

# Alphas: your future spenders; your current influencers



# Why Alphas Matter Today

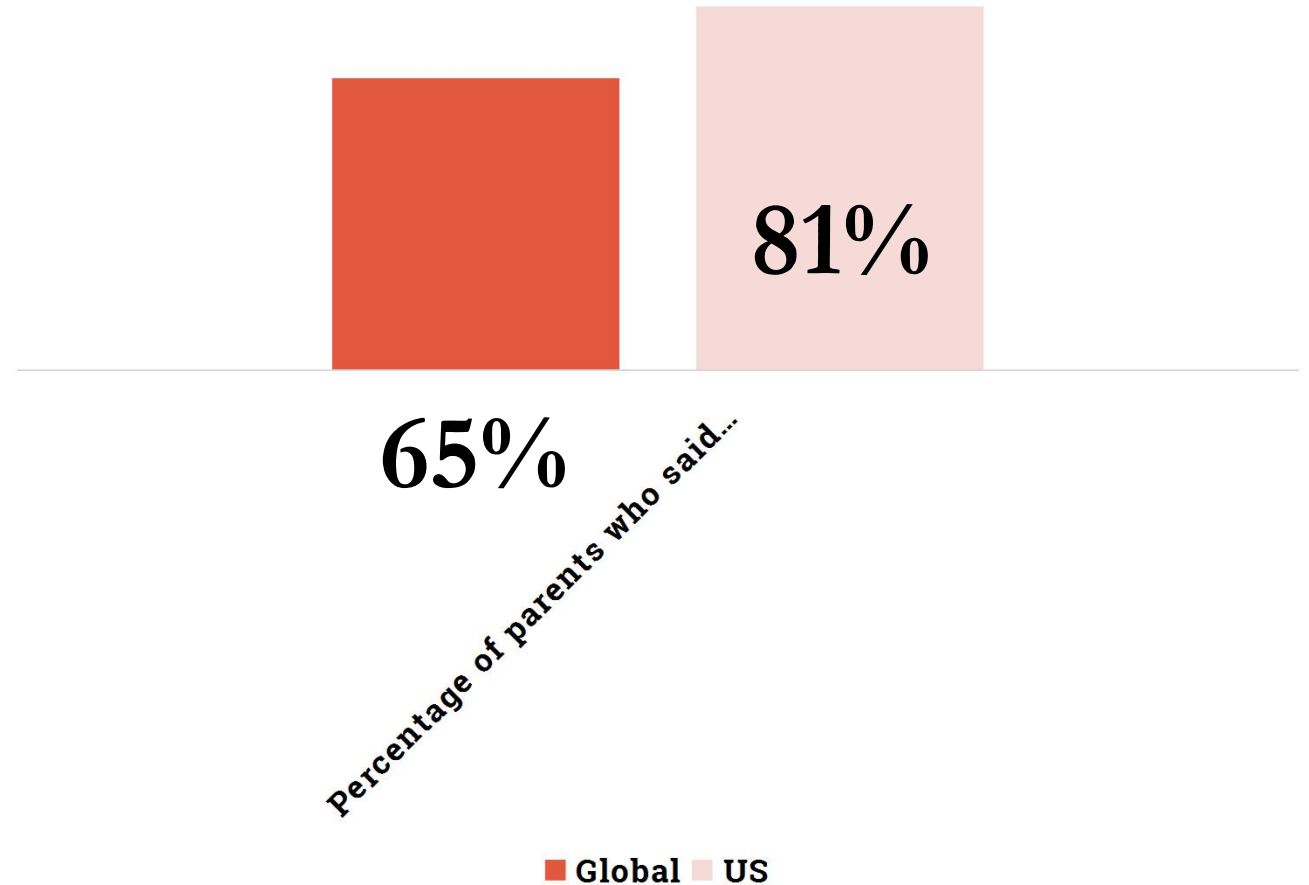
They influence the way their parents shop

▪

They know what they want  
(and how they want it)

▪

They are your future







# The world according to Alphas

Is 'phygital'

▪

Is cause for concern

▪

Theirs







# Money according to Alphas

**Is digital**

▪

**Is available**

▪

**Needs explanation**

“Kids don’t see money exchanging hands in the same way it used to... They get this belief there’s a digital money tree and they just shake it and money comes down.”

– Child Psychologist, Michael Carr-Gregg

# Tech according to Alphas

**50% of all UK children have access to up to 10 multimedia devices**

▪

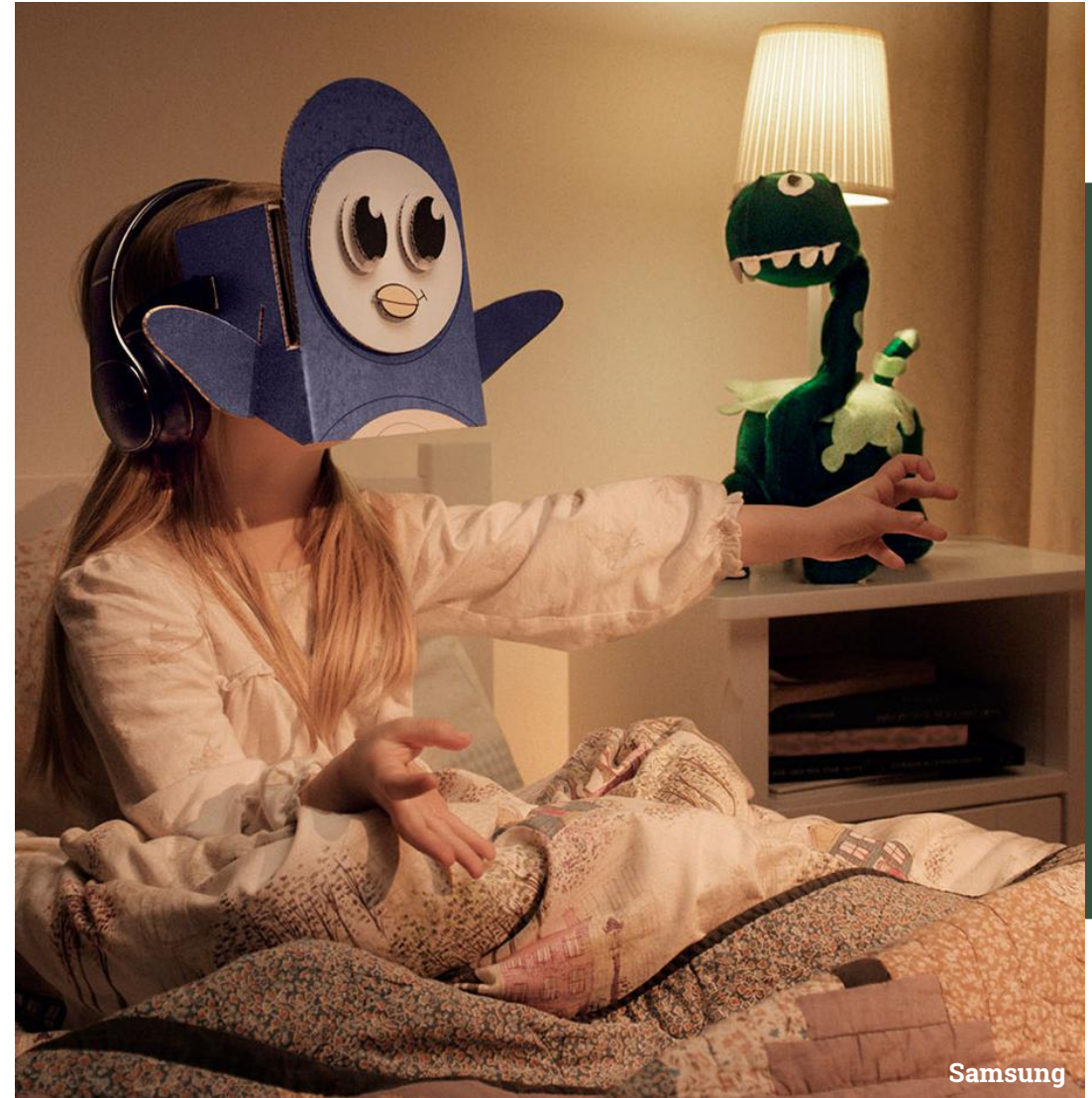
**12% of boys have access to 20 or more multi-media devices**

▪

**1 in 4 parents believe their kids value their phones and tablets more than any other possession or activity**

▪

**89% of children aged 6-10 believe Alexa always tells the truth**





Zoey Miyoshi

# Feelings according to Alphas

**Constantly monitored – what for?**

•

**What will be their sense of purpose?**

•

**A backlash against perfection and the  
traditional markers of success**



# Your Opportunities

**Play**

▪

**Creativity**

▪

**Education**

▪

**Testing**





# Thank You

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