



# RESEARCHING GEN ALPHA

We employ an eclectic mix of integrated methodologies to get actionable insights from the little intriguing minds - wherein a lot of data is captured in a fun, gamified and non - explicit manner using various SYSTEM I methodologies and creative means of engaging the kids.

## KID-CENTRIC METHODOLOGIES

- IMPLICIT RESEARCH METHODOLOGIES
- LONGITUDINAL DIGITAL INSIGHTS COMMUNITIES
- CREATIVE SESSIONS / WORKSHOPS USING TOYS / INTERACTIVE GAINS
- SIMULATIONS AND ROLE PLAYS
- GAMIFICATION BASED METHODOLOGIES
- NEUROMARKETING BASED TOOLS / METHODS

**Story  
Building  
WORKSHOPS**

**READ ALONG SESSIONS  
WITH KIDS**

**STORY PLOT | CHARACTERS | ENGAGEMENT**



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