

3 in-person events make up 2023 *Sunday Times* GenNext's new look

Three separate in-person events will make up this year's new look *Sunday Times* GenNext; an interactive showcase; an awards event; and a youth marketing conference.



Source: © Bizcommunity [Bizcommunity](#) All the 2022 *Sunday Times* winners. This year the event comprises three components

Held in partnership with Yellowwood, all three events will take place in September this year. The *Sunday Times* GenNext survey delivers insights on what South Africa's youth find on-trend and inspirational, for brand management, advertising, and marketing professionals.

Last year Nike was named the Overall Coolest Brand - for the 9th consecutive year, with BMW in second and Adidas in third place.

A positive call from industry

Eben Gewers, head of advertising sales at Arena Holdings, which co-ordinates and manages *Sunday Times* GenNext says the change in format has been necessitated by the growing number of brands and marketing professionals participating.

“The call from the industry has been so positive that we’ve had to expand to three separate events to be able to accommodate the increased relevance and demand for each,” he says.

“As a business that is deeply invested in understanding the South African youth, we not only identify the coolest brands but also engage over 5,000 young people to unearth key insights that can be leveraged into impactful growth strategies,” says Refilwe Maluleke, managing director at Yellowwood, that conducts the annual *Sunday Times* GenNext research.



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6 Feb 2023



Youth: leaders of tomorrow

African Bank, which was placed in the top 10 Coolest Banks in 2022, is a joint headline partner for the 2023 edition. “Our South African youth are the leaders of tomorrow,” says Sbusiso Kumalo, chief marketing officer at African Bank.

“The *Sunday Times* GenNext survey gives us crucial insights into their needs and preferences, which allows us to tailor our products and services to better suit their requirements.

“We hope to inspire in them the “Audacity to Believe” that their dreams and aspirations are possible. Our history as African Bank is living proof of that, and our optimism for the future is reinforced by the undoubted potential we see in so many of our young people today.”

Partnering with *Sunday Times* is the Gautrain Management Agency (GMA).

“The survey not only provides useful insights relating to communication and marketing to the youth market, it is also a good opportunity to promote and profile the Gautrain brand to young people,” says Dr Barbara Jensen Vorster, GMA senior executive manager, communication and marketing.



Flux Trends' 2023 Generation Z Immersion Experience launches

3 Mar 2023



2023 line-up

- 7 September - *Sunday Times* GenNext Brand Interactive Showcase: Hundreds of young people between the ages of 8 to 24 years gather to enjoy interactive displays, activations, and competitions from their favourite brands. It's an opportunity for marketers to showcase their products and get direct engagement and feedback from their target market.
- 20 September – *Sunday Times* GenNext Awards: the Coolest brands as voted for by South Africa's youth will be awarded across numerous categories. The *Sunday Times* GenNext research study reaches youth across South Africa with surveys conducted by Yellowwood in schools amongst tweens and teens, and an online survey completed by young adults in tertiary institutions.
- 24 September – publication of *Sunday Times* GenNext supplement: Share how you're embracing the youth's point of view to connect them with your brand. Become part of the game by placing your advert in the *Sunday Times* GenNext annual supplement, where the latest trends and insights from this year's youth marketing awards ceremony will be revealed.
- 28 September – *Sunday Times* GenNext Youth Marketing conference: Brand leaders and marketing experts are convened to discuss the latest trends and preferences in the youth sector, and share insights for the benefit of marketers and brand owners.

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