



23 November 2022

PIGS TAKE TO THE SKY AS MOMENTUM LAUNCHES ITS #SCIENCEOFSUCCESS CAMPAIGN IN SANDTON

Locals in Sandton, Gauteng, were treated to a strange sight on Wednesday, 23 November, when large inflatable pigs rose into the sky.

Spotted above The Marc in the heart of Sandton, the giant inflatable pigs are part of the Momentum Science Of Success campaign, which aims to educate South Africans on the importance of establishing healthy financial habits.

“We all know the saying: ‘When pigs fly’, which refers to something that has virtually no chance of happening. If you believe that you will only achieve your financial goals when pigs fly, think again,” says Charlotte Nsubuga-Mukasa, head of Brand Marketing at Momentum.

“We were reminded of this saying while studying the financial habits of many households for our annual Momentum Unisa Household Financial Wellness Index. Many of the people we spoke to leave their financial future to chance, effectively saying that they will get to it when pigs fly,” she added.

“With this insight into South Africans’ view of financial planning, Momentum sent a drift of pigs into the Sandton sky, signalling to its fellow South Africans that the time to take control of your finances is now.

“On the face of it, financial planning seems complex and daunting. We would rather avoid it until a major life change forces us to decide. But our research has shown that the difference between financially well individuals and the rest of us is practising simple, easy and regular financial habits,” says Jacolize Meiring, a senior researcher at the Bureau of Market Research, Unisa, mentioned.

Momentum and Unisa have grouped the behaviours to reach financial wellness into a number of simple habits as part of its Science of Success campaign.

These habits include setting financial goals and creating a budget. It also includes taking regular steps towards achieving these goals, including saving for retirement, repaying debt and using short- and long-term insurance to protect one’s income and wealth.

Lastly, the money habits that form part of the Science of Success campaign include improving one’s financial literacy and using expert advice where necessary.

Momentum Unisa Household Financial Wellness Index

Every year, Momentum and a team of researchers at the University of South Africa (Unisa) conduct in-depth interviews with a national representative sample of over 2 500 households to better understand their current financial situation, their financial habits and their thoughts and feelings regarding financial planning and wealth.

The research, now in its eleventh year, includes different types of households at different life stages. This makes it the most authoritative research of its kind in South Africa.

This year, the headline findings show that South Africans are resilient. Many have bounced back from the unprecedented financial impact of the COVID-19 pandemic and the subsequent economic turmoil, and some have even improved their financial situation.

South Africans seem more comfortable hustling to improve their current financial situation than planning for the long term or even creating a budget. Many believe personal financial success is beyond their reach and will only happen when proverbial pigs take to the sky.

But Momentum's symbol of flying pigs also references some South Africans' propensity to sometimes believe in the incredible. Unfortunately, many believe in get-rich-quick products or in non-regulated financial schemes that promise incredible returns in record time.

While this belief differs from the habit of postponing your financial future indefinitely, it is rooted in the same lack of personal financial education.

"There is a simple science to financial success, and anyone can do it. Sometimes we need a bit of guidance or the help of a trained and responsible mentor, especially when it comes to avoiding these get-rich-quick scams. We hope to provide this with our #SuccessIsAScience campaign," says Charlotte Nsubuga-Mukasa of Momentum.

Having successfully launched its campaign and inflatable pigs in Sandton, Momentum will now embark on a #SuccessIsAScience roadshow throughout South Africa. The pigs, however, will remain in Gauteng, where they will be recycled for profit by a deserving charitable organisation.

For more information, visit [Momentum.co.za](https://momentum.co.za) and register for the 2022 Science of Success Festival on 25 November or find the "[When Pigs Fly](#)" page.

Ends

Momentum invites everyone to a virtual broadcast of the Science of Success 2022 on 25 November:

The markets may be unpredictable, but financial success is in your control. Momentum and Unisa, together with world-class speakers and experts, will be giving consumers nuggets to empower them to make the right money moves. By unpacking the Momentum Unisa Household Financial Wellness Index and other research insights, the Science of Success will make financial success simple and accelerate your momentum.

Get ready to refresh your money moves.

To register, click here or scan the QR code below:

https://evolve.eventoptions.co.za/register/sosfestivalvirtual_2022/details

