

## Sunday Times Generation Next youth survey reveals the 'coolest' brands, celebs

The results of the thirteenth *Sunday Times* Generation Next youth survey were announced at the Awards held at Sandton Convention Centre on Thursday, 11 May. Nike was once again awarded as the 'Overall Coolest Brand', after claiming top spot in three of the 75 categories surveyed: 'Coolest Clothing Brand', 'Coolest Brand Slogan', and 'Coolest Footwear Brand'.

The annual survey, commissioned by the *Sunday Times* and conducted by HDI Youth Marketeers is the leading barometer of youth sentiment towards brands and celebrities in South Africa. Nearly 12,000 youths aged between 8-23 years, across urban and peri-urban parts of South Africa, were polled.

Reardon Sanderson, GM Commercial at Times Media says, "the *Sunday Times* Generation Next survey continues to deliver very relevant data on the perceptions and motivations behind the brand choices of SA's youth. We believe the insights delivered are essential to marketers and advertisers, and we're very proud to make it available to the industry."

"Education and spirituality are the big themes in this year's study," says Catherine Bothma, MD of HDI Youth Marketeers. "Without a doubt, young people view self-enrichment as very important. Only nine years ago youth couldn't live without their cellphones and money, whereas this year, those have fallen to forth and fifth place, making space for family, religion and education."



Brands that have maintained top spot in their respective categories since 2016 include: FNB, Samsung, Mr Price, SAA, Colgate, Protea Hotels, Sandton City, Identity, Vodacom, KOO, Engen, Sunday Times, Trace, Google Play Store, MetroFM, Top Gear magazine, McDonald's, Spur, Red Bull Energy Drink, Doritos, Coca-Cola, Jelly Tots, Mugg & Bean, Orbit chewing gum, Always, Avon, WhatsApp, Tom & Jerry, FIFA, Daily Sun and Dark & Lovely.

New categories awarded in 2017 include: 'Coolest Footwear/Shoe Store' (Totalsports); 'Coolest Stationery Store' (CNA); 'Coolest Ice Cream' (Magnum); 'Coolest Local Screen/TV Star' (Trevor Noah); 'Coolest University' (University of Cape Town); 'Coolest Stationery' (Bic); 'Coolest Pet Food' (Whiskas); 'Coolest Spread/Sauce' (Nutella); 'Coolest College' (Rosebank College); 'Coolest Yoghurt' (Parmalat); and 'Coolest Method of Transport' (Gautrain).

In the celebrity and entertainment categories, MetroFM was once again awarded as the 'Coolest Radio Station', and SABC drama Uzalo as 'Coolest TV Soap'. AB de Villers remains 'Coolest Local Sportsperson'.

Perennial favourites Black Coffee ('Coolest Local DJ') and AKA ('Coolest Local Music Star') came out tops again. In a new category, 'Coolest Local Male Celebrity', Trevor Noah continued to be a hit with young fans. Babes Wodumo, who performed at the Awards ceremony, was named 'Coolest Local Female Celebrity'.

Bothma says, "Youth are becoming increasingly aware of their surroundings and every year they become more open in their consumption habits. Now, more than ever, youth want to associate with brands that invest in their communities, brands that do good, that make them feel special, and are accessible and affordable of course. When it comes to celebrities, the youth are all about the celebs who have an international impact, representing South Africa in a positive way."

Headline partners for the 2017 Sunday Times Generation Next include Nedbank and Brand South Africa (an official custodian of the South African Nation Brand), Proudly South African and Kotex. Other partners include Adidas, Bounce South Africa, Maybelline New York, Vodacom NXT LVL, Avon, KidZania Johannesburg, Sandton City, Shell South Africa and CliffCentral.

The polling results and analyses across all 75 categories in which youths were polled will be published in a supplement accompanying the *Sunday Times* edition on 14 May 2017. The lifestyle results will be available at HDI.

View the gallery here.

	Q1 Coolest Banks 2017	2016
1	FNB	FNB
2	Capitec Bank	Standard Bank
3	Standard Bank	ABSA
4	ABSA	Capitec Bank
5	Nedbank	Nedbank
6	African Bank	African Bank
7	Bidvest Bank	Investec Bank
8	Rand Merchant Bank	Bidvest Bank
9	al Baraka Bank	Rand Merchant Bank
10	Other	Other
	Q2 Coolest Cellphones 2017	2016
1	Samsung	Samsung
2	Apple iPhone	Apple iPhone
3	Huawei	Sony
4	Sony	Huawei
5	Nokia	Blackberry
6	Hisense	Nokia
7	Blackberry	Windows Phone
8	LG	LG

9	Mobicel	Alcatel
10	Other	Other
	Q3 Coolest Clothing Stores 2017	2016
1	Mr Price	Mr Price
2	Sportscene	Woolworths
3	Edgars	Sportscene
4	Markham	Cotton On
5	TotalSPORTS	Edgars
6	Woolworths	Markham
7	Identity	Totalsports
8	Truworths	Identity
9	Cotton On	Truworths
	H&M	LEGIT
		2016
1	SAA (South African Airways)	SAA (South African Airways)
	Mango	Mango
-	BA (British Airways)	BA (British Airways)
4	kulula.com	kulula.com
5	Safair Safair	Safair
6	Other	Other
		2016
1	Colgate	Colgate
2	Aquafresh	Aquafresh
3	Sensodyne	Sensodyne
4	Oral-B	Oral-B
-		
5	Closeup	Close-Up
-	Pepsodent Mantadast P	Pepsodent Mandada P
7	Mentadent P	Mentadent P Other
8	Other	
1	Q6 Coolest Clothing Brands 2017 Nike	<b>2016</b> Nike
2	adidas	adidas
3	Redbat	Guess
4	Jordan	Mr Price Brands (RT, Red, etc.)
5	Guess	Puma
-		
-	Puma	Cotton On
7	Uzzi	Uzzi
8	Gucci	Converse
-	Identity	Lacoste
10	Lacoste	Polo
4	•	2016
1	Nestlé Hot Chocolate	MILO
2	UltraMel Custard	Tropika
-	MILO	UltraMel Custard
4	Tropika	Nestlé Hot Chocolate
5	Yogi Sip	Steri Stumpie
6	Steri Stumpie	Yogi Sip
7	Super M	Super M
-	Mayo	Clover Vanilla Mmmilk
-	Nesquik	Nesquik
10	CLOVER MMMilk Vanilla	Inkomazi
	Q8 Coolest Hotel Groups 2017	2016

1	Protea Hotels	Protea Hotels
2	Sun International	Sun International
3	Hilton Hotels & Resorts	Hilton Hotels and Resorts
4	City Lodge/Town Lodge/Road Lodge	Tsogo Sun (Ex-Southern Sun)
5	Tsogo Sun	City Lodge/Town Lodge/Road Lodge
6	Radisson Blu	Three Cities
7	Orion	Holiday Inn
8	Other	Other
	Q9 Coolest Brand Slogans 2017	2016
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)	A taste for life (Spur)
4	A taste for life (Spur)	All in (adidas)
5	So good (KFC)	So good (KFC)
6	Have a break, have a Kit Kat (Kit Kat)	Flame-Grilled, It just Tastes Better (Steers)
7	The power is in your hands (Cell C)	Try something amazing (Debonairs)
8	Enjoy every moment (Wimpy)	Today, Tomorrow, Together (ABSA)
9	Forever Faster (Puma)	Moving Forward (Standard Bank)
10	make.believe (Sony)	Forever Faster (Puma)
	Q10 Coolest Shopping Malls 2017	2016
1	Sandton City	Sandton City
2	Mall of Africa	Gateway Theatre of Shopping
3	Gateway Theatre of Shopping	V&A Waterfront
4	V5 Waterfront	Canal Walk
5	Rosebank Mall	Rosebank Mall
6	Canal Walk	The Pavilion
7	The Pavilion	Maponya Mall
8	Mall of the South	Menlyn Park Shopping Centre
9	Maponya Mali	Mall of The South
10	N1 City Mall	Southgate Shopping Centre
	Q11 Coolest Footwear/shoe store 2017	New category in 2017
1	TotalSPORTS	
2	Sportscene	
3	Spitz	
4	Studio 88	
5	Edgars	
6	Tekkie Town	
7	Shoe City	
8	Rage	
9	Foot Gear	
10	Other	
	Q12 Coolest Companies 2017	2016
	DStv	BMW
2	BMW	Apple
3	Apple	Nike
4	Samsung	DStv
5	Nike	Samsung
6	Google	Google
7	Woolworths	adidas
8	Coca-Cola	KFC
9	Microsoft	Woolworths
10	KFC	Sony

	Q13 Coolest South African Fashion Brands 2017	2016
1	Identity	Identity
2	Uzzi	Uzzi
3	LEGIT	LEGIT
4	LTD	Cashtime
5	Black Coffee	LTD
6	Ackermans	GALXBOY
7	Jet	Aca Joe
8	Red	Urban
9	Cashtime	Red
10	David Tlale	Ginger Mary
	Q14 Coolest Telecomms Providers 2017	2016
1	Vodacom	Vodacom
2	Cell C	Cell C
3	MTN	MTN
4	Telkom/Telkom Mobile (8ta)	Telkom/Telkom Mobile
5	Virgin Mobile	Virgin Mobile
6	Other	Neotel
7		Other
	Q15 Coolest Tinned Food 2017	2016
1	коо	коо
2	All Gold	Lucky Star
3	Lucky Star	All Gold
4	Bull Brand	Bull Brand
5	Rhodes	Rhodes
6	John West	Spekenam
7	Saldanha	Glenryck
8	Other	
	Q16 Coolest Ultra Luxury Motor Vehicles 2017	2016
1	Lamborghini	Lamborghini
2	Ferrari	Ferrari
3	Bugatti	Bugatti
4	Rolls-Royce	Rolls-Royce
5	Porsche	Porsche
6	Aston Martin	Aston Martin
7	Bentley	Bentley
$\vdash$	Pagani Zonda	Maybach
9	Other	Other
	Q17 Coolest Motor Vehicles 2017	2016
	Mercedes-Benz	BMW
	BMW	Mercedes-Benz
-	Audi	Audi
	Range Rover	Range Rover
5	Jaguar	Jeep
6	Volkswagen	Volkswagen (VW)
7	Jeep	Mini Cooper
	Mini Cooper	Land Rover
_	Toyota	Toyota
10	Land Rover	Ford
	Q18 Coolest Stationery Store 2017	New category in 2017
1	CNA	
2	Game	

3	Waltons	
4	Pick n Pay	
5	Checkers	
6	PNA	
	Pep	
8	Other	
	Q19 Coolest Petrol Stations 2017	2016
1	Engen	Engen
2	Caltex	Shell
3	Shell	Total
4	Total	Caltex
5	BP	Sasol
6	Sasol	BP
7	Other	Other
	Q20 Coolest Local Entertainment Places 2017*	2016
1	Sun City	Gold Reef City
2	Gold Reef City	Sun City
3	uShaka Marine World	uShaka Marine World
4	Carnival City	Carnival City
5	The National Zoo	GrandWest Casino
6	Montecasino	Wild Waters
7	Gateway Theatre of Shopping	Ratanga Junction
8	GrandWest Casino	Gateway Theatre of Shopping
9	Ratanga Junction Theme Park	Montecasino
10	Suncoast Casino	Sibaya Casino
	Q21 Coolest Console/Computer Games 2017	2016
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	WWE	The Sims
8	The Sims	Minecraft
9	Pac-Man	Plants vs. Zombies
10	Minecraft	Pac-Man
	Q22 Coolest Hi-Tech Gadgets 2017	2016
1	Xbox	iPhone
2	Apple iPhone	Xbox
3	Playstation	Playstation
4	Samsung Galaxy Tab	iPad
5	Apple iPad	Samsung Galaxy tablet
6	Hoverboard	Laptop/Computer
7	Cellphone	Cellphone
8	Computer	Selfie stick
9	PSP	Tablet
10	Apple iPod	Apple watch
	Q23 Coolest Computer Brands 2017	2016
1	Samsung	Samsung
2	Apple Mac	Apple Mac
3	Sony	Sony
4	Microsoft	LG

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7 H 8 H 9 A 10 D 1 S 2 C 3 S 5 S 6 R 7 S 8 S	HP -lisense Acer Dell  Q24 Coolest Weekly Newspapers 2017 Sunday Times	Acer Dell Toshiba Alienware 2016
8 H 9 A 10 D 0 C 1 S 2 C 3 S 4 S 5 S 6 R 7 S 8 S	Hisense Acer Dell Q24 Coolest Weekly Newspapers 2017 Sunday Times	Dell Toshiba Alienware 2016
9 A 10 D 2 C 3 S 4 S 5 S 6 R 7 S 8 S	Acer  Dell  Q24 Coolest Weekly Newspapers 2017  Sunday Times	Toshiba Alienware 2016
10 D 1 S 2 C 3 S 4 S 5 S 6 R 7 S 8 S	Q24 Coolest Weekly Newspapers 2017 Sunday Times	Alienware 2016
1 S 2 C 3 S 4 S 5 S 6 R 7 S 8 S	Sunday Times	
2 C 3 S 4 S 5 S 6 R 7 S 8 S		
2 C 3 S 4 S 5 S 6 R 7 S 8 S		Sunday Times
3 S 4 S 5 S 6 R 7 S 8 S	,	City Press
4 S 5 S 6 R 7 S 8 S	Sunday Sun	Sunday Sun
6 R 7 S 8 S	Soccer Laduma	Soccer Laduma
6 R 7 S 8 S	Sunday World	Sunday World
7 S 8 S	Rapport	Cape Argus
$\vdash$	Sondag	Rapport
$\vdash$	Sunday Tribune	Sunday Tribune
	Other	Sondag
G	Q25 Coolest Ice-Creams 2017	New category in 2017
1 N	Magnum	
2 C	Oreo	
3 N	Nestle Bar-One	
4 C	Cornetto	
5 N	Nestle King Cone	
6 N	Nestle Country Fresh	
7 C	Ola Paddle Pop	
8 N	Nestle Farmhouse	
9 P	Polar	
	Other	
	Q26 Coolest Daily Newspapers 2017	2016
	Daily Sun	Daily Sun
	Daily News	Daily News
	Fine Times	The Times
	The Voice	The Voice
-	Γhe Star	The Star
	Sowetan The Citizen	New Age
		Sowetan The Citizen
_	New Age	The Citizen The Mercury
	Die Burger The Mercury	Die Burger
	Q27 Coolest TV Channels 2017	2016
	Frace (DStv 325)	TRACE Urban (DStv 325)
$\vdash$	Cartoon Network (DStv 301)	Cartoon Network (DStv 301)
	Disney Channel (DStv 303)	Disney XD (DStv 304)
$\vdash$	Mzansi Magic (DStv 161)	Disney Channel (DStv 303)
	SuperSport (DStv 200-221)	M-Net (DStv 101)
$\vdash$	MTV Base (DStv 322)	SuperSport Channel (DStv 200 - 221)
	Disney XD (DStv 304)	MTV Base (DStv 322)
	W-Net (DStv 101)	Comedy Central (DStv 122)
	Nickelodeon (DStv 305)	Channel O (DStv 320)
10 V	/uzu (DStv 116)	M-Net Movies Action (DStv 110)
C	Q28 Coolest TV Music Channels 2017	2016
	FRACE Urban (DStv 325)	TRACE Urban (DStv 325)

2	Channel O (DStv 320)	MTV Base (DStv 322)
3	MTV Base (DStv 322)	Channel O (DStv 320)
	MTV (DStv 130)	MTV (DStv 130)
5	TRACE Africa (DStv 326)	Mzanzi Magic Music (DStv 321)
6	Mzanzi Magic Music (DStv 321)	VH1 Classic (DStv 323)
7	One Gospel (DStv 331)	Kiss on Top TV
8	VH1 Classic (DStv 323)	kykNET NOU! (DStv 146)
9	Other	Other
	Q29 Coolest TV Programmes/series 2017*	2016
1	Ridiculousness	Uzalo
2	K.C. Undercover	Ridiculousness
3	The Vampire Diaries	Skeem Saam
4	The Big Bang Theory	Empire
5	The Flash	lsiBaya
6	Pretty Little Liars	The Big Bang Theory
7	Game of Thrones	K.C. Undercover
8	Teen Wolf	Lab Rats
9	NCIS	The Flash
-	Supergirl	Muvhango
	Q30 Coolest Community Programmes 2017	2016
1	Save the Rhino	Add Hope (KFC)
2	Add Hope (KFC)	Soul Buddyz
3	Soul City	Save the Rhino
4	Khumbul'ekhaya	Khumbul'ekhaya
5	Soul Buddyz	Soul City
6	loveLife	Pick n Pay School Club
7	100% Youth	CANSA
8	Gift of the Givers Foundation	Gift of the Givers Foundation
9	Brothers for Life	Takalani Sesame
10	Feed the Needy Foundation	100 Percent Youth
	Q31 Coolest Cartoon Shows 2017	2016
1	Tom and Jerry	Tom and Jerry
2	The Regular Show	Dragon Ball Z
3	Dragon Ball Z	Phineas & Ferb
4	Sofia the First	The Regular Show
5	Teen Titans	Sophia the First
6	The Simpsons	Supa Strikas
7	Spongebob Squarepants	The Simpsons
8	Naruto	SpongeBob SquarePants
9	Mr. Bean (animation)	Teen Titans
10	Phineas & Ferb	Naruto
	Q32 Coolest TV Soaps 2017	2016
1	Uzalo	Uzalo
2	Empire	7de Laan
3	Skeem Saam	Skeem Saam
4	7de Laan	lsiBaya
5	IsiBaya	Generations - The Legacy
6	Generations - The Legacy	Muvhango
7	The Queen	Scandal!
8	Isidingo	The Bold and the Beautiful
9	Muvhango	Isidingo
10	The Bold & the Beautiful	Rhythm City

	Q33 Coolest Kids TV Channels/Blocks 2017	2016
1	Cartoon Network (DStv 301)	Disney (DStv 303)
	Disney (DStv 303)	Disney XD (DStv 304)
	Disney XD (DStv 304)	Cartoon Network (DStv 301)
4	Nickelodeon (DStv 305)	Nickelodeon (DStv 305)
	Boomerang (DStv 302)	Boomerang (DStv 302)
	Disney Junior (DStv 309)	Disney Junior (DStv 309)
	NickTOONS (DStv 308)	NickTOONS (DStv 308)
8	YoTV (SABC 1)	Craz-e (eTV)
	Craz-e (eTV)	JimJam (DStv 310)
	JimJam (DStv 310)	Nick Jr (DStv 307)
10		2016
1	Idols SA	Wipeout
2	Cake Boss	Idols
-	Wipeout	SA's Got Talent
-	SA's Got Talent	Cake Boss
		Big Brother
	Big Brother	The X Factor
-		Keeping Up with the Kardashians
		MasterChef
-	Survivor	Geordie Shore
10		Rich Kids of Bevelry Hills
	•	2016
-	Google Play Store	Google Play Store
-	iTunes/ Apple music	iTunes
	Musica	Youtube2mp3
-	Youtube2mp3	Game
5		Musica
6	Game	Tubidy.com
-		mp3skull
	MP3 Juices	ToxicWap
-	Waptrick	Zamob.com
10	Zamob	SoundCloud
		2016
-		Metro FM
	5FM	5FM
-	Umhlobo Wenene FM	Ukhozi FM
		East Coast Radio
-	East Coast Radio	94,7
	Lesedi FM	Jacaranda FM
7	94.7 (Highveld)	Lesedi FM
-		KFM
	YFM	Good Hope FM
10	KFM	Gagasi FM
	Q37 Coolest Magazines 2017	2016
1	Top Gear	Top Gear
2	Car	YOU
3	Drum	Drum
4	YOU	Car
5	True Love	Move!
6	Drama	TeenZone
7	Move!	Speed & Sound

9   TeenZone   Giamour   National Geographic   Oscillatoria   Os	8	Speed & Sound	People
10   People			
037 Coolest Female Magazines 2017   2016			
1   1   2   1   2   2   2   2   2   2		•	
True Love			YOU
Drame	2	YOU	Drum
TeenZone	3	True Love	TeenZone
6 Movel         People           7 Top Gear         Teens Online           8 Home Choice         Cosmopolitan           10 Cosmopolitan         Top Gear           11 Top Gear         2016           1 Top Gear         Top Gear           2 Car         Car           3 Speed & Sound         Speed & Sound           4 Drum         Drum           5 YOU         YOU           6 Men's Health         Men's Health           7 Drama         Movel           8 Movel         National Geographic           9 True Love         Bona           10 People         People           Q38 Coolest Breakfast Cereals 2017         2016           1 Nestlé Mill.0         BarOne           Kellogg's Core Pops         Jungle Oats           4 Kellogg's Core Pops         Jungle Oats           5 Bar-One         Kellogg's Rice Krispies           6 ProNutro         Kellogg's Rice Krispies           7 Bokom Weet Bix         Kellogg's Rice Krispies           8 FutureLife         ProNutro           9 Kellogg's All Bran Flakes         Bokomo Weet-Bix           Q39 Coolest International Celebrities 2017         2016           1 Cristiano Ronaldo         Chrirs Brown<	4	Drama	Move!
7         Top Gear         Teens Online           8         Home Choice         Cosmopolitan           9         People         Bonna           10         Cosmopolitan         Top Gear           1         Top Gear         Top Gear           2         Car         Car           3         Speed & Sound         Speed & Sound           4         Drum         Drum           5         VOU         YOU           6         Men's Health         Men's Health           7         Drama         Mevel           8         Movel         National Geographic           9         True Love         Bona           10         People         People           Q38 Coolest Breakfast Cereals 2017         2016           1         Nestlé MILO         BarOne           2         Kellogg's Coor Flakes         Kellogg's Corr Flakes           3         Kellogg's Coor Pops         Jungle Oats           4         Jungle Oats         Nestlé Milo           5         Bar-One         Kellogg's Roor Pops           4         Jungle Oats         Nestlé Milo           5         Bokmow Weet Bix         Kellogg's Rile Kri	5	TeenZone	Glamour
8 Home Choice Cosmopolitan 9 People Bona 10 Cosmopolitan Top Gear 237 Coolest Male Magazines 2017 2016 1 Top Gear Top Gear 2 Car Car 3 Speed & Sound Speed & Sound 4 Drum 5 YOU YOU 6 Men's Health Men's Health 7 Drama Move! 8 Move! National Geographic 9 True Love Bona 10 People 10 Reople	6	Move!	People
9   People	7	Top Gear	Teens Online
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Top Gear			Top Gear
2   Car			
2   Car		-	Top Gear
Speed & Sound Drum Drum Drum Drum Drum  YOU 6 Men's Health Men's Health Move! National Geographic 9 True Love Bona 10 People Q38 Coolest Breakfast Cereals 2017 Nestlé MILO Excludes Score Pops Jungle Oats Jungle Oats Jungle Oats Sar-One ProNutro ProNutro Rellogg's Coco Pops FutureLiffe ProNutro Rellogg's Rice Krispies FutureLiffe ProNutro Rellogg's Rice Krispies FutureLiffe ProNutro Rellogg's Rice Krispies FutureLiffe ProNutro Cristiano Ronaldo Cristiano Ronaldo Cristiano Ronaldo Lionel Messi Lionel Messi Rich Minaj Beyonce Rellogg's Coco Drake Adele ProNich Minaj Beyonce Rellogg's Rice Minajo Beyonce Drake Adele Eminem New ategory (merged female and male TV/screen-overall)	-		
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6 Men's Health 7 Drama 8 Move! 8 Move! 9 True Love 10 People 10 People 10 People 238 Coolest Breakfast Cereals 2017 1 Nestlé MILO 2 Kellogg's Corn Flakes 3 Kellogg's Corn Flakes 3 Kellogg's Corn Flakes 4 Jungle Oats 5 Bar-One 6 ProNutro 7 Bokomo Weet Bix 8 FutureLife 9 ProNutro 9 Kellogg's Rice Krispies 10 Kellogg's Rice Krispies 8 FutureLife 9 ProNutro 10 Kellogg's Rice Krispies 11 Cristiano Ronaldo 12 Chris Brown 13 Corles International Celebrities 2017 14 Cristiano Ronaldo 15 Bar-One 16 ProNutro 17 Cristiano Ronaldo 18 Chris Brown 19 Chris Brown 10 Cristiano Ronaldo 10 Chris Brown 11 Cristiano Ronaldo 12 Chris Brown 13 Lionel Messi 14 Rihanna 15 Beyonce 16 Drake 17 Nicki Minaj 18 Beyonce 18 Kevin Hart 19 Justin Bieber 10 Will Smith 17 Taylor Swift 10 Adele 18 New category (merged female and male TV/screen overall) 10 New category (merged female and male TV/screen overall)	5	YOU	YOU
8 Move! National Geographic 9 True Love Bona 10 People People People  Q38 Coolest Breakfast Cereals 2017 2016 1 Nestlé MILO BarOne 2 Kellogg's Corn Flakes 3 Kellogg's Coro Pops 4 Jungle Oats 5 Bar-One Kellogg's Coco Pops 6 ProNutro Kellogg's Coco Pops 7 Bokomo Weet Bix 8 FutureLife ProNutro 9 Kellogg's Rice Krispies 10 Kellogg's Rice Krispies 10 Kellogg's Rice Krispies 10 Kellogg's Rice Krispies 10 Kellogg's Rice Krispies 11 Cristiano Ronaldo 12 Chris Brown 13 Lionel Messi 14 Rihana 15 Beyonce 16 Drake 17 Nicki Minaj 18 Beyonce 18 Drake 19 Will Smith 10 Adele 20 Coolest Local Screen/TV Star 2017 20 New category (merged female and male TV/screen overall) 20 New category (merged female and male TV/screen overall)	6	Men's Health	Men's Health
9 True Love Bona 10 People People People  Q38 Coolest Breakfast Cereals 2017 2016 1 Nestlé MILO BarOne 2 Kellogg's Corn Flakes 3 Kellogg's Coro Flakes 3 Kellogg's Coco Pops 4 Jungle Oats 4 Jungle Oats 5 Bar-One 6 ProNutro 7 Kellogg's Coco Pops 8 Forward 8 FutureLife 9 ProNutro 9 Kellogg's Rice Krispies 10 Kellogg's Rice Krispies 10 Kellogg's All Bran Flakes 10 Kellogg's All Bran Flakes 10 Cristiano Ronaldo 2 Chris Brown 2 Chris Brown 3 Lionel Messi 4 Rihanna 5 Beyonce 6 Drake 6 Drake 7 Nicki Minaj 8 Beyonce 9 Kellogg's Mila Bran Flakes 9 Beyonce 1 Drake 1 Cristiano Ronaldo 1 Cristiano Ronaldo 2 Chris Brown 3 Lionel Messi 4 Rihanna 5 Beyonce 7 Nicki Minaj 8 Beyonce 8 Kevin Hart 9 Will Smith 1 Taylor Swift 1 Taylor Swift 1 Cristiane New category (merged female and male TV/screen overall)	7	Drama	Move!
10 People  Q38 Coolest Breakfast Cereals 2017  1 Nestlé MILO 2 Kellogg's Corn Flakes 3 Kellogg's Coco Pops 4 Jungle Oats 4 Jungle Oats 5 Bar-One 6 ProNutro 7 Bokomo Weet Bix 8 FutureLife 9 Kellogg's Rice Krispies 10 Kellogg's Rice Krispies 10 Kellogg's Rice Krispies 10 Kellogg's Rice Krispies 10 Kellogg's All-Bran Flakes 2039 Coolest International Celebrities 2017 1 Cristiano Ronaldo 2 Chris Brown 2 Chris Brown 3 Lionel Messi 4 Rihanna 5 Beyonce 6 Drake 6 Drake 7 Nicki Minaj 8 Beyonce 6 Drake 7 Nicki Minaj 8 Kevin Hart 9 Will Smith 1 Taylor Swift 10 Adele 2 Chrose Screen/TV Star 2017 8 New category (merged female and male TV/screen overall)  New category (merged female and male TV/screen overall)	8	Move!	National Geographic
Q38 Coolest Breakfast Cereals 2017  1 Nestlé MILO  2 Kellogg's Corn Flakes  Kellogg's Corn Flakes  Kellogg's Corn Flakes  Kellogg's Coco Pops  Jungle Oats  Nestlé Milo  Bar-One  Kellogg's Coco Pops  Jungle Oats  Nestlé Milo  Bar-One  Kellogg's Coco Pops  Kellogg's Coco Pops  Kellogg's Rice Krispies  ProNutro  Kellogg's Rice Krispies  FutureLife  ProNutro  Kellogg's All-Bran Flakes  FutureLife  ProNutro  Kellogg's All-Bran Flakes  FutureLife  ProNutro  Cristiano Ronaldo  Chris Brown  Cristiano Ronaldo  Lionel Messi  Lionel Messi  Kellogg's All Bran Flakes  Bokomo Weet-Bix  Collegia Rice Krispies  Drake  Adele  Drake  Adele  Nicki Minaj  Beyonce  Will Smith  Taylor Swift  Eminem  New category (merged female and male TV/screen overall)	9	True Love	Bona
1 Nestlé MILO 2 Kellogg's Corn Flakes 3 Kellogg's Coro Pops 4 Jungle Oats 4 Jungle Oats 5 Bar-One 6 ProNutro 7 Bokomo Weet Bix 8 FutureLife 9 Kellogg's Rice Krispies 10 Kellogg's Rice Krispies 10 Kellogg's All Bran Flakes 2039 Coolest International Celebrities 2017 2 Cristiano Ronaldo 2 Chris Brown 2 Chris Brown 3 Lionel Messi 4 Rihanna 5 Beyonce 6 Drake 6 Drake 7 Nicki Minaj 8 Beyonce 8 Kellogg's All-Bran Flakes 9 Kellogg's All-Bran Flakes 9 Rokomo Weet-Bix 9 Kellogg's All-Bran Flakes 9 Bokomo Weet-Bix 9 Cristiano Ronaldo 9 Chris Brown 9 Cristiano Ronaldo 1 Chris Brown 1 Cristiano Ronaldo 2 Chris Brown 1 Cristiano Ronaldo 2 Chris Brown 3 Lionel Messi 4 Rihanna 5 Beyonce 6 Drake 6 Drake 7 Nicki Minaj 8 Beyonce 9 Lorde Adele 8 Kevin Hart 9 Will Smith 1 Taylor Swift 1 Taylor Swift 1 Eminem 1 New category (merged female and male TV/screen overall)	10	People	People
2 Kellogg's Corn Flakes 3 Kellogg's Coco Pops 4 Jungle Oats Nestlé Milo 5 Bar-One 6 ProNutro 7 Bokomo Weet Bix 8 FutureLife 9 Kellogg's Rice Krispies 10 Kellogg's Rice Krispies 10 Kellogg's All-Bran Flakes 10 Kellogg's All-Bran Flakes 10 Kellogg's All Bran Flakes 11 Cristiano Ronaldo 12 Chris Brown 13 Lionel Messi 14 Rihanna 15 Beyonce 16 Drake 17 Nicki Minaj 18 Beyonce 18 Kevin Hart 19 Will Smith 10 Adele 20 Chros Brown 20 Chris Brown 20 Chris Brown 20 Chris Brown 20 Chris Brown 21 Cristiano Ronaldo 22 Chris Brown 33 Lionel Messi 44 Rihanna 55 Beyonce 56 Drake 56 Drake 75 Nicki Minaj 76 Beyonce 76 Drake 77 Nicki Minaj 78 Beyonce 88 Kevin Hart 99 Will Smith 70 Adele 70 Coolest Local Screen/TV Star 2017 70 New category (merged female and male TV/screen overall)		Q38 Coolest Breakfast Cereals 2017	2016
3 Kellogg's Coco Pops 4 Jungle Oats 5 Bar-One 6 ProNutro 7 Bokomo Weet Bix 8 FutureLife 9 Kellogg's Rice Krispies 7 Kellogg's Rice Krispies 8 FutureLife 9 Kellogg's Rice Krispies 9 Kellogg's Rice Krispies 10 Kellogg's Rice Krispies 10 Kellogg's All-Bran Flakes 10 Bokomo Weet-Bix 2016 10 Cristiano Ronaldo 11 Cristiano Ronaldo 12 Chris Brown 13 Lionel Messi 4 Rihanna 14 Rihanna 15 Beyonce 16 Drake 17 Nicki Minaj 18 Beyonce 19 Will Smith 10 Adele 2040 Coolest Local Screen/TV Star 2017 2016 2 New category (merged female and male TV/screen overall) 2 New category (merged female and male TV/screen overall)	1	Nestlé MILO	BarOne
4 Jungle Oats	2	Kellogg's Corn Flakes	Kellogg's Corn Flakes
5 Bar-One 6 ProNutro Kellogg's Rice Krispies 7 Bokomo Weet Bix Kellogg's All-Bran Flakes 8 FutureLife ProNutro 9 Kellogg's Rice Krispies 10 Kellogg's Rice Krispies 10 Kellogg's All Bran Flakes Bokomo Weet-Bix Q39 Coolest International Celebrities 2017 1 Cristiano Ronaldo Chris Brown Cristiano Ronaldo Chris Brown Cristiano Ronaldo Lionel Messi Lionel Messi 4 Rihanna Nicki Minaj 5 Beyonce C Drake Adele Nicki Minaj Beyonce Kevin Hart Justin Bieber Will Smith Taylor Swift D Adele Eminem New category (merged female and male TV/screen overall)	3	Kellogg's Coco Pops	Jungle Oats
6 ProNutro 7 Bokomo Weet Bix 8 FutureLife 9 Kellogg's Rice Krispies 10 Kellogg's Rice Krispies 10 Kellogg's All Bran Flakes 10 Kellogg's All Bran Flakes 11 Cristiano Ronaldo 12 Chris Brown 13 Lionel Messi 14 Rihanna 15 Beyonce 16 Drake 17 Nicki Minaj 18 Beyonce 19 Vill Smith 10 Adele 2040 Coolest Local Screen/TV Star 2017 2016 2016 2016 2016 2016 2016 2016 2016	4	Jungle Oats	Nestlé Milo
7 Bokomo Weet Bix Kellogg's All-Bran Flakes 8 FutureLife ProNutro 9 Kellogg's Rice Krispies FutureLife 10 Kellogg's All Bran Flakes Bokomo Weet-Bix  Q39 Coolest International Celebrities 2017 1 Cristiano Ronaldo Chris Brown 2 Chris Brown Cristiano Ronaldo 3 Lionel Messi Lionel Messi 4 Rihanna Nicki Minaj 5 Beyonce Drake 6 Drake Adele 7 Nicki Minaj Beyonce 8 Kevin Hart Justin Bieber 9 Will Smith Taylor Swift 10 Adele Eminem  New category (merged female and male TV/screen overall)	5	Bar-One	Kellogg's Coco Pops
8 FutureLife ProNutro 9 Kellogg's Rice Krispies FutureLife 10 Kellogg's All Bran Flakes Bokomo Weet-Bix  Q39 Coolest International Celebrities 2017 2016 1 Cristiano Ronaldo Chris Brown 2 Chris Brown 2 Chris Brown 3 Lionel Messi Lionel Messi 4 Rihanna Nicki Minaj 5 Beyonce Drake 6 Drake Adele 7 Nicki Minaj Beyonce 8 Kevin Hart Justin Bieber 9 Will Smith Taylor Swift 10 Adele Eminem  New category (merged female and male TV/screen overall)  New category (merged female and male TV/screen overall)	6	ProNutro	Kellogg's Rice Krispies
9 Kellogg's Rice Krispies 10 Kellogg's All Bran Flakes Bokomo Weet-Bix  2016 1 Cristiano Ronaldo Chris Brown Cristiano Ronaldo Lionel Messi Lionel Messi Lionel Messi Aihanna Nicki Minaj Beyonce Drake Adele Nicki Minaj Beyonce Kevin Hart Justin Bieber  9 Will Smith Taylor Swift 10 Adele  Q40 Coolest Local Screen/TV Star 2017  FutureLife Bokomo Weet-Bix  Lionel Messi Chris Brown Cristiano Ronaldo Chris Brown Cristiano Ronaldo Drake Adele  Lionel Messi Lionel Mess	7	Bokomo Weet Bix	Kellogg's All-Bran Flakes
10 Kellogg's All Bran Flakes   Bokomo Weet-Bix     Q39 Coolest International Celebrities 2017   2016     Cristiano Ronaldo   Chris Brown     Chris Brown   Cristiano Ronaldo     Lionel Messi   Lionel Messi     Rihanna   Nicki Minaj     Beyonce   Drake     Adele     Nicki Minaj   Beyonce     Kevin Hart   Justin Bieber     Will Smith   Taylor Swift     Q40 Coolest Local Screen/TV Star 2017   New category (merged female and male TV/screen overall)	8	FutureLife	ProNutro
Q39 Coolest International Celebrities 2017   2016     Cristiano Ronaldo   Chris Brown     Cristiano Ronaldo   Cristiano Ronaldo     Lionel Messi   Lionel Messi     Rihanna   Nicki Minaj     Beyonce   Drake     Drake   Adele     Nicki Minaj   Beyonce     Kevin Hart   Justin Bieber     Will Smith   Taylor Swift     Adele   Eminem     Q40 Coolest Local Screen/TV Star 2017   New category (merged female and male TV/screen overall)	9	Kellogg's Rice Krispies	FutureLife
1 Cristiano Ronaldo 2 Chris Brown Cristiano Ronaldo 3 Lionel Messi Lionel Messi Lionel Messi 4 Rihanna Nicki Minaj 5 Beyonce Drake 6 Drake 7 Nicki Minaj 8 Beyonce 8 Kevin Hart 9 Will Smith Taylor Swift 10 Adele Eminem New category (merged female and male TV/screen overall)	10	Kellogg's All Bran Flakes	Bokomo Weet-Bix
2 Chris Brown Cristiano Ronaldo 3 Lionel Messi Lionel Messi Nicki Minaj 5 Beyonce Drake 6 Drake 7 Nicki Minaj Beyonce 8 Kevin Hart Justin Bieber 9 Will Smith Taylor Swift 10 Adele Eminem  New category (merged female and male TV/screen overall)		Q39 Coolest International Celebrities 2017	2016
3 Lionel Messi 4 Rihanna Nicki Minaj 5 Beyonce 6 Drake 7 Nicki Minaj 8 Beyonce 8 Kevin Hart 9 Will Smith 10 Adele 10 Adele 11 Adele 12 Coolest Local Screen/TV Star 2017 12 Lionel Messi Nicki Minaj 15 Beyonce 16 Beyonce 17 Justin Bieber 18 Taylor Swift 19 Mew category (merged female and male TV/screen overall)	1	Cristiano Ronaldo	Chris Brown
4 Rihanna Nicki Minaj 5 Beyonce Drake 6 Drake Adele 7 Nicki Minaj Beyonce 8 Kevin Hart Justin Bieber 9 Will Smith Taylor Swift 10 Adele Eminem  Q40 Coolest Local Screen/TV Star 2017  New category (merged female and male TV/screen overall)	2	Chris Brown	Cristiano Ronaldo
5 Beyonce Drake 6 Drake Adele 7 Nicki Minaj Beyonce 8 Kevin Hart Justin Bieber 9 Will Smith Taylor Swift 10 Adele Eminem  Q40 Coolest Local Screen/TV Star 2017  New category (merged female and male TV/screen overall)	3	Lionel Messi	Lionel Messi
6 Drake Adele 7 Nicki Minaj Beyonce 8 Kevin Hart Justin Bieber 9 Will Smith Taylor Swift 10 Adele Eminem  Q40 Coolest Local Screen/TV Star 2017  New category (merged female and male TV/screen overall)	-		Nicki Minaj
7 Nicki Minaj  8 Kevin Hart  9 Will Smith  10 Adele  Card Coolest Local Screen/TV Star 2017  Beyonce  Justin Bieber  Taylor Swift  Eminem  New category (merged female and male TV/screen overall)	5	Beyonce	Drake
8 Kevin Hart 9 Will Smith 10 Adele 10 Adele 10 Coolest Local Screen/TV Star 2017 10 Star 2017 11 Star 2017 12 Star 2017			
9 Will Smith Taylor Swift  10 Adele Eminem  Q40 Coolest Local Screen/TV Star 2017  New category (merged female and male TV/screen overall)	-		-
10 Adele Eminem  Q40 Coolest Local Screen/TV Star 2017  New category (merged female and male TV/screen overall)	-		
Q40 Coolest Local Screen/TV Star 2017  New category (merged female and male TV/screen overall)	-		
overall)	10	Adele	
1 Troyer Nech		Q40 Coolest Local Screen/TV Star 2017	New category (merged female and male TV/screen Star into overall)
I Hevol Noah	1	Trevor Noah	
2 Pearl Thusi	2	Pearl Thusi	
3 Minnie Dlamini	3	Minnie Dlamini	

4	Jessica Nkosi	
	Pearl Modiadie	
	Somizi Mhlongo	
7	Amanda du-Pont	
	Boity Thulo	
	Nomzamo Mbatha	
10	Bonang Matheba	2016
1	<b>Q41 Coolest Grocery Stores 2017</b> Pick n Pay	Woolworths Food
2	Woolworths Food	
3	Checkers	Pick n Pay Game
	Spar	Spar
5	Shoprite	Checkers
6	Game	Shoprite
	Makro	Makro
-	Food Lovers Market	Food Lovers Market
	Fruit & Veg City	Fruit & Veg City
	Kit Kat Cash & Carry	Cambridge Food
10	Q42 Coolest Fast Food Places 2017	2016
1	McDonald's	McDonald's
	KFC	Nando's
3	Debonairs	KFC
-	Nando's	Debonairs
	Burger King	Burger King
6	Steers	Steers
7	Roman's Pizza	Roman's Pizza
_	Wimpy	Fish & Chips Co.
9	Chicken Licken	Domino's Pizza
	Hungry Lion	Chicken Licken
10	Q43 Coolest Eat Out Places 2017	2016
1	Spur	Spur
2	Nando's	Nando's
	Wimpy	Wimpy
-	Mugg & Bean	Mugg & Bean
5	Ocean Basket	Ocean Basket
6	RocoMamas	Panarottis
7	Panarottis	John Dory's
8	John Dory's	RocoMamas
	Primi Piatti	News Café
	Dros	Primi Piatti
	Q44 Coolest Energy Products 2017	2016
1	Red Bull Energy Drink	Red Bull Energy Drink
2	Powerade	Monster Energy
3	Monster Energy	Powerade
_	Energade	Energade
	Dragon Energy Drink	Play Energy Drink
	Play Energy Drink	Dragon Energy Drink
7	Lucozade	Score Energy Drink
8	Score Energy Drink	Lucozade
9	Jungle Energy Bar	Jungle Energy Bar
10	Energizer Energy Drink	USN
	Q45 Coolest Snacks 2017	2016

2	1	Doritos	Doritos
Price	2	Lay's	Oreo
5 Pringles         Fritos           6 Nk Nakos         Pringles           7 Nk Nakos         Pringles           8 Fritos         Nánakos           9 Bakers Min Cheddars         Mind Cheddars           1 Willards Cheese Curls         Bakers Biscuitis           046 Coolest Cold Drinks 2017         2016           1 Coca-Cola         Coca-Cola           Appletiser         Appletiser           3 Fanta         Fanta           4 Sprite         Kin Brew           5 Iron Brew         Sprite           6 Twist (Lemon Twist)         Twist           7 Sparletta Creme Soda         Sparletta Creme Soda           8 Stoney Ginger Beer         Stoney Ginger Beer           9 Papai         Papai           1 University of Coolest Universities 2017         New category (split university and college)           1 University of Wilwatersrand (WITS)         New category (split university and college)           1 University of Wilwatersrand (WITS)         Wilwards of Wilwatersrand (WITS)           1 University of Wilwatersrand (WITS)         Wilwards of Wilwatersrand (WITS)           2 Wilwards of Wilwatersrand (WITS)         Wilwards of Wilwaters (Wilwaters)           3 Wilwards Wilwaters (Wilwaters (Wilwaters)         Wilwards (Wilwaters)           4 Univers	3	Simba Chips	Lay's
Nik Nakis	4	Oreo	Simba Chips
	5	Pringles	Fritos
8   Bakers Mini Cheddars         Mini Cheddars           9   Bakers Mini Cheddars         Mini Cheddars           10   Willards Cheese Curls         Bakers Biscuits           24   Coca-Cola         Coca-Cola           2   Appletiser         Appletiser           3   Fantla         Fantla           4   Sprite         Iron Brow           5   Forman Twist         Trivist           6   Twist (Lemon Twist)         Trivist           7   Sparleta Creme Soda         Sparleta Cream Soda           8   Soney Ginger Beer         Sloney Ginger Beer           9   Popal         Popal           10   Sparleta Sparberry         Coc-ee           247 Coolest Universities 2017         New category (split university and college)           1   University of Obannesburg (U.U)         Sparleta Sparberry           2   University of Wilwastersrand (WITS)         Inversity of Wilwastersrand (WITS)           3   University of Wilwastersrand (WITS)         Inversity of Wilwastersrand (WITS)           4   University of Wilwasters (Turks)         Inversity of Wilwasters (Wilwasters)           5   University of Wilwasters (Turks)         Inversity of Wilwasters (Turks)           6   University of Wilwasters (Turks)         Inversity of Wilwasters (Turks)           7   Value (Wilwasters (Wilwasters (Wilwasters))         Inversi	6	Nik Naks	Pringles
9   Bakers Mini Cheddars   Bakers Biscuits   Bakers Biscuits   Bakers Biscuits   Coca-Cola   Coca-Coca-Coca-Coca-Coca-Coca-Coca-Coca-	7	Jumping Jack Popcorn	Astros
	8	Fritos	Niknaks
Q46 Coolest Cold Drinks 2017   Coca-Cola   Coca-Cola	9	Bakers Mini Cheddars	Mini Cheddars
Coca-Cola	10	Willards Cheese Curls	Bakers Biscuits
Appletiser		Q46 Coolest Cold Drinks 2017	2016
Fanta	1	Coca-Cola	Coca-Cola
4 Sprite 5 Iron Brew 5 Iron Brew 5 Twist (Lemon Twist) 7 Twist 7 Sparletta Creme Soda 8 Stoney Ginger Beer 9 Pepsi 10 Sparletta Sparberry 047 Coolest Universities 2017 1 University of Cape Town (UCT) 2 University of Johannesburg (UJ) 3 UNISA 4 University of Witwatersrand (WITS) 5 University of Pretoria (TUKS) 6 University of Pretoria (TUKS) 7 Stellenbosch University (Maties) 8 Durban University of Technology 9 Nelson Mandela Metropolitan University 10 University of Western Cape (UWC) 048 Coolest Sweets 2017 1 Jelly Tots 2 Pin Pop Astros 1 Maynards Wine Gums 1 Maynards Wine Gums 1 Pizzer 1 Maynards Jelly Babies 1 Fizzer 1 Yogueta 2 Smoothies 3 Mentos 2 Perero Rocher 3 Mick Kat 4 University of Sar-One 5 Ferrero Rocher 5 Ferrero Rocher 5 Ferrero Rocher 6 Aero 6 Lunch Bar 6 Lunch Bar 6 Cadbury Dairymilk 6 Cadbury Dairymilk 7 Cadbury Dairymilk 7 Cadbury Dairymilk	2	Appletiser	Appletiser
5 Iron Brew         Sprite           6 Twist (Lemon Twist)         Twist           7 Sparletta Creme Soda         Sparletta Cream Soda           8 Stoney Ginger Beer         Stoney Ginger Beer           9 Pepsi         Pepsi           10 Sparletta Sparberry         Coo-ee           247 Coolest Universities 2017         New category (split university and college)           1 University of Zope Town (UCT)         Wextraction (UCT)           2 University of Johannesburg (UJ)         Wextraction (UCT)           3 UNISA         Whiversity of Wilkwatersrand (WITS)           4 University of Wilkwatersrand (WITS)         Wilkwatersity of Wextraction (Wits)           5 University of Frebroia (TUKS)         Westraction (UCT)           6 University of Frebroia (TUKS)         Westraction (UCT)           7 Stellenbosch University (Waties)         Westraction (UCT)           8 Durban University of Technology         Westraction (UCT)           9 Nelson Mandela Metropolitan University         Westraction (UCT)           10 University of Western Cape (UWC)         2016           2 Jelly Tots         Jelly Tots           2 Jelly Tots         Jelly Tots           3 Maynards Wine Gums         Pin Pop           4 Smarties         Smarties           5 Maynards Jelly Babies <t< td=""><td>3</td><td>Fanta</td><td>Fanta</td></t<>	3	Fanta	Fanta
Twist (Lemon Twist)  Twist (Lemon Twist)  Sparletta Creme Soda Stoney Ginger Beer Stoney Ginger Beer Pepsi Stoney Ginger Beer Stoney Ginger Beer Pepsi Stoney Ginger Beer  Q47 Coolest Universities 2017 New category (split university and college) University of Cape Town (UCT) University of Cape Town (UCT) University of Witwatersrand (WITS) University of Witwatersrand (WITS) University of Pretoria (TUKS) University of Pretoria (TUKS) Stellenbosch University (Maties) Durban University of Technology Nelson Mandela Metropolitan University University of Western Cape (UWC)  Q48 Coolest Sweets 2017 Jally Tots Jelly Tots Jelly Tots Jelly Tots Jelly Tots Smarties Smoothies Fizzer Smoothies Mentos Chappies  Q48 Coolest Chocolates 2017 Dentots Smoothies Smoothies Smoothies Smoothies Smoothies Smoothies Smarties Smarties Smarties Smarties Smoothies	4	Sprite	Iron Brew
Sparletta Creme Soda   Sparletta Creme Soda   Sparletta Creme Soda	5	Iron Brew	Sprite
8 Stoney Ginger Beer Stoney Ginger Beer Pepsi Pe	6	Twist (Lemon Twist)	Twist
9 Pepsi 10 Sparletta Sparberry Coo-ee A Toolest Universities 2017 New category (split university and college)  University of Cape Town (UCT)  University of Johannesburg (UJ)  UNISA University of Wilwatersrand (WITS)  University of Pretoria (TUKS) University of Pretoria (TUKS)  University of Kwazulu-Natal (UKZN)  Stellenbosch University (Maties)  Durban University of Technology Neison Mandela Metropolitan University University of Western Cape (UWC)  Ada Coolest Sweets 2017  Jelly Tots Jelly Tots Pin Pop Astros Maynards Wine Gums Pin Pop Astros Maynards Wine Gums Pin Pop Smarties Maynards Wile Babies Fizzer Smarties Fizzer Yogueta Smoothies Fizzer Yogueta Smoothies Mentos Chappies  Ada Coolest Chocolates 2017  Bar-One Ferrero Rocher Bar One Kit Kat Lindt Lindor Lindor Lindor Aero Lunch Bar Cadbury Dairymilk	7	Sparletta Creme Soda	Sparletta Cream Soda
9 Pepsi 10 Sparletta Sparberry Coo-ee A Toolest Universities 2017 New category (split university and college)  University of Cape Town (UCT)  University of Johannesburg (UJ)  UNISA University of Wilwatersrand (WITS)  University of Pretoria (TUKS) University of Pretoria (TUKS)  University of Kwazulu-Natal (UKZN)  Stellenbosch University (Maties)  Durban University of Technology Neison Mandela Metropolitan University University of Western Cape (UWC)  Ada Coolest Sweets 2017  Jelly Tots Jelly Tots Pin Pop Astros Maynards Wine Gums Pin Pop Astros Maynards Wine Gums Pin Pop Smarties Maynards Wile Babies Fizzer Smarties Fizzer Yogueta Smoothies Fizzer Yogueta Smoothies Mentos Chappies  Ada Coolest Chocolates 2017  Bar-One Ferrero Rocher Bar One Kit Kat Lindt Lindor Lindor Lindor Aero Lunch Bar Cadbury Dairymilk	8	Stoney Ginger Beer	Stoney Ginger Beer
Q47 Coolest Universities 2017   New category (split university and college)	9	Pepsi	
1 University of Cape Town (UCT) 2 University of Johannesburg (UU) 3 UNISA 4 University of Witwatersrand (WTS) 5 University of Pretoria (TUKS) 6 University of Fretoria (TUKS) 7 Stellenbosch University (Maties) 8 Durban University (Maties) 9 Nelson Mandela Metropolitan University 10 University of Western Cape (UWC) 248 Coolest Sweets 2017 2016 249 Pin Pop 3 Astros 3 Maynards Wine Gums 4 Smarties 5 Maynards Wine Gums 4 Smarties 5 Maynards Jelly Babies 6 Astros 7 Yogueta 8 Fizzer 9 Smoothies 8 Fizzer 9 Smoothies 10 Mentos Chappies  Q49 Coolest Chocolates 2017 2016 1 Bar-One 1 Ferrero Rocher 1 Bar One 2 Ferrero Rocher 3 Kit Kat 4 Lindt Lindor 5 Aero 6 Lunch Bar Cadbury Dairymilk Cadbury Dairymilk Cadbury Dairymilk	10	Sparletta Sparberry	Coo-ee
2 University of Johannesburg (UU) 3 UNISA 4 University of Writwatersrand (WITS) 5 University of Pretoria (TUKS) 6 University of KwaZulu-Natal (UKZN) 7 Stellenbosch University (Maties) 8 Durban University of Technology 9 Nelson Mandela Metropolitan University 10 University of Western Cape (UWC)  Q48 Coolest Sweets 2017 2016 1 Jelly Tots 2 Pin Pop 3 Astros 3 Maynards Wrine Gums 4 Smarties 5 Maynards Jelly Babies 6 Astros 7 Yogueta 8 Fizzer 9 YoGueta 9 Smoothies 10 Mentos Chappies Q49 Coolest Chocolates 2017 2016 1 Bar-One Ferrero Rocher Bar One Kit Kat Lindt Lindor Lindt Lindor 5 Aero Lunch Bar Cadbury Dairymilk Cadbury Dairymilk Cadbury Dairymilk Cadbury Dairymilk Cadbury Dairymilk Cadbury Dairymilk		Q47 Coolest Universities 2017	New category (split university and college)
3 UNISA 4 University of Witwatersrand (WITS) 5 University of Pretoria (TUKS) 6 University of KwaZulu-Natal (UKZN) 7 Stellenbosch University (Maties) 8 Durban University of Technology 9 Nelson Mandela Metropolitan University 10 University of Western Cape (UWC)  Q48 Coolest Sweets 2017 2016 1 Jelly Tots 2 Pin Pop Astros 3 Maynards Wine Gums Pin Pop Astros 5 Maynards Jelly Babies Fizzer 6 Astros Jelly Babies Fizzer 6 Astros Jelly Belly Jelly Beans 7 Yogueta 8 Fizzer 9 Smoothies 10 Mentos Chappies Q49 Coolest Chocolates 2017 2016 1 Bar-One Ferrero Rocher Bar One Kit Kat Lindt Lindor 5 Aero Aero 6 Lunch Bar Cadbury Dairymilk Cadbury Dairymilk Cadbury Dairymilk	1	University of Cape Town (UCT)	
4 University of Witwatersrand (WITS) 5 University of Pretoria (TUKS) 6 University of KwaZulu-Natal (UKZN) 7 Stellenbosch University (Maties) 8 Durban University of Technology 9 Nelson Mandela Metropolitan University 10 University of Western Cape (UWC)  Q48 Coolest Sweets 2017 2016 1 Jelly Tots 2 Pin Pop Astros 3 Maynards Wine Gums Pin Pop 4 Smarties 5 Maynards Jelly Babies 6 Astros 7 Yogueta Smoothies 8 Fizzer 9 Smoothies 9 Smoothies 10 Mentos Chappies Q49 Coolest Chocolates 2017 2016 1 Bar-One Ferrero Rocher 3 Kit Kat 4 Lindt Lindor 5 Aero 6 Lunch Bar C Cadbury Dairymilk Cadbury Dairymilk Cadbury Dairymilk Cadbury Dairymilk Cadbury Dairymilk	2	University of Johannesburg (UJ)	
5 University of Pretoria (TUKS) 6 University of KwaZulu-Natal (UKZN) 7 Stellenbosch University (Maties) 8 Durban University of Technology 9 Nelson Mandela Metropolitan University 10 University of Western Cape (UWC)  Q48 Coolest Sweets 2017 2016 21 Jelly Tots 2 Pin Pop 3 Maynards Wine Gums 2 Pin Pop 4 Smarties 5 Maynards Jelly Babies 6 Astros 7 Yogueta 8 Fizzer 9 Smoothies 8 Fizzer 9 Smoothies 10 Mentos	3	UNISA	
6 University of KwaZulu-Natal (UKZN) 7 Stellenbosch University (Maties) 8 Durban University of Technology 9 Nelson Mandela Metropolitan University 10 University of Western Cape (UWC)  Q48 Coolest Sweets 2017 1 Jelly Tots 2 Pin Pop Astros 3 Maynards Wine Gums Pin Pop Astros 5 Maynards Jelly Babies Fizzer 6 Astros 7 Yogueta 8 Fizzer 9 Smoothies 8 Fizzer 9 Smoothies 10 Mentos	4	University of Witwatersrand (WITS)	
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5 Aero Aero 6 Lunch Bar Lunch Bar 7 Cadbury Dairymilk Cadbury Dairymilk	3	Kit Kat	Kit Kat
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7 Cadbury Dairymilk Cadbury Dairymilk	5	Aero	Aero
	6	Lunch Bar	Lunch Bar
8 5 Star Cadbury Bubbly	7	Cadbury Dairymilk	Cadbury Dairymilk
	8	5 Star	Cadbury Bubbly

9	Cadbury Bubbly	PS
10	Milky Bar	Cadbury Marvellous Creations
	Q50 Coolest Coffee Shops 2017	2016
1	Mugg & Bean	Mugg & Bean
2	McDonald's McCafe	McDonald's McCafe
3	Wimpy	Wimpy
4	Spur	Spur
5	Cappuccino's	Cappuccino's
6	Starbucks	Milky Lane
7	Woolworths Cafe	Starbucks
8	News Cafe	Cafe Nescafe
9	Dunkin' Donuts	News Café
10	FEGO Caffe	Wild Bean Café
	Q51 Coolest Animated Brands or Entertainment Characters 2017	2016
1	Tom and Jerry	Tom and Jerry
2	Minions	Minions
3	SpongeBob SquarePants	Goku
4	Smurfs	Smurfs
5	Sofia the First	SpongeBob SquarePants
6	Rigby	Phineas and Ferb
7	Mr. Bean (animation)	Sofia the First
8	Mordecai	Naruto
9	Goku	Barbie
-	Spiderman	Scooby-Doo
	Q52 Coolest Chewing Gum 2017	2016
	Orbit	Orbit
	Stimorol	Stimorol
3	Infinity (Stimorol)	Infinity
4	Chappies	Chappies
5	Clorets	Clorets
6	Mentos	Airwaves
7	Airwaves	Dentyne
8	Dentyne	Big Time
9	Dubble Bubble	Five
10	Big Time	Beechies
	Q53 Coolest Stationery 2017*	New category in 2017
1	Bic	
2	Staedtler	
3	Pritt	
-	Marlin	
-	Penflex	
-	Pilot	
-	Parker	
$\vdash$	Tipp-Ex	
	Other	
	Q54 Coolest Male Deodorants 2017	2016
$\vdash$	Playboy	Nivea
-	English Blazer	AXE
-	AXE	Playboy
	adidas	English Blazer
5	Hugo Boss	Hugo Boss

6	Nivea	adidas
7	Old Spice	Shield
-	Shield	
		Old Spice
-	Brut	Dove
10	Dove	Brut
		2016
-	Playgirl	Nivea
	Avon	Dove
	Pink Happiness	Playgirl
-	adidas	Avon
5	Nivea	adidas
6	Dove	Pink Happiness
7	Yardley	Shield
8	Hoity Toity	Red Door
9	Revlon	Yardley
10	Shield	Hoity Toity
	Q56 Coolest Pet Food 2017	New category in 2017
1	Whiskas	
2	Husky	
3	BOSS	
4	Bob Martin	
5	Pedigree	
6	Dogmor	
-	Bobtail	
_	Montego	
_	Epol	
-	Other	
		2016
1	Always	Always
		Kotex
-	Stayfree	Stayfree
-	Lil-Lets	Lil-Lets
-		Lifestyle
-	Lifestyle	
	Libresse	Tampax
7	Tampax	Ava Secrets
-	GynaeGuard	Comfitex
	Other	Other
	Q58 Coolest Specialist Health, Beauty, & Accessory Stores 2017*	2016
4		Dia Cham
	Clicks	Dis-Chem
-	Woolworths	Clicks
-	Avon	Woolworths
-	Dis-Chem	Edgars
-	American Swiss	Body Shop
-	Edgars (Red Square)	Red Square
	Body Shop	Link Pharmacy
-	MAC store	Sorbet
_	Beauty Zone	
	Lovisa	
	-	2016
1	Avon	Avon

2	Revion	Revion
	MAC	MAC
	L'Oreal	L'Oreal
	Elizabeth Arden	Elizabeth Arden
-	Yardley	Chanel
-	Estee Lauder	Justine
_	Justine	Yardley
	Bobbi Brown	Bobbi Brown
	Maybelline	Estee Lauder
		2016
	WhatsApp	WhatsApp
-	Facebook	Facebook
_	Instagram	Instagram
3	instagram	instayram
4	YouTube	YouTube
5	Twitter	BBM
6	Google+	Google+
7	Snapchat	Skype
-	BBM	Twitter
9	Musical.ly	Snapchat
10	We Chat	Tumblr
	Q61 Coolest Soap Bars 2017	2016
	Dove	Protex
-	Lux	Dove
-	Protex	Dettol
-	Dettol	Lux
-	Nivea	Nivea
-	Lifebouy	Lifebuoy
$\vdash$	Sunlight	Sunlight
$\vdash$	Johnson's & Johnson's	Johnson & Johnson
	Savlon	Savion
-	Palmolive	Gentle Magic
		2016
	Dark & Lovely	Dark & Lovely
$\vdash$	TRESemme	Dove
-	Head & Shoulders	Avon
-	Avon	Head & Shoulders
-	Dove	Easy Waves
-	Sofn'free	Tressemé
-	Amla Oil	Sofn'Free
-	L'Oreal	Revlon
-		L'Oreal
-	Revion	
	Easy Waves	Sunsilk
	Q63 Coolest Spread/Sauce 2017	New category in 2017
-	Nutella	
	Nando's Sauces	
-	Steer's Sauces	
-	All Gold Tomato Sauce	
-	Melrose Cheese Spread	
-	Black Cat Peanut Butter	
$\vdash$	Rama Margarine	
8	Stork Magarine	

9	Flora Margarine	
	Marmite	
	Q64 Coolest Cellphone Applications 2017	2016
1	WhatsApp	WhatsApp
2	SHAREit	Instagram
3	Instagram	Facebook
4		YouTube
4 5	Facebook YouTube	SHAREit
6	Google Play	Subway Surfers
7	Google	Google
8	Apple app store	Google Play Store
9	Snapchat Sand Sand	Clash of Clans
10	Candy Crush Saga	BlackBerry Messenger (BBM)
	Q65 Coolest Local Sportperson 2017	2016
1	AB de Villiers	AB de Villiers
2	Wayde Van Niekerk	Simphiwe Tshabalala
3	Simphiwe Tshabalala	Chad Le Clos
4	Chad Le Clos	Itumaleng Khune
5	Itumaleng Khune	Bryan Habana
6	Caster Semenya	Hashim Amla
7	Andile Jali	George Lebese
8	Hashim Amla	Oscar Pistorius
9	Bryan Habana	Teko Modise
10	Oscar Pistorius	Portia Modise
	Q66 Coolest Local DJ (radio or club) 2017	2016
1	Black Coffee	Black Coffee
2	DJ Fresh	DJ Fresh
3	Heavy-K	DJ Zinhle
4	DJ Tira	DJ Dimplez
5	DJ Zinhle	Euphonik
6	DJ Bongz	DJ Cleo
7	Euphonik	DJ Kent
8	DJ Speedsta	DJ Sbu
9	DJ Kent	DJ Max
10	Darren Whackhead" Simpson"	DJ Mo Flava
	Q67 Coolest Local Male Celebrities 2017	New category (split coolest local celeb into male vs female)
1	Trevor Noah	
2	Nasty C	
3	Emtee	
4	AKA	
5	Cassper Nyovest	
6	Black Coffee	
7	Micasa	
8	A-Reece	
9	DJ Fresh	
10	Riky Rick	
	Q68 Coolest Local Female Celebrities 2017	New category (split coolest local celeb into male vs female)
1	Babes Wodumo	
2	Fifi Cooper	
3	Minnie Dlamini	
4	Pearl Thusi	
	I	ı

5	Lira	
	Jessica Nkosi	
	Boity Thulo	
	DJ Zinhle	
_	Jeannie D	
	Nomzamo Mbatha	
	Q69 Coolest Local Music Stars (Band or Person) 2017	2016
	AKA	AKA
	Nasty C	Cassper Nyovest
_	Cassper Nyovest	Mi Casa
-	Black Coffee	K.O
5	Babe Wodumo	The Soil
-	Emtee	Black Coffee
7	Mi Casa	Riky Rick
8	The Soil	Kwesta
9	Black Motion	Goldfish
_	Riky Rick	Cashtime
_	Q70 Coolest Shoe/Footwear Brands 2017	2016
	Nike	Nike
-	adidas	adidas
3	Jordan	Timberland
4	Carvela	Jordan
5	Converse	Converse
6	Puma	Carvela
7	Timberland	Vans
8	Lacoste	Puma
9	Vans	Lacoste
10	Guess	Tomy
	Q71 Coolest Brand Overall 2017	2016
1	Nike	Nike
2	adidas	Samsung
3	Samsung	Apple
4	Apple	Coca-Cola
5	BMW	BMW
6	Mr Price	Mercedes-Benz
7	Jordan	adidas
8	Guess	Mr Price
9	Lacoste	McDonald's
	Coca-Cola	Xbox
	Q72 Coolest Skincare Products 2017	2016
	Nivea	Dove
-	Dove	Nivea
_	Avon	Avon
	POND'S	Lux
	Vaseline	Vaseline
_	Lux	Dettol
	Johnson & Johnson's	Johnson & Johnson
	Revlon	Revlon
	L'Oreal	Gentle Magic
_	Gentle Magic	Celltone
	Q73 Coolest Colleges 2017	New category (split university and college)
1	Rosebank College	

2	Varsity College	
3	Boston City College	
4	Damelin College	
5	INTEC College	
6	False Bay College	
7	Northlink College	
8	Oval International College	
9	Elangeni College	
10	Other	
	Q74 Coolest Yoghurt 2017	New category in 2017
1	Parmalat	
2	Danone NutriDay	
3	Woolworths brand	
4	Clover Classic	
5	DairyBelle	
6	Danone Yo-Jelly	
7	Other	
	Q75 Coolest Methods of Transport 2017	New category in 2017
1	Gautrain	
2	Uber	
3	MyCiti Bus	
4	Rea Vaya bus	
5	Shosholoza Meyl	
6	HI-HO Transport	
7	Tshwane Rapid Transit bus	
8	Other	

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