Engineering our **Dreams**

by Martin Lindstrom

The World's Largest Metaverse Experiment

Project '**Engineering Our Dreams**' transports us 12 years into the future, and simulates how our screen-based, virtual lives are going to look.

In doing so we'll get the first-ever sneak peek at our future selves. We'll learn how our brains are rewiring, and why some brands will connect and others will fail.

We'll also explore what the future of hybrid work will look like, and most importantly the ethical dilemmas companies and NGOs will face as virtual worlds become part of daily life.

Whether we want to admit it or not - we already live in a digital world. The average American adult spends 10 hours and 30 minutes in front of a screen every day.

And this is only the beginning. CITI estimate that by 2030 a billion consumers will be wearing VR glasses each day. The question is not *if* a metaverse will become a reality, but *when*...

So why ask 1,079 experiential volunteers to spend a combined 2,369,520 hours in a metaverse?

For brands our mission is simple.
We are going to find out...

the uNdiscove
brands in the

Eight industry verticals, each sponsored by some of the world's leading companies and associations, are under scrutiny as we seek to understand each industry and its potential, its limits, and its ethical challenges.

Forget everything you know
about a physical pair of Nikes,
or a can of Red Bull.

What if those brands existed in a virtual
space. How would they manifest themselves?
What value would they provide? And how would
these new 'virtual brands' impact consumers in
the real world?

This study investigates completely new dimensions
of brands - that have never been explored before.

What if we could gain more physical energy from a virtual can of Red Bull?

The way forward isn't to apply conventional advertising techniques in the virtual space. Instead, we need to tap into the power of placebo.

In partnership with Red Bull, we expect to demonstrate that a virtual can of energy drink will provide a physical world increase in energy, quickened heart rate, and enhanced cognitive performance.

*What if we could change our
physical appearance with virtual Botox?*

Stress is proven to have a profound
impact on how fast our hair turns gray.

Overseen by Harvard Professor Ellen Langer, a
team of 14 dermatologists will prove that virtual
Botox can actually impact our physical looks.

We believe that in the metaverse a select group
of brands may even have the potential to slow
down the aging process.

What if the clothes in our wardrobes were influenced by our virtual style?

In the metaverse your avatar is an aspirational expression of self. In partnership with Gucci we expect to prove that wearing virtual branded clothing increases merchandise sales in physical stores.

Up to 50% of our tastebuds are controlled by ambience, our surroundings, and the rituals we engage in. In fact, when humans travel by plane, an astounding 29% of our taste is due to the noise levels in the cabin. And recent studies show that our self-esteem increases just by holding a glass in our hands.

Today, almost all beverage innovations take place in labs – far removed from where we typically imbibe. With the arrival of the Metaverse, brands will soon control 100% of that reality.

In partnership with Carlsberg, we're investigating the concept of virtual beer consumption and how placebos are likely to make us feel intoxicated in the Metaverse.

Spotify

By 2023, Spotify aims to secure 1 billion paid users – nearly triple the size of Apple Music.

But there's a challenge. It takes up to 3 weeks for the current Spotify algorithm to truly "understand" a listener's music preferences, which is way too long time for the competition to attract any Spotify newbies.

The answer to this challenge may surprise you. Recent studies show a direct correlation between color preferences and music taste. By building virtual houses, decorated with a user's specific tastes in mind, and managed by AI, we're likely to map users' music preferences in days rather than weeks.

Allergies, lack of self-esteem, and weight concerns are issues that occupy most of the Western world right now. But how do you navigate the local supermarket, with tiny ingredient labels and lofty health claims on inscrutable packaging?

In partnership with the American Food Industry Association and some of the largest global food manufacturers, we're on a mission to understand the role of food in the Metaverse.

So what's the answer? Your personal avatar. By designing your "ideal" avatar, your look, your feel, and your dietary restrictions – AI will life-feed your AR glasses as you stroll the supermarket aisles – ensuring that you'll see only the products on the shelves that are "good" specifically for you. No need to worry about products that fuel your allergies or go against your dietary goals.

6.8g
Sugars
8%

20g
Sugars
25%

15g
Sugars
20%

What is the future role of brand characters?

As OpenAI has proved through the power of general artificial intelligence via ChatGPT – tomorrow's textbook for personalized brand characters has been reset.

In partnership with Mars' iconic M&M characters we're seeking to understand the influence of AI-driven characters, the ethical boundaries, and what role they're likely to play over the next decade as they're likely to migrate from a fun character to a best friend.

For governments, NGOs, social groups, and community-based organizations the mission is equally essential...

To define th
regulations of

he rules and
a future world

Imagine if you could step back in time 12 years. Knowing what we know today, would you make different choices?

Would you have *ever* allowed your kids to use Facebook or Instagram? Would you have required them to earn a 'phone driving license' before handing over a phone?

And what if you could reverse the clock 12 years at work? Would your company have taken social media more seriously? Would you have entered the online game earlier, and in a different way?

This study will impact how brands and companies are built in the future, and how laws are shaped.

How Will Humans Evolve in a Virtual World?

In addition to our brand focus we'll also explore human behavior:

- Will our brains rewire?

- Will we perceive time and place differently?

- Can we reverse aging?

- Will racism become a thing of the past?

- Will our short-term memory disappear?

What is the Future of Hybrid Work?

And finally we'll examine how the metaverse will transform the workplace:

- How will the way we work change in the future?

- How do you create a powerful culture in a virtual work environment?

- What are the fundamentals fuelling creativity in virtual worlds?

- How should companies navigate around the growing bureaucracy in virtual workplaces?

The Experiment...

Engineering our Dreams is the largest experiment ever conducted in a virtual world. This $22-million project transports more than 1,000 volunteers into the metaverse for half a year, seeking to understand how a virtual lifestyle changes everything we thought we knew about reality.

The Book...

The story of the experiment will also be told in a book, along with an accompanying documentary.

Together we're going to explore...

What...

✓   ... impact will the metaverse have on our brains, our behavior, self-esteem and happiness?

✓   What does it take for your brand to build a truly powerful presence in the metaverse?

✓   What rules and ethical guidelines are essential for companies to follow and NGOs to introduce?

✓   What virtual dilemmas should your organization be alert for in the metaverse?

✓   What should your first steps into the metaverse look like - and what ROI should you expect?

How...

✓   ...is it possible to activate your brand's physical attributes in a virtual universe, just by harnessing the power of the mind?

✓   How do you to translate a virtual presence into virtual and physical sales?

✓   How do you design tomorrow's hybrid and completely virtual workplaces?

Which...

✓   ...industries are likely to thrive in a metaverse - and which will simply be wasting their money?

Defining the future isn't new for the team behind this project.

In 2008, Martin Lindstrom, the architect of 'Engineering our Dreams', initiated what would become the world's largest neuroscience experiment.

By scanning the brains of more than 2,000 volunteers using fMRI, Lindstrom and his team introduced the term 'NeuroMarketing', and reshaped today's cigarette health warnings. The experiment ultimately changed the law in 67 countries, introduced the concept of Sensory Marketing, and re-wrote the rules of product placement.
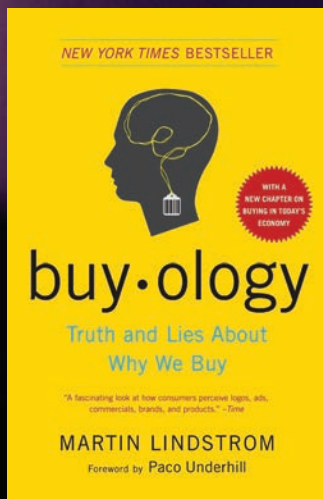
It's time to meet our team...

Martin Lindstrom
Concept Director

TIME Magazine named Lindstrom one of the 'World's 100 Most Influential People' for eight years running. The prestigious Thinkers50 board have selected Lindstrom among the world's top 50 business thinkers. In December 2021, Lindstrom was selected as LinkedIn's #1 influencer in the US. Among the companies he advises are Lidl, Maersk, Burger King, Lowes Foods, Pepsi, UBER, Colgate-Palmolive, Nestle, and Google.

Lindstrom's eight New York Times best-selling books have been translated into 60 languages. The Wall Street Journal praises *Brand Sense* as 'one of the five best marketing books ever published', and called *Small Data* 'revolutionary'. TIME called *Buyology* 'a breakthrough in branding', and *The Ministry of Common Sense* was selected book of the month by Financial Times and ranked #1 on the Wall Street Journal's best-selling list.

Rob Nail
Chief Executive Officer

For 8 years as founder and CEO of Singularity University, Rob helped shape the institution into a global leader for understanding exponential technologies and utilizing them for transformation and positive impact.

Prof. Ellen Langer
Chief Research Scientist

Dr. Ellen Langer is a professor in the Psychology Department at Harvard University. Described as the 'mother of mindfulness', she has written extensively on the illusion of control, mindful aging, stress, decision making, and health.

Prof. Skip Rizzo
VR Design Experimentation

Professor Rizzo is widely considered one of the world's leading virtual-reality experts, having worked in the field for nearly 25 years, with focus on areas of clinical assessment, treatment rehabilitation, and resilience.

Prof. Amy Edmondson
Workplace Hypothesis Design

Harvard Business School Emeritus Professor Amy Edmondson ranks as the world's #1 business thinker according to Thinkers50. Amy coined the term 'psychological safety'.

Prof. Michael Schrage
Hybrid Design Experimentation

Professor Schrage is a sitting Fellow in the Imperial College Department of Innovation, and advisor to Mars, Procter & Gamble, Intel, Google, NASDAQ, and IBM. An expert on design experimentation and innovation risk for businesses, he serves on the technical advisory committee of MIT's Lincoln Laboratory.

Prof. Sinan Aral
Data Science

Professor Aral is the David Austin Professor of Management, Marketing, IT and Data Science at MIT, Director of the MIT Initiative on the Digital Economy. He is currently on the advisory boards of the Alan Turing Institute, the British National Institute for Data Science in London.

Louis Rosenberg
Augmented Reality

Louis is widely recognized as the father of augmented reality, going back over thirty years to his research at Stanford, NASA, and the US Air Force. In recent years, he developed Swarm AI technology, and is also an advocate for regulation of Metaverse platforms.

Dr. Wayne Jonas
Placebo Science

Dr. Wayne Jonas is recognized as one of the world's leading authorities in placebo. A board-certified practicing family physician, Jonas is an expert in integrative health and whole-person care delivery and a widely published scientific investigator.

Eric Redmond
Metaverse Architecture

Eric is the head of Metaverse Studio at Nike, co-founded Nike's Tech Innovation Office, and is the author of Deep Tech. In his spare time, Redmond is a teaching professor at MIT Sloane.

Brennan Spiegel MD MSHS

Health Services Research

Brennan is director of Health Services Research for Cedars-Sinai, where he runs the Center for Outcomes Research and Education. His team developed one of largest and most widely documented medical VR programs exploring Medical Extended Reality (MXR).

Vishal Shah

Extended Reality

Vishal is the general manager of XR (AR/VR) and Metaverse at Lenovo, overseeing a team of 350 people worldwide. Shah explores tomorrow's B2B2C trends and work environment tapping into the Metaverse.

Eric Pulier

Web3 Technology

Eric is founder and CEO of Vatom, the world's leading operator of smart NFTs distributed by some of the world's largest companies, including Verizon, Unilever, P&G, Nestle, State Farm and PepsiCo..

Exclusible
Platform Development

The world's #1 independent, metaverse development and platform operator, creating virtual, luxury environments in iconic metaverses such as Sandbox, Decentraland and Spatial. Exclusible represent a community of more than 300,000 paying members, and sell NFTs and experiences by brands such as Bugatti, F. Constant and L. Moinet.