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Introduction



Global youth and
families insight
specialists with offices
in UK & US



Our Gen A consultancy
spans **qual, quant,** and
syndicated Gen Alpha
reports

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What We'll Cover

- Why 'cool' is still 'cool'
- Top 100 Revealed
- How to be Cool
- A Big Winner
- A Year in Cool Brands
- Key Trends

Why
"cool?"





"You can be
the cool kid
in class."
– Tommy, 8

"Cool is the way
it looks and the
way it feels. It's
not cool if it's
bad, it has to be
good."
– Elizabeth, 11

"Cool is
sigma sigma
rizz. Anyone
can be cool,
you just have
to act like it."
– Arham, 7

"There's a bunch of
different variables to
cool. So it could be
fun, exciting,
exhilarating, nice or
something that's
kind of exotic."
– Ethan, 12

"Being cool - like I am.
Cool you can use for
girls who are really
fashionable and wear
like Nike clothes, Nike
socks, Nike shirts, Nike
jumpers, Nike shoes."
– Loti, 8

"When
something's
cool it's just
got that
something."
– Abby, 12

"That's cool -
that's awesome!
It has to be eye
candy, it takes
your breath
away."
– Sawyer, 14

Why
“cool?”

“cool”
implies the
right mix of
aspiration
and actual
engagement



STEP 1: OBSERVATION

Spontaneous and prompted mentions from our longitudinal panel of kids and teens aged 7 - 14 over 12 months

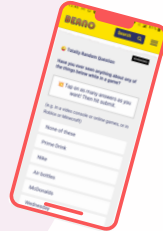
STEP 2: LONGLIST

Over 150 brands derived from observations



STEP 3: SURVEY

130 brands analysed via Beano Brain Omnibus each in the UK & US
*Which of these brands do you think is cool?
Over 30,000 "kid first" responses.
Run in Nov/Dec and June to smooth out seasonal impacts



STEP 4: TOP 100 DRAFT LIST



STEP 5: ASK THE EXPERTS

Our kids & teen panel have their say on the top brands



STEP 6: THE FINAL TOP 100





Coollest Brands reveal



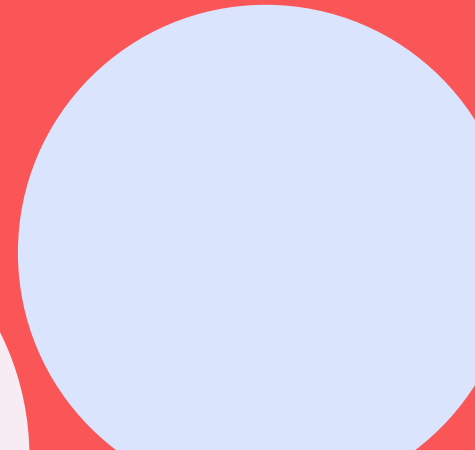
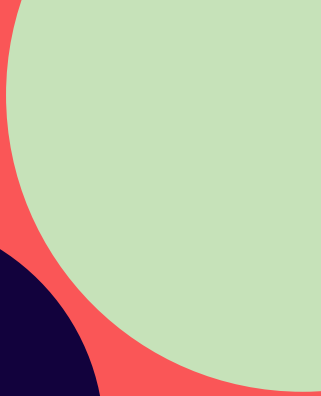
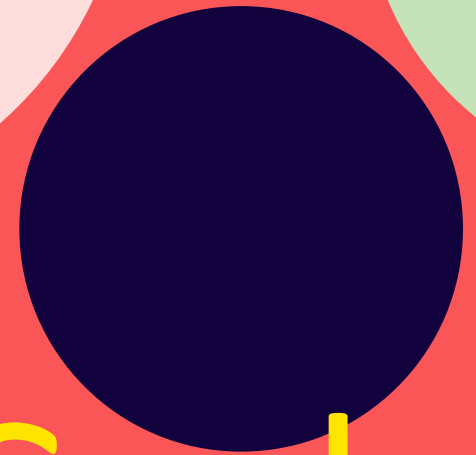
Top 100 UK



1 YouTube	2	3 NETFLIX	4	5	6 ROBLOX	7	8	9	10
11	12 nutella	13 amazon	14	15	16	17	18	19	20
21	22	23	24	25	26	27	28	29	30
31	32 HARIBO	33	34	35	36	37	38 Google	39	40
41	42	43	44	45 DUNKIN'	46	47 SAMSUNG	48	49 FORTNITE	50
51	52 WALKERS	53 PRIMARK	54	55	56	57	58	59 WHITE FOX	60
61	62	63	64	65	66	67	68	69	70
71	72	73 SONY	74	75	76 SEPHORA	77 PANDORA	78	79	80 SHEIN
81	82 ZARA	83	84 FEASTABLES	85	86 ebay	87 NEW LOOK	88 Sainsbury's	89	90
91	92	93 ASDA	94	95	96	97 Poundland	98 claire's	99	100

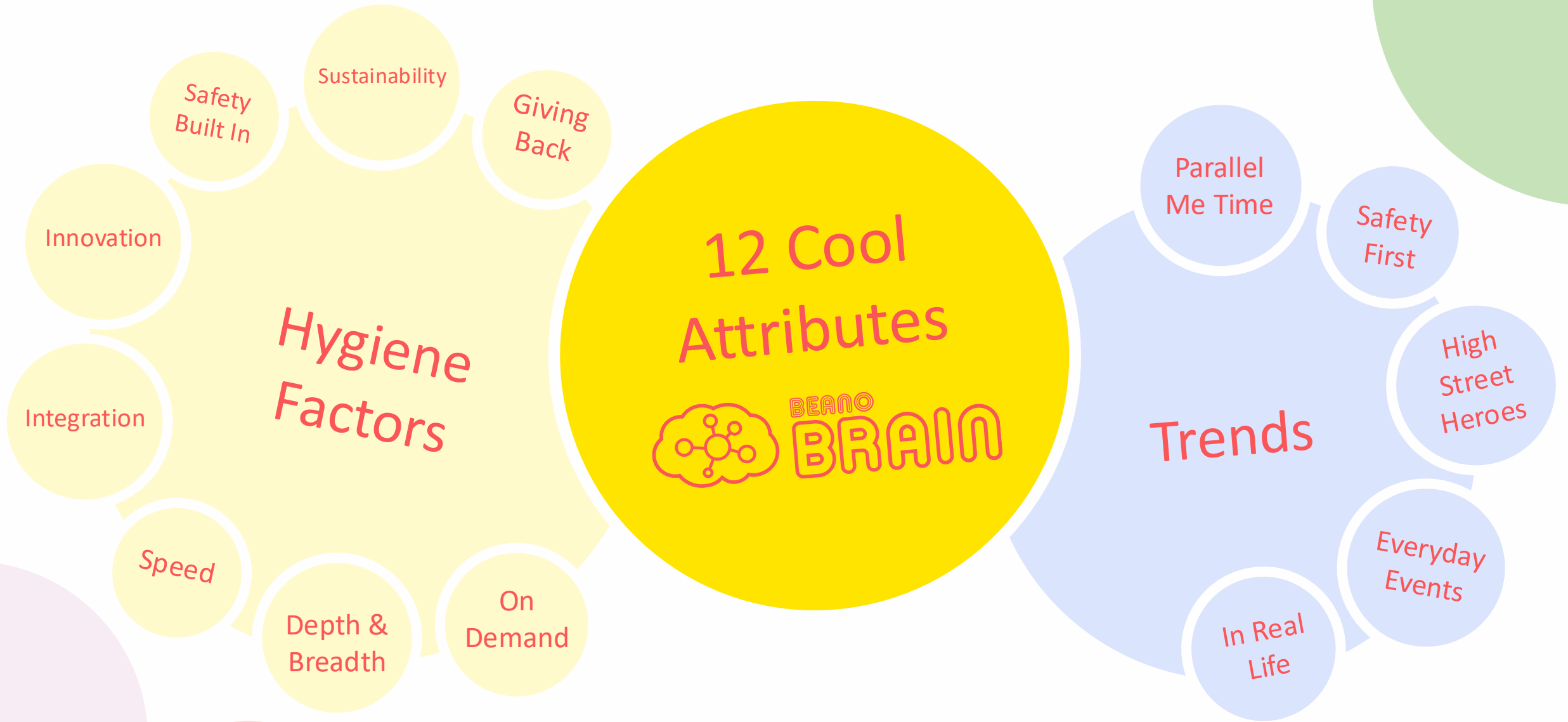


How to be Cool





The Building Blocks of Cool





12 Attributes of a Cool Brand



1. Helps me fit in *and* express my individuality



2. Embraces my creator community



3. Helps me gain autonomy



4. Respects my intelligence and sophistication



5. Recognises my aspiration



6. Makes me feel safe



7. Lets me be nostalgic



8. Helps me share with family and friends



9. Removes any barriers for me



10. Is friendly



11. Welcomes me



12. Inspires me

The background is a vibrant red color. It features several decorative elements: a small yellow cloud icon with a network of dots in the top left; a grey cloud icon with a network of dots in the top right; a large white circle in the top right; a large dark blue circle in the center-right; a large light blue circle in the bottom right; a large yellow circle in the bottom center; a large white circle in the bottom center; a large green circle in the bottom left; and a large white circle in the middle left. The text 'How Brands Win With Kids' is written in a bold, yellow, sans-serif font, centered on the page. The words 'How Brands Win' are on the top line, and 'With Kids' is on the bottom line, with the dark blue circle partially overlapping the text.

How Brands Win With Kids



Spotlight on KitKat





How To Be Cool

Themes

Collaborations
Deploying collabs with everyone from Nescafe to Oreo

Global Foodies
Kids taste range is drawn from global sources

Sensory & Soothing
The bar has ASMR qualities with the "snap" driving social media content

Occasions
Seasonal tie-ins from Valentine's to Easter – in Japan it's a reward for exam success

Attributes

Makes Me Feel Safe
There is comfort in the familiar and the brand does not alienate

Aspiration
The range of flavours means kids can match their Matchas!

Sharing
The original brand promise and still resonating

Barrier Free
Availability and a range of price points keeps the brand within reach

Hygiene Factors

Depth & Breadth of Product
Extensive ranges and taste variations all true to the original

Availability on Demand
The brand is EVERYWHERE from corner stores to Hypermarkets





A Year in Cool Brands



Their year in brands: Autumn/Winter

Sep

Oct

Nov

Dec

Jan

Feb

Back to School

Half Term & Halloween

Christmas Break

Back to School

Half Term

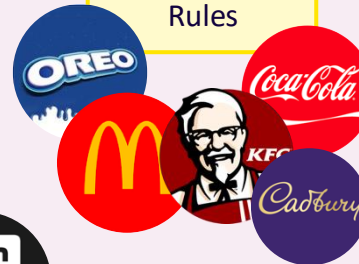
Fresh Looks



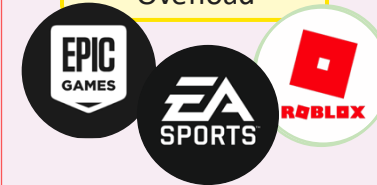
Halloween Antics



Relaxing the Rules



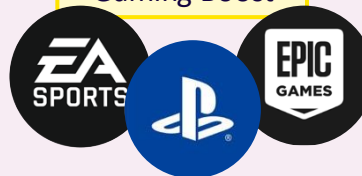
Gaming Overload



Half-term Hangouts



Gaming Boost



Christmas Hauls



Sleepover Fun



Playground Currency



Christmas Wish Lists



Family Moments



NEW ROUTINES

An adjustment period
First impressions count

CELEBRATION SEASON

Big anticipation and excitement
Gradual loosening of structure
Parents as big kids

NEW ROUTINES

Uphill struggle
Savouring down-time
Friendship focus



Their year in brands: Spring/Summer

Mar

Apr

May

Jun

Jul

Aug

Easter Break

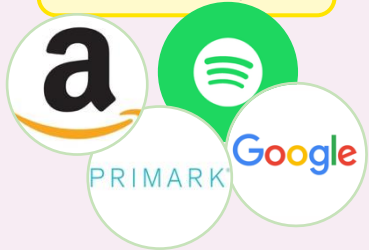
SATs Week

Half Term

End of Term

Summer Holidays

Creating a Study Sanctuary



Wardrobe Refresh



Gaming



Digital Hangouts



Summertime Meet-ups



Revision Rewards



Toys and Collectibles



Toys and Collectibles



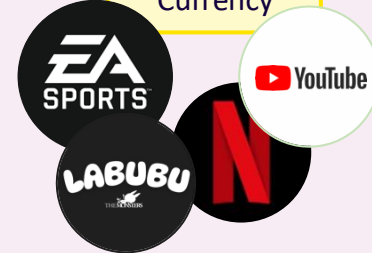
Looking fresh for Sports Day



Back to School



Playground Currency



ALL ABOUT SATs

Rising pressure & revision time
Getting back outside

CREATIVITY & SPORT EXPLOSION

School gets fun!
Time for hobbies & interests

FREEDOM

Relaxing the rules
Keeping in touch with friends
Back to school anticipation



Key Trends



Global Foodies

Alpha are a generation of global foodies who are developing sophisticated tastes – including likes and dislikes – at an early age. Challenging the notion that kids are “picky” eaters. The food and drinks brands that have done well this year have innovated with global and sometimes challenging flavours



Domino's



KitKat



Sprite



OREO

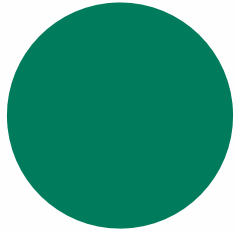


WALKERS

"Dorito's are one of my favourites - I like the red ones because they are a bit spicy but a good spice and the right amount of flavour" – Theon, 11



Collectability is Key



ROBLOX



SOL DE JANEIRO



amazon



Gen Alpha are a curating generation with an eye on design and collecting is the perfect arena to explore that. And they don't just stick to the obvious - everything from digital trophies to sneakers are ripe for display



JELLYCAT



Cadbury

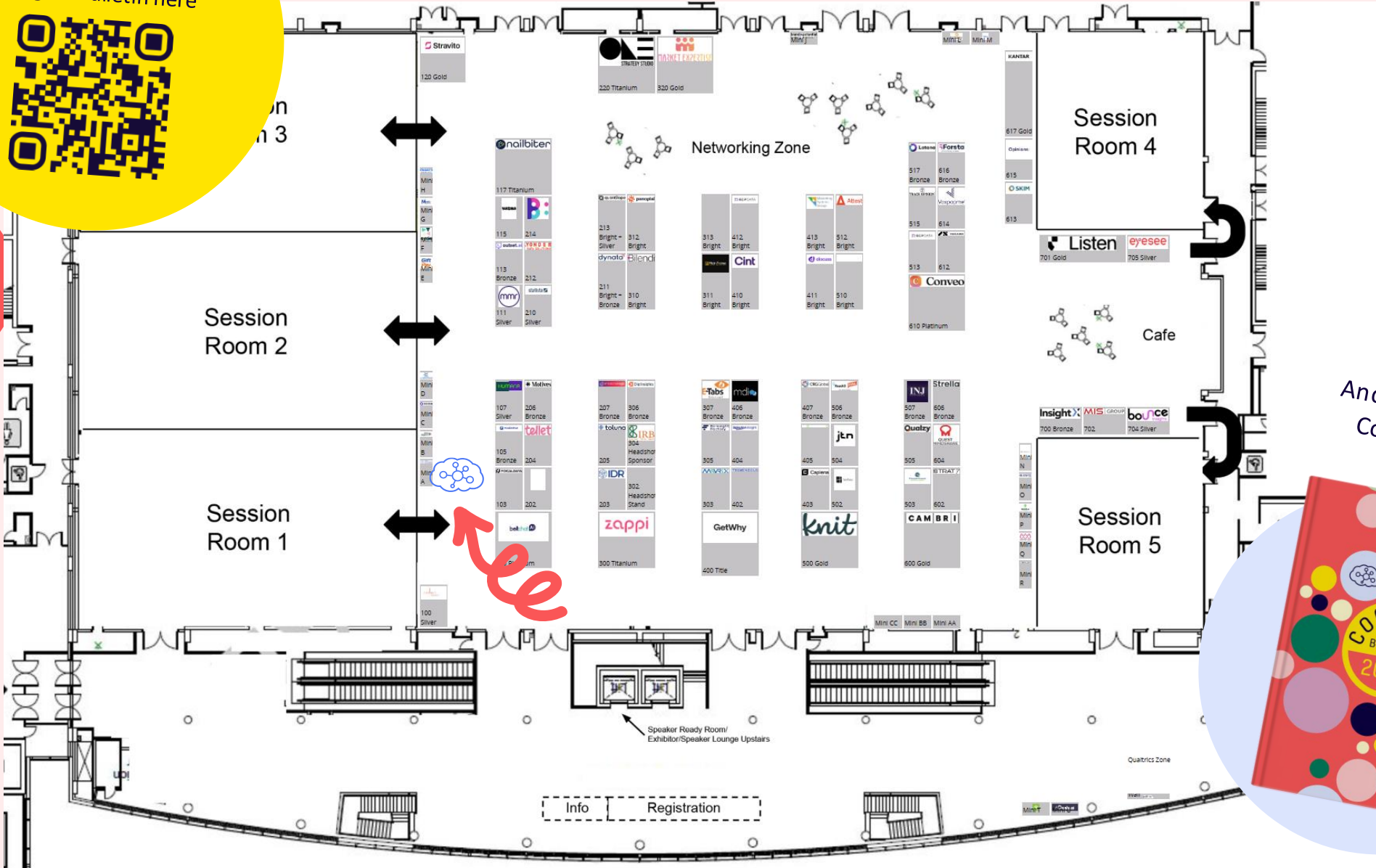


Harry Potter

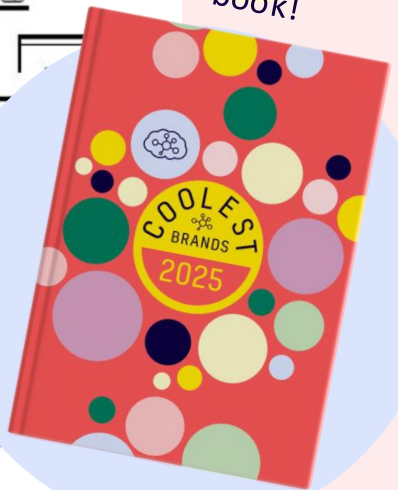
"I'd say I'm collecting candles for my room at the moment - I really like candles and also these big squishy chickens that I got from a shop called Miniso that's in a shopping mall near where I live. I love them and I've got 2 so far" – Olivia, 12

Come & chat at Booth A!

For more insights sign up to "The Neuron" insights bulletin here

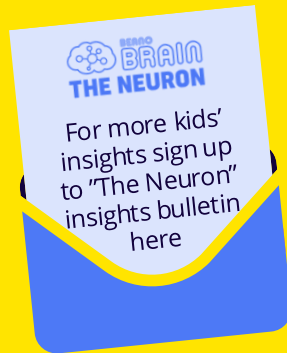


And pick up a FREE Coolest Brands book!



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Any Questions?



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