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 Brand Overall	
1	Nike
2	Apple
3	Samsung
4	Adidas
5	BMW
6	Louis Vuitton
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 Banks	
1	Capitec Bank
2	FNB/ First National Bank
3	TymeBank
4	Standard Bank
5	Nedbank
6	ABSA
7	Discovery Bank
8	Old Mutual
9	African Bank
10	Investec Bank
Coolest 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 Milo 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
3	R350 Sassa SRD Grant
4	Vodacom NXT LVL Get A Gig
5	HYDC Harambee Youth Development
6	LoveLife
7	Mr Price Foundation

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

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

4	Southern Sun
5	Manhattan Hotel
6	Hilton Hotel
7	Radisson Blu Hotel
8	Marriott
9	Garden Court
10	Hotel 224
Coolest Ice Cream	
1	Magnum
2	Woolworths Tin Roof
3	Milky Lane Ice Cream
4	Oreo
5	Woolworths Blueberry
6	Ola
7	Cornetto
8	Farmhouse
9	Dairy Milk
10	Country Fresh
Coolest 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	MiWay Insurance
Coolest Kids TV Channels	
1	Cartoon Network (301)
2	Disney Jnr (309)
3	Disney Channel (303)
4	NickToons (308)
5	Boomerang (302)
6	Disney XD (304)
7	Nickelodeon (305)
8	eToonz (311)
9	Jim Jam (310)
10	SABC 1 (191)
1	Cape Town
2	Durban
3	Maldives
4	Dubai
5	New York
6	Mpumalanga
7	Mauritius
8	Zanzibar
9	Paris
10	Johannesburg
Coolest Local Online Influencers	
1	MacG
2	Nomzamo Mbatha
3	Connie Ferguson
4	Zozibini Tunzi
5	Boity Thulo
6	Neevan Ferris
7	Cassper Nyovest
8	Somizi Mhlongo

9	Mihlali Ndamase
10	Seemah
Coolest Online Stores	
1	SHEIN
2	Takealot
3	Superbalist
4	Mr Price/MRP
5	Amazon
6	Sportscene
7	Zando
8	The FIX
9	ZARA
10	Woolworths
Coolest 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
Coolest Public Transport Brands	
1	Uber
2	Gautrain
3	Bolt
4	Greyhound
5	City to City
6	InDriver
7	INTERCAPE
8	MyCiti
9	Translux
10	Metrobus
Coolest 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
5	Neutrogena
6	Gentle Magic
7	Dawn
8	Portia M
9	L'Oréal
10	Eucerin
Coolest Snack Brands	
1	Simba
2	Go-Slo's
3	Oreos
4	Pringles
5	Doritos
6	Cadbury Dairy Milk
7	Maynards
8	#Hello!
9	Fritos
10	BB Snacks
Coolest Soap Bars	
1	Protex
2	Dove
3	Dettol
4	Palmolive
5	Sunlight Bar Soap
6	Nivea
7	Johnson & Johnson Soap
8	Sunlight Green Bar
9	Lifebuoy
10	Lux
Coolest Social Media Apps	
1	WhatsApp
2	TikTok
3	META (Facebook)
4	Instagram
5	YouTube
6	X (formerly known as Twitter)
7	LinkedIn
8	Snapchat
9	MoyaApp
10	Telegram
Coolest Spreads	
1	Rama
2	Nutella
3	Melrose
4	Black Cat Peanut Butter
5	Stork
6	Yum Yum Peanut Butter
7	Flora Margarine Spread
8	Sunshine D
9	Blossom
10	Chocnut Spread
Coolest Stationery Store	
1	CNA
2	PNA
3	Shoprite

4	Makro
5	Typo
6	PEP Stores
7	Game Stores
8	The Crazy Store
9	Van Schaik Bookstore
10	Checkers
Coolest Sweets	
1	Maynards
2	Cadbury Eclairs
3	Yogueta
4	Pin Pop
5	M&M's
6	Beacon Sweets
7	Manhattan Marshmallows
8	Skittles
9	Amajoya
10	Stumbo
Coolest Tinned Food	
1	KOO
2	Lucky Star
3	Woolworths
4	All Gold
5	Rhodes
6	Bull Brand
7	Pot O' Gold
8	Glenryck
9	Heinz
10	Saldanha
Coolest Energy Drinks	
1	Switch Energy Drink
2	Energade
3	Score Energy Drink
4	Predator
5	Red Bull
6	Lucozade
7	Dragon
8	Mofaya
9	Prime
10	Reboost
Coolest Fast-Food Places	
1	McDonald's
2	KFC
3	Burger King
4	Debonairs Pizza
5	Spur Steak Ranches
6	RocoMamas
7	Nando's
8	Chicken Licken
9	Steers
10	Hungry Lion
Coolest Female Deodorants	
1	Nivea
2	Oh So Heavenly
3	Dove
4	PlayGirl
5	Avon
6	Mitchum
7	Elizabeth Arden Red Door

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

1	Google
2	Mercedes-Benz
3	Apple
4	Transnet
5	Coca-Cola
6	Anglo American Platinum
7	SABC
8	Sasol
9	Microsoft
10	Nike
Coolest Console Games	
1	FIFA
2	Grand Theft Auto / GTA
3	Call of Duty
4	WWE
5	Subway Surfer
6	Need for Speed
7	NBA
8	Dragon Ball Games
9	Street Fighter 6
10	Ludo
Coolest Daily Newspapers	
1	Daily Sun
2	Sowetan
3	The Citizen
4	Daily News
5	The Star
6	Isolezwe
7	Daily Dispatch
8	Cape Times
9	Cape Argus
10	Die Son
Digital Learning Platforms	
1	YouTube
2	K53
3	Mindset Learn 319
4	LinkedIn Learning
5	Google Play Books
6	Vodacom e-School
7	Moodle
8	Google Classroom
9	Skillshare
10	Coursera
Coolest Local Celebrities	
1	Trevor Noah
2	AKA
3	DJ Zinhle
4	Makhadzi
5	DJ Kabza De Small
6	Nomzamo Mbatha
7	Connie Ferguson
8	Bonang Matheba
9	Black Coffee
10	Somizi Mhlongo
Coolest Local Entertainment Destination	
1	Gold Reef City
2	Sun City
3	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
Coolest Local Radio Personalities	
1	Thando Thabethe
2	Dineo Ranaka
3	DJ MoFlava
4	Somizi Mhlongo
5	Skhumbuzo Hlophe (Skhumba)
6	Thuso Motaung
7	Anele Mdoda
8	DJ Fresh
9	Lerato Kganyago / LKG
10	Selbeyonce
Coolest 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
Coolest 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
Coolest 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
Coolest Make-Up Brands	
1	L'Oréal
2	Maybelline
3	Avon
4	Clinique
5	Revlon
6	Estée Lauder
7	Signature Cosmetics & Fragrance

8	MAC Cosmetics
9	Yardley London
10	Fenty Beauty by Rihanna
Coolest Male Deodorants	
1	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
Coolest Motor Vehicles Brands	
1	Mercedes-Benz
2	BMW
3	Audi
4	Range Rover
5	VW
6	Lamborghini
7	Toyota
8	Porsche
9	Rolls-Royce
10	Jeep
Coolest Music Store/Website/Streaming	
1	iTunes
2	MP3 Juices
3	Spotify
4	JOOX
5	Fakaza
6	Deezer
7	Google Play Music
8	SoundCloud
9	YouTube Music
10	Amazon Music
Coolest Online Accommodations Booking Sites	
1	Booking.com
2	airbnb
3	Trivago
4	Sho't Left
5	Safari.com
6	Computicket
7	Tripadvisor
8	Travelstart
9	KAYAK
10	Travel.com
Coolest 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
5	Ocean Basket (OB)
6	Nando's
7	KFC
8	Wimpy
9	Debonairs Pizza
10	Panarottis
Coolest Sauces Brands	
1	Nando's
2	All Gold
3	Steers
4	Spur Sauce
5	Mrs Ball's
6	Wellington's
7	BBQ Six Gun Grill
8	Maggi
9	Crosse & Blackwell
10	Knorr
Coolest Savings & Investment Platforms	
1	Capitec
2	EasyEquities
3	TymeBank
4	FNB Investor Platform
5	Old Mutual Invest
6	African Bank
7	Standard Bank
8	Nedbank
9	JSE / Johannesburg Stock Exchange
10	Sanlam
Coolest Shoe/Footwear Brands	
1	Nike
2	Adidas
3	Puma
4	Air Jordan
5	Vans
6	Converse
7	Gucci
8	Timberland
9	Bathu
10	Drip Footwear
Coolest TV/ Streaming/Content Platforms	
1	Netflix
2	Showmax
3	TikTok
4	YouTube
5	DStv Now
6	META (Facebook)
7	Spotify
8	Instagram
9	Disney Plus / Disney +
10	X (formerly known as Twitter)
Coolest Universities	
1	University of Venda / UNIVEN
2	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
Coolest Weekly Newspapers	
1	Sunday Times
2	City Press
3	Sunday World
4	Mail & Guardian
5	Rapport
6	Rising Sun
7	TygerBurger Newspaper
Coolest Technology Brands	
1	Apple
2	Samsung
3	Huawei
4	Google
5	TikTok
6	META (Facebook)
7	LG
8	Hisense
9	Tesla
10	Sony
Coolest Telecomms Providers	
1	Vodacom
2	MTN
3	Telkom
4	Rain
5	Cell C
6	VOX Telecom
7	China Mobile
8	Mweb
9	Green Telecoms
10	Vuma
Coolest Toy Stores	
1	Toys R Us
2	The Crazy Store
3	Makro
4	Takealot
5	Game
6	Toy Kingdom
7	ToyZone
8	Babies R Us
9	Shoprite
10	Baby City
Coolest TV Channels	
1	Mzansi Magic
2	Moja Love
3	MTV Base
4	Disney Channel
5	Studio Universal
6	Cartoon Network / CN
7	Channel O
8	M-Net
9	TLC Entertainment
10	BET

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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