



Hello

Marketing just caught up to Gen Z's humour and mannerism, and we might already be looking to update our playbooks again.

Because Gen Alpha's entering the market sooner than we thought, and here's what's in-store for us.

The rulebook just got a new reader

Gen Alpha's spending power has reached \$100 Billion. Influence over household purchases, allowances and part-time jobs will make them a major economic influence.

And yet — they actively distrust polished, produced, "professional" marketing. Because trying too hard (or “being performative” as they call it), doesn't click with them.

Here's how they differ from Gen-Zs:

	GEN Z	GEN ALPHA
Responds to	Curated identity and personal aesthetics	Chaos, absurdity, and unpolished authenticity
Attention Span	Short, but drawn in by strong visual storytelling	Highly selective — respond deeply to hyper-personalisation
Content Preference	Polished, aesthetic, "vibe-forward"	Lo-fi, gives in to internet's crazy
Marketing Sweet Spot	Identity-driven campaigns	Utility + entertainment
Relationship with Brands	Loyalty through shared values	Loyalty through honesty and cultural fluency

So before your next brief, ask yourself:

- Does it feel authentic, or manufactured?
- Are we speaking their language, or just borrowing it?
- Is this brave or just safe?

Because the brands winning aren't louder. They're just more comfortable being a little 'weird' with them.

Talk to our content expert

Source: <https://shorturl.at/2000S>

April meant new routes, goals & cafes

A new FY needs an enthusiastic start, so we at WordBerries decided to go cafe hopping. Two cities. Two teams. But the same goal: find the spot that feels right!



Build your FYP

Trends move fast. But Berry Buzz moves faster. So tell us what you'd like to see more every month with this bite-sized survey.



That's it for this edition.

See you in the next one!
Team WordBerries



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