

Brands loved by the youth of SA



The top performing brands in the 2018 Sunday Times Generation Next youth survey were recently announced during an awards ceremony held in Sandton.

Nike was once again named the Uber Cool Overall Brand, followed by Samsung and Adidas in second and third places respectively. Nike was also awarded as the Coolest Shoe/Footwear Brand, and the one with the Coolest Brand Slogan, Just Do It!

Pick n Pay was chosen as the coolest supermarket, followed by Woolworths and Checkers.

As far as shopping malls go. The Mall of Africa was chosen as the coolest mall, followed by Sandton City.

Now in its 14th year, the Sunday Times Generation Next Youth survey, in association with youth market specialists HDI Youth Marketeers, polls more than twelve thousand young people from around the country, across more than seventy categories, and is considered the leading barometer of what South Africa's kids, teens and young adults find trendy and aspirational.

"The Sunday Times Generation Next survey is a great insight into how the youth perceive and attribute value to brands in a highly competitive market. It is always

	Coolest Grocery Stores 2018	Coolest Grocery Stores 2017
1	Pick n Pay	Pick n Pay
2	Woolworths Food	Woolworths Food
3	Checkers	Checkers
4	Spar	Spar
5	Game	Shoprite
6	Shoprite	Game
7	Food Lovers Market	Makro
8	Makro	Food Lovers Market
9	Fruit & Veg City	Fruit & Veg City
10	Cambridge Food	Kit Kat Cash & Carry

	Coolest Shopping Malls 2018	Coolest Shopping Malls 2017
1	Mall of Africa	Sandton City
2	Sandton City	Mall of Africa
3	Gateway Theatre of Shopping	Gateway Theatre of Shopping
4	V&A Waterfront	V&A Waterfront
5	The Pavilion	Rosebank Mall
6	Canal Walk	Canal Walk
7		The Pavilion
8	Rosebank Mall	Mall of the South
9	Eastgate Shopping Centre	Maonya Mall
10	Galleria Mall	N1 City Mall

important for brands to understand how a very switched-on youth segment makes decisions, as they will soon be the income-earners of tomorrow. The results can have a strong impact on the tactics and longer term marketing strategies that brands put in place, and the Sunday Times recognises the very important role this survey plays for advertisers,” says Reardon Sanderson, general manager of sales and marketing of Tiso Blackstar.

According to Bongani Chinkanda, CEO of HDI Youth Marketeers, the internet and social media are having increasing impact on SA’s youth, and the choices they make as consumers.

“In the past 60 seconds, 500 hours of video content have been uploaded on Youtube, 3,3 million Facebook posts have gone up, 29 million Whatsapp messages have been exchanged, and a total of 3,8 million Google searches done. This shows how digital has taken over in the past 14 years. With Google and Facebook being the biggest digital media platforms in the world, it shows the importance of

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brands going digital and being intentional when reaching youth.”

Fifteen of the 74 categories surveyed saw new category winners from those in 2017. However, brands that continued to land favourably with the youth, and managed to hold on to the coolest top spot in their respective categories included Pick n Pay, Colgate, Nestlé Hot Chocolate, KOO, Red Bull Energy Drink, Doritos, Coca-Cola, Always, Magnum, Dark & Lovely, Bic, Playgirl, Whiskers, Dove, Nutella, Nivea, Parmalat Nike, FNB, Samsung, Mr Price, SAA, Protea Hotels, TotalSPORTS, DStv, Identity, Vodacom, Mercedes Benz, CNA, Engen, Sun City, Trace Urban, Cartoon Network, MetroFM, Top Gear, McDonald’s, Spur, Mugg & Bean, Avon, WhatsApp, Tom & Jerry, FIFA, Daily Sun, University of Cape Town, Whatsapp and Rosebank College.

Only one new category was included in the 2018 survey, where Toys R Us came out as the Coolest Toy Store.

Headline partners for the 2018 Sunday Times Generation Next include Nedbank, Brand South Africa and Kotex.

NATIONAL	
2 – 3 August Bloemfontein	Emoya Luxury Hotel & Spa Bloemfontein wine lovers should make it a date night for an evening of great wine tastings. Connect with winemakers or their marketing representatives while tasting an array of more than 200 of South Africa’s best wines.
8 August Johannesburg	International Sourcing Fair The International Sourcing Fair (ISF) targets African markets in home, hospitality, office and retail. This event is set to transform the face of buying across Africa, as the continent’s increasingly sophisticated consumer culture continues to accelerate unprecedented economic growth.
8 August Johannesburg	Decorex A vibrant selection of inspired trends will be showcased at Africa’s premier décor, design and lifestyle exhibition. Visitors will have access to a variety of globally influenced designs and trends which have been localised to suit the African home.
15 – 16 August Pretoria	Fresh Connections: Southern Africa The eighth annual Fresh Connections: Southern Africa Conference and Trade Show, hosted by the Produce Marketing Association (PMA), brings together all stakeholders in the fresh-produce supply chain, such as commercial vegetable and fruit growers, exporters, supermarkets, market agents, fresh produce markets, input suppliers and service providers.
INTERNATIONAL	
16 August Hong Kong	Hong Kong International Tea Fair The Hong Kong International Tea Fair offers a wide range of tea leaves, processed tea and tea products, tea packaging, teaware, and other tea-related products to buyers from all over the world