

Brand Love at First Sight

Decoding How Kids Choose in a Blink!



Split – Second Decisions & Power of the Right Nudge






Gen Alpha

(born b/w 2010–2024)

.... a growing generation which will in next few years **outnumber** the **Baby Boomers** , and many of them will live to see the **22nd Century** !



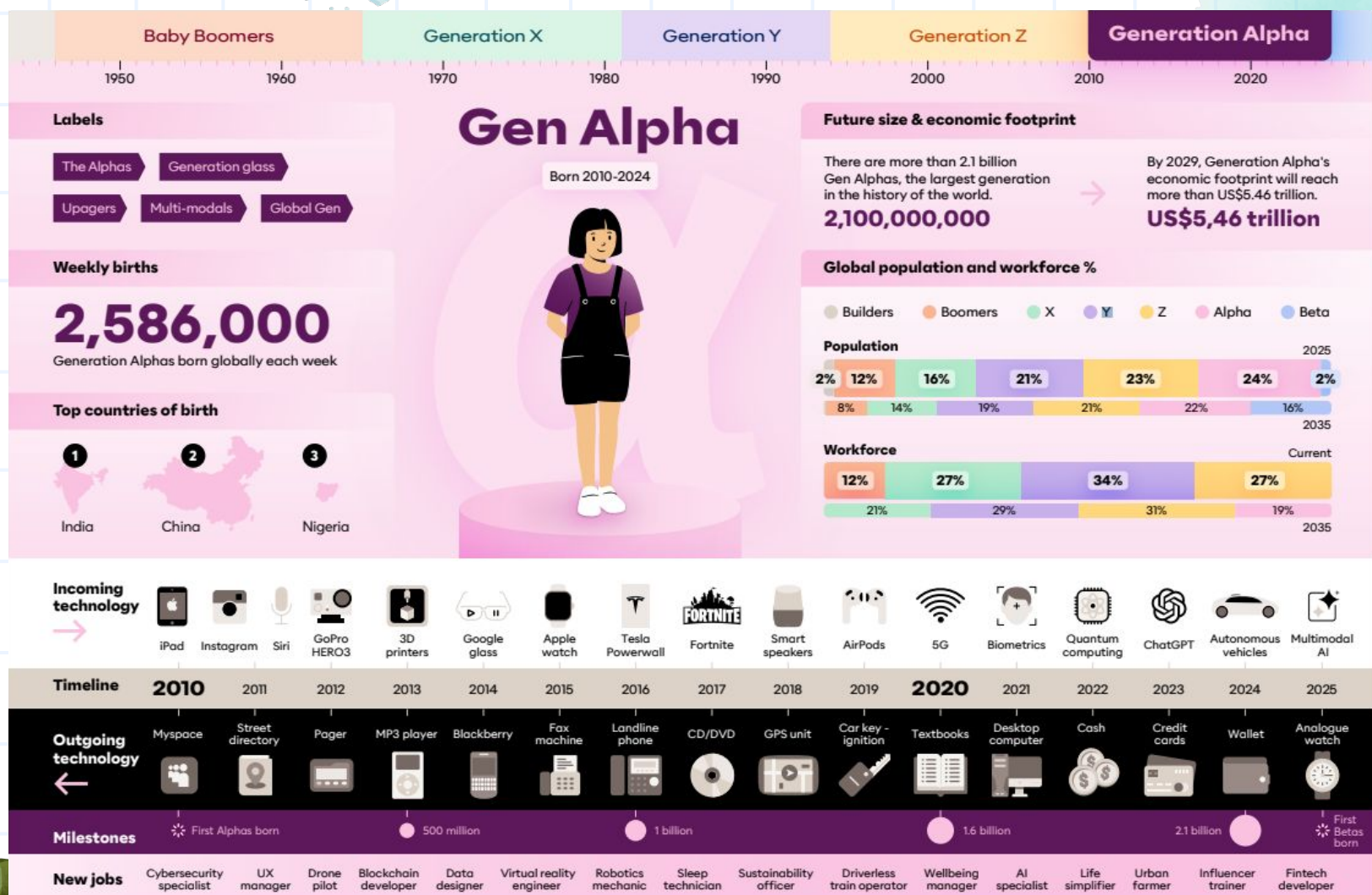
"This generation of children will be shaped in households that move more frequently, change careers more often and increasingly live in urban, not just suburban, environments..."

- **SOCIAL RESEARCHER MARK MCCRINDLE**





More than
2.8 million
are born
globally
every
week... est.
to almost 2
billion –
making
them the
largest
generation in the
history of
the world



and, their little minds are... DEVELOPING FASTER THAN YOU CAN IMAGINE

Expressing a
CHOICE

REASONING

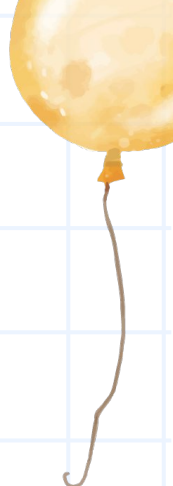

MENTALIZING

Age	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	Adolescence
(1) Language																	
(2) Intelligence																	
(2) Attention – Alerting																	
(2) Attention – Orienting																	
(2) Attention – Executive control																	
(2) Memory – Recall																	
(3) Reasoning																	
(3) Weighing risks & benefits																	
(4) Abstract thinking																	
(4) Mentalizing																	
(4) Mentalizing																	
(4) Abstract thinking																	

Memory specifically increases between ages of 6 - 12.. **Children at the age of 10-12 appear to have recall abilities compared to adults**

Children at the age of 6 to 8 already demonstrate the ability for logic reasoning **Between the ages of 8 and 11, children's reasoning skills improve significantly**

From the age of 5, children have reasonable understanding of language, with **refinement thereof continuing to the age of 9 & further**



6 - 12 yrs is the
golden period..

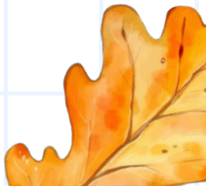
*Likely to shape the mental faculties responsible for
decision - making abilities as an adult!
& Generation Alpha, falls right in spot*



How do they decide...

- What truly **captures a child's gaze?**
- Do they **recognize brands** they've seen in ads?
- Can they gauge **pack size, flavors, and perceived value** at a glance?
- Do they have a pre – decided planned purchase or **buy on impulse?**

& so on.....







The experiment...

To unravel these hidden behaviors, we combined **eye-tracking technology, implicit association testing, and qualitative research** in a real-world shopping environment

Our Goal?

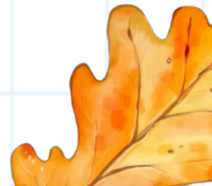


To understand how **children (ages 5–9 yrs) engage with packaged confectionary brands** in an uninhibited setting, free from parental influence

We gave them **INR 100/-**

A substantial amount for them to go and shop

This was done on purpose, to gauge '**unrestrained**' behaviours, giving them complete freedom to select, and buy whatever catches their fancy and appeal



The Works...

Eye-Tracking

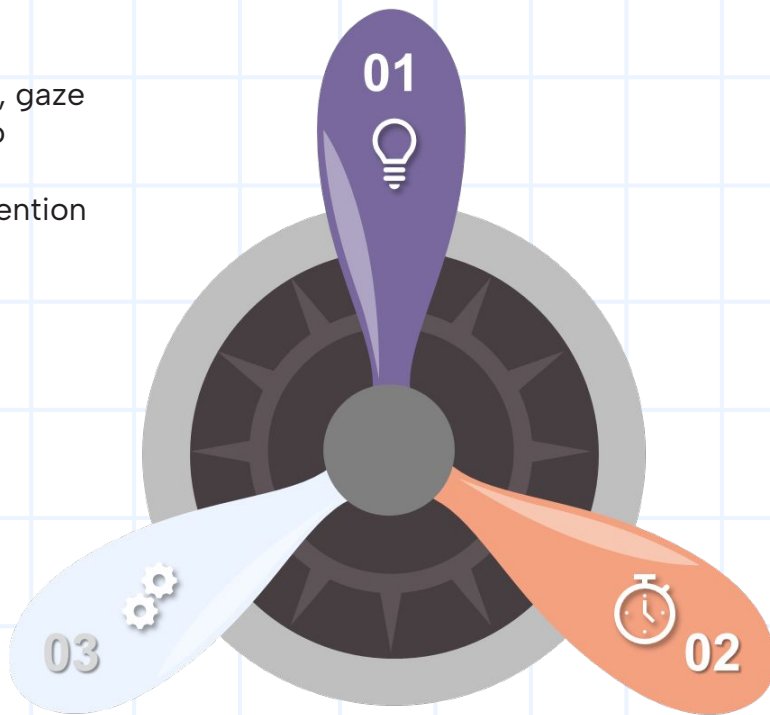
Measured first fixation points, gaze duration, and pupil dilation to identify which brands and packaging elements grab attention

Implicit Association Testing (IAT)

Examined subconscious brand preferences and imagery associations

Qualitative Research

Captured real-time verbal and non-verbal reactions to understand how kids justify their choices



Action!



Key Insights

**What the young eyes
revealed...**



Eye-Tracking Analysis: Cream Biscuits vs. Cookies

Metric	Cream Biscuits	Cookies
Fixation Count (Average)	32.33	21
Time to First Fixation (ms)	6283.5	56843.5
Dwell Time (ms)	5579	2261
Average Fixation Duration (ms)	165.85	107.67
First Fixation Duration (ms)	78.33	70



AOI
MAPPING

Decision-Making is Fast, Emotional, and Visual

First Fixation = First Impression = First Pick

Most choices were made within 6–8 seconds, often without verbal reasoning.
First fixation + prolonged gaze = subconscious decision forming

Cream biscuits win this attention–emotion loop, possibly even before a child *knows* they've chosen it. Higher fixation count (32.33) and longer dwell time (5579ms)

Much higher brand recall for cream biscuits, indicative of priming via TV ads, social media or school peer talk.



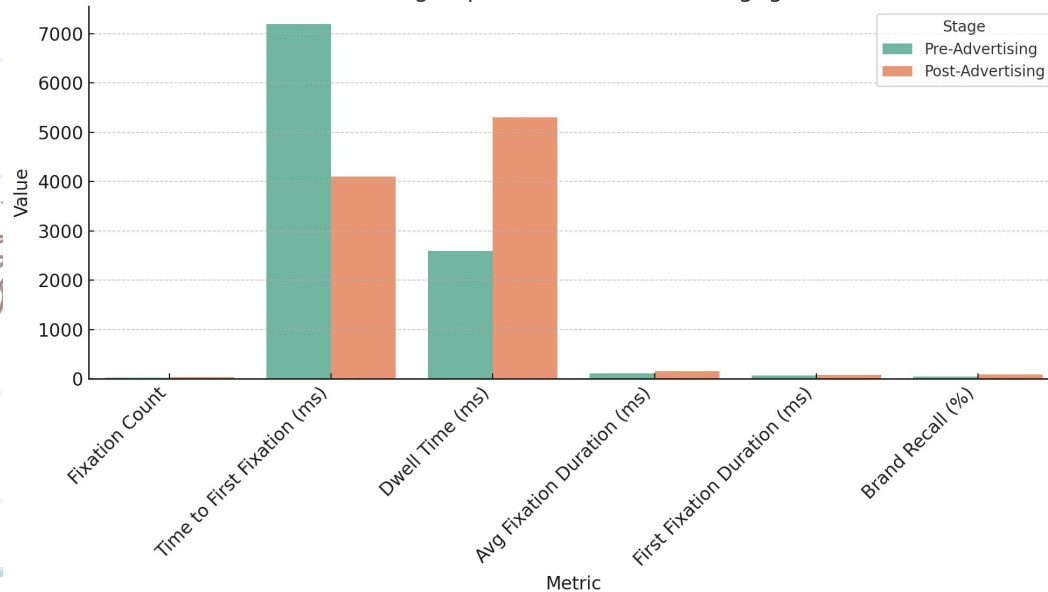
🧠 Advertising builds **memory structures** that make cream biscuit brands feel familiar—even comforting.

👦 The child doesn't think, "This is better."
They think (without thinking), "**I've seen this before. I know this. I like this.**"

🌸 Once in-store, the child **locks in faster and longer** on brands that feel known. Hence, cream biscuits' **superior fixation counts and dwell times.**

Advertising, preps the mind before the aisle ...

Pre vs Post Advertising Impact on Kids' Visual Engagement and Recall



✓ Fixation Count increased by ~55%

More kids noticed and fixated on category, post-advertising— indicating stronger visual pull and awareness

✓ Time to First Fixation reduced significantly (~43%)

The brand became more top-of-mind; kids discovered it faster post-campaign, indicating successful memory encoding

✓ Dwell Time more than doubled

Kids spent more time engaging with the product visually—indicating stronger interest, curiosity, or emotional draw

✓ Average Fixation Duration rose from 110ms to 160ms

Suggests deeper processing of packaging or promotion, triggered longer evaluation or fascination

✓ Brand Recall jumped from 52% to 88%

The campaign had a clear impact on subconscious and conscious memory.

Longer Fixation Durations Show Higher Emotional or Sensory Engagement

165.85ms avg. fixation duration (cream biscuits) vs. 107.67ms (cookies) implies that kids may be **mentally simulating taste, texture, or reward**, even before touching the product.

This aligns with the “**embodied cognition**” theory—where visual engagement activates taste/pleasure anticipation.



- Unlike a usual left-to-right progression, the gaze paths reveal back-and-forth movements between certain “hotter” clusters in children – forming loops
- **Dense “nodes” in the middle rows, suggest these packages (Oreo, Milk Bikis) are acting as “anchors”**—drawing kids’ attention repeatedly as they compare other products.
- Products with darker or more uniform packaging (e.g., browns, blacks) typically show fewer gaze path connections, signaling less visual pull for children

Visuals that mimic **gooeyness, creaminess, or exaggerate taste cues** likely stimulate **reward pathways**

Vibrant & premium packs drive strong emotive appeal



Bourbon stands out with strong Premium, Attractive, Must Buy, and Flavorful scores, showing a well-rounded appeal
 Jimjam excels in Vibrancy (eye-catching for kids) but is weaker on Premium and International cues,
 Milk Bikis is seen as the least Premium option but relatively Stomach Filling – more functional, less indulgent
Oreo leads on Premium, International, Must Buy, and Flavorful attributes, making it a top choice overall
 Unibic has decent Premium and Vibrant perceptions but, middling scores on most other attributes

Eye Level = Buy Level

Products placed at **eye level** received **67%** more first fixations vs/ those on lower shelf

📌 Placement matters...

The most concentrated “hot spots” (green clusters) appear around the second (middle) shelf – which reaffirms products at or near eye level (especially for children) receive the earliest and most sustained visual attention.



Another interesting insight...

Kids demonstrated 'the perfect Sudden Wealth Syndrome'

Turning them into an impulsive hoarder...

55% ended up buying 'new brands' and 'first – time products/ variants and flavors' coz. they suddenly had the freedom and control on their spends, which initiated new trials!



Leverage it....

Toy Emotional Response: Surprise → Excitement → Attachment

Behavioral Outcome: Requests repeat purchase; talks to peers

Cognitive Memory: Brand becomes encoded with "fun," "reward," "cool"

Long-term Brand Effect: Loyalty without logic—just feeling



It all comes together....



What Drives Kids' Snack Choices?



Factor

Color & Pack Size

Characters/Visuals

Sensory Imagination

Emotional Engagement


Brand Familiarity



Role in Subconscious Choice

Bigger, brighter = better = fun = must have

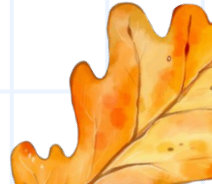
Act as social proof or trust cues (e.g., "if the smiley's on it, it's tasty")

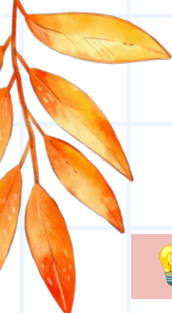


Kids "taste" with their eyes—cream visuals = indulgence

Fun, play, and surprise activate dopamine pathways

Reinforced through repetition (ads, peers, packaging consistency)





...comes together



Actionable Insights for Brands

✓ Design with Dual Audiences in Mind

- ✓ **Child-facing:** Colors, characters, fun cues.
- ✓ **Mum-facing:** Health, trust, familiarity, safety seals.

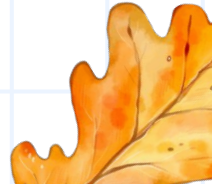
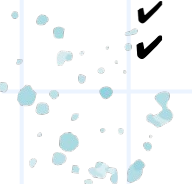
✓ Use Repetition in Ads to Build Recall Loops

- ✓ Consistent characters, music, storytelling across formats.
- ✓ Position cream biscuits as a **"little indulgence" mum approves** of

✓ Anchor Brand Familiarity

- ✓ Create **multi-platform presence** so brand is remembered before it's seen.
- ✓ Consider **child-mum co-branding moments** ("Tasty for you, trusted by mum")

✓ Introduce Limited-Time Windfalls

- ✓ Use **"surprise inside" or "lucky pack"** mechanics to build anticipation and emotional highs
 - ✓ **Make It Sharable**→ Design windfall experiences kids will talk about at school or share
 - ✓ Avoid making them **predictable or transactional**
 - ✓ **Integrate into Brand Storytelling**→ Make the reward feel part of the brand, not just a gimmick—tie it into the mascot, ad narrative, or digital game extension
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Loading...

GEN BETA



Born between **January 1, 2025, and 2039**

First generation to grow up in a world, soon dominated by **AI and other advanced tech...**





Thank you
#timetoinqognito



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