

A background image showing two young children. One child in the foreground is wearing a VR headset and gesturing with their hands. Another child is visible behind them, looking on. The image is slightly blurred to emphasize the text.

The Five Imperatives to be an Alpha-Ready Marketer

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What makes Generation Alpha tick?

How to become an Alpha-ready marketer?





What makes Generation Alpha tick?

How to become an Alpha-ready marketer?

...and maybe some Gen Alpha lingo too...





Alphas are:

Born roughly ~2010+ ...oldest now ~**15** today



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Successors to **Gen Z** (1997- 2010) ...~**25**-ish

Millennials = **Gen Y** (1981-1996) ...~**35**-ish


Many here = **Gen X** (1965 - 1980) ...~**45**-ish






Remember your childhood?







Alphas as a group
are something
altogether new and
different





Alphas are shaped by 3 forces:

1. Technology fluency & early adoption
 2. The COVID-19 pandemic
 3. Young access to news & cultural events
- 



1. Tech Fluency, Early Adoption

Born into digital ubiquity

First gen that didn't witness the analog shift

Alphas could tap before they could walk



Device ownership milestones for Alphas:





> Tech's Impact on Alphas

Digital power players. Tech is a playground for exploration, creation, and connection.

Not only consume content—they create it using AI and no-code software.

They prioritize video above all else.

Use gaming to build new worlds, express their individuality, and socialize with their peers —it's no longer escapism.

Believe tech and AI will be integral to their career paths.



2. The COVID-19 Pandemic





The COVID-19 pandemic shaped Gen Alpha's early formative years.

Most have spent 25-33% of their lives during Covid

Living indoors, **screens became a conduit for education, entertainment, and connection.**





> Covid's Impact on Alphas

COVID-19 shifted how Alphas socialize, reinforced their tech prowess, while fostering a desire for screen-free time.

Alphas now form relationships with peers they've never met IRL.

Gaming and the online world are their core social ecosystem.

Constant multi-device use drove tech fatigue.

Alphas balance tech & real-world experiences—enjoying grass *and* glass.



A photograph of three young people at what appears to be a Pride event. The person in the center is a young man with blonde hair, wearing a rainbow-striped shirt and a rainbow heart sticker on his cheek. He is looking upwards and to the right with an open mouth, as if shouting or cheering. To his right is a young woman with blonde hair, wearing a red and white plaid shirt, looking towards the camera with a slight smile. To the left is another young person with dark hair, wearing a blue and white plaid shirt, looking downwards. The background is blurred, showing other people and what might be a stage or event area. The entire image has a purple and blue color overlay.

3. Young Access to News & Cultural Events



With all that tech access, Alphas are exposed to a constant firehose of global news, social media, cultural events, brands

They like and emulate some of what they see

They don't like, demand change to some of what they see





> **Early News/Culture Access' Impact on Alphas**

Alphas are change agents and savvy netizens who demand authenticity and engage in call-out culture to influence others.

They are activists for social equity and environmentalism, caring more about impact than money, and using tech to achieve their goals.

Influential content creators, they rely on peers and trusted online influencers for advice and brand recommendations.

Alphas grow out of 'kid' brands before their teens and influence their parents' buying decisions.





> Bottom Line about Alphas

Alphas possess unprecedented maturity...

tech & brand savviness...

desire to build a better world.



These three forces shape how Alphas relate to, engage with, and select brands

BEARO
BRAIN

50 Coolest Brands For Kids And Teens (Top 10s)



	ALL KIDS 7-14	GIRLS	BOYS
1.	YouTube	NETFLIX	YouTube
2.	NETFLIX	YouTube	NETFLIX
3.	M	M	Nintendo
4.	amazon	Disney	MINECRAFT
5.	Disney	amazon	M
6.	Apple	TikTok	LEGO
7.	MINECRAFT	Apple	PS
8.	Nike	ROBLOX	XBOX
9.	Nintendo	Nike	Nike
10.	ROBLOX	Starbucks	MARVEL

**How do you make YOUR brand
as beloved amongst Gen Alpha
as these successful brands?**

Imperative #1

**Ensure *your* brand is *their*
brand**



Alphas are exposed to brands earlier than any other generation

They exert influence over their parents' purchase decisions.

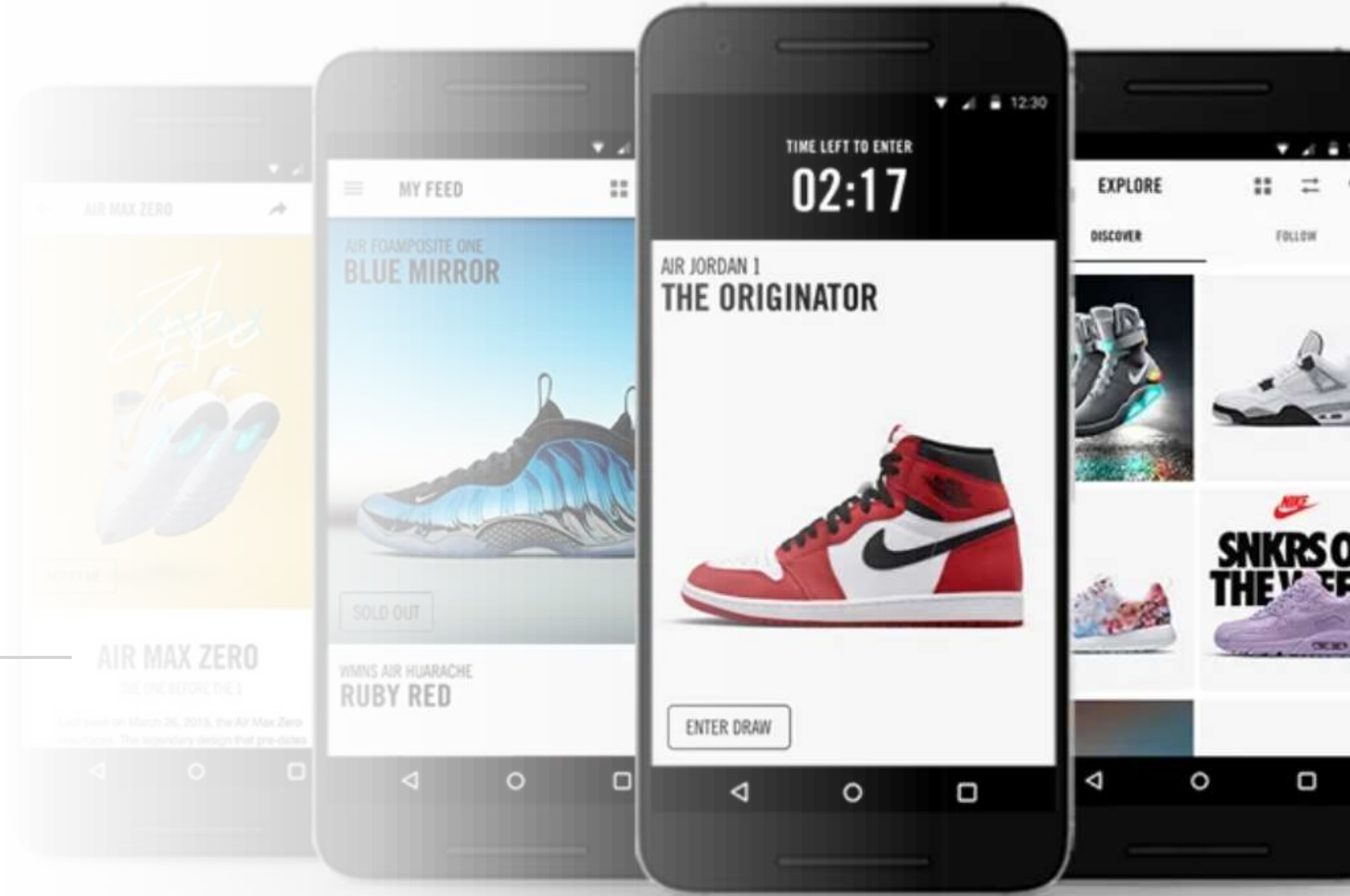
Cultivate relationships with Alphas, co-create with them.


Collaborate with and include them in the conversation & brand experience.



How brands center Alphas:

Nike





Nike recruited Alphas in the design of the brand's entry into the Metaverse,

Nike also recruited Alphas to build its presence on Roblox, a land called Airtopia, named after the brand's Air Max line.

Nike is in the top ten preferred Gen Alpha brands.

Question 1 for Educators:



How might you involve Gen Alpha as an equal player in the creation process?

- Polls, surveys in your marketing?
- Guest author, vlogger?
- Alpha advisory board?

Imperative #2

**Make authenticity & social
proof
non-negotiables**



Alphas rely on their **peers and online influencers**—especially YouTube—to make decisions from the products they buy to the experiences they crave.

Leverage the trust of **peers and influencers** to **validate your brand and tell your story**.



**The power of peer
influence:**

Drunk Elephant



GRW HAVEN - PART 2



You must be big on YouTube to be on Gen Alpha's radar.

YouTube is the #1 coolest brand Alphas use for entertainment, search, and product discovery.



Question 2 for Educators:



How might you incorporate genuine stories and peer endorsements to connect with Gen Alpha on the platforms they reside?

- Really examine your YouTube presence
- Video location at end of your tour?
- #AMA with summer program students?

~~Imperative #2~~

**Deliver interactive,
personalized engagements**



From online profiles to game characters to avatars, Alphas create personas.

Their online experiences are hyper-personalized.

They expect interactions tailored to their individual preferences and interests.

Engage Alphas with tailored experiences in their online destinations



**Personalized
experiences:**

Roblox





Roblox popular virtual playground where Alphas socialize, express their creativity, and build new worlds.

It offers a variety of activities, from gaming and social hangouts to concerts, sports, fashion shows, education, and entertainment.

Users can play games they design, over 4MM custom experiences

Social by design, users to make friends, chat with game developers, and co-design new games with other users.





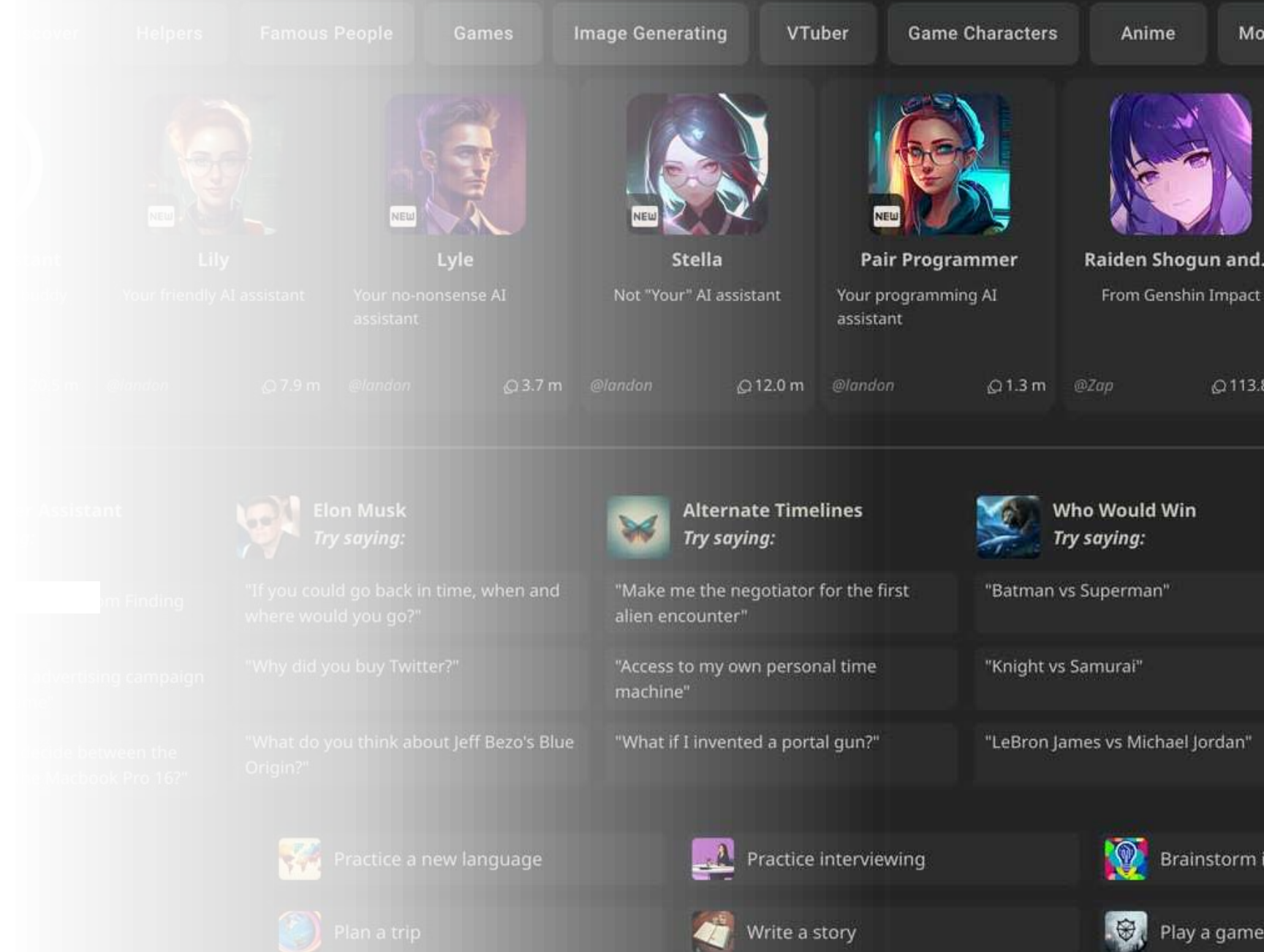
Roblox has over 77MM
daily active users and
196MM monthly users.

60% are under 16.



Be where the
action is:

Character AI



Character AI up-levels online friendships
using chatbots and personalization.

cter.AI?

Kids have life-like conversations with
user-designed characters.

Each engagement is unique and chatbots
are curated over time based on usage.





Alphas have instant access to Einstein, Socrates, musicians, and their favorite fantasy characters.

3.5MM daily users spend an average of two hours a day on the the platform



Question 3 for Educators:

How might you use data to offer personalized, engaging content that resonates with Gen Alpha on *and* off-line?

- Do you have a presence on Roblox?
- On Character AI?
- In the Metaverse? (no, it's not dead!)



~~imperative #4~~

Hold your brand to a higher
social & ethical standard



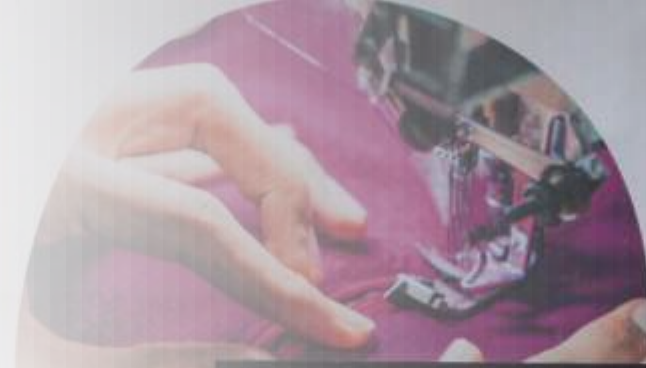
Alphas are taking a page out of Gen-Z's playbook, but they refuse to let the world's problems make them cynical.

Alphas are tackling today's issues with empathy. Inspired by their activist peers, they're taking up the role of citizen-activists early.

If you're all talk and no action, you won't resonate with Alphas.

**Brands that walk
the ethical walk:**

Patagonia



**Demand
Fair Trade.**



patagonia

A hand holding a white protest sign with bold black text. The sign reads "KEEP YOUR TINY HANDS OFF OUR PUBLIC LANDS". Above the text is a small graphic of a hand with a raised index finger. In the top left corner of the sign is a small image of a person on a beach with a red sun. In the top right corner is the Patagonia logo. The background is a blurred crowd at a protest, with other signs visible, including one that says "UTAH STANDS WITH EARS".

Patagonia embodies its values.

Its commitment to environmental and political activism and transparency in its supply chain resonates with consumers' values.

By highlighting values and using environmental constraints as a source of innovation, the company is profitable and trusted by Alphas.



“Brands have a massive influence on our society, especially in my generation. What I wear is part of my identity.

Brands like Patagonia printing the ‘vote the a**holes out’ label, using their influence to get people to become more involved in their civic duties. That is what we need going forward...”

--Griffin Mims, Patagonia Alpha customer

Question 4 for Educators:



How might you leverage your institution's commitment to these values to engage Alphas and leverage their innate sense of purpose?

- Are your values easily findable?
- Is it only a list on a webpage?
- How could you bring it to life for them?

“What are you Fighting for?”

Imperative #5

Blend learning with fun:
education + entertainment =
edu-tainment.



Gaming is core to Alpha's social ecosystem and a means of education and entertainment.

Games that spark ideas, introduce them to new concepts—all while empowering them to collaborate and socialize with their peers—is key to attracting Alphas.

Consider how you can introduce gaming experiences into your marketing.



**Brands that making
learning
interactive, social,
and fun:**


Duolingo



Duolingo believes language learning is an adventure. They use gamification and AI to make learning interactive, addictive and competitive.

The app includes personalized learning paths and in-app rewards, a friendly mascot, and social features that allow users to compete with friends.





Duolingo has amassed over 500MM
downloads and 40MM monthly users,
**making it the most popular educational
app worldwide.**





Question 5 for Educators:

How might your educational content incorporate entertainment elements to captivate and educate Gen Alpha?

- Are you tracking “fun” metrics?
- Engagement? WOM value?
- What content, courses do this well?



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Final Thought
for all you non-Alphas



What Questions Can
I Address?

