

MARKETING TO GEN ALPHA WITHOUT SOCIAL MEDIA

Rethinking how brands reach the next generation.



SWIPE TO LEARN MORE



YOUTH MARKETING IS EVOLVING

Many countries are strengthening age-based social media restrictions.



AUSTRALIA

Under-16 Ban



Law passed
Nov 2024



UNITED KINGDOM

Under-16 Ban



Expected
Spring 2027



FRANCE

Under-15 Ban



Law passed
June 2025



GERMANY

Considering



Exploring age
verification
measures



NORWAY

Considering



Reviewing
stricter
protections



DENMARK

Considering



Government
recommends
restrictions

As social media becomes less accessible, brands will need new ways to build awareness, engagement, and loyalty.



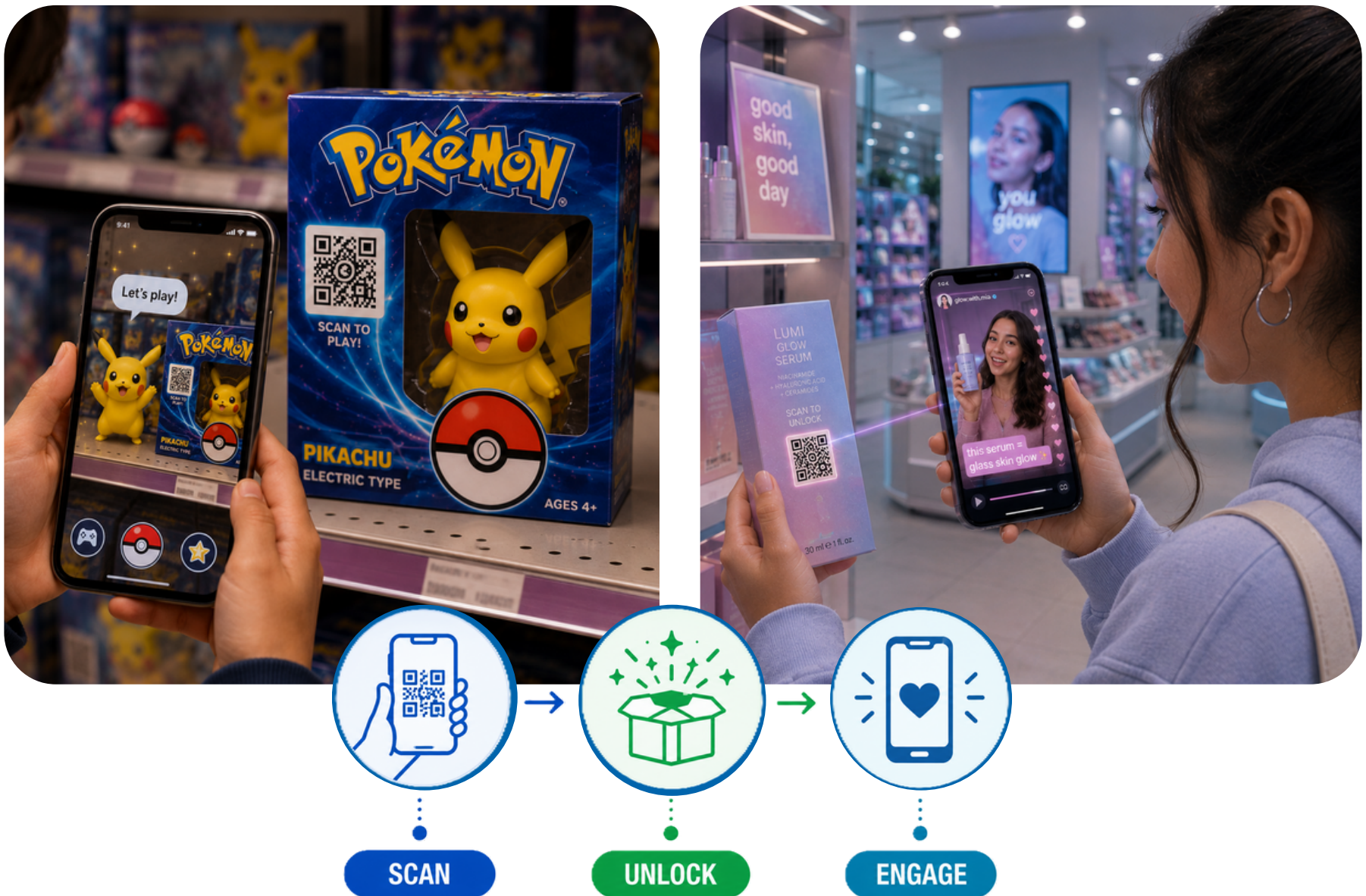
1. GO WHERE GEN ALPHA ALREADY IS

- Immersive gaming platforms reach Gen Alpha where they already play.
- Interactive, branded experiences create social media-like engagement.



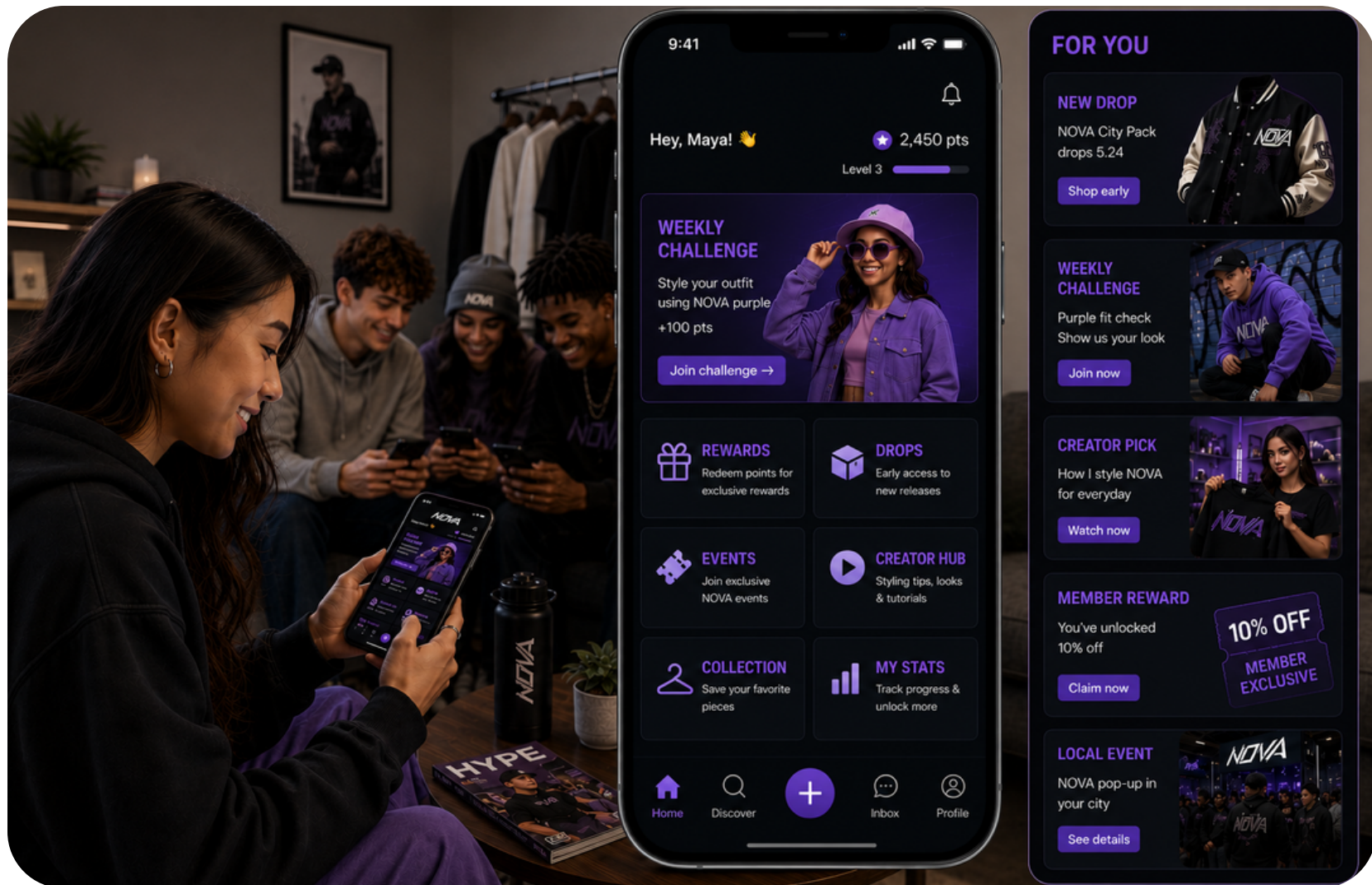
2. TURN PRODUCTS INTO EXPERIENCES

- QR codes unlock WebAR, creator content, rewards, etc. from packaging.
- Skip crowded social feeds. Create direct, measurable touchpoints.



3. BUILD BRAND ECOSYSTEMS

- Instead of relying on social media algorithms, build apps users return to.
- Challenges, rewards, and exclusive content build long-term relationships.



THE STRATEGIC SHIFT

STRATEGY		MARKETING VALUE
1.	MEET GEN ALPHA IN THE PLACES THEY PLAY	→ Integrate brands naturally into immersive experiences Gen Alpha already enjoys.
2.	TRANSFORM PRODUCTS INTO INTERACTIVE TOUCHPOINTS	→ Create direct, measurable post-purchase engagement through connected packaging.
3.	BUILD BRAND ECOSYSTEMS THAT KEEP CUSTOMERS COMING BACK	→ Foster loyalty by owning customer relationships beyond social platforms.

The future belongs to brands that connect beyond social media.



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