

Sunday Times

GEN NEXT 2023



SEE THE
WORLD
THROUGH
THE YOUTH'S
FIRST-HAND
PERSPECTIVE

#STGenNext





SEE YOUTH DIFFERENTLY



Foreword

Taking charge of their own lives

Today's youth are self-reliant and optimistic

The youth of South Africa are grappling with a barrage of issues, including unemployment, economic struggles, environmental disruptions and rolling blackouts. These challenges have disrupted their daily lives and created an ambivalent attitude towards the world.

The youth are increasingly sceptical and distrustful of government institutions and organisations that do not deliver on promises to improve their lives, particularly due to the persistence of the challenges they face.

In response to this disruption, youth have become more self-sufficient, taking matters into their own hands and voicing their concerns. This newfound self-reliance has contributed to an increase in self-esteem, self-actualisation and resilience among the youth.

Despite the hardships they face, they are optimistic about their future. They are showing a greater interest in self-development, learning new skills and using technology to entertain themselves: they believe they are progressing despite the adversities they face.

Brands that are relevant to the youth in this context are those that provide solutions to their realities and challenges. These may involve helping them better understand the world, navigate through the chaos, find moments of respite and enjoyment, demonstrate personal growth, and explore the world safely with limited risk.

The report underscores the importance of understanding how youth interact with brands. Those brands that align with the youth's needs, values and aspirations have the potential to create resonance and – more



Ntombi Mkhwanazi, youth platform manager at Yellowwood

importantly – relevance that can result in building meaningful and potentially lifelong relationships.

The 2023 GenNext Youth Behaviour Report seeks to uncover insights over a three-year period (2021-2023). This invaluable knowledge can help drive organisational growth by providing a deeper understanding of youth sentiments, their needs and behaviours, economic influence, online social behaviour, connectivity and interactions with brands.

This year, the GenNext Youth Behaviour Report targets youth aged eight to 30, with a sample of over 7,000 respondents split into

7,000

respondents, split into four distinct reports that speak to the youth segments in far greater depth

four distinct reports that speak to the youth segments in far greater depth, including a gender and provincial split. The survey results included private, public and non-profit organisations.

In our research for both the Youth Behaviour Report and the Brand Preference Survey, we employed a stringent data collection and auditing process to ensure the credibility and authenticity of the data results. The Brand Preference Survey is audited by PwC, which has a disciplined, standardised methodology to drive audit quality and objectivity.

Foreword

Smart, dynamic, unique

Speak their language, on their platforms

Sunday Times is honoured and excited to be involved in the country's most extensive research into the minds of our youth market.

Now in its 19th year, the Sunday Times GenNext study is the leading annual youth brand preference and consumer behaviour survey. It's vital for brands to capture the hearts of the youth market, a sector that yields incredible annual spending power.

Combining current and historical data, the survey provides great insights for all marketers to help them harness the often perplexing and mercurial heartland of brand love among the youth.

Research conducted by YDx Youth Dynamix has revealed the following facts and what they mean for marketers.

- SA's youth currently spend and influence R303bn.

What is your brand actively doing to secure a piece of this spend?

- Two in three young adults are stressed.

How is your brand showing up in their lives to make a tangible and meaningful difference?

- 78% of young adults use customer reviews to decide when purchasing a brand.

How is your brand encouraging youth to positively promote your brand?

- 90% of youth will support brands that share and demonstrate their values.

Where and how are you communicating your brand values with the youth?

With about 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.

Given the broad range of Sunday Times readers, we need to gain insights – from both



Pule Molebeledi, Arena's MD of news and media

an advertising and a readership perspective – as to what the youth feel about our titles and what we can offer advertisers that meet their needs.

The GenNext Survey 2023, conducted by our partner Yellowwood, clearly identifies which brands are sought after.

In keeping with youth trends of "now, next and new", businesses can be proactive when it comes to dealing with the challenge of relevance.

This survey also showcases those enterprises that are already servicing this market well, thereby providing benchmarks for others to study.

R303bn

The amount SA's youth currently spend and influence

It is a segment that is smart, dynamic and unique and expects to be marketed to in its own language and on its own platforms. We congratulate those brands that have emerged as the frontrunners and winners in the survey. GenNext has long afforded the youth an opportunity to express themselves unequivocally and will continue to do so.

Sunday Times would not be in this position were it not for the support of the loyal and new clients of our much-loved brand – a privilege we don't take for granted.

Together, we are able to bravely navigate the world of GenNext and we eagerly anticipate the milestone 20th edition of this survey.

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By LYNETTE DICEY

The Coolest Brand as voted for by South Africa's youth at the Sunday Times GenNext Awards is Nike. The brand won both the Coolest Shoe/Footwear Brand as well as the Coolest Clothing Brand and took home the coveted overall award for the ninth year running.

Apple comes in second, with Samsung in third place and Adidas fourth.

Nike, along with other footwear and apparel retailers, has not been immune from a challenging global economy, which has seen consumers pull back on discretionary spending. In June, the company announced that it had missed its earnings targets for the first time in three years.

In the US, the company has been spending more on marketing and promotions to reduce its inventory levels. The company appears to be backing down from its direct-to-consumer strategy introduced in 2020 as it restores wholesale relationships in the US market.

Despite its challenges, the appeal of the brand for the local youth market endures.

Adidas and Zara came second and third respectively in the Coolest Clothing Brand category. Zara moved up six positions from 2022, kicking Mr Price out of the top three. In the Coolest Shoe/Footwear Brands category, Adidas came in second place, followed by Puma in third.

Coollest Brands



The youth have their say

Mercedes-Benz is again voted the Coolest Motor Vehicle Brand. Picture: Mercedes-Benz AG – Communications & Marketing

The Sunday Times GenNext, in partnership with Yellowwood, is the leading South African youth brand preference and consumer behaviour campaign and research report.

Established in 2004, the study surveys more than 5,900 tweens, teens, young adults and young professionals to establish their

brand preferences.

In the bank category, Capitec Bank once again comes out tops, followed by FNB in second place and TymeBank third. Capitec Bank is also ranked the Coolest Savings & Investment Platform for the second consecutive year, followed by EasyEquities and Ty-

meBank.

For the second consecutive year, Old Mutual is the coolest insurance brand, with AVBOB in second place and Discovery in third.

Google wins two categories this year:

To Page 4 ->



**THANKS FOR
KEEPING US COOL
OVER THE YEARS**

♥ **MCDEEZ**



SEE YOUTH DIFFERENTLY



→ From Page 3

Cooldest Advertising Medium and Coolest Company to Work For.

Siya Madikane, Google South Africa's communications & public affairs manager, says the youth segment is a huge part of Google's user base. "We continuously do research on the youth market to find out how they are using our products and how we can explore their experience."

"A recent study into the South African youth found that the youth – or who we call the GenZ generation – consider themselves open-minded (81.5%), ambitious (67.5%) and creative (62.6%). They believe in equal rights (75%), like to explore the world (64.5%) and are interested in other cultures (61.3%)."

A significant proportion of Google's marketing activity is focused on the youth segment, he says. The Google Hustle Academy, for example, is a boot camp aimed at providing the necessary skills to start up businesses. Another initiative is the Black Founders Fund, which provides African startups with an opportunity to get funding of up to \$100,000.

YouTube again wins Coolest Digital Learning Platform category, followed this year by K53 and Mindset Learning 319 in third place.

Vodacom usurps Telkom this year as Coolest Telecoms Provider, followed by MTN. Telkom comes in third. Vodacom is also perceived by the youth as a brand that is not just



Google wins Coolest Advertising Medium and Coolest Company to Work For. Picture: 123rf

about making profit, winning the Coolest Brand that Cares about my Community.

Samsung and Apple are both perennial favourites among the youth. Samsung is once again voted the Coolest Cellphone Brand, followed again by Apple iPhone. Interestingly, their positions are reversed in the Coolest Technology Brand category, with Apple first and Samsung second. Huawei is placed third

in both categories.

Keneiloe Precious Kgorane, strategy and integrated marketing communications lead at Samsung Africa, says Samsung Galaxy devices appeal to a shared human truth that all of us, beyond age and geographical location, strive for: connection. "As an enabler of both connection and self and creative expression, today's youth naturally gravitate towards mobile phone devices as they bring them closer to the things and people they love."

The brand uses a "show, don't tell" approach in its marketing, she says. "Authentic product integration, both on- and offline, is a huge driver of both millennials and GenZ's purchase consideration because these age groups often struggle to understand how brands fit into their lives and aspirations. Couple this with in-real-life experiential content and storytelling and you should start to see an increase in engagement."

Samsung has a number of initiatives aimed specifically at the youth market, including partnering with Primedia Broadcasting to host the Galaxy 94.7 Joburg Day and Galaxy KDay music festivals in Joburg and Cape Town.

In the Coolest Music Store/Website/Streaming category, iTunes takes the top spot, followed by MP3 Juices and Spotify.

Mercedes-Benz again takes pole position as Coolest Motor Vehicle Brand and, proving the aspirational nature of the brand as far as the youth are concerned, jumps to second position in the Coolest Company to Work For.

"Mercedes-Benz is a top-tier brand, with our vehicles frequently used in movies, music videos and popular on social media. This adds to the appeal of the brand to the youth," says Justin Jacobs, media specialist for brand communications & marketing at Mercedes-Benz. The brand's marketing efforts include a focus on young adults and those entering the career space. Jacobs says the brand has a number of finance programmes available that make ownership more accessible.

In the Coolest Alcohol category, the top five most-loved brands all retain the same position as 2022, with Jägermeister at number one, followed by Savanna, Brutal Fruit Spritzer, Hennessy Cognac and Heineken.

In the Coolest Clothing Store category, the top three brands are unchanged from 2022 with Mr Price in first position, followed by Nike and Sportscene. Kevin Smit, MD of Mr Price, says the brand is focused on delivering

an offering that appeals to the youth segment of the market because a high percentage of its shoppers are under the age of 24.

"In tough economic times such as these, our exceptional value and offering is even more relevant both to the youth market and the wider South African market. Value underpins everything we do, ensuring an affordable price tag so that customers can look and feel their best even on a budget," he says.

The Mr Price Money Start Up account is targeted at 18- to 25-year-old customers and offers a four-month revolving credit with a lower credit limit. Shoppers are also rewarded through the Insiders rewards programme.

It will be no surprise that Netflix retains its position as the Coolest TV/Streaming/Content Platform. Showmax comes in second again, with TikTok moving into third place. Netflix, the world's largest streaming service, has grown its subscriber base significantly in South Africa in recent years. It has spent more than R2bn on film and TV projects in the country between 2016 and 2022. It is expected that on-demand content platforms will continue to grow in the years ahead.

The Virgin Active App is the Coolest Fitness App, followed by Google Fit. The global fitness app market has exploded in recent years as more people switched from traditional gyms to virtual training platforms. Statista projects the sector's revenue will reach more than \$19.3bn this year and grow to \$33bn by 2027.

Insurance is widely regarded as a grudge purchase by all groups. Despite this negative perception, Old Mutual continues to successfully appeal to the youth market, again coming first in the Coolest Insurance Brand category. This year, AVBOB comes in second while Discovery retains its third place.

In the Coolest Hotel Brand category, Protea Hotels by Marriott moved up one place this year to take the top spot, followed by City Lodge and Sun International. Booking.com took first place as the Coolest Online Accommodation Booking Site, followed by airbnb and Trivago.

Uber remains the Coolest Public Transport Brand this year, with Gautrain moving up from its fourth position in 2022 to second place in 2023. Bolt moves to third place.

A new category introduced this year is the Coolest Accessories & Jewellery Store category. American Swiss, part of the TFG Group, wins this category, followed by Claire's and Déonne le Roux Jewellers.

Despite a perception that the youth don't read, they continue to turn to the Sunday Times, which retained its position as the Coolest Weekly Newspaper.

“ We continuously do research on the youth market to find out how they are using our products and how we can explore their experience

Siya Madikane

Google South Africa communications & public affairs manager

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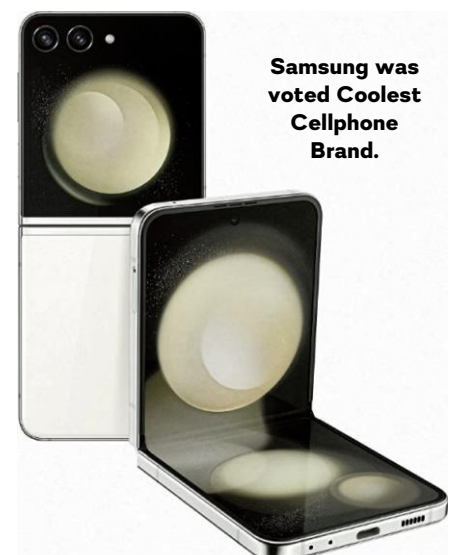
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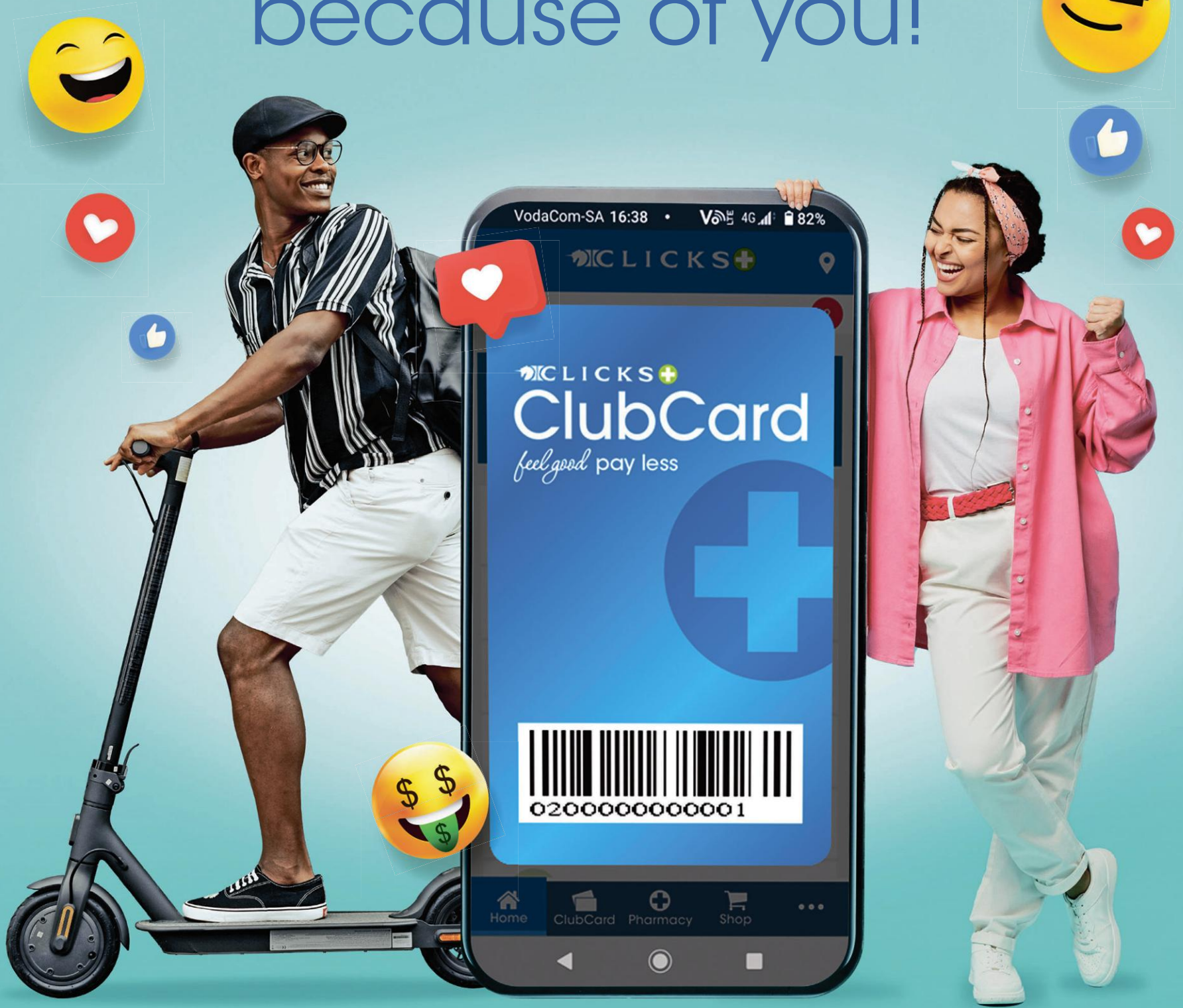
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By LYNETTE DICEY

Health & Beauty

Keep innovating, but be authentic

The importance of looking after oneself has received renewed focus in the wake of the pandemic, with the youth segment making up a significant share of the health and beauty market.

Retailers Clicks and Dis-Chem – voted as the top two Coolest Specialist Health & Beauty brands by a substantial margin – are well aware of the power of the youth market.

Offering an extensive suite of products and with ever-expanding footprints ensuring easy accessibility, both chains have become one-stop retail outlets with successful loyalty programmes in place, which include partnerships with other brands. Delivery services add to the convenience offered to customers.

For winner Clicks, it's about understanding that building a relationship and establishing brand familiarity with customers from a young age builds long-term loyalty and purchasing preference, says Melanie van Rooy, Clicks head of marketing.

She says the youth market often influences purchasing decisions in households. "Their preferences and

opinions can drive choices of their parents, siblings and extended family members. Satisfied young customers can become brand advocates, spreading positive word-of-mouth online and offline," she says.

The youth, says Van Rooy, are particularly conscious of health and beauty. "This presents an opportunity for Clicks to offer quality services and products at an affordable price, because value is important to this income-sensitive segment."

Young people are trendsetters and early adopters of new products and technologies, and appealing to this market allows Clicks to position itself as a trendy and innovative brand, attracting not only the youth but also older consumers who admire these qualities, says Van Rooy.

Recent innovations include

Clicks' new experiential beauty halls, designed to allow shoppers to engage with brands at every touch-point. The brand has also teamed up with popular health and beauty influencers across social media.

"By creating an engaging online presence through content that is meaningful and purpose-driven, we can reach and interact with this demographic, which is crucial to remaining relevant in today's digital age," she says.

Its efforts to appeal to the youth market are clearly paying off: more than 10% of the Clicks ClubCard active membership base of 10.4-million members are between the ages of 15 and 25.



Clicks is Coolest Health & Beauty brand Picture: Thapelo Morebudi

Beauty brands are feeling the impact of constrained consumer spend. This is even more sharply felt among younger consumers given the high rate of youth unemployment. That's not to say that the youth aren't buying beauty products, but rather that they're more discerning about their purchases and the brands they choose to support.



Lukasz Kowalczyk

"Young people, particularly GenZ, are attracted to brands which are driven by purpose in all aspects of their business operations," says Lukasz Kowalczyk, marketing director of Avon South Africa,

a perennial favourite that came in the top five in four health and beauty-related categories.

"Brands that care for their community, planet and humanity above profits are being considered in shopping journeys over those that don't walk the talk. Diversity and inclusion also play a key role for this segment of the market."

Avon recently launched a campaign called "Beauty Your Way". The content is modern, digitally led and uses a tone of voice familiar to younger consumers, says Kowalczyk. "It promotes a life that's not driven by preconceptions and established work norms, embracing the freedom to act on an individual's terms, supporting values such as community, family and friends."

Key to ensuring a brand has enduring appeal to the youth market, he says, is to continuously innovate.

"Relevant product innovation is key to keeping young people excited in a brand. The youth market is used to seeing new trends and follows them closely on social media. An influencer strategy is key, but authenticity will win their hearts and minds and ensure brand loyalty for years to come."

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NESCAFÉ

NESCAFÉ GOLD

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NESCAFÉ

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NESTLÉ MILO® ENERGY CEREAL

A balanced breakfast will give you and your family the very best start to the day. MILO is a nutrient rich, low GI malt cereal, which gives kids who need a boost, the nourishing energy they need to start the day right.



NESTLÉ KITKAT

The world's favourite break and perfect balance of chocolate and wafer, there's a reason KITKAT is enjoyed in more than 80 countries worldwide. The iconic brand is an international symbol for hitting the pause button - to enjoy a well-deserved break. From classic fingers to chunky, original to peanut butter, there is a KITKAT for just for you.



MAGGI SAUCES

The Maggi Sauce range will be your choice of flavour and taste for your favourite dishes! These delicious sauces are best served as condiments on the table with all your favourite dishes or to spice up your cooking. Add it to tomato and onion gravy, stews, salads or use as a dip with crispy chicken wings.



NESTLÉ HOT CHOCOLATE

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NESTLÉ NESPRESSO

NESTLÉ NESPRESSO is the pioneer and reference for highest-quality portioned coffee.



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By MASEGO SEEMELA

Social media

It's all about community and self expression

We live in a world where everything is lived through social media. As they say, if it wasn't posted on Instagram, TikTok, Facebook or Twitter [now X], it didn't really happen.

According to Demandsage.com, there are 4.9-billion people who use social media globally, but this number will reach 5.85-billion by 2027.

The two leading the pack by a generous margin in GenNext's Coolest Social Media App category are WhatsApp, closely followed by TikTok. Facebook, Instagram and YouTube came third, fourth and fifth respectively, but don't have quite the same pull with the youth.

You may be wondering about the appeal of WhatsApp when it's more of an instant messaging service than a social media app. But it's the range of social features such as status sharing, profile pictures, and creating and sharing media files that appeals to younger users.

Social media is a relatively new phenomenon, but has transformed the way society – particularly young

“I wanted to put my work out there, and TikTok has given me the audience reach

Atlegang Songo

TikToker

society – socialises and connects. Its interactive tech that facilitates

the creation and sharing of information, ideas, interests and other forms of expression through virtual communities and networks has huge youth appeal. Those fortunate enough to monetise it have become macro “influencers”, working with brands on various platforms.

TikToker Atlegang Songo, known as PapiNiceThingz, always wanted to be an actor, but with no resources to pursue his dream, he felt hopeless.

The 23-year-old from Pretoria turned to social media to showcase his acting skills. He first shared his hilarious short clips on Instagram,



Social media has transformed the way society – particularly young society – socialises and connects. Picture: Reuters

but they didn't get a great response.

In 2019, he started using TikTok. Initially his videos were not getting the love they should have, but during the pandemic, his following rose exponentially. Today he has more than 320k followers.

“TikTok has done wonders for me. South African entertainment has a quick turnaround time. I wanted a way to put my work out there. It gave me the audience reach and my skits were seen by the right people,” says Songo.

While TikTok doesn't have a

monetisation feature such as YouTube and other platforms where you can make money based on your engagement or audience reach, Songo says the way to earn on TikTok is through campaigns or collaborating with brands.

However, he says, it isn't sustainable enough at this point as campaigns tend to be quite limited. “I haven't monetised fruitfully on the platform yet, but as it grows, I believe it will gain sustainability. I can't wait to see where being a TikToker takes me.”

Social media landscape

Time's TikToking for Facebook

By LYNETTE DICEY

While Facebook continues to dominate the South African social media landscape, TikTok is the social media platform to watch as far as the youth market is concerned.

South African youth are active users of social media including TikTok, Instagram and Facebook. Among all age groups, the local media landscape is dominated by Facebook (56.7%), followed by TikTok, Instagram, Twitter and LinkedIn, according to the 2023 Social Media Landscape Report released by Ornico and World Wide Worx earlier this year.

The extent to which Facebook use in South Africa is still directly correlated with age tells its own story, says Arthur Goldstuck, MD of World Wide Worx. More than half of 25- to 34-year-olds and 60% of 15- to 24-year-olds are highly active users of Facebook. Overall penetration of the 15- to 24-year age group is a whopping 71.4%, compared with just 42.8% in the 45- to 64-year age group. Though the survey did not include under-15s, Goldstuck says anecdotal evidence suggests that consumers under the age of 15 don't regard Facebook as relevant and have largely gravitated to TikTok. The report reveals that TikTok enjoys 44% penetration in the 15- to 24-year age group. It is expected that TikTok penetration will increase sharply in this age group in the future and, if current trends continue, that it will overtake Facebook in the next few years.

“This means the youth audience is the springboard from which TikTok will challenge Facebook for overall dominance of the social media landscape in South Africa given that it has already overtaken Instagram in all segments,” says Goldstuck.

Interestingly, social media use in South Africa remains strongly connected to privilege, with consumers in higher socioeconomic levels more likely to use it. Goldstuck warns that TikTok's one weakness is the extent to which penetration correlates with socioeco-

nomical levels. At the lowest two socioeconomic levels, TikTok's penetration drops to below 8%, showing the platform and privilege go hand in hand.

Among all age groups, TikTok showed a steady rise in penetration in South Africa from 25% to 28%.

It appears that Instagram may be starting to lose the support of the youth market. The penetration of Instagram users is similar in the 15- to 24 and 25- to 34 age groups, with only a 2% difference, revealing that while Instagram is a good platform to reach all South African age segments, it's no longer the preferred platform when targeting the youth.

Dean McCoubrey, founder of MySocialLife and creator of OneLife, a social media video news show for teens, says the social media landscape is permanently shifting.

“We've moved from text and images to video, live, stories and reels. YouTube is pushing shorts while TikTok is champion of GenZ due to its short-form video content, design, music and always-on-trend recipe of influencers, news and even challenges. Trends die fast and authenticity is increasingly the narrative that's in demand.”

Adding that Facebook has numbers from its rich past – and an older age group – he says that TikTok has innovation and youth on its side, including a growing wallet. “This trend will only continue.

The challenge with social media is that nothing is constant. It's been this way since the Facebook ‘Like’ button surfaced over a decade ago, spiking our dopamine reward system and keeping us stuck to our screens.”

One big change in the last year, says McCoubrey, is the integration of AI into a number of platforms, including Snapchat and TikTok.

“Social media platforms are onboarding younger tween users than ever before amid a growing push by this age group to be creative and influential. GenZ and millennials, meanwhile, are driven to potentially monetise their content and followers. All this equates to more users doing more, and spending more time online with these channels.”



Dean McCoubrey

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WHAT OUR YOUTH HAS TO SAY ABOUT THE COOLEST BRANDS

Key categories are in alphabetical order and figures refer to the overall percentages.

ACCESSORIES & JEWELLERY		
1	American Swiss	24.7%
2	Claire's	12.1%
3	Déonne le Roux Jewellers	9.2%
4	Gold Star Jewellers	8.8%
5	MJ Fashion	8.0%

BANKS		
1	Capitec Bank	19.4%
2	First National Bank	16.0%
3	TymeBank	11.4%
4	Standard Bank	11.1%
5	Nedbank	9.5%

BREAKFAST CEREALS		
1	Nestlé Cheerios	9.9%
2	FUTURELIFE Cereal	7.8%
3	Bokomo Corn Flakes	7.5%
4	Nestlé Milo Cereal	7.3%
5	ProNutro	6.0%

CELLPHONE BRANDS		
1	Samsung	22.8%
2	iPhone	22.1%
3	Huawei	12.7%
4	Xiaomi	5.2%
5	Nokia	4.9%

ADVERTISING MEDIUM		
1	Google Ads	11.5%
2	TikTok	11.4%
3	Instagram	9.5%
4	YouTube	8.5%
5	Twitter	8.4%

BRAND OVERALL		
1	Nike	14.1%
2	Apple	11.3%
3	Samsung	8.1%
4	Adidas	7.7%
5	BMW	6.9%

CAMPAIGNS TARGETED AT YOUTH		
1	KFC's Add Hope	10.1%
2	Adidas Impossible is Nothing	7.1%
3	R350 Sassa SDR Grant	6.8%
4	Vodacom NXT LVL Get A Gig	6.3%
5	Harambee Youth Employment Accelerator	6.0%

CHOCOLATES		
1	Kit Kat	9.0%
2	Ferrero Rocher	7.9%
3	Bar One	7.5%
4	Lindt Lindor	7.0%
5	Cadbury Dairy Milk	6.8%

ALCOHOL		
1	Jägermeister	12.7%
2	Savanna	11.8%
3	Brutal Fruit Spritzer	10.0%
4	Hennessy Cognac	8.8%
5	Heineken	6.3%

BRAND THAT CARES ABOUT MY COMMUNITY		
1	Vodacom	11.5%
2	Sasko	8.6%
3	Gift of the Givers	6.0%
4	Adidas	5.9%
5	Unilever	5.7%

CARTOON SHOWS		
1	Mr. Bean: The Animated Series	7.6%
2	Tom & Jerry	7.3%
3	Regular Show	7.1%
4	Dragon Ball Z (DBZ)	6.7%
5	Supa Strikas	6.2%

CLOTHING BRANDS		
1	Nike	15.3%
2	Adidas	9.2%
3	Zara	5.8%
4	Lacoste	5.4%
5	Mr Price	5.3%

WHAT OUR YOUTH HAS TO SAY



CLOTHING STORES

1	Mr Price/MRP	9.3%
2	Nike	6.8%
3	Sportscene	6.4%
4	H&M	6.2%
5	Zara	5.9%

COLD BEVERAGE

1	Coca-Cola	18.8%
2	Appletiser	9.5%
3	Cappy	7.4%
4	Sprite	7.2%
5	Liqui Fruit	7.1%

COLLEGES

1	Tshwane North TVET College	9.5%
2	IIE Rosebank College	8.0%
3	Boston City Campus	7.9%
4	CityVarsity College	6.1%
5	Damelin College	5.6%

COMPANY TO WORK FOR

1	Google	7.9%
2	Mercedes-Benz	7.6%
3	Apple	7.0%
4	Transnet	6.0%
5	Coca-Cola	5.0%

CONSOLE GAMES

1	FIFA	14.0%
2	Grand Theft Auto/GTA	7.2%
3	Call of Duty/COD	5.8%
4	WWE	5.5%
5	Subway Surfers	5.4%

DAILY NEWSPAPER

1	Daily Sun	13.8%
2	Sowetan	8.5%
3	The Citizen	6.8%
4	Daily News	6.2%
5	The Star	5.9%

DIGITAL LEARNING PLATFORM

1	YouTube	14.4%
2	K53	6.5%
3	Mindset Learn (channel 319 DSTv)	6.4%
4	LinkedIn Learning	6.3%
5	Google Play Books	5.9%

ENERGY DRINKS

1	Switch	13.7%
2	Energade	10.3%
3	Score	7.5%
4	Predator	7.2%
5	Red Bull	6.9%

FAST-FOOD PLACES

1	McDonald's	14.5%
2	KFC	11.4%
3	Burger King	8.6%
4	Debonairs Pizza	8.4%
5	Spur Steak Ranches	8.2%

FEMALE DEODORANTS

1	Nivea	8.7%
2	Oh So Heavenly	7.7%
3	Dove	6.6%
4	Playgirl	6.4%
5	Avon	5.6%

FEMINE HYGIENE PRODUCTS

1	Kotex	15.6%
2	Always	13.6%
3	Lil-Lets	10.1%
4	GynaGuard	8.4%
5	Stayfree	7.7%

FITNESS APP

1	Virgin Active	11.6%
2	Google Fit	7.9%
3	30 Day Fitness Challenge	7.8%
4	Samsung Health	7.7%
5	Nike Training Club	7.2%

FOOD DELIVERY APP

1	Uber Eats	16.8%
2	Mr D	16.1%
3	Checkers Sixty60	8.5%
4	Debonairs Pizza	8.4%
5	KFC	7.8%

GAMING CONSOLE

1	PlayStation 5/PS5	13.2%
2	PlayStation 4/PS4	10.8%
3	Xbox Series X and Series S	8.1%
4	Xbox One	7.1%
5	Xbox 360	7.0%

GROCERY STORE

1	Woolworths	11.9%
2	Food Lover's Market	9.9%
3	Game Stores	9.8%
4	Boxer Super Stores	9.2%
5	Checkers	7.6%

HAIRCARE PRODUCTS

1	Dark and Lovely	8.7%
2	TRESemmé	8.0%
3	Sofn'free	6.9%
4	Aunt Jackie's	5.9%
5	Dove	5.7%

HOT BEVERAGE

1	Milo	8.3%
2	Mugg & Bean Coffee	7.5%
3	Nestlé Hot Chocolate	6.9%
4	Nescafé	6.4%
5	Cadbury Hot Chocolate	6.3%

HOTEL BRANDS

1	Protea Hotels by Marriott	8.2%
2	City Lodge	8.0%
3	Sun International	7.9%
4	Southern Sun	6.5%
5	Manhattan Hotel	5.8%

ICE CREAM

1	Magnum	11.6%
2	Woolworths Tin Roof	9.6%
3	Milky Lane	6.6%
4	Oreo	6.5%
5	Woolworths Blueberry	6.2%

INSURANCE BRAND

1	Old Mutual	7.6%
2	AVBOB	6.8%
3	Discovery	6.2%
4	OUTsurance	5.8%
5	Ist for Women	5.7%

KIDS TV CHANNELS

1	Cartoon Network (301)	10.6%
2	Disney Jnr (309)	8.2%
3	Disney Channel (303)	8.1%
4	NickToons (308)	7.4%
5	Boomerang (302)	7.2%

#STGenNext

Sunday Times

GEN NEXT²⁰²³



yellowwood

LOCAL CELEBRITIES

1	Trevor Noah	8.7%
2	AKA	6.4%
3	DJ Zinhle	6.1%
4	Makhadzi	5.6%
5	DJ Kabza De Small	5.3%

LOCAL ENTERTAINMENT DESTINATION

1	Gold Reef City	11.3%
2	Sun City	11.0%
3	Kruger National Park	8.2%
4	uShaka Marine World	6.7%
5	Konka	6.4%

LOCAL ONLINE INFLUENCER

1	MacG	6.8%
2	Nomzamo Mbatha	6.3%
3	Connie Ferguson	6.2%
4	Zozibini Tunzi	5.7%
5	Boity Thulo	5.4%

LOCAL RADIO PERSONALITIES

1	Thando Thabethe	6.8%
2	Dineo Ranaka	6.4%
3	DJ MoFlava	6.0%
4	Somizi Mhlongo	5.6%
5	Skhumbuzo Hlophe (Skhumba)	5.5%

LOCAL TV PROGRAMMES/SERIES

1	Skeem Saam	9.9%
2	The River	7.9%
3	The Wife	6.7%
4	Uyajola 9/9	6.5%
5	Blood & Water	6.2%

LOCAL SPORTSPEOPLE

1	Siya Kolisi	10.1%
2	Percy Tau	7.5%
3	Caster Semenya	6.6%
4	Thembinkosi Lorch	6.3%
5	Benni McCarthy	5.9%

LOYALTY PROGRAMME

1	Shoprite Xtra Savings	9.8%
2	Pick n Pay Smart Shopper	8.8%
3	Checkers Xtra Savings	8.6%
4	Clicks ClubCard	7.6%
5	Capitec Live Better	6.4%

MAKE-UP BRANDS

1	L'Oréal	7.9%
2	Maybelline	7.6%
3	Avon	7.4%
4	Clinique	6.1%
5	Revlon	6.0%

MALE DEODORANTS

1	Nivea	10.5%
2	Hugo Boss	9.1%
3	Diesel	8.2%
4	Yardley English Blazer	5.8%
5	Solo	5.7%

MOTOR VEHICLES

1	Mercedes-Benz	11.3%
2	BMW	9.5%
3	Audi	7.1%
4	Range Rover	6.8%
5	VW	6.7%

MUSIC STORE/WEBSITE/STREAMING

1	iTunes	12.9%
2	MP3 Juices	9.5%
3	Spotify	6.0%
4	Joox	5.9%
5	Fakaza	5.8%

ONLINE ACCOMMODATION BOOKING SITES

1	Booking.com	11.1%
2	airbnb	8.4%
3	Trivago	8.1%
4	Sho't Left	7.1%
5	Safari.com	6.4%

ONLINE STORE

1	Shein	15.3%
2	Takealot	13.5%
3	Superbalist	7.3%
4	Mr Price/MRP	5.6%
5	Amazon	5.3%

PETROL STATIONS

1	Engen	18.2%
2	Sasol	12.5%
3	BP	12.4%
4	Shell	11.6%
5	Caltex	9.8%

PUBLIC TRANSPORT BRAND

1	Uber	17.1%
2	Gautrain	9.5%
3	Bolt	9.1%
4	Greyhound	7.7%
5	City to City	6.2%

RADIO STATIONS

1	5FM	12.2%
2	Thobela FM	7.1%
3	Radio 2000 FM	6.7%
4	Motsweding FM	6.4%
5	Good Hope FM	5.9%

SAUCES

1	Nando's	10.5%
2	All Gold	9.5%
3	Steers	8.1%
4	Spur Sauce	7.3%
5	Mrs Ball's	5.4%

SAVINGS & INVESTMENT PLATFORM

1	Capitec	9.2%
2	EasyEquities	7.1%
3	TymeBank	6.5%
4	FNB Investor Platform	6.4%
5	Old Mutual Invest	5.4%

SHOE/FOOTWEAR BRANDS

1	Nike	16.8%
2	Adidas	9.4%
3	Puma	7.2%
4	Air Jordan	6.7%
5	Vans	6.6%

SHOPPING MALLS

1	Mall of Africa	14.6%
2	Sandton City	10.7%
3	V&A Waterfront	10.0%
4	Menlyn	7.9%
5	Canal Walk	7.4%

SHOWER GEL

1	Nivea	8.8%
2	Oh So Heavenly	8.4%
3	Dove	6.8%
4	Avon	6.6%
5	Radox	5.9%

SIT-DOWN RESTAURANTS

1	Spur Steak Ranches	13.2%
2	Mugg & Bean	9.6%
3	McDonald's	9.5%
4	RocoMamas	9.0%
5	Ocean Basket	8.6%

SKINCARE PRODUCTS

1	Nivea	10.3%
2	Vaseline	7.0%
3	Dove	6.4%
4	Avon	5.7%
5	Neutrogena	5.2%

SNACK BRAND

1	Simba	8.6%
2	Go-Slo's	6.7%
3	Oreos	6.6%
4	Pringles	5.4%
5	Doritos	5.3%

SOAP BARS

1	Protex	10.7%
2	Dove	10.3%
3	Dettol	8.6%
4	Palmolive	8.4%
5	Sunlight	7.9%

SOCIAL MEDIA APP

1	WhatsApp	16.6%
2	TikTok	16.2%
3	Facebook	12.3%
4	Instagram	11.7%
5	YouTube	8.4%

SPECIALIST HEALTH & BEAUTY STORE

1	Clicks	16.4%
2	Dis-Chem	14.9%
3	Woolworths	6.6%
4	Edgars	6.1%
5	Sorbet	5.8%

SPREADS

1	Rama	14.0%
2	Nutella	12.3%
3	Melrose	10.8%
4	Black Cat Peanut Butter	10.1%
5	Stork	9.0%

STATIONERY STORE

1	CNA	13.5%
2	PNA	8.9%
3	Shoprite	6.1%
4	Makro	5.5%
5	Typo	5.4%

SWEETS

1	Maynards	10.6%
2	Cadbury Eclairs	8.5%
3	Yogueta	7.0%
4	Pin Pop	6.6%
5	M&M's	6.3%

TECHNOLOGY BRAND

1	Apple	13.7%
2	Samsung	10.7%
3	Huawei	8.4%
4	Google	7.7%
5	TikTok	7.4%

TINNED FOOD

1	KOO	21.8%
2	Lucky Star	16.5%
3	Woolworths	11.1%
4	All Gold	10.1%
5	Rhodes	9.4%

TELECOMS PROVIDER

1	Vodacom	15.2%
2	MTN	14.2%
3	Telkom	13.9%
4	Rain	6.9%
5	Cell C	5.4%

TOY STORE

1	Toys R Us	14.5%
2	Crazy Store	10.9%
3	Makro	8.3%
4	Takealot	7.4%
5	Game	6.8%

TRAVEL DESTINATIONS

1	Cape Town	8.8%
2	Durban	7.4%
3	Maldives	7.1%
4	Dubai	6.8%
5	New York	6.5%

TV CHANNELS

1	Mzansi Magic	8.4%
2	Moja Love	7.9%
3	MTV Base	6.6%
4	Disney Channel	6.0%
5	Studio Universal	5.9%

TV/STREAMING/CONTENT PLATFORMS

1	Netflix	16.0%
2	Showmax	10.2%
3	TikTok	9.0%
4	YouTube	8.9%
5	DStv Now	6.1%

UNIVERSITIES

1	University of Venda/UNIVEN	8.6%
2	Yale University	6.7%
3	Stanford University	6.6%
4	University of Oxford	5.4%
5	University of Fort Hare/UFH	5.3%

WEEKLY NEWSPAPERS

1	Sunday Times	15.2%
2	City Press	7.9%
3	Sunday World	7.1%
4	Mail & Guardian	6.0%
5	Rapport	5.4%

ABOUT THE STUDY

The study surveys a representative sample of young people in 8 provinces across the country. The Northern Cape has been excluded due to the sparse distribution of schools but has not affected the representativity of the sample.

TWEENS 8 - 12 years

TEENS 13 - 18 years

YOUNG ADULTS 19 - 24 years

YOUNG PROFESSIONALS 25 - 30 years
(includes those currently unemployed)

The Brand Preference Survey is audited by PricewaterhouseCoopers (PwC) who have a disciplined, standardised methodology to drive audit quality and objectivity. The auditing process is significantly imperative to this report as it validates the authenticity of the results and allows for a thorough reviewing of the analysis checking process.

#STGenNext

We visited **98 schools**

We gained responses on over **70 categories** that are relevant to our youth

We reached a representative sample of over **5 900 young people** across different ages

Sunday Times

**GEN
NEXT**
2023

Y
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YOUTH GOTTA TASTE FOR LIFE

THANK YOU FOR VOTING US
NO. 1 COOLEST SIT-DOWN RESTAURANT

Sunday Times

**GEN
NEXT**
2023





Reports by LYNETTE DICEY

The grocery category is a hotly contested space in South Africa given growing concerns about affordability. Retailers are under pressure as the tough economic conditions curtail consumer spending.

PwC's Global Consumers Insights Survey reveals that South Africans are trying to save money by delaying purchases until the items are on promotion and buying in bulk to save over time. PwC estimates that there will be significant decreases in consumer spend across all categories as economic constraints persist.

For the second consecutive year, Woolworths clinched the Coolest Grocery Store category in the GenNext rankings, proving that the brand is successfully appealing to the youth market.

Woolworths also performed well in PwC's first Retail Sentiment Index, outperforming other retailers as far as service, pricing and product offering is concerned.

The Retail Sentiment Index is a study which showcases customer sentiment towards South African retailers by investigating public social media posts about Woolworths, Shoprite, Checkers, Spar, Pick n Pay and Food Lover's Market during 2022.

Conceding that consumers' positive experiences and perceptions around pricing may seem surprising against a challenging economic backdrop of elevated inflation and rising interest rates, the report says retailers leveraged special offers and promotions – especially relating to essential items – to shape their narrative around pricing.

The report notes, however, that “while special offers played a key role in driving positive sentiment around pricing, it should be noted that consumers still value the general affordability of products over special offers and campaigns”.

Delivery services have become essential for retailers, with Checkers, Pick n Pay, Woolworths and Spar all providing their own delivery offering.

PwC warns that customers have the same expectations from their digital retail delivery experience as they do with the physical store, which means that retailers need to provide

Retail

Affordable, on-trend, online are first prize

customers with a seamless shopping experience across all channels.

Food Lover's Market, voted second Coolest Grocery Store in the 2023 GenNext survey, celebrated its 30th anniversary this year and has become a well-loved brand in South Africa, offering value, quality and choice.

When it comes to the Coolest Online Store, Shein overtook Takealot to take the top spot, with Superbalist in third position.

The low-cost fast-fashion retailer based in China has a growing customer base in South Africa, appealing to young, fashion-conscious consumers.

The online retailer has been accused of undercutting local retailers by bypassing customs duties. The brand has also come under increased scrutiny for alleged human rights abuses of its employees and greenwashing. In the US, 16 states have requested that Shein independently verify that it is not using forced labour to manufacture its products. Yet another accusation levelled against the brand is the theft of intellectual property.

Despite these controversies, it appears that young, fashion-conscious consumers can't get enough of Shein's affordable clothing.

In the clothing store category, Mr Price once again takes the number one spot, proving that affordability, combined with on-trend fashion, remain top priorities for younger consumers.

Nike, a perennial favourite among the youth, wins the Coolest Clothing Brand and takes second position in the Coolest Clothing



For the second consecutive year, Woolworths won the Coolest Grocery Store category in the Sunday Times GenNext rankings. Supplied

“Establishing brand loyalty at a young age can create a customer base that remains loyal over time”

Fionna Ronnie
head of customer and loyalty at TFG



cess to funds or even credit, often making it difficult for them to make major purchases. Given the tough economic climate, it's perhaps no surprise that benefits and value are the key focus of customers, including the youth. “Establishing brand loyalty at a young age can create a customer base that remains loyal over time,” she says.

TFG uses its loyalty programme, TFG Rewards, to provide exclusive offers and personalised experiences.

“Research reveals that the youth are particularly interested in birthday offers, airtime and data, competition entries, personalised discount vouchers, surprise and unexpected rewards, educational courses, points redeemed into products and exclusive member-only discounts,” says Ronnie.

“TFG Rewards has therefore invested in building out a gamification platform where TFG Rewards members can play to earn coins that can be redeemed for exclusive competition entries, airtime and data, educational courses, Uber rides and more.

“The Swipe & Win competition, first introduced in 2021, delivers on the surprise and delight element, offering over 2,000 daily winners across TFG's more than 3,000 stores the choice to claim clothing and lifestyle rewards including TFG fashion, fast food, streaming, health and fitness, transport and entertainment vouchers, to name a few.”

Store category.

Woolworths only features in eighth position in the clothing store category.

That could change in the next year given the recent announcement that Woolworths will be opening much smaller clothing stores in townships where the brand is not currently represented.

A new addition to the GenNext study is the Coolest Accessories & Jewellery Store category. American Swiss, part of TFG, wins this category by a huge margin, followed by Claire's and Déonne le Roux Jewellers.

Fionna Ronnie, head of customer and loyalty at TFG, says that younger customers are cautious of how they spend, with limited ac-

Across the board, banks are pulling out all the stops to attract – and retain – younger customers. Once again, Capitec proves it has the secret sauce that appeals to the youth market, winning Coolest Bank for the second year in a row, followed by FNB and TymeBank. Capitec is also the Coolest Savings & Investment Platform.

Francois Viviers, group executive for marketing and communication at Capitec, says younger consumers want simplicity when it comes to their choice of bank. “Given the high levels of financial illiteracy in the country, we believe that simplifying financial processes and avoiding gimmicks is crucial.”

Banks have quickly realised that digital-first customers are no longer the future of banking but are today's customers. As digital natives, younger consumers can't imagine a world that's not online. They expect no less from their bank.

“Young South Africans have many options given the numerous new entrants in the banking sector. That's why Capitec offers a strong digital solution that we continue to innovate to remain cutting-edge. This is backed by a personalised experience that gives clients the freedom to challenge their bank to give them the best solution tailored to their needs.”

To ensure longer client retention, Capitec actively listens to its clients' needs, says Viviers. Over the past three years, the bank has

Banking & financial services

Keeping it simple and personalised

expanded its product range to address the evolving requirements of its youth clients' ever-evolving lives.

The bank has specific marketing and engagement initiatives targeted at the youth, including a recent content series featuring young South African influencers presented on various social media platforms. The series tackled themes such as personal branding, networking and the fourth industrial revolution. “Amid growing economic unrest, our aim is to keep the youth inspired and empowered and help them to develop and kickstart their careers,” says Viviers.

To promote financial literacy among the youth, Capitec has invested in financial edu-



Francois Viviers



Capitec is voted Coolest Bank again.

Picture: Freddy Mavunda

cation platforms including the Live Better Academy and MoneyUp Chat, which offer free courses covering topics from saving and building a credit score to managing debt.

For banks, the big challenge when it comes to the youth market is to cater to an audience redefining traditional norms, says Viviers.

“Income sources are changing, with young individuals generating revenue through platforms such as YouTube, Twitter [now called X] and various side hustles. As a result, banks are being challenged to rethink their credit models and grant credit in ways that accommodate this evolving landscape.”

Capitec is far from the only bank with initiatives aimed specifically at the youth market.

FNB, voted second in the Coolest Bank category, has partnered with Fetola in its FNB Youth Start-up Accelerator Programme, a mentorship and training programme for first-time entrepreneurs between the ages of 18 and 35. TymeBank, South Africa's first fully digital-only bank, moved up from sixth place to third this year, showing the degree to which digital-only banks are making inroads into the youth market.

One of the reasons TymeBank appeals to the youth market is its low bank fees. It also employs more than 1,000 – mostly young – ambassadors to work at its kiosks at retail stores such as Pick n Pay, Boxer and TFG to help customers open a bank account. In 2022, the bank announced a partnership with Ikusalethu Youth Development Project to provide business banking services to graduates of the NPO's skills development programme. The 10% Millionaires Movement, an initiative of fourth-placed Standard Bank, is aimed at young adults between the ages of 18 and 30. The movement encourages young people to build R100,000 in savings or investments, in the process becoming 10% millionaires. Fifth-placed Nedbank's YouthX platform is designed to give young people access to resources, inspiration and mentorship to unlock their potential.

The bank has partnered with six prominent changemakers – all below the age of 35 – who have been successful in their industries, to share guidance and expertise.

#nocap

GenZ! You are our favourite too.

THANK YOU



KE A L EBOHA
DANKIE
NGIYABONGA
ENKOSI
NGIYABONGA
KE A L EBOGA



SWITCH
energy drink



SEE YOUTH DIFFERENTLY



By MASEGO SEEMELA

Local influencers

MacG's got the magic

Having officially been inducted into the English dictionary in 2019, the term "influencer" has become one of the most powerful marketing methods of our generation.

In recent years we have witnessed the rise of influencers, who've built up the power to affect people's purchasing decisions, change political views and shift societal norms with their authority, knowledge and position on the social media landscape.

While influencer marketing is a form of social media marketing which involves endorsements and product placement, it's public figures who have captured the imagination of the country's youth in this year's GenNext Awards. Podcaster MacG, actress and philanthropist Nomzamo Mbatha, veteran actress and businesswoman Connie Ferguson, Miss Universe 2019 Zozibini Tunzi and multi-hyphenate media personality Boity Thulo were voted the top five Coolest Local Online Influencers.

Since the beginning of his career as a radio broadcaster, founder of *Podcast and Chill* and this year's winner, MacGyver Mukwevho, has dabbled in controversy.

The 35-year-old music producer, affectionately known as MacG, found fame interviewing the cream of South Africa's entertainment figures and is known for his razor-

sharp tongue, which has landed him in trouble more times than you can count.

In his early days in the entertainment industry in 2010, MacG was suspended from YFM for making homophobic comments. In 2021, he landed in hot water again for making transphobic jokes about US reality-TV star Caitlyn Jenner.

He and his co-presenter, Sol Phenduka, also poked fun at South African actor and media personality Siv Ngesi after he revealed his drag queen persona Sivanna. This led to sponsors pulling the plug on the podcast, saying they distance themselves from "harmful commentary against the LGBTQ+ community and humanity at large".

While he is known for consistently apologising for his "distasteful" comments, which

have made him susceptible to cancel culture, MacG issued a statement earlier last year that he and his team would undergo diversity training to better understand the LGBTQ+ community.

"Out of this experience, we have been able to learn and educate ourselves about social issues and to know where we must draw the line from what is expressed as a joke and when a 'joke' infringes upon someone else's freedom," read the statement.

From a problematic podcaster who is aiming to mend his ways, to an actress known to many as South Africa's TV darling who can do no wrong, Mbatha is our second Coolest Local Online Influencer.

The 33-year-old star from KwaMashu, KwaZulu-Natal, first began her acting career in 2013 with her portrayal of Thandeka Ndlovu on the Mzansi Magic telenovela, *Isibaya*.

She then made a dramatic exit from telenovela in 2020 as she set her eyes on Hollywood, where she was cast as Mirmbe in Eddie Murphy's *Coming 2 America*. As the nation praised her for her influence on the global sphere, the accountant and human rights activist in 2021 made the cast of *Assassins*, where she starred alongside award-winning actor Bruce Willis.

Marking 10 years in the entertainment in-

dustry, she continues to be at the forefront of philanthropy and humanitarian contributions with the UN. She also recently received impressive reviews for her portrayal of Queen Nandi on Mzansi Magic's *Shaka iLembe* and for successfully executing her role as the executive producer of the 12-part series that narrates the making of the iconic African king, *King Shaka Zulu*.

Mbatha has also been a long-standing face for Neutrogena since 2015.

As Mbatha continues to carve her path in the acting industry, third-placed Ferguson, on the other hand, is fêted as one of the trailblazers who has remained relevant for close to three decades.

The veteran actress and businesswoman is best known for her role as Karabo Moroka on the hit soapie *Generations*. In 2010, after playing

the lead role for 16 years, the 53-year-old announced her departure from the beloved local series "to pursue other career options".

She then proved she had the makings of a media mogul, when she and her late husband, Shona Ferguson, founded production company Ferguson Films, which saw the birth of hit shows such as *Rockville* and *The Queen*. The mother of two uses her influence as a familiar television face to sell her body products, which have been a huge hit with local consumers.



MacGyver Mukwevho

YOUTH BEHAVIOUR REPORT

The report aims to answer one question:
HOW CAN BUSINESSES AND BRANDS DRIVE BUSINESS IMPACT BY UNDERSTANDING THE YOUTH?

In this report, Yellowwood explores this question and provides a growth strategy direction for businesses to drive impact with this audience based on understanding category dynamics and behaviour patterns.

- We visited **98 schools**.
- The goal is not to just hear what young people say, but to **understand** what they really believe, feel, and do.
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#GENNEXT





Reports by MASEGO SEEMELA

Local radio personalities

Still a hit with today's youth

Despite the fast-paced world we live in, radio has remained a popular medium of entertainment for the youth of today, with broadcasters such as Dineo Ranaka, Thando Thabethe, MoFlava and Skhumba Hlophe selected as some of the fan-favourite local radio personalities at the 2023 GenNext Awards.

Radio has adapted to the times. From changing technology and consumer trends to a more intimate connection with the listener, radio has been quick to evolve. The medium has fast become more accessible through laptops, computers, phones and even smart speakers, making it more appealing to the younger generation. It has also become an engaging platform for listeners on a more personal level with the incorporation of social media.

Since embarking on her radio career in 2008 at UJFM before moving to Joburg's popular youth radio station YFM in 2011, Thabethe has become a household name in the entertainment industry in the past 15 years. And she's clearly a huge hit with the country's youth, winning the coveted number one spot in this year's GenNext Coolest Local Radio Personality category.

At just 33, Thabethe, who participated in theatre productions during her teenage years before scoring her first TV role when she was just 14 years old, is also one of South Africa's best-known actresses. Roles on big productions such as Netflix's *How to Ruin Christmas*, *Reyka*, *Housekeepers*, *Love Lives Here*, *Blood Psalms* and many more have kept her personal brand top of mind when it comes to local audiences.

She's also a formidable businesswoman, known for her underwear and shapewear line, Thabooty's. But it's her years working in radio where the appreciation for her audience has been firmly cemented.

"Being a radio broadcaster has taught me to always value the audience. It's the relationships I've made with my listeners who started this journey with me, the ones who have moved with me from other stations to now 947, that I truly treasure," says Thabethe.

She shared her gratitude for her day ones. "We laugh, cry and most of all support each other, they have helped me be the media personality I am today.

"I could never say I love being an actress over being a radio broadcaster, or vice versa. I am a storyteller and I get to do both with acting and being on radio. They both bring me joy so I love them both."

Thabethe's message to young aspiring radio broadcasters is to remain focused and never get tired of learning.

"You don't have to be well versed in everything but be in the know about what's happening around you. Stay true to yourself – radio broadcasting already has its Thando Thabethe, it doesn't need a copy and paste of me or any other radio personality. You must show the world what it's missing and you'll never go wrong."

Ranaka, 39, is another interesting radio personality who has also garnered a reputable name for herself in the radio industry.

She has lived most of her life in the public eye. In 2012, she was the executive producer of her docu-reality series, *Dineo's Diary: The Making of a Mogul*, which showed a glimpse of how she balances motherhood, family and her career, while taking viewers through the highs and lows of her life as she pursues her dream of becoming a business mogul.

In 2017, the multi-hyphenate broadcaster gave her series a spin-off with her delightfully

animated family, known as *The Ranakas*, where viewers were given a front-row seat into the fascinating family dynamic made up of seven very different personalities.

"What this profession has taught me throughout the years is the importance of research, reading and listening, which has been key in my growth as a broadcaster," says the Soweto-born broadcaster on her two-decade career.

"I am a very stubborn person and perhaps it is through my stubborn nature that I'm still standing tall today. I believe in myself wholeheartedly. No matter how dark the day may be, I know the suffering is just for a little while. I think that is what keeps me going."

Ranaka has been juggling life as an actor, singer and motivational speaker while still pursuing a career on radio (which is on pause at the moment after her dismissal from Kaya 959 in June) and

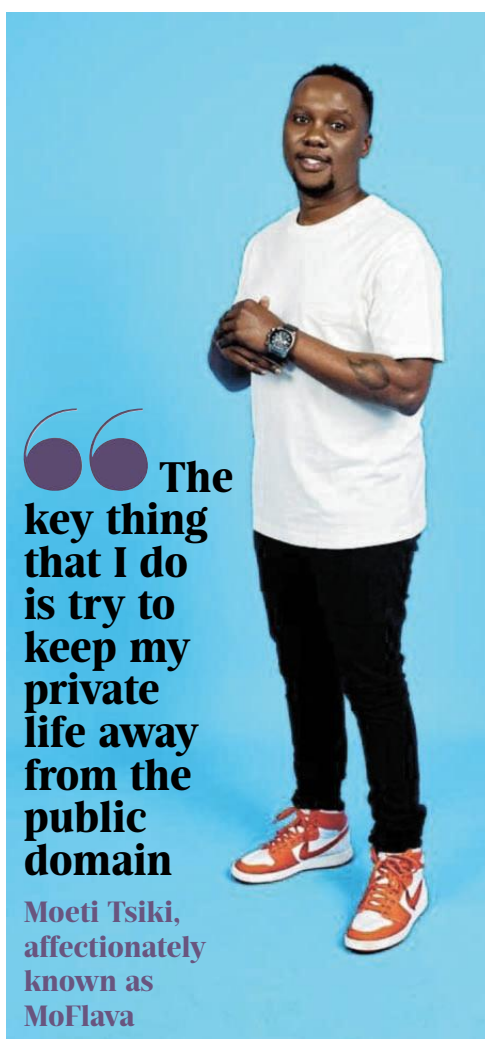
being an advocate for mental health, a mission she holds dear to her heart.

"Society mistreats, judges and unnecessarily misunderstands people with mental health issues. As a person who lives with mental health conditions, I try to use my platform wisely and become a vessel of good hope for those walking the same journey," she says.

"At the moment I am still getting my podcast *Dineo on Sex 'n Stuff* off the ground. Once that's settled, I plan to show up for people who are abused professionally and personally as well as spiritually. I'm going to be a mental health advocate for a long time."



Second-placed Dineo Ranaka.



“The key thing that I do is try to keep my private life away from the public domain”

Moeti Tsiki, affectionately known as MoFlava

Staying relevant in the radio industry may seem hard for some, but third-placed Moeti Tsiki, affectionately known as MoFlava, has managed to keep his name in high rotation for more than a decade despite the ever-changing radio landscape.

Earlier this year, South Africans witnessed the Soweto-born radio host hang up his microphone at the national broadcasting station Metro FM after 12 years to embark on a new journey at Joburg's freshest station, 947.

"The key thing that I do is try to keep my private life away from the public domain. By no means do I have a perfect life nor would I consider myself to have a clean image, I just make sure people know me for my craft," says Tsiki. "It's really important for one to respect his or her private space and not use it as a tool to generate interest from the public. I realised earlier on in my career that I don't need to do that."

"I believe in consistency and to do what works as often as possible. It's always important to always do your best all the time and to have the willingness to learn from old and new broadcasters in the industry. The main thing is respecting the craft of radio and the power this medium has."

For more than a decade, TV and radio personality Anele Mdoda has been an inspiration to the youth. She has redefined what it means to "take up space" and not only dominate the radio sphere but the television and film industry – even at an international level.

Earlier this year, Mdoda elated the country when she announced her company along with her partners Paul Buys and Frankie du Toit were bringing South Africa's very first season of the TV series *The Masked Singer*.

"When I started my career in radio, I was



Radio and TV personality and businesswoman Thando Thabethe.

“You don't have to be well versed in everything, but be in the know of what's happening. Stay true to yourself”

Thando Thabethe

intentional about taking up space considering the various things I did as a broadcaster," Mdoda reflects.

"In this journey, I have inspired people but my biggest pride is being able to maintain my day ones despite the numerous mediums I use, be they television, radio, print or social media. It's wonderful to have been able to exist through all the highs and lows in this industry."

Having earned a name for herself as a "radio giant" in the past two decades, Mdoda, who is a few months from her 40th, still believes she has more to learn about the entertainment industry as she steps into her international filmmaking journey.

"Ending off the *The Masked Singer SA* is a true reflection of manifestation and the realisation of what you can do when one's vision teams up with another person's vision to achieve the ultimate goal," she says.

"I don't know how I feed my resilient spirit ... I usually take my knocks, stand up and keep fighting to achieve the goal."

"I always say that a bad thing only happens to you for one day but if you still feel the same way the following day, that's your choice to stay in that moment where that bad thing happened. We should just allow ourselves to let go of bad things to allow good things to flow through."

Trevor Noah still the most-loved celeb

He has been making people laugh with his rib-tickling comedy for more than two decades and still, the spotlight keeps shining on award-winning comedian and author Trevor Noah.

When politics and the economy are grim, Noah manages to make light of it all in the most hilarious way possible.

The 39-year-old has been the pride and joy of South Africa in recent years and once again takes the top spot as the GenNext Coolest Local Celebrity.

He successfully hosted *The Daily Show*, an award-winning satirical news show covering the day's top US and global news, for seven years. After resigning as host, he is back in his home country with his *Trevor Noah Live In South Africa* tour, which kicked off last week at the GrandWest Casino in Cape Town, with comedian Schalk Bezuidenhout as the opening act.

He is set to continue the Durban leg of his tour at the Durban International Convention



Trevor Noah once again takes the top spot as the GenNext Coolest Local Celebrity. Picture: WireImage for Vanity Fair

Centre this weekend, before making his way to the SunBet Arena in Pretoria for five shows next week.

This year marks Noah's 21st anniversary in the entertainment industry, and his special brand of humour is still a crowd puller, especially with GenZs.



Reports by LYNETTE DICEY

Petrol stations

A place to shop, eat and relax

Fuel stations are no longer merely necessary pit stops to refuel vehicles but have become destinations in their own right. This shift has been driven by the need to diversify their offerings to protect their businesses from volatile fuel prices.

Fuel retailers have converted their forecourt stores from non-branded shops to partner with major supermarket chains such as Woolworths, Pick n Pay and Spar, allowing them to offer customers a wider range of products and lower prices, while benefiting from retail loyalty programmes.

Engen is once again voted Coolest Petrol Station by a significant margin over second-placed Sasol and third-placed BP. Shell and Caltex place fourth and fifth respectively.

As the energy landscape continues to evolve, fuel stations have shifted their focus to increasing the share of income derived from nonfuel retailing, says Godfrey Vilakazi, chief marketing officer at Engen.

In Engen's case this has meant upgrading its capabilities to offer best-in-class, modern retail standards to provide a space for convenience and relaxation while delivering high-quality products and services.

"Consumers expect modern fuel stations to provide a diverse selection of services that



Godfrey Vilakazi

are designed around both their driving needs and retail demands, all of which must simplify their lives," he says.

"This includes convenience stores offering a variety of products and services, from made-to-order takeaways and sit-down restaurants to fresh healthy groceries, household goods, banking and parcel pick-up services.

Three trends, driven by lifestyle choices and technological developments, are likely to shape the future of fuel station retailing, says Vilakazi.

"The first is 'fresh and frequent', which refers to consumers cutting down on big



Coolest Petrol Station. Picture: Supplied

weekly shopping trips at busy supermarkets in favour of buying groceries at smaller stores closer to home. "The second is 'click and collect', referring to online food ordering for home delivery and the rise of out-of-home consumption.

"The third is 'frictionless customer experience', which includes an easily accessible site, good value, attentive service and the ability to pay in a variety of ways such as by card, smartphone, smartwatch or via an app."

In 2020, Engen introduced lapp, offering motorists a safe and contactless way to pay without cash or cards. The app automatically registers points with loyalty partners, Clicks ClubCard and FNB eBucks. It even allows customers to send funds to friends and family.

The youth have long been a priority for the company, he says. Over the past three years, Engen has invested more than R35m in learnerships and bursaries. Its flagship corporate social responsibility programme is the Engen Maths and Science School programme, which has provided supplementary classes to

grade 10 to 12 learners for more than 37 years.

Engen's sanitary towel programme delivered 14,000 sanitary towels to female learners at 25 schools across South Africa in 2022; a barista training programme helped young, unemployed south Durban residents; and a training programme supported people with disabilities to pass their driver's licence and enter the job market.

As fuel retailers capitalise on the one-stop shopping market, Sasol recently announced strategic partnerships with Seattle Coffee Company and Krispy Kreme to its forecourt convenience centres. In 2022, it launched the Sasol Rewards Loyalty Programme, allowing customers to earn 30 points per litre of fuel, which can be redeemed against fuel or in-store purchases at Sasol convenience centres.

BP has a long-standing partnership with Pick n Pay, which has grown to more than 176 franchise 24-hour Pick n Pay Express stores on BP forecourts across the country. The Express stores were originally opened to satisfy an immediate top-up shop or quick meal solution, but have expanded their product ranges to meet customers' ever-changing shopping habits.

BP has also partnered with Discovery. Customers are rewarded with Discovery miles when they swipe their Discovery credit card, and Discovery Insure members can earn up to 50% cash back on their fuel spend.

A brand to watch next year will be Caltex, which is rebranding more than 850 service stations to Astron Energy, with the aim of becoming the largest fuel brand in the country. Part of the rebrand is a new rewards programme, which includes earning Standard Bank UCount rewards points. FreshStop and Seattle will continue to be offered at Astron Energy forecourts.

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Shoprite's Xtra Savings loyalty programme takes the top spot in the 2023 GenNext survey, followed by Pick n Pay Smart Shopper, Checkers Xtra Savings, Clicks ClubCard and Capitec Live Better.

South Africa's loyalty market has matured in recent years, with loyalty programmes on offer across multiple sectors, including retail. More than 70% of economically active South Africans use loyalty programmes, on average using 9.2 programmes each, according to the SA Loyalty Landscape Report for 2022 by Truth & BrandMapp.

But one of the biggest takeouts of the report is that customers under the age of 25 are significantly less likely to use loyalty programmes compared to older customers, and those who do use fewer programmes.

The extent to which loyalty programmes influence behaviour also differs by age, with younger consumers more likely to be influenced by where they shop, the products they buy, where they bank and the places they eat.

"In the under-25 age category, 46% of respondents said they don't use any loyalty programmes," says Brandon de Kock, director of storytelling at WhyFive, the company responsible for the BrandMapp research.

"There's no particular reason they don't – it's probably just that they are young and haven't worked out yet what a loyalty programme means and how they can benefit from it."

Younger consumers said they don't spend enough to earn decent rewards (15%), they're just not interested (15%), loyalty programmes are too hard to understand (10%), they don't like the way they spam members (10%), it's too hard to redeem points or rewards (5%), they're not worth the effort (5%) and they want too much personal information (3%).

Our research reveals that younger consumers haven't worked out exactly what role loyalty programmes can play in their lives. The only thing they know is that they will earn more if they spend more, but most don't

Loyalty & rewards

Youth market still sceptical about value

have the means to spend more yet."

Shoprite's Xtra Savings loyalty programme seems to be doing something right when it comes to the youth market with its clear victory as the Coolest Loyalty Programme.

Shoprite was founded with the aim of providing the lowest prices and the best value. The group recently reported sales growth of 15.6% in its year-end results. And its Xtra Savings loyalty programme saved customers more than R13.5bn in the past year.

Second-placed Pick n Pay's Smart Shopper is one of the most used rewards programmes in South Africa and has clearly hit the mark with young consumers.

Earlier this year, Pick n Pay humorously hit back at a TikTok content creator after she mocked men for using a Smart Shopper card. The retailer cheekily responded by saying: "Imagine your boyfriend not being smart, not having a Smart Shopper card and paying full price. How embarrassing."

Nice one, Pick n Pay.

"As far as non-retail brands are concerned, it's Capitec's Live Better loyalty programme that has caught the imagination of the youth market, which is not surprising as Capitec is also their primary banking brand of choice," says De Kock.

This is borne out by the results of the GenNext survey, as Capitec came fifth in the Coolest Loyalty Programme category. Capitec just can't seem to go wrong when it comes to South Africa's youth.



DRIVE BRAND IMPACT



By LYNETTE DICEY

Restaurants

Spur's recipe for success

In the sit-down restaurant category, Spur Steak Ranches comes out tops for the second year in a row, with Mugg & Bean pushing McDonald's from its second place spot to third. The iconic brand – which won by a decisive margin – has been in the business for 56 years.

When the first Spur opened in 1967, it was with a vision to create a new kind of restaurant in which children were not only welcomed, but celebrated. Most of all it had a vision to become the number one restaurant for families, and one with new rules where sticky fingers were a positive sign and where spills were part of the thrills.

This proved to be a winning concept and the brand has grown into a 304-store casual-dining franchise chain in South Africa, with an additional 30 restaurants in the rest of Africa.

“Spur has become a big part of the family dining experience in South Africa,” says Vuyo Henda, chief marketing officer at Spur Corp. Many customers have fond childhood memories of celebrating key milestones like birthdays at their favourite Spur and they want to pass on that experience when they start their own families. Spur restaurants are a home away from home and a space for con-



Vuyo Henda

nection and play. I think that is something customers truly value.”

The sit-down restaurant category is a hotly contested space in South Africa, with some fierce competition. Customers are spoilt for choice, agrees Henda. However, that robust competitive environment ensures

brands continue to innovate and improve their offerings for the benefit of customers.

“Standing out requires consistency in terms of providing great-tasting food at great value in a safe, family-friendly environment; passionate franchisees and staff that strive to provide a joyful experience for customers; and leading for the greater good in the communit-



Spur Steak Ranches comes first for a second year running.

ies we operate in.”

Spur's loyalty programme has been running for 11 years and was awarded the best loyalty programme in the restaurant category at the South African Loyalty Awards in 2022.

“We're passionate about rewarding loyal customers,” says Henda. “We consider them family and have created a simple rewards programme that helps them unlock rewards the more they visit our restaurants.”

The youth, she says, have a lot to contend with in terms of social ills and pressures. “They have high expectations of brands – they expect authenticity and relevance in terms of brands meeting their needs. Through technology platforms, they have been able to

amplify their voices and change how brands engage with them. This trend will undoubtedly continue.”

Spur recently announced plans to revamp all its franchise restaurants with a new look intended to reflect the vibrancy and diversity of South African families.

“We want to be part of all those special moments in the lives of our customers: the celebrations, birthdays, first dates, work events, the match won or lost, the farewells and everything in-between,” she says.

Judging by the brand's winning streak in the GenNext survey, young South Africans are more than happy to spend many of these special moments at their local Spur Steak Ranch.

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