

Sunday Times GenNext survey Top 10 finalists announced

The 19th annual Sunday Times GenNext survey Top 10 finalists across 72 categories have been announced.



Source: Arena Events Arena Events Last year's event. This year's annual Sunday Times GenNext survey top 10 finalists have been announced

The winning brands in each category will be celebrated at an Awards event on 20 September 2023.

The Sunday Times GenNext survey – conducted by Yellowwood - is a barometer of what South Africa's youth aged 8 to 24 years find on-trend and aspirational, what brands resonate with the youth and which they consider 'cool', delivering insights for brand management, advertising, and marketing professionals.

Coolest brand overall

This year, the 10 brands that have performed most successfully across their respective categories, and are finalists for the Coolest Brand Overall award (in alphabetical order) are:

- Adidas
- Apple
- BMW
- Coca-Cola
- Gucci
- Louis Vuitton
- Nike
- Puma
- Samsung
- Vans

Apart from recognising products and services, the survey also touches on the youth perception of sportspeople, entertainers, and celebrities.

Awards for the Coolest Local Celebrity, Coolest Local Radio Personality and Coolest Local Sportsperson will also be announced on 20 September.

Partners of *Sunday Times* GenNext 2023 include: Gautrain Management Agency, African Bank, Converse, Doritos, McDonald's, Mercedes-Benz, MTN, NikNaks, Pin Pop, Proudly SA, Rookie USA, Simba Munchiez, Cliff Central, and Arena Events.

Finalists

Coolest Advertising Medium 2023

Coolest Advertising Medium 2023
Email Advertising/ Email Marketing
Facebook
Google / Google Ads
Instagram
Magazines / Books
Newsletter
Posters / Flyers / Pamphlets / Brochure
TikTok
Twitter
YouTube
Coolest Alcohol Brands 2023
4th Street Wines
Belgravia London Gin
Brutal Fruit
Cruz Vodka
Heineken
HennessyCognac
Jägermeister State
Savanna
Smirnoff
Tanqueray Gin
Coolest Banks 2023
ABSA
African Bank
Capitec Bank
DiscoveryBank
FNB/ First National Bank
Investec Bank
Nedbank
Old Mutual
Standard Bank
TymeBank
Coolest Brand Overall 2023
Adidas
Apple
BMV
Coca-Cola
Gucci

Louis Vuitton
Nike
Puma
Samsung
Vans
Coolest Brand That Cares About my Community 2023
Adidas
Blue Ribbon
Gift of the Givers
Impala Community Development Trust
Pick n Pay
SAPS
Sasko
Spar
Unilever
Vodacom
Coolest Breakfast Cereals 2023
Bokomo Corn Flakes
Cheerios / Nestlé Cheerios
FUTURELIFE Cereal
Kellogg's All Bran
Kellogg's Coco Pops
Kellogg's Froot Loops
Kellogg's Rice Krispies
Monite
Nestlé Mio Cereal
ProNutro
Coolest Campaign Targeted at Youth 2023
Adidas Impossible is Nothing Campaign
Generation NEXT Campaign / GenNext
HYDC Harambee Youth Development Campaign
KFC's Add Hope Campaign
LoveLife Campaign
Mr Price Foundation
MTN Pulse/#OnThePulse Campaign
R350 SASSA SRD Grant Campaign
Vodacom NXT LVL Get A Gig Campaign
Youth for Future (Y4F)
Coolest Cartoon Shows 2023
Cocomelon
Dragon Ball Z (DBZ)
Mickey Mouse
Mr. Bean: The Animated Series
Regular Show
Sofia The First / Sophia The First
SpongeBob SquarePants
Supa Strikas
Teen Titans Go!
Tom & Jerry
Coolest Cellphone Brands 2023
Hisense
Huawei
Phone
Itel
LG
Mobicel
Nokia
Орро

Samsung
Xiaomi
Coolest Chocolates 2023
Aero
BAR ONE
Cadbury Dairy Mlk
Cadbury Lunch Bar
Cadbury PS
Cadbury Top Deck
Dairy MIk Bubbly
Ferrero Rocher
Kit Kat
Lindt / Lindt Lindor / Lindt Milk Chocolate
Coolest Clothing Brands 2023
Adidas
Chanel
Fabiani
Lacoste
Louis Vuitton
Mr Price
Nike
Puma
Redbat
ZARA
Coolest Clothing Stores 2023
Cotton On
H&M
Markham
Mr Price / MRP
Nike
Sportscene
Studio 88
The Fix
Woolworths
ZARA
Coolest Cold beverage 2023
Appletiser
Сарру
Coca-Cola
Jive Cooldrinks
Lipton Iced Tea
Liqui Fruit
Pepsi
Sprite
Stoney
Tropika
Coolest Colleges 2023
Boston City Campus
Capricorn College / Capricorn TVET College / Senwa
CityVarsity College
Damelin College
Harvard College
IIE Rosebank College
Richfield College
Stanford College
SWGC South West Gauteng College / Mapo College
Tshwane North TVET College / TNC / Pretoria North
Coolest Company to work for 2023
Anglo American Platinum
V

Apple
Coca-Cola
Department of Education
Google
Government Department / Public Sector
Vercedes-Benz
SABC
Sasol
Transnet
Coolest Console Games 2023
FIFA
Call of Duty
Dragon Ball Games
Grand Theft Auto / GTA
Ludo
NBA
Need for Speed
Street Fighter 6
Subway Surfer
Subway Surier WWE
vvv⊏ Coolest Daily Newspaper 2023
Cape Times Pails Discretely
Daily Dispatch
Daily News
Daily Sun
Daily Times Newspaper
Isolezwe
Sowetan
The Citizen
The Star
The Sun
Digital learning Platform 2023
Coursera
Google Classroom
Google Play Books
K53
LinkedIn Learning
Mindset Learn 319
Moodle
Skillshare
Vodacom e-School
YouTube
Coolest Energy Drinks 2023
Dragon Energy Drink
Energade Energade
Lucozade
MbFaya Energy Drink
Predator Energy Drink
Prime
Reboost Energy
Red Bull
Score Energy Drink
Switch Energy Drink
Coolest Fast-Food Places 2023
Burger King
Chicken Licken
Debonairs Pizza
Hungry Lion
KFC

/cDonald's
Nando's
RocoMamas
Spur Steak Ranches
Steers
Coolest Female Deodorants 2023
Avon
Avon Far Away
Dove / Dove for Women
Elizabeth Arden Red Door
Atchum (Atchum
Nivea / Nivea Women
Oh So Heavenly
PlayGirl
Revion
/ardley
Coolest Feminine Hygiene Products 2023
Wways Pads
Avon
Dettol
Dove
SynaGuard Products
Kotex
il-Lets
Nivea / Nivea Women
Oh So Heavenly
Stay Free / Stayfree
Coolest Weekly Newspapers 2023
City Press Newspaper / City News
Rapport Newspaper
Rising Sun
SundaySun
SundayTimes
Sunday World
The Guardian Newspaper
The Mail & Guardian
The Sunday News
TygerBurger Newspaper
Coolest Accessory & Jewellery Store
2days Fashion
American Swiss
Be Style
Claires / Claires
Deonne le Roux Jewellers
Gold Star
Honey Fashion Accessories
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AU Fashion
Coolest Specialist Health & Beauty Store 2023
Avon
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Dis-Chem
Edgars Tookkisi
Foschini MAC
AC Signature
Signature Sorbet
JOI DOLL
The Body Shop

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Black Coffee / Nkosinathi Innocent Maphumulo
Bonang Matheba / Queen B
Connie Ferguson
DJ Kabza De Small / Kabelo Motha
DJ Zinhle / Zintle
Makhadzi
Nomzamo Mbatha
Somizi Mhlongo
Trevor Noah
Coolest Local Entertainment Destination 2023
Garden Route
Gold Reef City
Konka
Kruger National Park
Robben Island
Sun City
Table Mountain
The Sudwala Caves
uShaka Marine World
V & A Waterfront
Coolest Local Radio Personalities 2023
Anele Mdoda (Anele And The Club)
Dineo Ranaka
DJ Fresh / Thato Sikwane
DJ Mo Flava
Lerato Kganyago / LKG
Selbeyonce (Selby Mkhize) Ukhozi FM
Skhumbuzo Hlophe (Skhumba) Kaya FM95.9
Somizi Mhlongo
Thando Thabethe
Thuso Motaung
Coolest Local TV Programmes/series 2023
Blood & Water
Durban Gen
House Of Zwide
Imbewu: The Seed
Skeem Saam
The Queen
The River
The Wife
Uyajola 9/9
Uzalo
Coolest Local Sportspeople 2023
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Benni McCarthy Page 1 Johnson
Bryan Habana Control C
Caster Semenya
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Siya Kolisi
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Wayde van Niekerk
Coolest Loyalty programme 2023
Capitec Live Better
Capited the Better Checkers Xtra Savings
Click ClubCard
FNB eBucks

ATIN
Pick n Pay Smart Shopper
Shoprite Xtra Savings
Spar Rewards The North Face XPLR Pass Loyalty Programme
Vodabucks
Coolest Make-Up Brands 2023
won
Dinique
Estée Lauder
'Oréal
/AC Cosmetics
/aybelline
livea
Revion
Signature
Yardley Coolest Male Deodorants 2023
Brut
Diesel
Hugo Boss
livea / Nivea Men
Old Spice
Playboy
Sanex
Shield / Shield for Men
Solo
Yardley English Blazer
Coolest Motor Vehicles Brands 2023
audi BMW
eep
amborghini
/ercedes-Benz
Porsche
Range Rover
Rolls Royce
- Toyota
W
Coolest Music Store/Website/Streaming 2023
Deezer
Fakaza
Google Play Music Tunes
OOX Music
/p3 Juice
Vetflix
SoundCloud
Spotify
ridNate
Coolest Online Accommodations Booking Sites 2023
virbnb
Booking.com
Computicket.com
Kayak.com Safari.com
Short Left
Travel.com / Travel
ravelstart

TripAdvisor / Trip Advisor / Travel Advisor
Trivago / Hotel Trivago
Coolest Travel Destinations 2023
Cape Town
Dubai
Durban
Johannesburg
Maldives
Mauritius
Mpumalanga
New York
Paris Paris
Zanzibar
Coolest Local Online Influencer 2023
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Mihlali Ndamase
Neevan Ferris
Nomzamo Mbatha
Refiloe Maele Phoolo / Cassper Nyovest
Seemah
Somizi Mhlongo / Somgaga
Zozibini Tunzi / Zozi
Coolest Online Store 2023
Amazon
Mr Price/MRP
SHEIN
Sportscene
Superbalist
Takealot
The FIX
Woolworths
Zando
Zara
Coolest Petrol Stations 2023
Astron Petrol Station
BP
Caltex
Elegant Petrol Station
Engen
Puma
Sasol
Shell
Total / TotalEnergies
Viva Garage
Coolest Public Transport Brand 2023
Bolt
City To City
Gautrain
Greyhound
InDriver
Intercape
Metrobus
MyCiti Bus
Translux
Uber
Coolest TV/ Streaming/Content Platforms 2023
DisneyPlus / Disney+
Biologic Ido, Biologic

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le University
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Day Fitness Challenge / 30 Day Challenge
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OK / OK Foods
Pick n Pay
Shoprite
Jsave
Noolworths
Coolest Haircare Products 2023
Aunt Jackie's
Black Chic
Dark and Lovely
Dove
L'Oréal
Native Child
Organics Hair Care
Revion
Sofnfree
TRESemmé
Coolest Radio Stations 2023
5FM
Gagasi FM99.5FM
Good Hope FM94.7
Heart 104.9 FM
KFM94.5
Lesedi FM88.4
WETRO FM96.4
Votsweding FM
Radio 2000 FM97.5 Thobela FM
Coolest Sit-Down Restaurants 2023
Debonairs Pizza
KFC VcDonald's
Mugg & Bean Nando's
Ocean Basket (OB)
Panarottis
RocoMamas
Spur Steak Ranches
Mimpy
Coolest Sauces Brands 2023
All Gold
Crosse & Blackwell
Knorr
Vaggi
Vrs Ball's
Nando's
Six Gun Grill / 6 Gun Grill Sauces
Spur Sauce
Steers
Mellingtons
Coolest Savings & Investment Platform 2023
African Bank
Capitec
EasyEquities
FNB Investor Platform
JSE / Johannesburg Stock Exchange
Nedbank
Old Mutual Invest

Sanlam
Standard Bank
TymeBank
Coolest Shoe/Footwear Brands 2023
Adidas
Bathu
Converse
Drip Footwear (Root of fame)
Gucci
Jordan / Air Jordan
Nike
Puma
Timberland
Vans
Coolest Shopping Malls 2023
Canal Walk
Eastgate Shopping Centre
Gateway
Mall of Africa
Mall of the North
Maponya
Menlyn
Pavillion
Sandton City
V&A Waterfront
Coolest Shower Gel 2023
Avon Shower Gel
Dove Shower Gel / Body Wash
Lux Shower Gel
Nivea Shower Gel
Oh So Heavenly Shower Gel
Other
Protex Shower Gel
Radox Shower Gel
Sanex Shower Gel
Vaseline Body Wash / Shower Gel
Coolest Skincare Products 2023
Avon
Dawn
Dove
Eucerin
Gentle Magic
L'Oréal
Neutrogena
Nivea
Portia M
Vaseline
Coolest Snack Brand 2023
#Hello Snacks
BB Snacks
Cadbury Dairy Mlk
Doritos
Fritos
Go-Slos
Maynards
Oreos
Pringles
Simba Chips
Coolest Soap Bars 2023
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Nattol Bar Soan
Dettol Bar Soap Dove Beauty Cream Bar
ohnson & Johnson Soap
ifebuoy Soap
ux Soap
livea Soap
Palmolive Soap
Protex Soap
Sunlight Bar Soap
Sunlight Green Bar
Coolest Social Media App 2023
Facebook
nstagram
inkedIn
/bya
Snapchat
relegram
TikTok
witter
VhatsApp
YouTube
Coolest Spreads 2023
Slack Cat Peanut Butter
Blossom
Chocnut Spread
Flora Margarine Spread
/elrose
lutella
Rama
Stork Margarine / Country Spread
Sunshine D
fum Yum Peanut Butter
Coolest Stationery Store 2023
Checkers
Checkers CNA
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CNA Crazy Store
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LG
META (Facebook, Instagram and WhatsApp)
Samsung
Sony
Tesla
TikTok
Coolest Tinned Food 2023
All Gold
Bull Brand
Glenryck
Heinz
KOO
LuckyStar
Pot O Gold
Rhodes
Saldanha
Woolworths
Coolest Telecomms Provider 2023
Cell C
China Mobile
Green Telecoms
MTN
Mweb
Rain
Telkom
Vodacom
VOXTelecom
Vuma
Coolest Toy Store 2023
Babies R Us
Baby City
Crazy Store
Game
Makro
Shoprite
Takealot
Toy Kingdom
Toys R Us
ToyZone
Coolest TV Channels 2023
BET
Cartoon Network / CN
Channel O
Disney Channel Control of the Contro
M-Net
Moja Love
MTV Base
Mzansi Magic
Studio Universal
TLC Entertainment