

# Sunday Times Generation Next Awards 2013

The Generation Next Survey, covering 73 categories, was conducted by Hdi Youth Marketeers to gauge the influence of products and people in the lives of South Africa's youth. Importantly it highlights what they consider to be 'cool'.







South Africa's most popular products, brands, celebrities, and sportsmen and women - as voted by six thousand youths aged eight to 22 - were awarded at the spectacular awards event hosted by the exuberant 5fm DJ Poppy Ntshongwana on Thursday, 30 May in Johannesburg.

For more, visit: <https://www.bizcommunity.com>