

Want Gen Alpha to Rate Your Brand? Make Sure You're Fluent in Millennial, Too

With C-suite leaders from iconic brands keynoting sessions, leading workshops and attending networking events, [Brandweek](#) is the place to be for marketing innovation and problem-solving. [Register](#) to attend September 23–26 in Phoenix, Arizona.

In August, YouTube leapfrogged Netflix to reclaim the No. 1 spot in the annual 100 Coolest Brands for Kids and Teens list, compiled by specialist kids and family insight agency Beano Brain.

This week on Yeah, That's Probably an Ad, Helenor Gilmour, director of strategy for the business (a sister brand of the eponymous comic series fronted by Dennis the Menace and Gnasher), joined ADWEEK brand editor Rebecca Stewart to discuss how brands can market to kids and find their place in the cool rankings.

She discussed who else made it into the list—based on the opinions of over 21,000 children and teenagers in China, the U.K., and the U.S.—and why. She also spoke about the impact of millennial parenting trends on Generation Alpha, and the demographic's tendency to straddle fitting in and individualism.

To learn more, listen to the latest episode or check out key takeaways below.

Gen Alpha's biggest influencers? Their millennial parents

Gilmour explained how Gen Alpha's consumer behavior is being profoundly shaped by their millennial parents, who emphasize democratic and nurturing parenting styles. These millennial parents, having grown up with a "latchkey mentality," prioritize being present in their children's lives and fostering very tight-knit relationships. This has made Gen Alpha more sophisticated and aware, often having a say in family decisions, including significant purchases such as electric cars. Marketers who want to appear cool to Gen Alpha have to consider this parent-child dynamic, which sets them apart from Gen Z.

Why YouTube is the king of cool for Gen Alpha

Although brands are prohibited from targeting personalized ads to under-18s on YouTube, the platform itself has been christened as the coolest brand for Gen Alpha on both sides of the Atlantic. Its appeal stems from its versatility, said Gilmour, where long-form educational content sits alongside short, engaging videos. YouTube is seen as a "safe space" by kids, thanks in part to features such as comment moderation. The sense of security, along with an array of influencer-driven content, positions YouTube as the go-to platform for Gen Alpha, laying down a challenge to traditional TV's relevance.

Skincare brands are increasingly on kids' radars

Skincare is perhaps one of the less predictable entries into Gen Alpha's wheelhouse of popularity. However, driven by social media trends and the influence of young beauty

influencers, it is a category high on their list. This “pre-juvenation” trend sees even preteens adopting elaborate skincare routines, often inspired by TikTok and Instagram aesthetics. Brands including P.Louise and Bubble Skincare, which use pastel colors and social media-first strategies, have successfully captured this audience. This shift highlights Gen Alpha’s growing awareness of self-care and their desire to emulate the beauty routines they see online, even at a young age.

Recommended articles

<https://www.adweek.com/brand-marketing/want-gen-alpha-to-rate-your-brand-make-sure-youre-fluent-in-millennial-too/>