



## *The Coming Dream Society* rolf jensen

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I'm honoured to be here and may I remind you that Canada and Denmark are neighbouring countries. Yes. Greenland belongs to Denmark so we have a lot in common. I'll talk about the future but I will start with two remarks. The first one please remember that we cannot prove the future. We can make predictions. We can make prognosis, analyze and study for years, still there will be surprises. So we cannot prove it but it's important. It's very important. As usual Mark Twain has said it in the best way. He said; "I'm very interested in the future because I plan to spend the rest of my time in it." It's a strong point he has got there. We have to discuss the future. We have to get inspiration. We have to get ideas about the future. And this is what I'm going to do.

The other remark from the beginning is that I may use some jokes during the presentation. It's not in order to be humourous. It's only to get the message through as fast as possible. But you are allowed to smile and even to laugh. This is fair.

So our ideas about the future, the dream society we have called it. That's addressing the question what comes next? And it began 4 years ago we had this seminar in Copenhagen. It was about the business environment and the information society and it was all very interesting and stimulating, but then at the end of the seminar one of the participants asked please you are futurists. Tell me what comes after the information society. I said well we're not sure. Maybe it will last forever. But anyway we promised to call them if we found out. And then of course we put on our thinking caps and then we came up with an answer and this is what I'm going to present this afternoon.

The inspiration was actually an egg, and a watch and a glance through history. I have a picture of eggs. These are quite expensive: 75 cents per egg. You buy them in Denmark. In the northern part of Denmark there's a farm there and in order to buy eggs from this farm you have to go there yourself. You have to enter the hen house yourself. You have to go to the nests and if the hen is sitting there, you have to ask her to get up a bit so you can get the egg and you may even be told the name of the hen that laid the eggs. Here we have eggs for let's say 25 cents and a story for 50 cents. That makes 75 cents and on top of that comes wax. So in this case we are actually paying more for the story about rural romanticism and animal welfare than we are paying for the products. They appeal to the emotions. This is what we pay for, the goods, the product

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the egg yes. That's not the main part of the price.

The next one...then we wrote down 50 products or services and say a) do we have a story premium on this product. Yes or no. We went through them. For example water. No, no yes. You have tap water. But then on the other hand you have bottled water with a label on it. Then you can attach a story to it. And actually in this theatre in the men's washroom there are two boxes where it says Ramblers of Water. Ramblers of Water, that's a Swedish brand. Swedish spring water, natural spring water is very famous. I was talking to a Swede recently and he said each week you have big trucks driving from Sweden to Italy with this natural spring water and at the same time you have large trucks driving from Italy to Sweden with large amounts of spring water.

So again, electricity. That was another suggestion. Yes in a few places in Scandinavia you pay a bit extra if you want electricity produced from windmills. Even though it's the most invisible product in your households. So we went on and said let's consider the idea that maybe we have produced the theory, a grand theory about what comes next. So modestly we are calling this one the big overheads. Actually the real name of it is the mother of all overheads because this shows the human history right from the beginning and a very long time into the future.

Homesapiens experts are saying 130,000 years have we graced this earth. If we look at it globally, 10,000 years ago the first agricultural societies came about in Egypt. Places in India and China. Two hundred years ago we had the first industrial cities in northern England and Scotland. And 20 years ago we began talking about the information society. So these very important eras, the change has been exhilarating. So we concluded that it's not unlikely, unthinkable that the next era is approaching. That we are standing and this is our suggestion, that we are standing with one foot in the rational, scientific, logic information society and the other foot in the irrational, emotional, dream society. One foot in each. But the market place that demands is gradu-

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ally moving away from the information society and towards the dream society. This is what I'm going to talk about and discuss with you. And of course the consequences for graphic designers.

Look at the information society and the dream society. Ok. Let's move...we already have eggs for 25 cents in the information society and eggs for 75 cents in the dream society. Then we have, well did you know that in '77 there was this meeting. All the computer producers in this world they came together in this conference and then they asked themselves which colour is the most boring in the whole world. And of course the answer was gray. So let's make them gray. That's the information society. But then 2 or 3 years ago you had the iMac. Beautiful colours., beautiful design. Moving the icon of the information age away from the information society to the dream society. So today buying a home computer you enter the shop and you decide which

colour do you want. And then as you are leaving the shop, perhaps you turn around and ask the guy, hey does it have chips in it. Yes sir. There's no problem of course. The technology functions. In the information you have ice cubes. In the dream society you have ice cubes, but they come from the inland ice of Greenland and so they are there several thousand years ago and when they dissolve in your drink you will hear small sounds...psst, psst,psst. That's clean air from way back. So you could say I want one ice cube, no give me two ice cubes. Don't you want the whiskey along with it sir? Yah, ok then. And it's a product of course.

So even these ice cubes. What kind of products? It's not really imaginative, but you can just add a story and you can raise the price. That's what happens. Coffee. Normal brands of coffee. Yes. What is happening right now in the market place. I saw the word for the first time in Scandinavia recently. It was saying single estate coffee. Meaning coffee...not Colombian coffee. Colombian from this particular coffee estate in Columbia and from this particular year 1997, which was a particularly good year for coffee and this was not any estate. It had a great tradition. They had all this expertise and the recipe was a secret. It was delivered from generation to generation. So what is happening now in the market place is you're moving these more or less discounted products into what we call the dream society. Which means actually the single malting of everything. Single malt whiskey from Scotland isn't actually more than 30 or 40 years on the market place in Europe or the U. S. It's not a great tradition of 200 years and so on. It's a great idea and this is what's happening with coffee and it has always been like this with red wine and more and more products will become single malted like this.

A brush for cleaning the dishes. You buy it for 1 dollar and it's light blue or pink or white and you get 3 for a discounted price. Yes, but what has come about, in Europe at least, the new designed brush from Italy. Aletti it's called and I see you are nodding. Yes. They're selling a lot of them and it's really a beautiful thing that would fit the kitchen and perhaps it costs 10 dollars. But 10 dollars for such a beautiful brush.

You can sell meat from lamb or sheep. Yes. But you can also sell from lamb or sheep that has been pursued by wolves. If you write that on the label you can get a premium price. If we are talking about the single malting of everything, what about single treed paper. Ok, single forest paper. Yes. I see it coming. Maybe not this year, but next year. A toaster. Yes you can get the ordinary one that makes your bread tasty and so on, but you can also buy it in a poster design. Again, adding a story to the product and raising the price. Waiters in the fast food restaurants sometimes in some restaurants they are waiters yes. But they can sing. They can perform. They're artists too. We had a group at our Christmas lunch last year and they came and they were doing catering and putting the beer in and taking the plates out and so on all very nicely except that the service was really lousy. And when you were complaining, they were rude. When they took out the empty beer bottles, they did it by putting their finger into the bottle and removing it this way. It lasted I think one and a half hours, then suddenly we said enough is enough. We are not going to stand for this. Please get out. Then they went to the podium and started to sing because it was planned that way all the time. And they were actors and we were also kind of actors and

we asked them afterwards how were we? Were we good? And they said you were extremely patient with us.

Just to say that we have in the information society in the last century the best product is winning, this century the best story is winning. From appeals to the brain moving to appeals to the hearts. From unit selling points to unit story points.

We are still in the midst of a digital revolution. But we are suggesting the sun is setting and the next one is beginning...a scenario for the dream society. The reasons why if you start at human history let the machines do the work. This is one way of explaining the past hundred years...it has been about automating the work of the models. And we have by and large succeeded now. There's more sweating outside the job than on the job we must admit. It has been automated. So I would guess that maybe in 10 years time if you are a manual worker, you will really be the star of the party. Do you really have to take a bath afterwards? Yes. Ok. What is being automated now is the work of the brain. The work of the senses. The work of the brain, the computer, the scanner, the sensors that applies to the police, automatic traffic control. It applies to the hospital, the doctor, the medical doctor. Yes we have the scanner please. The patient doesn't look very good. No but the scanner will put the diagnosis quite precisely. I was talking to an American futurist and we were talking about the automation of the hospitals and he said he would think it was quite probable that in 10-15 years time you would have unemployment amongst medical doctors because of automation. So then we had a draft beer and then we said, well let's make a seminar for medical doctors in care giving. One week. Give me some examples of care giving and use your own words. It's quite ok.

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What is left of course is the emotions that appeal to the heart. This is an illustrative overhead. I mean it's not scientific. It's not analyzed. The dark green figures are the right ones. That's agriculture. In the rich part of the world, two to three percent can grow the food we eat. The dark blue, the very dark blue. That's the workers and it's already begun to get down, fewer workers because of automation. In 20 years time two or three percent of the workforce will work manually and have to take a bath afterwards. The light blue...the blue that's IT technology, the information society. It won't grow because even programming will become even more and more automated. What is left? The yellow and the red. That's producing emotions. That's you, that's advertising people. That's people in publishing. That's artists, entertainment business, but it's also companies. It is actually also the director of mind and mood, the personnel director. That's how we see it. It's only to illustrate the idea. Of course we cannot prove it.

So to tell you the difference between the world of facts and the world of fiction. This is a picture of a Viking. Some of you may know that there's a real great era in this picture. The historian will come to you and say hey, there's a mistake here. Actually they didn't have horns in their helmets. There's never been any proof of this. So you must correct it. Ok. There is a truce. No problem. He is right. But we prefer our Vikings that way. It was actually on the front page of the Wall Street Journal 2 1/2 years ago and it said Vikings didn't wear horns in their helmets. And this journalist here interviewed these two professors and no they didn't and so on. But then

this professor he was calling first the football team, I don't remember the name. It could be Minnesota Vikings or whatever, and the journalist said now you have to change your logo because of this and this and this information. And they declined it said in the paper because it's a nice paper and they probably not print the answer they got. Then they called Norway. There is this beautiful Viking ship museum just outside Oslo. They have the worlds most beautiful Viking ships and they have a souvenir shop also. And they say, yah, yeah. And they said in Puctoy, yes we have tried to sell them without but we had to put them back on again because it didn't work. That's the difference. In says in Don Quixote, someplace it says often facts are the greatest obstacle for the truth.

Just to recapitulate...recap. The icon of the industrial society, Mr. Henry Ford. The icon of the information society Mr. Bill Gates. The icon of the dream society, one suggestion would be Steven Spielberg. It could be George Lucas. It could be Michael Jordan. It could be Michael Schumakker. It could be Mike Tyson. Great story tellers all of them.

One reason for our theory of the dream society is automation. The other reason is wealth. We have become rich. The average Canadian, the average Scandinavian has become 6 or 7 times more wealthy in the past 100 years according to official figures. Everybody was poor 500 years ago. If you look at it per decade, it's approximately 30% or 25% each decade. Which is a lot... We have a rich society here, so we can afford a lot of story-buying, a lot of self-realization. The basic needs, ok. We can afford a lot more than that. Let's also consider the new gender roles. Beginning in the '50's the husband is visiting the kitchen. He has his overcoat on and then later on that may be a bit European, the grill party comes to Europe and when it's outside it's always the husband. We know that. And then from the '70's and on from there the damage is done. Just to recapitulate. Automation ok. If we are buying with our hearts and not for needs, then we need to define emotionally the market place of the future. And what kind of emotions do we have. We wrote these down one beautiful afternoon. This is not years and years of analyzing. They are illustrative and we are still working on it trying to find out how could we make these ones better. But we're suggesting that the consumer in the rich part of the world, meaning western Europe, North America, Japan, Australia, New Zealand, approximately one billion people. The rest, the five billion they are poor. Actually we have one billion rich and 5 billion poor. Not a lot of people in between.

Let me go through these ones. The market for adventure. The market for experiencing new things. Sometimes we have a need and we have illustrated here adventures come in five sizes, small, medium, large and extra large. A small adventure, that would be a sushi dinner take away. An adventure extra large that would be walking across the South Pole or climbing Mount Everest. What I see is adventure being used to promote things anywhere. If you look at the home page for the US space administration you will notice they will have forgotten about this science thing. It's about adventure. Let's go to Mars. We don't know if there is life on Mars, but we have some indications that maybe there's life on Mars. Isn't it exciting. John Glenn, 76 years old has no problem. He can easily go into orbit and that's a story directed at the middle age target group,

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me. The Olympic games is actually a company on adventure markets selling a lot of adventures. And what we are seeing now is a new CD-ROM educational products. They have added adventure to the teaching. That is the reason why we are calling it stealth learning because like the stealth aeroplanes, you only find out afterwards. So you are sitting and enjoying yourself and enjoying life and laughing and then you find out afterwards, hey I learned something. But then it's too late. That's stealth learning.

It seems like there's a lot of cigarette things this afternoon. This is the Marlborough man. Maybe we stop smoking cigarettes. Maybe it's forbidden. Maybe it's too cold to smoke where smoking is possible. Anyway, there is a problem here for the cigarette producers of this world. A lot has been invested into the Marlborough man. The story about independence, about being close to nature, about control. He will always get up at sunup and at sundown he will take a whiskey I guess. Not two, but one. So of course you move your story. You have to, so the same story can be attached to shirts, to trousers, to shoes. The same story and I admit it's also an order to sell cigarettes, you can live out your dream, your Marlborough dream by visiting the ranch, the Marlborough ranch in either Montana or Arizona. This is German and it says holiday on the ranch. And you can even buy a Marlborough cookbook. Again underlining the story because all the recipes, I mean the steaks here are they big or small. They're big. 200 grams no. Will they have fat around them. Yes. That's where the taste comes from please. Or are they served along with broccoli.

The next one the market for love and belonging. Again if we redefine the products, if we look at them from the emotional sides from the story sides instead of the functional sides. Diamonds. Since the '30's they have been the ultimate symbol of love. What keeps Walt Disney the thousand of products they have got, what keeps it together is the idea of family happiness. Is it safe to send your child to a Walt Disney movie or a theme park. Yes it is. Guinness, the Irish brewery own a lot of pubs around the world and it's not actually you could claim, draft beer

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they're selling. It's friendship. If one is suggesting let's go and have a draft beer. Ok. It's friendship building. So Guinness could have this mission statement. They don't, but they could have. The market for care very, very important markets. The big one helps the little one. The healthy helps the sick person and of course the Salvation Army, the Red Cross. Religion is partly there. The toy market is there. The Lassie movie is on this market. Pet food is there. A good example would be you have dog food now for the mature dog. I don't know if you've seen it. It is actually in the supermarkets by now. So and of course you can buy the normal dog food for your 11 year old dog. But if you happen to love him a few extra dollars wouldn't hurt. So this simply here's a

company that has found out it's not really dog food. It's care. It's a care market. You help the dog and he's loyal.

The who am I market. Lifestyle, recognition. We want to show who am I and send signals. It was on BBC a month ago they were interviewing some teenagers asking them who are your friends and why? The interviewer asked this group what about religion. Does that mean anything for your friends and so on. No, that's not important. What about colour. No it's not important. What about class. It used to be important in the UK. No. What is important then. Yes, that's the clothing. The signals we are sending that way. If we have these baggy trousers. If we have this piercing then you are sending certain signals you are the same group sending the same signals. So these are your friends. Ralph Lauren, Cartier, the big designers are here. And this is a growth market I can assure you. The vodka is called Rain and is produced in New Orleans. Rain if you want to write it down. You might be out from some clients from the agency.

The retro markets, the market for peace of mind control. In 1910 everything was so peaceful. We knew our friends, our neighbours. We knew our values. There was time enough and there was no discussion of gender roles and the children were behaving so nicely. It's a dream. It's a lie. But we need that dream. Therefore I think we will see a lot more of the retro products. My guess would be especially in the car industry. I think we have got two retro products at the moment in this market. The Beetle, the new one and the PT Cruiser from Chrysler.

The market for convictions. Yes. Politics. Amnesty International is in this market. Greenpeace. You as the political consumer can vote in the mall saying I want this environmentally safe product or this company is too big or using child labour or what have you. In Europe we have this Marxhavia coffee and bananas. That's coffee coming from small independent ecological farmers in Central America. So you can actually go to the supermarkets in Scandinavia, in Holland, Belgium, Luxembourg and Germany and say I want to buy some positive attitudes towards these small independent ecological farmers in Central America. Yes sir. You'll have to go down there and turn left, but we are only selling them together with coffee. So what our theory about the dream society is actually as I see it and this not intended of course as a good theory if it is correct it's a good theory for the graphic designers. Because how does one tell the story? By images mainly. Like Bruce showed you before. 80% the experts are saying, 80% of the capacity of the brain is reserved for the eye, for the images. And to make...it's not really a scientific remark this one, but do we dream in pictures or in words. I never dreamt in words. It's about emotionalizing the company, the job titles. These ones, all of them are existing except the last one, the one with the star. That's one we made up. Chief imagination officer. That's not about product development, but about story development. That's why it says chief imagination officer. Messaging champion. You need this person in any company. The person who could get this message right through the organization in no time and get it understood. The intangible asset appraiser. That's the person that measures the intellectual capital of the company. This is the actual capital. This is what it's really about. Of course you have some assets.

Perhaps I don't know, maybe sometime in the future you will have a copyright. I think it's reasonable to have a copyright because it's worth billions of dollars here. And you have invested a lot of money in the building of the story so it should be copyrighted. But the problem is that the consumer can also tell the story and go into the story and maybe make it a bad story. Like in Europe McDonalds has all the time to tell the consumer and the public, please it is a healthy product and there are no rats in it and so on. I mean so because this story capital is actually a little cookie we have in our minds here. That's why the capital is put...It's not on the company premises, it's here in your little cookie that says hey I'm thirsty, Coca Cola and so it goes on. So it's an uphill battle I think to keep this ownership and it will involve a lot of marketing and events.

## QUESTIONS & ANSWERS

**AUDIENCE MEMBER:** It seems to me that the story would have to evolve and would have to change over time or the consumer would get bored with it.

**ROLF JENSEN:** Yes. The story will have to evolve over time. I agree completely. For example if you have a David and Goliath story for example, it's obvious what happened after David won and beat Goliath. You had some time...I may be wrong, but it's my impression that you had IBM Goliaths and Microsoft Davids. And then today Microsoft is looked upon as being Goliath but maybe behaving a bit like David still. So it has to evolve and adding new themes. But I still think it has to retain its core. The emotions have got to be the same.

**AUDIENCE MEMBER:** Ok Denmark. So basically they are a cold dark climate, I think climate shapes the character and national sight so if you come up with this theory of a dream society in terms of how you would shape the environment, do you think that the cold environment or the warm Bahamian environment is what you would see as a typical manifestation.

**ROLF JENSEN:** Yes. Climate and story telling. There's one thing that's sure if you look at in the northern parts the oral tradition of story telling is preserved a lot better the higher you come up. In Denmark we have I know some of our folk tales, if you go up north to Norway, they will know a lot more of them. And if you come to Iceland and ask them if they know their folk tales there, you will get a punch in your nose because of course you do. And Greenland the same thing. No I don't see this relationship between climate and story telling. I would rather see a relationship between a rational man, technology spoiling the ability to promote stories to. Technology has suppressed emotions. The idea of a gentleman. What is a gentleman? That's a guy that behaves. He's so polite he doesn't show emotions. And if you give him an insult he will smile and then he will remember it and then maybe half a year later he will give back. That's a gentleman. That's part of the western culture and it's becoming extremely materialistic for these couple



hundred years. Before that they weren't. Then you have a few...the native Americans. There are Britons in Australia. They weren't exactly materialistic. Today, oh not today, but 50 years ago you would suggest to these tribes, nations shouldn't you cut down on the dancing and do some more building here. That would be rational. So no I'm not sure. But of course we have dark winters.

**AUDIENCE MEMBER:** I guess that contributes into going into the psyche more like in terms of the story telling. It's an interesting comment you made about the more northern societies have retained them in a better sense.

**ROLF JENSEN:** Yes. I think it's a type of story. They could be more gloomy. Yes. This certainly is a theory about the Finns. Any Finn has a mobile phone because they are shy and so on, but making a phone call and sending a message to your girlfriend via the mobile phone is ok. But you wouldn't dare to look into her face and ask for a date.

**AUDIENCE MEMBER:** The one that started being the mother of all overheads, who has the unit as the prize, the first unit, and it has worked its way back to the prize. Do you see this as a full circle.

**ROLF JENSEN:** Yes. Yes I do. I think that's the emotional company actually or any organization. If you are in an organization where you have the great answer then you have a lot of volunteers. A lot of people are working for Red Cross without being paid because they are a part of something bigger. And value management, team building, all these things and also tribes, teenage tribes. It's a tribal thing I guess. So yes. That's what we mean common rituals. I had it on overhead too.