

BMW crowned as SA youth's Coolest Brand *2024 Sunday Times GenNext Award winners announced.*

BMW has been announced as the Coolest Brand Overall in the 20th edition of the Sunday Times GenNext Awards. Nike and Adidas were awarded second and third places respectively. The winners across 69 categories were announced in Johannesburg on 18 November 2024.

The annual *Sunday Times GenNext Survey*, conducted by Yellowwood, is considered the leading barometer of what South Africa's youth find on-trend and aspirational. The survey polled 7,200 youths aged 8 to 30 years old, to deliver insights that are valued by brand management, advertising and marketing professionals alike.

Lyndon Barends, Managing Director of Arena Holdings which commissions the Sunday Times GenNext Survey believes the research is increasingly relevant for brands looking to tap into the buying power of young income-earners and consumers of tomorrow. "Successful brand marketing is increasingly data-driven, and being able to add another data point specifically focused on youth sentiment adds value when it comes to brand positioning and campaign planning. We're proud to deliver these key industry insights to advertisers," says Barends.

Lesego Kotane, Managing Director of Yellowwood says, "While advancements in technology and connectivity have propelled us forward, systemic challenges remain significant barriers for many young South Africans. And yet, amidst these obstacles, our youth consistently demonstrate an inspiring blend of resilience, ambition, and optimism—a reminder of their ability to shape a brighter future and of the responsibility institutions share in supporting and creating pathways for them. There are some valuable insights in the youth behaviour report that uncover some of these perspectives that we are incredibly excited to share with brands"

Apart from being celebrated as the Coolest Brand Overall, BMW was also awarded as the winner in the Coolest Company To Work For, and Coolest Motor Vehicle Brand categories.

Nike was awarded as the Coolest Clothing Brand, the Coolest Clothing Store, and the Coolest Show/Footwear Brand.

Other brands that ranked in the top ten overall include Apple, Samsung, Puma, Netflix, Gucci, Redbat and Jordan.

In addition to evaluating consumer brand perception, the survey also measures celebrity brand perception.

This year, Grammy-winner Tyla received the nod as the Coolest Local Celebrity. DJ Fresh was announced as the Coolest Local Radio Personality. Springbok Rugby captain Siya Kolisi was once again awarded as the Coolest Local Sportsperson, while MacG was also again awarded as the Coolest Local Online Influencer.

The results of the 2024 *Sunday Times GenNext Survey* will be published in the *Sunday Times* on 24 November 2024.

| Coollest Advertising Medium 2024 | |
|---|--------------|
| 1 | TikTok |
| 2 | TV |
| 3 | YouTube |
| 4 | Social Media |
| 5 | Facebook |
| 6 | Instagram |
| 7 | Google Ads |

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| 8 | Billboards / Posters |
| 9 | Radio |
| 10 | X (formerly Twitter) |
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| | Coollest Alcohol Brands 2024 |
| 1 | Brutal Fruit |
| 2 | Savanna |
| 3 | Hennessy Cognac |
| 4 | Ice Tropez |
| 5 | Jägermeister |
| 6 | Heineken |
| 7 | Flying Fish |
| 8 | Johnnie Walker |
| 9 | Amarula |
| 10 | Jameson |
| | |
| | Coollest Banks 2024 |
| 1 | Capitec Bank |
| 2 | FNB - First National Bank |
| 3 | Standard Bank |
| 4 | Nedbank |
| 5 | Absa Bank |
| 6 | TymeBank |
| 7 | Discovery Bank |
| 8 | African Bank |
| 9 | Old Mutual |
| 10 | Investec Bank |
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| | Coollest Brand Overall 2024 |
| 1 | BMW |
| 2 | Nike |
| 3 | Adidas |
| 4 | Apple |
| 5 | Samsung |
| 6 | Puma |
| 7 | Netflix |
| 8 | Gucci |
| 9 | Redbat |
| 10 | Jordan |
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| | Coollest Brand That Cares About my Community 2024 |
| 1 | Gift of the Givers |
| 2 | Sasko |

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|----|---|
| 3 | Shoprite |
| 4 | KFC |
| 5 | Coca-Cola |
| 6 | SPAR |
| 7 | McDonald's |
| 8 | Albany |
| 9 | Blue Ribbon |
| 10 | Pick n Pay |
| | |
| | Coollest Breakfast Cereals 2024 |
| 1 | Kellogg's Corn Flakes |
| 2 | Jungle Oats |
| 3 | FUTURELIFE Cereal |
| 4 | Kellogg's Coco Pops |
| 5 | Bokomo Weet-Bix |
| 6 | Bokomo Corn Flakes |
| 7 | Kellogg's Rice Krispies |
| 8 | Nestlé Milo Cereal |
| 9 | ProNutro |
| 10 | Kellogg's Froot Loops |
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| | Coollest Campaign Targeted at Youth 2024 |
| 1 | Harambee Youth Employment Accelerator Campaign |
| 2 | KFC Add Hope |
| 3 | Yes4Youth |
| 4 | 16 days of activism against GBV |
| 5 | R350 Sassa SRD Grant |
| 6 | Coca-Cola share a coke campaign |
| 7 | Love Life Campaign |
| 8 | Soul Buddies |
| 9 | Adidas Impossible is Nothing Campaign |
| 10 | #YouthVoteMatters Campaign |
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| | Coollest Cartoon Shows 2024 |
| 1 | Dragon Ball Z |
| 2 | Tom & Jerry |
| 3 | Mr. Bean: The Animated Series |
| 4 | Cocomelon |
| 5 | Regular Show |
| 6 | Spongebob Square Pants |
| 7 | Teen Titans Go |
| 8 | The Simpsons |
| 9 | The Loud House |

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| 10 | Bluey |
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| | Coollest Cellphones Brands 2024 |
| 1 | Samsung |
| 2 | iPhone |
| 3 | Huawei |
| 4 | Oppo |
| 5 | Hisense |
| 6 | Nokia |
| 7 | Xiaomi |
| 8 | Vivo |
| 9 | Honor |
| 10 | Sony |
| | |
| | Coollest Chocolates 2024 |
| 1 | Dairy Milk Bubbly |
| 2 | Cadbury Dairy Milk |
| 3 | Nestle Kit Kat |
| 4 | Ferrero Rocher |
| 5 | Lindt |
| 6 | Aero |
| 7 | Cadbury Lunch Bar |
| 8 | Cadbury Top Deck |
| 9 | Nestle Milky Bar |
| 10 | Cadbury PS |
| | |
| | Coollest Clothing Brands 2024 |
| 1 | Nike |
| 2 | Gucci |
| 3 | Adidas |
| 4 | Mr. Price |
| 5 | Puma |
| 6 | Louis Vuitton |
| 7 | Galxboy |
| 8 | G-Star Raw |
| 9 | Redbat |
| 10 | Woolworths |
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| | Coollest Clothing Stores 2024 |
| 1 | Nike |
| 2 | Mr. Price |
| 3 | SHEIN |
| 4 | Sportscene |

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| 5 | Adidas |
| 6 | Truworths |
| 7 | H&M |
| 8 | Markham |
| 9 | The Fix |
| 10 | Zara |
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| | Coollest Cold beverage 2024 |
| 1 | Coca-Cola |
| 2 | Sprite |
| 3 | Pepsi |
| 4 | Stoney |
| 5 | Tropika |
| 6 | Cappy |
| 7 | Liqui Fruit |
| 8 | Fanta |
| 9 | Krush |
| 10 | Appletiser |
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| | Coollest Colleges 2024 |
| 1 | Johannesburg City College/JCC |
| 2 | College of Cape Town |
| 3 | Boston City Campus |
| 4 | IIE Rosebank College |
| 5 | Thekwini College |
| 6 | City Varsity |
| 7 | Damelin College |
| 8 | Tshwane North TVET College |
| 9 | Richfield College |
| 10 | Tshwane South College |
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| | Coollest Company to work for 2024 |
| 1 | BMW |
| 2 | Department of Health |
| 3 | Mercedes Benz |
| 4 | Apple |
| 5 | Nike |
| 6 | Samsung |
| 7 | Google |
| 8 | Transnet |
| 9 | FNB - First National Bank |
| 10 | Microsoft |
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| | Coollest Console Games 2024 |

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|----|---------------------------------------|
| 1 | FIFA |
| 2 | Grand Theft Auto/GTA |
| 3 | Spider Man 2 |
| 4 | Dragon Ball Z |
| 5 | Minecraft |
| 6 | Call of Duty/COD |
| 7 | Dream League/DLS |
| 8 | Need for Speed |
| 9 | Roblox |
| 10 | God of War |
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| | Coollest Daily Newspaper 2024 |
| 1 | Daily Sun |
| 2 | Daily News |
| 3 | The Citizen |
| 4 | Sowetan |
| 5 | Isolezwe |
| 6 | Business Day |
| 7 | The Star |
| 8 | Daily Dispatch |
| 9 | The Daily Voice |
| 10 | The Herald |
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| | Coollest Energy Drinks 2024 |
| 1 | Red Bull |
| 2 | Switch |
| 3 | Powerade |
| 4 | Monster |
| 5 | Dragon |
| 6 | Energade |
| 7 | Prime |
| 8 | Play |
| 9 | Score |
| 10 | Reboost |
| | |
| | Coollest Fast-Food Places 2024 |
| 1 | McDonald's |
| 2 | KFC |
| 3 | Spur Steak Ranches |
| 4 | Burger King |
| 5 | Debonairs Pizza |
| 6 | Steers |
| 7 | Roman's Pizza |
| 8 | Nando's |

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| 9 | RocoMamas |
| 10 | Ocean Basket |
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| | Coollest Female Deodorants 2024 |
| 1 | Play Girl |
| 2 | Nivea |
| 3 | Dove |
| 4 | Shield |
| 5 | Oh So Heavenly |
| 6 | Shower To Shower |
| 7 | Avon |
| 8 | Yardley |
| 9 | Mitchum |
| 10 | Garnier |
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| | Coollest Feminine Hygiene Products 2024 |
| 1 | Kotex |
| 2 | Always |
| 3 | Avon |
| 4 | StayFree |
| 5 | Lil-Lets |
| 6 | GynaGuard |
| 7 | Femagene |
| 8 | Libresse |
| 9 | |
| 10 | |
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| | Coollest Food Delivery App 2024 |
| 1 | Uber Eats |
| 2 | Mr D Foods |
| 3 | Checkers Sixty60 |
| 4 | Debonairs Pizza |
| 5 | McDelivery |
| 6 | KFC |
| 7 | Nando's |
| 8 | Pick n Pay ASAP! |
| 9 | Roman's Pizza |
| 10 | Steers |
| | |
| | Coollest Gaming Console 2024 |
| 1 | Xbox |
| 2 | Sony PlayStation |
| 3 | Game Box |
| 4 | Nintendo |

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|----|---|
| 5 | Super Pocket |
| 6 | Steam Deck |
| 7 | SEGA |
| 8 | HD Retro Gaming Console |
| 9 | Asus ROG Ally |
| 10 | God of War |
| | |
| | Coollest Grocery Store 2024 |
| 1 | Woolworths |
| 2 | Checkers |
| 3 | Shoprite |
| 4 | SPAR |
| 5 | Pick n Pay |
| 6 | Food Lovers Market |
| 7 | Makro |
| 8 | Boxer |
| 9 | Game |
| 10 | OK / OK Foods |
| | |
| | Coollest Haircare Products 2024 |
| 1 | Dark & Lovely |
| 2 | TRESemmé |
| 3 | L'Oreal |
| 4 | Revlon |
| 5 | Sofn'Free |
| 6 | Dove |
| 7 | Easy Waves |
| 8 | Organics Hair Care |
| 9 | Black Chic |
| 10 | Sta-Sof-Fro |
| | |
| | Coollest Specialist Health & Beauty Store 2024 |
| 1 | Clicks |
| 2 | Dis-Chem |
| 3 | Avon |
| 4 | Woolworths |
| 5 | Foschini |
| 6 | Signature |
| 7 | The Body Shop |
| 8 | Beauty Zone |
| 9 | MAC |
| 10 | Sorbet |
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| Coolest Hot beverage 2024 | |
|--------------------------------------|--------------------------|
| 1 | Mugg & Bean Coffee |
| 2 | Milo |
| 3 | McDonald's coffee |
| 4 | Starbucks |
| 5 | Nescafé |
| 6 | KFC coffee |
| 7 | Nestlé Hot Chocolate |
| 8 | Nespresso |
| 9 | Ricoffy |
| 10 | Jacobs Krönung Coffee |
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| Coolest Hotel Brands 2024 | |
| 1 | Sun City Hotel |
| 2 | Gold Reef City Hotel |
| 3 | Sandton Hotel |
| 4 | Tsogo Sun |
| 5 | City Lodge |
| 6 | The Royal Hotel |
| 7 | Protea Hotels by Marriot |
| 8 | Sun International |
| 9 | Blue Waters Hotel |
| 10 | Southern Sun Hotel |
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| Coolest Insurance Brand 2024 | |
| 1 | AVBOB |
| 2 | OUTsurance |
| 3 | Old Mutual |
| 4 | Clientéle |
| 5 | Assupol |
| 6 | Hippo |
| 7 | Sanlam |
| 8 | 1Life |
| 9 | 1st For Women |
| 10 | Naked |
| | |
| Coolest Kids TV Channels 2024 | |
| 1 | Cartoon Network (301) |
| 2 | Nickelodeon (305) |
| 3 | Disney (303) |
| 4 | Boomerang (302) |
| 5 | Disney XD (304) |
| 6 | YouTube Kids |
| 7 | Disney Jnr (309) |

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| 8 | NickToons (308) |
| 9 | eToonz (311) |
| 10 | Jim Jam (310) |
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| | Coollest Local Celebrities 2024 |
| 1 | Tyla |
| 2 | DJ Kabza De Small |
| 3 | Nasty C |
| 4 | DJ Zinhle |
| 5 | Black Coffee |
| 6 | Makhadzi |
| 7 | Young Stunna |
| 8 | Connie Ferguson |
| 9 | Somizi Mhlongo |
| 10 | Kamo Mphela |
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| | Coollest Local Entertainment Destination 2024 |
| 1 | Gold Reef City |
| 2 | Kruger National Park |
| 3 | Sun City Resort |
| 4 | Konka |
| 5 | Table Mountain |
| 6 | Ushaka Marine World |
| 7 | Sun Coast |
| 8 | V&A Waterfront |
| 9 | Robben Island |
| 10 | Carnival City |
| | |
| | Coollest Local Radio Personalities 2024 |
| 1 | DJ Fresh |
| 2 | Somizi Mhlongo |
| 3 | Penny Ntuli |
| 4 | Anele Mdoda |
| 5 | DJ Tbo Touch |
| 6 | Thuso Motaung |
| 7 | DJ Mo Flava |
| 8 | Lerato Kganyago |
| 9 | Thando Thabethe |
| 10 | Dineo Ranaka |
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| | Coollest Local TV Programmes/series 2024 |

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| 1 | Blood & Water |
| 2 | Skeem Saam |
| 3 | Umkhokha |
| 4 | House of Zwide |
| 5 | Uzalo |
| 6 | My Brother's Keeper |
| 7 | Gqeberha The Empire |
| 8 | Scandal |
| 9 | The River |
| 10 | Gomora |
| | |
| | Coolest Local Sportspeople 2024 |
| 1 | Siya Kolisi |
| 2 | Thembinkosi Lorch |
| 3 | Itumeleng Khune |
| 4 | Themba Zwane |
| 5 | Caster Semenya |
| 6 | Percy Tau |
| 7 | Ronwen Williams |
| 8 | Benni McCarthy |
| 9 | Kagiso Rabada |
| 10 | Siphiwe Tshabalala |
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| | Coolest Loyalty programme 2024 |
| 1 | Clicks ClubCard |
| 2 | Shoprite Xtra Savings |
| 3 | Checkers Xtra Savings |
| 4 | Pick n Pay Smart Shopper |
| 5 | Woolworths WRewards |
| 6 | Absa Rewards |
| 7 | Capitec Live Better |
| 8 | FNB eBucks |
| 9 | SPAR Rewards |
| 10 | Standard Bank U Count |
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| | Coolest Make-Up Brands 2024 |
| 1 | Avon |
| 2 | L'Oreal |
| 3 | Nivea |
| 4 | Maybelline |
| 5 | MAC |
| 6 | Revlon |
| 7 | Inuka |
| 8 | Pond's |

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| 9 | Fenty Beauty |
| 10 | Black Opal |
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| | Coollest Male Deodorants 2024 |
| 1 | Nivea |
| 2 | Playboy |
| 3 | Hugo Boss |
| 4 | Shield |
| 5 | Axe |
| 6 | Dove |
| 7 | Diesel |
| 8 | Mitchum |
| 9 | Old Spice |
| 10 | Status |
| | |
| | Coollest Motor Vehicles Brands 2024 |
| 1 | BMW |
| 2 | Mercedes Benz |
| 3 | Lamborghini |
| 4 | Range Rover |
| 5 | Rolls Royce |
| 6 | Porsche |
| 7 | Toyota |
| 8 | VW |
| 9 | Bugatti |
| 10 | Audi |
| | |
| | Coollest Music Store/Website/Streaming 2024 |
| 1 | Spotify |
| 2 | TikTok |
| 3 | YouTube Music |
| 4 | Apple Music |
| 5 | Channel O |
| 6 | MP3 Juice |
| 7 | iTunes |
| 8 | Tubidy.com |
| 9 | MTV |
| 10 | SoundCloud |
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| | Coollest Online Accommodations Booking Sites 2024 |
| 1 | Booking.com |
| 2 | Hotels.com |

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| 3 | Airbnb |
| 4 | Trivago |
| 5 | Travel.com |
| 6 | Safari.com |
| 7 | Sho't Left |
| 8 | Travelstart |
| 9 | Tripadvisor |
| 10 | SafariNow |
| | |
| | Coollest Local Online Influencer 2024 |
| 1 | Mac G |
| 2 | Somizi Mhlongo |
| 3 | Cassper Nyovest |
| 4 | Ghost Hlubi |
| 5 | Nomzamo Mbatha |
| 6 | Connie Ferguson |
| 7 | Spokuhle N |
| 8 | Bonang Matheba |
| 9 | Seemah |
| 10 | Thulasizwe "Lasizwe" Dambuza |
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| | Coollest Online Store 2024 |
| 1 | SHEIN |
| 2 | Takealot |
| 3 | Nike |
| 4 | Temu |
| 5 | Woolworths |
| 6 | Mr Price |
| 7 | Amazon |
| 8 | Superbalist |
| 9 | Sportscene |
| 10 | Adidas |
| | |
| | Coollest Petrol Stations 2024 |
| 1 | Engen |
| 2 | Shell |
| 3 | Sasol |
| 4 | Caltex |
| 5 | TotalEnergies |
| 6 | BP |
| 7 | Astron |
| 8 | Puma |
| 9 | Global Filling Station |

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| 10 | Toyota Hydrogen Refuelling Station |
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| | Coollest Public Transport Brand 2024 |
| 1 | Uber |
| 2 | City To City |
| 3 | Bolt |
| 4 | Gautrain |
| 5 | Intercape |
| 6 | Greyhound |
| 7 | InDriver |
| 8 | Golden Arrow |
| 9 | MyCiti Bus |
| 10 | Limpopo Coaches |
| | |
| | Coollest Radio Stations 2024 |
| 1 | Metro FM |
| 2 | Ukhozi FM |
| 3 | Umhlobo Wenene FM |
| 4 | East Coast Radio (ECR) |
| 5 | Lesedi FM |
| 6 | Radio 2000 |
| 7 | 5FM |
| 8 | KFM |
| 9 | Gagasi FM |
| 10 | 947 |
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| | Coollest Sit-Down Restaurants 2024 |
| 1 | McDonald's |
| 2 | KFC |
| 3 | Spur Steak Ranches |
| 4 | Debonairs Pizza |
| 5 | Nando's |
| 6 | Ocean Basket |
| 7 | RocoMamas |
| 8 | Wimpy |
| 9 | Chicken Licken |
| 10 | Burger King |
| | |
| | Coollest Sauces Brands 2024 |
| 1 | Nando's |
| 2 | Steers |
| 3 | All Gold |
| 4 | Spur Sauce |
| 5 | Six Gun Grill Sauce |

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| 6 | Nola Mayonnaise |
| 7 | Mrs Ball's |
| 8 | Wellington's |
| 9 | Tabasco |
| 10 | Maggi |
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| | Coollest Savings & Investment Platform 2024 |
| 1 | FNB - First National Bank |
| 2 | Capitec |
| 3 | Standard Bank |
| 4 | Nedbank |
| 5 | African Bank |
| 6 | Absa |
| 7 | TymeBank |
| 8 | Old Mutual Invest |
| 9 | EasyEquities |
| 10 | Sanlam |
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| | Coollest Shoe/Footwear Brands 2024 |
| 1 | Nike |
| 2 | Adidas |
| 3 | Puma |
| 4 | Gucci |
| 5 | Carvela |
| 6 | New Balance |
| 7 | Vans |
| 8 | Lacoste |
| 9 | All Star |
| 10 | Louis Vuitton |
| | |
| | Coollest Shopping Malls 2024 |
| 1 | Mall of Africa |
| 2 | Gateway Mall |
| 3 | Sandton City Mall |
| 4 | V&A Waterfront |
| 5 | The Pavillion Mall |
| 6 | Oceans Mall |
| 7 | Mall of the South |
| 8 | Menlyn Park Shopping Centre |
| 9 | Canal Walk Shopping Centre |
| 10 | Maponya Mall |
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| | Coollest Shower Gel 2024 |
| 1 | Nivea |

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| 2 | Dove |
| 3 | Oh So Heavenly |
| 4 | Lux |
| 5 | Dettol |
| 6 | Protex |
| 7 | Shower To Shower |
| 8 | Sanex |
| 9 | Lifebouy |
| 10 | Satiskin |
| | |
| | Coollest Skincare Products 2024 |
| 1 | Nivea |
| 2 | Dove |
| 3 | Vaseline |
| 4 | Avon |
| 5 | Oh So Heavenly |
| 6 | Dawn |
| 7 | L'Oreal |
| 8 | Garnier |
| 9 | Ingram's |
| 10 | Gentle Magic |
| | |
| | Coollest Snack Brand 2024 |
| 1 | Doritos |
| 2 | Lays |
| 3 | Simba |
| 4 | Pringles |
| 5 | Cadbury |
| 6 | Nik Naks |
| 7 | Oreos |
| 8 | Stylos |
| 9 | Maynards |
| 10 | Fritos |
| | |
| | Coollest Soap Bars 2024 |
| 1 | Lux |
| 2 | Protex |
| 3 | Dettol |
| 4 | Lifebuoy |
| 5 | Dove Beauty Bar |
| 6 | Sunlight Bar Soap |
| 7 | Johnson & Johnson |
| 8 | Oh So Heavenly Soap |
| 9 | Gentle Magic |

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| 10 | Dove Baby Bar |
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| | Coollest Social Media App 2024 |
| 1 | TikTok |
| 2 | WhatsApp |
| 3 | Instagram |
| 4 | Facebook |
| 5 | Snapchat |
| 6 | X (formerly Twitter) |
| 7 | Pinterest |
| 8 | Telegram |
| 9 | LinkedIn |
| 10 | Threads |
| | |
| | Coollest Spreads 2024 |
| 1 | Rama |
| 2 | Nutella |
| 3 | Black Cat Peanut Butter |
| 4 | Yum Yum Peanut Butter |
| 5 | Melrose |
| 6 | Flora |
| 7 | Stork Country Spread |
| 8 | Sunshine D |
| 9 | D'lite |
| 10 | Rondo |
| | |
| | Coollest Stationery Store 2024 |
| 1 | PNA |
| 2 | Shoprite |
| 3 | Checkers |
| 4 | Game |
| 5 | Makro |
| 6 | Waltons |
| 7 | Takealot |
| 8 | Pick n Pay |
| 9 | PEP Stores |
| 10 | A5 Cash and Carry |
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| | Coollest Sweets 2024 |
| 1 | Maynards |
| 2 | Jelly Tots |
| 3 | Amajoya |
| 4 | M&M's |
| 5 | Yogueta |

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| 6 | Pin Pop |
| 7 | Cadbury Eclairs |
| 8 | Skittles |
| 9 | Big Bomb |
| 10 | Beacon Sweets |
| | |
| | Coollest Technology Brand 2024 |
| 1 | Samsung |
| 2 | Apple |
| 3 | TikTok |
| 4 | Playstation |
| 5 | Huawei |
| 6 | Google |
| 7 | Meta |
| 8 | Sony |
| 9 | Lenovo |
| 10 | HP |
| | |
| | Coollest Telecomms Provider 2024 |
| 1 | MTN |
| 2 | Telkom |
| 3 | Vodacom |
| 4 | Rain |
| 5 | Samsung Telecoms |
| 6 | Cell C |
| 7 | Vuma |
| 8 | Afrihost |
| 9 | Virgin Mobile/O2 |
| 10 | China Mobile |
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| | Coollest Toy Store 2024 |
| 1 | Toys R Us |
| 2 | Crazy Store |
| 3 | Game |
| 4 | ToyZone |
| 5 | Takealot |
| 6 | Toy Kingdom |
| 7 | Shoprite |
| 8 | Makro |
| 9 | Baby City |
| 10 | PEP Stores |
| | |
| | Coollest TV Channels 2024 |
| 1 | Nickelodeon (305) |

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|----|---|
| 2 | Mzansi Magic (161) |
| 3 | Cartoon Network / CN (301) |
| 4 | Moja Love (157) |
| 5 | Disney Channel (303) |
| 6 | MTV Base (322) |
| 7 | Studio Universal (112) |
| 8 | Super Sport 3 / SS3 (203) |
| 9 | Channel O (320) |
| 10 | Mzansi Bioskop (164) |
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| | Coolest TV/ Streaming/Content Platforms 2024 |
| 1 | Netflix |
| 2 | YouTube |
| 3 | TikTok |
| 4 | Showmax |
| 5 | DSTV |
| 6 | Disney+ |
| 7 | MTV Base |
| 8 | Facebook |
| 9 | Apple TV |
| 10 | Channel O |
| | |
| | Coolest Universities 2024 |
| 1 | University of Cape Town (UCT) |
| 2 | University of South Africa (UNISA) |
| 3 | Durban University of Technology (DUT) |
| 4 | University of the Witwatersand (Wits) |
| 5 | University of Johannesburg (UJ) |
| 6 | Nelson Mandela University |
| 7 | University of Pretoria (UP) |
| 8 | University of KwaZulu-Natal (UKZN) |
| 9 | University of Stellenbosch |
| 10 | Tshwane University of Technology (TUT) |
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| | Coolest Weekly Newspapers 2024 |
| 1 | Sunday Times |
| 2 | City Press |
| 3 | Sunday World |
| 4 | The Mail & Guardian |
| 5 | The Daily Maverick |
| 6 | The Sunday Independent |
| 7 | Rising Sun (Lenasia) |
| 8 | Son |

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| 9 | City Vision (Cape Town) |
| 10 | Express (Free state) |
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| | Coollest Accessory & Jewellery Store New Category in 2024 |
| 1 | American Swiss |
| 2 | Sterns |
| 3 | Lovisa |
| 4 | SHEIN |
| 5 | Mr Price |
| 6 | Foschini |
| 7 | Pandora |
| 8 | Gucci |
| 9 | NWJ Jewellery |
| 10 | Galaxy and Co |
| | |
| | Coollest Coffee Shops 2024 |
| 1 | Mugg & Bean |
| 2 | McCafé |
| 3 | Starbucks |
| 4 | Wimpy |
| 5 | KFC |
| 6 | Spur Steak Ranches |
| 7 | Xpresso Café |
| 8 | Krispy Kreme |
| 9 | Woolworths WCafé |
| 10 | Kauai Coffee Shop |
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| | Coollest Gyms 2024 |
| 1 | Virgin Active |
| 2 | Planet Fitness |
| 3 | Body Life Gym |
| 4 | Fit24 |
| 5 | Active Fitness |
| 6 | Zone Fitness |
| 7 | Body Action Gym |
| 8 | Gold's Gym |
| 9 | 1st Fitness |
| 10 | Viva Gym |