

## Nike claims title of SA's coolest brand among youth at Sunday Times GenNext Awards

The coolest brand in South Africa according to the youth is Nike.



Nike walked away with the number one spot. Source: Supplied.

This was announced at the 19th annual *Sunday Times* GenNext Awards, held in Melrose Arch, Johannesburg on Thursday. Apple and Samsung placed second and third overall, respectively.

## **Brand decisions**

The Sunday Times GenNext 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.

"With some 200 million people aged between 15 and 24, Africa has the youngest population in the world. 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 2023 GenNext Survey conducted by our partner Yellowwood clearly identifies what brands are sought after in keeping with youth trends of Now, Next and New – where businesses can actually be proactive rather than simply reactive, when it comes to dealing with the challenge of relevance."

The Awards also celebrate personal brands, and in the celebrity categories MacG (Coolest Local Online Influencer), Siya Kolisi (Coolest Local Sportsperson), Thando Thabethe (Coolest Local Radio Personality), and Trevor Noah (Coolest Local Celebrity) were awarded.

The complete list of winning brands will be published in the Sunday Times GenNext Supplement on 24 September 2023.

## Herewith the 2023 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
	YouTube
	Twitter
	Posters / Flyers / Pamphlets / Brochure
	Magazines
	Newsletter
	Facebook
	Email Advertising/ Email Marketing
Coolest	Alcohol Brands
1	Jägermeister
	Savanna
	Brutal Fruit Spritzer
	Hennessy Cognac
	Heineken
	Smirnoff
7	Tanqueray Gin
	Cruz Vodka
	4th Street Wines
	Belgravia London Dry Gin
Coolest	<del>,</del>
	Capitec Bank
	FNB/ First National Bank
	TymeBank
	Standard Bank
	Nedbank
	ABSA Discourse Park
	Discovery Bank
	Old Mutual African Pools
	African Bank Investec Bank
	invested Bank Brand That Cares About my Community
	Vodacom
	Sasko
3	Gift of the Givers
	Adidas
	Unilever

6	Disk o Dev
	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	Monite
9	Kellogg's Froot Loops
10	Kellogg's Rice Krispies
	Campaign Targeted at Youth
1	KFC's Add Hope
	Adidas Impossible is Nothing
2	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	Gobal 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	Орро
7	Hisense
8	LG
9	Itel
10	Mobicel
	Cold Beverage
1	Coca-Cola
2	Appletiser
3	Cappy
4	Sprite
5	Liqui Fruit
6	Stoney Pepsi

8	Tropika
9	Jive Cooldrinks
	Lipton Iced Tea
	Fitness Apps
1	Virgin Active
2	Google Fit
	30 Day Fitness Challenge
	Samsung Health
	Nike Training Club
	SweatCoin Fitness App
	Apple Fitness
	Huawei Fitness / Huawei Health
	Daily Yoga
	Planet Fitness live
	Food Delivery Apps
1	Uber Eats Uber Eats
	Mr D
	Checkers Sixty60
	Debonairs Pizza
	KFC
	McDelivery McDelivery
	Nando's
	Pick n Pay ASAP!
	Takealot Food Delivery Service
10	Bolt Foods
	Gaming Consoles
1	Playstation 5 / PS5
2	Playstation 4 / PS4
3	Xbox Series X and Series S
4	Xbox One
	Xbox 360
	PSP / Sony PSP
7	Playstation 3 / PS3
8	Playstation 2 / PS2
	Nintendo Switch
10	Steam Deck
Coolest	t Grocery Stores
1	Woolworths
2	Food Lovers Market
3	Game Stores
	Boxer Super Stores
	Checkers
6	Usave
	Makro Makro
	Pick n Pay
	Shoprite
	OK / OK Foods
	Haircare Products
1	Dark and Lovely
2	TRESemmé
	Sofn'free
	Aunt Jackie's
	Dove
	Organics Hair Care
	Native Child
	Revion
	Black Chic
10	L'Oréal

Coolest	Specialist Health & Beauty Store
1	Clicks
2	Dis-Chem
3	Woolworths
4	Edgars
	Sorbet
6	Foschini
7	The Body Shop
	Signature
	MAC Cosmetics
10	Mladys
	Hot Beverage
	Nestlé Mio
	Mugg & Bean Coffee
	Nestlé Hot Chocolate
4	Nescafé
	Cadbury Hot Chocolate
6	Jacobs Krönung Coffee
	Nespresso
	Hug in a Mug
	Freshpak Rooibos Tea
	Starbucks Coffee
	Hotel Brands
	Protea Hotels by Marriot
	City Lodge
	Sun International
	Southern Sun
5	Manhattan Hotel
	Hilton Hotel
7	Radisson Blu Hotel
8	Marriott
9	Garden Court
10	Hotel 224
Coolest	Ice Cream
	Magnum Magnum
	Woolworths Tin Roof
3	Miky Lane Ice Cream
	Oreo
5	Woolworths Blueberry
	Ola
	Cornetto
	Farmhouse
	Dairy Mlk
	Country Fresh
	Insurance Brands
	Old Mutual
	AVBOB
	Discovery
	OUTsurance
5	1st For Women
	Assupol Clientific
	Clientéle  11 ife le propose
	1Life Insurance
	Sanlam Insurance
	MWay Insurance  Kids TV Channels
	Cartoon Network (301) Disney Jnr (309)
	Disney Channel (303)
5	

	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	t Local Online Influencers
1	MacG
2	Nomzamo Mbatha
3	Connie Ferguson
4	Zozibini Tunzi
5	Boity Thulo
6	Neevan Ferris
7	Cassper Nyovest Cassper Nyovest
8	Somizi Mhlongo
9	Mhlali Ndamase
10	Seemah
	t Online Stores
1	SHEIN
2	Takealot
3	Superbalist
4	Mr Price/MRP
5	
12.3	Amazon
	Amazon Sportnesses
6	Sportscene
6 7	Sportscene Zando
6	Sportscene
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6 7 8 9	Sportscene Zando The FIX ZARA
6 7 8 9 10	Sportscene Zando The FIX ZARA Woolworths
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6 7 8 9 10 <b>Coolest</b> 1 2 3	Sportscene Zando The FIX ZARA Woolworths Petrol Stations Engen Sasol BP Shell
6 7 8 9 10 <b>Coolest</b> 1 2 3 4	Sportscene Zando The FIX ZARA Woolworths t Petrol Stations  Engen Sasol BP Shell Caltex
6 7 8 9 10 <b>Coolest</b> 1 2 3 4 5	Sportscene Zando The FIX ZARA Woolworths t Petrol Stations Engen Sasol BP Shell Caltex TotalEnergies
6 7 8 9 10 <b>Coolest</b> 1 2 3 4 5 6 7	Sportscene Zando The FIX ZARA Woolworths t Petrol Stations Engen Sasol BP Shell Caltex TotalEnergies Puma
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	WhatsApp
	TikTok
	META (Facebook)
	Instagram
5	YouTube
6	X(formerly known as Twitter)
	LinkedIn
	Snapchat
	MoyaApp
	Telegram
	Spreads
	Rama
2	Nutella
3	Melrose
4	Black Cat Peanut Butter
5	Stork
6	Yum Yum Peanut Butter
7	Flora Margarine Spread
	Sunshine D
	Blossom
	Chocnut Spread
	Stationery Store
	CNA
	PNA
	Shoprite
	Makro —
	Туро
	PEP Stores
	Game Stores
	The Crazy Store
	Van Schaik Bookstore
	Checkers
Coolest	Sweets
1	Maynards
2	Cadbury Eclairs
3	Yogueta
	Pin Pop
	M&M's
	Beacon Sweets
	Manhattan Marshmallows
	Skittles
	Amajoya
	Stumbo
	Tinned Food
	KOO
	Lucky Star
	Woolworths
	All Gold
	Rhodes
	Bull Brand
7	Pot O' Gold
8	Glenryck
	Heinz
	Saldanha
	Energy Drinks
	Switch Energy Drink
	Energade
	Score Energy Drink
5	OOOTO ETIOLGY DITHIN

4	Positive.
	Predator
5	Red Bull
6	Lucozade
7	Dragon
8	Mofaya
	Prime
	Reboost
	: Fast-Food Places
	McDonald's
	KFC
3	Burger King
4	Debonairs Pizza
5	Spur Steak Ranches
6	RocoMamas
7	Nando's
8	Chicken Licken
9	Steers
	Hungry Lion
	Female Deodorants
1	Nivea
2	Oh So Heavenly
3	Dove
4	PlayGirl
5	Avon
6	Mtchum
7	Elizabeth Arden Red Door
8	Yardley
9	Revion
	Sanex
	Feminine Hygiene Products
1	Kotex
1	Kotex Aways
1 2 3	Kotex Always Lil-Lets
1 2 3 4	Kotex Always Lil-Lets GynaGuard
1 2 3	Kotex Aways Lil-Lets GynaGuard Stayfree
1 2 3 4	Kotex Always Lil-Lets GynaGuard
1 2 3 4 5	Kotex Aways Lil-Lets GynaGuard Stayfree
1 2 3 4 5	Kotex Always Lil-Lets GynaGuard Stayfree Nivea Intimo Avon Feminine Wash
1 2 3 4 5 6 7	Kotex Always Lil-Lets GynaGuard Stayfree Nivea Intimo Axon Feminine Wash Femagene Intimate Wash
1 2 3 4 5 6 7 8 9	Kotex Always Lil-Lets GynaGuard Stayfree Nivea Intimo Avon Feminine Wash
1 2 3 4 5 6 7 8 9	Kotex Always Lil-Lets GynaGuard Stayfree Nivea Intimo Axon Feminine Wash Femagene Intimate Wash Libresse
1 2 3 4 5 6 7 8 9 10 Coolest	Kotex Aways Lil-Lets GynaGuard Stayfree Nivea Intimo Awon Feminine Wash Femagene Intimate Wash Libresse  Chocolates
1 2 3 4 5 5 6 7 8 9 10 Coolest 1	Kotex Always Lil-Lets GynaGuard Stayfree Nivea Intimo Avon Feminine Wash Femagene Intimate Wash Libresse  Chocolates KitKat
1 2 3 4 5 6 7 8 9 10 Coolest 1 2	Kotex Always Lil-Lets GynaGuard Stayfree Nivea Intimo Akon Feminine Wash Femagene Intimate Wash Libresse  Chocolates KitKat Ferrero Rocher
1 2 3 4 4 5 6 7 8 9 10 Coolest 1 2 3 3	Kotex Always Lil-Lets GynaGuard Stayfree Nivea Intimo Awon Feminine Wash Femagene Intimate Wash Libresse  Chocolates KitKat Ferrero Rocher BAR ONE
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1 2 3 4 5 6 7 8 9 10 Coolest 1 2 3 4 5 5	Kotex Always Lil-Lets GynaGuard Stayfree Nivea Intimo Avon Feminine Wash Femagene Intimate Wash Libresse  Chocolates KitKat Ferrero Rocher BAR ONE Lindt Lindor Cadbury Dairy Milk
1 2 3 4 5 6 7 8 9 10 Coolest 1 2 3 4 5 5	Kotex Always Lil-Lets GynaGuard Stayfree Nivea Intimo Akon Feminine Wash Femagene Intimate Wash Libresse  Chocolates KitKat Ferrero Rocher BAR ONE Lindt Lindor Cadbury Dairy Milk Dairy Milk Bubbly
1 2 3 4 5 6 7 8 9 10 Coolest 1 2 3 4 5 5	Kotex Always Lil-Lets GynaGuard Stayfree Nivea Intimo Avon Feminine Wash Femagene Intimate Wash Libresse  Chocolates KitKat Ferrero Rocher BAR ONE Lindt Lindor Cadbury Dairy Milk
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1 2 3 4 5 6 7 8 9 10 Coolest 1 2 3 4 5 6 7 8 8	Kotex Always Lil-Lets GynaGuard Stayfree Nivea Intimo Axon Feminine Wash Femagene Intimate Wash Libresse  Chocolates Kitkat Ferrero Rocher BAR ONE Lindt Lindor Cadbury Dairy Milk Dairy Milk Bubbly Cadbury Lunch Bar Nestlé Aero Cadbury Top Deck
1 2 3 4 5 6 7 8 9 10 Coolest 1 2 3 4 5 6 7 8 9 10 0 10 10 10 10 10 10 10 10 10 10 10 1	Kotex Always Lil-Lets GynaGuard Stayfree Nivea Intimo Aon Feminine Wash Femagene Intimate Wash Libresse  Chocolates KitKat Ferrero Rocher BAR ONE Lindt Lindor Cadbury Dairy Mik Dairy Mik Bubbly Cadbury Lunch Bar Nestlé Aero Cadbury P.S.
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1 2 3 4 5 6 7 8 9 10 Coolest 1 2 3 4 5 6 7 8 9 10 Coolest 1 2 2 3 4 5 5 6 7 8 8 9 10 Coolest 1 2 2 7 7 8 7 7 8 7 7 8 7 7 7 8 7 7 7 7 7	Kotex Always Lil-Lets GynaCuard Stayfree Nivea Intimo Avon Ferminne Wash Fernagene Intimate Wash Libresse  Chocolates KitKat Ferrero Rocher BAR ONE Lindt Lindor Cadbury Dairy Milk Dairy Milk Bubbly Cadbury Lunch Bar Nestlé Aero Cadbury Top Deck Cadbury PS: Clothing Brands Nike Adidas
1 2 3 4 5 6 7 8 9 10 Coolest 1 2 3 4 5 6 7 8 9 10 Coolest 1 2 3 3 4 5 6 7 8 9 10 Coolest 1 2 3 3 6 7 8 9 10 Coolest 1 2 3 3 6 7 8 9 10 Coolest 1 2 3 3 6 7 8 9 10 Coolest 1 2 3 3 6 7 8 9 10 Coolest 1 2 3 3 6 7 7 8 9 10 Coolest 1 2 3 3 6 7 7 8 9 10 Coolest 1 2 3 3 6 7 7 8 9 10 Coolest 1 2 3 3 6 7 7 8 9 10 Coolest 1 2 3 7 7 7 8 9 10 Coolest 1 2 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7	Kotex Always Lil-Lets GynaCuard Stayfree Nivea Intimo Avon Feminine Wash Femagene Intimate Wash Libresse  Chocolates KitKat Ferrero Rocher BAR ONE Lindt Lindor Cadbury Dairy Mik Dairy Mik Bubbly Cadbury Lunch Bar Nesté Aero Cadbury Top Deck Cadbury P.S. Clothing Brands Nike Adidas ZARA
1 2 3 4 5 6 7 8 9 10 Coolest 1 2 3 4 5 6 7 8 9 10 Coolest 1 2 3 4 4 5 5 6 7 8 9 10 Coolest 1 2 3 4 4 4 4 6 7 6 7 8 7 7 8 9 10 Coolest 1 2 3 3 4 4 6 7 7 8 7 7 8 7 7 7 8 7 7 7 7 7 7 7 7 7	Kotex Always Lil-Lets OynaCuard Stayfree Nivea Intimo Avon Feminine Wash Femagene Intimate Wash Libresse  Chocolates Kitkat Femero Rocher BAR ONE Lindt Undor Cadbury Dairy Milk Cadbury Dairy Milk Cadbury Dairy Milk Cadbury Dairy Milk Cadbury Desc Cadbury Lonch Bar Nesté Aero Cadbury P.S. Clothing Brands Nike Alidas ZARA Lacoste
1 2 3 4 5 6 7 8 9 10 Coolest 1 2 3 4 5 5 6 7 8 9 10 Coolest 1 2 3 4 5 5 6 7 8 9 10 Coolest 1 2 3 4 5 5 6 7 8 9 10 Coolest 1 2 3 6 7 7 8 7 7 8 7 7 7 7 7 7 7 7 7 7 7 7 7	Kotex Always Lil-Lets OynaGuard Stayfree Nivea Intimo Akon Feminine Wash Femagene Intimate Wash Libresse  Chocolates Kitkat Femero Rocher BAR ONE Lindt Lindor Cadbury Dairy Milk Dairy Milk Bubbly Cadbury Lunch Bar Nestlé Aero Cadbury F.S. Clothing Brands Nike Adidas ZARA Lacoste Mr Price
1 2 3 4 5 6 7 8 9 10 Coolest 1 2 3 4 5 6 7 8 9 10 Coolest 1 2 3 4 4 5 5 6 7 8 9 10 Coolest 1 2 3 4 4 4 4 6 7 6 7 8 7 7 8 9 10 Coolest 1 2 3 3 4 4 6 7 7 8 7 7 8 7 7 7 8 7 7 7 7 7 7 7 7 7	Kotex Always Lil-Lets GynaGuard Stayfree Nivea Intimo Avon Feminine Wash Femagene Intimate Wash Libresse  Chocolates KritKat Femero Rocher BAR ONE Lindt Lindt Lindt Cadbury Dairy Milk Dairy Milk Bubbly Cadbury Lunch Bar Nestlé Aero Cadbury Top Deck Cadbury Top Deck Cadbury PS Chothing Brands Nike AridRa Lidras Lidra
1 2 3 4 5 5 6 7 8 8 9 10 Coolest 1 2 3 4 4 5 5 6 7 8 8 9 10 Coolest 1 2 3 4 5 5 6 7 8 8 9 10 Coolest 1 2 3 4 5 5 6 6 7 8 8 9 10 Coolest 1 2 3 4 5 5 6 6 7 8 8 9 10 Coolest 1 2 3 3 4 5 5 6 6 7 8 8 9 10 Coolest 1 2 3 3 4 5 5 6 6 7 8 8 9 10 Coolest 1 2 3 3 4 5 5 6 6 7 8 9 10 Coolest 1 2 3 3 4 5 5 6 6 7 8 9 10 Coolest 1 2 3 3 4 5 5 6 6 7 8 9 10 Coolest 1 2 3 3 4 5 5 6 6 7 8 9 10 Coolest 1 2 3 3 4 5 5 6 7 8 9 10 Coolest 1 2 3 3 4 5 5 6 7 8 9 10 Coolest 1 2 3 3 4 5 5 6 7 9 10 Coolest 1 2 3 3 4 5 5 6 7 9 10 Coolest 1 2 3 3 4 5 5 6 7 9 10 Coolest 1 2 3 3 4 5 5 6 7 9 10 Coolest 1 2 3 3 4 5 5 6 7 9 10 Coolest 1 2 3 3 4 5 5 6 7 9 10 Coolest 1 2 3 3 4 5 5 6 7 9 10 Coolest 1 2 3 3 4 5 5 6 7 9 10 Coolest 1 3 5 7 9 7 9 7 9 7 9 7 9 7 9 7 9 7 9 7 9 7	Kotex Always Lil-Lets OynaGuard Stayfree Nivea Intimo Akon Feminine Wash Femagene Intimate Wash Libresse  Chocolates Kitkat Femero Rocher BAR ONE Lindt Lindor Cadbury Dairy Mik Dairy Mik Bubbly Cadbury Lunch Bar Nestlé Aero Cadbury F.S. Clothing Brands Nike Adidas ZARA Lacoste Mr Price

8	Fabiani
9	Puma
10	Chanel
Cooles	t 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
Cooles	t 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	Capricom College / Capricom TVET College
8	Richfield College
9	SWGC – South West Gauteng College
10	Stanford College Online
Cooles	t 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	Mcrosoft
10	Nike
Cooles	t 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 Cheat Fighter 6
9	Street Fighter 6
10	Ludo
	t Daily Newspapers
1	Daily Sun Source Daily Sun
2	Sowetan The Citizen
4	Daily News
5	The Star
6	Isolezwe
7	Daily Dispatch
8	Cape Times
9	Cape Argus
10	Die Son
	Learning Platforms
Digital	

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
	Local Celebrities
1	Trevor Noah
2	AKA
3	DJ Zinhle
4	Makhadzi
5	DJ Kabza De Small
	Nomzamo Mbatha
6	
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
	Montecasino
	Local Radio Personalities
	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
	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
	t 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
	t 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 Yardley London
10	Fenty Beauty by Rihanna
Coolest	t Male Deodorants
1	Nivea Men
2	Hugo Boss
3	Diesel
4	Yardley English Blazer
5	Solo
6	Brut
1	
7	Playboy
8	Old Spice
8 9	Old Spice Sanex
8 9 10	Old Spice Sanex Shield for Men
8 9 10 <b>Coolest</b>	Old Spice Sanex Shield for Men t Motor Vehicles Brands
8 9 10 <b>Coolest</b>	Old Spice Sanex Shield for Men  t Motor Vehicles Brands Mercedes-Benz
8 9 10 <b>Coolest</b> 1 2	Old Spice Sanex Shield for Men  t Motor Vehicles Brands Mercedes-Benz BMW
8 9 10 <b>Coolest</b> 1 2 3	Old Spice Sanex Shield for Men t Motor Vehicles Brands Mercedes-Benz BMW Audi
8 9 10 <b>Coolest</b> 1 2 3 4	Old Spice Sanex Shield for Men  t Motor Vehicles Brands Mercedes-Benz BMW Audi Range Rover
8 9 10 <b>Coolest</b> 1 2 3 4 5	Old Spice Sanex Shield for Men  t Motor Vehicles Brands Mercedes-Benz BMW Audi Range Rover WW
8 9 10 <b>Coolest</b> 1 2 3 4 5 6	Old Spice Sanex Shield for Men  t Motor Vehicles Brands  Mercedes-Benz  BMV Audi Range Rover  WW Lamborghini
8 9 10 Coolest 1 2 3 4 5 6 7	Old Spice Sanex Shield for Men  t Motor Vehicles Brands Mercedes-Benz BMW Audi Range Rover WW Lamborghini Toyota
8 9 10 Coolest 1 2 3 4 5 6 7 8	Old Spice Sanex Shield for Men  t Motor Vehicles Brands Mercedes-Benz BMW Audi Range Rover WW Lamborghini Toyota Porsche
8 9 10 Coolest 1 2 3 4 5 6 7 8 9	Old Spice Sanex Shield for Men  t Motor Vehicles Brands Mercedes-Benz BMW Audi Range Rover WW Lamborghini Toyota Porsche Rolls-Royce
8 9 10 Coolest 1 2 3 4 5 6 7 8 9 10	Old Spice Sanex Shield for Men  t Motor Vehicles Brands Mercedes-Benz BMW Audi Range Rover WW Lamborghini Toyota Porsche Rolls-Royce Jeep
8 9 10 Coolest 1 2 3 4 5 6 7 8 9 10 Coolest	Old Spice Sanex Shield for Men  t Motor Vehicles Brands Mercedes-Benz BMW Audi Range Rover WW Lamborghini Toyota Porsche Rolls-Royce Jeep t Music Store/Website/Streaming
8 9 10 Coolest 1 5 6 7 8 9 10 Coolest 1	Old Spice Sanex Shield for Men  t Motor Vehicles Brands Mercedes-Benz BMW Audi Range Rover WW Lamborghini Toyota Porsche Rolls-Royce Jeep  t Music Store/Website/Streaming iTunes
8 9 10 Coolest 1 2 3 4 5 6 7 8 9 10 Coolest 1 2	Old Spice Sanex Shield for Men  t Motor Vehicles Brands Mercedes-Benz BMW Audi Range Rover W Lamborghini Toyota Porsche Rolls-Royce Jeep t Music Store/Website/Streaming iTunes MP3 Juices
8 9 10 Coolest 1 2 3 4 5 6 7 8 9 10 Coolest 1 2 3	Old Spice Sanex Shield for Men  t Motor Vehicles Brands  Mercedes-Benz  BMW Audi Range Rover W Lamborghini Toyota Porsche Rolls-Royce Jeep t Music Store/Website/Streaming iTunes MP3 Juices Spotify
8 9 10 Coolest 1 5 6 7 8 9 10 Coolest 1 2 3 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4	Old Spice Sanex Shield for Men  t Motor Vehicles Brands  Mercedes-Benz BMW Audi Range Rover WW Lamborghini Toyota Porsche Rolls-Royce Jeep t Music Store/Website/Streaming iTunes MP3 Juices Spotify JOOX
8 9 10 Coolest 1 5 6 7 8 9 10 Coolest 1 2 3 4 5 5 6 5 7 8 5 9 10 Coolest 1 2 3 4 5 5 6 6 7 7 8 7 7 8 7 7 8 7 7 8 7 7 8 7 7 8 7 7 8 7 7 7 8 7 7 7 8 7 7 7 8 7 7 7 8 7 7 7 8 7	Old Spice Sanex Shield for Men  I Motor Vehicles Brands Mercedes-Benz BMW Audi Range Rover WW Lamborghini Toyota Porsche Rolls-Royce Jeep  I Music Store/Website/Streaming iTunes MP3 Juices Spotify JOOX Fakaza
8 9 10 Coolest 1 5 6 7 8 9 10 Coolest 1 2 3 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4 4	Old Spice Sanex Shield for Men  t Motor Vehicles Brands  Mercedes-Benz BMW Audi Range Rover WW Lamborghini Toyota Porsche Rolls-Royce Jeep t Music Store/Website/Streaming iTunes MP3 Juices Spotify JOOX

8	SoundCloud
9	YouTube Music
10	Amazon Music
Coolest	Online Accommodations Booking Sites
1	Booking.com
2	airbnb
3	Trivago
4	Sho't Left
4	ShotLeit
5	Safari.com
6	Computicket
7	Tripadvisor
8	Travelstart
9	KAYAK
10	Travel.com
Coolest	Radio Stations
	5FM
2	Thobela FM
3	Radio 2000 FM97.5
	Motsweding FM
5	Good Hope FM94.7
6	Heart 104.9 FM
	Lesedi FM88.4
7	
	METRO FM96.4
9	KFM94.5
10	Gagasi FM99.5FM
Coolest	Sit-Down Restaurants
1	Spur Steak Ranches
	Mugg & Bean
	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
	Savings & Investment Platforms
1	Capitec
2	EasyEquities Time Pools
3	TymeBank  END by vactor Diofferen
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	
	META(Facebook)	
7	Spotify	
8	Instagram	
	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	
	North West University / NWU / PUKKE	
	Mangosuthu University of Technology / MUT	
	Sol Plaatje University	
	Central University of Technology / CUT University	
Coolest Weekly Newspapers		
	Sunday Times	
	City Press	
	Sunday World	
	Mail & Guardian	
	Rapport	
	Rising Sun	
	TygerBurger Newspaper	
	Technology Brands	
	Apple	
	Samsung	
	Huawei	
	Google	
	TikTok	
	META (Facebook)	
	LG	
	Hisense	
	Tesla	
	Sony	
Coolest Telecomms Providers		
	Vodacom	
	MTN 	
	Telkom	
	Rain	
5	Cell C	
	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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