

Generation Next provides insight on SA's 'coolest' brands

At the recent Sunday Times Generation Next Survey Awards, the youth of South Africa voted for its 'coolest brands'. The big winner of the awards night was Nike, which has always been a front-runner in the awards, going home with the coveted Coolest Brand Overall, Coolest Clothing Brand, Coolest Footwear Brand and Coolest Brand Slogan awards.

The survey, conducted by HDI and sponsored by Waltons, recognises South Africa's most-loved brands, products and celebrities in 72 categories voted for by over 5,400 youth aged 8 to 23.



Insightful survey

Trevor Ormerod, GM: Group Sales at Times Media, said, "The Awards have received a massive response each year and highlights the relevance that these insights hold for both marketers and brands. We've seen some impressive shifts in position amongst some brands, especially those that have come out on top this year, challenging their competitors to stay on top of their game."

The new winners this year include Mercedes Benz, which won the Coolest Motor Vehicle award, Cape Town, which was voted Coolest Holiday Destination, and KFC claimed Coolest Fast Food Place. Samsung took this year's Coolest Cellphone category from the Apple iPhone and DStv was voted Coolest Company to work for, beating last year's winner, Google. Xbox moved into first place for Coolest Hi-Tech Gadget taking over from the Samsung Galaxy Tablet.

Skeem Saam on SABC 1 was voted the Coolest Current TV Programme and Coolest TV Soap, out-doing *Generations* in both categories. The Proteas Cricket Captain, AB de Villiers, was voted Coolest Local Sportsperson. TV personality, Minnie Dlamini scooped the Coolest Local Female TV Star for the third consecutive year while DJ Black Coffee once again dominated the Coolest Local DJ category. South African comedian and new *Daily Show* presenter, Trevor Noah, won the Coolest Male TV Star and Coolest Local Celebrity titles.

Nestle Milo won the Coolest Breakfast Cereal category and Pin Pop moved into number one in the Coolest Sweets category. *Soul City* won the Coolest Community Programme category while *Soulbuddyz* shifted into second place and *Save the Rhino* into third.

Staying number one...

Whatsapp remained the leading Coolest Social Media Platform and Coolest Cellphone Application amongst the youth. Monster Energy won Coolest Energy Product/Drink for the second year running.

Brand winners who retained their number one position in the survey include: Metro FM (Coolest Radio Station); SAA (Coolest Domestic Airlines), FNB (Coolest Bank), Protea Hotels (Coolest Hotel Group), Vodacom (Coolest Telecomms Provider), Engen (Coolest Petrol Station), Spur (Coolest Eat-Out Place), Pick n Pay (Coolest Grocery Store), Doritos (Coolest Snack) and Coca-Cola (Coolest Cold Drink).

The survey was conducted across seven regions including Eastern Cape, Free State, Gauteng, KwaZulu-Natal, Limpopo, North West and Western Cape. For a complete list of category winners and survey methodology, go to www.TMAdRoom.co.za.

The Sunday Times Generation Next Brand Survey results were published as a supplement in the *Sunday Times* on 10 May.

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