

How Financial Services Brands
Can Get Ready for

GENERATION alpha

“Companies have been caught off guard by Gen Alpha’s digital savviness, and it’s forcing them to market in new ways, on new channels and to an elevated standard.”¹

Meet Gen Alpha

- ✓ Children of Millennials **born between 2010-2024**³
- ✓ Grew up **entirely online**¹
- ✓ Estimated **\$4 trillion in buying power** by 2030³
- ✓ **36.2 million** will be internet users by the end of 2024²
- ✓ Dubbed the **iPad Kids**⁴
- ✓ **2.2B** in force by 2024¹
- ✓ The most **digitally native, purpose-driven generation** so far³
- ✓ **Diverse and inclusive** worldview³
- ✓ Desires **authenticity, transparency, honesty**³

Brands that Matter¹



NETFLIX

Nintendo®

DISNEY+



amazon

Financial Brands with Traction²

CHASE 

 Cash App

venmo

zelle

CapitalOne

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“They’re not just pre-consumers: **Their sway and leverage over adults’ purchasing decisions** surpass any prior generation.”¹

Marketing Insights

How brands can resonate

- Represent the audience as the most racially/ethnically diverse generation⁵
- Inject humor or fun³
- Create content that connects — entertaining, informative³
- Leverage a high degree of visual appeal³
- Use interactivity³
- Use authentic messaging³
- Show them you care about social issues³

How brands can reach them

YouTube — preference for Shorts; 51% first heard about a brand here⁶

TikTok — likely to gain traction as the youngest of Alphas mature¹

Influencers are an asset to communication¹

Mobile-first strategies — immersed in “mobile reality”²

Seamless digital experience across platforms²

Consider where they spend time — Quizlet, Roblox, Minecraft¹

Expand use of tech — videos, games, quizzes

Digital paths: Devices and tech use start early¹

- **Between 3 and 5 years,** already have tablets
- **Before age 6,** 43% own tablets
- **Between 6 and 7,** video games, consoles, earbuds, Smart TVs
- **Between 8 and 9,** laptops introduced
- **Age 10,** Smartphones introduced

The Next Generation

Financial marketers have the opportunity to connect with Gen Alpha before Millennial parents are no longer financially responsible for them.⁵

Target consumers 6-18 years of age with relevant products/services:



Payment apps/P2P



Debit cards



Youth banking apps
(savings account,
debit card)



Financial literacy
learning modules



Market to both
parent and child

To effectively market to Gen Alpha, brands need to consider their parents' values, set and stick to their own values, invest in experiential marketing, target them through social media and video marketing and build and engage with online communities.⁷

Media Logic has helped some of the top financial brands improve their marketing. To find out how we can help your company, call our Financial Services lead:

Nicole Johnson, Group Director, 518.621.1600

¹ <https://digiday.com/media-buying/here-are-the-key-differences-between-gen-z-and-gen-alpha-that-brands-and-agencies-need-to-understand/>

² <https://www.insiderintelligence.com/insights/guide-generation-alpha/>

³ <https://debutify.com/blog/marketing-to-generation-alpha/>

⁴ <https://www.axios.com/2024/01/01/gen-alpha-characteristics-technology-school-climate#>

⁵ <https://www.axios.com/2021/10/18/marketing-to-generation-alpha>

⁶ <https://www.insiderintelligence.com/content/what-marketers-need-know-about-gen-alpha>

⁷ <https://morningconsult.com/2023/04/05/how-to-market-to-gen-alpha/>