

ALL THE WINNERS!

For the fifth consecutive year Nike was once again awarded as the Uber Cool overall winner at the 15th *Sunday Times* Generation Next Awards. The global manufacturer was also awarded as the Coolest Clothing Brand, the Coolest Footwear Brand and continues to hold the Coolest Brand Slogan.



Sunday Times

The annual survey is conducted by HDI Youth Consultancy, which polls more than seven thousand South African youths between the ages of eight and 23 on what they find on-trend and aspirational.

"The *Sunday Times* Gen Next survey is considered the leading barometer of youth sentiment in South Africa, and organisations are increasingly guided by the results in driving their youth marketing strategies forward. As a result, we've realised the need to extend the scope of the survey and a number of new categories were included in 2019 with the intention of increasing insights for marketers," said Reardon Sanderson, GM Group Sales & Marketing at Tiso Blackstar Group.

Fourteen new categories were introduced this year, including Coolest Online Fashion Store (Superbalist), Coolest Campaign Targeted at Youth (LoveLife), Coolest Food Delivery App (Mr D Food), Coolest Entertainment Channel (Cartoon Network DStv 301), Coolest Gaming Console (PlayStation 4 Pro), along with two personal brand categories: Coolest Politician (Nelson Mandela – current president Cyril Ramaphosa placed second), and Coolest Online Influencer (Bonang Matheba).

Brands that successfully maintained their number one position in 2019 include: FNB, Samsung, Mr Price, South African Airways, Colgate, Protea Hotels, Mall of Africa, Vodacom, KOO, Mercedes-Benz, CNA, Engen, Sun City, FIFA, Magnum, Trace Urban (DStv 325), Cartoon Network (DStv 301), YouTube, MetroFM, Top Gear, McDonald's, Spur, Doritos, Coca-Cola, University of Cape Town (UCT), Pin Pop, Stimorol, Playgirl, Always, Dis-Chem, Avon, WhatsApp, Dove, Dark & Lovely, Nutella, Nivea, Rosebank College, Parmalat, Toys R Us, and the *Sunday Times*.

Fifteen of the 76 categories saw new winners since 2018.

Trevor Noah (Coolest Local Male Celebrity) and DJ Black Coffee (Coolest Local DJ) remain perennial favourites. However, fresh celebrity winners in 2019 include: Thuso Phala (Coolest Local Sportsperson), and Lady Zamar (Coolest Local Female Celebrity). The Queen was awarded as the Coolest Local TV Soap.

"Being in our fifteenth year of Gen Next, HDI is excited by the new categories and how the market is responding. The categories that excite us most include the Gaming Console/Computer Games category where, despite the global rise of Fortnite, Fifa still remains one of the most popular games in the eyes of SA's youth. What we also found interesting was that when the youth were prompted to name their Coolest Online Store, the one that came out tops was Superbalist, while the rest seemed to be normal brick-and-mortar retailers," says Bongani Chinkanda, CEO of HDI Youth Consultancy. "It's similarly exciting to see that YouTube was voted as the Coolest Music Platform. It's going to be interesting to watch how YouTube relates to platforms like MTV and Trace in the future. So, as we move forward and the new categories become more refined and defined, they'll definitely become more compelling and insightful too."

The polling results and analyses across all categories will be published in a supplement accompanying the *Sunday Times* edition on Youth Day, 16 June 2019.

Sunday Times Gen Next is presented in association with HDI Youth Consultancy, and partners Brand South Africa and Gautrain.

Coolest Banks 2019

FNB
Capitec Bank
Standard Bank
Absa
Nedbank
African Bank
Old Mutual Bank
Al Baraka Bank
Habib Bank AG Zurich

Coolest Cellphones 2019

Samsung
Apple iPhone
Huawei
Hisense
Sony
LG

Nokia
Mobicel
Blackberry

Coollest Clothing Stores 2019

Mr Price
Sportscene
TotalSPORTS
Edgars
Woolworths
Truworths
Markhams
H&M
Identity
Cotton On

Coollest Domestic Airlines 2019

SAA (South African Airways)
Mango
BA (British Airways)
Safair
Kulula.com

Coollest Toothpaste 2019

Colgate
Aquafresh
Oral-B
Sensodyne
Close Up
Mentadent P
Pepsodent

Coollest Clothing Brands 2019

Nike
adidas
Gucci
Kappa
Vans
Puma
Redbat
FILA
Jordan
Lacoste

Coollest Dairy Drinks 2019

Tropika
Nestlé Hot Chocolate

Milo
UltraMel Custard
Yogi Sip
Super M
Steri Stumpie
Mayo
Nesquik
Parmalat Everfresh

Coollest Hotel Groups 2019

Protea Hotels
Sun International
Hilton Hotels & Resorts
City Lodge/Town Lodge/Road Lodge
Tsogo Sun
InterContinental Hotels & Resorts
Radisson

Coollest Brand Slogans 2019

Just do it (Nike)
I'm lovin it (McDonald's)
All in (adidas)
Have a break. Have a KitKat
So Good (KFC)
A taste for life (Spur)
Open Happiness (Coca-Cola)
Forever Faster (Puma)
Life's Good (LG)
Moving Forward (Standard Bank)

Coollest Shopping Malls 2019

Mall of Africa
Sandton City
Gateway Theatre of Shopping
Mall of the South
V&A Waterfront
The Pavilion
Canal Walk
Maponya Mall
Menlyn Park Shopping Centre
Galleria Mall

Coollest Online Fashion store/app 2019

Superbalist
H&M
Zara
MRP
Zando

ASOS

Coollest Companies to work for 2019

Apple
Mercedes-Benz
BMW
Samsung
Google
Nike
adidas
Government
Gucci
Department of Health

Coollest Telecomms Providers 2019

Vodacom
Telkom/Telkom Mobile
Cell C
MTN
Virgin Mobile

Coollest Tinned Food 2019

KOO
Lucky Star
All Gold
Bull Brand
John West
Rhodes
Saldanha

Coollest Motor Vehicles 2019

Mercedes-Benz
BMW
Audi
Range Rover
Jaguar
Jeep
Volkswagen
Mini Cooper
Land Rover
Toyota

Coollest Stationery Store 2019

CNA
Game
Checkers
Pick n Pay

Waltons

PNA

Pep

Coollest Petrol Stations 2019

Engen

Shell

Total

Caltex

Sasol

BP

Coollest Local Entertainment Places 2019

Sun City

Gold Reef City

uShaka Marine World

Carnival City

The National Zoo

Bela-Bela (Warmbaths)

V & A Waterfront

Ster Kinekor

GrandWest Casino

Nu Metro

New category in 2019

Coollest Console/Computer Games 2019

FIFA

Grand Theft Auto (GTA)

Subway Surfers

Candy Crush Saga

Need For Speed

Call of Duty

Minecraft

Fortnite

The Sims

Pac-Man

New category in 2019

Coollest Entertainment Channel 2019

Cartoon Network (DStv 301)

Nickelodeon (DStv 305)

Disney Channel (DStv 303)

Mzansi Magic (DStv 161)

TRACE Urban (DStv 325)

M-Net (DStv 101)

Channel O (DStv 320)

Disney XD (DStv 304)
SuperSport (DStv 200-238)
MTV Base (DStv 322)

New category in 2019

Birthday Wish list 2019

Money
Car
Smart Phone
Laptop
Shopping Spree
House
Holiday
Cake
Gift Card
Gaming Console

New category in 2019

I can't live without... 2019

God
Family
Parents
Music
Money
Phone
Car
Social Media
Internet
Television

Coollest Grocery Stores 2019

Woolworths Food
Pick n Pay
Checkers
Makro
Game
Food Lovers Market
Spar
Shoprite
Boxer Superstores
Kitkat Cash & Carry

Coollest Fast Food Places 2019

McDonald's
KFC
Burger King

Steers
Nando's
Debonairs
Chicken Licken
Mochachos
Fishaways
Fish & Chip Co.

Coollest Eat Out Places 2019

Spur
Mugg & Bean
Nando's
Wimpy
Ocean Basket
RocoMamas
Panarottis
Mochachos
John Dory's
Burger Rack

Coollest Energy Products 2019

Powerade
Red Bull Energy Drink
Energade
Dragon Energy Drink
Monster Energy Drink
Play Energy Drink
Switch Energy Drink
Jungle Energy Bar
FUTURELIFE
Score Energy Drink

Coollest Snacks 2019

Doritos
Lay's
Simba Chips
Pringles
Oreo
NikNaks
Fritos
Oozies
Snak Naks
Chippa Naks

Coollest Cold Drinks 2019

Coca-Cola
Fanta
Appletiser

Sprite
Iron Brew
Sparletta Creme Soda
Twist
Stoney Ginger Beer
Pepsi
Twizza

Coollest Universities 2019

University of Cape Town (UCT)
University of Johannesburg (UJ)
UNISA
University of Pretoria (TUKS)
Durban University of Technology (DUT)
University of Witwatersrand (Wits)
University of KwaZulu-Natal (UKZN)
University of Western Cape (UWC)
Stellenbosch University (Maties)
North-West University (NWU)

Coollest Sweets 2019

Pin Pop
Jelly Tots
Smarties
Maynard Jelly Babies
Mentos
Fizzer
Maynard Wine Gums
Smoothies
Yogueta
Cadbury Eclairs

Coollest Chocolates 2019

BARONE
Lindt LINDOR
KitKat
Lunch Bar
Ferrero Rocher
Cadbury Dairy Milk
Cadbury Oreo Bubbly
Aero
P.S.
5Star

New category in 2019

Coollest TV/streaming/content channels/platforms 2019

YouTube

DStv
Netflix
Showmax
GooglePlay
Cell C Black
Amazon

New category in 2019

Coollest Online Influencer 2019

Bonang Matheba
Somizi
Kim Kardashian
Lasizwe
Kefilwe Mabote
Mihlali Ndamase

Coollest Chewing Gum 2019

Stimorol
Orbit
Mentos
Infinity (Stimorol)
Chappies
Clorets
Airwaves
Dentyne
Big Time
Beechies

New category in 2019

Coollest Gaming Console 2019

PlayStation 4 Pro
Xbox One X
Xbox 360 E
Nintendo Switch
Nintendo 3DS XL
Super NES Classic
Nintendo Wii U

Coollest Male Deodorants 2019

Playboy
NIVEA Men
English Blazer
AXE
Shield
adidas
BOSS by Hugo Boss

BRUT
Old Spice
Dove

Coollest Female Deodorants 2019

Playgirl
Dove
NIVEA
Avon
adidas
Pink Happiness
Oh So Heavenly
Shower to Shower
Yardley
Shield

New category in 2019

Coollest Politician 2019

Nelson Mandela
Cyril Ramaphosa
Julius Malema
Jacob Zuma
Fikile Mbalula
Musi Maimane
Mbuyiseni Ndlozi

Coollest Computer Brands 2019

Samsung
Apple Mac
Lenovo
Hisense
Sony
HP
LG
Microsoft
Dell
Acer

Coollest Weekly Newspapers 2019

Sunday Times
Sunday Sun
City Press
Soccer Laduma
Saturday Star
Rapport
Sunday World
Sunday Tribune

Coollest Ice-Creams 2019

Magnum
Oreo
Nestle Bar-One
Polar Ice Cream
Nestlé King Cone
Cornetto
Nestlé Country Fresh
Ola Paddle Pop
Nestlé Farmhouse

New category in 2019

Coollest Campaign Targeted at Youth 2019

LoveLife
Save the Rhino
Speak Out
Soul City
Soul Buddyz
YES4Youth
Community Work Programme
Harambee
NYDA
Aware.org

Coollest TV Channels 2019

TRACE Urban (DStv 325)
Disney Channel (DStv 303)
M-Net Movies All Stars (DStv 111)
SuperSport (DStv 200-238)
Cartoon Network (DStv 301)
Nickelodeon (DStv 305)
Mzansi Magic (DStv 161)
Studio Universal (DStv 112)
Channel O (DStv 320)
M-Net (DStv 101)

Coollest TV Music Channels 2019

TRACE Urban (DStv 325)
Channel O (DStv 320)
MTV Base (DStv 322)
MTV (DStv 130)
TRACE Africa (DStv 326)
Mzansi Magic Music (DStv 321)
Soundcity (DStv 327)
VH1 Classic (DStv 323)

Coollest TV Programmes/series 2019

K.C Undercover
Lockdown
The Big Bang Theory
Ridiculousness
The Vampire Diaries
Game of Thrones
The Flash
Teen Wolf
How to get away with Murder
Grey's Anatomy

Coollest Community Programmes 2019

Add Hope (KFC)
Khumbul'ekhaya
Speak Out
Save the Rhino
Soul Buddyz
Food for Life
Childline
LoveLife
Soul City
Gift of the Giver Foundation

Coollest Cartoon Shows 2019

Mr. Bean
The Regular Show
Tom and Jerry
Spongebob SquarePants
Teen Titans
The Simpsons
Supa Strikas
Sofia the First
Family Guy
Power Rangers

Coollest TV Soaps 2019

The Queen
Uzalo
7de Laan
Empire
Skeem Saam
IsiBaya
The River
Scandal
Generations: The Legacy
Imbewu The Seed

Coollest Kids TV Channels 2019

Cartoon Network (DStv 301)
Disney (DStv 303)
Nickelodeon (DStv 305)
Boomerang (DStv 302)
Disney XD (DStv 304)
Disney Junior (DStv 309)
NickTOONS (DStv 308)
Jim Jam (DStv 310)
Nick Jr. (DStv 307)
eToonz (DStv 311 and eTV)

New category in 2019

Coollest Advertising Medium 2019

Instagram
Facebook
YouTube
Television
Twitter
Radio
Billboards
Print

Coollest Music Store/website/streaming 2019

YouTube
JOOX
iTunes / Apple Music
Google Play Store
Musica
MP3 Juices
Game
Tubidy
SoundCloud
Spotify

Coollest Radio Stations 2019

Metro FM
East Coast Radio
Ukhozi FM
5FM
947
Jacaranda FM
Lesedi FM
Josi FM
Umhlobo Wenene FM
KFM

Coollest Magazines 2019

Top Gear
Car
True Love
Drum
YOU
Move!
Women's Health
Speed & Sound
People
Bona

Coollest Female Magazines 2019

True Love
Drum
Women's Health
YOU
Move!
Top Gear
Woman & Home
People
Cosmopolitan
Car

Coollest Male Magazines 2019

Top Gear
Car
Speed & Sound
Men's Health
Laduma
True Love
Drum
Move!
You
Bona

Coollest Breakfast Cereals 2019

Nestlé Milo
Kellogg's Corn Flakes
Kellogg's Coco Pops
Jungle Oats
Bokomo WEET-BIX
Kellogg's All Bran Flakes
Nestlé BAR-ONE
FUTURELIFE
Kellogg's Rice Krispies
Nestlé Cheerios

Coollest Feminine Hygiene Products 2019

Always
Kotex
Stayfree
Li-Lets
Libresse
GynaGuard
Comfitex
Femagene

Coollest Specialist Health, Beauty, & Accessory Stores 2019

Dis-Chem
Woolworths
Clicks
Avon
Edgars
American Swiss
The Body Shop
Foschini
MAC Store
Lovisa

Coollest Make-Up Brands 2019

Avon
Revlon
POND's
MAC
L'Oréal
Yardley
Maybelline
Kylie Cosmetics by Kylie Jenner
Huda Beauty
Essence

Coollest Social Media Platforms 2019

WhatsApp
Instagram
Facebook
YouTube
Tik Tok
Facebook Messenger
Snapchat
Twitter
Google+
Musical.ly

Coollest Soap Bars 2019

Dove
Protex

Lux
NIVEA
Dettol
Lifebuoy
Sunlight
Johnson & Johnson
Savlon
Sanex

Coollest Haircare Products 2019

Dark & Lovely
Dove
TRESemmé
Avon
Just for Kids
Head & Shoulders
Sofn'free
Easy Waves
L'Oréal
Sta-Sof-Fro

Coollest Spread/Sauce 2019

Nutella
Nando's Sauces
Steer's Sauce
Melrose Cheese Spread
Rama
ALL GOLD Tomato Sauce
Black Cat Peanut Butter
YUM YUM
Stork
Flora

New category in 2019

Coollest Mobile Game 2019

Candy Crush Saga
Subway Surfers
FIFA Mobile
Bubble Saga
Pokemon GO
The Sims Mobile
Clash of Clans

Coollest Local Sportsperson 2019

Thuso Phala
AB de Villiers
Caster Semenya

Percy Tau
Simphiwe Tshabalala
Wayde van Niekerk
Chad Le Clos
Itumeleng Khune
Kharma Billiat

Coollest Local DJ (radio or club) 2019

Black Coffee
Prince Kaybee
DJ Fresh
DJ Tira
DJ Maphorisa
DJ Zinhle
Dladla Mshunqisi
DJ Kent
DJ Sbu
DJ Jaivane

Coollest Local Male Celebrities 2019

Trevor Noah
Nasty C
AKA
Casper Novest
Kwesta
Mlindo
Sjava
A-Reece
Emtee
DJ Tira

Coollest Local Female Celebrities 2019

Lady Zamar
Minnie Dlamini
Babes Wadumo
Amanda Black
Pearl Thusi
Bonang Matheba
Fifi Cooper
Charlize Theron
Boity Thulo
Buiswa Gqulu

New category in 2019

Coollest Job 2019

Doctor
Actor

Engineer
Pilot
Singer
Graphic Designer
Software Engineer
Accountant
Investment Banker

Coollest Shoe/Footwear Brands 2019

Nike
adidas
Vans
Gucci
Jordan
Puma
Kappa
LACOSTE
Carvela
Converse

Coollest Skincare Products 2019

NIVEA
Dove
Lux
Vaseline
Avon
POND'S
Johnson & Johnson
E45
Oh So Heavenly
Epimax

Coollest Colleges 2019

Rosebank College
College of Cape Town
Varsity College
Damelin College
South West Gauteng College
Boston City Campus & Business
False Bay College
Northlink College
INTEC College
Richfield Graduate Institute of Technology

Coollest Yoghurt 2019

Parmalat
Yogi-Sip
Woolworths Brand

Danone Nutriday
Clover Classic
Clover Fruits of The Forest

Coollest Toy Store 2019

Toys R Us
The Crazy Store
Game
ToyZone
Toy Kingdom
Shoprite

New category in 2019

Coollest Food Delivery App 2019

Mr D Food
Uber EATS
Eat 24
OrderIn

Coollest Brand Overall 2019

Nike
Samsung
adidas
Apple
Gucci
Kappa
FILA
Vans
Coca-Cola
Jordan

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