

Nike awarded as Coolest Brand for SA's youth at the 2023 Sunday Times GenNext Awards

The coolest brands, according to South Africa's youth, were announced at the 19th annual *Sunday Times GenNext Awards*, held in Melrose Arch, Johannesburg on 20 September 2023. Nike was celebrated as the *Coolest Brand Overall*, claiming top spot in three of the 76 categories awarded, and building on the success achieved in 2022. Apple and Samsung placed second and third overall, respectively.

The *Sunday Times GenNext* survey is considered the leading barometer of what South Africa's youth find on-trend and inspirational and delivers insights that are valued by brand management, advertising, and marketing professionals.

"With some 200 million people aged between 15 and 24, Africa has the youngest population in the world. Clearly, understanding the brand decisions of the youth will be critical to future business success," says Pule Molebeledi, Acting CEO at Arena Holdings, which owns and manages the *Sunday Times GenNext* brand. "The 2023 GenNext Survey conducted by our partner Yellowwood clearly identifies what brands are sought after in keeping with youth trends of Now, Next and New – where businesses can actually be proactive rather than simply reactive, when it comes to dealing with the challenge of relevance."

The Awards also celebrate personal brands, and in the celebrity categories MacG (*Coolest Local Online Influencer*), Siya Kolisi (*Coolest Local Sportsperson*), Thando Thabethe (*Coolest Local Radio Personality*), and Trevor Noah (*Coolest Local Celebrity*) were awarded.

The complete list of winning brands will be published in the *Sunday Times GenNext* Supplement on 24 September 2023.

The *Sunday Times GenNext* Youth Marketing Conference will take place in Johannesburg on 28 September 2023. To book your tickets to attend, please visit www.quicklink.co.za/youthtickets

Herewith the 2023 results

	Coolest Brand Overall		Coolest Energy Drinks
1	Nike	1	Switch Energy Drink
2	Apple	2	Energade
3	Samsung	3	Score Energy Drink
4	Adidas	4	Predator
5	BMW	5	Red Bull
6	Louis Vuitton	6	Lucozade
7	Coca-Cola	7	Dragon
8	Gucci	8	Mofaya
9	Puma	9	Prime
10	Vans	10	Reboost
	Coolest Advertising Medium		Coolest Fast-Food Places
1	Google Ads	1	McDonald's
2	TikTok	2	KFC
3	Instagram	3	Burger King
4	YouTube	4	Debonairs Pizza
5	Twitter	5	Spur Steak Ranches
6	Posters / Flyers / Pamphlets / Brochure	6	RocoMamas
7	Magazines	7	Nando's
8	Newsletter	8	Chicken Licken
9	Facebook	9	Steers
10	Email Advertising/ Email Marketing	10	Hungry Lion

	Coolest Alcohol Brands		Coolest Female Deodorants
1	Jägermeister	1	Nivea
2	Savanna	2	Oh So Heavenly
3	Brutal Fruit Spritzer	3	Dove
4	Hennessy Cognac	4	PlayGirl
5	Heineken	5	Avon
6	Smirnoff	6	Mitchum
7	Tanqueray Gin	7	Elizabeth Arden Red Door
8	Cruz Vodka	8	Yardley
9	4th Street Wines	9	Revlon
10	Belgravia London Dry Gin	10	Sanex

	Coolest Banks		Coolest Feminine Hygiene Products
1	Capitec Bank	1	Kotex
2	FNB/ First National Bank	2	Always
3	TymeBank	3	Lil-Lets
4	Standard Bank	4	GynaGuard
5	Nedbank	5	Stayfree
6	ABSA	6	Nivea Intimo
7	Discovery Bank	7	Avon Feminine Wash
8	Old Mutual	8	Femagene Intimate Wash
9	African Bank	9	Libresse
10	Investec Bank	10	

	Coolest Brand That Cares About my Community		Coolest Chocolates
1	Vodacom	1	KitKat
2	Sasko	2	Ferrero Rocher
3	Gift of the Givers	3	BAR ONE
4	Adidas	4	Lindt Lindor
5	Unilever	5	Cadbury Dairy Milk
6	Pick n Pay	6	Dairy Milk Bubbly
7	Impala Community Development Trust	7	Cadbury Lunch Bar
8	Spar	8	Nestlé Aero
9	Blue Ribbon	9	Cadbury Top Deck
10	Woolworths	10	Cadbury P.S.

	Coolest Breakfast Cereals		Coolest Clothing Brands
1	Nestlé Cheerios	1	Nike
2	FUTURELIFE Cereal	2	Adidas
3	Bokomo Corn Flakes	3	ZARA
4	Nestlé Milo Cereal	4	Lacoste
5	ProNutro	5	Mr Price
6	Kellogg's Coco Pops	6	Redbat
7	Kellogg's All Bran	7	Louis Vuitton
8	Morvite	8	Fabiani

9	Kellogg's Froot Loops	9	Puma
10	Kellogg's Rice Krispies	10	Chanel

	Coollest Campaign Targeted at Youth		Coollest Clothing Stores
1	KFC's Add Hope	1	Mr Price / MRP
2	Adidas Impossible is Nothing	2	Nike
3	R350 Sassa SRD Grant	3	Sportscene
4	Vodacom NXT LVL Get A Gig	4	H&M
5	HYDC Harambee Youth Development	5	ZARA
6	LoveLife	6	Markham
7	Mr Price Foundation	7	Cotton On
8	MTN Pulse/ #OnThePulse	8	Woolworths
9	Global Citizen	9	Studio 88
10	Cell C Take a Girl Child to Work Day	10	The Fix

	Coollest Cartoon Shows		Coollest Colleges
1	Mr. Bean: The Animated Series	1	Tshwane North TVET College
2	Tom & Jerry	2	IIE Rosebank College
3	Regular Show	3	Boston City Campus
4	Dragon Ball Z (DBZ)	4	City Varsity College
5	Supa Strikas	5	Damelin College
6	SpongeBob SquarePants	6	Harvard Business School Online
7	Teen Titans Go!	7	Capricorn College / Capricorn TVET College
8	Mickey Mouse	8	Richfield College
9	Sofia The First	9	SWGC – South West Gauteng College
10	Cocomelon	10	Stanford College Online

	Coollest Cellphones Brands		Coollest Company to Work For
1	Samsung	1	Google
2	iPhone	2	Mercedes-Benz
3	Huawei	3	Apple
4	Xiaomi	4	Transnet
5	Nokia	5	Coca-Cola
6	Oppo	6	Anglo American Platinum
7	Hisense	7	SABC
8	LG	8	Sasol
9	Itel	9	Microsoft
10	Mobicel	10	Nike

	Coollest Cold Beverage		Coollest Console Games
1	Coca-Cola	1	FIFA
2	Appletiser	2	Grand Theft Auto / GTA
3	Cappy	3	Call of Duty
4	Sprite	4	WWE
5	Liqui Fruit	5	Subway Surfer
6	Stoney	6	Need for Speed

7	Pepsi	7	NBA
8	Tropika	8	Dragon Ball Games
9	Jive Cooldrinks	9	Street Fighter 6
10	Lipton Iced Tea	10	Ludo

	Coollest Fitness Apps		Coollest Daily Newspapers
1	Virgin Active	1	Daily Sun
2	Google Fit	2	Sowetan
3	30 Day Fitness Challenge	3	The Citizen
4	Samsung Health	4	Daily News
5	Nike Training Club	5	The Star
6	SweatCoin Fitness App	6	Isolezwe
7	Apple Fitness	7	Daily Dispatch
8	Huawei Fitness / Huawei Health	8	Cape Times
9	Daily Yoga	9	Cape Argus
10	Planet Fitness live	10	Die Son

	Coollest Food Delivery Apps		Digital Learning Platforms
1	Uber Eats	1	YouTube
2	Mr D	2	K53
3	Checkers Sixty60	3	Mindset Learn 319
4	Debonairs Pizza	4	LinkedIn Learning
5	KFC	5	Google Play Books
6	McDelivery	6	Vodacom e-School
7	Nando's	7	Moodle
8	Pick n Pay ASAP!	8	Google Classroom
F9	Takealot Food Delivery Service	9	Skillshare
10	Bolt Foods	10	Coursera

	Coollest Gaming Consoles		Coollest Local Celebrities
1	Playstation 5 / PS5	1	Trevor Noah
2	Playstation 4 / PS4	2	AKA
3	Xbox Series X and Series S	3	DJ Zinhle
4	Xbox One	4	Makhadzi
5	Xbox 360	5	DJ Kabza De Small
6	PSP / Sony PSP	6	Nomzamo Mbatha
7	Playstation 3 / PS3	7	Connie Ferguson
8	Playstation 2 / PS2	8	Bonang Matheba
9	Nintendo Switch	9	Black Coffee
10	Steam Deck	10	Somizi Mhlongo

	Coollest Grocery Stores		Coollest Local Entertainment Destination
1	Woolworths	1	Gold Reef City
2	Food Lovers Market	2	Sun City
3	Game Stores	3	Kruger National Park
4	Boxer Super Stores	4	uShaka Marine World

5	Checkers	5	Konka
6	Usave	6	Table Mountain
7	Makro	7	Robben Island
8	Pick n Pay	8	The Sudwala Caves
9	Shoprite	9	V&A Waterfront
10	OK / OK Foods	10	Montecasino

	Coollest Haircare Products		Coollest Local Radio Personalities
1	Dark and Lovely	1	Thando Thabethe
2	TRESemmé	2	Dineo Ranaka
3	Sofn'free	3	DJ MoFlava
4	Aunt Jackie's	4	Somizi Mhlongo
5	Dove	5	Skhumbuzo Hlophe (Skhumba)
6	Organics Hair Care	6	Thuso Motaung
7	Native Child	7	Anele Mdoda
8	Revlon	8	DJ Fresh
9	Black Chic	9	Lerato Kganyago / LKG
10	L'Oréal	10	Selbeyonce

	Coollest Specialist Health & Beauty Store		Coollest Local TV Programmes/Series
1	Clicks	1	Skeem Saam
2	Dis-Chem	2	The River
3	Woolworths	3	The Wife
4	Edgars	4	Uyajola 9/9
5	Sorbet	5	Blood & Water
6	Foschini	6	The Queen
7	The Body Shop	7	Uzalo
8	Signature	8	House Of Zwide
9	M.A.C Cosmetics	9	Imbewu: The Seed
10	Miladys	10	Durban Gen

	Coollest Hot Beverage		Coollest Local Sportspeople
1	Nestlé Milo	1	Siya Kolisi
2	Mugg & Bean Coffee	2	Percy Tau
3	Nestlé Hot Chocolate	3	Caster Semenya
4	Nescafé	4	Thembinkosi Lorch
5	Cadbury Hot Chocolate	5	Benni McCarthy
6	Jacobs Krönung Coffee	6	Itumeleng Khune
7	Nespresso	7	Themba Zwane
8	Hug in a Mug	8	Wayde van Niekerk
9	Freshpak Rooibos Tea	9	Bryan Habana
10	Starbucks Coffee	10	AB De Villiers

	Coollest Hotel Brands		Coollest Loyalty Programme
1	Protea Hotels by Marriot	1	Shoprite Xtra Savings
2	City Lodge	2	Pick n Pay Smart Shopper
3	Sun International	3	Checkers Xtra Savings

4	Southern Sun	4	Clicks ClubCard
5	Manhattan Hotel	5	Capitec Live Better
6	Hilton Hotel	6	FNB eBucks
7	Radisson Blu Hotel	7	VodaBucks
8	Marriott	8	Spar Rewards
9	Garden Court	9	The North Face XPLR Pass Loyalty Programme
10	Hotel 224	10	Woolworths Wrewards

	Coollest Ice Cream		Coollest Make-Up Brands
1	Magnum	1	L'Oréal
2	Woolworths Tin Roof	2	Maybelline
3	Milky Lane Ice Cream	3	Avon
4	Oreo	4	Clinique
5	Woolworths Blueberry	5	Revlon
6	Ola	6	Estée Lauder
7	Cornetto	7	Signature Cosmetics & Fragrance
8	Farmhouse	8	M.A.C Cosmetics
9	Dairy Milk	9	Yardley London
10	Country Fresh	10	Fenty Beauty by Rihanna

	Coollest Insurance Brands		Coollest Male Deodorants
1	Old Mutual	1	Nivea Men
2	AVBOB	2	Hugo Boss
3	Discovery	3	Diesel
4	OUTsurance	4	Yardley English Blazer
5	1 st For Women	5	Solo
6	Assupol	6	Brut
7	Clientéle	7	Playboy
8	1Life Insurance	8	Old Spice
9	Sanlam Insurance	9	Sanex
10	MiWay Insurance	10	Shield for Men

	Coollest Kids TV Channels		Coollest Motor Vehicles Brands
1	Cartoon Network (301)	1	Mercedes-Benz
2	Disney Jnr (309)	2	BMW
3	Disney Channel (303)	3	Audi
4	NickToons (308)	4	Range Rover
5	Boomerang (302)	5	VW
6	Disney XD (304)	6	Lamborghini
7	Nickelodeon (305)	7	Toyota
8	eToonz (311)	8	Porsche
9	Jim Jam (310)	9	Rolls-Royce
10	SABC 1 (191)	10	Jeep

	Coollest Travel Destinations		Coollest Music Store/Website/Streaming
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1	Cape Town	1	iTunes
2	Durban	2	MP3 Juices
3	Maldives	3	Spotify
4	Dubai	4	JOOX
5	New York	5	Fakaza
6	Mpumalanga	6	Deezer
7	Mauritius	7	Google Play Music
8	Zanzibar	8	SoundCloud
9	Paris	9	YouTube Music
10	Johannesburg	10	Amazon Music

	Coolest Local Online Influencers		Coolest Online Accommodations Booking Sites
1	MacG	1	Booking.com
2	Nomzamo Mbatha	2	airbnb
3	Connie Ferguson	3	Trivago
4	Zozibini Tunzi	4	Sho't Left
5	Boity Thulo	5	Safari.com
6	Neevan Ferris	6	Computicket
7	Cassper Nyovest	7	Tripadvisor
8	Somizi Mhlongo	8	Travelstart
9	Mihlali Ndamase	9	KAYAK
10	Seemah	10	Travel.com

	Coolest Online Stores		Coolest Radio Stations
1	SHEIN	1	5FM
2	Takealot	2	Thobela FM
3	Superbalist	3	Radio 2000 FM 97.5
4	Mr Price/MRP	4	Motsweding FM
5	Amazon	5	Good Hope FM 94.7
6	Sportscene	6	Heart 104.9 FM
7	Zando	7	Lesedi FM 88.4
8	The FIX	8	METRO FM 96.4
9	ZARA	9	KFM 94.5
10	Woolworths	10	Gagasi FM 99.5FM

	Coolest Petrol Stations		Coolest Sit-Down Restaurants
1	Engen	1	Spur Steak Ranches
2	Sasol	2	Mugg & Bean
3	BP	3	McDonald's
4	Shell	4	RocoMamas
5	Caltex	5	Ocean Basket (OB)
6	TotalEnergies	6	Nando's
7	Puma	7	KFC
8	Astron Petrol	8	Wimpy
9	Viva Garage	9	Debonairs Pizza
10	Elegant Petrol Station	10	Panarottis

	Coollest Public Transport Brands		Coollest Sauces Brands
1	Uber	1	Nando's
2	Gautrain	2	All Gold
3	Bolt	3	Steers
4	Greyhound	4	Spur Sauce
5	City to City	5	Mrs Ball's
6	InDriver	6	Wellington's
7	INTERCAPE	7	BBQ Six Gun Grill
8	MyCiti	8	Maggi
9	Translux	9	Crosse & Blackwell
10	Metrobus	10	Knorr

	Coollest Shopping Malls		Coollest Savings & Investment Platforms
1	Mall of Africa	1	Capitec
2	Sandton City	2	EasyEquities
3	V&A Waterfront	3	TymeBank
4	Menlyn	4	FNB Investor Platform
5	Canal Walk	5	Old Mutual Invest
6	Gateway	6	African Bank
7	Pavillion	7	Standard Bank
8	Maponya	8	Nedbank
9	Eastgate Shopping Centre	9	JSE / Johannesburg Stock Exchange
10	Mall of the North	10	Sanlam

	Coollest Shower Gel		Coollest Shoe/Footwear Brands
1	Nivea	1	Nike
2	Oh So Heavenly	2	Adidas
3	Dove	3	Puma
4	Avon	4	Air Jordan
5	Radox	5	Vans
6	Protex	6	Converse
7	Lux	7	Gucci
8	Vaseline	8	Timberland
9	Sanex	9	Bathu
10	Satiskin	10	Drip Footwear

	Coollest Skincare Products		Coollest TV/ Streaming/Content Platforms
1	Nivea	1	Netflix
2	Vaseline	2	Showmax
3	Dove	3	TikTok
4	Avon	4	YouTube
5	Neutrogena	5	DStv Now
6	Gentle Magic	6	META (Facebook)
7	Dawn	7	Spotify

8	Portia M	8	Instagram
9	L'Oréal	9	Disney Plus / Disney +
10	Eucerin	10	X (formerly known as Twitter)

	Coolest Snack Brands		Coolest Universities
1	Simba	1	University of Venda / UNIVEN
2	Go-Slo's	2	Yale University
3	Oreos	3	Stanford University
4	Pringles	4	University of Oxford
5	Doritos	5	University of Fort Hare / UFH
6	Cadbury Dairy Milk	6	UNISA / University of South Africa
7	Maynards	7	North West University / NWU / PUKKE
8	#Hello!	8	Mangosuthu University of Technology / MUT
9	Fritos	9	Sol Plaatje University
10	BB Snacks	10	Central University of Technology / CUT University

	Coolest Soap Bars		Coolest Weekly Newspapers
1	Protex	1	Sunday Times
2	Dove	2	City Press
3	Dettol	3	Sunday World
4	Palmolive	4	Mail & Guardian
5	Sunlight Bar Soap	5	Rapport
6	Nivea	6	Rising Sun
7	Johnson & Johnson Soap	7	TygerBurger Newspaper
8	Sunlight Green Bar	8	
9	Lifebuoy	9	
10	Lux	10	

	Coolest Social Media Apps		Coolest Technology Brands
1	WhatsApp	1	Apple
2	TikTok	2	Samsung
3	META (Facebook)	3	Huawei
4	Instagram	4	Google
5	YouTube	5	TikTok
6	X (formerly known as Twitter)	6	META (Facebook)
7	LinkedIn	7	LG
8	Snapchat	8	Hisense
9	MoyaApp	9	Tesla
10	Telegram	10	Sony

	Coolest Spreads		Coolest Telecomms Providers
1	Rama	1	Vodacom
2	Nutella	2	MTN
3	Melrose	3	Telkom
4	Black Cat Peanut Butter	4	Rain

5	Stork	5	Cell C
6	Yum Yum Peanut Butter	6	VOX Telecom
7	Flora Margarine Spread	7	China Mobile
8	Sunshine D	8	Mweb
9	Blossom	9	Green Telecoms
10	Chocnut Spread	10	Vuma

	Coollest Stationery Store		Coollest Toy Stores
1	CNA	1	Toys R Us
2	PNA	2	The Crazy Store
3	Shoprite	3	Makro
4	Makro	4	Takealot
5	Typo	5	Game
6	PEP Stores	6	Toy Kingdom
7	Game Stores	7	ToyZone
8	The Crazy Store	8	Babies R Us
9	Van Schaik Bookstore	9	Shoprite
10	Checkers	10	Baby City

	Coollest Sweets		Coollest TV Channels
1	Maynards	1	Mzansi Magic
2	Cadbury Eclairs	2	Moja Love
3	Yogueta	3	MTV Base
4	Pin Pop	4	Disney Channel
5	M&M's	5	Studio Universal
6	Beacon Sweets	6	Cartoon Network / CN
7	Manhattan Marshmallows	7	Channel O
8	Skittles	8	M-Net
9	Amajoya	9	TLC Entertainment
10	Stumbo	10	BET

	Coollest Tinned Food		Coollest Accessory & Jewellery Store
1	KOO	1	American Swiss
2	Lucky Star	2	Claire's
3	Woolworths	3	Déonne le Roux Jewellers
4	All Gold	4	Gold Star
5	Rhodes	5	MJ Fashion
6	Bull Brand	6	Lady7
7	Pot O' Gold	7	2days Fashion
8	Glenryck	8	Be Style
9	Heinz	9	
10	Saldanha	10	