

Mercedes-Benz SA voted coolest car brand at *Sunday Times* GenNext Awards

Mercedes-Benz South Africa has won the category of Coolest Motor Vehicle Brand in the 2023 *Sunday Times* GenNext awards. Friend of the brand, Siya Kolisi was awarded Coolest Local Sportsperson.



Image supplied

The coolest brands, according to South Africa's youth, were announced at this year's annual *Sunday Times* GenNext Awards, held in Melrose Arch, Johannesburg on 20 September 2023.

The survey is a barometer of what South Africa's youth find on-trend and inspirational and delivers insights that are valued by brand management, advertising, and marketing professionals.

"Clearly, understanding the brand decisions of the youth will be critical to future business success," says Pule Molebeledi, acting CEO at Arena Holdings, which owns and manages the *Sunday Times* GenNext brand.

The results

Coolest	Coolest Brand Overall	
1	Nike	
2	Apple	
3	Samsung	
4	Adidas	
5	BMW	
6	Louis Witton	
7	Coca-Cola	
8	Gucci	
9	Puma	
10	Vans	
Coolest	Advertising Medium	
1	Google Ads	
2	TikTok	
3	Instagram	
4	YouTube	

5	Twitter
6	Posters / Flyers / Pamphlets / Brochure
7	Magazines
8	Newsletter
9	Facebook
10	Email Advertising/ Email Marketing
Coolest	Alcohol Brands
1	Jägermeister
2	Savanna
3	Brutal Fruit Spritzer
4	Hennessy Cognac
5	Heineken
6	Smirnoff
7	Tanqueray Gin
8	Cruz Vodka
9	4th Street Wines
10	Belgravia London Dry Gin
Coolest	
	Capitec Bank
1	FNB/ First National Bank
2	
3	TymeBank Standard Bank
4	
5	Nedbank
6	ABSA
/	Discovery Bank
8	Old Mutual
9	African Bank
10	Investec Bank
	Brand That Cares About my Community
1	Vodacom
2	Sasko
3	Gift of the Givers
4	Adidas
5	Unilever
6	Pick n Pay
7	Impala Community Development Trust
8	Spar
9	Blue Ribbon
10	Woolworths
Coolest	Breakfast Cereals
1	Nestlé Cheerios
2	FUTURELIFE Cereal
3	Bokomo Corn Flakes
4	Nestlé Mio Cereal
5	ProNutro
6	Kellogg's Coco Pops
7	Kellogg's All Bran
8	Morvite
9	Kellogg's Froot Loops
10	Kellogg's Rice Krispies
Coolest	Campaign Targeted at Youth
1	KFC's Add Hope
2	Adidas Impossible is Nothing
	and impossible to the imig
3	R350 Sassa SRD Grant
3 4	
-	R350 Sassa SRD Grant
4	R350 Sassa SRD Grant Vodacom NXT LVL Get A Gig
4 5	R350 Sassa SRD Grant Vodacom NXT LVL Get A Gig HYDC Harambee Youth Development

8	MTN Pulse/#OnThePulse
	Global Citizen
	Cell C Take a Girl Child to Work Day
	Cartoon Shows
	Mr. Bean: The Animated Series
	Tom & Jerry
	Regular Show
	Dragon Ball Z (DBZ)
	Supa Strikas
	SpongeBob SquarePants
	Teen Titans Go!
	Mckey Mouse
	Sofia The First
	Cocomelon
Coolest	Cellphones Brands
1	Samsung
2	iPhone
3	Huawei
	Xiaomi
5	Nokia
6	Орро
7	Hisense
8	LG
9	Itel
10	Mobicel
Coolest	Cold Beverage
1	Coca-Cola
2	Appletiser
3	Сарру
4	Sprite
5	Liqui Fruit
6	Stoney
7	Pepsi
8	Tropika
9	Jive Cooldrinks
10	Lipton Iced Tea
Coolest	Fitness Apps
1	Virgin Active
2	Google Fit
3	30 Day Fitness Challenge
	Samsung Health
5	Nike Training Club
6	SweatCoin Fitness App
7	Apple Fitness
8	Huawei Fitness / Huawei Health
9	DailyYoga
10	Planet Fitness live
Coolest	Food Delivery Apps
	Uber Eats
2	Mr D
3	Checkers Sixty60
	Debonairs Pizza
5	KFC
6	McDelivery
	Nando's
8	Pick n Pay ASAP!
F9	Takealot Food Delivery Service
10	Bolt Foods

Coolest	Gaming Consoles
	Playstation 5 / PS5
2	Playstation 4 / PS4
3	Xbox Series X and Series S
4	Xbox One
5	Xbox 360
6	PSP / Sony PSP
	Playstation 3 / PS3
	Playstation 2 / PS2
	Nintendo Switch
10	Steam Deck
	Grocery Stores
	Woolworths
2	Food Lovers Market
	Game Stores
4	Boxer Super Stores
	Checkers
6	Usave
	Makro
	Pick n Pay
	Shoprite
	OK/OK Foods
	Haircare Products
	Dark and Lovely
	TRESemmé
	Sofn'free
	Aunt Jackie's
	Dove
6	Organics Hair Care
	Native Child
8	Revion
9	Black Chic
10	L'Oréal
Coolest	Specialist Health & Beauty Store
1	Clicks
2	Dis-Chem
3	Woolworths
4	Edgars
5	Sorbet
	Foschini
7	The Body Shop
	Signature
	MAC Cosmetics
	Mladys
	Hot Beverage
	Nestlé MIo
	Mugg & Bean Coffee
	Nestlé Hot Chocolate
	Nescafé
	Cadbury Hot Chocolate
	Jacobs Krönung Coffee
	Nespresso
	Hug in a Mug
	Freshpak Rooibos Tea
	Starbucks Coffee
	Hotel Brands
	Protea Hotels by Marriot
	City Lodge
3	Sun International

4	Southern Sun
5	Manhattan Hotel
6	Hilton Hotel
7	Radisson Blu Hotel
8	Marriott
	Garden Court
9	
10	Hotel 224
Cooles	t Ice Cream
1	Magnum
2	Woolworths Tin Roof
3	Mlky Lane Ice Cream
4	Oreo
5	Woolworths Blueberry
6	Ola
7	Cometto
8	Farmhouse
9	Dairy Mlk
10	Country Fresh
	t Insurance Brands
1	Old Mutual
2	AVBOB
3	Discovery
4	OUTsurance
5	1st For Women
6	
	Assupol
7	Clientéle
8	1Life Insurance
9	Sanlam Insurance
10	MWay Insurance
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10	Seemah
	t Online Stores
1	SHEIN
2	Takealot
3	Superbalist
4	Mr Price/MRP
5	Amazon
6	Sportscene
7	Zando
8	The FIX
9	ZARA
	Woolworths
	t Petrol Stations
1	Engen
2	Sasol
3	BP
4	Shell
5	Caltex
6	TotalEnergies
7	Puma
8	Astron Petrol
9	Viva Garage
10	Elegant Petrol Station
	t Public Transport Brands
1	Uber
2	Gautrain
3	Bolt
4	Greyhound Greyhound
5	City to City
6	InDriver
7	INTERCAPE
8	MyCiti
9	Translux
10	Metrobus
	Shopping Malls
1	Mall of Africa
2	Sandton City
3	V&A Waterfront
4	Menlyn
5	Canal Walk
6	Gateway
7	Pavillion
8	Maponya
9	Eastgate Shopping Centre
10	Mall of the North
Coolest	Shower Gel
1	Nivea
2	Oh So Heavenly
3	Dove
4	Avon
5	Radox
6	Protex
7	Lux
8	Vaseline
9	Sanex
10	Satiskin
Coolest	Skincare Products

1	Nivea
2	Vaseline
3	Dove
4	Avon
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5	Neutrogena
6	Gentle Magic
7	Dawn
8	Portia M
	L'Oréal
	Eucerin
Coolest	Snack Brands
1	Simba
2	Go-Slo's
3	Oreos
4	Pringles
5	Doritos
6	Cadbury Dairy MIk
7	Maynards
8	#Hello!
9	Fritos
10	BB Snacks
	Soap Bars
	Protex
2	Dove
3	Dettol
4	Palmolive
5	Sunlight Bar Soap
6	Nivea
7	Johnson & Johnson Soap
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9	Lifebuoy
9 10	Lifebuoy Lux
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	7	Game Stores
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2 Oh So Heavenly 3 Dove 4 PlayGirl 5 Avon 6 Mtchum	9	Chicken Licken Steers Hungry Lion
3 Dove 4 PlayGirl 5 Axon 6 Mtchum	9 10 Coolest	Chicken Licken Steers Hungry Lion t Female Deodorants
4 PlayGirl 5 Avon 6 Mtchum	9 10 Coolest 1	Chicken Licken Steers Hungry Lion t Female Deodorants Nivea
5 Avon 6 Mtchum	9 10 Coolest 1 2	Chicken Licken Steers Hungry Lion t Female Deodorants Nivea Oh So Heavenly
6 Mtchum	9 10 Coolest 1 2 3	Chicken Licken Steers Hungry Lion t Female Deodorants Nivea Oh So Heavenly Dove
	9 10 Coolest 1 2 3 4	Chicken Licken Steers Hungry Lion t Female Deodorants Nivea Oh So Heavenly Dove PlayGirl
7 Elizabeth Arden Red Door	9 10 Coolest 1 2 3 4 5	Chicken Licken Steers Hungry Lion t Female Deodorants Nivea Oh So Heavenly Dove PlayGirl Avon
	9 10 Coolest 1 2 3 4 5 6	Chicken Licken Steers Hungry Lion t Female Deodorants Nivea Oh So Heavenly Dove PlayGirl Avon Mtchum

8	Yardley
	Revion
10	Sanex
Coolest	Feminine Hygiene Products
1	Kotex
2	Always
	Lil-Lets
	GynaGuard
	Stayfree
	Nivea Intimo
	Avon Feminine Wash
	Femagene Intimate Wash
	Libresse
10	
	Chocolates
	KitKat
	Ferrero Rocher BAR ONE
	Lindt Lindor
	Cadbury Dairy Milk
	Dairy Mlk Bubbly
	Cadbury Lunch Bar
	Nestlé Aero
	Cadbury Top Deck
	Cadbury P.S.
	Clothing Brands
	Nike
2	Adidas
3	ZARA
4	Lacoste
5	Mr Price
	Redbat
7	Louis Vuitton
	Fabiani
	Puma
	Chanel
	Clothing Stores Mr Price / MRP
	Nike
	Sportscene
	H&M
	ZARA
	Markham
	Cotton On
	Woolworths
	Studio 88
10	The Fix
Coolest	Colleges
1	Tshwane North TVET College
	IIE Rosebank College
	Boston City Campus
	City Varsity College
	Damelin College
	Harvard Business School Online
	Capricom College / Capricom TVET College
	Richfield College
	SWGC – South West Gauteng College Stanford College Online
	Company to Work For
Coolest	Company to Work For

1	Google
	Mercedes-Benz
	Apple
	Transnet
	Coca-Cola
	Anglo American Platinum
7	SABC
8	Sasol
	Microsoft
	Nike
	Console Games
	FIFA
2	Grand Theft Auto / GTA
3	Call of Duty
	WWE
5	SubwaySurfer
6	Need for Speed
7	NBA
8	Dragon Ball Games
9	Street Fighter 6
	Ludo
Coolest	Daily Newspapers
1	Daily Sun
2	Sowetan
	The Citizen
4	Daily News
	The Star
	Isolezwe
	Daily Dispatch
	Cape Times
9	Cape Argus
	Die Son
Digital I	Learning Platforms
1	YouTube
	K53
	Mndset Learn 319
	LinkedIn Learning
5	Google Play Books Vodacom e-School
	Vodacom e-School Moodle
	Google Classroom
	Skillshare
10	Coursera
	Local Celebrities
1	Trevor Noah
<u> </u>	AKA
	DJ Zinhle
	Makhadzi
	DJ Kabza De Small
	Nomzamo Mbatha
	Connie Ferguson
	Bonang Matheba
	Black Coffee
10	Somizi Mhlongo
	Local Entertainment Destination
	Gold Reef City
	Sun City
	Kruger National Park
4	uShaka Marine World

5	Konka
6	Table Mountain
7	Robben Island
8	The Sudwala Caves
9	V&A Waterfront
10	Montecasino
Cooles	Local Radio Personalities
1	Thando Thabethe
2	Dineo Ranaka
3	DJ MbFlava
4	Somizi Mhlongo
5	Skhumbuzo Hlophe (Skhumba)
6	Thuso Motaung
7	Anele Mdoda
8	DJ Fresh
9	Lerato Kganyago / LKG
10	Selbeyonce
Cooles	Local TV Programmes/Series
1	Skeem Saam
2	The River
3	The Wife
4	Uyajola 9/9
5	Blood & Water
6	The Queen
7	Uzalo
8	House Of Zwide
9	Imbewu: The Seed
10	Durban Gen
Cooles	Local Sportspeople
1	Siya Kolisi
2	Percy Tau
3	Caster Semenya
4	Thembinkosi Lorch
5	Benni McCarthy
6	Itumeleng Khune
7	Themba Zwane
8	Wayde van Niekerk
9	Bryan Habana
10	AB De Villiers
Cooles	Loyalty Programme
1	Shoprite Xtra Savings
2	Pick n Pay Smart Shopper
3	Checkers Xtra Savings
4	Clicks ClubCard
5	Capitec Live Better
6	FNB eBucks
7	VodaBucks
8	Spar Rewards
9	The North Face XPLR Pass Loyalty Programme
10	Woolworths Wrewards
	: Make-Up Brands
1	L'Oréal
2	Maybelline
3	Avon
4	Clinique
5	Revion
6	Estée Lauder
7	Signature Cosmetics & Fragrance
	· ·

8	MAC Cosmetics
9	Yardley London
10	Fenty Beauty by Rihanna
	t Male Deodorants
	Nivea Men
2	Hugo Boss
3	Diesel
4	Yardley English Blazer
5	Solo
6	Brut
7	Playboy
8	Old Spice
9	Sanex
10	Shield for Men
	t Motor Vehicles Brands
1	Mercedes-Benz
2	BMW
3	Audi
4	Range Rover
5	W Kange Rover
6 7	Lamborghini Toyeta
	Toyota Porsche
8	
9	Rolls-Royce
10	Jeep
	t Music Store/Website/Streaming
	iTunes
2	MP3 Juices
3	Spotify Leave
4	JOOX
5	Fakaza
6 7	Deezer County Plan Marin
8	Google Play Music SoundCloud
	YouTube Music
9	Amazon Music
	t Online Accommodations Booking Sites
1	Booking.com
2	airbnb
3	Trivago
4	Sho't Left Safari.com
5	
6	Computicket
7	Tripadvisor Tropalotet
8	Travelstart
9	KAYAK Tanan lang
10	Travel.com
	t Radio Stations
1	5FM
2	Thobela FM
3	Radio 2000 FM97.5
4	Motsweding FM
5	Good Hope FM94.7
6	Heart 104.9 FM
7	Lesedi FM88.4
8	METRO FM96.4
9	KFM94.5
10	Gagasi FM99.5FM

Coolest	Sit-Down Restaurants
1	Spur Steak Ranches
2	Mugg & Bean
3	McDonald's
4	RocoMamas
	Ocean Basket (OB)
	Nando's
	KFC
	Wimpy
	Debonairs Pizza
	Panarottis
	Sauces Brands Control of the Control
	Nando's
	All Gold
	Steers
	Spur Sauce
	Mrs Ball's
	Wellington's
	BBQ Six Gun Grill
	Maggi
	Crosse & Blackwell Knorr
	Savings & Investment Platforms
	Capited
	EasyEquities TymeBank
	FNB Investor Platform
	Old Mutual Invest
	African Bank
	Standard Bank
	Nedbank
	JSE / Johannesburg Stock Exchange
	Sanlam
	Shoe/Footwear Brands
	Nike
	Adidas
	Puma
	Air Jordan
	Vans
	Converse
	Gucci
8	Timberland
9	Bathu
10	Drip Footwear
Coolest	TV/ Streaming/Content Platforms
	Netflix
2	Showmax
3	TikTok
4	YouTube
	DStv Now
	META (Facebook)
	Spotify
	Instagram
	DisneyPlus / Disney+
	X (formerly known as Twitter)
	Universities
	University of Venda / UNIVEN
	Yale University
3	Stanford University

4	University of Oxford
5	University of Fort Hare / UFH
6	UNISA/ University of South Africa
7	North West University / NWU / PUKKE
8	Mangosuthu University of Technology / MUT
9	Sol Plaatje University
10	Central University of Technology / CUT University
	t Weekly Newspapers
1	Sunday Times
2	City Press
3	Sunday World
4	Mail & Guardian
5	Rapport
6	Rising Sun
7	TygerBurger Newspaper
Cooles	t Technology Brands
1	Apple Apple
2	Samsung
3	Huawei
4	Google
5	TikTok
6	META (Facebook)
7	LG
8	Hisense
9	Tesla
10	Sony
Cooles	Telecomms Providers
1	Vodacom
2	MTN
3	Telkom
4	Rain
5	Cell C
6	VOXTelecom
7	China Mobile
8	Mweb
9	Green Telecoms
10	Vuma
Cooles	Toy Stores
1	Toys R Us
2	The Crazy Store
3	Makro
4	Takealot
5	Game
6	Toy Kingdom
7	ToyZone Data and the second s
8	Babies R Us
9	Shoprite Parky City
10	Baby City The Charmonia
	t TV Channels
1	Mzansi Magic
2	Moja Love MTV Base
3	
	Disney Channel Studio Universal
5 6	Studio Universal Cartoon Network / CN
о 7	Cartoon Network / CN Channel O
8	M-Net
9	TLC Entertainment
10	BET
10	DL 1

Coolest Accessory & Jewellery Store		
1	American Swiss	
2	Claire's	
3	Déonne le Roux Jewellers	
4	Gold Star	
5	MJ Fashion	
6	Lady7	
7	2days Fashion	
8	Be Style	

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