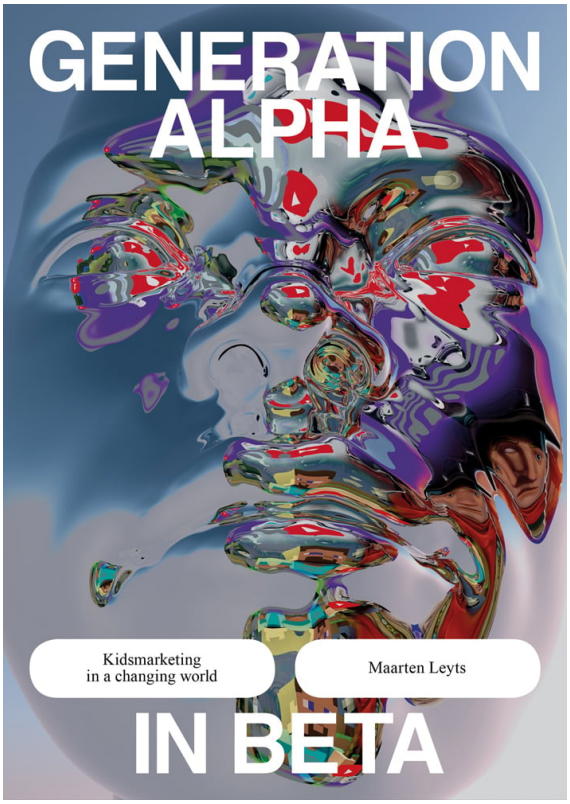
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Generation Alpha in Beta

Kidsmarketing in a Changing World

Maarten Leyts

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- Explores peer-to-peer (P2P) marketing strategies and the impact of technology and digitisation on the brain and the development of children
- About the experience of future consumers
- Insight into the success factors of new marketing and communication techniques

Generational thinking is not a science, but a reliable framework for successful marketing, communications, and product strategy. This book describes how marketing is evolving for the demographic group Generation Y, born between 2010 – the year when the iPad and Instagram were launched – and 2025. This book examines the impact of technology and digitisation on the brains and development of this generation, the world's future consumers. With examples and insight, it shows how young entrepreneurs and influencers use new media to promote their interests and associated brand preferences to their peers and to the world.

Maarten Leyts has been a passionate youth marketer for two decades and is the founder/CEO of Trendwolves, the international trend, marketing and communication agency with a focus on young people.

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