

Top 'cool' brands selected by Generation Next

The *Sunday Times* Generation Next 2010 survey awards were handed out last week to the 'coolest' brands of them all, as polled from the opinions of over 5800 young urbanites from six major provinces in South Africa by HDI Youth Marketeers in February/March 2010.



Coolest winners

Category	Brand
Banks	ABSA
Cellphones	Nokia
Fashion and Accessory Stores	Mr Price
Domestic Airlines	South African Airways
Fashion Labels	Nike
Hotel Groups	Sun International Hotels
Brand Slogans	Nike Just Do It
Shopping Malls	Gateway Theatre of Shopping
Alternative Fashion Brands	Uzzi
Telecomms Providers	Vodacom
Sports Stores	Nike
Motor Vehicles	Lamborghini
Local Fun Destinations	Sun City
Music Retailer Online/Physical	Musica (new category)
Computer Brands	Samsung
TV Programmes	My Wife and Kids (SABC 1)
Cartoon Shows	SpongeBob SquarePants (DStv 305)
TV Channels	Trace (DStv 325)
Petrol Stations	Engen (new category)
2010 FIFA World Cup Soccer Stars	Cristiano Ronaldo (new category)
Radio Stations	5FM
Kids TV Block	Disney (DStv 303)
TV Music Channels	Trace (DStv 325)
Magazines (Male)	Car
Magazines (Female)	You
Eat Out Places	Spur
Fast Food Places	KFC
Brand or Animated Characters	Zakumi 2010 FIFA World Cup Mascot
Grocery Stores	Pick n Pay
Local Celebrities	DJ Cleo (new category)
Weekly Newspapers	Sunday Times
Energy Products	Red Bull (new category)
Snacks	Doritos
Fragrances (Male)	Hugo Boss
Fragrances (Female)	Guess
Sweets	Pin Pops
Cold Drinks	Coca-Cola
Skincare Products	Nivea (new category)
Chocolates	Ferrero Rocher
Dairy Drinks	Danone Yogi Sip

Specialist Health and Beauty Store	Clicks (new category)
Makeup Brands	Revlon
Feminine Hygiene Products	Always
Breakfast Cereals	Nestlé Milo
Hair care Products	Dark & Lovely

Full report for marketers

"Some remarkable insights have come out of the results this year and we encourage marketers to tune in. By providing the industry with a real understanding of SA's youth, it will be more effective and responsible in its approach to marketing and interacting with them," says Enver Groenewald, GM of advertising revenue and strategic communications at Avusa Media.

Another key insight worth celebrating is that hosting the 2010 World Cup is the number one reason that young South Africans are optimistic about living in this country.

"There is an incredible sense of unity and patriotism among this generation. Their optimism about the future is also reflected in their number one career choice being to 'open my own company'. This newfound ability to be constantly connected has inflated their sense of independence and belief in their ability to take on anything, and be in charge of their own destinies," explains Jason Levin, managing director of HDI Youth Marketeers.

Youth market increases

The youth make up more than 50% of the South African population. This year, youth (ages 8-22) spend is estimated at R95.3 billion, a 6.3% increase from last year. According to the research house, their perceptions of brands are well developed by age eight so therefore, as future consumers, they already have huge influence in comparison to other generations.

The full winners report is on www.hdiyouth.co.za.

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