

Sunday Times  
**GEN  
NEXT**<sup>2024</sup>  
20<sup>TH</sup> EDITION

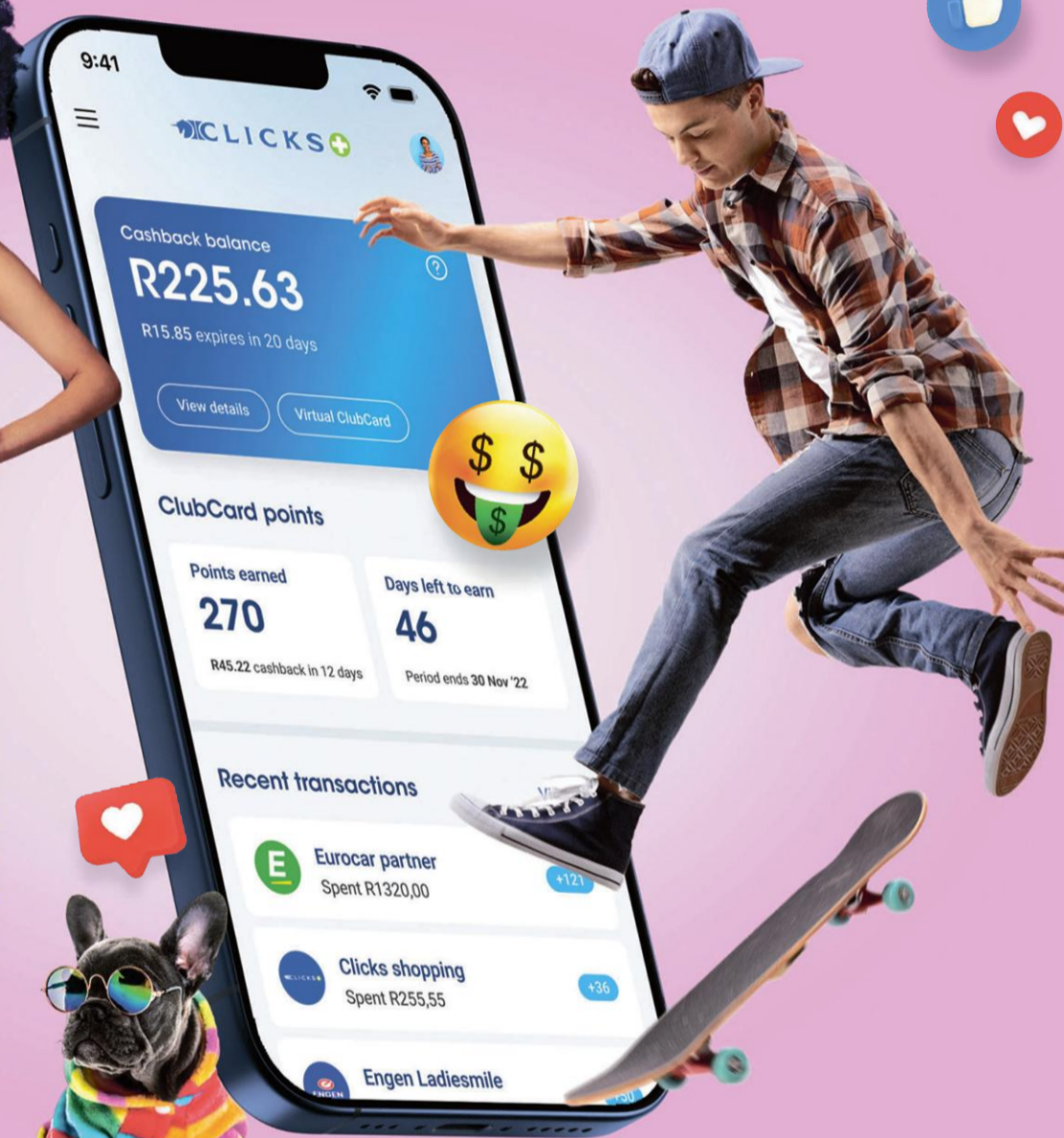


**20th  
CELEBRATING  
THE  
YOUTH**

#STGenNext



We are **the coolest**  
because of you!



Sunday Times

**GEN  
NEXT**  
2024

Thank you for voting Clicks as  
**the Coolest Specialist Health & Beauty  
Store** and **ClubCard** as one of the  
**Top 3 Coolest Loyalty Programmes!**

Join today for feel-good rewards. Scan the  
QR code to join on the Clicks app today.



Foreword

# Young people pay attention to holistic brand behaviour

**Y**oung South Africans live in a transitional time as the country develops and changes. Despite improvements in technology and connectivity, our growing economy suffers from unemployment and service delivery issues that adversely affect young people's lives.

The needs of the youth are largely being met, however, as they mature, these needs become more complex, leading to ambivalence. The younger generations are increasingly critical of authority and demand more from their government and the companies shaping their experiences.

A strong sense of community is deeply rooted in their value systems, which appears to be their saving grace in achieving financial security, fulfilment and a general sense of safety.

This sense of community also contributes to their resilience as they transition into adulthood, making them feel confident in their ability to improve the world around them.

Although young people often feel uncertain about the macro factors that surround them, particularly in the political landscape, they tend to show optimism in other areas of their lives.

They possess high levels of self-esteem, which is a crucial factor in maintaining a positive outlook on their futures.

In our 20th

year of GenNext youth research, the Youth Behaviour survey report provides insights into South Africans aged eight to 30, based on data collected from over 7,000 respondents.

Of these, 55% are from Gauteng, Limpopo and KwaZulu-Natal. The Brand Preference survey has been audited by Siphon Chartered Accountants, ensuring that we adhere to the rigorous methodology necessary for delivering research with integrity, authenticity and credibility.

In the research, we outline the metrics that define "cool" to better understand what makes service and product brands appealing, relevant and impactful to today's youth. Our research reveals the key factors that youth prioritise when engaging with products and services.

The report also covers youth sentiments, their needs and behaviours, economic influences, online social interactions and how they connect with brands.

Most importantly, this research report serves as a valuable tool for brands to unravel the concept of "cool" and optimise their strategies to stay ahead in the ever-evolving landscape of youth culture.

Brands that actively examine human behaviours and engage with evolving cultural dynamics are best equipped to cater to the future of young people.



Ntombi Mkhwanazi, Youth Platform Manager

Foreword

# Here's to the youth of SA – and the brands that inspire them

**I**n a world that is constantly evolving, where trends shift as rapidly as the digital landscape, one constant remains – the power of youth.

The youth of South Africa are not only tomorrow's innovators and leaders, but also today's trendsetters, influencers and brand champions. They have an unparalleled ability to identify and loudly proclaim what resonates with them – defining what it means to be relevant, authentic and impactful.

The 2024 Sunday Times Gen Next Awards are a tribute to the brands that have captured the hearts and minds of this influential generation over the last year. These brands have achieved the remarkable feat of not only understanding the youth, but also aligning themselves with the values, aspirations and passions that shape this dynamic demographic.

The brands have earned their place in the spotlight by speaking the language of the youth – whether through innovation, sustainability and inclusivity, or simply offering products and services that make a difference.

As we honour these brands beloved by South Africa's youth, it is also fitting to celebrate the Sunday Times, a brand that has long been a pillar of South African journalism, storytelling and insight.

For decades, the Sunday Times has been a trusted source of news and analysis, reflecting on the issues that shape our society.

Through its continued commitment to excellence and relevance, it has earned a place in the homes and hearts of readers across generations. The Sunday Times takes great pride in being the custodian of the Gen Next research and awards, which year after year offers valuable insight into the preferences and trends driving the youth market.

As the trusted voice behind this respected study, the Sunday Times continues to demonstrate its dedication to understanding and amplifying the voices of South Africa's youth.

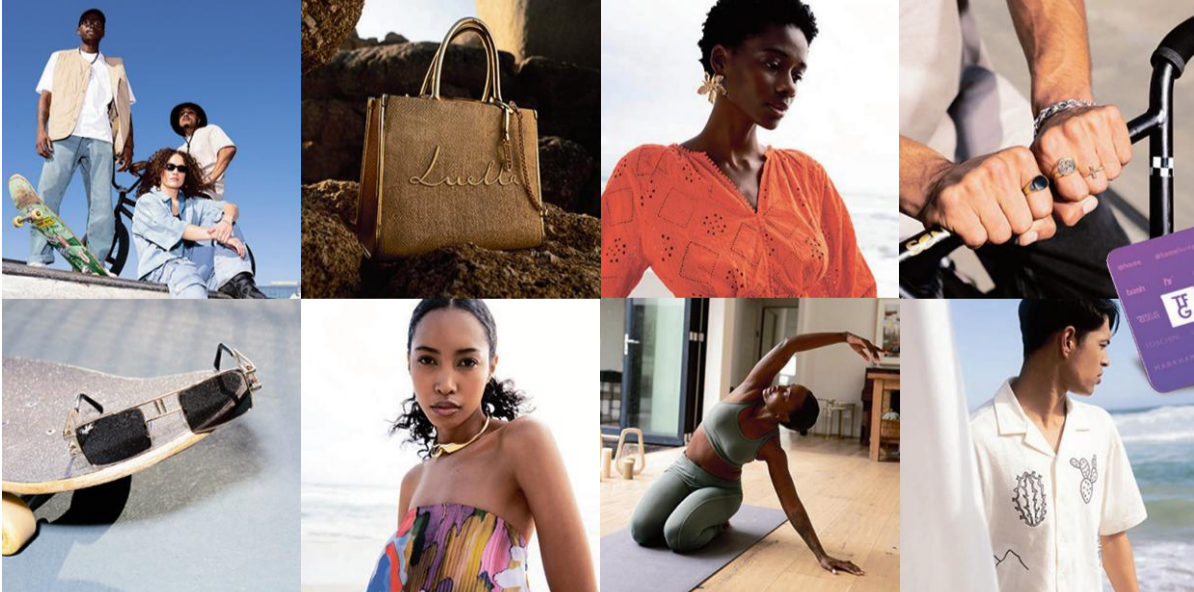
To the brands being recognised, we celebrate your commitment to staying connected to the pulse of young South Africans. You have built relationships with the youth through authenticity and meaningful engagement. We look forward to witnessing how you will continue to evolve with this

ever-changing generation.

Here's to the power of youth, the strength of brands and the enduring legacy of the Sunday Times in maintaining its own authentic voice from one generation to the next.



Nadeem Joshua, Chief Revenue and Growth Officer ARENA HOLDINGS



## THE CHOICE IS YOURS.

1 CARD.  
20+ TFG BRANDS.  
3000+ STORES.

SWIPE & SAVE  
IN-STORE OR ONLINE.

TFG Rewards members, TFG Account Customers & TFG and Jet Club members SAVE on most wanted products at all TFG brands in store & online.

@home @homelivingspace AMERICAN SWISS ARCHIVE bash CORICRAFT EXACT FABIANI FOSCHINI GALAXY+CO G-STAR RAW GRANNYGOOSE hi Jet JetHome MARKHAM RRELY JEANS RFO SNEAKER FACTORY sportscene STERNS TOTALSPORTS VOLPES

Shop TFG online at [bash.com](http://bash.com)

Reports by **LYNETTE DICEY**

Winners wrap

**T**he coolest brand overall as voted for by South Africa's youth at the 2024 Sunday Times GenNext Awards is BMW, usurping a position Nike has held for several consecutive years.

BMW swept the board, winning both the coolest motor vehicle brand and the coolest company to work for categories, securing the top overall award.

Nike comes second in the coolest brand overall category this year, winning the coolest clothing brand, coolest clothing store and coolest shoe/footwear categories.

Nike has been a perennial favourite with South Africa's youth market. The company has taken a battering this year with its share price dropping 20%, in the process wiping out £21bn (about R480bn) in brand value after the business made a number of crucial strategic mistakes. It recently announced that John Donahoe – the CEO under whose watch this destruction of value occurred – is to retire, and will be replaced with an experienced Nike staffer who understands the brand and its consumers.

Adidas, a brand with long-standing youth appeal, takes third place overall. A persistent focus on innovation, celebrity collaborations

# BMW topples Nike as SA youth's coolest brand

and athlete endorsements have served the brand well, ensuring it has remained top of mind in the hearts of younger consumers.

Apple is ranked fourth overall. The brand's enduring appeal to consumers is the result of a combination of aesthetics and



Nike comes second in the coolest brand overall category this year.

Picture: Anton Vaganov/Reuters

performance which has kept its consumer base loyal.

Samsung, which ranked fifth overall, is an impressive performer this year, winning the coolest cellphone category and the coolest technology brand, also placing sixth in the coolest company to work for category.

Avbob is the coolest insurance brand, followed by OUTsurance and Old Mutual. When it comes to savings and investment platforms, the youth's favourite brand is FNB. Capitec, last year's winner in this category, moves to second place, followed by Standard Bank.

Health and beauty retailer Clicks is another star performer this year. Clicks once again was voted the coolest specialist health and beauty store, with Dis-Chem and Avon coming second and third respectively.

In the coolest loyalty programme category, Clicks moved up four places from last year to take the top ranking, pushing Shoprite Xtra Savings into second position and Checkers Xtra Savings into third place. Pick n Pay Smart Shopper, which last year came second, moves to fourth place this year.

McDonald's also wins two categories this year: the coolest sit-down restaurant and the coolest fast-food place (the latter for the second consecutive year). Interestingly, in both categories, KFC and Spur come second and third respectively. These three brands have all consistently resonated positively with the country's youth market.

The fast-food retailer has taken on the challenge of addressing youth unemployment with a skills development partnership to recruit and train local job seekers between the ages of 18 and 35 via workplace learning at McDonald's franchises around the country. The initiative has seen 1,646 youth placed in an 18-month skills-driven training programme with a guaranteed monthly stipend of R3,500.

TikTok was ranked the coolest social media app, followed by WhatsApp,

Instagram, Facebook and Snapchat. TikTok was also ranked the coolest advertising medium, followed by TV, YouTube, social media and Facebook.

Coca-Cola is the coolest cold beverage, followed by Sprite and Pepsi in second and third places respectively. Red Bull is the coolest energy drink this year, pushing Switch (last year's winner) into second place. Powerade comes in third position.

In the food category, the coolest breakfast cereal is Kellogg's Cornflakes, followed by Jungle Oats and Futurelife cereal. Cadbury's Dairy Milk Bubbly is the coolest chocolate brand, followed by Cadbury's Dairy Milk and Nestlé's KitKat, while Doritos is the coolest snack brand, with Lay's and Simba coming second and third respectively.

Maynards once again wins the coolest sweet category, with Jelly

Tots and Amajoya coming second and third.

The coolest hot beverage is Mugg & Bean coffee, followed by

Milo and McDonald's.

Nando's is once again the coolest sauce brand, followed by Steers and All Gold.

Rama is the coolest spread with Nutella in second place and Black Cat Peanut utter in third position.

Uber Eats is the coolest food delivery app, with Mr D Foods and Checkers Sixty60 in second and third place, respectively.

For the second consecutive year, Woolworths has been voted the coolest grocery store with Checkers and Shoprite ranked second and third. Food Lover's Market, which last year came second in this category, moves down to sixth place this year.

In the clothing and fashion sector, Nike's top spot in the clothing brand category is followed by Gucci in second place and adidas in third. In the clothing store category, Nike is followed by Mr Price and Shein

in the second and third spots, respectively. In the personal care realm, Playgirl is the coolest female deodorant, with Nivea in

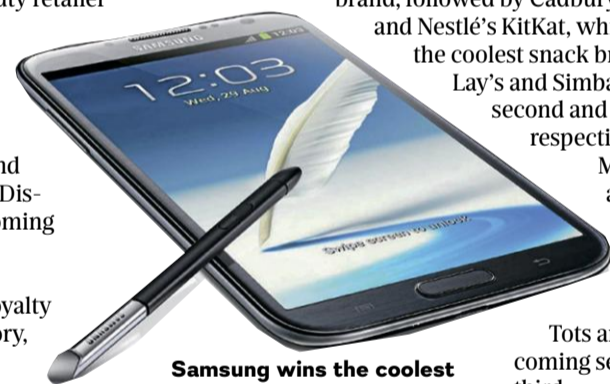
**IT'S OFFICIAL WE'RE THE COOLEST**

**WE WON!**

- Coolest Brand Overall
- Coolest Company to work for
- Coolest Motor Vehicle Brand

**BMW**

\*SA's leading annual youth brand-preference and consumer behaviour campaign and research report.



Samsung wins the coolest cellphone category and the coolest technology brand.



Coca-Cola is the coolest cold beverage.

→ From Page 4

second place and Dove in third.

Nivea is the coolest male deodorant with Playboy in second place and Hugo Boss in third. Nivea is also once again both the coolest shower gel – with Dove in second place and Oh So Heavenly in third – and the coolest skincare product with Dove and Vaseline coming second and third respectively.

Kotex is the coolest feminine hygiene product, followed by Always in second place and Avon in third.

Dark & Lovely is the coolest hair care product. TRESemmé comes second and L’Oreal third in this category.

Lux takes the top spot in the coolest soap bar category, pushing last year’s winner, Protex, into second position, and Dettol into third.

Avon takes the top spot in the coolest makeup

**Springbok rugby captain Siya Kolisi retains his title of coolest local sportsperson.**

Picture: Dan Mullan



brand category, followed by L’Oreal and Nivea.

Sun City Hotel is the coolest hotel brand with Gold Reef City Hotel and Sandton Hotel in second and third place respectively.

Gold Reef City was voted the coolest local entertainment destination, followed by the Kruger National Park and Sun City.

Booking.com is the coolest online booking accommodation site, followed by Hotels.com and Airbnb.

This year, singer and songwriter Tyla is the coolest local celebrity according to the youth market. DJ Kabza De Small comes second, followed by Nasty C. Comedian Trevor Noah, who last year ranked first in this category, does not even make the top 10 this year, illustrating that if celebrities do not attract the attention of the youth market they can be quickly replaced.

DJ Fresh is the coolest radio personality with Somizi Mhlongo in second place and Penny Ntuli in third.

Springbok rugby captain Siya Kolisi retains his title of coolest local sportsperson with soccer players



**McDonald’s wins two categories this year: the coolest sit-down restaurant and the coolest fast-food place.** Picture: Maja Smiejkowska /Reuters

Theminkosi Lorch and Itumeleng Khune in second and third place respectively.

Comedy podcaster MacG retains his spot as the coolest online influencer among the youth with Mhlongo and Cassper Nyovest in second and third position.

When it comes to entertainment, *Dragon Ball Z* is the coolest cartoon show, followed by *Tom & Jerry* and *Mr Bean: The Animated Series*. Once again *Fifa* is the coolest console game, followed by *Grand Theft Auto* and *Spider-Man 2*.

Xbox is the coolest gaming console with Sony PlayStation in second place and Gamebox in third place.

The coolest kids’ TV channel is Cartoon

Network with Nickelodeon in second place and Disney in third.

Nickelodeon is the coolest TV channel, pushing last year’s winner Mzansi Magic into second place, with Cartoon Network in third.

Metro FM is the coolest radio station, followed by Ukhozi FM and Umhlobo Wenene FM.

In the education sphere, University of Cape Town is regarded as the coolest university, followed by Unisa and Durban University of Technology.

Johannesburg City College is the coolest college, followed by College of Cape Town and Boston City Campus.

**MAYNARDS IS NO. 1**

life is juicy®

**Maynards**

**KABOOM!**

**MAYNARDS IS SA'S COOLEST SWEET BRAND**

**IN THE 2024 SUNDAY TIMES GENERATION NEXT SURVEY.**

Beacon Maynards original wine gums

Beacon Maynards red & black berry jellies

Beacon Maynards cola jellies

100 g

200 g

Reports by **LYNETTE DICEY**

**T**he overall coolest brand in this year’s GenNext survey is BMW, which wins in both the coolest car brand and the coolest company to work for categories.

South Africans tend to love their cars, having a particular affection for German ones, and younger consumers are no exception in this regard. This preference extends to younger generations, many of whom dream of one day owning a German-engineered vehicle. The youth market – and Gen Z in particular – is an important target market for most car brands.

Luvhimba Taz Ramphisa, general manager for BMW Customer and Brand, says the company recognises the growing purchasing power and influence of younger consumers, and has tailored its marketing efforts to appeal to this demographic. This includes leveraging its digital and social media channels, collaborating with youth-orientated influencers and developing products and experiences that resonate with the values and preferences of younger consumers.

Digital marketing has become a critical component of BMW’s overall marketing strategy, she says. “BMW has significantly increased its investment in digital channels including social media, online advertising



The overall coolest brand in this year’s GenNext survey is BMW. Picture: Supplied

and content marketing. These efforts are aimed at reaching a wider audience, engaging with customers more effectively and leveraging data-driven insights to optimise marketing campaigns. Our digital marketing initiatives play a crucial role in building brand awareness, driving consideration and facilitating seamless customer interactions across the purchase journey.”

Similarly, influencer collaborations have also become an increasingly important part of BMW’s marketing strategy. “The company has worked with a diverse range of influencers – from automotive enthusiasts to lifestyle, art, golf and fashion personalities – to reach new audiences and

build brand affinity.”

These collaborations, she says, have generally been successful in generating increased awareness, engagement and positive sentiment around the BMW brand.

“We’ve been able to leverage the authentic voices and captivating content of influencers to showcase the brand’s products, values and experiences in a more relatable and impactful way.”

Ramphisa attributes the appeal of BMW to the youth market to the brand’s focus on

innovation, technology and sustainability – which, she says, align with the values and aspirations of younger consumers.

“There is a perceived ‘coolness’ and an aspirational nature to the BMW brand, which is enhanced by its motor sports heritage and premium positioning. Other elements that resonate with younger audiences include effective marketing campaigns, partnerships and influencer collaborations as well as the brand’s ability to offer a dynamic driving experience and a sense of exclusivity that appeals to the Gen Z demographic. Investments in electrification and the development of electric vehicle models have also become increasingly important to younger consumers.”

She’s not surprised that BMW performed well in the coolest company to work for category. “The prestige and global reach of the BMW brand has enormous appeal.

We have a strong company culture that fosters innovation and collaboration, and which focuses on employee development. Add to that competitive compensation and benefits packages as well as opportunities for career advancement, investments in employee wellbeing including wellness programmes, flexible work arrangements and a commitment to work-life balance, and it’s not hard to see why BMW is a sought-after employer,” she says.



Luvhimba Taz Ramphisa



## WE UNDERSTOOD THE ASSIGNMENT

### WHEN GENNEXT SPOKE, AVBOB LISTENED.

Being voted the coolest in our category, proving that we’re not (just) your parents’ financial services provider. We’re evolving with the times, offering flexible plans, digital solutions, and a fresh perspective on planning for the future.

Call #TheNumberToKeep for information about our services and products or for 24-hour funeral services.

**0861 28 26 21**

Standard call rates apply.

[www.AVBOB.co.za](http://www.AVBOB.co.za)

\*Terms and conditions apply. AVBOB Mutual Assurance Society is a licensed life insurer and authorised Financial Services Provider. FSP 20656. AVBOB is a level 1 B-BBEE contributor.



A MEMBER OF THE ASSOCIATION FOR SAVINGS & INVESTMENT SA



# ON-TREND & INSPIRATIONAL

What our youth has to say about the coolest brands.

Key categories are in alphabetical order and figures refer to the overall percentages. Rankings are based on precise data calculations, and while some results may appear identical due to rounding to one decimal place, they are ranked uniquely based on further decimal values.

COOLEST ACCESSORY & JEWELLERY STORE		
1	American Swiss	26.9%
2	Sterns	22.7%
3	Lovisa	19.5%
4	SHEIN	16.6%
5	Mr Price	12.4%

COOLEST ADVERTISING MEDIUM		
1	TikTok	19.4%
2	TV	11.9%
3	YouTube	10.6%
4	Social Media	10.4%
5	Facebook	8.6%

COOLEST ALCOHOL BRANDS		
1	Brutal Fruit	10.7%
2	Savanna	9.7%
3	Hennessy Cognac	8.9%
4	Ice Tropez	7.2%
5	Jägermeister	7.1%

COOLEST BANKS		
1	Capitec Bank	26.1%
2	FNB - First National Bank	19.5%
3	Standard Bank	12.1%
4	Nedbank	10.9%
5	Absa Bank	8.7%

COOLEST BRAND OVERALL		
1	BMW	10.3%
2	Nike	8.9%
3	Adidas	6.9%
4	Apple	6.6%
5	Samsung	6.3%

COOLEST BRAND THAT CARES ABOUT MY COMMUNITY		
1	Gift of the Givers	9.2%
2	Sasko	8.0%
3	Shoprite	7.9%
4	KFC	7.5%
5	Coca-Cola	6.9%

COOLEST BREAKFAST CEREALS		
1	Kellogg's Corn Flakes	14.1%
2	Jungle Oats	13.4%
3	FUTURELIFE Cereal	9.6%
4	Kellogg's Coco Pops	9.3%
5	Bokomo Weet-Bix	8.9%

COOLEST CAMPAIGN TARGETED AT YOUTH		
1	Harambee Youth Employment Accelerator	21.2%
2	KFC Add Hope	20.4%
3	Yes4Youth	18.5%
4	16 days of activism against GBV	18.4%
5	R350 Sassa SRD Grant	16.2%

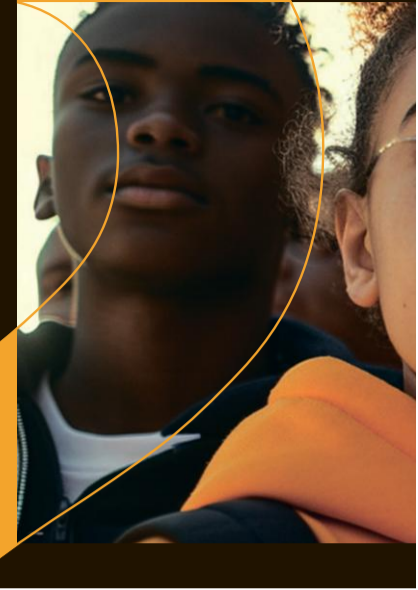
COOLEST CARTOON SHOWS		
1	Dragon Ball Z	8.1%
2	Tom & Jerry	8.0%
3	Mr. Bean: The Animated Series	7.8%
4	Cocomelon	7.4%
5	Regular Show	7.4%

COOLEST CELLPHONES BRANDS		
1	Samsung	30.6%
2	iPhone	27.7%
3	Huawei	11.6%
4	Oppo	4.8%
5	Hisense	4.2%

COOLEST CHOCOLATES		
1	Dairy Milk Bubbly	12.3%
2	Cadbury Dairy Milk	10.6%
3	Nestlé Kit Kat	9.6%
4	Ferrero Rocher	9.2%
5	Lindt	9.2%

COOLEST CLOTHING BRANDS		
1	Nike	17.9%
2	Gucci	7.8%
3	Adidas	7.7%
4	Mr. Price	6.7%
5	Puma	6.6%

# WHAT OUR YOUTH HAS TO SAY



## COOLEST CLOTHING STORES

1	Nike	14.7%
2	Mr. Price	9.7%
3	SHEIN	9.5%
4	Sportscene	7.3%
5	Adidas	5.7%

## COOLEST COFFEE SHOPS

1	Mugg & Bean	14.4%
2	McCafé	12.4%
3	Starbucks	8.9%
4	Wimpy	8.3%
5	KFC	8.1%

## COOLEST COLD BEVERAGE

1	Coca-Cola	17.9%
2	Sprite	5.9%
3	Pepsi	5.8%
4	Stoney	5.5%
5	Tropika	5.3%

## COOLEST COLLEGES

1	Johannesburg City College/JCC	9.5%
2	College of Cape Town	9.0%
3	Boston City Campus	8.0%
4	IIE Rosebank College	7.6%
5	Thekwini College	6.1%

## COOLEST COMPANY TO WORK FOR

1	BMW	10.0%
2	Department of Health	7.6%
3	Mercedes Benz	7.3%
4	Apple	6.9%
5	Nike	6.4%

## COOLEST CONSOLE GAMES

1	FIFA	16.8%
2	Grand Theft Auto/GTA	8.2%
3	Spider Man 2	6.7%
4	Dragon Ball Z	6.4%
5	Minecraft	6.2%

## COOLEST DAILY NEWSPAPER

1	Daily Sun	18.9%
2	Daily News	14.5%
3	The Citizen	9.6%
4	Sowetan	8.0%
5	Issolezwe	7.5%

## COOLEST ENERGY DRINKS

1	Red Bull	18.6%
2	Switch	13.9%
3	Powerade	10.6%
4	Monster	9.4%
5	Dragon	7.2%

## COOLEST FAST-FOOD PLACES

1	McDonald's	14.5%
2	KFC	12.4%
3	Spur Steak Ranches	8.2%
4	Burger King	6.4%
5	Debonairs Pizza	5.7%

## COOLEST FEMALE DEODORANTS

1	Play Girl	14.1%
2	Nivea	13.3%
3	Dove	12.1%
4	Shield	10.2%
5	Oh So Heavenly	8.4%

## COOLEST FEMININE HYGIENE PRODUCTS

1	Kotex	21.1%
2	Always	20.9%
3	Avon	14.8%
4	StayFree	13.5%
5	Lil-Lets	11.0%

## COOLEST FOOD DELIVERY APP

1	Uber Eats	19.5%
2	Mr D Foods	15.1%
3	Checkers Sixty60	9.6%
4	Debonairs Pizza	7.3%
5	McDelivery	7.3%

## COOLEST GAMING CONSOLE

1	Xbox	26.8%
2	Sony PlayStation	25.0%
3	Game Box	13.8%
4	Nintendo	11.2%
5	Super Pocket	5.6%

## COOLEST GROCERY STORE

1	Woolworths	16.2%
2	Checkers	14.5%
3	Shoprite	12.7%
4	SPAR	10.8%
5	Pick n Pay	10.5%

## COOLEST GYMS

1	Virgin Active	22.8%
2	Planet Fitness	7.7%
3	Body Life Gym	7.4%
4	Fit24	7.3%
5	Active Fitness	7.0%

## COOLEST HAIRCARE PRODUCTS

1	Dark & Lovely	33.9%
2	TRESemmé	18.1%
3	L'Oreal	13.9%
4	Revlon	13.2%
5	Sofn'Free	12.9%

## COOLEST HOT BEVERAGE

1	Mugg & Bean Coffee	10.2%
2	Milo	9.8%
3	McDonald's coffee	9.6%
4	Starbucks	9.0%
5	Nescafé	7.8%

## COOLEST HOTEL BRANDS

1	Sun City Hotel	12.2%
2	Gold Reef City Hotel	11.3%
3	Sandton Hotel	8.5%
4	Tsogo Sun	5.7%
5	City Lodge	5.6%

## COOLEST INSURANCE BRAND

1	AVBOB	11.3%
2	OUTsurance	9.2%
3	Old Mutual	9.2%
4	Clientéle	8.6%
5	Assupol	7.1%

## COOLEST KIDS TV CHANNELS

1	Cartoon Network (301)	16.1%
2	Nickelodeon (305)	12.8%
3	Disney (303)	12.1%
4	Boomerang (302)	9.6%
5	Disney XD (304)	6.7%

## COOLEST LOCAL CELEBRITIES

1	Tyla	10.4%
2	DJ Kabza De Small	8.3%
3	Nasty C	8.0%
4	DJ Zinhle	7.8%
5	Black Coffee	7.3%





**COOLEST LOCAL ENTERTAINMENT DESTINATION**

1	<b>Gold Reef City</b>	<b>13.1%</b>
2	Kruger National Park	10.8%
3	Sun City Resort	8.5%
4	Konka	8.2%
5	Table Mountain	8.1%

**COOLEST LOCAL RADIO PERSONALITIES**

1	<b>DJ Fresh</b>	<b>12.8%</b>
2	Somizi Mhlongo	9.4%
3	Penny Ntuli	7.4%
4	Anele Mdoda	7.1%
5	DJ Tbo Touch	5.9%

**COOLEST LOCAL SPORTSPEOPLE**

1	<b>Siya Kolisi</b>	<b>20.8%</b>
2	Thembinkosi Lorch	9.3%
3	Itumeleng Khune	8.7%
4	Themba Zwane	8.4%
5	Caster Semenya	8.2%

**COOLEST LOCAL TV PROGRAMMES/SERIES**

1	<b>Blood &amp; Water</b>	<b>7.4%</b>
2	Skeem Saam	6.9%
3	Umkhokha	6.9%
4	House of Zwide	6.2%
5	Uzalo	5.7%

**COOLEST LOCAL ONLINE INFLUENCER**

1	<b>Mac G</b>	<b>11.2%</b>
2	Somizi Mhlongo	10.7%
3	Cassper Nyovest	10.7%
4	Ghost Hlubi	8.7%
5	Nomzamo Mbatha	8.4%

**COOLEST LOYALTY PROGRAMME**

1	<b>Clicks ClubCard</b>	<b>8.9%</b>
2	Shoprite Xtra Savings	7.9%
3	Checkers Xtra Savings	7.5%
4	Pick n Pay Smart Shopper	7.5%
5	Woolworths WRewards	7.1%

**COOLEST MAKE-UP BRANDS**

1	<b>Avon</b>	<b>13.2%</b>
2	L'Oreal	11.1%
3	Nivea	10.2%
4	Maybelline	8.0%
5	MAC	7.9%

**COOLEST MALE DEODORANTS**

1	<b>Nivea</b>	<b>16.7%</b>
2	Playboy	11.1%
3	Hugo Boss	10.3%
4	Shield	10.1%
5	Axe	9.1%

**COOLEST MOTOR VEHICLES BRANDS**

1	<b>BMW</b>	<b>13.9%</b>
2	Mercedes Benz	10.5%
3	Lamborghini	7.5%
4	Range Rover	6.6%
5	Rolls Royce	6.2%

**COOLEST MUSIC STORE/WEBSITE/STREAMING**

1	<b>Spotify</b>	<b>22.1%</b>
2	TikTok	14.5%
3	YouTube Music	12.9%
4	Apple Music	8.2%
5	Channel O	7.0%

**COOLEST ONLINE ACCOMM. BOOKING SITES**

1	<b>Booking.com</b>	<b>16.3%</b>
2	Hotels.com	9.5%
3	Airbnb	9.1%
4	Trivago	8.7%
5	Travel.com	8.3%

**COOLEST ONLINE STORE**

1	<b>SHEIN</b>	<b>18.9%</b>
2	Takealot	11.8%
3	Nike	9.0%
4	Temu	5.5%
5	Woolworths	5.0%

**COOLEST PETROL STATIONS**

1	<b>Engen</b>	<b>19.5%</b>
2	Shell	18.0%
3	Sasol	12.4%
4	Caltex	9.4%
5	TotalEnergies	8.9%

**COOLEST PUBLIC TRANSPORT BRAND**

1	<b>Uber</b>	<b>19.4%</b>
2	City To City	9.4%
3	Bolt	9.1%
4	Gautrain	8.5%
5	Intercap	6.8%

**COOLEST RADIO STATIONS**

1	<b>Metro FM</b>	<b>14.0%</b>
2	Ukhozi FM	10.2%
3	Umhlobo Wenene FM	7.9%
4	East Coast Radio (ECR)	7.5%
5	Lesedi FM	6.4%

**COOLEST SAUCES BRANDS**

1	<b>Nando's</b>	<b>17.1%</b>
2	Steers	10.9%
3	All Gold	9.9%
4	Spur Sauce	8.9%
5	Six Gun Grill Sauce	8.1%

**COOLEST SAVINGS & INVESTMENT PLATFORM**

1	<b>FNB - First National Bank</b>	<b>13.0%</b>
2	Capitec	12.8%
3	Standard Bank	7.5%
4	Nedbank	7.1%
5	African Bank	6.4%

**COOLEST SHOE/FOOTWEAR BRANDS**

1	<b>Nike</b>	<b>20.8%</b>
2	Adidas	10.6%
3	Puma	7.1%
4	Gucci	5.6%
5	Carvela	4.8%

**COOLEST SHOPPING MALLS**

1	<b>Mall of Africa</b>	<b>15.4%</b>
2	Gateway Mall	9.5%
3	Sandton City Mall	8.8%
4	V&A Waterfront	5.8%
5	The Pavillion Mall	5.5%

**COOLEST SHOWER GEL**

1	<b>Nivea</b>	<b>11.9%</b>
2	Dove	11.0%
3	Oh So Heavenly	8.9%
4	Lux	7.8%
5	Dettol	7.7%

**COOLEST SIT-DOWN RESTAURANTS**

1	<b>McDonald's</b>	<b>13.6%</b>
2	KFC	9.1%
3	Spur Steak Ranches	8.0%
4	Debonairs Pizza	6.8%
5	Nando's	6.7%

The votes have been audited and verified.

**COOLEST SKINCARE PRODUCTS**

1	Nivea	13.6%
2	Dove	10.5%
3	Vaseline	9.6%
4	Avon	6.5%
5	Oh So Heavenly	6.2%

**COOLEST SNACK BRAND**

1	Doritos	16.5%
2	Lays	15.8%
3	Simba	14.7%
4	Pringles	7.4%
5	Cadbury	6.7%

**COOLEST SOAP BARS**

1	Lux	13.2%
2	Protex	11.4%
3	Dettol	10.9%
4	Lifebuoy	10.0%
5	Dove Beauty Bar	9.2%

**COOLEST SOCIAL MEDIA APP**

1	TikTok	25.9%
2	WhatsApp	18.0%
3	Instagram	15.7%
4	Facebook	14.0%
5	Snapchat	6.9%

**COOLEST SPECIALIST HEALTH & BEAUTY STORE**

1	Clicks	20.1%
2	Dis-Chem	19.5%
3	Avon	11.4%
4	Woolworths	8.1%
5	Foschini	7.6%

**COOLEST SPREADS**

1	Rama	17.6%
2	Nutella	17.0%
3	Black Cat Peanut Butter	11.0%
4	Yum Yum Peanut Butter	10.9%
5	Melrose	8.7%

**COOLEST STATIONERY STORE**

1	PNA	8.3%
2	Shoprite	7.0%
3	Checkers	6.9%
4	Game	6.3%
5	Makro	6.0%

**COOLEST SWEETS**

1	Maynards	11.5%
2	Jelly Tots	10.0%
3	Amajoya	9.8%
4	M&M's	8.7%
5	Yogueta	8.3%

**COOLEST TECHNOLOGY BRAND**

1	Samsung	15.8%
2	Apple	15.8%
3	TikTok	12.8%
4	Playstation	7.3%
5	Huawei	6.7%

**COOLEST TELECOMMS PROVIDER**

1	MTN	18.6%
2	Telkom	17.4%
3	Vodacom	14.5%
4	Rain	8.4%
5	Samsung Telecoms	8.1%

**COOLEST TOY STORE**

1	Toys R Us	17.8%
2	Crazy Store	9.9%
3	Game	9.4%
4	ToyZone	7.0%
5	Takealot	6.9%

**COOLEST TV CHANNELS**

1	Nickelodeon (305)	8.6%
2	Mzansi Magic (161)	8.3%
3	Cartoon Network / CN (301)	7.2%
4	Moja Love (157)	6.4%
5	Disney Channel (303)	6.3%

**COOLEST TV/ STREAMING/CONTENT PLATFORMS**

1	Netflix	18.9%
2	YouTube	11.5%
3	TikTok	11.4%
4	Showmax	9.4%
5	DSTV	5.7%

**COOLEST UNIVERSITIES**

1	University of Cape Town (UCT)	11.9%
2	University of South Africa (UNISA)	9.1%
3	Durban University of Technology (DUT)	8.1%
4	University of the Witwatersand (Wits)	7.2%
5	University of Johannesburg (UJ)	7.1%

**COOLEST WEEKLY NEWSPAPERS**

1	Sunday Times	60.8%
2	City Press	37.4%
3	Sunday World	18.6%
4	The Mail & Guardian	18.1%
5	The Daily Maverick	13.2%

# ABOUT THE STUDY

The study surveys a representativity 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)



We visited **88 schools**.

We gained responses on over **85 categories** that are relevant to youth.

We reached a representativity sample of over **7 200 young people** across different ages.

Sunday Times  
**GEN NEXT**  
2024



#STGenNext

The Brand Preference Survey is audited by Siphon Chartered Accountant 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.

Reports by **LYNETTE DICEY**

**I**t's perhaps no surprise that Netflix has retained its position as the youth's favourite TV, streaming and content platform. Globally, Netflix boasts 278-million paid memberships in more than 190 countries. The streaming giant launched in South Africa in 2016, effectively ending MultiChoice's monopoly.

Other streaming giants including Amazon Prime Video, Disney+ and Apple TV+ have since also launched locally.

Streaming guide JustWatch says Netflix is the biggest player in the subscription video-on-demand space in South Africa, with 31% of the country's market share, according to its second-quarter data. Amazon Prime Video has a 26% market share and Showmax 25%.

Netflix's dominance is despite it being the most expensive streaming service at R199 a month for the premium package. Showmax's most expensive package, on the other hand, is R140 a month. Disney+ Premium is the third most expensive at R139 a month while Apple TV+ costs R125 a month.

About 6.3-million South Africans have Netflix, says the Market Research Foundation. Its data reveals a growing demand for video streaming, with about 8-

Streaming Platform

# Netflix is still the one to watch

million people having access to on-demand video streaming services.

YouTube is the most popular streaming service among all age groups with an estimated 10.9-million people having access to it. The platform comes second in this year's GenNext survey followed by TikTok in third position. An estimated 3.6-million people have Showmax, which is ranked fourth in this year's Sunday Times GenNext survey.

Showmax, which is owned by MultiChoice, says its subscriber base grew 26% between April 2022 and March 2023, though it did not release actual figures.

Netflix says it is making a significant



Netflix has retained its position as the youth's favourite streaming and content platform.

Picture: 123RF

effort to grow and support South Africa's local talent pipeline, providing unprecedented opportunities for local talent – both in front of and behind the camera – to tell authentic stories that resonate with its customer base, including its younger audiences.

Good examples of local talent that have become household names through Netflix are Ama Qamata and Thabang Molaba in their roles as Puleng Khumalo and Karabo "KB" Molapo in the Netflix original series *Blood & Water* – the longest-running South African series on the entertainment streaming service. The show, which is set in Cape Town, has captivated audiences with

its gripping narrative and strong performances, making it one of the most popular South African series on Netflix. *Blood & Water* is ranked the coolest local TV programme or series in the 2024 GenNext survey.

Qamata and Molaba's portrayal of determined teenagers unravelling family secrets has resonated with young viewers, both in South Africa and globally, highlighting the universal appeal of well-crafted youth stories.

The series, which also stars Khosi Ngema and Dillon Windvogel, has been praised for

To Page 12 ->

## 30 YEARS OF ICONIC BRANDS AND EXPERTS

To celebrate the iconic brands and experts that have shaped the South African residential market, *SA Home Owner* has put together an exclusive digital-only magazine featuring some of the most renowned names in the industry.



SCAN THE QR CODE TO READ THIS EXCLUSIVE ISSUE – FOR FREE.

Reports by **LYNETTE DICEY**

Banking

# Capitec still the coolest bank

**C**apitec retains its title as the coolest bank for the second consecutive year with FNB second and Standard Bank in third. Nedbank takes fourth place, Absa fifth and TymeBank, which last year came third, moves down to sixth.

Now South Africa's largest bank by customer numbers – with 23-million clients and 850 branches nationally – Capitec has broadened its services beyond retail banking to include insurance and business banking, the latter after acquiring Mercantile Bank in 2019. It plans to disrupt the insurance industry and business banking in the same way it disrupted the retail banking sector.

Capitec's growth journey has been nothing short of remarkable. Founded in 2001 to provide more affordable banking services to the lower end of the market, it has significantly disrupted the entry-level banking space and today counts more than a third of the country's population as customers. The bank has grown to be the country's third largest bank by market capitalisation.

CEO Gerrie Fourie says the bank's strategy is to scale up and grow new markets, and provide cost-effective banking

services to small and medium-sized businesses. The bank has made a significant investment in recent years in data. It has a team of more than 500 people processing data to provide the business with customer insights which then inform new products as the bank looks to diversify its income streams. This includes Capitec Connect, the bank's mobile virtual network operator, which leases network infrastructure from mobile operators to sell data and voice services to its customers. Capitec Connect has more than a million SIM cards in the market.

Its insurance division aims to disrupt the



Capitec wins the coolest bank. Picture: Freddy Mavunda

traditional insurance broker model and better serve the R100,000-R3m cover segment.

Its funeral plan has to date covered more than 12-million lives in South Africa.

Good news for its customers is that the bank says it has reviewed its appetite to grant credit to some of its personal banking clients after previously tightening its credit-granting criteria in response to the high interest rates and higher inflation, which affected the ability of many consumers to service debt. Capitec offers home loans through SA Home Loans, and recently approved a special purpose vehicle of R5bn to enhance its home loan offering.

The bank's share price has surged in the past year. Ratings agency S&P Global has noted that Capitec's business model is resilient and capable of weathering economic cycles and South Africa's weak economy.

Capitec's success with the youth market is rooted in its fundamentals of keeping banking simple, affordable and accessible, says Francois Viviers, the executive responsible for marketing and communication at Capitec.

"Young people want convenience and authenticity, so our low-cost, user-friendly app makes banking easy from anywhere, any time. They want relatable, straightforward brands that offer real value

with no hidden costs, hoops or tiers."

The youth market is essential, not just for Capitec but for the country, because young people set the pace and represent future growth, he says.

"By engaging the youth early, we build lasting relationships and brand loyalty. The challenge is cutting through the noise, as

young people are bombarded with information and are sceptical of traditional advertising. To keep them loyal, we focus on building trust and offering personalised experiences that resonate with their diverse lifestyles."

Capitec invests in youth-specific initiatives such as the MoneyUp Academy, WhatsApp channel and Live Better Rewards, which provide free financial education and rewards

that align with young people's passion points.

"Capitec is more than just a bank; we are a partner in the life of every South African, starting with the youth and evolving with them as their needs evolve, helping them to live better," says Viviers.

Discovery Bank remains in seventh place for the second consecutive year. Launched less than five years ago, the bank recently announced that it had surpassed a million clients and says it is just getting started. It recently added home loans to its product range. Whether it can make inroads with the youth market, however, remains to be seen.



Capitec CEO Gerrie Fourie

## LOCALLY & GLOBALLY ACCREDITED

- Degrees
- Postgraduate
- Diplomas
- Advanced Diploma
- Higher Certificates
- Short Learning Programmes



**REGISTER NOW\***

... & pay 2024 fees for 2025 studies!

**boston.ac.za**



**Serious about Education. Serious about You.**

-> From Page 11

its authentic ability to weave local issues such as class disparity, identity and the pressures of teenage life into a compelling narrative – setting a new standard for youth-centric narratives.

It's not just actors who are making waves; local directors, writers and producers are also gaining recognition for their work. Nosipho Dumisa, the director and co-creator of *Blood & Water*; Rethabile Ramaphakela and Katleho Ramaphakela, creators of *Miseducation*; and Thabang Moleya, director of *Lobola Man*, and many others, are prime examples of the creative talent driving the industry forward.

Their ability to craft compelling narratives that speak to young audiences has been instrumental in the success of the series and overall building aspiration for young people to establish their profession in TV and film. Their work is also testament to the importance of having diverse voices behind the camera, ensuring that the stories told are authentic and representative of the

audiences they aim to reach.

Netflix says it is also committed to growing the local film industry. The streaming giant has partnered with Wits University's film department to support the next generation of filmmakers through the Netflix Creative Equity Scholarship Fund, which is aimed at enhancing the department's digital infrastructure.

The grant supports the university's mission to produce industry-ready graduates equipped with modern, industry-standard technology while also aligning with Netflix's goal of advancing equity for emerging creatives.

This is intended to open doors for young filmmakers, enabling them to tell their stories without the constraints of high production costs.

In addition, Netflix has collaborated with the National Film and Video Foundation of South Africa to establish a joint film fund to produce six micro-budget local films, which have all been released on Netflix, in a bid to boost the local film industry by enabling young filmmakers to produce quality films.

PAYMENT PLANS | TEXTBOOKS INCLUDED  
NATIONAL CALL CENTRE | 0861 BOSTON | 47 Support Centres Nationwide.

Boston City Campus (Pty) Ltd Reg. No. 1996/013220/07 is registered with the Department of Higher Education and Training as a private higher education institution under the Higher Education Act, 1997 (Act No. 101 of 1997). Registration Certificate No. 2003/HE07/002. \*Before 31 December 2024

Reports by **LYNETTE DICEY**

Youth jobs campaign

# Harambee campaign comes out tops for SA's youngsters

**T**he youth might be touted as the engine of South Africa's future economic growth, but the reality is that the high rate of youth unemployment is a ticking time bomb. As Stats SA's quarterly labour force survey reveals, almost half of the youth not in education or training are unemployed. A failure to invest in the youth could result in increased crime rates, social unrest and economic stagnation.

Young people are acutely aware of the unemployment problem. Research from Youth Dynamix (YDx) reveals that the youth regard unemployment as one of the most significant of their concerns. Not surprisingly, they also place a high value on education and upskilling.

"Education is the starting point and a key stepping stone to unlocking the potential of their dreams and goals, with a desire to continue learning," says YDx MD Jane Lyne-Kritzinger. "Our research shows that 90% of young adults feel personal and self-development is important and that on a scale of one to 10, education is ranked at 8.2."

Given the concern around unemployment and the desire for education, it's perhaps no surprise that the Harambee

Youth Employment Accelerator campaign comes out tops in this year's GenNext survey of the coolest campaign targeted at the youth.

A not-for-profit social enterprise that works with partners to find solutions to the challenge of youth unemployment, the accelerator has a vision to enable a growing economy and a society that works, powered by the potential of young people.

To date, Harambee has supported over 4-million young people in accessing jobs, self-employment opportunities, skills development programmes, work seeker



**Indlala to dlala, Kolisi Foundation's partnership with KFC's Add Hope.**  
Picture: Kgomotso Neto Tleane

support and other vital resources that aid their transition to the labour market.

KFC's Add Hope campaign was ranked second. The programme, launched in 2009, feeds more than 110,000 children every day through its 110 beneficiaries including childhood development organisations, children's homes and school feeding programmes.

In July, all Add Hope donations by KFC customers went to the Kolisi Foundation, founded by Springbok rugby captain Siya Kolisi and his wife Rachel. The foundation used the funds to bolster its efforts to ensure food security and promote education through nutrition at six Siyaphakama schools in Zwide, Gqeberha, by providing breakfasts for about 4,000 children.

Yes4Youth came third in this category. A high-impact private sector youth employment programme, it works with

businesses in various sectors to provide 12-month quality work experiences for unemployed young people

David Everatt, professor of urban governance at Wits University, has for 30 years analysed youth marginalisation. His research indicates that the youth "have not fared well under democracy", and are "the hardest hit by unemployment and the lack of opportunities, and show high alienation".

Far from being the generation enjoying the benefits of democracy, "they represent an entire generation of opportunity lost to the country", he says. The World Economic Forum's Global Happiness Report for 2024 reports that South

Africans aged below 30 are ranked 87th out of 143 countries on the report, below Mauritius and Mongolia but above Congo, Tajikistan and Iraq. South Africans aged 60 and older are ranked as slightly happier, in 82nd position.



**Jane Lyne-Kritzinger, Youth Dynamix MD.**

**L**oyalty programmes have become increasingly prevalent in recent years, with the average middle-class adult belonging to nine loyalty programmes.

Usage is also on the increase, up from 67% in 2015 to 76% in 2023 across both gender and income categories. However, younger consumers use loyalty programmes less than older consumers.

The latest Truth & BrandMapp Loyalty whitepaper revealed that only 55% of economically active 18 to 25 year olds use loyalty programmes. Mass-market youth use loyalty programmes at a higher rate than wealthier youth, with 72% of under 25s using loyalty programmes.

In a constrained economy and with consumers under growing financial pressure, increasing numbers of consumers are using loyalty programmes to help them get through the month. Cashback is one of the biggest benefits of a number of loyalty programmes, including Clicks ClubCard, this year's coolest loyalty programme in the GenNext survey.

Launched in 1995, the Clicks ClubCard loyalty programme is the oldest retail loyalty programme in South Africa. It has 11.85-million active members who contribute to over 82% of all sales at Clicks. An active member is someone who has shopped at a Clicks store within the previous 12 months.

Mel van Rooy, chief marketing officer at Clicks Group, says ClubCard is a much-loved hybrid loyalty programme that combines rewards with instant discounts. "Our success is based on our commitment to offering customers consistent great value and convenience. Based on our vast data set, we understand who our customer is and their shopping preferences, and therefore know what service or products to offer them. Through ClubCard, we reward customers cashback, discounts and promotional offers but also for being loyal to us and our partners."

In the past year alone, ClubCard returned over R700m in cashback to its members. This benefit is further amplified by its partner contributions. For example, over the

Loyalty programmes

## Despite tough times, loyalty programmes grow

past 12 months, Clicks ClubCard members have purchased more than 1.1-billion litres of fuel through its Engen partnership.

Clicks ClubCard achieved two wins and three highly commended honours across multiple categories – including AI, data analytics, gamification and retail programme of the year – at the annual South African Loyalty Awards.

The Shoprite Group took second and third positions with Shoprite Xtra Savings in second place and Checkers Xtra Savings in third place. Pick n Pay Smart Shopper is in fourth position.

The Shoprite and Checkers Xtra Savings programmes received two accolades at the prestigious 2024 International Loyalty Awards including the Best Rewards Programme in Africa while Xtra Savings Plus won the Best Loyalty Launch or initiative globally for its new unlimited delivery offer.

With over 29.4-million members, Xtra Savings is the largest rewards programme in SA. Its programme differs from others given that there are no points, no tiers and no levels, just instant cash savings on certain products.

Partnerships that create added value for members have become key to differentiating loyalty programmes. One of the most notable trends is cross-industry partnerships, particularly those between banking loyalty programmes and fuel retailers. Fuel and transport costs represent a significant share of consumers' monthly expenditure.

Consumer insights and research business Eighty20 says its analysis indicates that loyalty programmes wield considerable influence over the consumer's choice of fuel stations, ranking closely behind location.

# IIE ROSEBANK COLLEGE

## 2025 REGISTRATIONS ARE OPEN

Register for an IIE Postgraduate qualification, IIE Degree, IIE Diploma or IIE Higher Certificate. Study Contact (full-time), Online or through Blended Learning.

REGISTER NOW



Fast Track Your Career with IIE Rosebank College

WWW.ROSEBANKCOLLEGE.CO.ZA | ☎ 0861 253 276 | 📞 087 240 6457



Rosebank College is an educational brand of The Independent Institute of Education (Pty) Ltd which is registered with the Department of Higher Education and Training as a private higher education institution under the Higher Education Act, 1997 (reg. no. 2007/HE07/002). Company registration number: 1987/004754/07.



Celebrity

# Tyla's connection with culture makes her a winner

Singer Tyla



Reports by **LYNETTE DICEY**

**S**outh Africans love their celebrities, and the youth are no different. One celebrity who has quickly become the country's darling is singer-songwriter Tyla, voted this year's coolest local celebrity in the 2024 Sunday Times GenNext survey.

Tyla burst onto the music scene in 2023 with hit single *Water*, bringing a new musical genre – amapiano combined with pop and R&B – to the attention of a global audience. She partnered with Spotify on their emerging talent programme and then pre-released *Water* to a small audience.

Her TikTok dance challenge led to 1-million streams in a single day. The #TylaWaterChallenge ultimately garnered a combined 448.6-million views. *Water* was used in more than 500,000 videos on TikTok and gained 100-million streams on Spotify within three months.

In an interview with Trevor Noah in December 2023, Tyla said that because she's been on social media throughout her life she's figured out what people like seeing, knowledge she uses to her advantage when she's promoting a song.

She is the first South African solo artist to appear on the Billboard Hot 100 in 55 years. Earlier this year, aged just 22, she won a Grammy in the Best African Music Performance category for *Water* and is currently worth an impressive \$45m (about R786m).

What Tyla got right was that she connected with culture. When she announced to US audiences that she identified as coloured, it sparked endless discussion on social media about race, identity, accents, authenticity and acceptance.

Her identity became a talking point, which she used to her advantage, embracing conversations about race and identity. This was further fuelled by the hashtag #whoistyla and #tylaiscoloured.

The "queen of popiano", as she has become known to her fans, plans to bring her award-winning music to South Africa in December in a series of headline shows.

## Most caring brand

### Gift of the Givers: help where its needed

**S**ocial issues and sustainability have become important for young people and they appreciate brands that appear to care about communities. In this year's GenNext survey, Gift of the Givers moves up three places from 2023 to rank as the brand that cares the most about communities.

It's a well-deserved accolade for the largest disaster response NGO of African origin. Since its inception in 1992, Gift of the Givers has been responsible for the delivery of life-saving goods and on-the-ground support for people and communities, collectively valued at around R4.5bn, in more than 45 countries around the world.

It's perhaps not surprising that a number of brands recognised in this year's GenNext survey are corporate partners of Gift of the Givers including Engen, Woolworths and Capitec.

Sasko retains its second place position in this category. The brand's latest advertising campaign message is that "people who care, make things better".

Shoprite, ranked third, has a number of community investment initiatives in place including programmes that focus on hunger relief and food security, youth unemployment and enterprise supplier development.

Woolworths, voted the coolest grocery store in the GenNext survey, has also previously been voted the most sustainable brand in SA in the Kantar BrandZ Most Valuable South African brands study.

Research from Youth Dynamix (YDx)



**Gift of the givers ranked as the brand that cares the most about communities.**

Picture: Eugene Coetzee

reveals that the top social issues that the youth regard as the biggest problems in today's world are unemployment, gender inequality, mental health, climate change and the environment, gender-based violence, and racism and prejudice. The majority (63.1%) rank the economy as the biggest cause for concern.

However, while young people are placing increasing importance on a variety of social issues, this is not reflected in tangible support. YDx MD Jane Lyne-Kritzinger says that while 97% of Gen Z are highly aware of social issues and 70% recognise the movements supporting them, only 60% profess to actively engage with and support these causes.

What is clear, says Lyne-Kritzinger, is that they seem unwilling to position themselves at the forefront of any fight, preferring to stay out of the line of fire rather.

Retail

## Youth give TFG the thumbs up

**B**randers are realising just how important the youth market is to long-term strategy. For JSE-listed retail clothing group, The Foschini Group (TFG), young customers represent not just the present but the future of the business.

"The youth market is not just a niche, but also a major force behind the expansion of our business going forward," says Fionna Ronnie, head of customer and loyalty at TFG.

The group includes brands such as Foschini, @home, Exact!, Jet, Markham, Sportscene, Totalsports, Sterns and American Swiss. American Swiss is this year's winner of the coolest accessory and jewellery store category.

"Establishing strong relationships with younger customers now enables us to build a foundation for sustained loyalty that will carry forward as they grow older and their purchasing power increases."

The group's loyalty programme, TFG Rewards,

has been effective in connecting with younger customers by providing a personalised and user-friendly programme. "The success of our loyalty programme has largely been attributed to our emphasis on digital interaction, which includes the usage of social media and mobile platforms."

Younger customers value customised offers and the instant gratification that comes with winning TFG Rewards. "Our customer base has grown by an impressive 17% to include more youth."

# ABOUT THE STUDY

The study surveys a representativity 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.

#STGenNext



We visited **98 schools.**

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

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



TWEENS 8 - 12 years

TEENS 13 - 18 years

YOUNG ADULTS 19 - 24 years

YOUNG PROFESSIONALS 25 - 30 years

(includes those currently unemployed)

Reports by **LYNETTE DICEY**

Petrol stations

# Engen retains its glory as most popular fuel brand

**E**ngen has retained its title as the coolest petrol station with Shell moving into second place, Sasol third, Caltex fourth and TotalEnergies in fifth.

Engen, South Africa's largest fuel and convenience retailer, boasts about 1,050 service stations, which is about 200 more than its nearest competitor. The company recently celebrated the opening of its 700th Quickshop at the Engen Summit Convenience Centre in Midrand.

Godfrey Vilakazi, Engen's chief marketing officer, says customers want convenience, a frictionless customer experience, and curated and personalised offers. "Customers want fuel stations which are in proximity to them, are available after hours and offer convenience shopping," he says.

"As a result, forecourts are expanding their range of value-added services to meet shopper missions and give them more reasons to visit. This expansion includes the breadth of in-store ranges, ready-made meals customised to shopper profiles, barista coffee bars, quick-service restaurants, ATMs, on-demand delivery, pharmaceutical vending machines, Wi-Fi and cellphone charging facilities, car wash and parcel collection lockers among others."

Vilakazi expects to see these value-added

offerings expanding even further. As far as frictionless customer experiences are concerned, he says forecourt channels may be differentiated from other channels by virtue of convenience. "Providing meaningfully different signature experiences that drive brand value and attract prospective customers can differentiate one brand against another in a commoditised category and dynamic marketplace."

He says, "For Engen, it's not what we do but the way that we do it that differentiates the brand. Customers say the reason they are loyal to Engen is due to the exceptional customer experience we deliver. This is not something we take for granted. We consistently engage and empower our frontline staff to make customers feel like they are 'Number One' every time they visit an Engen service station".

The Click and Collect model at Engen stations was an essential first step in adapting to modern retail trends, says Vilakazi. "As the market shifts towards



Engen has retained its title as the coolest petrol station. Picture: Supplied

greater demand for home delivery services, Engen has pivoted towards a Click and Deliver model in line with rapidly changing consumer behaviour trends. This evolution involves partnerships with logistics providers and investment in technology to manage online orders and deliveries efficiently."

Four years ago Engen introduced its lapp.

Vilakazi says: "A digitised loyalty programme has been pivotal in fostering repeat purchases and building customer relationships through enhanced convenience.

"The app's growing active user base and increased total spend indicate high user engagement and its impact on purchasing behaviour. Gamification elements, meanwhile, have boosted user engagement on the app, encouraging frequent interaction and enhancing its appeal. This feature doubles as a marketing tool, offering an engaging platform to promote special offers and rewards. By integrating loyalty features and personalised offers, Engen is encouraging higher spending, frequent visits and sustained customer loyalty."

Engen has invested more than R66m in bursaries and learnership programmes over the last five years. Its Engen Maths and Science School programme, which operates in the Western and Eastern Cape, KwaZulu-Natal and Gauteng, provides supplementary classes to 1,500 grade 10-12 pupils annually.

The Engen Global Citizen Development Programme was launched in April 2023, providing 100 learnership opportunities for young south Durban residents.

Interestingly, Engen is the only fuel retailer without its own rewards programme after bp joined Shell, Sasol, Astron Energy and TotalEnergies and launched a rewards programme earlier this year.

Sunday Times

yellowwood

## 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 unpacks the metrics of Cool whilst highlighting the key drivers influencing the behaviour of the multidimensional audience that is South African young people.

We visited **88 schools.**

The goal is not to just hear what young people say, but to **understand** what they really believe, feel, and do.

The sample size for the Youth behaviour portion of the research is **7686.**

To purchase the 2024 GenNEXT Youth Behaviour Report, visit [www.ywood.co.za](http://www.ywood.co.za)

#STGenNext

Creating a

# BETTER tomorrow TODAY

your place of renewal

Follow us @RADAhealing

Donate At  
RADA.co.za/donate

#orphanawareness #RADAInspire



# WITH YOU, WE ARE NUMBER ONE.

*THANK YOU FOR VOTING ENGEN #1  
IN THE COOLEST PETROL STATION  
CATEGORY. AGAIN!*

