

All the 2021 *Sunday Times* GenNext Awards finalists

The finalists for the 2021 *Sunday Times* GenNext awards have been announced.



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Ten brands are in the running for the title of Overall Coolest Brand at the 17th *Sunday Times* GenNext Awards. The top five finalists in each of the 61 categories have also been announced, with the winners to be celebrated at the online *Sunday Times* GenNext Awards event on 9 September 2021.



Finalists for Santam Women of the Future Awards announced

19 Aug 2021



The survey acts as a 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 2021 survey polled more than 6,000 young people aged 8-30 years.

Refilwe Malukeke, MD of Yellowwood, which surveyed on behalf of the *Sunday Times*, said, "The youth are dealing with high levels of anxiety due to the challenges we face as a country, which have been exacerbated by the implications of the pandemic and associated lockdowns such as illness, loss of life, loss of livelihoods, increased gender-based violence and uncertainty about the future."



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Malukeke believes that in this context, true relevance comes to those brands looking to serve young people in some way, whether it's helping them navigate the chaos, find respite from the challenges, or allow them to safely explore their world and themselves with minimal physical, social, professional, reputational, or financial risk.

This year also saw the introduction of some new categories, reflecting rapid innovation and consumer technology adoption: Coolest online store, Coolest technology brand, Coolest digital learning platform, and Coolest fitness device.

“The adoption of technology during the Covid lockdown has been phenomenal, and this clearly drove the need for more market intelligence in the youth sector. We’re excited to extend the survey with these new categories, allowing us to feed valuable insights back to our advertisers and customers,” said Eben Gewers, head of sales and marketing at Arena Holdings - the owner of *Sunday Times* GenNext.



DUO secures its second international PR and digital marketing award this year

DUO Marketing + Communications 23 Aug 2021



This year also saw young people over 18 years of age being polled on their preference for alcohol brands for the first time.

Sunday Times GenNext is presented in association with headline partners Yellowwood and Gautrain, and corporate partners Proudly South African and CliffCentral. The *Sunday Times* GenNext Awards event and webinar series is managed by Arena Events.

To register and watch the *Sunday Times* GenNext Awards online, go [here](#).

Finalists of the *Sunday Times* GenNext Awards

Coolest Banks 2021

- ABSA
- Capitec Bank
- FNB
- Nedbank
- Standard Bank

Coolest Cellphones 2021

- HiSense
- Huawei
- iPhone
- Nokia
- Samsung

Coolest Clothing Stores 2021

- H&M
- Markham
- Mr. Price / MRP
- Sportscene
- Woolworths

Coolest Clothing Brands 2021

- Adidas
- Gucci
- Louis Vuitton / LV
- Nike
- Redbat

Coolest Hotels 2021

- Blue Waters Hotel
- City Lodge
- Protea Hotel
- Sun City Hotel
- Sun International

Coolest Shopping Malls 2021

- Canal Walk
- Gateway Theatre of Shopping
- Mall of Africa
- Sandton City Mall
- V & A Waterfront Mall

Coolest Online Store 2021

- Amazon
- Mr. Price / MRP
- Superbalist
- Takealot.com
- Zara

Coolest Companies to work for 2021

- Apple
- BMW
- Mercedes-Benz
- Nike
- Samsung

Coolest Telecomms Providers 2021

- Cell C
- MTN
- Rain

- Telkom
- Vodacom

Coollest Tinned Food 2021

- All Gold
- Koo
- Lucky Star
- Pick n' Pay No Name Brand
- Woolworths

Coollest Public Transport Brand 2021

- Bolt
- City to City
- Gautrain
- Taxi
- Uber

Coollest Motor Vehicles 2021

- BMW
- Ferrari
- Lamborghini
- Mercedes-Benz
- Range Rover

Coollest Stationery Store 2021

- CNA
- Game
- Makro
- PNA
- Shoprite

Coollest Petrol Stations 2021

- Caltex
- Engen
- Sasol
- Shell
- Total

Coollest Local Entertainment Places 2021

- Gold Reef City
- Kruger National Park
- Sun City
- Table Mountain
- Ushaka Marine World

Coollest Technology Brand 2021

- Apple
- Google
- Huawei
- Microsoft
- Samsung

Coollest Weekly Newspapers 2021

- *City Press Newspaper*
- *Rising Sun*
- *Soccer Laduma Newspaper*
- *Sunday Sun*
- *Sunday Times*

Coollest TV Channels 2021

- Cartoon Network / CN (Dstv Channel 301)
- Channel O (DStv Channel 320)
- Disney Channel (Dstv Channel 303)
- Mzansi Magic (Dstv Channel 161)
- Nickelodeon (Dstv Channel 305)

Coollest Local TV Programmes/series 2021

- Durban Gen
- Gomora
- The Queen
- The River
- Uzalo

Coollest Kids TV Channels 2021

- Boomerang (DStv Channel 302)
- Cartoon Network (DStv Channel 301)
- Disney (DStv Channel 303)
- Disney Junior (DStv Channel 309)
- Nickelodeon (DStv Channel 305)

Coollest Advertising Medium 2021

- Facebook
- Instagram
- Television
- TikTok
- YouTube

Coollest Music Store/website/streaming 2021

- Fakaza Music
- Google Play Music
- Mp3 Juice
- Spotify

- YouTube Music

Coollest Radio Stations 2021

- 5FM
- Jacaranda
- Metro FM
- Ukhozi FM
- Umhlobo Wenene

Coollest Breakfast Cereals 2021

- Futurelife
- Jungle Oats
- Kellogg's Coco Pops
- Kellogg's Corn Flakes
- Weet-Bix

Coollest Grocery Stores 2021

- Checkers
- Pick n Pay
- Shoprite
- Spar
- WoolworthsFood

Coollest Fast Food Places 2021

- Debonairs Pizza
- KFC
- McDonald's
- Spur
- Steers

Coollest Restaurants 2021

- Debonairs Pizza
- McDonald's
- Mugg & Bean
- RocoMamas
- Spur Steak Ranch

Coollest Energy Products 2021

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

Coollest Snacks 2021

- Doritos
- Lay's
- Oreos
- Pringles
- Simba

Coollest Cold Drinks 2021

- Appletizer
- Coca-Cola
- Fanta
- Lemon Twist
- Sprite

Coollest Universities 2021

- Unisa
- University of Cape Town / UCT
- University of Johannesburg / UJ
- University of Pretoria / TUKS
- Wits University/ WITS

Coollest Sweets 2021

- Beacon Jelly Tots
- Maynards
- Pin Pop
- Smarties
- Yogueta

Coollest Chocolates 2021

- Cadbury Dairy Milk
- Ferrero Rocher
- KitKat
- Lindt
- Lunch Bar

Coollest TV/streaming/content channels/platforms 2021

- DSTV
- Netflix
- Showmax
- TikTok
- YouTube

Coollest Online Influencer 2021

- AKA
- Bonang Matheba
- Cassper Nyovest
- Pearl Thusi

- Somizi Mhlongo

Coollest Gaming Console 2021

- Cellphone
- Computer / laptop
- Playstation Consoles
- PSP / Ps Vita
- Xbox Consoles

Coollest Male Deodorants 2021

- Adidas
- Axe
- English Blazer
- Nivea Men
- Playboy

Coollest Female Deodorants 2021

- Avon
- Dove
- Nivea
- Playgirl
- Shield

Coollest Feminine Hygiene Products 2021

- Always
- Avon Feminine
- Kotex
- Lil-Lets
- Stayfree

Coollest Specialist Health Stores 2021

- Avon
- Clicks
- Dis-Chem
- Game
- Woolworths

Coollest Make-Up Brands 2021

- Avon
- Inuka
- L'Oréal Base
- MAC
- Revlon

Coollest Social Media Platforms 2021

- Facebook
- Instagram
- TikTok
- WhatsApp
- YouTube

Coollest Soap Bars 2021

- Dettol
- Dove
- Lifebuoy
- Nivea
- Protex

Coollest Spreads 2021

- Black Cat Peanut Butter
- Melrose
- Nutella
- Rama
- Yum Yum Peanut Butter

Coollest Local Sportsperson 2021

- Doctor Khumalo
- Percy Tau
- Siphiwe Tshabalala
- Siya Kolisi
- Thembinkosi Lorch

Coollest Local Club DJ's 2021

- Black Coffee
- DJ Kabza de Small
- DJ Zinhle
- Major League DJz
- Master KG

Coollest Local Celeb 2021

- AKA
- Big Zulu
- Cassper Nyovest
- Connie Ferguson
- DJ Zinhle

Coollest Shoe/Footwear Brands 2021

- Adidas
- Jordan
- Nike
- Puma

- Vans

Coollest Skincare Products 2021

- Avon
- Dove
- Gentle Magic
- Nivea
- Vaseline

Coollest Colleges 2021

- Boston City College
- Cape College
- Damelin College
- IIE Rosebank College
- Port Elizabeth TVET College

Coollest Toy Store 2021

- Crazy Store
- Game
- Makro
- Toys R Us
- ToyZone

Coollest Food Delivery App 2021

- Bolt Food
- Checkers Sixty
- Mr. Delivery / Mr D
- Pick n Pay Delivery
- Uber Eats

Coollest Insurance companies 2021

- 1st For Women Insurance
- Clientèle
- Discovery
- Old Mutual
- OUTsurance

Coollest Digital Learning Platform 2021

- Google Classroom
- Mindset Channel (DStv channel 319)
- WhatsApp
- YouTube
- Zoom

Coollest Loyalty Programme 2021

- Clicks Club Card
- Pick n Pay Smart Shopper
- Shoprite Xtra Savings
- Vodacom
- Woolworths Rewards

Coollest Fitness Device 2021

- Apple Watch
- Galaxy Fit 2
- Huawei Health Band
- Huawei Watch
- Samsung Gear Fit

Coollest Sauces 2021

- All Gold
- Chicken Licken / Soul Fire Sauce
- Nando's Sauces
- Spur Sauces
- Steers Sauces

Coollest Hot beverage 2021

- Jacobs
- McDonald's
- MILO
- NESCAFÉ
- Nestlé Hot Chocolate

Coollest Shower Gel 2021

- Avon Products
- Dove Shower Gel
- Nivea Shower Gel
- Sanex
- Shower to Shower

Coollest Alcohol* 2021 (*Category only voted for by youth 18 years and older)

- Belgravia London Dry Gin
- Brutal Fruit
- Heineken Beer
- Hennessy Cognac
- Savanna Cider

Coollest Brand Overall 2021

- Adidas
- Apple
- BMW
- Gucci

- Louis Vuitton / LV
- Nike
- Puma
- Redbat
- Samsung
- Vans

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