tangerine

# Cracking the *Alpha Code:*

Survive and thrive with the most powerful generation yet



# Think You Know Gen Alpha? *Think Again.*

**Capturing the attention of Generation Alpha = building intent with the most powerful generation yet.**

The generation born between 2010 and 2025, Gen Alpha isn't just about TikTok and Fortnite. They're shaping culture, driving trends, and demanding authenticity from brands. With spending power that's set to redefine the global economy they're a force to be reckoned with. Gen Alpha is not just the future; they're shaping the present.

To connect with this groundbreaking generation, marketers need to ditch the old playbook and embrace a new way of thinking.

This report will help you understand this audience, with three key insights that are vital for capturing their attention and loyalty, enabling you to unlock their potential now and in the future.

*1. The Super Spenders are here*

*2. The Authenticity Police*

*3. The Master Sifters*

# The *Super Spenders* are here

**Gen Alpha is not just the future of consumerism; this generation are influencing purchasing decisions in the here and now.**

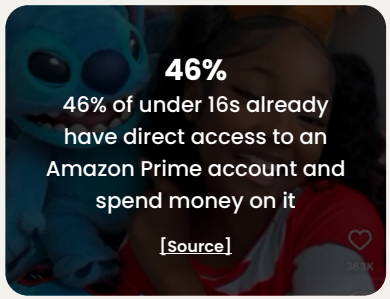
Their spending power is predicted to continue growing as they are destined to live longer and be more educated than any previous generation. However their financial influence presents a significant opportunity for brands right now.



**$500 billion**

$500 billion of family purchases will be influenced annually by Gen Alpha

[Source]



**46%**

46% of under 16s already have direct access to an Amazon Prime account and spend money on it

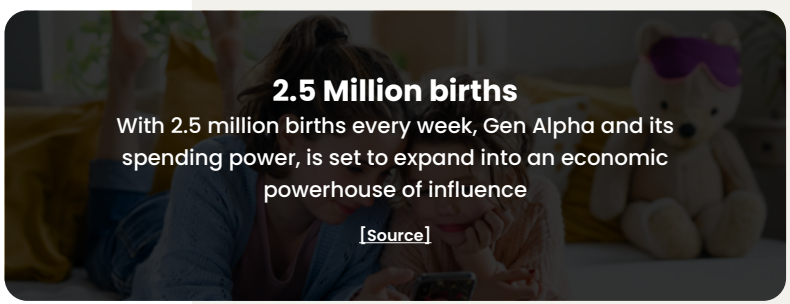
[Source]



**40%**

40% of millennial parents say requests from their children influence what they purchase

[Source]



**2.5 Million births**

With 2.5 million births every week, Gen Alpha and its spending power, is set to expand into an economic powerhouse of influence

[Source]



**2034**

2034 is the year that Gen Alpha's spending is predicted to surpass the spending power of all other generations

[Source]

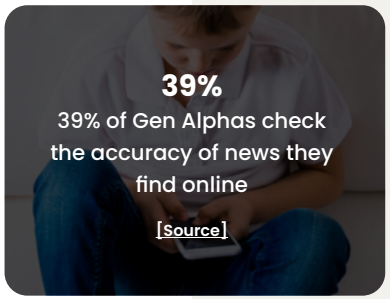
***Key takeaway***

**Brands must start engaging Gen Alpha now to protect their market presence and grow market share for the future.**

# The *Authenticity* Police

**These digital natives are the authenticity police. Their loyalty is conditional on authenticity, transparency and they are quick to criticise brands that fall short.**

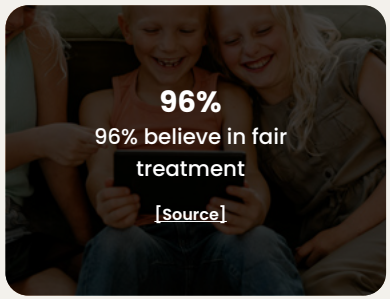
They're prosumers, not just consumers; they're creators with huge influence over other demographics too. Brands that fail to see the Alphas as important today and fail to adapt to the demands of this powerful generation risk losing market share in the years to come.



**39%**

39% of Gen Alphas check the accuracy of news they find online

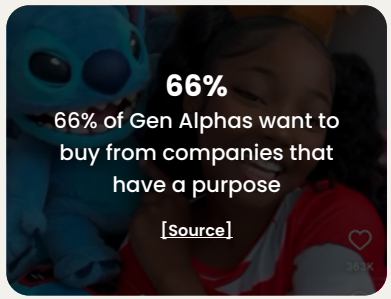
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**96%**

96% believe in fair treatment

[Source]



**66%**

66% of Gen Alphas want to buy from companies that have a purpose

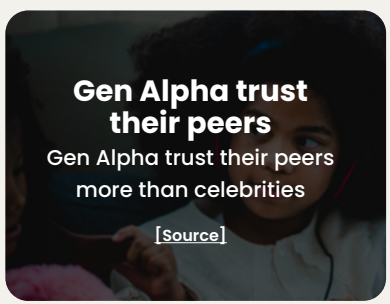
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**The top 10 UK Kidfluencers**

The top 10 UK Kidfluencers have a combined 57.8 million followers, making between £3k and £300k from YouTube alone

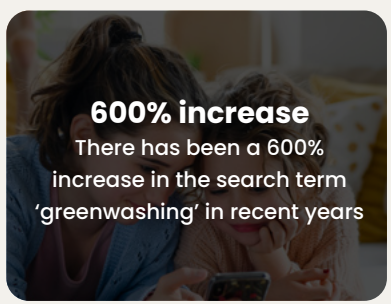
[Source]



**Gen Alpha trust their peers**

Gen Alpha trust their peers more than celebrities

[Source]



**600% increase**

There has been a 600% increase in the search term 'greenwashing' in recent years

***Key takeaway***

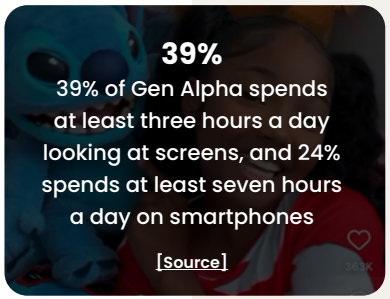
**Loyalty is conditional on authenticity and transparency. Build a strong brand identity, actively engage Gen Alpha and ensure your actions align with your messaging.**

# *Master Sifters* of the digital age

**This audience know what they are looking for. Gen Alpha are digital natives, but they are stuck in a generational gap.**

They're navigating a world designed for their parents, which has made them a true 'master of the scroll'. These multitasking digital natives are on screens more than any other generation, and they're on a mission to quickly filter through basic information and sniff out the 'good stuff' that resonates and relates to them in news, culture and media.

Gen Alpha consume media through primarily digital channels, already showing a preference for YouTube, Snap, and spending up to seven hours a day in environments such as Roblox and Minecraft.



**39%**

39% of Gen Alpha spends at least three hours a day looking at screens, and 24% spends at least seven hours a day on smartphones

[Source]

**50% stream video daily**

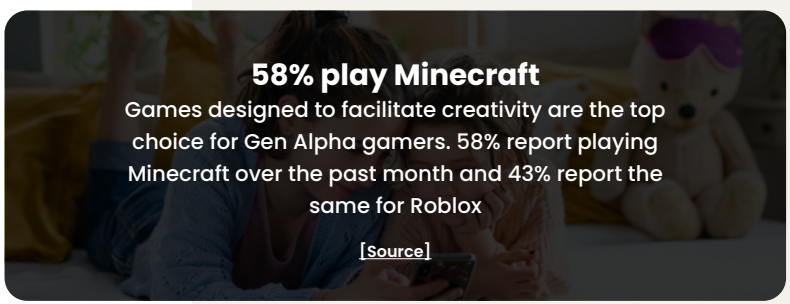
Half of Gen Alphas stream video daily, including the youngest cohort: age 0-4

[Source]



**76%**

76% enjoy branded moments in games. Developers are courting brands with a deep understanding of the value of their dedicated audience



**58% play Minecraft**

Games designed to facilitate creativity are the top choice for Gen Alpha gamers. 58% report playing Minecraft over the past month and 43% report the same for Roblox

[Source]

***Key takeaway***

**Brands need to rethink their messaging and content to connect with Gen Alpha and their parents. Ditch polished ads and integrate your brand authentically into Gen Alpha's online experience.**

# How does this look *in practice?*



# Engaging *Gen Alpha* with Specsavers




## Brief:

How can Specsavers raise awareness of the importance of children's eye health and ensure they are the brand of choice?

## Problem:

Parents often misunderstand the critical role of early eye exams in preventing vision problems and are so busy they often deprioritise their own eye health.

Specsavers has low awareness and understanding of its expertise and tailored approach to caring for children.

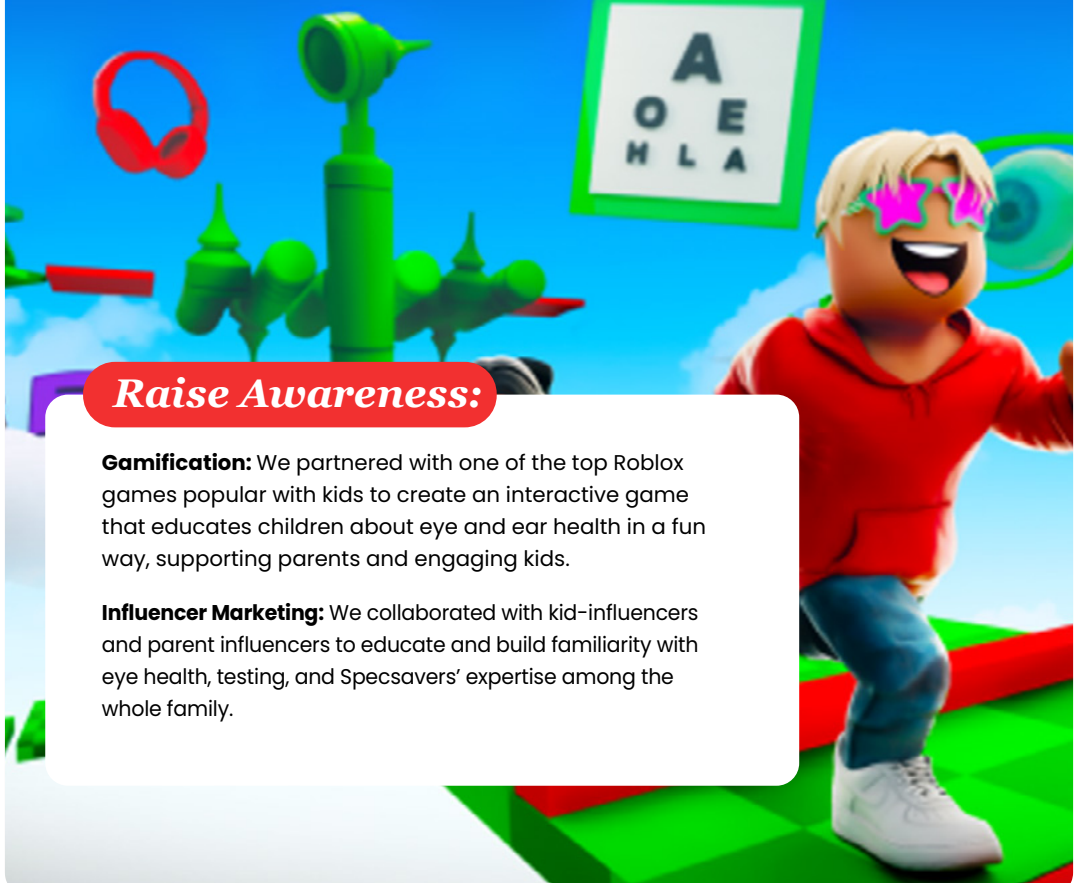
## Intel:

The target audience is highly engaged with digital media, particularly Roblox.

Children (and their parents) can be anxious about eye exams, particularly the dark room and unfamiliar equipment.

Specsavers

# Capturing *Attention:*




## *Raise Awareness:*

**Gamification:** We partnered with one of the top Roblox games popular with kids to create an interactive game that educates children about eye and ear health in a fun way, supporting parents and engaging kids.

**Influencer Marketing:** We collaborated with kid-influencers and parent influencers to educate and build familiarity with eye health, testing, and Specsavers' expertise among the whole family.





## *Build Brand Affinity and Consideration:*

**Empathy and Understanding:** We created the Optomonsters, friendly characters designed by children, for children to alleviate fear during eye exams.

**Digital Content:** We created engaging content, answering the most commonly searched for questions about children's eye health on YouTube and social media.

**PR and Social Media:** We used strategic PR and social media activations to engage communities and press with the concept, putting the issue, and the solution, on the national agenda.

# Converting *Attention:*

***Awareness:***

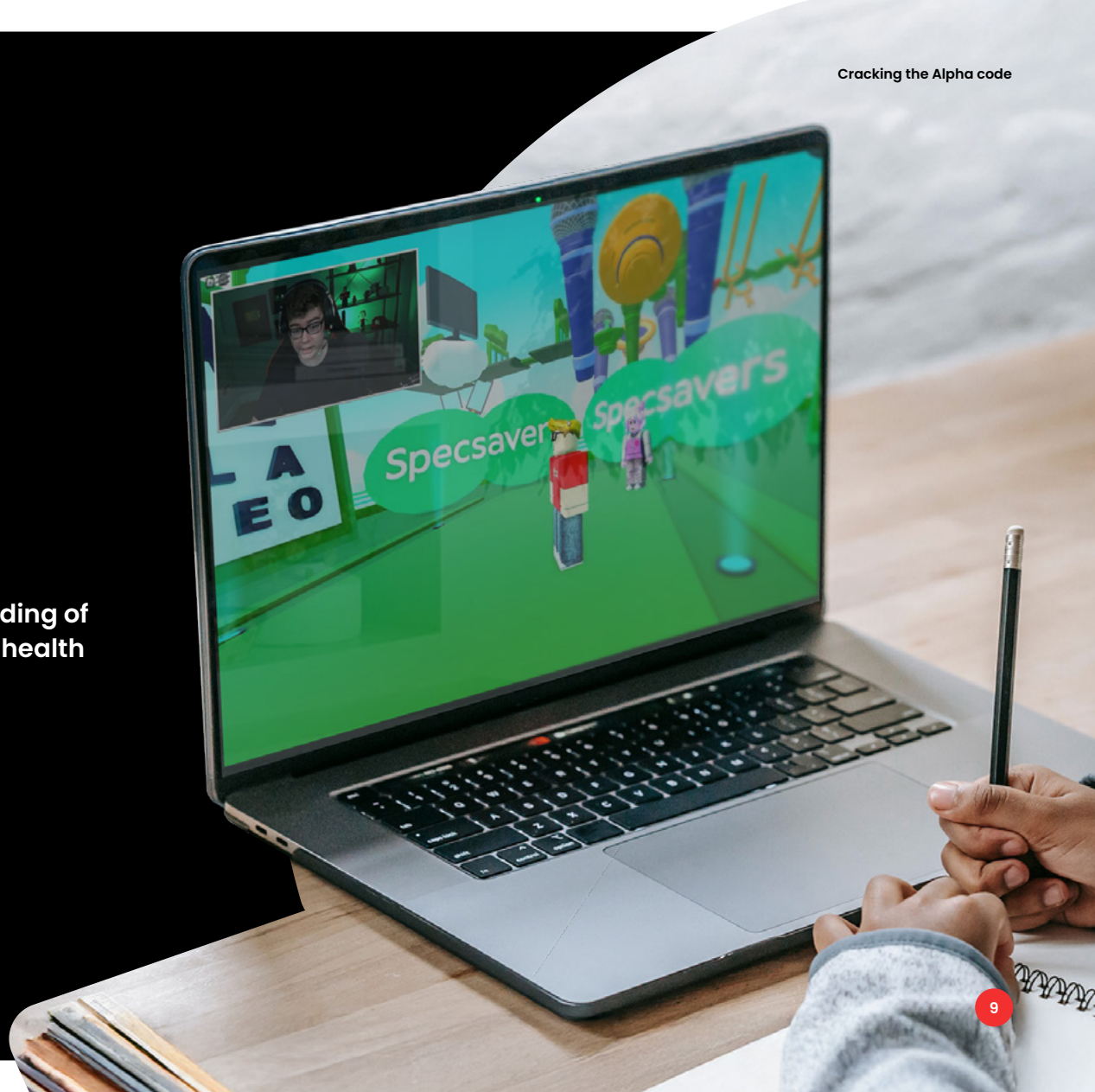
**19 million**
impressions

**3 mins**
average engagement (play)

***Consideration:***

**71%**
positive sentiment

**82%**
improvement in the understanding of the importance of ear and eye health amongst this audience



## *In conclusion*

**To *survive and thrive*, brands need to ditch the old playbook and adapt to Gen Alpha's unique needs today. These digital natives demand *authenticity*, *value*, and a *digital-first* approach and they want it now. Don't get left in the dust!**

# *Get in touch*

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