

Sunday Times Gen Next Awards announces 2020 winners!

Nike continued its winning streak with its sixth win in a row as the Overall Coolest Brand at the 16th annual Sunday Times Gen Next Awards, announced online on 21 August 2020. The winners span 71 categories and are based on the outcome of research conducted by Yellowwood.

The Sunday Times Gen Next survey has established itself as the leading barometer of what South African youths find ontrend and aspirational, and delivers insights that are valued by brand managers, advertising, and marketing professionals. The survey had previously been limited to South African youths between the ages of 8 and 23. Youths and young professionals across the country were polled during the 2020 survey period which concluded ahead of the national Covid-19 lockdown.



MC Maps Maponyane

Eben Gewers, head of Advertising Sales and Trade Marketing at Arena Holdings – which owns Sunday Times Gen Next – believes this year's results will be a key metric of pre-Covid youth preferences and attitudes towards brands.

Covid-19 is undoubtedly going to have a dramatic effect on numerous areas of life in the short and long terms.

Things are going to change and capturing a 'before and after' snapshot of youth brand preferences will provide huge benefit to the South African advertising and marketing industry about howpriorities and perspectives may shift in the face of huge socio-economic upheaval.

"What began as a typical year for the annual Gen Next survey, was turned upside down when shortly after our in-field research was conducted, South Africa went into lockdown. Having analysed these results in a whole new context, we found that many of the insights and brand preferences were only deepened by the pandemic," says Refilwe Maluleke, MD of Yellowwood.

Watch the ceremony here:

Sunday Times Gen Next winners in 2020 include:

- Always
- Apple (2)
- Avon
- BAR.ONE
- Capitec Bank
- Cartoon Network (DStv 301) (2)
- Channel O (DStv 320)
- Clicks
- Coca-Cola
- Colgate
- College of Cape Town
- Dark and Lovely
- Doritos
- Dove
- DStv
- Engen
- Facebook
- FIFA (2)
- Game
- Gold Reef City
- Kellogg's Corn Flakes
- KFC's Add Hope
- KOO
- Lockdown
- Magnum

- Mall of Africa
- McDonald's
- Mercedes-Benz (2)
- Metro FM
- Mr. Bean
- Mr D Food
- Nando's
- Nestlé Hot Chocolate
- Nike (4)
- NIVEA
- NIVEA Men
- Nutella
- Parmalat
- Pin Pop
- Playgirl
- PlayStation 4 Pro
- Protea Hotels
- Red Bull Energy Drink
- Speak Out
- Sportscene
- Stimorol
- Takealot
- Telkom/Telkom Mobile
- Toys R Us
- University of Cape Town (UCT)
- Uzalo
- WhatsApp
- Woolworths Food
- WWE Channel (DStv 128)
- YouTube

Apart from evaluating consumer products and brands, the survey also recognises youth perception of the personal brands of sports and entertainment celebrities.

For many years, DJ Black Coffee and comedian Trevor Noah dominated the Coolest Local DJ and Coolest Local Male Celebrity categories respectively. However, 2020 saw new category winners announced: Kabza da Small (Coolest Local DJ) and Nasty C (Coolest Local Male Celebrity). For the second year running, Bonang Matheba took the crown as Coolest Online Influencer. Sho Madjozi was recognised as Coolest Local Female Celebrity. The 2019 Rugby World Cup-winning captain, Siya Kolisi, is this year's Coolest Local Sportsperson.

Sunday Times Gen Next is presented in association with Arena Events, Yellowwood and Shell. Other partners of the Sunday Times Gen Next digital series of events include Mall of Africa, Proudly South Africa, CliffCental.com and The Financial Mail Redzone.

The polling results and analyses across all categories will be published in a supplement accompanying the Sunday Times on 23 August 2020.

Below are the rankings in the 2020 Sunday Times Gen Next survey.

Cooles	Coolest Advertising Medium 2020	
1	Facebook	
2	YouTube	

3	Instagram
4	Television
5	Twitter
	ts Banks 2020
1	Capitec Bank
2	FNB
3	Standard Bank
4	Absa
	Nedbank Nedbank
	ay Wishlist 2020
	Smartphone
	Money
3	Car
4	Laptop
5	Cake
	et Brand Overall 2020
1	Nike
'	Apple Apple
	Samsung
4	BMW
5	adidas
	et Brand Slogans 2020
1	Just Do It (Nike)
	I'm Lovin' It (McDonald's)
	So Good (KFC)
	All In (adidas)
	Off the Wall (Vans)
	st Breakfast Cereals 2020
	Kellogg's Com Flakes
2	Nestlé MLO
3	Jungle Cats
	Kellogg's Coco Pops
	FUTURELIFE
	st Campaign Targeted at Youth 2020
1	Speak Out
2	LoveLife
3	Soul Buddyz
4	Soul City
5	Save the Rhino
	st Cartoon Shows 2020
	Mr. Bean
2	The Regular Show
3	Tom and Jerry
	Family Guy
5	Teen Titans
	st Cellphones 2020
1	Apple iPhone
2	Samsung
	Huawei
4	Hisense
5	Sony
	st Chewing Gum 2020
1	Stimorol
2	Orbit
3	Mentos
4	Chappies
5	Infinity (Stimorol)
Cooles	st Chocolates 2020
	BAR.ONE
	l .

2	Cadbury Dairy Mlk
3	Ferrero Rocher
	KitKat
4 5	Lunch Bar
	st Clothing Brands 2020
1	Nike
2	adidas
3	Redbat
4	Gucci
5	FILA
	st Clothing Stores 2020
1	Sportscene
2	Mr Price
3	TotalSPORTS
4	Woolworths
5	Markham
Cooles	st Cold Drinks 2020
1	Coca-Cola
2	Fanta
3	Appletiser
4	Sprite
5	Sparletta Creme Soda
Cooles	st Colleges 2020
1	College of Cape Town
2	Rosebank College
3	Varsity College
_	Damelin College
5	South West Gauteng College
	st Community Programmes 2020
1	Add Hope (KFC)
	Khumbul'ekhaya Childline
3	Save the Rhino
5	Speak Out
	st Company to work for 2020
	Mercedez-Benz
	BMW
3	Apple
4	Samsung
5	Nike
Cooles	st Computer Brands 2020
1	Apple Mac
2	Samsung
3	Hisense
4	Microsoft
5	LG
Cooles	st Console/Computer Games 2020
1	FIFA
2	Grand Theft Auto (GTA)
3	Need for Speed
4	Subway Surfers Subway Subway Surfers Subway Surfers Subway Surfers Subway S
5	Candy Crush Saga
	st Dairy Drinks 2020
1	Nestlé Hot Chocolate Tropiles
2	Tropika UltraMel Custard
3	MILO
5	Yogi Sip
	st Eat Out Places 2020
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Spur		E
Multiple Maga Basen	1	Nando's
May & Ream	2	Spur
May & Ream		
5 Rochlerus Economics Coolest Energy Products 2020 1 Rec Bull Energy Drink 2 Powerande 3 Morester Energy Drink 4 Dragon Exergy Drink 5 Energodin Eintertailment Channel 2020 1 (Carton Newton (DSN 201) 3 Densy Channel (DSN 203) 4 Mif Vasso (DSN 202) 5 Manna Mugic (DSN 181) Coolest East Food Paleos 2020 1 (Abbroalds 2 NFC 3 Rec Bull Energy Energ	3	
Coolest Energy Products 2020 Poweration	4	Mugg & Bean
1 Red But I Energy Drink 2 Powerade 3 Marshat Energy Drink 4 Dingon Energy Drink 5 Energade Eitertainment Channel 2020 1 WWE Foramel (CSN 128) 2 Cartoon Netronk (CSN 301) 3 Dingo Channel (CSN 403) 4 Wing Spannel (CSN 403) 5 Wing Spannel (CSN 403) 6 Wing Spannel (CSN 403) 6 Wing Spannel (CSN 403) 7 Wing Spannel (CSN 401) 7 Wing Spannel (CSN 403) 7 Wing Spannel (CSN 401) 7 Wing Spannel (CSN 403) 8 Dingor King 8 Dingor King 9 Dingor Ki	5	RocoMamas
2	Cooles	st Energy Products 2020
2	1	Red Bull Energy Drink
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Bite Charmer		
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MIV Base (DStv 322)	3	Disney Channel (Dstv 303)
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1 PlayStation 4 Pro 2 Xbox One X 3 Xbox 360 E 4 PSP 5 Nintendo 3DS XL Coolest Grocery Stores 2020 1 Woolworths Food 2 Pick n Pay 3 Checkers 4 Food Lovers Market 5 Spar Coolest Haircare Products 2020 1 Dark and Lovely 2 Dove 3 Akon 4 Sofn'free		
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3 Xbox 360 E 4 PSP 5 Nintendo 3DS XL Coolest Grocery Stores 2020 1 Woolworths Food 2 Pick n Pay 3 Checkers 4 Food Lovers Market 5 Spar Coolest Haircare Products 2020 1 Dark and Lovely 2 Dove 3 Avon 4 Sofn'free	2	Xbox One X
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1 Woolworths Food 2 Pick n Pay 3 Checkers 4 Food Lovers Market 5 Spar Coolest Haircare Products 2020 1 Dark and Lovely 2 Dove 3 Avon 4 Sofn'free		
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Dark and Lovely Dove Avon Sofn'free	5	Spar
Dark and Lovely Dove Avon Sofn'free	Cooles	et Haircare Products 2020
 Dove Avon Sofn'free 		
Avon 4 Sofn'free	2	
4 Sofn'free		
	2	Avan
5 Easy Waves		
	4	Sofn'free

Cooles	st Hotel Groups 2020
1	Protea Hotels
2	Sun International
3	Hilton Hotels & Resorts
4	City Lodge / Town Lodge / Road Lodge
5	Tsogo Sun
	st Ice Cream 2020
1	Magnum
2	Oreo
3	Woolworths Tin Roof
4	Nestlé BAR.ONE
5	Polar Ice Cream
	live without2020
1	Family
2	God
	Parents
4	Music
5	Money
	st Job 2020
1	Doctor
2	Engineer
3	Lawyer
4	Actor/Actress
5	Soccer Player
Cooles	st Kids TV Channels 2020
1	Cartoon Network (DStv 301)
2	Disney Channel (DStv 303)
3	Nickelodeon (DStv 305)
4	Boomerang (DStv 302)
5	Disney XD (DStv 304)
Cooles	st Local DJ (radio or club) 2020
1	Kabza De Small
2	Black Coffee
3	DJ Zinhle
4	DJ Maphorisa
5	DJ Tira
Cooles	st Local Entertainment Places 2020
1	Gold Reef City
2	Sun City
3	uShaka Marine World
4	Nu Metro
5	The National Zoo
	st Local Female Celebrities 2020
1	Sho Madjozi
2	DJ Zinhle
3	Lady Zamar
4	Boity Thulo
5 Coolea	Mnnie Dlamini
	st Local Male Celebrities 2020
1	Nasty C Trevor Noah
2	Irevor Noan Kabza De Small
3	
4	Cassper Nyovest Kwesta
5 Coolor	
Cooles	st Local Sportsperson 2020
1	Cira Kaliai
1	Siya Kolisi
2	Thembinkosi Lorch

5	AB de Villiers
	st Make-Up Brands 2020
1	Avon
	Revion Revion
2	Revior
3	POND'S
4	L'Oréal
5	MAC
Cooles	st Male Deodorants 2020
1	NIVEAMen
2	Playboy
3	English Blazer
4	AXE
5	adidas
Cooles	st Mobile Game 2020
1	FIFAMbbile
2	Subway Surfers
3	Candy Crush Saga
4	Mnecraft
5	Fortnite
	st Motor Vehicles 2020
1	Mercedes-Benz
2	Lamborghini
	BMW
4	Range Rover
	Ferrari
	st Music Store/website/streaming 2020
1	YouTube
	iTunes/Apple Music
	Google Play Store
3	JOOX
	MP3 Juices
	st Online Fashion store/app 2020
1	Takealot
	Mr Price
	Zara
4	H&M
	Superbalist
	st Online Influencer 2020
1	Bonang Matheba
2	Somizi Kim Kordoshian
3	Kim Kardashian
4	Lasizwe Afblali Ndomose
	Mhlali Ndamase
	st Petrol Stations 2020
1	Engen Table
2	Total
3	Caltex
4	Shell Speed
5 Cooler	Sasol
	st Radio Stations 2020
	Metro FM
2	Ukhozi FM
3	Jozi FM
4	Lesedi FM
5 Cooler	947 (Highveld) st Shoe/Footwear Brands 2020
1	Nike
2	adidas

3	FILA
4	Jordan
5	Vans
	et Shopping Malls 2020
	Mall of Africa
	Gateway Theatre of Shopping
	Sandton City
4	Canal Walk
5	Mall of the South
Cooles	t Skincare Products 2020
	NIVEA
	Dove
	Vaseline
4	Avon
	POND'S
Cooles	et Snacks 2020
1	Doritos
2	Lays
	Simba Chips
	Oreo
	Pringles Pringles
	Bars 2020
	Dove
2	Protex
3	Dettol
	NIVEA
5	Lux
	t Social Media Platforms 2020
	WhatsApp
	Instagram
3	Facebook
4	Tik Tok
5	YouTube
	t Specialist Health, Beauty, & Accessory Stores 2020
	Clicks
	Dis-Chem
	Woolworths
	Edgars
5	Avon
Cooles	t Spread/Sauce 2020
	Nutella
	Rama
	Nando's Sauces
	ALL GOLD Tomato Sauce
	Melrose Cheese Spread
	et Stationery Store 2020
1	Game
2	CNA
3	Checkers
	Shoprite
	Pick n Pay
	t Sweets 2020
	Pin Pop
2	Jelly Tots
3	Smarties
4	Mentos
	Smoothies
	t Telecomms Providers 2020
200103	
1	Telkom/Telkom Mobile

2	Vodacom
3	MTN
4	Cell C
5 Coolea	Rain st Tinned Food 2020
Cooles	st Tinned Food 2020
1	коо
	Lucky Star
	ALL GOLD
4	Rhodes
5	Bull Brand
Cooles	et Toothpaste 2020
1	Colgate
2	Aquafresh
3	Sensodyne
4	Oral-B
5	Close-Up
	at TV Channels 2020
1	Cartoon Network (DStv 301)
2	Mzansi Magic (DStv161)
3	TRACE Urban (DStv 325)
	M-Net Movies All Stars (DStv 111)
	Disney Channel (DStv 303)
	et TV Music Channels 2020
	Channel O (DStv 320)
	TRACE Urban (DStv 325)
	MTV Base (DStv 322)
	TRACE Africa (DStv 326)
	MTV (DStv 130)
	st TV Programmes/Series 2020
1	Lockdown
2	Black-ish
	The Big Bang Theory
	Kulfi The Singing Star
5	Ridiculousness
	et TV Soaps 2020
1	Uzalo
2	The Queen
3	Empire
4	7de Laan
5	lsiBaya
Cooles	st TV/streaming/content channels/platforms 2020
1	DStv
2	YouTube
3	Netflix
4	Showmax
5	GooglePlay
Cooles	st Toy Store 2020
1	Toys R Us
2	Game
3	The Crazy Store
4	ToyZone
5	ToyKingdom
	st Universities 2020
1	University of Cape Town (UCT)
2	University of Johannesburg (UJ)
3	UNISA
4	University of Witwatersrand (WITS)
5	University of KwaZulu-Natal (UKZN)
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Cooles	Coolest Yoghurt 2020	
1	Parmalat	
2	Danone NutriDay	
3	Clover Classic	
4	Woolworths Brand	
5	Yogi Sip	

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