HUMAN-CENTERED INSIGHT & INNOVATION

AN INTRODUCTION TO BRAND GENETICS
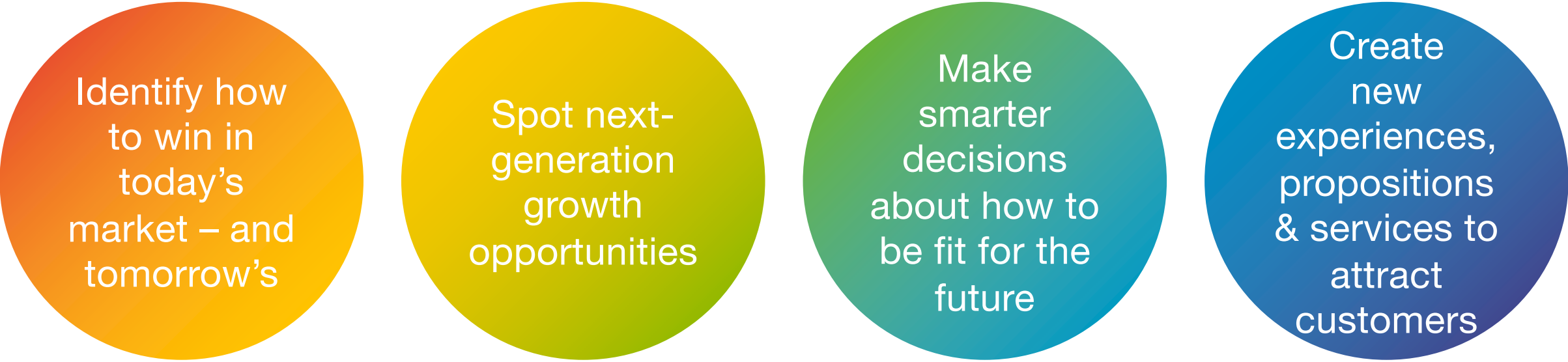
BRAND GENETICS IS A GLOBAL HUMAN-CENTRED INSIGHT & INNOVATION CONSULTANCY

WE HELP OUR CLIENTS UNDERSTAND WHAT PEOPLE WANT NEXT AND IDENTIFY SCALABLE OPPORTUNITIES FOR GROWTH

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WE HELP OUR CLIENTS TACKLE
FUTURE FOCUSED STRATEGIC CHALLENGES:

Identify how to win in today's market – and tomorrow's

Spot next-generation growth opportunities

Make smarter decisions about how to be fit for the future

Create new experiences, propositions & services to attract customers

NURTURE

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RAISING THE BAR

REDEFINING EXPERIENCE FOR GEN ALPHA

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WHO ARE GEN ALPHA?

- Those born between 2010 to 2025

- **They are born and shaped fully in the 21st century to Millennial parents**, and the first generation that in record numbers will see the 22nd century as well

- **2.5 million members of Generation Alpha are born every week** around the world

- These children are expected to be the **wealthiest, most highly-educated and technologically-connected group to date**

TECHNOLOGY HAS SHIFTED THE WAY KIDS EXPERIENCE...

PLAY

LEARNING

ENTERTAINMENT

EDUTAINMENT

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GENERATION ALPHA DON'T THINK OF THESE TECHNOLOGIES AS TOOLS, THEY INTEGRATE THEM SINGULARLY INTO THEIR LIVES

MARK MCCRINDLE, FUTURIST, DEMOGRAPHER & TEDX SPEAKER

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HOW ARE KIDS' DEMAND SPACES IN THE EXPERIENCE ECONOMY CHANGING?

PHYGITAL EXPERIENCES:
BLENDING OF REAL & VIRTUAL WORLDS

1

Sketch Aquarium at The New Children's Museum in San Diego, CA

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HYPER STIMULATION:
MIXED MEDIA EDUTAINMENT

2

Children in Germany learning about animals using a book and an associated app

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RE-IMAGINED REALITIES:
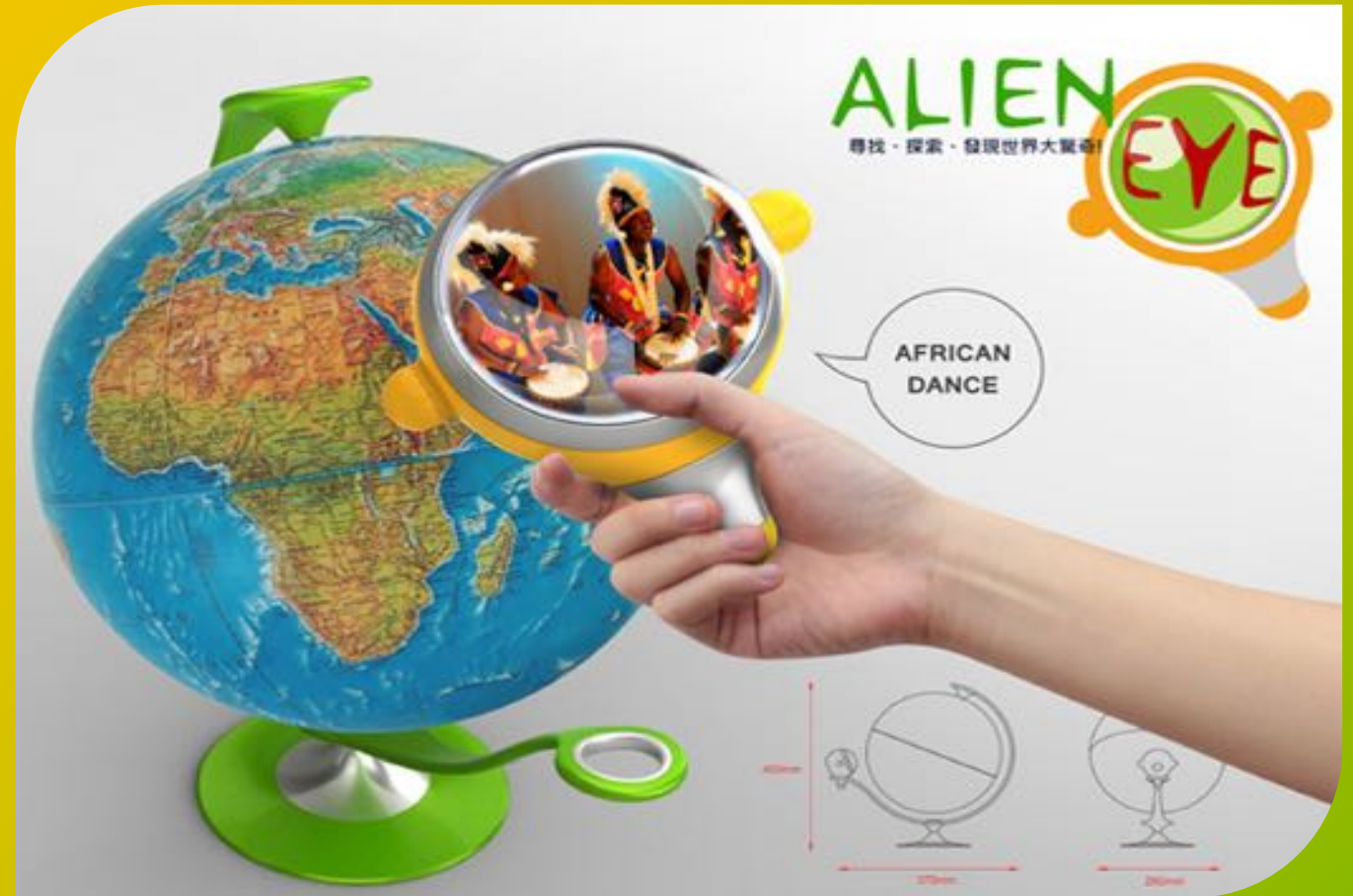## EMPATHETIC & IMMERSIVE

3

Children in a UK classroom learning about sharks using Google Expeditions

CUSTOMISED LEARNING:
PERSONALISED AND INDIVIDUAL

4

Alien Eye: Cloud technology based educational toy available in China

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PROGRESS AND ACCOMPLISHMENT:
CUES OF PROGRESS

5

Star Wars collectables take pride of place in a boy's bedroom in Japan

NEW NARRATIVES:
ASPIRATIONAL AUDIO

6

Tonie Box was launched in Germany in 2016 and is now a global hit

CONNECTED COMMUNITIES:
OUTREACH & FANDOM

7

Moremom is a location-based app from China that lets parents find playdates for their children

INDEPENDENT EXPLORATION:
EASE OF NAVIGATION

8

Kids want to explore content intuitively & independently

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MEMORABLE SIGNATURES:
CREATORS OF SOUVENIRS

9

A child using Toybox, a 3D printer allows kids to create their own toys

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HOW CAN WE USE THIS LEARNING TO CREATE POSITVE CHANGE?

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SUMMARY OF DESIGN PRINCIPLES (1)

TREND	PROVOCATIONS
PHYGITAL EXPERIENCES	*How can you find ways to allow visitors to contribute to their experience, both virtually and physically as this will **heighten feelings of immersion**?*
HYPER STIMULATION	*How can you combine multi-media platforms either as part of the visitor experience, or post the event to help kids consolidate learning and **engage with content in multiple ways to suit personal preferences?***
RE-IMAGINED REALITIES	*How can you find ways to recreate worlds, past, present and future that **help develop children's empathy and understanding** – even when they are abstract concepts?*
CUSTOMISED LEARNING	*How can you find ways to **customize and personalize access to content and the way it can be presented and experienced?***
PROGRESS OF ACCOMPLISHMENT	*How can you promote transparency that marks progress or develop healthy competition amongst the visitor group as a way to **encourage active participation and bonding**?*

SUMMARY OF DESIGN PRINCIPLES (2)

TREND	PROVOCATIONS
NEW NARRATIVES	*How can audio or **presenting stories** be made more engaging? Who are the **new voices** that grab younger audiences' attention?*
CONNECTED COMMUNITIES	*How could you transport the essence of your visitor experience so it **transcends location and connects more meaningfully to audiences?***
INDEPENDENT EXPLORATION	*How can kids explore and enjoy the experience without adult supervision and **make the space a safe one to ignite curiosity, imagination and play?***
MEMORABLE SIGNATURES	*How can the **end moment be more powerful and tap into children's desire to be the creators** and makers of content?*

THANK YOU

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