

# SA youth's favourite brands revealed in 2018 Sunday Times Generation Next survey

The 2018 Sunday Times Generation Next youth survey announced the top performing brands the at the highly anticipated Sunday Times Generation Next Awards that took place in Sandton on Thursday, 14 June...



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Nike was once again awarded as the Uber Cool Overall Brand, followed by Samsung and Adidas in 2nd and 3rd place respectively. Nike was also awarded as the Coolest Shoe/Footwear Brand, and the one with the Coolest Brand Slogan, Just Do It!

## Leading barometer of what youth find on-trend

Now in its 14th year, the Sunday Times Generation Next Youth survey, in association with leading youth market specialists, HDI Youth Marketeers polls more than twelve thousand youths from around the country, across more than seventy categories, and is considered the leading barometer of what SA's kids, teens and young adults find on-trend and aspirational.

Reardon Sanderson, GM group sales and marketing at Tiso Blackstar says: "The Sunday Times Generation Next survey is a great insight into how the youth perceive and attribute value to brands in a highly competitive market. It's always important for brands to understand how a very switched-on youth segment makes decisions, as they'll soon be the income-earners of tomorrow."

“Geeez... Youth influence spend of over R120 billion annually! Kids are expensive [#GenNext2018](#) [@ST\\_GenNext](#) [@HDIYouth](#)— Katlego Modipane (@TKModipane) [June 14, 2018](#)”

He added: "The results can have a strong impact on the tactics and longer-term marketing strategies that brands put in place, and the *Sunday Times* recognises the very important role this survey plays for advertisers."

Bongani Chinkanda, CEO of HDI Youth Marketeers, says the internet and social media are having increasing impact on SA's youth, and the choices they make as consumers.

“In the past 60 seconds, 500 hours of video content have been uploaded on Youtube, 3.3 million Facebook posts have gone up, 29 million Whatsapp messages have been exchanged, and a total of 3.8 million Google searches made.

*This shows how digital has taken over in the past 14 years. With Google and Facebook the biggest digital media platforms in the world, it shows the importance of brands going digital and being intentional when reaching youth ”*



## Meet newly appointed HDI CEO, Bongani Chinkanda

HDI Youth Consultancy 17 Nov 2017



## Cooler top spots

Nike, Samsung, Adidas, Trace Urban, Top Gear, Whatsapp and Nivea were the only brands to achieve Cooler brand status in two or more categories of the survey.

Fifteen of the 74 categories surveyed saw new category winners from those in 2017. However, brands that continued to land favourably with SA's youth, and hold on to the Cooler top spot in their respective categories included: Nike, FNB, Samsung, Mr Price, SAA, Colgate, Nestlé Hot Chocolate, Protea Hotels, TotalSports, DStv, Identity, Vodacom, Koo, Mercedes Benz, CNA, Engen, Sun City, Trace Urban, Cartoon Network, Pick 'n Pay, MetroFM, Top Gear, McDonald's, Spur, Red Bull Energy Drink, Doritos, Coca-Cola, Mugg & Bean, Always, Avon, WhatsApp, Tom & Jerry, Fifa, Magnum, Daily Sun, Dark & Lovely, University of Cape Town (UCT), Bic, Playgirl, Whiskers, Whatsapp, Dove, Nutella, Nivea, Rosebank College and Parmalat. The *Sunday Times* continues its run as the Cooler Weekly Newspaper.

“ Congratulations to all of our winners! It has been an amazing year [#GenNext2018 pic.twitter.com/Uqyigi8Ae8](https://twitter.com/Uqyigi8Ae8)—  
ST\_GenNext (@ST\_GenNext) [June 14, 2018](#) ”

Only one new category was included in the 2018 survey, where Toys R Us came out as the Cooler Toy Store.

## Celebrity and entertainment categories

In the celebrity and entertainment categories, Kaizer Chiefs and Bafana Bafana soccer-star Siphiwe Tshabalala came out as the Cooler Local Sportsperson. Both MetroFM and the SABC drama, *Uzalo*, were again named as the Cooler Radio Station and Cooler TV Soap respectively. Black Coffee continued his reign as Cooler Local DJ, and Trevor Noah remains Cooler Local Male Celebrity and the Cooler Local TV Star.



## Sunday Times Generation Next Youth survey announces celeb finalists

22 May 2018



Babes Wodumo was named Cooler Local Female Celebrity for the second year running.

Nasty C, who also performed at the Awards, was named Coolest Local Music Star.

The polling results and analyses across all categories will be published in a supplement accompanying the *Sunday Times* edition of 17 June 2018.

Headline partners for the 2018 Sunday Times Generation Next include Nedbank, Brand South Africa, and Kotex.

Results of the 2018 Sunday Times Generation Next Survey, conducted by HDI Youth Marketeers:

	<b>Q1 Coolest Banks 2018</b>	<b>2017</b>
1	FNB	FNB
2	Capitec Bank	Capitec Bank
3	Standard Bank	Standard Bank
4	Absa	Absa
5	Nedbank	Nedbank
6	African Bank	African Bank
7	Bidvest Bank	Bidvest Bank
8	Investec	Rand Merchant Bank
9	Rand Merchant Bank	al Baraka Bank
10	Other	Other
	<b>Q2 Coolest Cellphones 2018</b>	<b>2017</b>
1	Samsung	Samsung
2	Apple iPhone	Apple iPhone
3	Huawei	Huawei
4	Hisense	Sony
5	Sony	Nokia
6	Nokia	Hisense
7	LG	Blackberry
8	Mobicel	LG
9	Blackberry	Mobicel
10	Other	Other
	<b>Q3 Coolest Clothing Stores 2018</b>	<b>2017</b>
1	Mr Price	Mr Price
2	TotalSports	Sportscene
3	Sportscene	Edgars
4	Woolworths	Markham
5	Edgars	TotalSports
6	Markham	Woolworths
7	Cotton On	Identity
8	Identity	Truworths
9	Truworths	Cotton On
10	H&M	H&M
	<b>Q4 Coolest Domestic Airlines 2018</b>	<b>2017</b>
1	SAA (South African Airways)	SAA (South African Airways)
2	Mango	Mango
3	BA (British Airways)	BA (British Airways)
4	Safair	kulula.com
5	kulula.com	Safair
6	Other	Other
	<b>Q5 Coolest Toothpaste 2018</b>	<b>2017</b>
1	Colgate	Colgate
2	Aquafresh	Aquafresh
3	Sensodyne	Sensodyne
4	Oral-B	Oral-B
5	Closeup	Closeup
6	Mentadent P	Pepsodent

7	Pepsodent	Mentadent P
8	Other	Other
<b>Q6 Coolest Clothing Brands 2018</b>		<b>2017</b>
1	Adidas	Nike
2	Nike	Adidas
3	Gucci	Redbat
4	Puma	Jordan
5	Redbat	Guess
6	Lacoste	Puma
7	Guess	Uzzi
8	Jordan	Gucci
9	Versace	Identity
10	Polo	Lacoste
<b>Q7 Coolest Dairy Drinks 2018</b>		<b>2017</b>
1	Nestlé Hot Chocolate	Nestlé Hot Chocolate
2	Milo	UltraMél Custard
3	Tropika	Milo
4	UltraMél Custard	Tropika
5	Yogi Sip	Yogi Sip
6	Steri Stumpie	Steri Stumpie
7	Super M	Super M
8	Nesquik	Mayo
9	Mayo	Nesquik
10	Parmalat Everfresh	Clover MMilk Vanilla
<b>Q8 Coolest Hotel Groups 2018</b>		<b>2017</b>
1	Protea Hotels	Protea Hotels
2	Sun International	Sun International
3	Hilton Hotels & Resorts	Hilton Hotels & Resorts
4	Tsogo Sun	City Lodge/Town Lodge/Road Lodge
5	City Lodge/Town Lodge/Road Lodge	Tsogo Sun
6	InterContinental Hotels & Resorts	Radisson Blu
7	Radisson	Orion
8	Other	Other
<b>Q9 Coolest Brand Slogans 2018</b>		<b>2017</b>
1	Just do it (Nike)	Just do it (Nike)
2	I'm lovin' it (McDonald's)	I'm lovin' it (McDonald's)
3	All in (Adidas)	All in (Adidas)
4	A taste for life (Spur)	A taste for life (Spur)
5	So good (KFC)	So good (KFC)
6	Have a break, have a Kit Kat (Kit Kat)	Have a break, have a Kit Kat (Kit Kat)
7	Forever Faster (Puma)	The power is in your hands (Cell C)
8	Open Happiness (Coca-Cola)	Enjoy every moment (Wimpy)
9	Life's Good (LG)	Forever Faster (Puma)
10	Moving Forward (Standard Bank)	make.believe (Sony)
<b>Q10 Coolest Shopping Malls 2018</b>		<b>2017</b>
1	Mall of Africa	Sandton City
2	Sandton City	Mall of Africa
3	Gateway Theatre of Shopping	Gateway Theatre of Shopping
4	V&A Waterfront	V&A Waterfront
5	The Pavilion	Rosebank Mall
6	Canal Walk	Canal Walk
7	Mall of the South	The Pavilion
8	Rosebank Mall	Mall of the South
9	Eastgate Shopping Centre	Maponya Mall
10	Galleria Mall	N1 City Mall
<b>Q11 Coolest Footwear/shoe store 2018</b>		<b>2017</b>
1	TotalSports	TotalSports
2	Sportscene	Sportscene
3	Spitz	Spitz

4	Studio 88	Studio 88
5	Tekkie Town	Edgars
6	Edgars	Tekkie Town
7	Shoe City	Shoe City
8	Foot Gear	Rage
9	Rage	Foot Gear
10	Other	Other
<b>Q12 Coolest Companies 2018</b>		<b>2017</b>
1	DStv	DStv
2	BMW	BMW
3	Nike	Apple
4	Apple	Samsung
5	Samsung	Nike
6	Google	Google
7	Coca-Cola	Woolworths
8	Woolworths	Coca-Cola
9	Pick n Pay	Microsoft
10	Microsoft	KFC
<b>Q13 Coolest South African Fashion Brands 2018</b>		<b>2017</b>
1	Identity	Identity
2	Redbat	Uzzi
3	Uzzi	LEGiT
4	LEGiT	LTD
5	LTD	Black Coffee
6	Black Coffee	Ackermans
7	Jet	Jet
8	David Tlale	Red
9	Ama Kip Kip	Cashtime
10	Maxhosa	David Tlale
<b>Q14 Coolest Telecomms Providers 2018</b>		<b>2017</b>
1	Vodacom	Vodacom
2	Cell C	Cell C
3	Telkom/Telkom Mobile (8ta)	MTN
4	MTN	Telkom/Telkom Mobile (8ta)
5	Virgin Mobile	Virgin Mobile
6	Other	Other
<b>Q15 Coolest Tinned Food 2018</b>		<b>2017</b>
1	Koo	Koo
2	All Gold	All Gold
3	Lucky Star	Lucky Star
4	Bull Brand	Bull Brand
5	Rhodes	Rhodes
6	John West	John West
7	Saldanha	Saldanha
8	Other	Other
<b>Q16 Coolest Ultra Luxury Motor Vehicles 2018</b>		<b>2017</b>
1	Lamborghini	Lamborghini
2	Ferrari	Ferrari
3	Bugatti	Bugatti
4	Porsche	Rolls-Royce
5	Rolls-Royce	Porsche
6	Aston Martin	Aston Martin
7	Bentley	Bentley
8	Maserati	Pagani Zonda
9	Other	Other
<b>Q17 Coolest Motor Vehicles 2018</b>		<b>2017</b>
1	Mercedes-Benz	Mercedes-Benz
2	BMW	BMW
3	Range Rover	Audi

4	Audi	Range Rover
5	Jaguar	Jaguar
6	Volkswagen	Volkswagen
7	Jeep	Jeep
8	Mini Cooper	Mini Cooper
9	Land Rover	Toyota
10	Toyota	Land Rover
<b>Q18 Coolest Stationery Store 2018</b>		<b>2017</b>
1	CNA	CNA
2	Game	Game
3	Checkers	Waltons
4	Pick n Pay	Pick n Pay
5	Waltons	Checkers
6	PNA	PNA
7	Pep	Pep
8	Other	Other
<b>Q19 Coolest Petrol Stations 2018</b>		<b>2017</b>
1	Engen	Engen
2	Shell	Caltex
3	Caltex	Shell
4	Total	Total
5	BP	BP
6	Sasol	Sasol
7	Other	Other
<b>Q20 Coolest Local Entertainment Places 2018</b>		<b>2017</b>
1	Sun City	Sun City
2	Gold Reef City	Gold Reef City
3	uShaka Marine World	uShaka Marine World
4	The National Zoo	Carnival City
5	Carnival City	The National Zoo
6	GrandWest Casino	Montecasino
7	Montecasino	Gateway Theatre of Shopping
8	Gateway Theatre of Shopping	GrandWest Casino
9	Ster Kinekor	Ratanga Junction Theme Park
10	Bounce	Suncoast Casino
<b>Q21 Coolest Console/Computer Games 2018</b>		<b>2017</b>
1	Fifa	Fifa
2	Grand Theft Auto (GTA)	Grand Theft Auto (GTA)
3	Subway Surfers	Subway Surfers
4	Need for Speed	Need for Speed
5	Candy Crush Saga	Candy Crush Saga
6	Call of Duty	Call of Duty
7	God of War	WWE
8	Minecraft	The Sims
9	The Sims	Pac-Man
10	Super Mario	Minecraft
<b>Q22 Coolest Hi-Tech Gadgets 2018</b>		<b>2017</b>
1	Apple iPhone	Xbox
2	Xbox	Apple iPhone
3	Playstation	Playstation
4	Samsung Galaxy Tab	Samsung Galaxy Tab
5	Computer / Laptop	Apple iPad
6	Apple iPad	Hoverboard
7	Cellphone	Cellphone
8	Hoverboard	Computer
9	TV	PSP
10	PSP (Playstation Portable)	Apple iPod
<b>Q23 Coolest Computer Brands 2018</b>		<b>2017</b>
1	Samsung	Samsung

2	Apple Mac	Apple Mac
3	Hisense	Sony
4	Microsoft	Microsoft
5	Lenovo	Lenovo
6	Sony	LG
7	HP	HP
8	LG	Hisense
9	Dell	Acer
10	Acer	Dell
<b>Q24 Coolest Weekly Newspapers 2018</b>		<b>2017</b>
1	Sunday Times	Sunday Times
2	Sunday Sun	City Press
3	City Press	Sunday Sun
4	Soccer Laduma	Soccer Laduma
5	Sunday World	Sunday World
6	Saturday Star	Rapport
7	Rapport	Sondag
8	Sunday Tribune	Sunday Tribune
9	Other	Other
<b>Q25 Coolest Ice-Creams 2018</b>		<b>2017</b>
1	Magnum	Magnum
2	Oreo	Oreo
3	Nestle Bar-One	Nestle Bar-One
4	Cometto	Cometto
5	Nestle Country Fresh	Nestle King Cone
6	Polar Ice Cream	Nestle Country Fresh
7	Nestle King Cone	Ola Paddle Pop
8	Ola Paddle Pop	Nestle Farmhouse
9	Nestle Farmhouse	Polar
10	Other	Other
<b>Q26 Coolest Daily Newspapers 2018</b>		<b>2017</b>
1	Daily Sun	Daily Sun
2	Daily News	Daily News
3	Times Live	The Times
4	The Daily Voice	The Voice
5	The Citizen	The Star
6	The Star	Sowetan
7	Die Burger	The Citizen
8	New Age	New Age
9	The Mercury	Die Burger
10	The Sowetan	The Mercury
<b>Q27 Coolest TV Channels 2018</b>		<b>2017</b>
1	TRACE Urban (DStv 325)	TRACE Urban (DStv 325)
2	Cartoon Network (DStv 301)	Cartoon Network (DStv 301)
3	SuperSport (DStv 200-238)	Disney Channel (DStv 303)
4	Mzansi Magic (DStv 161)	Mzansi Magic (DStv 161)
5	Disney Channel (DStv 303)	SuperSport (DStv 200-221)
6	Nickelodeon (DStv 305)	MTV Base (DStv 322)
7	M-Net (DStv 101)	Disney XD (DStv 304)
8	Channel O (DStv 320)	M-Net (DStv 101)
9	Disney XD (DStv 304)	Nickelodeon (DStv 305)
10	SABC 1	Vuzu (DStv 116)
<b>Q28 Coolest TV Music Channels 2018</b>		<b>2017</b>
1	TRACE Urban (DStv 325)	TRACE Urban (DStv 325)
2	Channel O (DStv 320)	Channel O (DStv 320)
3	MTV Base (DStv 322)	MTV Base (DStv 322)
4	TRACE Africa (DStv 326)	MTV (DStv 130)
5	MTV (DStv 130)	TRACE Africa (DStv 326)
6	Mzansi Magic Music (DStv 321)	Mzansi Magic Music (DStv 321)



7	One Gospel (DStv 331)	One Gospel (DStv 331)
8	Soundcity (DStv 327)	VH1 Classic (DStv 323)
9	Other	Other
<b>Q29 Coolest TV Programmes/series 2018</b>		<b>2017</b>
1	Ridiculousness	Ridiculousness
2	K.C. Undercover	K.C. Undercover
3	The Vampire Diaries	The Vampire Diaries
4	The Flash	The Big Bang Theory
5	The Big Bang Theory	The Flash
6	Lockdown	Pretty Little Liars
7	Teen Wolf	Game of Thrones
8	Game of Thrones	Teen Wolf
9	How to Get Away with Murder	NCIS
10	NCIS	Supergirl
<b>Q30 Coolest Community Programmes 2018</b>		<b>2017</b>
1	Khumbul'ekhaya	Save the Rhino
2	Speak Out	Add Hope (KFC)
3	Add Hope (KFC)	Soul City
4	Save the Rhino	Khumbul'ekhaya
5	Soul Buddyz	Soul Buddyz
6	Soul City	loveLife
7	LoveLife	100% Youth
8	Supersport Let's Play Initiative	Gift of the Givers Foundation
9	Boys and Girls Clubs of South Africa	Brothers for Life
10	Neighbourhood Watch SA	Feed the Needy Foundation
<b>Q31 Coolest Cartoon Shows 2018</b>		<b>2017</b>
1	The Regular Show	Tom and Jerry
2	Tom and Jerry	The Regular Show
3	Mr. Bean (animation)	Dragon Ball Z
4	Teen Titans	Sofia the First
5	Sofia the First	Teen Titans
6	Dragon Ball Z	The Simpsons
7	The Simpsons	Spongebob Squarepants
8	Spongebob Squarepants	Naruto
9	Lab Rats	Mr. Bean (animation)
10	Phineas & Ferb	Phineas & Ferb
<b>Q32 Coolest TV Soaps 2018</b>		<b>2017</b>
1	Uzalo	Uzalo
2	The Queen	Empire
3	7de Laan	Skeem Saam
4	IsiBaya	7de Laan
5	Empire	IsiBaya
6	Skeem Saam	Generations - The Legacy
7	Generations - The Legacy	The Queen
8	Scandal	Isidingo
9	The Bold & the Beautiful	Muvhango
10	Rhythm City	The Bold & the Beautiful
<b>Q33 Coolest Kids TV Channels 2018</b>		<b>2017</b>
1	Cartoon Network (DStv 301)	Cartoon Network (DStv 301)
2	Nickelodeon (DStv 305)	Disney (DStv 303)
3	Disney (DStv 303)	Disney XD (DStv 304)
4	Disney XD (DStv 304)	Nickelodeon (DStv 305)
5	Boomerang (DStv 302)	Boomerang (DStv 302)
6	Disney Junior (DStv 309)	Disney Junior (DStv 309)
7	NickToons (DStv 308)	NickToons (DStv 308)
8	eToons (DStv 311 and eTV)	YoTV (SABC 1)
9	JimJam (DStv 310)	Craz-e (eTV)
10	Nick Jr. (DStv 307)	JimJam (DStv 310)
<b>Q34 Coolest Reality TV Shows 2018</b>		<b>2017</b>



1	Idols SA	Idols SA
2	Wipeout	Cake Boss
3	Cake Boss	Wipeout
4	SA's Got Talent	SA's Got Talent
5	Our Perfect Wedding	Our Perfect Wedding
6	Keeping up with the Kardashians	Big Brother
7	Date My Family	Keeping up with the Kardashians
8	Survivor	Fear Factor
9	Steve Harvey	Survivor
10	The Ellen DeGeneres Show	Zaziwa
<b>Q35 Coolest Music Store/website/streaming 2018</b>		<b>2017</b>
1	YouTube	Google Play Store
2	Google Play Store	iTunes/ Apple music
3	iTunes/ Apple music	Musica
4	Musica	Youtube2mp3
5	Joox	Tubidy
6	Tubidy	Game
7	MP3 Juices	Mp3 Skull
8	Youtube2mp3	MP3 Juices
9	SoundCloud	Waptrick
10	Mp3 Skull	Zamob
<b>Q36 Coolest Radio Stations 2018</b>		<b>2017</b>
1	Metro FM	Metro FM
2	Ukhozi FM	5FM
3	5FM	Umhlobo Wenene FM
4	East Coast Radio	Ukhozi FM
5	947 (Highveld)	East Coast Radio
6	Umhlobo Wenene FM	Lesedi FM
7	Jacaranda	94.7 (Highveld)
8	Lesedi FM	Jacaranda
9	KFM	YFM
10	Good Hope FM	KFM
<b>Q37 Coolest Female Magazines 2018</b>		<b>2017</b>
1	You	Drum
2	Drum	You
3	True Love	True Love
4	Move!	Drama
5	People	TeenZone
6	Top Gear	Move!
7	TeenZone	Top Gear
8	Car	Home Choice
9	Glamour	People
10	Destiny	Cosmopolitan
<b>Q37 Coolest Male Magazines 2018</b>		<b>2017</b>
1	Top Gear	Top Gear
2	Car	Car
3	Speed & Sound	Speed & Sound
4	Drum	Drum
5	You	You
6	Move!	Men's Health
7	True Love	Drama
8	People	Move!
9	TeenZone	True Love
10	Hype	People
<b>Q38 Coolest Breakfast Cereals 2018</b>		<b>2017</b>
1	Kellogg's Corn Flakes	Nestlé Milo
2	Nestlé Milo	Kellogg's Corn Flakes
3	Kellogg's Coco Pops	Kellogg's Coco Pops
4	Jungle Oats	Jungle Oats

5	Nestle Bar-One	Bar-One
6	Bokomo Weet Bix	ProNutro
7	Kellogg's Rice Krispies	Bokomo Weet Bix
8	FutureLife	FutureLife
9	Kellogg's All Bran Flakes	Kellogg's Rice Krispies
10	Bokomo ProNutro	Kellogg's All Bran Flakes
<b>Q39 Coolest International Celebrities 2018</b>		<b>2017</b>
1	Cristiano Ronaldo	Cristiano Ronaldo
2	Lionel Messi	Chris Brown
3	Nicki Minaj	Lionel Messi
4	Cardi B	Rihanna
5	Chris Brown	Beyonce
6	Vin Diesel	Drake
7	Drake	Nicki Minaj
8	Rihanna	Kevin Hart
9	Beyonce	Will Smith
10	Dwayne Johnson (The Rock)	Adele
<b>Q40 Coolest Local Screen/TV Star 2018</b>		<b>2017</b>
1	Trevor Noah	Trevor Noah
2	Leon Schuster	Pearl Thusi
3	Pearl Thusi	Minnie Dlamini
4	Somizi Mhlongo	Jessica Nkosi
5	Nomzamo Mbatha	Pearl Modiadie
6	Jessica Nkosi	Somizi Mhlongo
7	Minnie Dlamini	Amanda du-Pont
8	Pearl Modiadie	Boity Thulo
9	Connie Ferguson	Nomzamo Mbatha
10	Boity Thulo	Bonang Matheba
<b>Q41 Coolest Grocery Stores 2018</b>		<b>2017</b>
1	Pick n Pay	Pick n Pay
2	Woolworths Food	Woolworths Food
3	Checkers	Checkers
4	Spar	Spar
5	Game	Shoprite
6	Shoprite	Game
7	Food Lovers Market	Makro
8	Makro	Food Lovers Market
9	Fruit & Veg City	Fruit & Veg City
10	Cambridge Food	Kit Kat Cash & Carry
<b>Q42 Coolest Fast Food Places 2018</b>		<b>2017</b>
1	McDonald's	McDonald's
2	KFC	KFC
3	Nando's	Debonairs
4	Burger King	Nando's
5	Debonairs	Burger King
6	Steers	Steers
7	Roman's Pizza	Roman's Pizza
8	Chicken Licken	Wimpy
9	Wimpy	Chicken Licken
10	Domino's Pizza	Hungry Lion
<b>Q43 Coolest Eat Out Places 2018</b>		<b>2017</b>
1	Spur	Spur
2	Nando's	Nando's
3	Mugg & Bean	Wimpy
4	Wimpy	Mugg & Bean
5	RocoMamas	Ocean Basket
6	Ocean Basket	RocoMamas
7	John Dory's	Panarottis
8	Panarottis	John Dory's

9	Mke's Kitchen	Primi Piatti
10	Galito's	Dros
<b>Q44 Coolest Energy Products 2018</b>		<b>2017</b>
1	Red Bull Energy Drink	Red Bull Energy Drink
2	Powerade	Powerade
3	Monster Energy	Monster Energy
4	Energade	Energade
5	Dragon Energy Drink	Dragon Energy Drink
6	Play Energy Drink	Play Energy Drink
7	Reboost Energy Drink	Lucozade
8	Lucozade	Score Energy Drink
9	Score Energy Drink	Jungle Energy Bar
10	Jungle Energy Bar	Energizer Energy Drink
<b>Q45 Coolest Snacks 2018</b>		<b>2017</b>
1	Doritos	Doritos
2	Lay's	Lay's
3	Oreo	Simba Chips
4	Simba Chips	Oreo
5	Pringles	Pringles
6	Nik Naks	Nik Naks
7	Fritos	Jumping Jack Popcorn
8	Jungle Energy Bar	Fritos
9	Go-Slo's Naks	Bakers Mini Cheddars
10	Bakers Mini Cheddars	Willards Cheese Curls
<b>Q46 Coolest Cold Drinks 2018</b>		<b>2017</b>
1	Coca-Cola	Coca-Cola
2	Appletiser	Appletiser
3	Fanta	Fanta
4	Sprite	Sprite
5	Iron Brew	Iron Brew
6	Twist	Twist (Lemon Twist)
7	Sparletta Creme Soda	Sparletta Creme Soda
8	Stoney Ginger Beer	Stoney Ginger Beer
9	Pepsi	Pepsi
10	Coo-ee	Sparletta Sparberry
<b>Q47 Coolest Universities 2018</b>		<b>2017</b>
1	University of Cape Town (UCT)	University of Cape Town (UCT)
2	University of Johannesburg (UJ)	University of Johannesburg (UJ)
3	Unisa	Unisa
4	University of KwaZulu-Natal (UKZN)	University of Witwatersrand (WITS)
5	University of Witwatersrand (WITS)	University of Pretoria (TUKS)
6	Durban University of Technology	University of KwaZulu-Natal (UKZN)
7	University of Pretoria (TUKS)	Stellenbosch University (Maties)
8	Stellenbosch University (Maties)	Durban University of Technology
9	University of Western Cape (UWC)	Nelson Mandela Metropolitan University
10	University of The Free State	University of Western Cape (UWC)
<b>Q48 Coolest Sweets 2018</b>		<b>2017</b>
1	Pin Pop	Jelly Tots
2	Jelly Tots	Pin Pop
3	Smarties	Maynards Wine Gums
4	Mentos	Smarties
5	Fizzer	Maynards Jelly Babies
6	Maynards Jelly Babies	Astros
7	Yogueta	Yogueta
8	Maynards Wine Gums	Fizzer
9	Smoothies	Smoothies
10	Halls	Mentos
<b>Q49 Coolest Chocolates 2018</b>		<b>2017</b>
1	Ferrero Rocher	Bar-One

2	Bar-One	Ferrero Rocher
3	Lindt Lindor	Kit Kat
4	Kit Kat	Lindt Lindor
5	Lunch Bar	Aero
6	Aero	Lunch Bar
7	Cadbury Dairymilk	Cadbury Dairymilk
8	PS Bar	5 Star
9	Cadbury Oreo Bubbly	Cadbury Bubbly
10	5 Star	Milky Bar
<b>Q50 Coolest Coffee Shops 2018</b>		<b>2017</b>
1	Mugg & Bean	Mugg & Bean
2	McDonald's McCafe	McDonald's McCafe
3	Wimpy	Wimpy
4	Spur	Spur
5	Starbucks	Cappuccino's
6	Cappuccino's	Starbucks
7	Woolworths Cafe	Woolworths Cafe
8	Dunkin' Donuts	News Cafe
9	Wild Bean Cafe	Dunkin' Donuts
10	News café	Fego Caffé
<b>Q51 Coolest Animated Brands or Entertainment Characters 2018</b>		<b>2017</b>
1	Tom and Jerry	Tom and Jerry
2	Minions	Minions
3	SpongeBob SquarePants	SpongeBob SquarePants
4	Smurfs	Smurfs
5	Mr. Bean (animation)	Sofia the First
6	Mordecai	Rigby
7	Rigby	Mr. Bean (animation)
8	Sofia the First	Mordecai
9	Goku	Goku
10	Spiderman	Spiderman
<b>Q52 Coolest Chewing Gum 2018</b>		<b>2017</b>
1	Stimorol	Orbit
2	Orbit	Stimorol
3	Infinity (Stimorol)	Infinity (Stimorol)
4	Chappies	Chappies
5	Mentos	Clorets
6	Clorets	Mentos
7	Airwaves	Airwaves
8	Dentyne	Dentyne
9	Big Time	Dubble Bubble
10	Beechies	Big Time
<b>Q53 Coolest Stationery 2018</b>		<b>2017</b>
1	Bic	Bic
2	Staedtler	Staedtler
3	Pritt	Pritt
4	Pilot	Marlin
5	Marlin	Penflex
6	Penflex	Pilot
7	Croxley	Parker
8	Tipp-Ex	Tipp-Ex
9	Other	Other
<b>Q54 Coolest Male Deodorants 2018</b>		<b>2017</b>
1	Nivea Men	Playboy
2	Playboy	English Blazer
3	English Blazer	Axe
4	Axe	Adidas
5	Boss by Hugo Boss	Hugo Boss
6	Adidas	Nivea

7	Shield	Old Spice
8	Old Spice	Shield
9	Brut	Brut
10	Dove	Dove
<b>Q55 Coolest Female Deodorants 2018</b>		<b>2017</b>
1	Playgirl	Playgirl
2	Avon	Avon
3	Adidas	Pink Happiness
4	Nivea	Adidas
5	Dove	Nivea
6	Pink Happiness	Dove
7	Yardley	Yardley
8	Shield	Hoity Toity
9	Shower To Shower	Revlon
10	Hoity Toity	Shield
<b>Q56 Coolest Pet Food 2018</b>		<b>2017</b>
1	Whiskers	Whiskers
2	Husky	Husky
3	Boss	Boss
4	Bob Martin	Bob Martin
5	Pedigree	Pedigree
6	Dogmor	Dogmor
7	Bobtail	Bobtail
8	Montego	Montego
9	Epul	Epul
10	Other	Other
<b>Q57 Coolest Feminine Hygiene Products 2018</b>		<b>2017</b>
1	Always	Always
2	Kotex	Kotex
3	Stayfree	Stayfree
4	Lil-Lets	Lil-Lets
5	Comfitex	Lifestyle
6	Libresse	Libresse
7	GynaeGuard	Tampax
8	Femagene	GynaeGuard
9	Other	Other
<b>Q58 Coolest Specialist Health, Beauty, &amp; Accessory Stores 2018</b>		<b>2017</b>
1	Dis-Chem	Clicks
2	Clicks	Woolworths
3	Woolworths	Avon
4	Edgars	Dis-Chem
5	Avon	American Swiss
6	American Swiss	Edgars (Red Square)
7	The Body Shop	Body Shop
8	Foschini	Mac store
9	Mac store	Beauty Zone
10	Lovisa	Lovisa
<b>Q59 Coolest Make-Up Brands 2018</b>		<b>2017</b>
1	Avon	Avon
2	Revlon	Revlon
3	Pond's	Mac
4	MAC	L'Oreal
5	L'Oreal	Elizabeth Arden
6	Yardley	Yardley
7	Elizabeth Arden	Estee Lauder
8	Maybelline	Justine
9	Black Opal	Bobbi Brown
10	Kylie Cosmetics by Kylie Jenner	Maybelline
<b>Q60 Coolest Social Media Platforms 2018</b>		<b>2017</b>

1	WhatsApp	WhatsApp
2	Facebook	Facebook
3	Instagram	Instagram
4	YouTube	YouTube
5	Google+	Twitter
6	Snapchat	Google+
7	Twitter	Snapchat
8	BBM	BBM
9	Skype	Musical.ly
10	We Chat	We Chat
<b>Q61 Coolest Soap Bars 2018</b>		<b>2017</b>
1	Dove	Dove
2	Lux	Lux
3	Protex	Protex
4	Nivea	Dettol
5	Dettol	Nivea
6	Lifebouy	Lifebouy
7	Johnson's & Johnson's	Sunlight
8	Sunlight	Johnson's & Johnson's
9	Savlon	Savlon
10	Gentle Magic	Palmolive
<b>Q62 Coolest Haircare Products 2018</b>		<b>2017</b>
1	Dark & Lovely	Dark & Lovely
2	Nivea	TRESemme
3	Avon	Head & Shoulders
4	Head & Shoulders	Avon
5	Dove	Dove
6	Tresemme	Sofn'free
7	Easy Waves	Amla Oil
8	Sofn'free	L'Oreal
9	L'Oreal	Revlon
10	Revlon	Easy Waves
<b>Q63 Coolest Spread/Sauce 2018</b>		<b>2017</b>
1	Nutella	Nutella
2	Nando's Sauces	Nando's Sauces
3	Rama Margarine	Steer's Sauces
4	Black Cat Peanut Butter	All Gold Tomato Sauce
5	Melrose Cheese Spread	Melrose Cheese Spread
6	All Gold Tomato Sauce	Black Cat Peanut Butter
7	Steer's Sauces	Rama Margarine
8	Yum Yum	Stork Margarine
9	Flora Margarine	Flora Margarine
10	Stork Margarine	Marmite
<b>Q64 Coolest Cellphone Applications 2018</b>		<b>2017</b>
1	WhatsApp	WhatsApp
2	Facebook	ShareIt
3	Instagram	Instagram
4	YouTube	Facebook
5	ShareIt	YouTube
6	Snapchat	Google Play
7	Google	Google
8	Candy Camera	Apple app store
9	Google Play	Snapchat
10	Facebook Messenger	Candy Crush Saga
<b>Q65 Coolest Local Sportperson 2018</b>		<b>2017</b>
1	Simphiwe Tshabalala	AB de Villiers
2	Wayde Van Niekerk	Wayde Van Niekerk
3	AB de Villiers	Simphiwe Tshabalala

4	Itumeleng Khune	Chad Le Clos
5	Caster Semenya	Itumeleng Khune
6	Chad Le Clos	Caster Semenya
7	Percy Tau	Andile Jali
8	Oscar Pistorius	Hashim Amla
9	Kagiso Rabada	Bryan Habana
10	Benni McCarthy	Oscar Pistorius
<b>Q66 Coolest Local DJ (radio or club) 2018</b>		<b>2017</b>
1	Black Coffee	Black Coffee
2	Prince Kaybee	DJ Fresh
3	DJ Fresh	Heavy-K
4	DJ Tira	DJ Tira
5	DJ Zinhle	DJ Zinhle
6	Heavy-K	DJ Bongz
7	DJ Speedsta	Euphonik
8	DJ Kent	DJ Speedsta
9	Euphonik	DJ Kent
10	DJ Cleo	Darren Whackhead" Simpson"
<b>Q67 Coolest Local Male Celebrities 2018</b>		<b>2017</b>
1	Trevor Noah	Trevor Noah
2	Nasty C	Nasty C
3	Kwesta	Emtee
4	Cassper Nyovest	AKA
5	AKA	Cassper Nyovest
6	Black Coffee	Black Coffee
7	Emtee	Mcasa
8	Sjava ka Jama	A-Reece
9	Riky Rick	DJ Fresh
10	DJ Fresh	Riky Rick
<b>Q68 Coolest Local Female Celebrities 2018</b>		<b>2017</b>
1	Babes Wodumo	Babes Wodumo
2	Amanda Black	Fifi Cooper
3	Lady Zamar	Minnie Dlamini
4	Minnie Dlamini	Pearl Thusi
5	Pearl Thusi	Lira
6	Fifi Cooper	Jessica Nkosi
7	Boity Thulo	Boity Thulo
8	Lira	DJ Zinhle
9	Charlize Theron	Jeannie D
10	Connie Ferguson	Nomzamo Mbatha
<b>Q69 Coolest Local Music Stars (Band or Person) 2018</b>		<b>2017</b>
1	Nasty C	AKA
2	Cassper Nyovest	Nasty C
3	AKA	Cassper Nyovest
4	Mi Casa	Black Coffee
5	Babes Wodumo	Babe Wodumo
6	Black Coffee	Emtee
7	Kwesta	Mi Casa
8	Amanda Black	The Soil
9	The Soil	Black Motion
10	Emtee	Riky Rick
<b>Q70 Coolest Shoe/Footwear Brands 2018</b>		<b>2017</b>
1	Nike	Nike
2	Adidas	Adidas
3	Vans	Jordan
4	Gucci	Cavela
5	Lacoste	Converse
6	Converse	Puma



7	Jordan	Timberland
8	Puma	Lacoste
9	Carvela	Vans
10	Timberland	Guess
<b>Q71 Coolest Brand Overall 2018</b>		<b>2017</b>
1	Nike	Nike
2	Samsung	Adidas
3	Adidas	Samsung
4	Apple	Apple
5	Coca-Cola	BMW
6	BMW	M Price
7	Lacoste	Jordan
8	Vans	Guess
9	Versace	Lacoste
10	Puma	Coca-Cola
<b>Q72 Coolest Skincare Products 2018</b>		<b>2017</b>
1	Nivea	Nivea
2	Dove	Dove
3	Vaseline	Avon
4	Avon	Pond's
5	Lux	Vaseline
6	Pond's	Lux
7	E45	Johnson & Johnson's
8	Johnson & Johnson's	Revlon
9	Gentle Magic	L'Oreal
10	Ingram's	Gentle Magic
<b>Q73 Coolest Colleges 2018</b>		<b>2017</b>
1	Rosebank College	Rosebank College
2	Boston City Campus & Business College	Varsity College
3	Damelin College	Boston City College
4	South West Gauteng College	Damelin College
5	False Bay College	Intec College
6	Varsity College	False Bay College
7	Richfield Graduate Institute of Technolo	Northlink College
8	Other	Oval International College
9	Northlink College	Elangeni College
10	College of Cape Town	Other
<b>Q74 Coolest Yoghurt 2018</b>		<b>2017</b>
1	Parmalat	Parmalat
2	Danone NutriDay	Danone NutriDay
3	Woolworths brand	Woolworths brand
4	Clover Fruits of The Forest	Clover Classic
5	Clover Classic	DairyBelle
6	Danone Yo-Jelly	Danone Yo-Jelly
7	Other	Other
<b>Q75 Coolest Toy Store 2018</b>		
1	Toys R Us	
2	Game	
3	The Crazy Store	
4	ToyZone	
5	Toy Kingdom	
6	Shoprite	
7	Other	