

S L M Y

**Gen.** ALPHA

HANDBOOK

## The Project.

# Project Objective

Create a **qualitative guide and x-ray of the Alpha Generation**, understanding their needs, values, codes, cultural references, socialization habits and consumer journey either in their real or digital life.

- + Detect the main insights of the generation.
- + Know the codes, narratives, voices, tones and aesthetics of the Alpha generation.
- + Know their main references (celebrities, influencers, creators, etc.), entertainment/gaming/socialization platforms and brands.
- + Understand how they live their offline and digital world and how they relate to the brands in them.

SAMY

## The Project.

# Methodology

### Experts Interviews

2 in-depth interviews with global experts of the Alpha generation.

**Emma | Gen Alpha Researcher (UK):**

*Gen Alpha mother, influencer, content creator and creative dedicated to understanding the new generations.*

**Diana | Social & Cultural Psychologist (MX):**

*Expert on insights, gen Alpha mother, Trends and Semiotics.*



### Digital Ethnography

Ethnographic global desk and e-desk research in social networks and literacy to detect the main codes, narratives, voices, tones and aesthetics that define and represent the Alpha generation.

#### Sources

RAZORFISH "Exploring Gen Alpha" (Global)

MCCRINDLE "Understanding Generation Alpha" (Global) | "Gen Alpha Infographic Update" (Global)

BEANO STUDIOS "The Future is Gen Alpha" (Global)

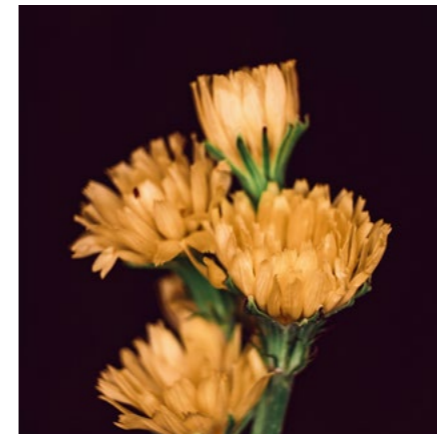
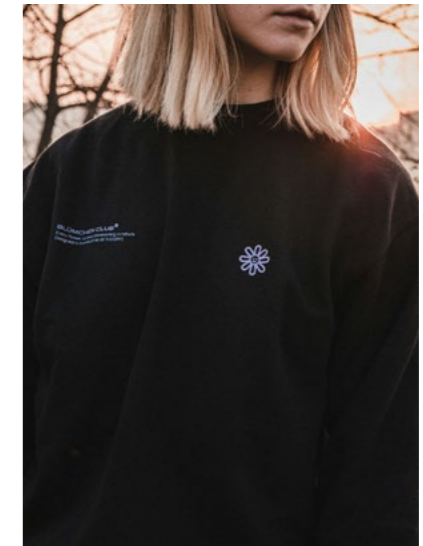
### Qualitative Consumer Ethnography

#### Digital diaries:

Pre-assignments with the Alpha Generation to learn about their habits, needs and cultural references.

#### Online interviews:

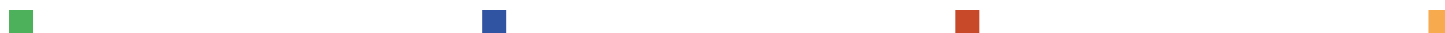
1.5 hours of in-depth digital interview with 13-14 y.o Gen Alpha global early adopters, to understand their main needs, values, consumption and habits.



#### Sample

- + 13 or 14 years old
- + Mix of gender, household income (HHI), race, and locations
- + All tech-forward and tech-fluent
- + Curious consumers
- + Open, creative and extrovert
- + Who are equipped with their own technology (phone and/or tablet and or computer) and who are willing to participate (with their parents' authorization) in a 1.5-hour interview and also in pre-assignments the days before the interview where they will be asked to take pictures, videos and tell what their day is like, what activities they do and what kind of consumption they make

SPAIN | MEXICO | ARGENTINA | UK



## Navigation Guide.

### What this document includes

**\* SAMY Alliance will unveil the new truths about Gen Alphas with a global & consumer centric approach**



#### The Gen Alpha reality

The facts about this generation, key shifts in parenting and kids' habits IRL and URL.

#### The Gen Alpha mindset and 4 key traits

*Up-Aging*

*World Builders*

*Emotionally Savvy*

*Influencer Voice*

**+ Gen landing:** Context and main shifts vs previous generations.

**+ Insights:** Key insights that explain this face.

**+ Stats:** Key facts from public sources that validate this face.

**+ Codes, trends and referents.**

**+ Key takeaways for brands:** learnings and potential strategic paths for brands to connect with Alphas.

**+ Brand cases:** Brands that are leveraging and activating this face.

#### About SAMY Alliance





THE  
**Gen. ALPHA**  
REALITY





## The Gen Alpha Reality.

# Born during 2010-2024: The “more than ever” generation

#The number of Gen Alphas is expected to reach 2.2 billion by 2025, the largest <b>ever</b>		#Globally the wealthiest generation <b>ever</b>	#The most diverse generation <b>ever</b>
	#The most technology supplied and digital savvy generation <b>ever</b>		#The most materially endowed generation <b>ever</b>
#As an estimated 2.5m Gen Alphas are born weekly, the demographic's economic footprint is expected to reach \$5.46tn (£4.32tn) by 2029, almost as much as the spending power of millennials and Gen Z <b>combined</b>		#This generation is on track to become <b>the largest in history.</b>	#All <b>different</b> from other generations: the age of parents (older), the family size (smaller), life expectancy (longer)

Sources: GWI (US) , RAZORFISH (Global), MCCRINDLE (Global), EMARKETER's (US) & NC State university

Over half of Gen Alphas are born from millennials who are raising their Gen Alpha children with a **different approach** compared to their predecessors.

The key difference about being a parent now is the **unpredictability about the future.**

This drives parents to ensure their children...

### To be happy and free to be themselves

Frustrated by authority and the uncertain future, Millennial parents **prioritize happiness and fulfilment for their children, celebrating their individuality and encouraging them to stand up for their own beliefs** and rejecting traditional symbols of success.

### To have the very best

As health-conscious caretakers, millennial parents seek out a lot of information about the products they buy and expose their kids to. From toys and food to clothing and personal care products, they love to be in the know **about the best brands for their children, and they choose only the safest, cleanest, highest-quality ones:** Scandinavian-style wooden toys, organic baby clothes, clean-ingredient kids snacks, etc.

*We don't even know what currency they're going to be earning. Like, there is no manifesto to give them as we don't know how their future will be. So I think that can be incredibly scary for a lot of parents.*

Gen Alpha Expert

*You know, every other parenting generation before had some kind of blueprint to give to their kid. Go to school, get some grades, get a job, earn some money, buy a house. I think now it would be something around just enjoying life really.*

Gen Alpha Expert

*Economic uncertainty means that parents are not always able to save money, allowing them to spend too much on providing the best for their children.*

Gen Alpha Expert

## The Gen Alpha Reality.

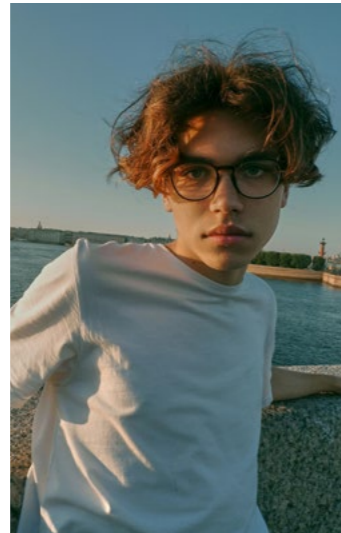
### A shift in parenting: from “do as I do” to ”do as you do”

From traditional, strict, serious and vertical parent-son relations to parents that are giving Gen Alphas the **tools and power to do whatever they want**, they believe in their children's **intelligence and ability**:



### Do it having fun

In an unfun world, it's very important for Gen Alpha parents to make sure kids have **hope, fun and optimism**. They are still kids and need to entertain themselves, switch off and just be kids/ teens.



*And for a young person, it's very important that we make sure they have hope and optimism, because it's really hard to go out and achieve what you want to do without that.*

Gen Alpha Expert



### Do it with the truth

In a world full of fake news and mistrust in institutions, Gen Alpha parents are giving their kids all the power of knowledge and information.

### Do it with multiple skills

In an uncertain world, Gen Alpha parents are teaching them “**real world skills**” to be ready for anything about to come, like languages, sports, coding, cooking, practical skills, time keeping, financial education, sewing, emotional intelligence...

### Do it together

In this individualistic world, Millennials are creating the closest and horizontal relationships with their children. Their democratic parenting style, the covid-19 lockdown and the emphasis on being present have led to a close relationship and reinforced the strong connection.



*It's irrelevant. I'm going to teach them practical real-world skills because what is the point of them even using a pen?*

Gen Alpha Expert

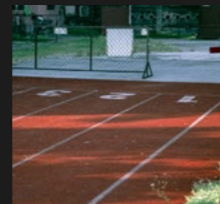
*I was reading the other day that they are a generation whose childhood is 'out loud,' and that really stuck with me because I feel it encompasses a lot. We are trying to explain everything to them from the time they are babies.*

Gen Alpha Expert

## The Gen Alpha Reality.

# Play is central to Gen Alpha's lives

Gen Alphas experience Play in both **digital and analog forms...** seamlessly balancing both as part of their daily lives. There's no divide - **they live chronically connected.**

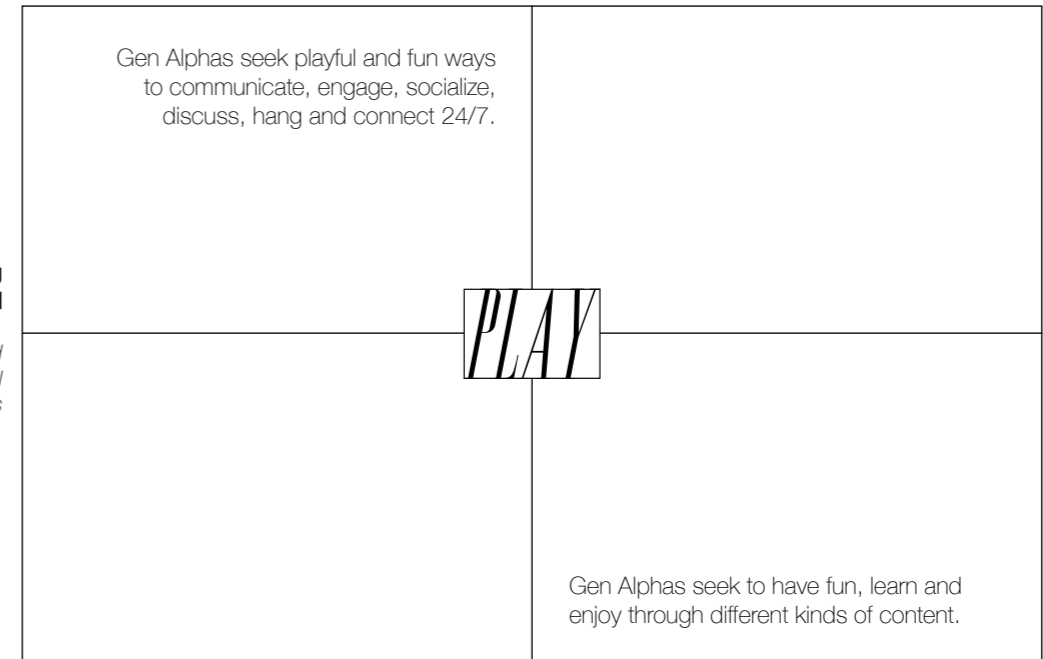


Scan the code to see  
The Gen Alpha Reality Framework

### Community & Participation first

**Analog World**  
*More shared and physical experiences*

**Digital Space**  
*More private and unlimitedly free experiences*



### Content first

**They shape their life through playful habits of community, participation & content.**

Living chronically connected has influenced not only their leisure time but also their **education, social relations, creative and cognitive abilities, physical skills and even their overall well-being.**

They constantly switch between activities, as staying in one place or doing the same thing for too long is boring for them.





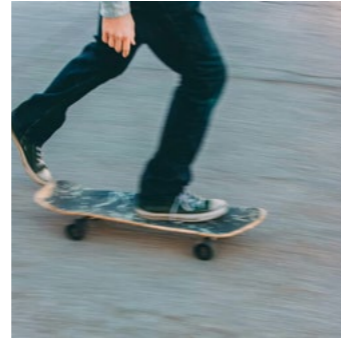


## The Gen Alpha Reality.

### What we can assure is that...

Being “the more than ever generation”...

- + The most technology supplied and digital savvy
- + The largest
- + The wealthiest
- + The most diverse
- + The most materially endowed



...being raised for an **unpredictable future to enjoy the present to the fullest and have all the best**, with all the **tools and power to do whatever they want, as they want...**

...exploring and experiencing the world around them through the lens of **Play...**

...and **living chronically connected** shaping their life and habits...

is cultivating Gen Alpha's **flexible, adaptable and agile/ fast-paced mindset**, building on the foundation laid by Millennials and Gen Zs'.







THE

# Gen. ALPHA

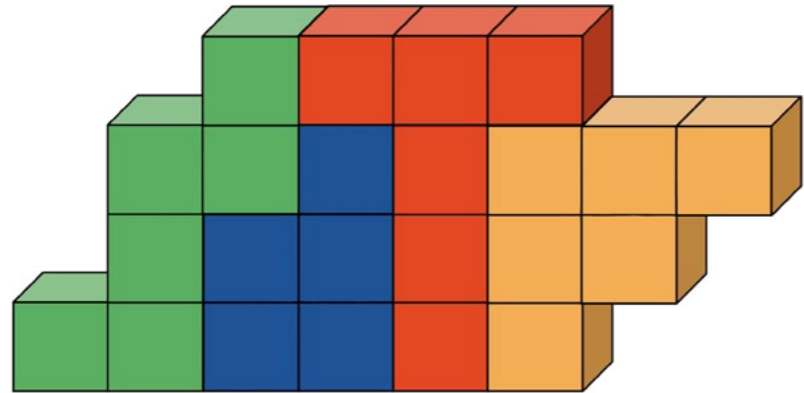
MINDSET AND 4 KEY TRAITS





The Gen Alpha Mindset.

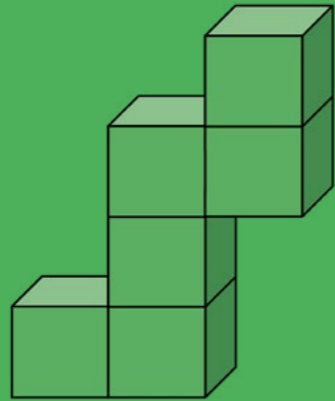
Let's decipher Gen Alpha's flexible, adaptable and agile/fast-paced mindset



-  *UP-AGING*
-  *WORLD-BUILDERS*
-  *EMOTIONALLY-SAVVY*
-  *INFLUENCER-VOICE*

- + Gen Landing
- + Insights
- + Stats
- + Codes, Trends and Referents
- + Key Takeaways for Brands
- + Brand Cases





*UP-AGING*  
A hyper-maturing  
generation of kids.

## Gen Landing.

From their Millennial parents and Gen Z siblings who **established strong awareness on social, economical, political, emotional and environmental issues**, anchored in strong values of sustainability, inclusion and empathy...

...to Generation Alpha, who are taking this empowerment to another level, redefining childhood, **adopting more mature points of view**, and becoming **socially, economically, and politically aware at a young age**, all while moving beyond rigid or moralistic definitions.



*There's less separation between a child and adult world. Adults are now the biggest consumers in toys. There's a real up and down stream of influence.*

Gen Alpha Expert

### A hyper-mature generation of kids disrupting traditional paradigms and mindsets on childhood

Gen Alpha is redefining childhood in a hyper-connected world. Often described as “up-aging,” they are **maturing rapidly due to their heightened awareness and constant access to vast information**. This generation is **becoming super-informed users** at a young age.

With unprecedented information exposure, Gen Alpha surpasses previous generations in consumption levels. This continuous flow of data **significantly impacts their cognitive and emotional development, making them more aware of global issues, trends, and cultural nuances earlier than before.**

Parents are finding their children **engaging in media and discussions far beyond what was typical for their age a decade ago**. Lively dinner conversations now cover topics once considered advanced for kids, broadening their understanding and **shaping their perspectives from a young age.**



## Insights.

# How are Gen Alphas redefining what it means to grow up?

### 1. Growing independence (really) fast

Key rites of passage for Gen Alpha include **owning their first phone, starting a business, and having purchasing power** at a young age.

### 3. Hyper-educated & agile flexibility

This is the **largest generation in accessing continuous education** combined with a flexible and agile mindset influenced by gaming, social media, and creative contents.

### 2. Materially endowed & empowered

They have grown up in an era of **individualization and customization**, where products and services are **tailored specifically to their preferences**. From personalized books and clothing to custom-printed Dove soap and Nutella jars, the world around them is **tailor-made for them**.

### 4. Literacy & skills sophistication

Gen Alpha are content experts **accessing information, social and virtual experiences** and communities using their own phone or their parents. They feel more influenced by invisible communities rather than their parents.

*You can see the leap in growth when they get their first phone.*

Gen Alpha Expert

*Before we were more innocent because we only had access to our parents, now they have access to everything.*

Gen Alpha Expert

## Stats.

### \*info savvy\*

with **73%** of Gen Alpha saying they're **confident using the internet** and know what to do if they see something upsetting. Gen Alpha are inquisitive and don't take information at face value. Some **73%** think it's important to question **what's online** and, 'fake news' 3 in 10 (31%) already feel they **know how to spot it**.

Beano Studios (US)



### \*anti-sharenting\*

nearly half of Gen Alpha kids (45%) are anti-'sharenting' and **want their parents to ask their permission** before posting their photograph online.

Beano Studios (US)

### \*voice commanders\*

british children aged 6-11 years old, about **25% of respondents spoke more to their Alexa device than to their grandparents**, 25% of kids have purchased via a voice assistant.

YouGov UK (UK)



### \*most highly educated generation\*

predicts that **90% will earn a high school diploma** (compared to 80% of Gen Z teenagers) and half will complete their secondary education.

McCrindle (Global)

### \*adult categories consumptions\*

spending on makeup and skincare among teens, with 45% of them wearing makeup every day and 84% preferring in-store shopping.

Piper Sandler (Global)

46% have access to an Amazon Prime account via their parents.

Wunderman Thomson (Global)

the categories of shops preferred by Spanish teenagers are: **supermarkets and food (30%), restaurants (19%), clothing and accessories (8%)**.

Pixpay's Children's Consumer Barometer (Spain)



Codes, Trends & Referents.

<p><b>Millennial Newness</b></p> <p>Gen Alpha's consumption patterns closely mirror millennial cultural products. They are discovering, playing with, and consuming media and products originally popular with millennials. Platforms like Netflix and Disney+ facilitate access to shows such as "Friends," "Gilmore Girls," and "The Office."</p>	<p><b>Unruly Empowerment</b></p> <p>Gen Alpha are influential decision-makers both at home and beyond. Their ability to command attention and set preferences is reshaping the dynamics between children and parents. They are crafting and controlling their own styles, preferences, and consumer choices.</p>	<p><b>Grown-Up Rituality</b></p> <p>Increasingly emulating adult behaviors and rituals, particularly in the realm of beauty. Their engagement with these adult-like practices underscores a unique blend of playfulness and seriousness, as they navigate their identities through the lens of grown-up rituals.</p>	<p><b>Realism Elevated</b></p> <p>Society's demanding social and moral standards are overwhelming Gen Alpha, leading them to reject these norms outright.</p> <p>They crave realistic content, narratives, and language to better understand and contextualize the world. Even their slang reflects this need for authenticity and bluntness.</p>
<p><b>Retail Playground</b></p> <p>"Adult" third spaces become the new amusement parks for kids, it seems that there are fewer spaces specifically designed for them, and Gen Alpha might lean into adult places, but of course, they still want a place to play.</p> <p>Physical retail and supermarkets like Walmart, Target, Zara, Sephora and Mercadona feel for them like a place to play.</p>	<p><b>Adult-World Aesthetics</b></p> <p>Generation Alpha's approach to fashion demonstrates their ability to blend adult-like sophistication with playful elements, creating a new aesthetic on apparel and style, pushing the boundaries of what it means to dress preppy in a modern, youthful way.</p>	<p><b>Different Together</b></p> <p>With their parents encouraging them to choose what to wear, teaching them about diversity, brands letting them personalized everything and their Gen Z siblings proudly celebrating curated identities, resisting the power of mass culture homogenization dictated by algorithms... They are learning to be different together and how to be authentically themselves within a group.</p>	<div data-bbox="2610 965 2841 1193" data-label="Image"> </div> <p>Scan the code to see examples, videos and real testimonials of each of these codes and trends</p>





## Key Takeaways for Brands.

# What does “Up-aging” mean for brands?

**\*\*They are still kids and teens, don't confuse them with adults\*\***

Reaching Gen Alpha has completely been disrupted the way we think **kids marketing**. Considering anticipation **overload on trends, thinking beyond the stereotypes and being a companion and guide** through the adult world of brands with sophisticated and savvy approaches.



### Millennial Newness

- + Tap into the nostalgia and playful vibes, contents, characters and aesthetics of the past.
- + Wave classic content, iconic characters, and timeless aesthetics into today's experiences.

### Unruly Empowerment

- + Create spaces, provide information, and offer tools that empower them to become the champions and experts of your brand and product.
- + Develop new age-appropriate products, content and fun.

### Grown-Up Rituality

- + Having grown up observing their parents' beauty routines, they recognize that some categories require the formation of habits and processes. Guide them in crafting their own playful, personalized rituals and routines.
- + Design age-appropriate content and products for them (+beauty).

*I like to go to Mercadona, there I try a lot, because there are not many reviews of it. So, I just go here and try it out.*

Gen Alpha Spain

*In the morning, I'll put moisturiser on and then I do my makeup every day. I'll just put on, like, lip balm, concealer, contour, blush, I like mascara. I'll do my brows.*

Gen Alpha UK



### Realism Elevated

- + Talk to them not to their parents.
- + Offer higher standards, clear information and accountability in digital experiences, products and services targeted for kids.
- + Give them personalised learning tools and companion.

### Retail Playground

(+retail, QSR, supermarkets, airports, etc)

- + Develop more age-appropriate and safe spaces for fun in adult-like retail places and out of there (warning! this doesn't mean childish).
- + Create spaces where kids and teens are welcome alongside adults and treated as valuable customers.

### Adult-World Aesthetics

- + Combine the universes Gen Alpha enjoy the most: the simplistic millennial design elements with the boldness of gen Z's design "exciting minimalism."
- + Explore the Y2K aesthetics blurring them with the present and futuristic vibes.

### Different Together

- + Use data and AI tools to understand Gen Alpha on a more granular level, targeting them with much greater specificity, provide customized solutions and give them tools to personalize everything.
- + Provide safety so they can be themselves within the brand community.

**Brand Cases.**

**Brands are empowering and acknowledging their mature preferences**

Case **01**



**Amazon**

**Alexa EchoDot**

The device lets kids chat with AI-powered Alexa, with appropriate guardrails in place to keep them safe.

Case **02**

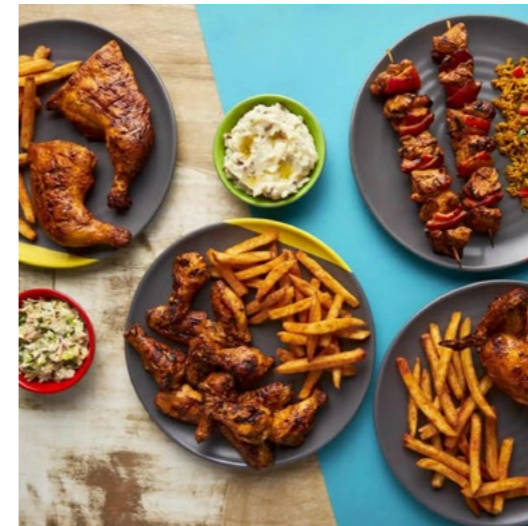


**Liquid Death**

**Hard-Partying Kids**

In Liquid Death's Super Bowl Ad, the water brand, used subversive humor to show "adult-like" occasions and consumptions performed by kids.

Case **03**



**Nando's**

**Welcoming Kids**

Is a restaurant that creates spaces where teenagers and kids are welcome and treated as valuable customers as if they were adults. They had created an inclusive experience bringing young people into their community and creating experiences that are interesting for them.

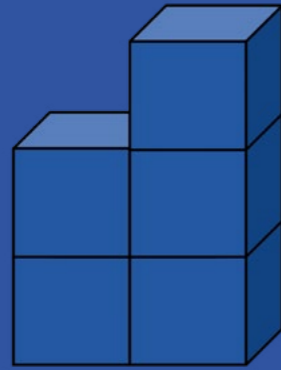
Case **04**



**Evereden**

**All Ages. All Stages**

A beauty brand that transforms routines into rituals with safe, scientifically-proven formulas for the whole family.



# *WORLD-BUILDERS*

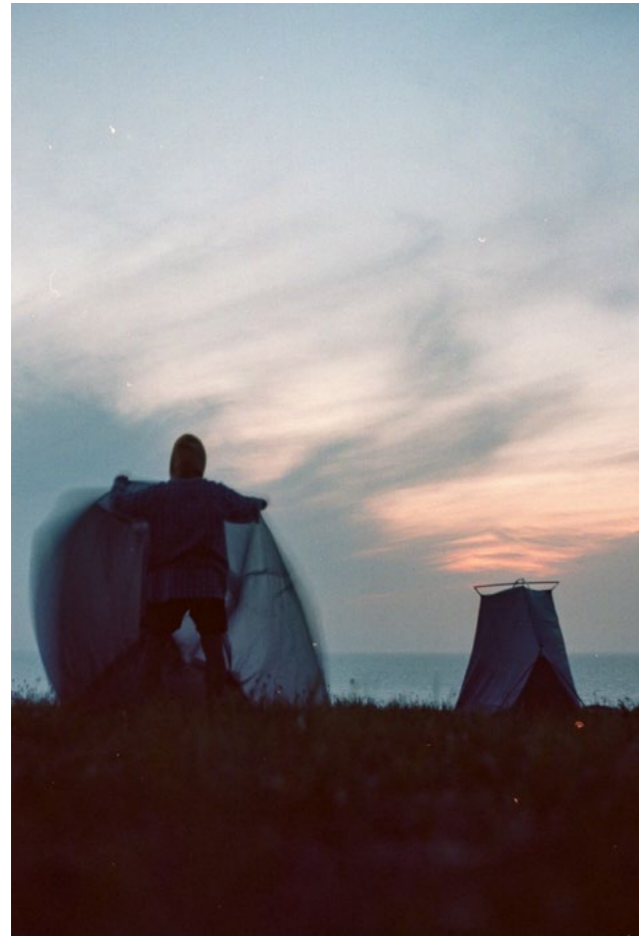
A generation crafting and designing  
their own universes.



## Gen Landing.

Gen Alphas are re-inventing their own worlds.

From previous generations born in a world once seen as limitless in resources and possibilities, **now struggle with how to navigate a rapidly changing planet...**



*They just create. I describe them as builders, because that's what they do in their games, but it also shows up in how they think about the real world as well. They're very much like, just rip it up and make something new.*

Gen Alpha Expert

...to Generation Alpha, born into a world in disarray and constant change, armed with the tools to thrive in uncertainty. **They are re-inventing everything from the ground up.**

Gen Alpha is **challenging conventions, thinking critically, and mastering new skills to rebuild the world with sustainable, systemic change**—new jobs, new entertainment, new ways of cooking, and new content creation.

As the **Minecraft and Roblox generation**, they go beyond the idea-rich Millennials and the idealistic Gen Z.

**Gen Alpha do and act—they make things happen.**

### A generation crafting and designing their own universes and codes

This generation **thrives on creativity, embraces multiplicity, and leverages app-based capabilities to turn imaginative visions into reality.** Their tech-savvy interactions signal the start of a revolutionary era.

**Creativity** is at the core of Generation Alpha. From an early age, they engage with diverse digital tools that spark their creative instincts. Whether building worlds in Minecraft or designing customized avatars in virtual reality, they constantly **push their imaginative limits.**

Apps for drawing, coding, storytelling, and game development are essential in their toolkit. These platforms empower them to not just consume but create and share content, **igniting a profound sense of agency and innovation from the beginning.**



## Insights.

# How are Gen Alphas crafting and designing their own universes?

### 1. Unconventional creators / architects

Gen Alpha is poised to be a generation of **creative entrepreneurs**, turning talent and vision into business realities. They will have average 18 jobs across 6 careers, **many of which don't yet exist**. As technology displaces some roles, it also creates new opportunities.

### 3. Learning building mindset

Actively discovering, creating, and sharing, Gen Alpha **designs avatars, decorates virtual worlds, and spends virtual currencies with ease**. They are undaunted and unafraid by computing technologies.

### 2. Owning their universe: shaping language & styles

Gen Alpha is **setting trends with new languages and lifestyles, blending aesthetics and creating unique identities** from a young age. The pandemic served as a blank slate, driving them **to redefine structures, identities, and boundaries**.

### 4. Interactive sensory-rich environments

They shape their play experiences through VR and AR, diving into new worlds and environments once unimaginable. These **immersive experiences that go beyond traditional play captivates their imagination, enhance their learning** and allow them to create digital worlds that impact the real one.

*There are kids in Roblox who already have jobs because they not only had an idea but landed it and created a company or business.*

Gen Alpha Expert

*A phone also unlocks the world, my son wouldn't be able to get around independently without a smartphone, because it's how he gets on the bus, it's maps, it's meeting people.*

Gen Alpha Expert



## Stats.

### \*inventing new jobs\*

**65% of Gen Alphas** will work in jobs that **don't exist today**. Over half of Gen Alphas believe they could make a career out of their hobby, and 60% of their parents agree. Amazingly, many **are already making money from their hobbies**.

Meta (Global)

**76% of children aged 8-14 aspire to either establish their own business**, run a small enterprise, or pursue a 'side hustle', compared to only 13% who said they would prefer working for others.

Visa (Europe)



### \*designing new worlds\*

the study found that 86% of Gen Alpha kids enjoy designing, making and building things and their specific interests are encouraging reading for creative and tech industries:

+ Over half (55%) enjoy **making creative videos**

+ 47% of Gen Alpha **enjoy tinkering with electronics**

+ Two thirds like **creating new worlds digitally**

+ Four in ten (43%) enjoy **robotics**

+ Over a third (36%) enjoy **computer coding**

Beano Studios (US)

### \*podcasts for creativity\*

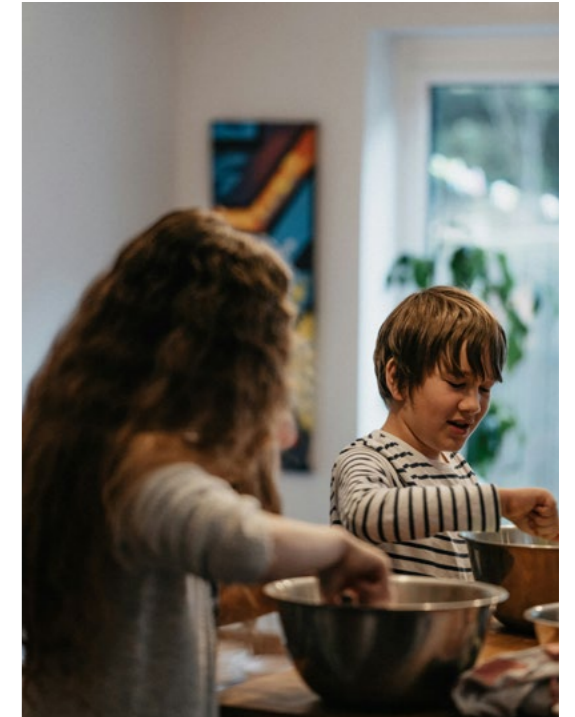
Audio content like podcasts has seen a **10% rise in interest since last year**. Many Gen Alpha want to listen to **comedy and gaming related podcasts**, and they also want to **educate themselves, and energize their creativity**.

GWJ (US)

### \*self-innovative cooks\*

Of Generation Alpha members surveyed (children ages 8-18), **56% say they enjoy cooking for the family**, while **58% say they like to cook for themselves**. And they're not just opening the family cookbook, either: **56% say they watch food content** on the Food Network and social media, while **46% say they've tried to cook some of the meals** they saw on those shows and channels for themselves.

Progressive Grocer (UK)



### \*building games\*

In fact, there's been a **23% increase in the number of 12-15s who like games centered around building/creating**. And these young consumers like to world- build in **real life too**, with LEGO being the top toy that 8-11s say is their favorite.

GWJ (US)

## Codes, Trends & Referents.

### Messy Modes

This generation's cultural consumption is marked by a blend of diverse content and references.

They don't confine themselves to a single style or cultural reference. Instead, they mix and match elements from various sources to create a unique and personal expression of self.

### Uncanny Unexpected

Gen Alpha is creating a whole new complex language blending codes from memes-gaming-streaming. For Alphas the uncanny, unexpected, meaningless forms are big territories of invention and world building their own narratives.

### Building Fun Futures

Whether it's designing new game levels in Minecraft or developing unique virtual experiences in Roblox, they are engaging with tools where problem-solving and creativity are at the forefront allowing them to express their inventiveness and share their creations with a global audience.

### Destroying Experimentation

Gen Alpha is redefining creativity through a bold approach to experimentation that challenges established norms and traditional aesthetics. They prefer to explore combinations, imperfections and contradiction to create new narratives. This early exposure to diverse cultures and perspectives contributes to their confident and expressive nature.

### Everything is a Tool

As good builders, they see everything as a tool, ingredient or instrument to create something new. Disclaimer: mess and chaos are needed.

They are interacting food and make up to experiment, mix and create new dishes and tones. Their relationship with food is fun, experimental, creative and rewarding.



Scan the code to see examples, videos and real testimonials of each of these codes and trends





## Key Takeaways for Brands.

### What does “World Builders” mean for brands?

**Custom design and building from scratch** is key for Gen Alpha to connect and bond. Giving them space for experimenting and designing is key.

How can brands become creative canvases for mixing, exploring, inventing? Integrate swift and impactful **personalisation options in real life, inspiring individual expression.**



#### Messy Modes

- + Expand the brand DNA including even contradictory styles (communication, packaging...). Gen Alphas understand and love the “contradictory”.
- + Blend Classic and Modern (nostalgic and contemporary styles), Serious and Playful (formal and fun tones), Fuse Digital and Physical (Integrate online and offline elements).

#### Uncanny Unexpected

- + Embrace creative malleability and think more like an Alpha: experiment, learn, and iterate.
- + Staying always the same as a brand is not possible anymore, is boring.
- + Challenge norms with branding, innovate fearlessly, embrace change and cultural transformation (+ entertainment).

#### Building Fun Futures

- + Design with Gen Alpha as collaborators, not just consumers, when designing experiences, games, products, flavours, packagings.

#### Destroying Experimentation

- + Be the Gen alpha canvas for them to explore indoor and spend more time outdoors playing and discovering independently.
- + Transform retail into a playground for exploration, discovery and fun.

#### Everything is a Tool

- + Offer easy to use, multifunctional, refillable and recyclable products to mix, play and reuse to create something else.
- + Provide them hacks, tips and education that goes beyond the brand benefit and inspire something else. (+beauty, food & drinks).

*With my friends we've mixed chamoy, which is spicy, with sweet gummies and things like that. We also try to add chiquilazos to the sweets, like they melt in your mouth, we try to blend it with ice and it turns out ugly, a bit weird, but we try.*

Gen Alpha Mexico



## Brand Cases.

# Brands are allowing playful unrulid creativity for Gen Alphas to build their visions

Case

01



### Nour

#### Play With Your Food

Nour is **an experimental food art game** that combines mouth-watering visuals, dynamic rhythms and playful exploration. Unconstrained by scores, time limits or realism, Nour invites Gen Alpha **to play with food in a variety of surreal scenes** that range from quiet to out-of-control, from a symphony of toasters to a bathtub full of ice cream, and much more.

Case

02



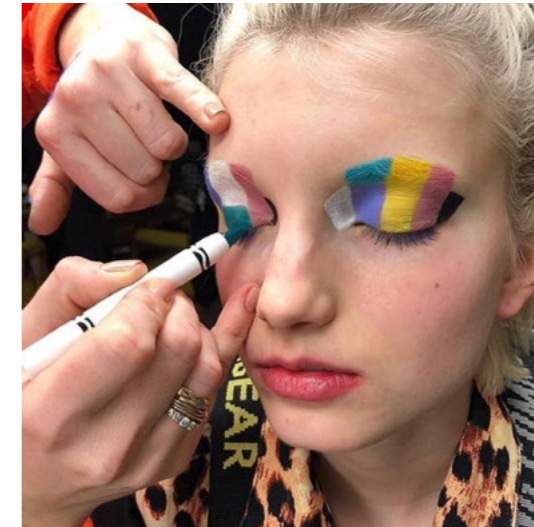
### LEGO + Fornite

#### Metaverse Creators

LEGO creates seamless **omnichannel experiences across products, stores and theme parks**. Augmented reality brings sets to life and gaming collaborations with Fortnite and Epic Games tease a new world of entertainment give kids tools to become **“confident creators... in a safe and positive space.”**

Case

03

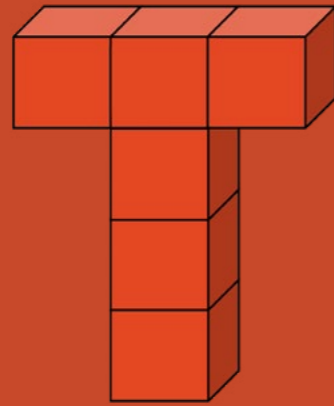


### Crayola + Asos

#### Make Up Worlds

A collection of more than **50 products and 95 different shades**, features colour-changing lipsticks, eyeshadows, mascaras, pencils that can be used on eyes, lips and cheeks... A **canvas** for Gen Alphas to experiment, combine and create limitless combinations.

**From “finding your tone” to “having unlimited tones”.**



*EMOTIONALLY-SAVVY*

A new era of “self and collective aware” kids.



## Gen Landing.

### Gen Alpha is taking inclusivity, social progressiveness, and sustainability to the next level

From generations disappointed by the collapse of institutions, the erosion of trust and the loss of faith in shared meaning... and who have fought (and continue to fight) for values of inclusivity, social progressivism and sustainability...

*They just create. I describe them as builders, because that's what they do in their games, but it also shows up in how they think about the real world as well. They're very much like, just rip it up and make something new.*

Gen Alpha Expert

*If I had to describe myself, I would say I am complicated, impulsive, friendly and bipolar.*

Gen Alpha Argentina



... to Generation Alpha, **that builds on top of the values** of Millennials and Gen Z, advocating even more loudly for inclusivity, progress, and sustainability.

They were born and raised with the **awareness of instability and distrust** that has led them to develop **strong emotional intelligence and self-awareness.**

While Gen Z began the conversation on mental health and sustainability, Gen Alpha is **poised to eliminate stigma and master emotional literacy.**

### A groundbreaking era of holistic wellness, profound empathy and sharpened self-knowledge

Coming of age amid a global pandemic and the fallout from previous generations, Generation Alpha faces a complex world with introspection, emotional intelligence, heightened self-awareness and a quest for meaningful connections.

They champion diversity and inclusion, influenced by early exposure to varied cultures that also helped them cultivate a confident and expressive nature. They are not just aware of issues like diversity and inclusion; they are passionate advocates, understanding the critical importance of representing different backgrounds and viewpoints.

Focused on holistic wellbeing, they prioritize mental health and are leading a new era of wellness.

As the most socially conscious generation, they are defined by empathy, responsibility, and proactive engagement with global and local issues.



## Insights.

# How are Gen Alphas crafting and designing their own universes?

### 1. Mental health hyper-conscious

Gen Alpha prioritizes self-care, stress management, and a proactive stance on physical fitness. They are de-stigmatizing mental health issues and **seeking balanced well-being**, understanding that **mental health is as crucial as physical health**.

### 3. Supercharged purpose

Alphas are already focused on **sustainability, inclusion, and being open to other world views**. They are outpacing their Gen Z predecessors across these key values and won't hesitate to speak up and call out those who dissent.

### 2. Post-stereotypes inclusivity

Gen Alpha is **the first generation to judge people by who they are, not what they are**. For them inclusivity reaches other standards where being authentic and free is a baseline and no longer a fight.

### 4. Tech-empowered embracing real

Gen Alpha are no tech dependant; they are tech empowered and **more mindful in their time spent in their devices**. Preferring nurturing real and slow experiences as well. A comeback of physical and analogical hobbies and experiences.



*"We pretend dementia and move on"  
(“Fingimos demencia y seguimos para adelante”).*

Gen Alpha Argentina

*"You don't judge, you accompany"  
(No se juzga se acompaña”).*

Gen Alpha Argentina

*I am very aware I spend just too much time on screens and that it can pull me away from being social in real life.*

Gen Alpha UK

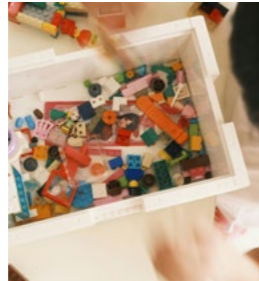


## Stats.

### \*millennial mental health heritage\*

72% of Millennial parents teach practical mental health techniques to their children and 81% believe their children have more access to mental health resources than they did at their age.

Ypulse 2023 (Global)



### \*disconnecting for health\*

Smartphone addiction and social media addiction have been on the rise in recent years. Generation Alpha may represent the pendulum swinging in the opposite direction.

75% of children aged 8-10 are already thinking about mental health, with a similar number recognizing a need to disconnect from technology at times to maintain wellbeing.

Razorfish (Global)

### \*inclusion advocates\*

When answering what was important in life, Gen Alphas in the US said: **61% helping people, everyone being treated the same (51%),** what their family thinks of them (46%), and family background/culture.

3 in 10 Gen Alphas aged 12-15 believe it's important to **see all types of people in TV shows and movies.**

GWI (US)

### \*creating a safer world for all\*

Over 60% want to protect people from bullying and for everyone to be treated the same. These attitudes aren't based on a Disney-inspired fairytale world, but a long-lasting desire to create a safer world for all.

GWI (US)



### \*outside tech\*

almost half (48%) of Gen Alpha kids often spend time away from devices and tech, compared with just 29% of their older siblings Gen Z.

Gen Alpha still enjoys playing outside often (47%) with nearly a third preferring to play outside 'all the time' rather than watching other kids playing with toys on YouTube (29% vs 19%).

74% of Gen Alphas go outside or reduce their technology usage in order to manage mental health.

Razorfish (Global)



**Codes, Trends & Referents.**

**Awakening Minds**

Mindfulness practices like deep listening and observing thoughts non-judgmentally are crucial for Gen Alpha's emotional development. Terms like "mindful" and "self-aware" are becoming more common in their vocabulary, including more expressions of gratitude, empathy, and emotional intelligence.

**Retro Leisure, Reimagined**

Gen Alpha are nonetheless showing signs of being the 'new old fashioned' with a return to 'playing out' and valuing family time, and slow and 'old fashioned' activities like knitting, reading, bushcraft, foraging cooking, baking, etc.

**Home-Activist**

Gen Alpha kids are the activists in the home. They question everything from stereotypes on gender to climate change denial to their parents.

Recycling is a movement among Generation Alpha. Influencers are using platforms like TikTok to educate their peers and family on the importance of sustainability, animal care and diversity.

**The V-side**

They were born in a world that talks about feelings with increasing openness. This makes them more aware that the world is not perfect, that the life they see in social media is not the real one.

Unlike previous generations, they grew up seeing their idols in social media showing emotions and intimate feelings creating a bonding that goes beyond their profession, they need to have a purpose/ real story to tell.

**Avatar Selfie**

In games like Roblox, FIFA, Minecraft, and Fortnite, they adopt avatars to explore different identities, interacting freely without self-consciousness. These digital spaces are more diverse and inclusive, offering them a level of freedom they don't always find in real life.



Scan the code to see examples, videos and real testimonials of each of these codes and trends



## Key Takeaways for Brands.

### What does “Emotionally Savvy” mean for brands?

Inclusive visual culture is key for Gen Alpha. While many brands have **embraced multiculturalism and gender fluidity, this needs to become the standard.**

To truly connect with Gen Alpha, brands must also **tap into their maturity and deep emotional intelligence, using language that speaks to their empathy and insight.**

*I love my books! Reading is such an escape and it's such a vibe getting in my hanging chair with a blanket and a good book on a lazy day.*

Gen Alpha UK

#### Awakening Minds

- + Talk about emotions, feelings and deep thoughts. Be authentic (not as a communication strategy but as a purpose).
- + Be nice, elevate and celebrate positive tones and colours.
- + When discussing this, weave the narratives together without making them seem predictable or tokenistic.

#### Retro Leisure, Reimagined

- + Bring everyday fun, playfulness and connection with others.
- + Elevate your brand by creating profound, offline experiences that deepen real-world interactions and build lasting bonds.



#### Home-Activists

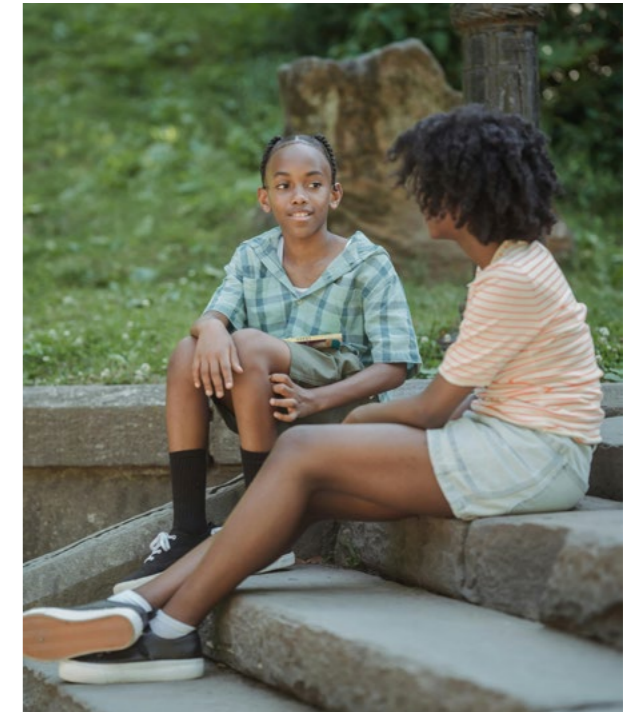
- + Approach sustainability, animal care, diversity, not as a mere communication strategy but as a fundamental commitment.
- + Host in-depth discussions about these topics.
- + Share practical tips on recycling and reusing and embed these principles into your core values.

#### The V-side

- + Vulnerability and genuineness has become the benchmark for assessing brands, institutions, and individuals. Embrace transparency by openly discussing past mistakes and learning from them, as this authenticity is crucial for building trust and credibility.

#### Avatar Selfie

- + Become a safe space where your audience feels secure and valued.
- + Invite them to immerse themselves in the brand's world by creating personalized avatars and engaging in diverse brand experiences.
- + Keep pushing the boundaries on representation, but diversity for alpha is not enough, it's a facet, when overly focussed on, can make it feel predictable.



*I like it because then I don't feel so opaque. I mean, I can be freer or I can, in general, have each person for each thing... For me to be opaque would be like staying with the same people you always know and not having anything new.*

Gen Alpha Mexico

## Brand Cases.

# Brands are allowing playful unrulid creativity for Gen Alphas to build their visions

Case

01



### LEGO

#### Build Big Feelings

There's a lot going on in the world, our kids are feeling it too. But with only 6% of the vocabulary of adults, smaller children can't always find the words to express big emotions\*. **Help them share their feelings by trying this simple activity together.**

**LEGO helps children talk about conflicts and war, mental health and emotions.**

Case

02



### Headspace + Sesame Street

#### Monster Meditation

**Headspace, Sesame Street, and Penguin Random House** joined forces to launch Monster Meditation, a six-book series to **"help children learn the fundamentals of mindfulness, meditation, and social and emotional learning."**

Case

03

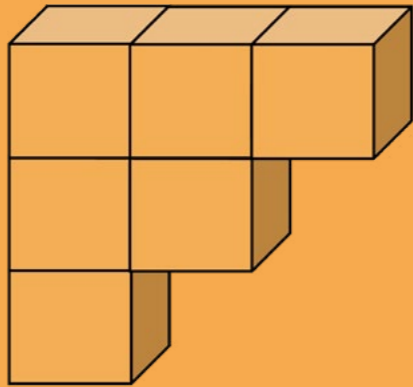


### Nike

#### Play New

Nike's "Play New" campaign encourages young people **to explore new ways of being active, emphasizing the joy and mental health benefits of physical activity.** By promoting sports and fitness as fun and inclusive, Nike is tapping into Gen Alpha's holistic approach to wellness. Their initiatives often highlight the **emotional benefits of sports**, such as building confidence and reducing stress.





***INFLUENCER-VOICE***

A generation leading their own influence.

## Gen Landing.

From **analog-born** generations who had to adapt to digital technologies and the internet over time, **influenced** largely by their **families** as children, and who have been treated as a uniform, global mass by institutions and brands...

...to Generation Alpha, **born alongside the most transformative tech and personalization shifts**: facial recognition, social media, streaming services, data, and AI. These innovations are **not just altering their world but shaping their identity**. They possess a **voice, self-expression, and influence**, impacting both their peers and adults alike.

*Kids now have an influencer mindset. My son came back and said, Instagram it's going to be my skateboarding portfolio. I'll use it for filming and editing skateboarding and following skateboarders.*

Gen Alpha Expert



*When I grow up, I want to be an influencer.*

Gen Alpha Argentina

*Children are more peers now; they teach you a lot and are influencing the familiar decisions.*

Gen Alpha Mum

### A generation leading their own influence and self-expression

Generation Alpha is emerging as a **formidable force in shaping influence, asserting themselves as the voices of their generation**. They are not passive trend followers; they actively **lead and shape discussions** within their communities and beyond.

Unlike previous generations, **Gen Alpha is armed with tools and platforms that amplify their self-expression and be heard**. Social media, video-sharing platforms, and interactive content empower them to broadcast their perspectives widely. They set the tone and drive conversations on issues important to them.

With ownership, authority, and impact, Gen Alpha **transcends mere followership. They are leaders who shape trends, advocate for causes, and inspire action among peers and adults** alike through gaming communities, social media, and school clubs.

This influence is characterized by their ability to **start trends, advocate for causes, and inspire collective action**.

## Insights.

# How are Gen Alpha becoming more influential and leading the discourse?

### 1. Families are the biggest influencers and vice versa

They are carving out their own space as the voices of their families and gen Alpha is not only being influenced, **but becoming influencers.**

### 2. People over brands

Future brand relationships will increasingly be **formed through people rather than a particular brand's representation.** These influencers and creators become trusted sources of information and inspiration, shaping purchasing decisions and brand loyalty in more personal and meaningful ways.

### 3. Radical embrace of authenticity

Alphas understand the power of authenticity and resist pressure to be someone else. Generation Alpha values **realness and relatability**, often looking up to individuals who share their interests, vulnerability and values.

### 4. Becoming educators

Gen Alpha are actively **producing it, focusing on learning, exploring, and experimenting with new worlds.** This unique approach to content creation is **reshaping how knowledge is shared, experiences are communicated and how authorities are built.**

*Their families are the biggest influencers in their lives. I think I don't know if there's one voice.*

Gen Alpha Expert

*Children are more peers now; they teach you a lot.*

Gen Alpha Mum

*Individuals and influencers are set to become increasingly important as the primary means for brands.*

Gen Alpha Expert



## Stats.

### \*influencer trust smartness\*

49% of Gen Alphas trust influencers as much as family with purchasing decisions.

Two thirds (62%) of Gen Alpha frequently see YouTubers behaving in ways with which they don't agree.

55% of kids want to buy something if their favorite YouTube or Instagram star.

Digital Voices (Global)

Nearly 60% of Gen Alpha parents say their children watch shopping content (e.g., haul and unboxing videos), where they are exposed to new products and brands.

Morning Consult (US)



### \*hobbies make influencers\*

15% of Gen Alpha children express a specific goal of turning their hobbies into jobs, which often includes becoming YouTubers, streamers, or influencers Exploding Topics.

For the first time, many also aspire to be YouTubers or influencers.

Adecco (Spain)

### \*kidinfluencer top 10 YouTube earners\*

As of August 2024, Ryan's World channel has over 37 million subscribers and over 58 billion views. The channel is one of the Top 10 most-subscribed YouTube channels in the United States.

Wikipedia (US)

### \*authenticity musts\*

Despite Alphas growing up surrounded by endless "glossed up" and questionable authentic content on social media, 92% of them value being themselves.

**Codes, Trends & Referents.**

**“Like Me” Universes**

Gen Alpha is redefining influencer norms, making intricate beauty routines both accessible and engaging. The surge of GRWM (Get Ready With Me) videos on platforms like TikTok has profoundly impacted beauty culture for this generation. They dominate this space with tutorials and inspiration, driving trends from “glass skin” to “lip gloss nails”.

**Tastemaker Owners**

A new wave of expert influencers has emerged, with Gen Alpha at the forefront as avid knowledge seekers. These “New Science Owners” are typically young creators using platforms like YouTube, TikTok, and Instagram to spread knowledge and inspire others. Their content ranges from DIY science experiments to deep dives into complex topics, making information both accessible and engaging for their peers.

**Alpha Celebrities**

Gen Alpha looks up to famous child celebrities for cues on what’s trendy and fashionable. From clothing to hairstyles, Alpha celebrities significantly impact the aesthetic preferences of their peers. They frequently showcase their latest outfits, beauty routines, and lifestyle choices on social media platforms like Instagram and TikTok.

**Dupe Authenticity**

Generation Alpha effortlessly navigates between originals and imitations/dupes. This generation can distinguish between genuine items and their knock-offs. For them, the boundary between reality and simulation is fluid. They engage comfortably with both human and AI influencers, as well as high-end products alongside more affordable alternatives.

**Kidult Influence**

Parents are increasingly empowering their Gen Alpha children as the “experts” of the family. Rather than simply receiving adult decisions, Gen Alphas influence not only the products and brands their families choose but also the values and lifestyles promoted at home.

**Passive Playing**

Gen Alpha engages in “passive playing” by watching influencers unbox toys, do routines, or showcase products, simulating real-life play without active participation. Influencers provide a virtual sense of participation and connection, fulfilling Gen Alpha’s desire for play and belonging in a digital world.



Scan the code to see examples, videos and real testimonials of each of these codes and trends



## Key Takeaways for Brands.

### What does “Influencer Voice” mean for brands?

The most significant shift in marketing to Gen Alpha is their demand for active involvement. Consumers desire a say in the products they purchase and use, and Generation Alpha is elevating this co-creative demand to unprecedented levels.

Brands that thrive will be those that recognize this reciprocal relationship, building connections grounded in trust, engagement, and authenticity. Ensuring that interactions are safe and enjoyable is key.

#### “Like Me” Universes

+ Gen Alpha are collecting skincare and make up products. Make them always aesthetically pleasing and fun (+beauty and fashion).

+ Co-create brands with their favourite Gen Alpha content creators.



#### Tastemaker Owners

+ Influence and make “not processed food” and healthy alternatives fun (e.g.: Liquid death).

+ Creators that show real tastings and are not afraid of criticism but committed to the mission.

#### Alpha Celebrities

+ Create content featuring actual Gen Alpha, following their personal journeys and experiences.

#### Dupe Authenticity

+ Develop affordable versions of products for kids (+beauty, fashion and tech).

+ No bullshit language.

+ Rebellious tone but doing something good.

+ Having no filters and showing yourself, showing emotions and feelings (even though it's AI).

#### Kidult Influence

+ Develop products, content and fun that could also be parent approved and shared (e.g: Taylor Swift and Pixar).

+ Create “family brands” with playful cooperative digital/ physical experiences to have fun together.

#### Passive Playing

+ Provide content, hacks and secrets on how to use and “live” the products.

+ Create content/ gaming experiences on premium and high-end products so they can afford them.





**Brand Cases.**

**Brands are creating spaces for Alphas to take ownership of their influencer narratives and careers**

Case

01



**Claire's**

**The Collab Shorts**

Claire's has developed a brand ambassador program called "The Collab," which involves young influencers aged 7 to 17. These ambassadors include musicians, skateboarders, chefs, documentary makers, and fashion designers who contribute to social media content and marketing campaigns. This program aims to empower young people and resonate with their aspirations by allowing them to share their talents and stories.

Case

02



**Disney Princess Club**

**Get Ready Like a Princess Series**

A series of GRWM (Get Ready With Me) themes on princesses showing sports, movement, beauty, etc. They learn how to train, dance, fight like princesses.

Case

03



**Bubble**

**Geneva App Influencers**

The brand involves Gen Alpha influencers in its product development process. Through chat channels on the Geneva app, young fans provide feedback on product names, packaging, and new launches. This collaborative approach ensures that the products align with the preferences of their target audience and fosters a strong sense of community and ownership among young consumers.



THE

**Gen.** *ALPHA*

ABOUT **SAMY ALLIANCE**



## About SAMY Alliance.

**SAMY Alliance** is a global ecosystem of specialized and integrated marketing and communications solutions founded on consumer understanding and state-of-the-art-creativity.

An unparalleled immediate access to the voice of the consumer thanks to our proprietary tech allows us to use deeper insight to inform fearless creativity and strategic thinking, unveiling hidden opportunities that makes brands move forward.

Nominated by Financial Times one of the Top 1000 fastest growing European companies for 5 consecutive years and with over 400 professionals operating from 15 offices in over 55 markets, we develop socially and humanly impactful end to end campaigns aimed to build trust and community.

With over 10 years of experience and through our specialized solutions in Research, Social Media, Strategy, Creativity, Influencer Marketing, ePR and Paid Media, Samy Alliance has become the brand partner of choice of over 100 AAA customers such as Diageo, Microsoft, Formula 1, KIA, Tous, Netflix, INNEOS, L'Oreal, Beiersdorf, Reebok, The North Face, or Samsung.



S L M Y

