

## Sunday Times Gen Next Awards announces 2020 category finalists

The Sunday Times Gen Next survey has announced the finalists across each of the 69 categories of the 16th annual Awards. The winners will be celebrated during an online event on 21 August 2020.



Image source: [123RF.com](https://www.123RF.com)

The Sunday Times Gen Next survey is considered the leading barometer of what South Africa's youth find on-trend and aspirational and delivers insights that are valued by brand management, advertising, and marketing professionals.

The survey conducted by HDI Youth Consultancy (now incorporated into Yellowwood) has previously been limited to South African youths between the ages of 8 and 23, but for the first time also includes a sample population of Young Professionals, aged 25 to 30 years. More than six thousand youth and young professionals across the country were polled during the 2020 survey period which concluded ahead of the national Covid-19 lockdown.

However, the Gen Next survey has not been insulated from the impact of the Covid-19 restrictions and lockdown, says Bonolo Molale of HDI:

*“ The greatest impact has been in our inability to reach the full desired sample of 12,000 youth and young professionals. Despite the challenges faced, we have reached 6000 youth and young professionals which is a significant sample size and represents a large and relevant population from which to draw insights on youth. ”*

Eben Gewers, head of Advertising Sales and Trade Marketing at Arena Holdings – which owns *Sunday Times Gen Next* – says:

"The 2020 survey results will serve as the most accurate 'before' snapshot of youth brand perception from pre-lockdown, pre-Covid-19 period. It gives marketers a unique benchmark for measuring attitude shifts that may happen because of the hardships many will face, and how these will shape their spending priorities in post-lockdown economic recovery period."

The survey also recognises youth perception of personal brands of sports and entertainment celebrities. “High profile individuals like sports stars, musicians, and actors play a huge role in youth culture, and it will very interesting to see which of those celebrated in the 2020 survey results will maintain their good favour and continue to serve as responsible role models during this crucial time for our country,” says Gewers.

The finalists in the 2020 celebrity, sport and entertainment categories (in alphabetical order) are:

### **Coollest TV Soaps**

*7de Laan*

*Empire*

*IsiBaya*

*The Queen*

*Uzalo*

### **Coollest Radio Stations**

947

Jozi FM

Lesedi FM

Metro FM

Ukhozi FM

### **Coollest Local Sportsperson**

AB de Villiers

Percy Tau

Siphiwe Tshabalala

Siya Kolisi

Thembinkosi Lorch

### **Coollest Local DJ (radio or club)**

Black Coffee

DJ Maphorisa

DJ Tira

DJ Zinhle

Kabza de Small

### **Coollest Local Male Celebrities**

Cassper Nyovest

Kaza de Small

Kwesta

Nasty C,

Trevor Noah

### **Coollest Local Female Celebrities**

Boity Thulo  
DJ Zinhle  
Lady Zamar  
Minnie Dlamini  
Sho Madjozi

## **Coollest Online Influencers**

Bonang Matheba  
Kim Kardashian  
Lasizwe  
Mihlali Ndamase  
Somizi

Below are all category finalists in the 2020 Sunday Times Gen Next survey (in random order). Only those categories marked with an \* will be announced during the online awards event, however, all category winners will be published in the *Sunday Times*:

### **\*Coollest Banks 2020**

Absa  
Capitec Bank  
FNB  
Nedbank  
Standard Bank

### **\*Coollest Cellphones 2020**

Apple iPhone  
Hisense  
Huawei  
Samsung  
Sony

### **\*Coollest Clothing Stores 2020**

Markham  
Mr Price  
Sportscene  
Totalsports  
Woolworths

### **\*Coollest Clothing Brands 2020**

adidas  
Fila  
Gucci  
Nike  
Redbat

## **\*Coolest Dairy Drinks 2020**

Nestlé Hot Chocolate

Milo

Tropika

UltraMel Custard

Yogi Sip

## **\*Coolest Hotel Groups 2020**

City Lodge / Town Lodge / Road Lodge

Hilton Hotels & Resorts

Protea Hotels

Sun International

Tsogo Sun

## **\*Coolest Shopping Malls 2020**

Canal Walk

Gateway Theatre of Shopping

Mall of Africa

Mall of the South

Sandton City

## **\*Coolest Online Fashion store/app 2020**

H & M

Mr Price

Superbalist

Takealot

Zara

## **\*Coolest Companies to work for 2020**

Apple

BMW

Mercedes-Benz

Nike

Samsung

## **\*Coolest Telecomms Providers 2020**

Cell C

MTN

Rain

Telkom/Telkom Mobile

Vodacom

## **\*Coolest Tinned Food 2020**

Koo  
All Gold  
Bull Brand  
Lucky Star  
Rhodes

### **\*Coolest Motor Vehicles 2020**

BMW  
Ferrari  
Lamborghini  
Mercedes-Benz  
Range Rover

### **\*Coolest Stationery Store 2020**

Checkers  
CNA  
Game  
Pick n Pay  
Shoprite

### **\*Coolest Petrol Stations 2020**

Caltex  
Engen  
Sasol  
Shell  
Total

### **\*Coolest Local Entertainment Places 2020**

Gold Reef City  
Nu Metro  
Sun City  
The National Zoo  
uShaka Marine World

### **\*Coolest Console/Computer Games 2020**

Fifa  
Candy Crush Saga  
Grand Theft Auto (GTA)  
Need for Speed  
Subway Surfers

### **\*Coolest Grocery Stores 2020**

Checkers

Food Lovers Market  
Pick n Pay  
Spar  
Woolworths Food

### **\*Coolest Fast Food Places 2020**

Burger King  
Debonairs  
KFC  
McDonald's  
Nando's

### **\*Coolest Eat Out Places 2020**

Mugg & Bean  
Nando's  
RocoMamas  
Spur  
Wimpy

### **\*Coolest Energy Products 2020**

Dragon Energy Drink  
Energade  
Monster Energy Drink  
Powerade  
Red Bull Energy Drink

### **\*Coolest Snacks 2020**

Doritos  
Lay's  
Oreo  
Pringles  
Simba Chips

### **\*Coolest Cold Drinks 2020**

Appletiser  
Coca-Cola  
Fanta  
Sparletta Creme Soda  
Sprite

### **\*Coolest Sweets 2020**

Jelly Tots  
Mentos

Pin Pop  
Smarties  
Smoothies

### **\*Coolest Chocolates 2020**

Bar.One  
Cadbury Dairy Milk  
Ferrero Rocher  
KitKat  
Lunch Bar

### **\*Coolest TV/streaming/content channels/platforms 2020**

DStv  
GooglePlay  
Netflix  
Showmax  
YouTube

### **\*Coolest Online Influencer 2020**

Bonang Matheba  
Kim Kardashian  
Lasizwe  
Mihlali Ndamase  
Somizi

### **Coolest Feminine Hygiene Products 2020**

Always  
Kotex  
Libresse  
Lil-Lets  
Stayfree

### **Coolest Soap Bars 2020**

Dettol  
Dove  
Lux  
Nivea  
Protex

### **Coolest Cartoon Shows 2020**

*Family Guy*  
*Mr. Bean*  
*Teen Titans*

*The Regular Show*  
*Tom & Jerry*

## **Coollest Kids TV Channels 2020**

Boomerang (DStv 302)  
Cartoon Network (DStv 301)  
Disney Channel (DStv 303)  
Disney XD (DStv 304)  
Nickelodeon (DStv 305)

## **Coollest Music Store/website/streaming 2020**

Google Play Store  
iTunes/Apple Music  
Joox  
MP3 Juices  
YouTube

## **Coollest Brand Slogans 2020**

All In (adidas)  
I'm Lovin' It (McDonald's)  
Just Do It (Nike)  
Off the Wall (Vans)  
So Good (KFC)

## **Coollest Ice Cream 2020**

Magnum  
Nestlé Bar.One  
Oreo  
Polar Icecream  
Woolworths Tin Roof

## **Coollest Birthday Wishlist 2020**

Cake  
Car  
Laptop  
Money  
Smartphone

## **Coollest Spread/Sauce 2020**

All Gold Tomato Sauce  
Melrose Cheese Spread  
Nando's Sauces  
Nutella

Rama

### **\*Coolest Computer Brands 2020**

Apple Mac

Hisense

LG

Microsoft

Samsung

### **\*Coolest Campaign Targeted at Youth 2020**

LoveLife

Save the Rhino

Soul Buddyz

Soul City

Speak Out

### **\*Coolest TV Channels 2020**

Cartoon Network (DStv 301)

Disney Channel (DStv 303)

M-Net Movies All Stars (DStv 111)

Mzansi Magic (DStv 161)

Trace Urban (DStv 325)

### **\*Coolest TV Music Channels 2020**

Channel O (DStv 320)

MTV (DStv 130)

MTV Base (DStv 322)

Trace Africa (DStv 326)

Trace Urban (DStv 325)

### **\*Coolest TV Soaps 2020**

*7de Laan*

*Empire*

*IsiBaya*

*The Queen*

*Uzalo*

### **\*Coolest Radio Stations 2020**

947 (Highveld)

Jozi FM

Lesedi FM

Metro FM

Ukhozi FM

### **\*Coolest Breakfast Cereals 2020**

Futurelife  
Jungle Oats  
Kellogg's Coco Pops  
Kellogg's Corn Flakes  
Nestlé Milo

### **\*Coolest Specialist Health, Beauty, & Accessory Stores 2020**

Avon  
Clicks  
Dis-Chem  
Edgars  
Woolworths

### **\*Coolest Make-Up Brands 2020**

Avon  
L'Oréal  
Mac  
Pond's  
Revlon

### **\*Coolest Social Media Platforms 2020**

Facebook  
Instagram  
Tik Tok  
WhatsApp  
YouTube

### **\*Coolest Haircare Products 2020**

Avon  
Dark & Lovely  
Dove  
Easy Waves  
Sofn'free

### **\*Coolest Local Sportsperson 2020**

AB de Villiers  
Percy Tau  
Simphiwe Tshabalala  
Siya Kolisi  
Thembinkosi Lorch

### **\*Coolest Local DJ (radio or club) 2020**

Black Coffee  
DJ Maphorisa  
DJ Tira  
DJ Zinhle  
Kabza De Small

### **\*Coolest Local Male Celebrities 2020**

Cassper Nyovest  
Kabza De Small  
Kwesta  
Nasty C  
Trevor Noah

### **\*Coolest Local Female Celebrities 2020**

Boity Thulo  
DJ Zinhle  
Lady Zamar  
Minnie Dlamini  
Sho Madjozi

### **\*Coolest Shoe/Footwear Brands 2020**

adidas  
Gucci  
Jordan  
Nike  
Vans

### **\*Coolest Colleges 2020**

College of Cape Town  
Damelin College  
Rosebank College  
South West Gauteng College  
Varsity College

### **\*Coolest Yoghurt 2020**

Clover Classic  
Danone NutriDay  
Parmalat  
Woolworths Brand  
Yogi-Sip

### **\*Coolest Toy Store 2020**

Game

The Crazy Store  
Toy Kingdom  
Toys R Us  
ToyZone

### **\*Coolest Food Delivery App 2020**

Eat 24  
Mr D Food  
OrderIn  
Uber Eats

### **\*Coolest Universities 2020**

Unisa  
University of Cape Town (UCT)  
University of Johannesburg (UJ)  
University of KwaZulu-Natal (UKZN)  
University of Witwatersrand (WITS)

### **\*Coolest Advertising Medium 2020**

Facebook  
Instagram  
Television  
Twitter  
YouTube

### **\*Coolest Male Deodorants 2020**

adidas  
AXE  
English Blazer  
Nivea Men  
Playboy

### **\*Coolest Female Deodorants 2020**

adidas  
Avon  
Dove  
Nivea  
Playgirl

### **\*Coolest Gaming Console 2020**

Nintendo 3DS XL  
PlayStation 4 Pro  
PSP

Xbox 360 E  
Xbox One X

### **Coollest Skincare Products 2020**

Nivea  
Avon  
Dove  
Pond's  
Vaseline

### **Coollest Toothpaste 2020**

Aquafresh  
Close-Up  
Colgate  
Oral-B  
Sensodyne

### **Coollest Entertainment Channel 2020**

Cartoon Network (DStv 301)  
Disney Channel (DStv 303)  
MTV Base (DStv 322)  
Mzansi Magic (DStv 161)  
WWE Channel (DStv 128)

### **Coollest Mobile Game 2020**

Candy Crush Saga  
FIFA Mobile  
Fortnite  
Minecraft  
Subway Surfers

### **Coollest TV Programmes/Series 2020**

*Black-ish*  
*Kulfi The Singing Star*  
*Lockdown*  
*Ridiculousness*  
*The Big Bang Theory*

### **Coollest Chewing Gum 2020**

Chappies  
Infinity (Stimorol)  
Mentos  
Orbit

Stimorol

## **Coollest Community Programmes 2020**

Add Hope (KFC)

ChildLine

*Khumbul'ekhaya*

Save the Rhino

SpeakOut

## **I cannot live without...2020**

Family

God

Money

Music

Parents

## **Coollest Job 2020**

Actor/Actress

Doctor

Engineer

Lawyer

Soccer Player

[Sunday Times Gen Next](#) is presented in association with HDI Youth Consultancy.

Register to watch the Sunday Times Gen Next Awards online, by clicking [here](#).

For information on sponsorship and activation opportunities at the 2020 Sunday Times Gen Next Awards contact [Hoyland](#).

For more, visit: <https://www.bizcommunity.com>