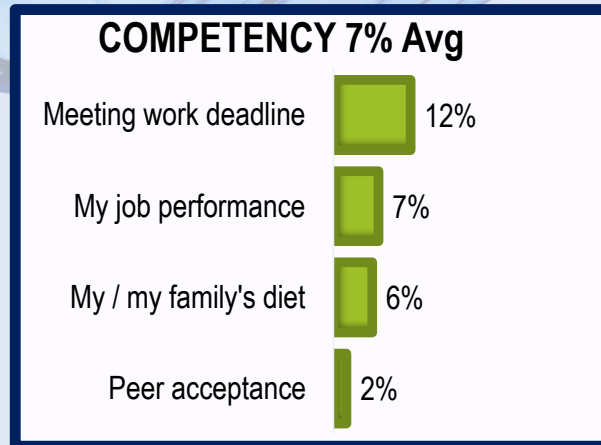
It is no surprise that the small percentage of respondents who fear a lack of purpose in their lives tend to be Centennials and Millennials.

It was a great surprise to us, and even somewhat worrying that so few respondents selected fears to do with relationship success as being on their chosen list. Perhaps this is why there are so many failed relationships in society - maybe we are complacent and not fearful enough of such failures.

It is obvious but noteworthy that younger respondents hold fears about not finding the right partner, while those who are in family situations have fears of being a poor parent. Fears of a failed marriage or relationship also tend to find tenure amongst respondents in their middle years.

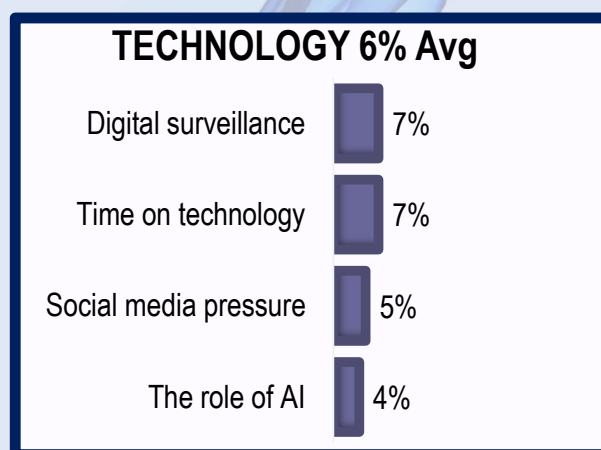


Bateleur's Vantage Point survey of 2022 highlights the fact that less than half of employed interviewees can be classified as being "highly engaged". In other words, the majority are neutral or disengaged. This is apparent in all aspects of business and consumer life. One only has to reflect on the levels of service generally received from retailers and service providers to agree that South African workers are, at best, complacent.



It, therefore, comes as no surprise that personal competency in the workplace, home and amongst one's social circle ranked so low on respondents' list of fears. It seems that okay, is okay! This makes for a very weak platform for national competitiveness and economic performance.

Given the staggering amount of banter we hear about digital surveillance, personal privacy and the vagaries of screen time and social media, one would have anticipated that many South Africans have deep fears harboured in technology and its rampant effects on the modern world. This turns out not to be the case.



Despite the wolf's loud cry, we love our technology and the fun and convenience it brings into our lives. It's no real surprise that notwithstanding our endless negative commentary on technology and social media, we actually love it! So be it, and the trend will no doubt continue.

As expected, the few who fear technology tend to be found among older respondents, especially the digital surveillance component of technology - fears possibly found in George Orwell's 1984. Also expected, fears about the pressures of social media and the amount of time spent on technology are more likely to be found among respondents with young children.

Technology, it seems, is a fear to be dismissed from our list of contenders.

Most people are not unhappy. Only 15% of respondents report their general psychological condition as either unhappy or very unhappy. Conversely, 54% describe themselves as mostly happy or very happy. That leaves almost one-third, 31%, in that unenviable position of neutrality - neither happy nor unhappy, rather devoid of feeling.

Not unexpectedly, people with more fears on the list are likely to be less happy than those with fewer fears on the list. But what is interesting is which fears are on the list and tolerated by those who are happy. And, which fears lie deep in the bellies of the unhappy?



Complex and sophisticated mathematics yields a one-page summary of the relationship between happiness and fear. This summary is shown in the following correspondence map:-



Interpretation is simple and somewhat surprising without belabouring the technicalities of correspondence analysis. In summary,



Fears that lie in the domain of the unhappy include those with no sense of purpose or plan for the future, worries about money matters, fears of failed relationships and insecurities in respect of body and mind.



Fears that line the domain of the happy, include, in particular overall quality-of-life, government delivery and education matters. Those who do worry about technology tend to be happy, nevertheless.

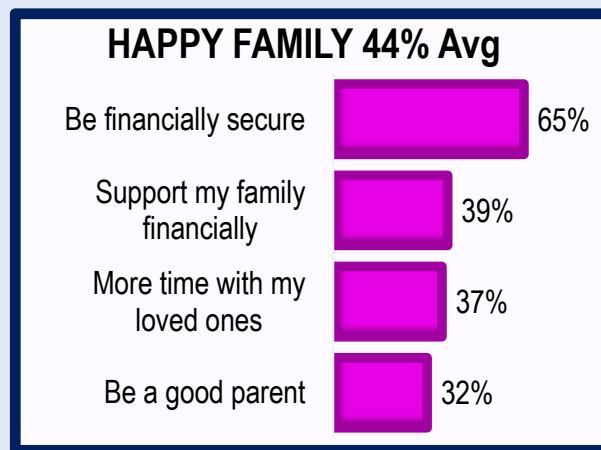


Finally, fears that are harboured in the hearts of those who are neutral tend to be worries about their competency in the workplace, their health, potential pandemics and apocalypses, and persecution and poverty.

Reading between the lines and with a little philosophical leap of faith, one can see an interesting broad insight. Happy people tend to harbour fears about things that are largely out of their control and, if these were to be problems solved, they would benefit society at large. Conversely, unhappy people harbour fears fixated on matters that are largely within their control, and if these were to be problems solved, would benefit them as individuals.

Could it possibly be that happiness is a function of selflessness? And vice versa? Now, let's flip the coin and move on to the good news, fantasies.

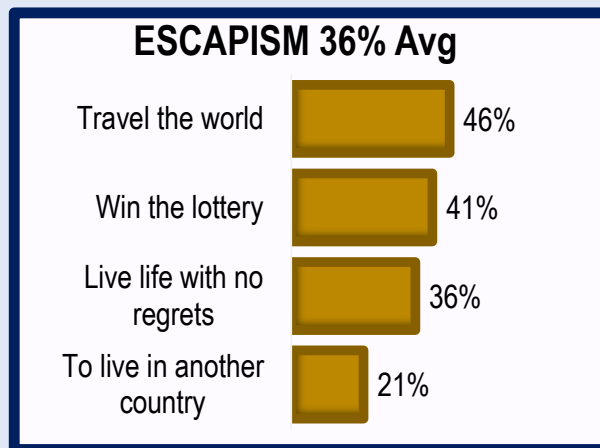
They say that money does not buy happiness, but it certainly does buy freedom from the fundamental poverty-related shackles that cause baseline unhappiness! It is interesting that cluster analysis on fantasies binds financial security together with family support. There is an inextricable link between the fantasy of financial freedom and the fantasy of being a good provider, parent and enjoying the benefits of the nest.



The cost of making and growing a family truly only comes home when we start a family. It is an extraordinarily expensive affair! The link between financial security and the freedom to support one's family is immense. And, so the desire to have a happy, financially free family, therefore, prevails as the top-scoring fantasy among respondents.

And when it all becomes too much, there's always escapism. Fantasies about travelling the world abound, and are particularly prevalent amongst older respondents, believe it or not. Dreams of getting rich quick by winning the lottery come in at a whopping 41% of respondents. Dreaming of a devil-may-care lifestyle and living with no regrets also sports reasonably good scores on the fantasy list.

Sadly, one in five respondents fantasise about escaping from our lovely country and trying their luck abroad. Is the grass greener on the other side?



It is worth noting that thoughts of escapism through travelling the world and living without regrets are largely associated with happiness, whereas fantasies of emigrating or winning the lottery are more associated with unhappiness.

History holds place for many heroes and icons of compassion, and the modern world, too, has respectable levels of compassion desired, or at least fantasised about. Perhaps dreaming about a world where people are kind to each other negatively reflects our planet's condition. The glass-half-full interpretation gives the benefit of the doubt, concluding that 4/10 respondents do, in fact, fantasise about doing good and performing so-called random acts of kindness.

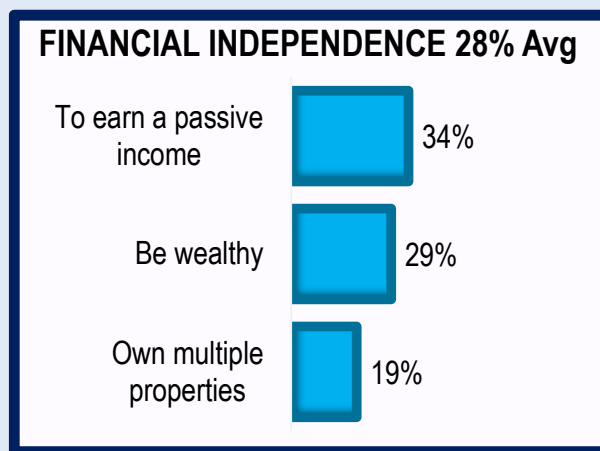


And yes, life is complicated. And it appears to be getting more complicated exponentially. Nearly 1/3 of respondents fantasise about living a simpler, humbler life. Less complications. Less hassles. Less worries.

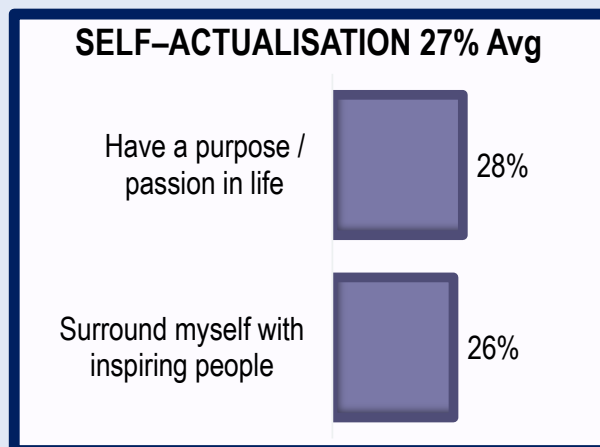
Let's not confuse financial independence with financial security. Financial independence implies having so much wealth and so many assets that one does not really have to work.

A full one-third of respondents fantasise about arriving at a situation where they have a passive income and, by implication, do not have to work very hard or at all.

Observation shows that this fantasy is largely unfulfilled for most. Unfulfilled expectations can only yield disappointment.

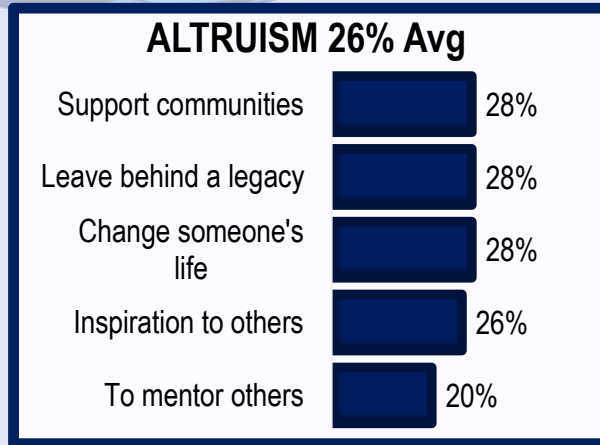


Maslow's famous apex of his pyramid, self-actualisation, ranks somewhat down the list of fantasies. Only 28% of respondents fantasise about nailing a concrete purpose or passion for their lives. A tad less fantasised about surrounding themselves with inspiring people, thereby being galvanised to some more noble effect.



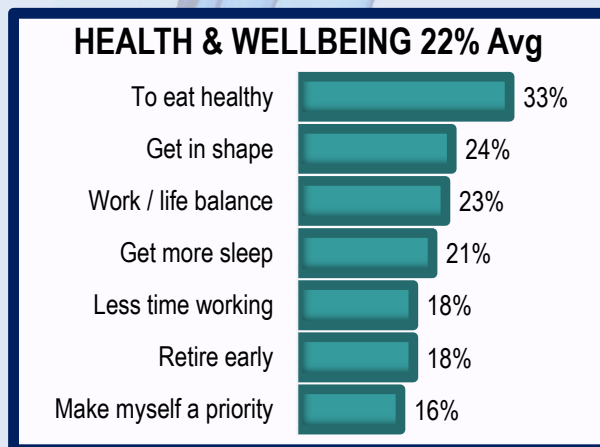
Altruism is perhaps linked to self-actualisation, but with less of the self. Given the dreadful extent of social and economic problems in South Africa, let us be grateful at least for the 28% who have altruistic fantasies including giving back to communities, leaving behind a legacy, changing people’s lives for the better and being an inspiration to others. Undoubtedly, our country needs a huge degree of mentorship and support to navigate the years ahead.

Hopefully, the fantasy of altruism will grow off its reasonable current level.



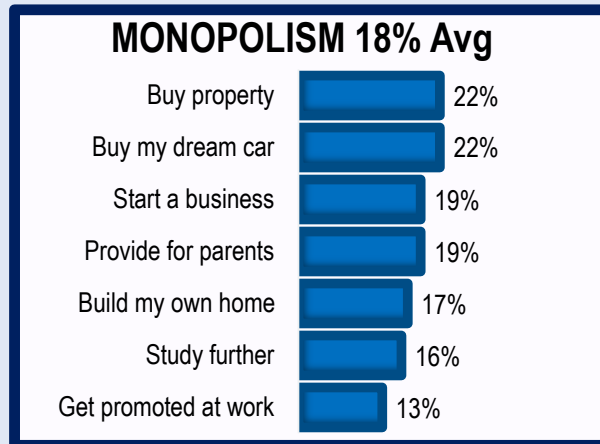
An extraordinary amount of commercial success and wealth has been derived from consumers’ fantasies for health and well-being. Healthy food, losing weight, getting in shape, subscribing to that sleep app, more leisure time and early retirement are all key fantasies we sometimes indulge in. For at least one in five on average, such fantasies are highly prevalent in people’s lives.

Respondents who spend time thinking about getting in shape and enjoying a healthier diet tend to fall on the happy side of the spectrum, with those who fantasise about making themselves more of a priority and achieving a better work- life balance tend to fall on the unhappy side of the spectrum. As an addendum, it appears that sleep deprivation is associated with unhappiness, not unsurprisingly.



Of course, given the obvious and well-documented problems of obesity, heart disease, diabetes and so forth, one would wonder why more people do not fantasise about their health and well-being.

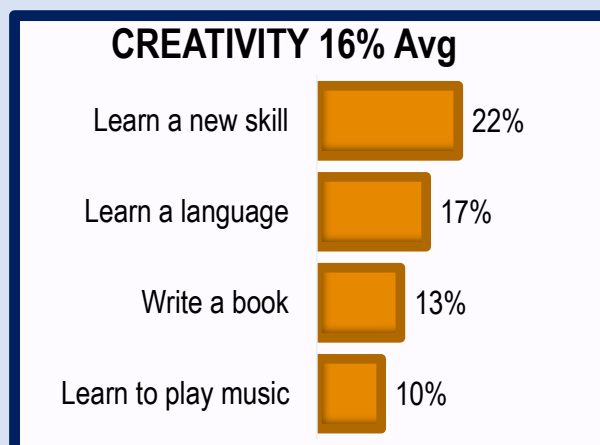
Some of us remember the cut, thrust and parry of family evenings playing Monopoly. The land barons, hotel owners and get-out-of-jail free cards. And yes, a reasonable number of respondents have monopolistic fantasies such as buying property, earning a dream car, being a business entrepreneur or at least getting ahead in the workplace.



It's a great feeling to win at Monopoly. But that's a game. In real life, it is not that easy, and the more one possesses, the more one has to fear losing.

The wonderful line from George Gershwin's sketch in his opera Porgy and Bess, "I Got Plenty o' Nuttin' ... and nuttin's plenty for me" ... Comes to mind.

We were surprised at the relatively low levels of fantasising about or aspiring to creative activities; notwithstanding many fantasies about material self-enhancement, commensurate energy in learning new skills to achieve that self-enhancement appears somewhat lacklustre at only 22%. In a country with 11 official languages, only 17% aspire to learn a new language! Becoming an author is quite low on the fantasy list. Sadly musicianship, which used to be the heart of family entertainment in days gone by, is now the dunce of the creativity class.



Many will attest to the powers of creative activities to alleviate fears and relax the body and mind. Sadly, it seems that creative energy is reserved mainly for kindergarten for many and then forgotten.

You may now be wondering how fantasies relate to happiness. Let's get right into that with another correspondence map...

Relationship Between Fantasies & Happiness





Fantasies of monopolies, and financial independence, can be dangerous. They are highly correlated with being unhappy. As has been said, money alleviates many of the troubles associated with the basics of life - food, clothing, shelter, security and so forth. But dreaming of being a billionaire is likely to set one up for a fall, an unhappy fall.



Those who find themselves in a neutral state of mind, neither happy nor unhappy, often tend to dwell on their own health and well-being, financial security and family happiness, and even escapism and self-actualisation.



But if you want fantasies associated with happiness, then clearly, matters of creativity, compassion and altruism are topics to contemplate.

Again, let's read between the lines and apply a modicum of philosophical faith. We can see that unhappiness is linked to fantasies of personal gain. In contrast, happiness is clearly associated with fantasies about the well-being of others.

Can it be that unhappiness is linked to selfishness? And vice versa?

Implications for Brand Engagement

Pick any advert, and see if you can boil it down to a key fear or fantasy that the advertiser is trying to assuage or cultivate. It's not easy at first, but with a bit of practice, one can invariably boil a key advertising message down to some human emotion or feeling, positive or negative. Pain or joy. Fear or fantasy.

Now pick any brand, and see if you can answer the question, "What is this brand trying to do for its consumers?". Again, tactical probing of the answers to this question will invariably once again lead you to a positive or negative human emotion.

It is not new news that brands and advertising ultimately satisfy some feeling in their consumers. It is also not new news that it is this emotive response that ultimately kindles respect for brands, their consideration, trust, purchase and ultimately, loyalty.

Let's illustrate with examples.

I wish to buy new tyres for an arduous off-road 4x4 journey. The brand I'm considering boasts...

Double-thickness sidewalls. A feature (built in the factory).

Of course, double-thickness sidewalls mean that the tyre will be more resilient against being punctured by sharp rocks when used in a partially inflated manner, as is often required in off-road situations. Of course, this means...

Lower risk of a sidewall puncture. The benefit (enjoyed by the user).

One may think it stops there, but it doesn't. I buy the tyre, even though it's more expensive than comparative tyres with ordinary thickness sidewalls because my fear of being stranded without recovery resources through multiple tyre failures has been removed.

I am free from that fear. The fear was removed (felt by the user).

2. I wish to provide snacks for a small cocktail party at home. The store brand I'm considering purchasing from offers a range of artisanal, homemade snacks not commonly found in other stores.

Unique and homemade. The features (built in the factory).

Choice allows my guests and me to enjoy snacks that are both novel and excellent tasting.

Novel and great tasting. The benefits (enjoyed by the consumers).

Consequently, the compliments and chatter at the cocktail party leave me with a reputation for being innovative and competent.

Admired for being innovative and competent. The fantasy is achieved (felt by the host).

Take either of these two scenarios, or any others that you may care to concoct, and then start to imagine how you would develop an advert for said tyres or said snack range.

No doubt, the tyre advertisement would conjure images of fearlessly breaking new boundaries and conquering new territories. Perhaps the advert for the snack store would share imagery of admiration and appreciation.

Hopefully, this demonstrates the simple but essential role of critical analysis of brands, their features and benefits, and in particular, how these translate into consumers' fears and fantasies in determining brand DNA and advertising strategy. QED.



Implications for Employee Engagement

Many research sources indicate that employee engagement correlates directly with competent leadership. Also, we know that competent leadership comprises having a sense of purpose, guiding and decisive, and delivering genuine empathy and appreciation whilst being an unwavering role model to one's followers.

But why do employees follow leaders? The answer is simple. Guns and butter. Fears and fantasies.

The only reason we follow anybody, be they our workplace, or other leaders, is to find a safe and well-provisioned future.

Again, let's use an example...

1. My boss is a person who often has informal and sincere "fireside chat" conversations with me about my future career objectives and how he/she can help me to achieve these. Further, I trust my boss to support me in achieving these objectives on account of his/her track record of working with me and my colleagues.

I expect that if I work well, in a focused manner, with good energy and effectiveness, my boss will recognise my value to the company and motivate for my promotion and increase in remuneration. I wake up and go to work in a state of high engagement.

In this instance, I perceive that my fantasy of better status and earning more money has a good chance of becoming a reality, so I follow my leader loyally.

2. My boss is a person who is somewhat erratic in his/her culture and reacts to situations and people in an unpredictable way depending on what day it is and how he/she is feeling. My colleagues also complain about this uncertainty in the

Implications for Employee Engagement

I anticipate that no matter how hard I work, how focused I am, how much energy I put into my job or how effective I am, it will be a rather random affair as to whether these efforts are recognised by my boss. I fear that promotion and increases in remuneration will likewise be random and unrelated to my efforts.

Clearly, in this instance, I fear that better status and earning more money have no chance of coming to reality, so I pay lip service to my leader and secretly put effort into finding alternative employment.

Hopefully, these two opposing scenarios demonstrate that we human beings, in our roles as employees, are driven by fears and fantasies. Good leaders would do well to identify and understand in depth the fears and fantasies of their followers and make sure that their actions and the culture they breed in the organisation promote the expectation of delivery of fantasies and protection from fears: butter and guns.

Employee engagement is clearly driven by freedom from fear and expectation of the realisation of fantasies.

Final Word

Human emotions drive behaviour, be it brand purchase behaviour or workplace engagement behaviour. The several thousand 'feelings' words describing the nuances of human emotions can all be classified into two broad categories - sorrow or joy, fears or fantasies.

Brand managers and corporate leaders will be highly effective and successful if they develop the habit of thinking about consumers and followers in terms of their fears and fantasies.

Make a habit of understanding fears and fantasies if you wish to make a habit of success.

Report prepared by the Bateleur Brand Planning team:



Gordon Hooper
Managing Director
Bateleur Brand Planning
gordon@batbrand.co.za



Michelle Steyn
Sales & Marketing Director
Bateleur Brand Planning
michelle@batbrand.co.za



Bateleur

Vantage Point



USING ACUTE VISION TO DEEP DIVE FOR ACTIONABLE INSIGHTS FOR 30+ YEARS

Bateleur Brand Planning is a reputable market research provider. Established in 1988, we grow and nurture loyal and connected customers, energised and engaged employees and committed and passionate suppliers.

We are a leading research company that provides a 360° symbiotic approach to marketing (consumers, employees, and suppliers) to achieve business efficiency and return on investment.



Bateleur
Vantage Point

The Bateleur Vantage Point 2023



Retailing Africa