

# Get to know Gen A

- A sharp snapshot of the values, media habits and attitudes of Generation Alpha (born 2010 onwards)
- Bonus content: Checklist and practical tips for communicating effectively with Gen A

Generation Alpha – the age cohort born from 2010 onwards – will begin entering the labour market from 2025-26. Succeeding Generation Z, they are the first true AI natives: seamlessly digital from the time they can talk, growing up with TikTok at their fingertips, Roblox as an everyday pastime and kidfluencers as role models. Shaped by global connectivity, uncertainty and disruptive technologies, this generation thinks, feels, consumes and learns in fundamentally different ways from their predecessors.

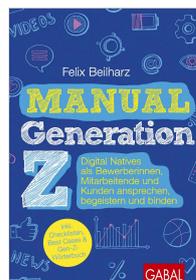
This book maps the values, media habits and expectations of Generation Alpha. It shows how research can be applied in practice to speak to a radically digital generation, from brand communication to attracting future talent. Drawing on current studies and best-practice examples, it helps organisations engage with Gen Alpha as both a powerful consumer group and the key shapers of tomorrow.

**Tina Sprung** is a marketing strategist, university lecturer, editor and founder of the Sprungbrett digital agency in St Gallen. She teaches strategic marketing, consumer psychology and digital communication at IU International University and Macromedia University of Applied Sciences. Generation Alpha – the cohort to which her future students, employees and customers belong – is her current main research focus and a central topic in her teaching.

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