

Next-Gen Influence 2025

# A Brand Guide to Engage Gen Alpha



How Brands Become  
Gen Alpha's New BFF's

Tiny Trendsetters,  
Big Wallets

Taking Over The  
World

The Content Gen  
Alpha Lives For

Game on

**DIGITAL VOICES**

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If your brand plans to stay relevant, this report is essential reading. We reveal the trends driving Gen Alpha's interests today, showcase the forward-thinking brands already capturing their loyalty, and share exclusive, insider predictions from an influencer creative strategist – and mother of a Gen Alpha child – on what's next for this powerful generation of consumers.

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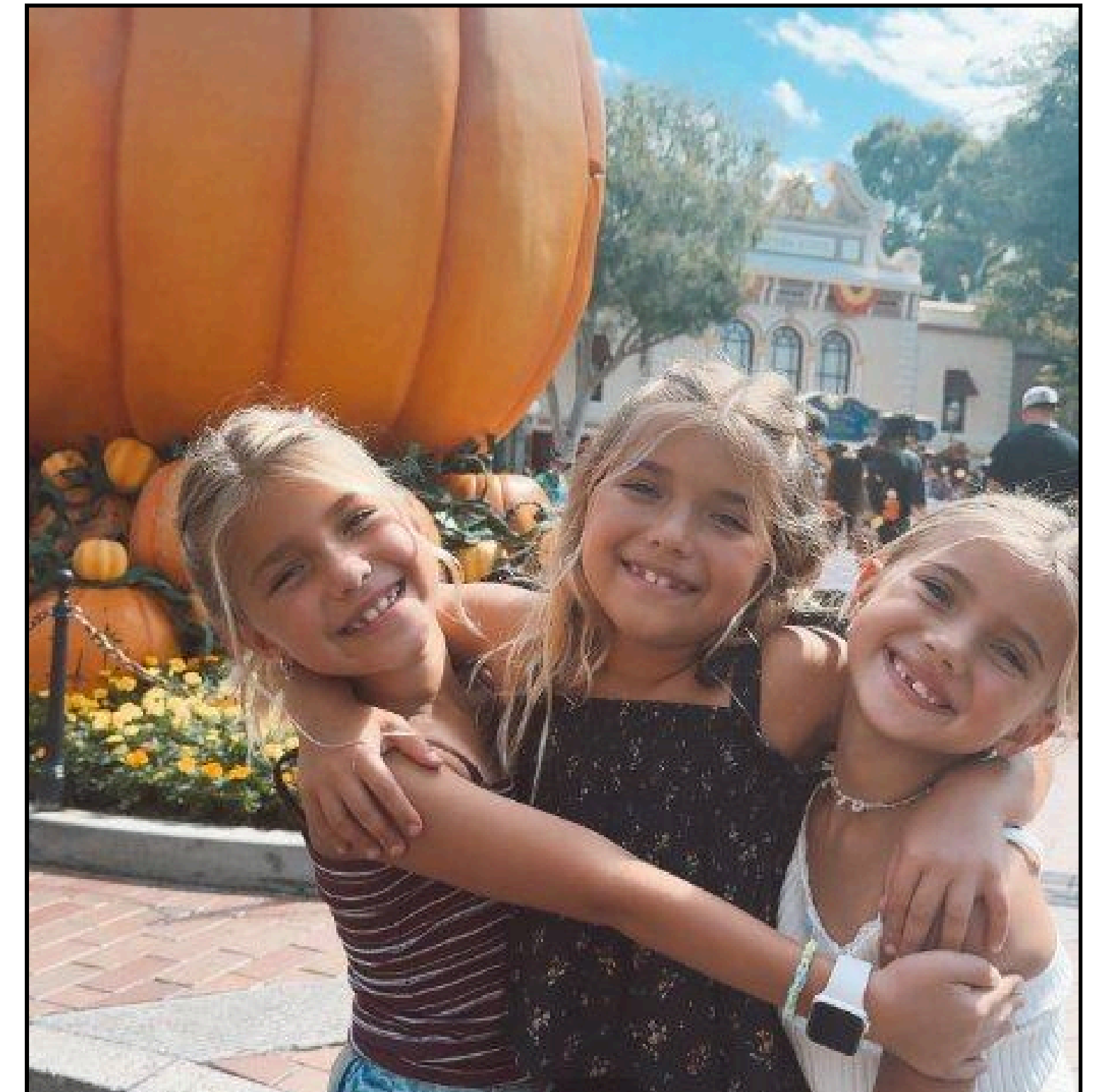


**The largest** [Gen Alpha]  
**[and most influential]**  
**generation in the world**

At **2 billion strong**, Gen Alpha\* is reportedly the **largest generation in the world**.

\*people born between 2010 and 2025.

We released a report in 2023 exploring the power of influencers and Gen Alpha. Now, with the entire generation existing on the planet, we're sharing fresh insights on how to engage with them and future proof your brand.



They're already **shaping household decisions** and have **huge future spending power**. Brands **can't afford to ignore them**.

# Gen Z

[Born between 1997 and 2010]



# Gen Alpha

[Born between 2010 and 2024]



# What makes Gen Alpha different to Gen Z?



## Digital & Social First

Gen Alpha are spending more time in front of screens and engaging with screen based activities younger than any previous generation. They are the first generation to have never known life without constant access to cellphones and tablets. Current estimates suggest that around 55% of 8–11-year-olds in the UK already have access to a smartphone. As a result, Gen Alpha shows increased digital literacy and higher expectations for content quality and engagement.

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**43%**

of Gen Alpha owned a tablet before the age of 6.



## Influencer Obsessed

Social media plays a large role in guiding Gen Alpha's habits, and research has revealed that influencers are one of the most influential factors in purchase decisions for kids (25% of respondents) second only to their peers (28%). Several of the top 10 most subscribed YouTube channels either make kids' content or content kids may be watching.

### These include:

MrBeast (247 million subscribers)  
Kids Diana Show (120 million subscribers)  
Vlad and Niki (114 million subscribers)

---

**49%**

of Gen Alpha trust influencers as much as family with purchasing decisions.



### Age 3

Children begin recognizing brands. Gen Alpha children are predominantly fans of retail brands, followed by brands in the food and beverage category. "It is actually helpful for a child to be able to recognize a logo and say a brand name. A child who wants a hamburger may not be able to say 'hamburger.' But if they can point to the Burger King logo, then the parent knows what they're looking for." - Anna R. McAlister, Associate Professor of Marketing at Endicott College.

Sources: Statista, Campaign



### Age 5

Encounter classmates or schoolmates who share their opinions and consumer preferences. Take Labubus for example. The collectible bag charms gained significant popularity among Gen Alpha in 2025, especially in China and other parts of Asia, increasingly gaining traction globally. Labubu sales are a significant part of collectible toy retailer Pop Mart's revenue, they generated \$670 million in sales in the first 6 months post-launch.

Source: CNN



### Age 7

Children usually ask their parents for specific brands of food and videos to watch. Yogurt brands have nailed the art of hooking kids by tapping into beloved media franchises. Paw Patrol and Spiderman yogurts, for example, turn a simple snack into an exciting must-have. When brands meet kids where their imagination already lives, with characters they love, kids light up in-store and do the selling for you.

Source: Waterbutlers



### Age 8-9

Brand affinity for electronics, video games, and restaurants begins. Gaming brands like Roblox (63% of users under 16) and Minecraft are integrated into marketing campaigns. Kid Foot Locker, Lego, and Nickelodeon have all set up immersive worlds within these platforms for Gen Alpha. 40% of Gen Alpha have a tablet by age 2, so by this age, they are highly skilled and invested.

Source: Content Works



### Age 10

As they approach their teenage years, kids become more conscious of apparel brands. According to Mumsnet, Nike is a favorite amongst pre-teens. Nike is also considered one of the most recognizable brands in the world. 26% of children in this age bracket express a preference for big brand names when making clothing choices, soon to rival comfort and durability.

Source: Statista



### Age 12

55% of kids want to buy something if their favorite YouTube or Instagram star is using, wearing, or consuming it. "Like Nastya", an 11 year old creator with over 129 million YouTube subscribers has influenced the resurgence of Heely's wheeled trainers. "Unspeakable", a creator with 18.9 million subscribers on YouTube, has opened a merch store with toys and wearable merch entirely aimed at Gen Alpha.

# Why your marketing plans need to consider Gen Alpha

This influential generation is already shaping household decisions and building lifelong brand preferences from as young as 3.



Start involving Gen Alpha in your product development now. They may be young, but their interests (like gaming, creativity, sustainability, and self-expression) already shape household purchasing decisions. Listen to what excites them and design products that tap into their worlds to build brand affinity early. You can start by analyzing comment sections of Gen Alpha's favorite creators.

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# Tiny Trendsetters,

# Section 02 Big Wallets

How To Win Over Gen Alpha With Influencers



From pocket money to Buy Now Pay Later (BNPL), Gen Alpha are making independent purchases earlier than ever.



Image source: Ayla Palmer

71%

In the UK, a striking 71% of children are making their own non-essential purchases by age 15 - most often using cards, not cash.

92%

In the UAE, 92% of 15-year-olds and 75% of 8-year-olds are handling transactions themselves, rather than through a parent.

13+

Buy Now, Pay Later is emerging even among young teens. Users aged 13+ are engaging with BNPL in the UAE (11%), China (19%), and the US (7%) - though uptake remains low in the UK (<1%).

Source: Checkout.com

Gen Alpha **boasts** an impressive **economic footprint** already through their **direct** and **indirect** **spending power**.





According to a survey of parents with Gen Alpha children in the US, over half (53%) of Gen Alphas receive an allowance, primarily older members of the generation. Allowances average \$22 a week, translating to over \$28 billion in direct spending power among these young shoppers.

- Durables
- Consumables
- Other

# Products Purchased by Gen Alpha Using Personal Allowance

# Gen Alpha's **global economic impact** is forecast to reach an extraordinary **\$5.46 trillion by 2029.**

2025

## The Trillion Dollar Generation

Gen Alpha's global economic impact is forecast to reach an extraordinary \$5.46 trillion by 2029. Brands and businesses need to engage with this cohort early to build loyalty and relevance. Brands must engage with Gen Alpha across all bases, including platforms with virtual economies where Gen Alpha spend.

## Investing in Virtual Economies

Physical money is only part of the picture. Virtual currencies such as Roblox and V-Bucks are central to Gen Alpha's spending habits - "Games like Roblox, Fortnite and Minecraft are central to how Gen Alpha learns about value exchange. Virtual currencies like Roblox and V-Bucks are often their first experience with budgeting".





She shares how you can upgrade your game by purchasing "Robux" and shares a unique code that allows her to earn commission when her audience buy virtual currency.



[2.1 million YouTube subscribers]

**Gaming creator Alaska Violet** creates videos playing "Grow a Garden" in Roblox.

“

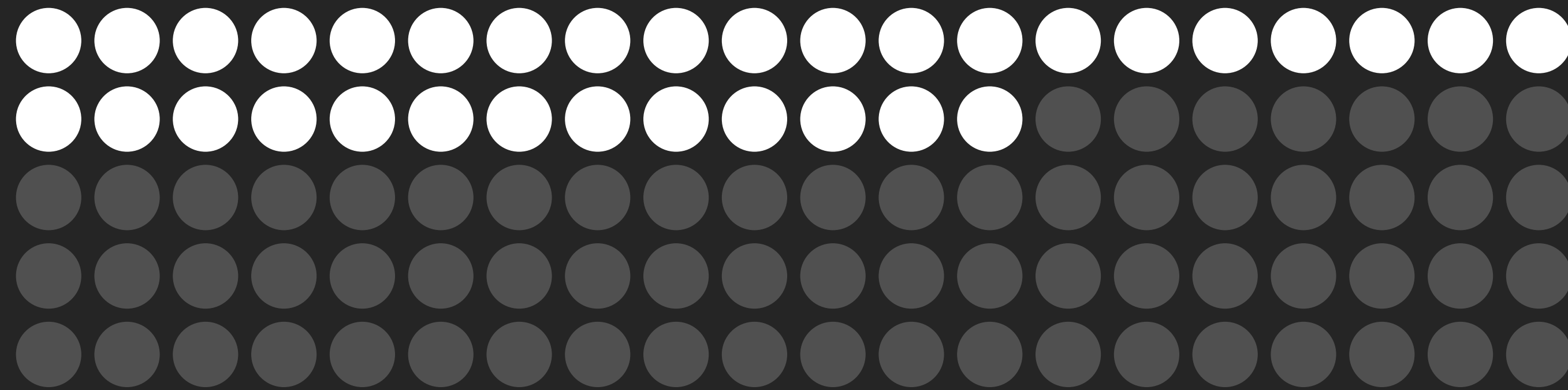
Take Roblox and Paw Patrol, for example – both of which have amassed billion-dollar franchises by collapsing the funnel between screen to cart. Kids broadcast demand in real time and parents validate with their wallets.

Image source: Playstation

Taylor Peterson

Senior Strategist, Digital Voices  
(Mom of 2 Gen Alpha kids)

In the US, a third of kids aged 8–15 regularly spend their pocket money in-app, often inside gaming or creator-led ecosystems.



Source: Checkout.com





# Even **parents** are **influenced** by the content Gen Alpha consumes, **turning wish lists** into **household purchases**.

Sources: Paramount,  
Advanced Television

## The Co-viewing Effect

Gen Alpha's influence on household decisions is impossible to ignore. A staggering 9 in 10 parents say their kids sway what the family buys, and that influence is especially clear when screens are involved. During a YouTube co-viewing session, 75% of kids ask for products they see on-screen, and when families watch together, parents become much more receptive to those brands.

In fact, 70% of parents say they pay closer attention to ads that follow them across platforms during those shared moments. This influence extends beyond the living room as 70% of traveling parents say their choice of vacation destination is shaped by their Gen Alpha child's preferences – they're already calling the shots.



75%

of kids ask for products they see on-screen.

# Influencing the

## Section 03 Next Generation

How To Win Over Gen Alpha With Influencers



Influencers cut through the ad noise by showing products in a way that feels entertaining, relatable, and aspirational. Influencers have become trusted role models for Gen Alpha. Kids see them as credible voices who shape their interests and inspire what they want to buy, as well as entertainers.

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**49%**

Nearly half of kids (49%) trust influencers as much as family and friends when it comes to recommendations.

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**70%**

of parents say their kids ask for products they've seen influencers use or endorse.



# Gen Alpha is growing up in a world full of ads and they're already learning to tune them out.



# 60,670,648 views equals *huge* impact on Gen Alpha.

The YouTube account Toys and Colors (77.3 million subscribers) is a favorite amongst Gen Alpha. An example of their content that genuinely educates their young audience is "Wendy and Alex Goes Grocery Shopping for Healthy Food". The duo that regularly feature on the channel browse the grocery store and highlight healthy choices.

The screenshot shows a YouTube interface. At the top, there's a search bar and the YouTube logo. The video player shows a young girl with glasses holding a green pepper, and a man in a yellow hoodie holding a red pepper. Below the video, the title is "Wendy and Alex Goes Grocery Shopping for Healthy Food | Kids Cook and Eat Healthy Foods". The view count is 62,495,036, with 43K likes and 4 comments. The channel name is "Toys and Colors" with 79.2M subscribers. A "SUBSCRIBES" button is visible. Below the video, there are 10,638 comments, with a "SORT BY" dropdown menu. The first comment is from "James Gouse" 8 hours ago, saying "It's great!". The second comment is from "Alan Cooper" 4 days ago, saying "It looks amazing!".

# Influencer partnerships aren't optional if you want to win Gen Alphas attention.

This generation has grown up swiping, scrolling, and tapping their way through a world where peer voices and creator-led content carry more weight than traditional ads.

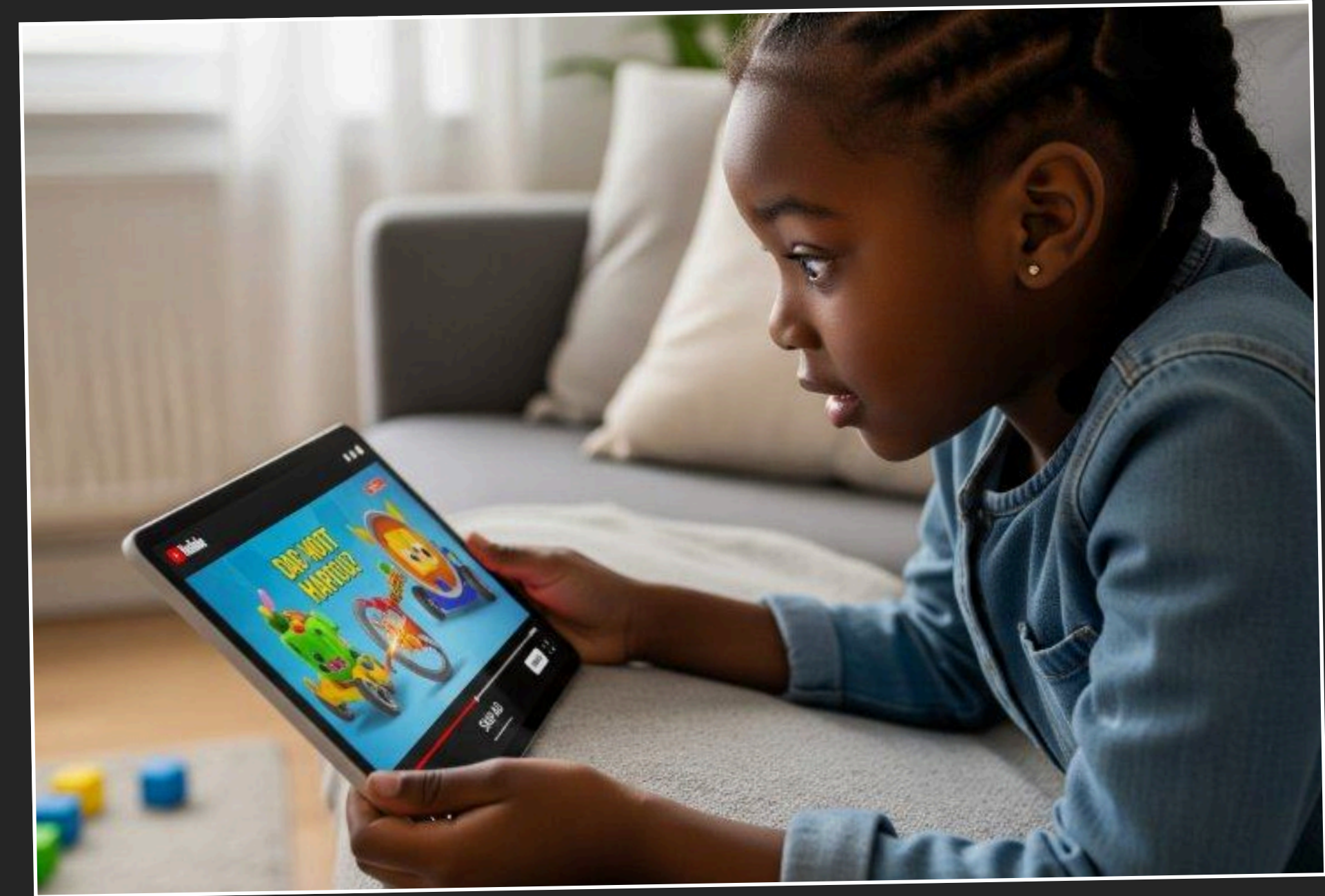
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**57%**

of Generation Alpha spend more than three hours per day on a digital device, increasing their exposure to influencer content and marketing.



By collaborating with influencers who share Gen Alpha's values and speak their language, you're embedding your brand within communities they already trust. Gen Alpha can spot a staged promo from a mile away, but they'll rally behind creators who integrate products organically into their lives. Whether it's a micro-influencer demoing your latest gadget on TikTok, or a legacy YouTube creator weaving your message into a day-in-the-life vlog, those genuine moments drive engagement, word-of-mouth, and long-term loyalty.

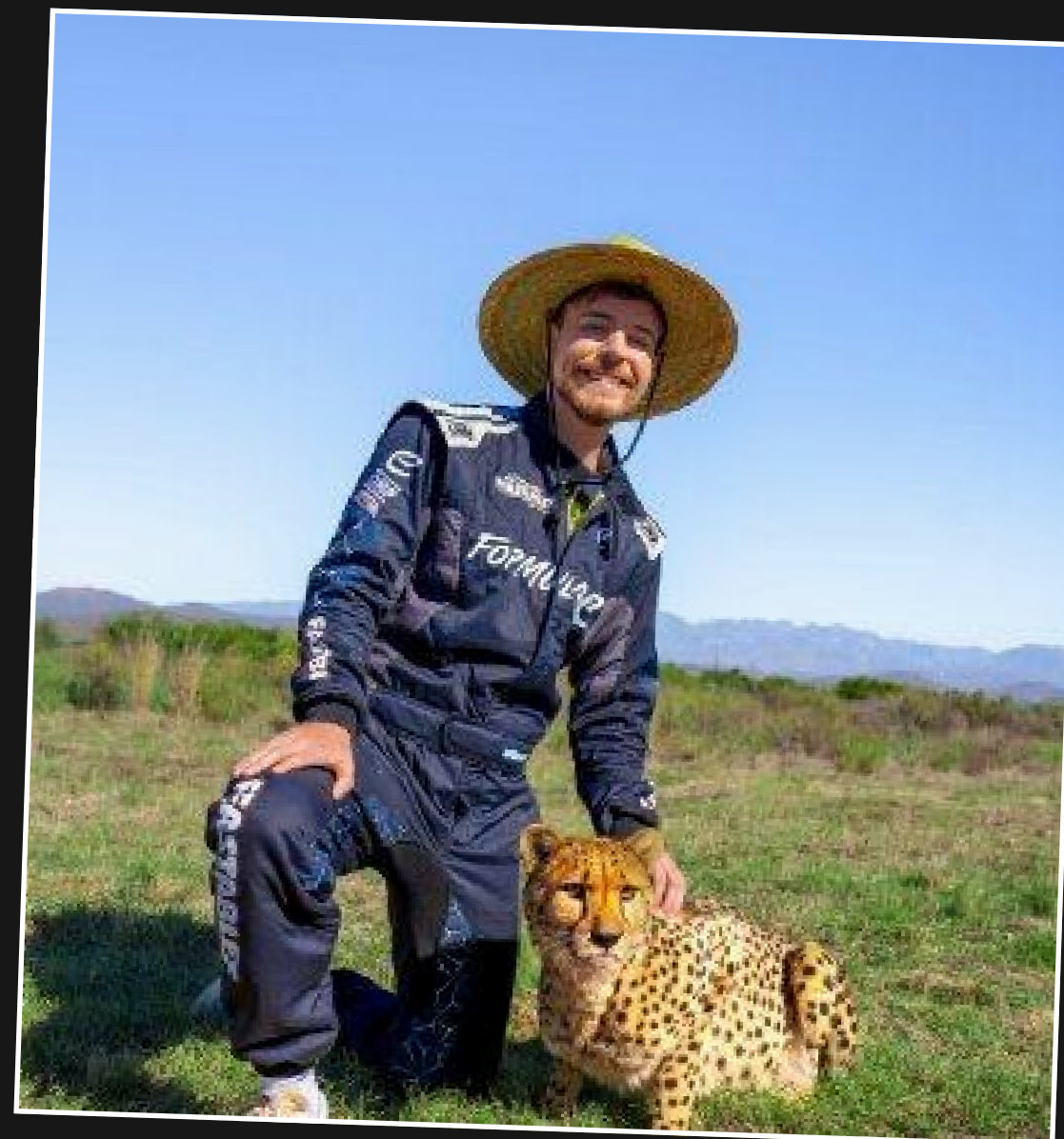


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Who is influencing Gen Alpha?

The **top 2 creators** on **Forbes'** Top Creators list for 2025 have **strong Gen Alpha** audiences.

Source: Forbes



## Who is influencing Gen Alpha?

Jimmy Donaldson, better known as MrBeast, is a YouTube megastar whose over-the-top challenges, massive giveaways, and philanthropic stunts have earned him nearly 500 million subscribers. He is one of the most visible faces of online fame among children under 15. They're drawn to his fast-paced, visually spectacular content, and merchandise. By blending interactive, playful content with products like co-branded snack lines tailored to school-aged kids, MrBeast creates experiences that perfectly matching Gen Alpha's expectations for entertainment and community impact.

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**442m**

subscribers

**904**

videos

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**96,500,000,000**

views

**#1**

**Mr Beast**



Image source: MrBeast Instagram

### Who is influencing Gen Alpha?

Dhar Mann is a filmmaker whose studio produces short, dramatized videos that end with clear, uplifting life lessons. Gen Alpha connects with his simple, feel-good stories about friendship, kindness, and fairness. His bright, cartoon-style production and under-three-minute runtime fit perfectly with young attention spans, while the exaggerated scenarios make each moral easy to remember and share. By tackling issues like bullying, honesty, and inclusion in a child-friendly Dhar Mann gives kids both entertainment and positive reinforcement, earning trust from parents and loyalty from viewers.

---

**26.1m**

subscribers

**1712**

videos

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**18,602,454,985**

views

**#2**

**Dhar Mann**



Image source: Dhar Mann Instagram

# Who else are **Gen Alpha** watching?



# The Ninja Fam

The Ninja Fam, are popular amongst Gen Alpha due to their family-friendly, action-packed content that blends entertainment with positive messages and character-building skills. They share a variety of content, including action skits, adventures, challenges, and tutorials on ninja skills, all while emphasizing family values and a healthy lifestyle.

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**1,658,633,748**

views

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**4.3m**

subscribers

---

**172**

videos



Image source: The Ninja Fam Instagram



# Ms Rachel

Ms Rachel is a favorite thanks to her warm, educational, and engaging content that helps young children develop language, communication, and social-emotional skills. She shares songs, stories, and interactive lessons designed to make learning fun, while building trust with both kids and parents. Beyond YouTube, Ms Rachel has expanded into a global Netflix series, toy partnerships with Melissa & Doug and Spin Master, and even a Tonie figurine for screen-free learning.

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**12,658,778,937**

views

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**17m**

subscribers

---

**119**

videos

Image source: Ms Rachel Netflix

# Ryan's World

Ryan's World has become a Gen Alpha empire built on toy unboxings, playful adventures, and family values. Beyond YouTube content, Ryan's World has expanded into toys and merchandise with Walmart and Target, clothing and school supplies, branded snacks and vitamins, mobile and console games, books, and even a Nickelodeon show (Ryan's Mystery Playdate). In 2024, the franchise released its first animated feature film, Ryan's World: Titan Universe Adventure.



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**62,016,494,061**

views

---

**39.9m**

subscribers

---

**3.3k**

videos

Image source: Rolling Stone Magazine



Content aimed at Gen Alpha should be optimized for sound off environments as many watch with captions or on mute, and they process visual information fast. Use bold text overlays, expressive visuals, and minimal jargon to get your message across even without sound. This should be taken into consideration when shaping your content strategy and briefing creators.

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# How Brands Become Section 04 Gen Alpha's New BFFs

How To Win Over Gen Alpha With Influencers



# 96%

of all children aged 3 to 17 watch videos on video-sharing sites and apps. 58% view live streamed video content, and YouTube takes the lead as Gen Alpha's platform of choice.

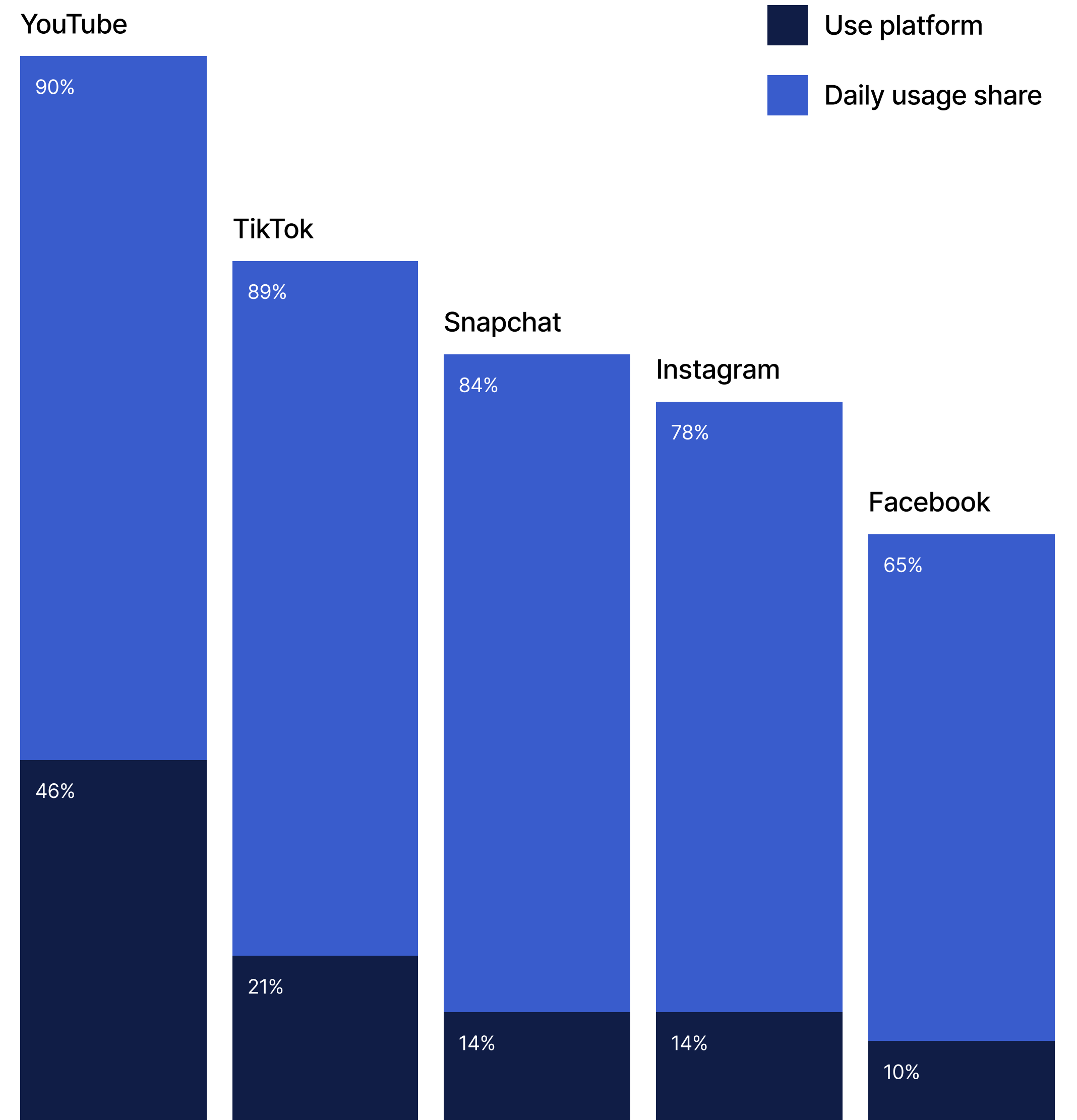
# 51%

of Gen Alpha first hears about brands through YouTube. They spend on average 24 minutes and 23 seconds on the platform each visit.

Source: Ofcom, Statista, Exploding Topics

# Digital Native

Generation Alpha's social media usage according to their parents in the United States in 2024



# Why YouTube?

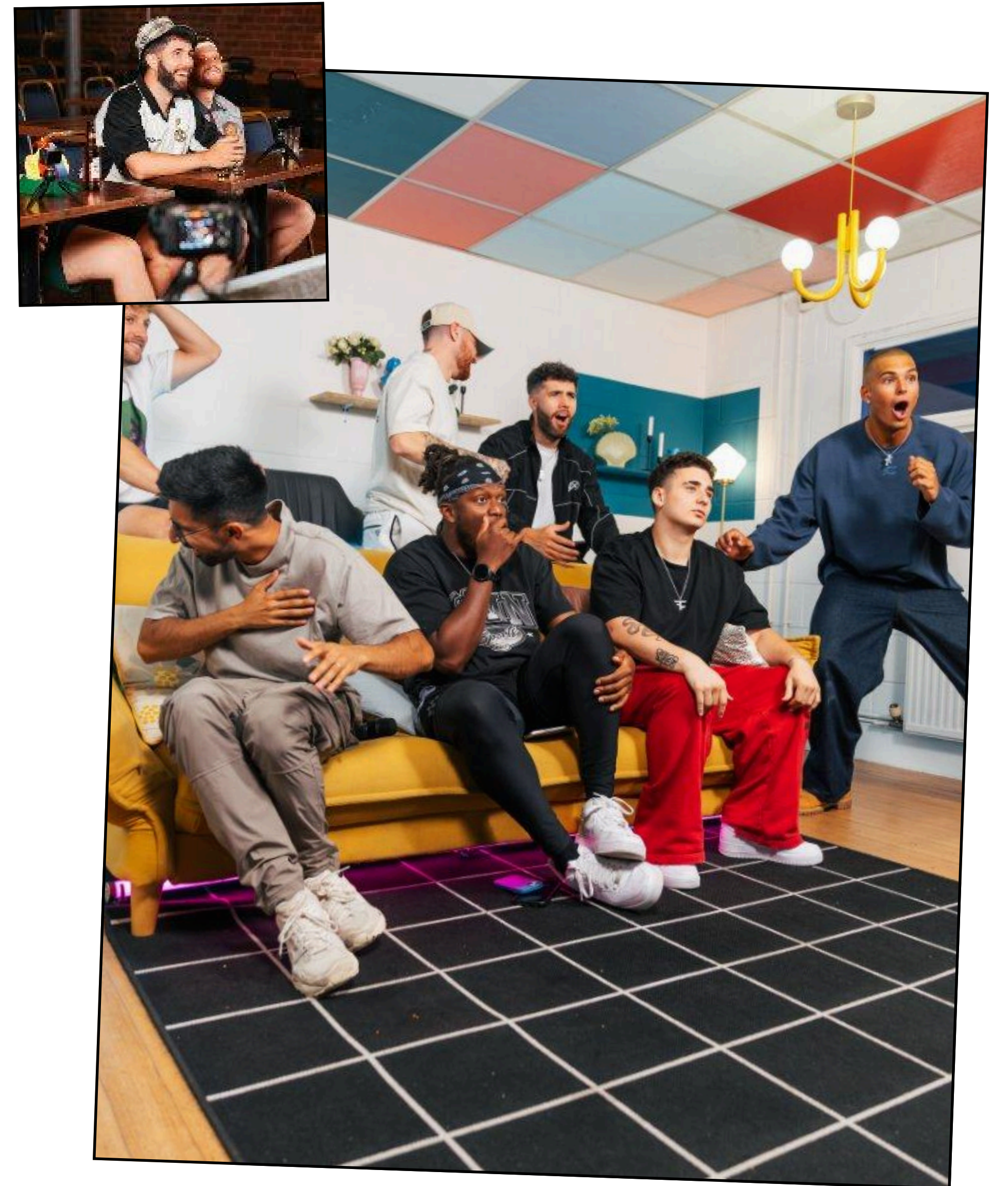
**YouTube stands out as Gen Alpha's go-to because it's built with kids in mind.**

Unlike TikTok and Instagram, which are legally off-limits to children under 13 and not designed for young users, YouTube offers YouTube Kids, a dedicated, age-appropriate space with parental controls and child-friendly content. This gives brands a unique opportunity to reach younger audiences safely and appropriately through the platforms and formats they already use. YouTube Kids only features child-appropriate, family-friendly content and offers strong parental controls. Parents can set screen time limits, block specific videos or channels, and choose content based on age groups. The platform also removes comment sections and restricts the types of ads shown, creating a safer environment for kids.

## What brands need to know...

YouTube Kids is governed by COPPA (Children's Online Privacy Protection Act) in the US and similar laws elsewhere, which protect children's data and limit how you can advertise to them. Influencer content in YouTube Kids must be clearly disclosed as advertising and cannot be misleading. Certain products (junk food, for example) are often restricted. Behavioral targeting (using data to target kids) is prohibited. Instead, campaigns need to focus on contextual targeting. It is therefore important bare in mind that limited data collection due to privacy rules means that predicted results may be less compared to campaigns run on other platforms not aimed at Gen Alpha. Working with a trusted agency partner and communicating clearly with creators will help you agree on what metrics are realistic.

Image source: Sidemen Instagram



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# 40%

Among children who watch YouTube, 40% also watch Shorts.

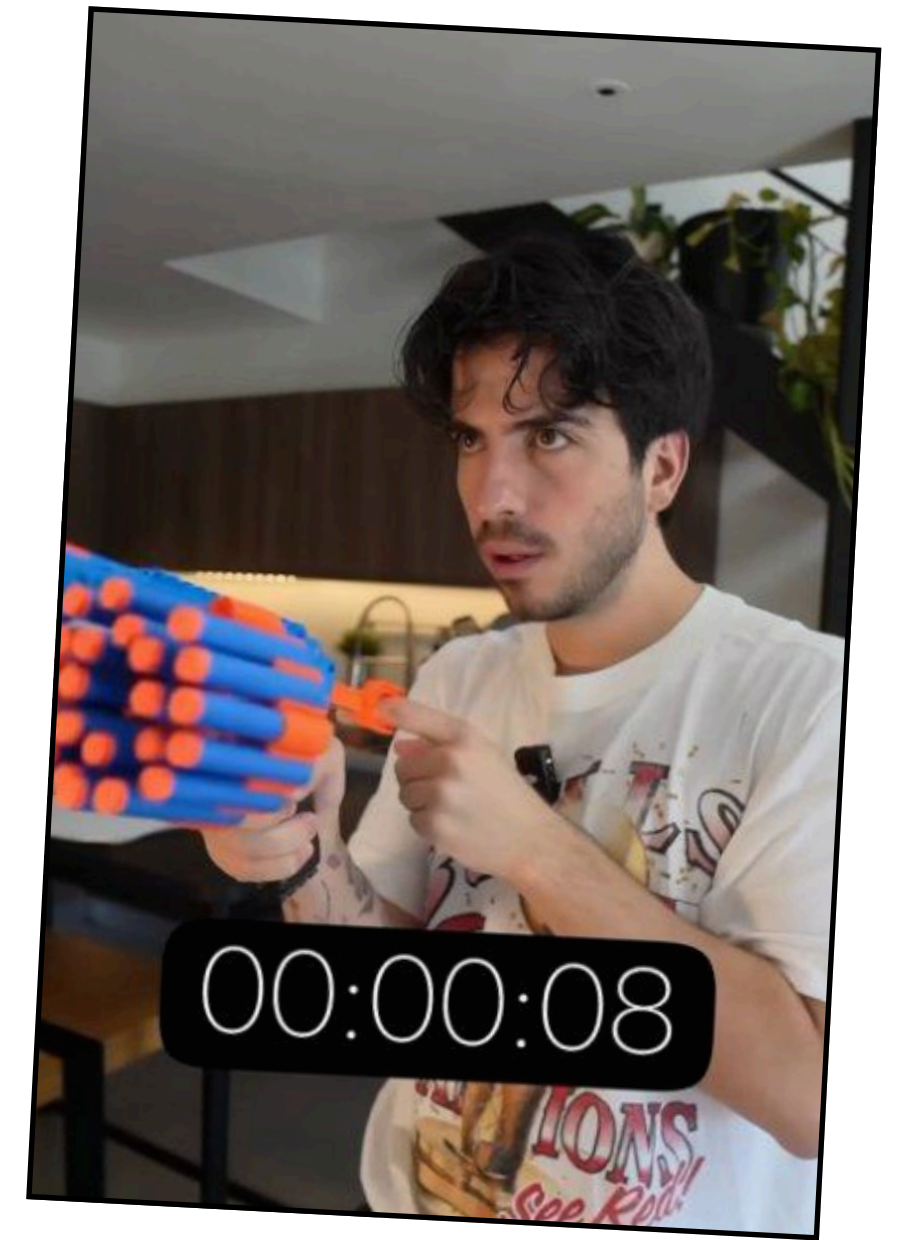
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# 32%

YouTube Shorts has seen a 32% year-over-year increase in consumption among Gen Alpha viewers, reaching 49% of this demographic in 2024.

Source: Advanced Television, Net Influencer

# Short & Sweet



 **Shorts**

YouTube Shorts make up a large amount of Gen Alpha's viewing time on the platform – especially with TikTok's age limit being 13. These Shorts often feature fast-paced clips of play, challenges, unboxing, dance, and reaction formats – the kinds of content that match how kids consume attention in micro doses.

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Unlike Gen Z who favor TikTok, Gen Alpha chose YouTube. To target Gen Alpha, develop a YouTube-first strategy that leverages kid-friendly influencers Gen Alpha already trust and prioritize short, entertaining, and educational videos that showcase your product in relatable, creative ways. Test messaging with this audience early and make sure your content is optimized for mobile and tablet viewing to match their habits



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For the launch of Play-Doh's "The Busy Chef's Kitchen", the brand captured young imaginations by building an interest in food creation.

Best in class

80%

of parents deal with preschool picky eaters, but when kids are engaged in the creation of food, fussiness reduces.

The solution was an experiential and content led campaign coined "The Restaurant of Imagination", allowing kids to get hands on with their Play-Doh kitchens to increase joy and comfortability surrounding mealtimes.

### Celebrity-influencers for reach, social first talent for engagement

Celebrity influencers Harry Judd (McFly) and Binky Felstead (Made in Chelsea) attended Play-Doh's Restaurant of Imagination with their kids to create content for their social channels and conduct media interviews. Popular parenting influencers such as Fun Dad Dean, Gabriel Sey, and My Kinda Mum amplified the experience of using The Busy Chef's Kitchen at home through Instagram content targeting the parents of fussy eaters.

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Playdoh achieved:

212

press mentions

83%

share of voice vs. competitors throughout the campaign period

29

influencer posts, achieving 934K views

Source: The Drum



# The Content

How To Win Over Gen Alpha With Influencers

## Section 05 Gen Alpha Lives For



With shorter attention spans and increased digital literacy, Gen Alpha **prefer to consume** social media content characterised as 'dramatic', designed to keep them **engaged and interested.**



# Gen Alpha's preferred content verticals include -

Gaming



Tech



Animals



Creativity



DIY & Hacks



Sustainability



## Real-Time Experiences

Interactive, real-time content is becoming the norm, Gen Alpha wants to be part of the action while it happens. From TikTok Live to the rise of streaming with creators like IShowSpeed and Kai Cenat, Gen Alpha want to be participators as well as watchers, experiencing the moment with their favourite influencers.

## Key Themes

Themes that engage and inform Gen Alpha such as friendships, gossip, conflict and high-stakes scenarios are highly popular. Think story times, creator life updates and competitions and relationships between creators and crossovers. Commentary, review, and reaction content are also enjoyed amongst young viewers.

## Story-First Content

Gen Alpha loves ongoing sagas, character arcs, and cliffhangers. You'll see it in episodic content, creator drama, and those "wait for part 2" moments. Creators are moving away from fixed formats and leaning into flexible, story-first styles that keep audiences coming back.

## Key Styles

Stylistically, Gen Alpha are most engaged with creators that use more special effects, changing camera angles, fast-paced speech, animations, and highly sensory visuals.

## Personalization & Co-Creation

For Gen Alpha, it's not just about tailored experiences - it's about helping shape them. They expect to co-create, whether that's customizing avatars, building their own gaming worlds, or influencing product design. This generation doesn't just want things made for them, but with them.



# This generation doesn't just want things made for them, but with them.

Source: Full HP

Source: Little Black Book

Source: Ofcom

Section 06

# Game on

How To Win Over Gen Alpha With Influencers



**Gen Alpha are  
playing a huge role in  
the future of gaming**

# Gen Alpha choose gaming over seeing friends in person and talking to friends online.

Source: GWI

56%

of Gen Alpha say gaming is their #2 weekend activity.



## Gaming is their social network

Platforms like Roblox, Minecraft, and Fortnite attract Gen Alpha because of the ability to improve game play by watching creator content on the topic, and the built-in social hangouts (e.g. concerts, events).

Roblox has climbed from 5th to 2nd most popular game for Gen Alpha since 2021. Roblox reaches one of the youngest audiences, with 60% of its users under the age of 16 (source: Fast Company). With the knowledge of Gen Alpha's rising spending power and understanding of their platform and content preferences, brands are stepping further into the virtual spaces this young audience occupy. Roblox recently announced it's opening its Commerce APIs to eligible creators and brands, with Shopify as the first integrated partner. That means Shopify merchants can now sell physical goods directly within their Roblox experiences. It also works the other way. Through Roblox's new Approved Merchandiser Program, users can buy physical items in the real world that unlock digital content in-game.

Make gaming part of your social strategy – you need to show up where Gen Alpha plays and connects. Explore opportunities to: Build branded experiences or virtual stores on Roblox, especially now with Shopify integration enabling real-world commerce. Partner with creators who make gaming-related content to enhance discoverability and trust. Treat gaming not just as entertainment, but as a social touchpoint, aligning campaigns with the community and events that make gaming meaningful to them.



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Digital Voices Case Study

# How **ZURU Toys** reached Gen Alpha **across the globe** with Influencer Marketing



For ZURU Toys, connecting with Gen Alpha means more than just showcasing products, it means creating family-friendly, culturally relevant content that speaks to their unique tastes, trends, and the platforms where they spend their time. During our partnership, we've designed campaigns that resonate with Gen Alpha and their families while driving measurable results.

### Challenge

Zuru aimed to keep building momentum after initial creator success and drive viral moments to amplify ZURU Toys influencer presence on YouTube, TikTok, and Instagram across 10 markets. Exceed CPV targets compared to the previous year.

### Solution

Throughout 2024, the Digital Voices's multilingual team executed a total of 56 campaigns across Europe, US & Mexico, featuring 11 ZURU Toys products. We navigated age restrictions by crafting engaging and compliant family-focused content while ensuring the preferences of Gen Alpha were considered as a target demographic. We also secured usage rights to maximize the reach of certain content through paid social, leveraging market-specific interests.



Digital Voices Case Study

142,013,283

total impressions

300+

pieces of content

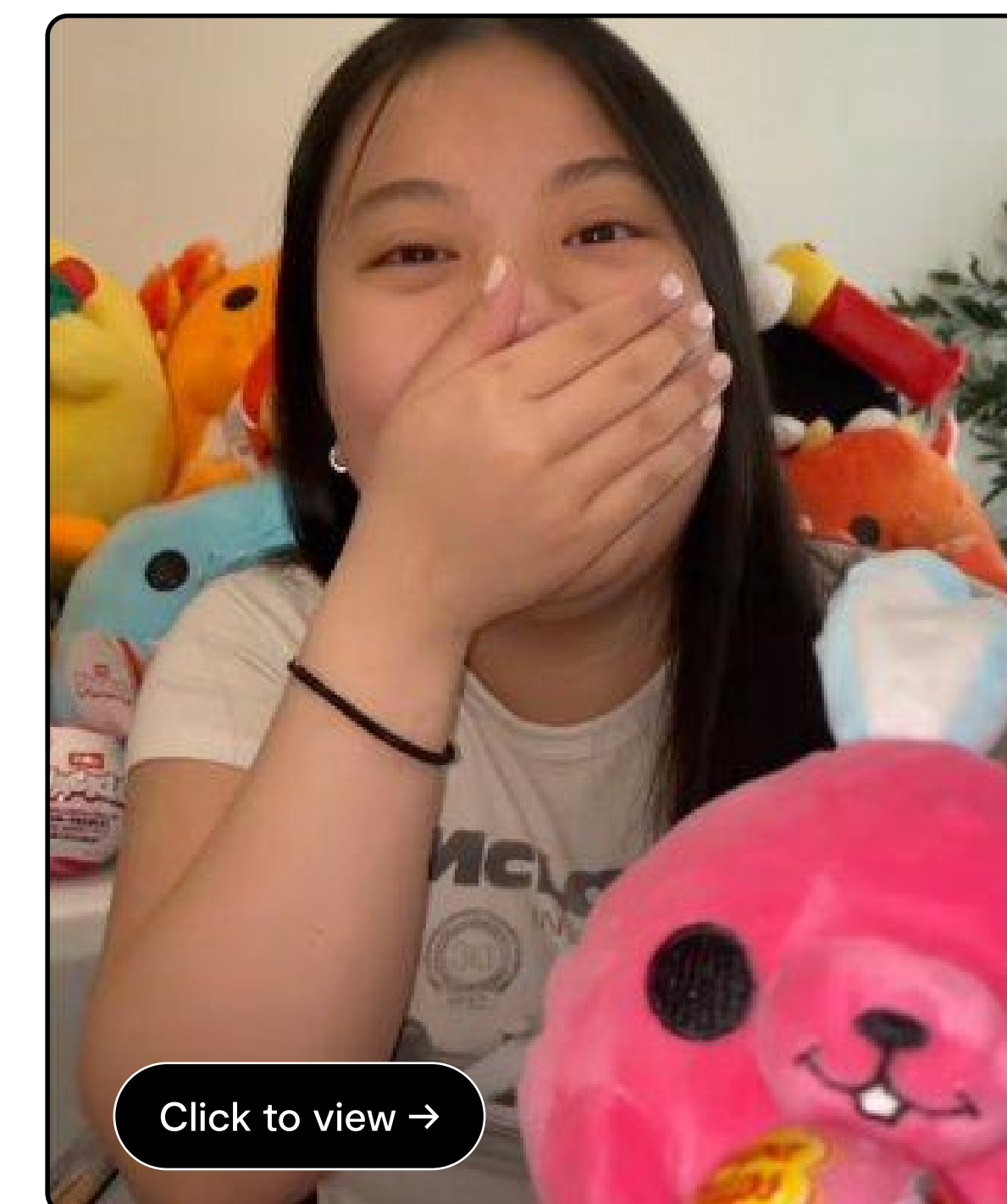
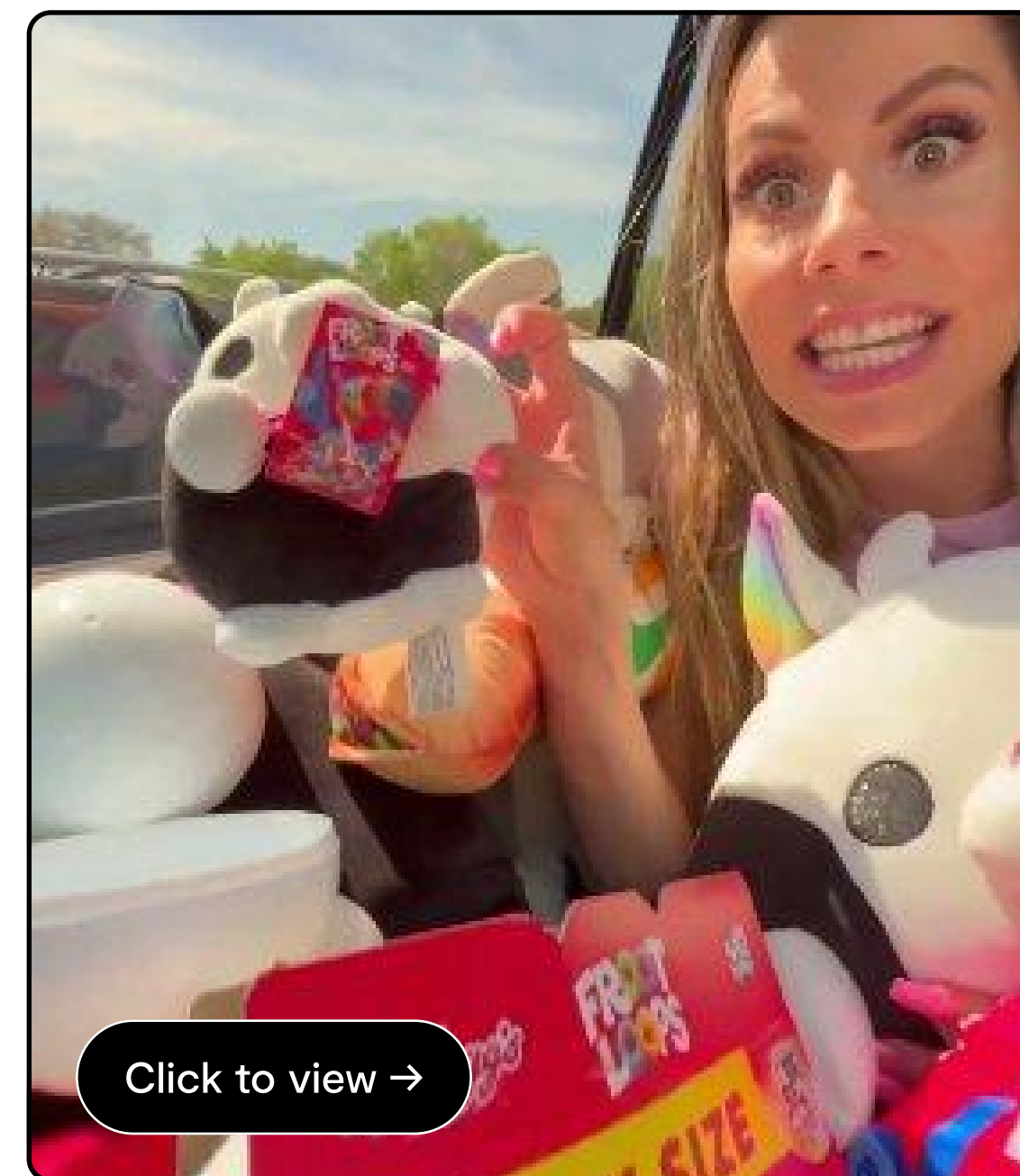
\$0.04

CPV (TikTok, Instagram, YouTube)

182

creators

Source: The Drum



**[Create content tailored to Gen Alpha's attention spans and values]**

Gen Alpha consumes content in fast bursts – blink-and-you'll-miss-it pranks, bite-sized how-tos, or hilarious skits. But they're also deeply value-driven. They care about sustainability, inclusion, and fairness, so your content strategy should reflect that. Prioritize vibrant visuals, storytelling formats like vlogs or POVs, and interactive elements like polls, duets, or challenges. Involve Gen Alpha in content creation or narrative decisions where possible. They want to co-create, not be marketed to.

**[Partner with creators who are or align to Gen Alpha]**

Gen Alpha are growing up in a world where influencer content is a primary source of information, inspiration, and even identity formation. Brands that want to earn their trust must work with influencers who feel like peers or role models. Partner with creators who are either part of Gen Alpha or deeply in tune with their values → relatability, creativity, humor. Whether it's family creators they watch with parents or young creators making content from their bedrooms, the right influencers are the how you become culturally relevant to this generation.

**[Capture Gen Alpha's brand loyalty before they become decision-makers]**

Gen Alpha might not have their own credit cards (yet!), but they heavily influence household spending, from snack choices to tech gadgets. Their purchasing power will only increase. Brands that invest in building relationships with Gen Alpha now stand to gain long-term loyalty. Think of it as a brand-building strategy for the next decade: the earlier you earn their trust, the more likely you are to stay top of mind as they grow up.

**[Integrate gaming and virtual platforms into your Gen Alpha strategy]**

Gaming means everything to Gen Alpha. Roblox, Minecraft, and Fortnite are digital playgrounds where they socialize, express creativity, and even explore brands. Collaborate with gaming creators, launch in-game activations, or create branded experiences within popular platforms. Influencer-led game integrations (e.g., custom skins, gameplay livestreams, or challenges) allow brands to integrate in a way that feel fun and organic.

**[YouTube and TikTok are core Gen Alpha platforms]**

YouTube is Gen Alpha's top video platform, especially for longer-form content like gaming walkthroughs, animations, or educational series. Short-form content on the other hand, is how they discover trends, share creativity, and connect with niche communities – but remember, the official age limit for TikTok is 13 – which is why YouTube Shorts is a favorite for Gen Alpha. A strong cross-platform strategy that balances short-form immediacy with long-form depth allows brands to maintain ongoing relevance, build familiarity, and grow affinity over time, eventually winning Gen Alpha's wallets.

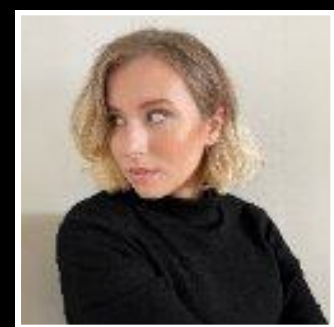
# Next Steps



# Digital Voices is an global award-winning Influencer Marketing agency.

Digital Voices was founded by Jennifer Quigley-Jones in 2017. Jennifer, who previously worked at YouTube, launched Digital Voices to address the gap in brands' understanding of influencer partnerships. Renowned for our award-winning work with industry giants such as DoorDash, Unilever and PepsiCo, Digital Voices designs and executes campaigns that succeed at every stage of the marketing funnel.

## Contributors



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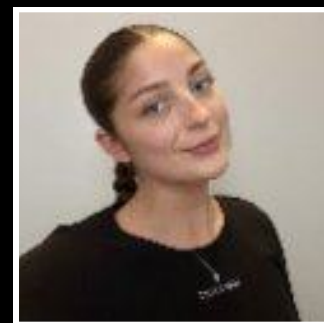
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Let's talk about how your brand can connect with Gen Alpha today, and win their trust for the future...

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