

SS / 20 THE FITTING ROOM



INTRODUCING GEN ALPHA

FOR BRANDS LOOKING TO UNDERSTAND
THEIR 'NEXT NEXT' CUSTOMER

TFR

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WHO ARE GEN ALPHA?

“

If Generation Alpha possesses similar behaviours, attitudes, and beliefs to that of their parents, then to win a certain segment of millennial consumers (millennial parents), we must target Generation Alpha.

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If you follow TFR on social media and join our panel talks, you know that we as an agency are committed to understanding the future and helping shape brands for growth. Hence why we wanted to take the time to introduce you to marketing's newest power brokers.



WHAT DO WE KNOW?

BIRTH YEAR

Begins in 2010 and will end in mid-2020

DIGITAL BORN

The first whole generation to be born in the 21st century

KIDS OF MILLENNIALS

Also known as the glass-generation, for the role that screens play in their lives from their early years

BIRTH RATE

An estimated 2.5million alphas are born every week



TRULY DIGITAL

Could they be the most demanding Gen yet?



Gen Alpha are the generation that are truly digital first. Alongside their digital commitments, they are also a generation of voice activators. "Hello Siri" and "Thank you Alexa" could very well have been their first words. That's why voice will play a key role in targeting this group when they enter their teens. Insight specialists have predicted that impatience will be a firm personality trait within this generation due to their reliance on technology.