

MARKA 2008

Anne Lise Kjaer Interview Brief

Media: Newsweek

- 1. As we hear most of the time these days that people say they have less time for things. How do you think the notions of time changed as societies became more modernized?**

I believe emphasis on productivity, performance, efficiency and speed is no longer helping us move towards a brighter future. Instead of racing along the same beaten track we are starting to ask ourselves: 'How Can I Get More Out Of My Life? We want time to think and re-frame the basic questions about quality of life and personal meaning and to co-create our own life and be empowered rather than just be a consequence of a fast forward society.

- 2. Did modernization bring technology into our lives or technology made societies more modernized?**

This is the classic "which came first, the chicken or the egg?" dilemma. Throughout history there has always been a hunt for efficiency to increase productivity and profits and one thing is for sure technology didn't happen over night. Technology has aided modernity but it has also been a great contributor to Global Warming. Now the big questions is will technology be part of the solution to climate change?

- 3. Does technology save us time or does it complicate life, in your opinion?**

The biggest benefit of convergence technology is the empowerment of the individual. We can now control our lives and environments in ways previously undreamed of. The more convergence and 'all in one' options the better, however I personally opt for simplicity so if a product or a service actually makes my life easier, without using up more of my time, then I am all for it. But I can live without the wonder product with excess of unuseable features and games I never will have time to play. That's just bad design!

- 4. How do you think technology affects consumption and consumer behaviour?**

In some way most brands, products and services are catering for a 24/7 culture. They give us the opportunity to bank, shop and interact around the clock. Further more and more products now give us the promise of convenience. But something very essential is lacking. The faster we go the more chance there is that we forget to enjoy life. People simply crave inspiration and sublime moments. We want the real thing: AUTHENTICITY; experiences and products that enhance our lives and tell a story about the past.

- 5. Do you think the increased pace of life has any impact on consumer's needs? Do we, as consumers, consume more than we need?**

YES to both. Ghandi said two things: "There is more to life than simply increasing its speed" he also said: "There is enough for everyone's need but not enough for everyone's greed." The unsustainable economic growth over the past years has partly happened because of meaningless consumption and this is now posing the question greed versus need on a global level. As the world face the credit crunch and a possible recession is on the horizon we will start to ask ourselves: What do I really need to be happy?

- 6. What percentage of consumption is emotional in today's world?**

This is a very interesting question. But really it depends on what you are buying? Consumption was traditionally just consuming but today consumption is more about the emotional transaction and the interaction between the brand and the people. It's that something that makes you consider what you are buying into that I call Emotional Consumption. More and we see Convenience Consumption during the week and then Conscious Consumption during the weekends.

7. Given the fact that the lifestyle has changed, what is the biggest challenge that companies face in terms of keeping their brands, products, and services trendy?

Firstly people don't want to be labelled - they want to be engaged, educated and inspired. Secondly brands must develop a conscience. Consumers increasingly demand strong values and ethics, not empty promises and 'me too' pledges of commitment to a brighter and fairer future.

*The writing is on the wall. **Empathic Leadership** is showing us the way ahead. Our new religion will be **Sustainability** and **Ethics**. The most successful brands will be those who "think from the outside in" but "feel from the in-side out." To lead: be **People-Centric** – connect by inspiring and empowering them – only then can you create successful future for your brand.*

8. What will be the future of trends in even more fast paced and modern societies?

Creating successful products, services and experiences in the future will mean changing the way we think about people and innovation. Concepts simply must embrace more human values, demonstrating empathy for the cultures they serve and respect for the context in which they exist. The most salient trends and drivers that will shape the future are:

Empowerment – Become an empowerment brand: inspire, inform and educate

Interaction – Foster exchange of ideas and enable personal interaction

Ethics – Practise Sustainability, be transparent and appeal to people's ethics

Meaning – Create emotional experiences to transform lives