



imagine /

Matrix style office workers --ar16:9

# The Productivity Trap

Why AI Should Help Us **Play**, Not Just **Perform**

*Let's spend 5 mins*

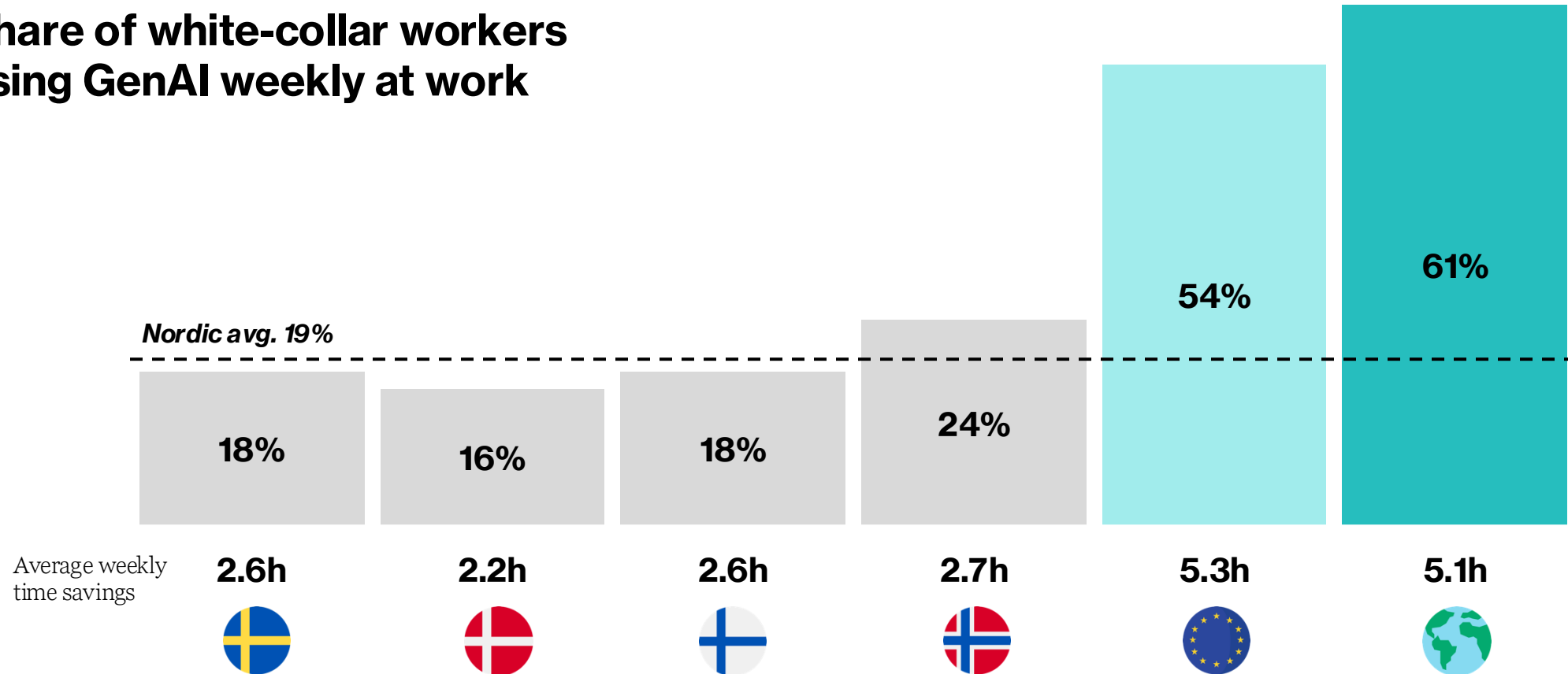
**unpacking the trap**

*& 25 mins*

**unleashing the  
opportunity.**

# Nordic workplace GenAI usage is lagging behind

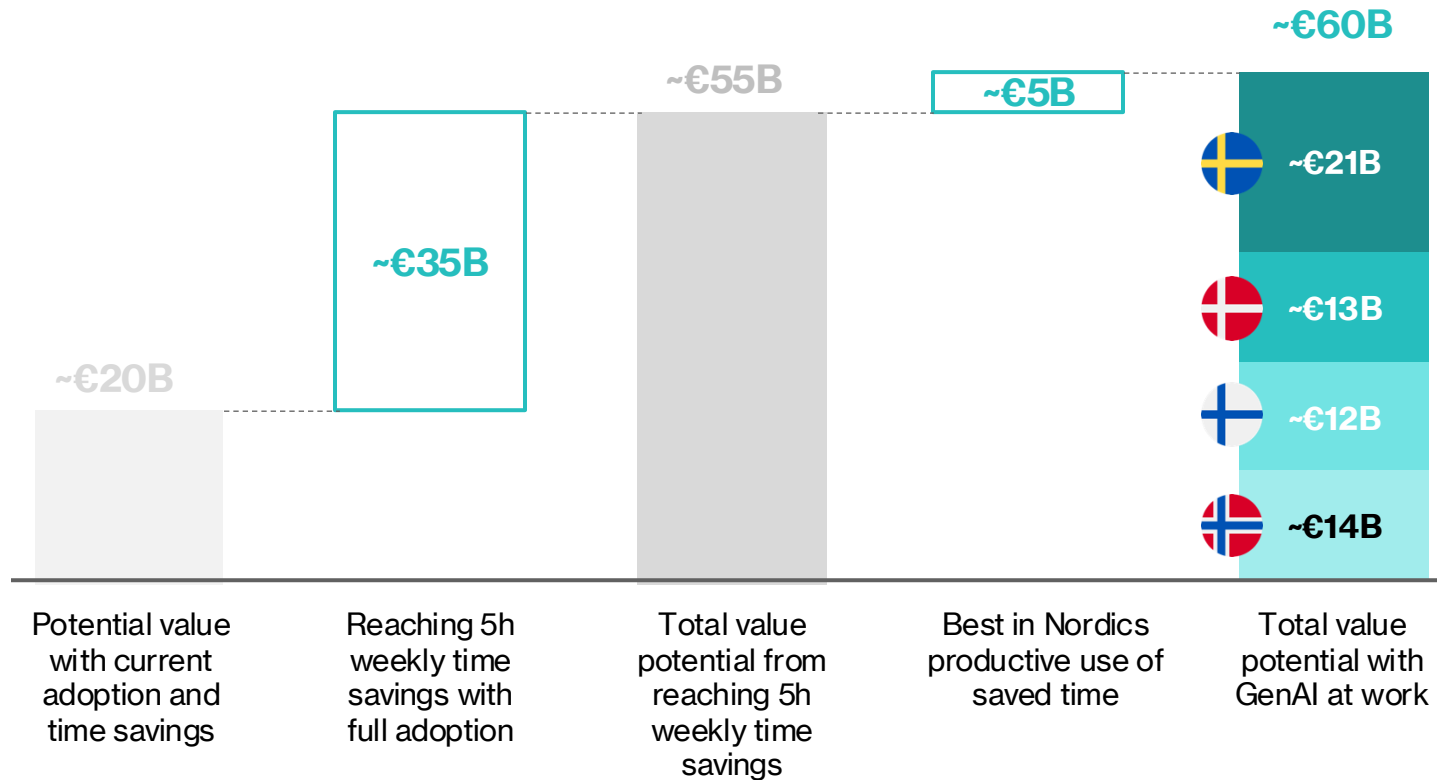
Share of white-collar workers  
using GenAI weekly at work



Source: BCG Nordic GenAI Survey (2024), n = 4000, BCG AI at work (2024), n = 13,100; BCG analysis.

# The gap is currently €40bn

## Value potential from closing gaps in time savings and productivity



~€60B



Potential value at stake in the Nordics, 3.6pp of GDP<sup>3</sup> with an opportunity to drive productivity to drive productivity increases with GenAI in the workforce

Sources: BCG Nordic GenAI survey (2024), n = 4000; BCG analysis.

<sup>1</sup>Reported use of saved time on value adding activities by country.

<sup>2</sup>EU average hourly productivity at current PPP converted with PPP deflator of each country.

<sup>3</sup>Sum of Gross Domestic Products of SE, DK, FI and NO 2023 from IMF.

# How is the Productivity Gain calculated?



Workers  
Hours saved  
Value per hour (€25)

= €60,000,000,000

# I don't have an issue with Productivity Gains

## Same Media Plans



Impressions, click-throughs, CPAs - KPIs are deciding the creativity.

## Same Visual Design



UI kits, design systems, Figma templates - design is assembled.

## Same Brand Tone



Tone is treated as a formula, not a voice - optimised likeability

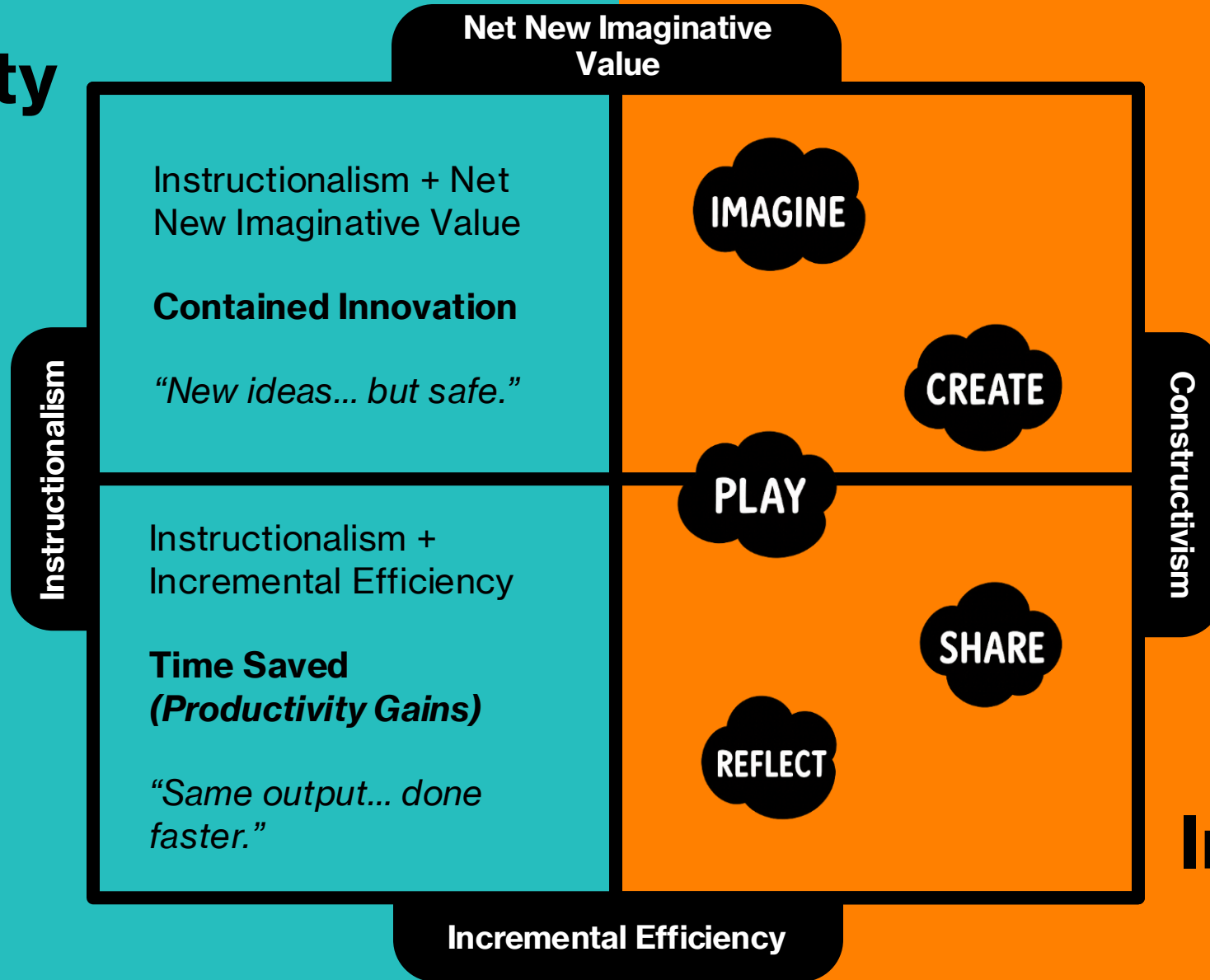
## Same Moments



It's easier to align to a date than define your own - cultural noise

We've squeezed so hard for efficiency...  
**we've trapped our human imaginations**

# Productivity Gains



# Imagination Gains

# Imagination Gains, **AI reclaiming The Kindergarten Approach**

## All I Really Need to Know (About Creative Thinking) Learned (By Studying How Children Learn) in Kindergarten\*

Mitchel Resnick  
MIT Media Lab

In my mind, exactly the opposite is needed:  
Instead of making kindergarten like the rest of school, we need to make the rest of school (indeed, the rest of life) more like kindergarten.

Source: MIT Media Lab, All I really need to know (about creative thinking) I learned (by studying how children learn) in kindergarten, 2007

Future of Jobs Report 2025



### Top 10 fastest growing skills by 2030

1. AI and big data
2. Networks and cybersecurity
3. Technological literacy
4. Creative thinking
5. Resilience, flexibility and agility
6. Curiosity and lifelong learning
7. Leadership and social influence
8. Talent management
9. Analytical thinking
10. Environmental stewardship

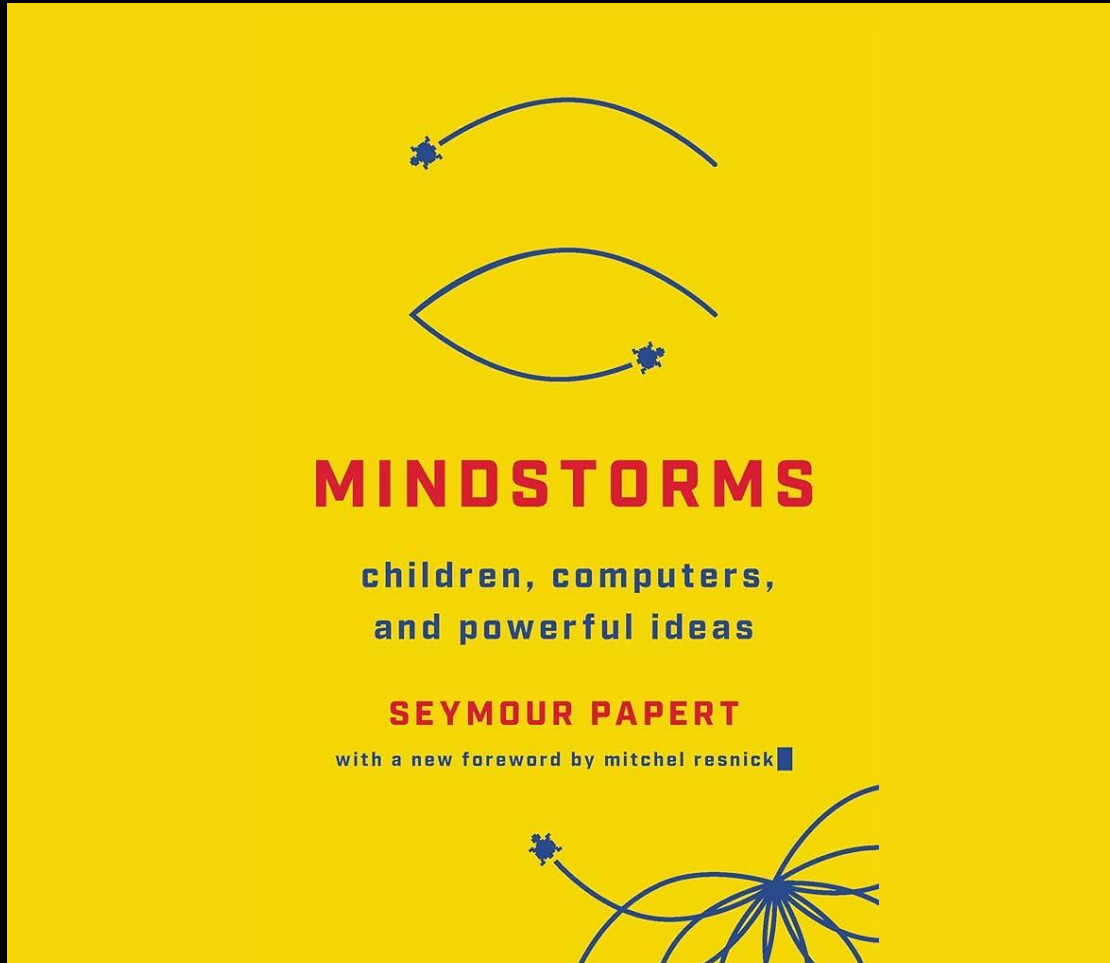
Cognitive skills Self-efficacy Working with others Management skills Technology skills Ethics

Note: The skills selected by surveyed organizations to be increasing most rapidly in importance by 2030.

Source: World Economic Forum, (2025). Future of Jobs Report 2025.



# Imagination Gains, AI reclaiming The Kindergarten Approach



**Constructivism:** Kids actively constructing knowledge, rather than passively receiving information.

Are we going to have computers  
AI programme kids workers; or  
are we going to have kids  
workers programme computers  
AI.

*Papert, S. (1980). Mindstorms: Children, computers, and powerful ideas.*

# The Kindergarten Mindset for 1hr a week



## Efficiency / Instructionism says:

“Let’s save 5 hours per worker,  
per week and do more tasks”  
= Worth €60B in Nordic GDP.



## Imagination / Constructionism says:

“If 5 hours of doing things more  
efficiently is worth €60B...

What’s the value of 1 hour spent doing  
things we never would have thought of?”

# Let's look at the value of Imagination Gains



Workers  
Hours saved  
Value per hour (€25)

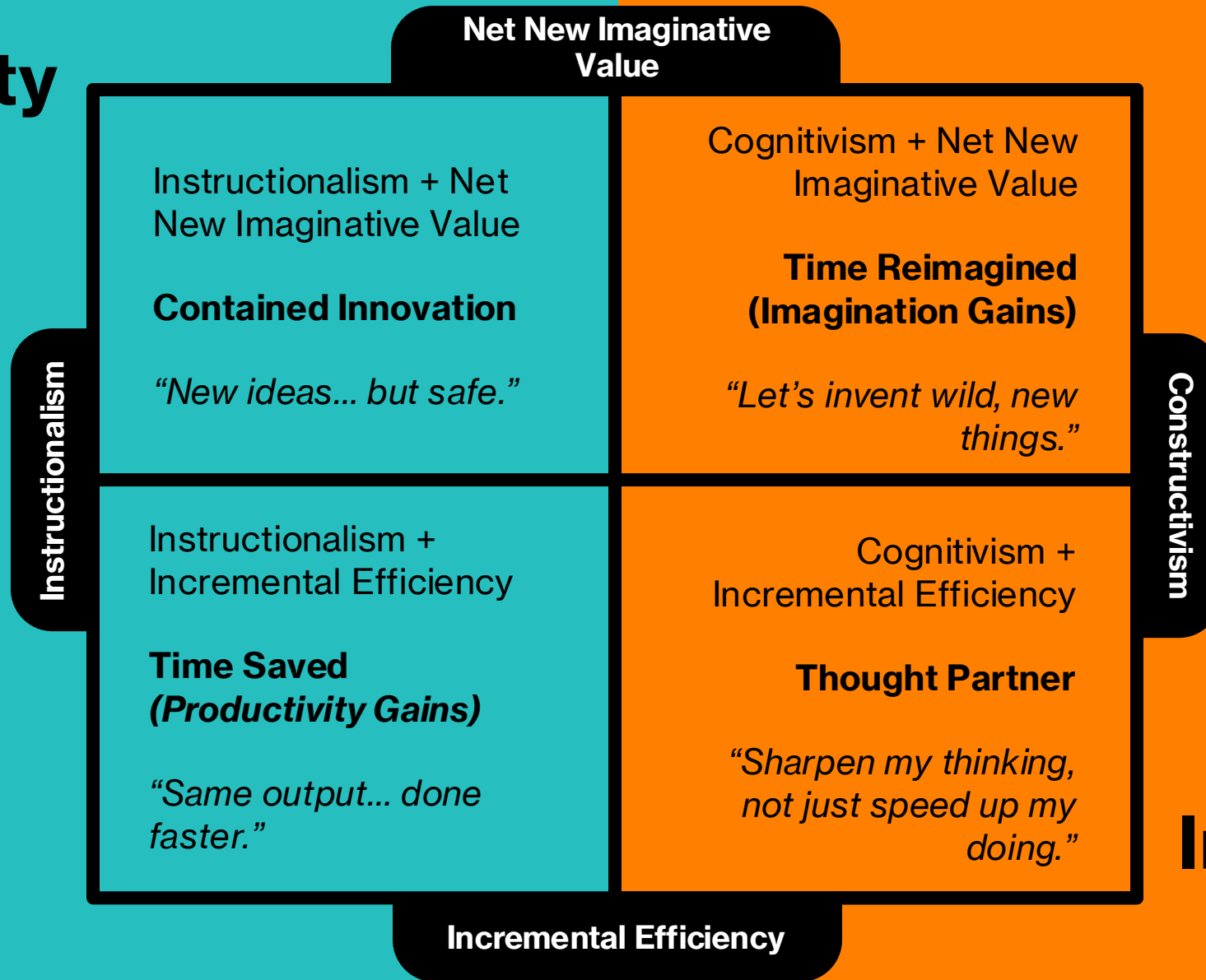
**= €60,000,000,000**



Workers  
1 hour  
2% executable ideas (€10,000)

**= €96,000,000,000**

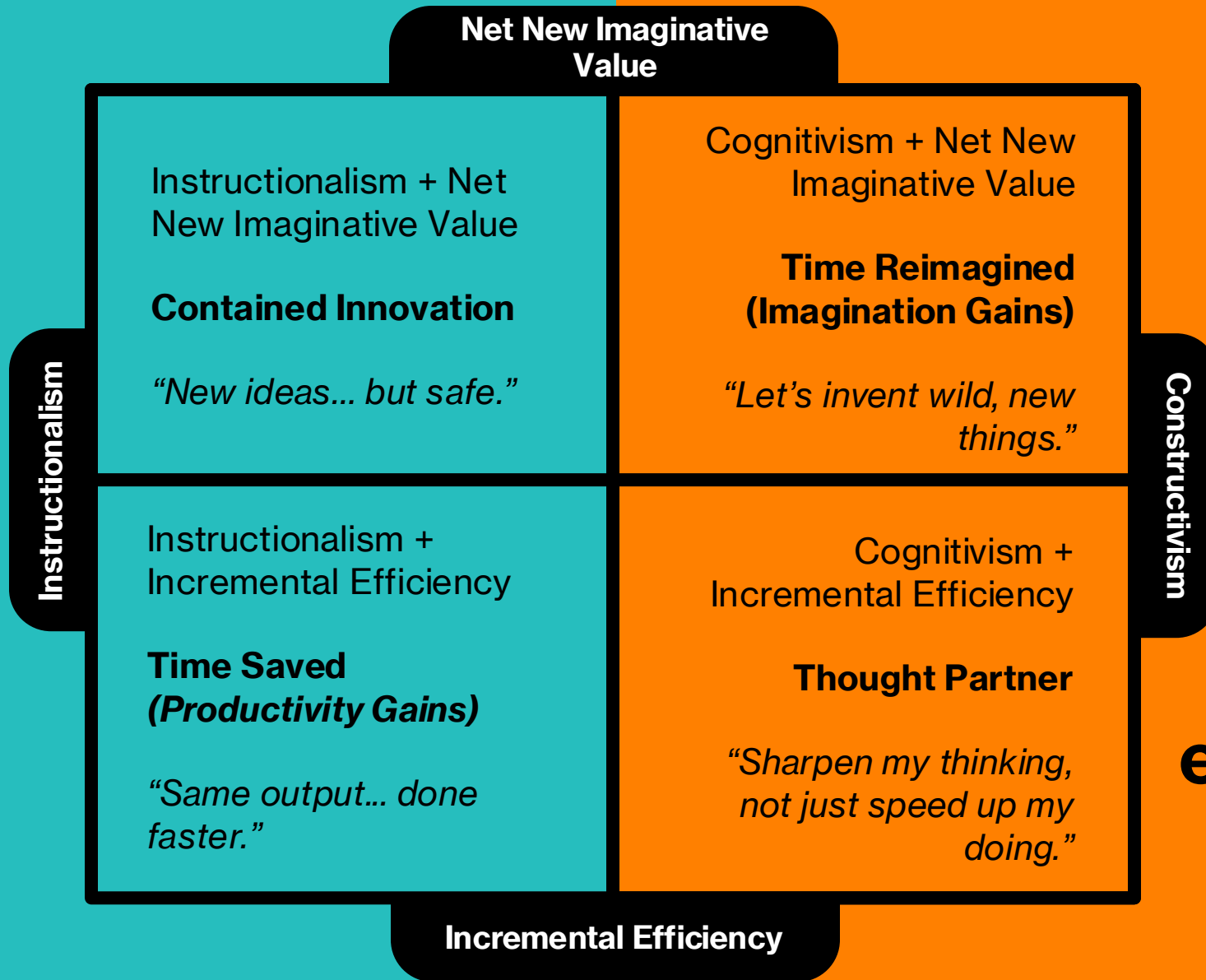
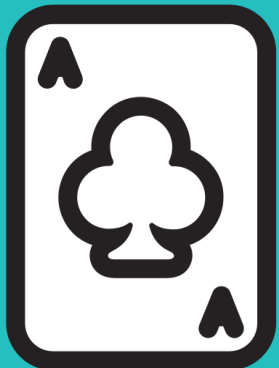
# Productivity Gains



# Imagination Gains

# ACE

Auditing  
Creating  
Executing



**ACE**  
**delivers**  
**across**  
**efficiency +**  
**net new**  
**originality**

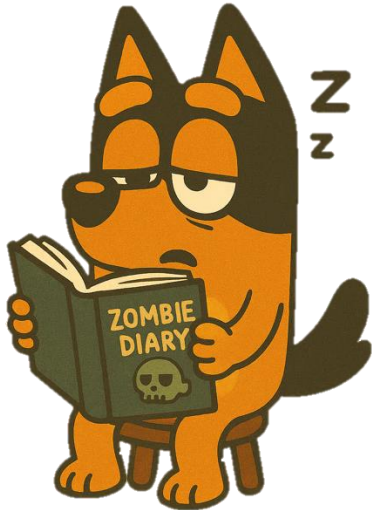


# THE GAME GENERATOR



# We have four Kindergarten Approach GPTs

## Zombie Diary



### SAME MOMENTS

Revive dead brand moments with unexpected feeling.

## Channel Flip



### SAME BRAND TONE

Flip your channels to find fresh ways to speak.

## Brand Escape



### SAME VISUAL DESIGN

Unleash your brand beyond its usual form.

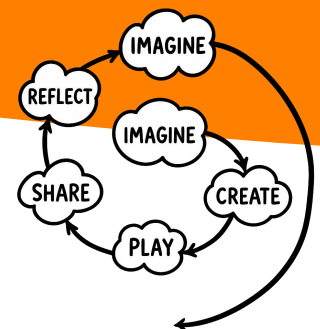
## Map Magic



### SAME MEDIA PLANS

Find hidden magic in the customer journey.





## Zombie Diary



### SAME MOMENTS

Revive dead brand moments with unexpected feeling.

How do you work?



🔥 Here's how I work, short and sharp:

**1. Spot the Zombies:** I find boring, overused brand moments in your category. Think "Valentine's Day = flowers" or "Back to School = stationery ads."

**2. Flip the Script:** I choose a tired moment and smash it with a 'What If' lens:

- **TIME** – Change when or how it happens.
- **MINDSET** – Flip the emotion or energy.
- **CULTURE** – Tap into niche tribes or flip tradition. (+ wildcards like fandoms, senses, future-thinking in "Game It" mode)

**3. Drop 3 Killer Ideas:** I give you three bold, twisty campaign ideas with names, hooks, and rule-breaking originality.

⚠️ Clichés, beware. I'm here to resurrect creativity. Ready to play the Moment Game?

**THE SNOOZE DEAL**  
The worse you sleep, the better the deal.

3 h 21 m  
Awake time  
-6 % ff ergoinfection

1 17 AM  
- 30% off  
blackout curtains

**-40% off**  
mattress  
IKEA

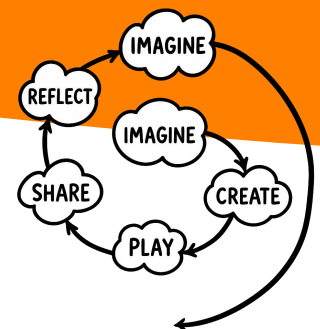
56 Poor  
1h 33 m  
REM

**Upgrade your bed.**  
You've earned it

**THE SNOOZE DEAL**  
The worse you sleep, the better the deal.

Brought to life by IKEA.  
In partnership with sleep tracking apps  
IKEA





## Channel Flip



### SAME BRAND TONE

Flip your channels to find fresh ways to speak.

How do you work?



Short and sharp? Here's how I work:

**Channel Flip = Media strategy, flipped.** I help you reinvent how your brand shows up in a specific media channel—not for efficiency, but for *unexpected creativity*. Here's the 3-step game:

#### 1. Explore the Channel's Hidden Side:

Choose a channel (e.g., TikTok, Retail, OOH). Answer 3 unusual questions about how people use it (like "Is it sensory?" or "Alone or with others?").

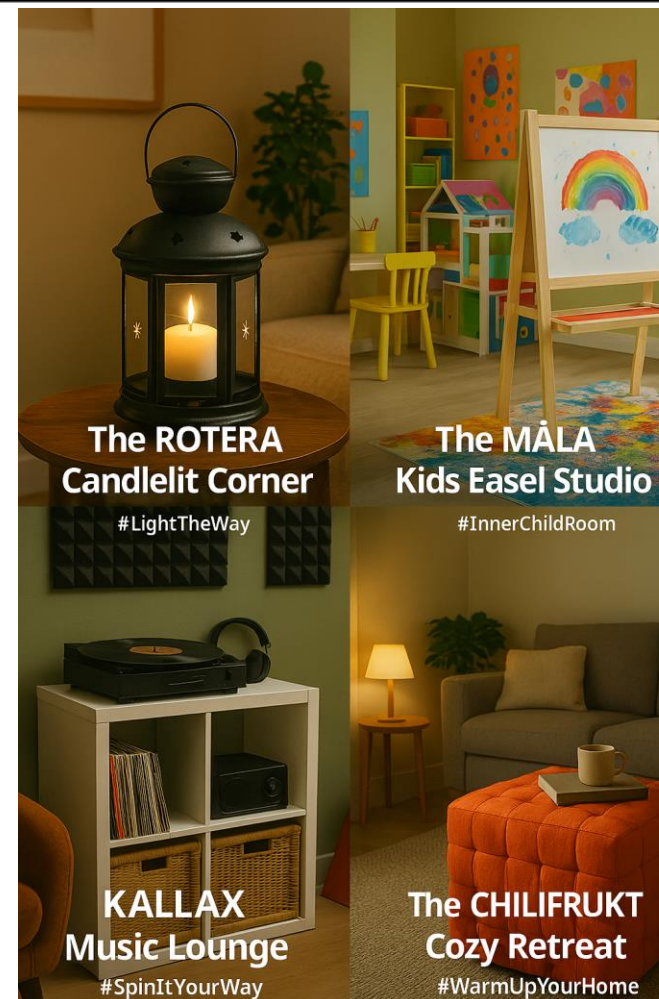
#### 2. Flip It With "What if...":

Pick 1–2 provocative "What if..." twists (e.g., *What if your mission was to cause mayhem?*).

#### 3. Invent 5 Wild Campaign Ideas:

I turn your inputs into 5 surprising, channel-hacking ideas with bold names, weird mechanics, and media magic.

Wanna play? Pick a channel to start.





## Brand Escape



### SAME VISUAL DESIGN

Unleash your brand beyond its usual form.

How do you work?



Short and sweet:

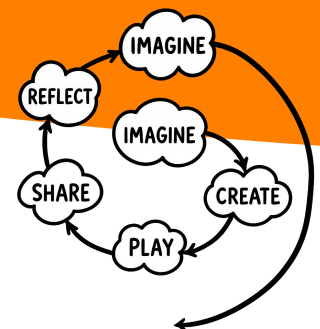
I help you reimagine your brand through a creative game called *Brand Escape*.

🎯 **Step 1: Smash the Brand** – Pick one brand element (like packaging, purpose, tone, etc.)

⚡ **Step 2: Add the Twist** – Combine it with an unexpected thing (like a subculture, weird moment, or wild location)

🎨 **Step 3: Brand Escape Ideas** – I generate 3 bold, surprising campaign ideas that mash those two together.





## Map Magic



**SAME MEDIA PLANS**  
Find hidden magic in the customer journey.

How do you work?



Here's how I work — short and sweet:

I'm your **category-obsessed co-pilot**.

I dive into the customer journey with fan-level enthusiasm and surface *imaginative, disruptive, and joyful* campaign ideas across 5 stages:

1. **Priming** – Spark curiosity *before* people even know they want the product.
2. **Trigger** – Spotlight the “aha!” life moment that kicks off the journey.
3. **Active** – Hack the research phase: make comparisons, reviews, and options feel *fun, useful, or shareable*.
4. **Purchase** – Elevate the moment of decision — online or IRL.
5. **Post-Purchase** – Surprise and delight to turn buyers into brand lovers.

Each time, I pick a stage, find an overlooked gap, and drop **three clever, campaign-worthy ideas**. Then I move to another stage and do it again.

# Need Real Furniture?

Let IKEA introduce your perfect home solution. Pick up the free SOS Kit in-store.



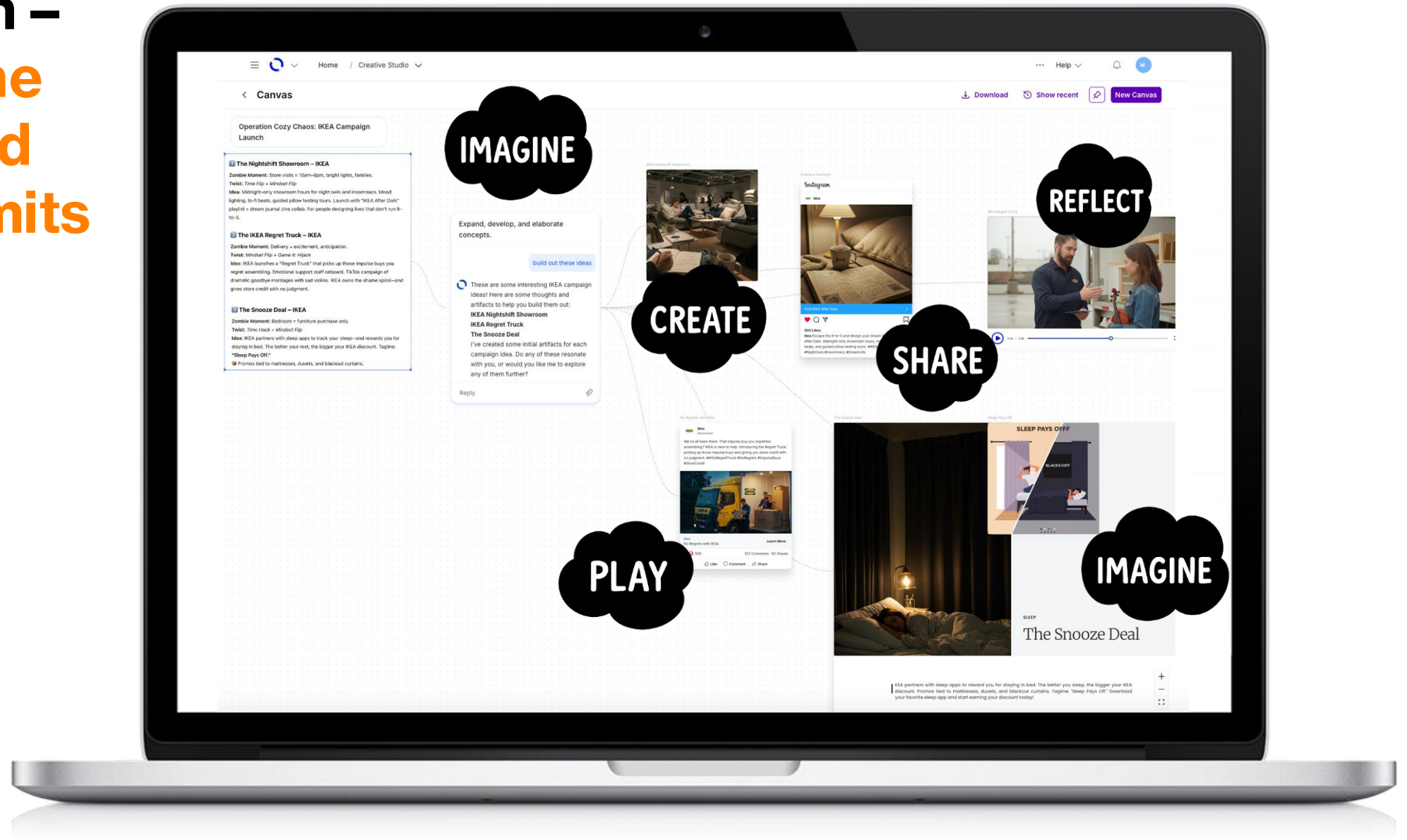
**Redeem My Free Kit**

Flatpack SOS: Real Home.



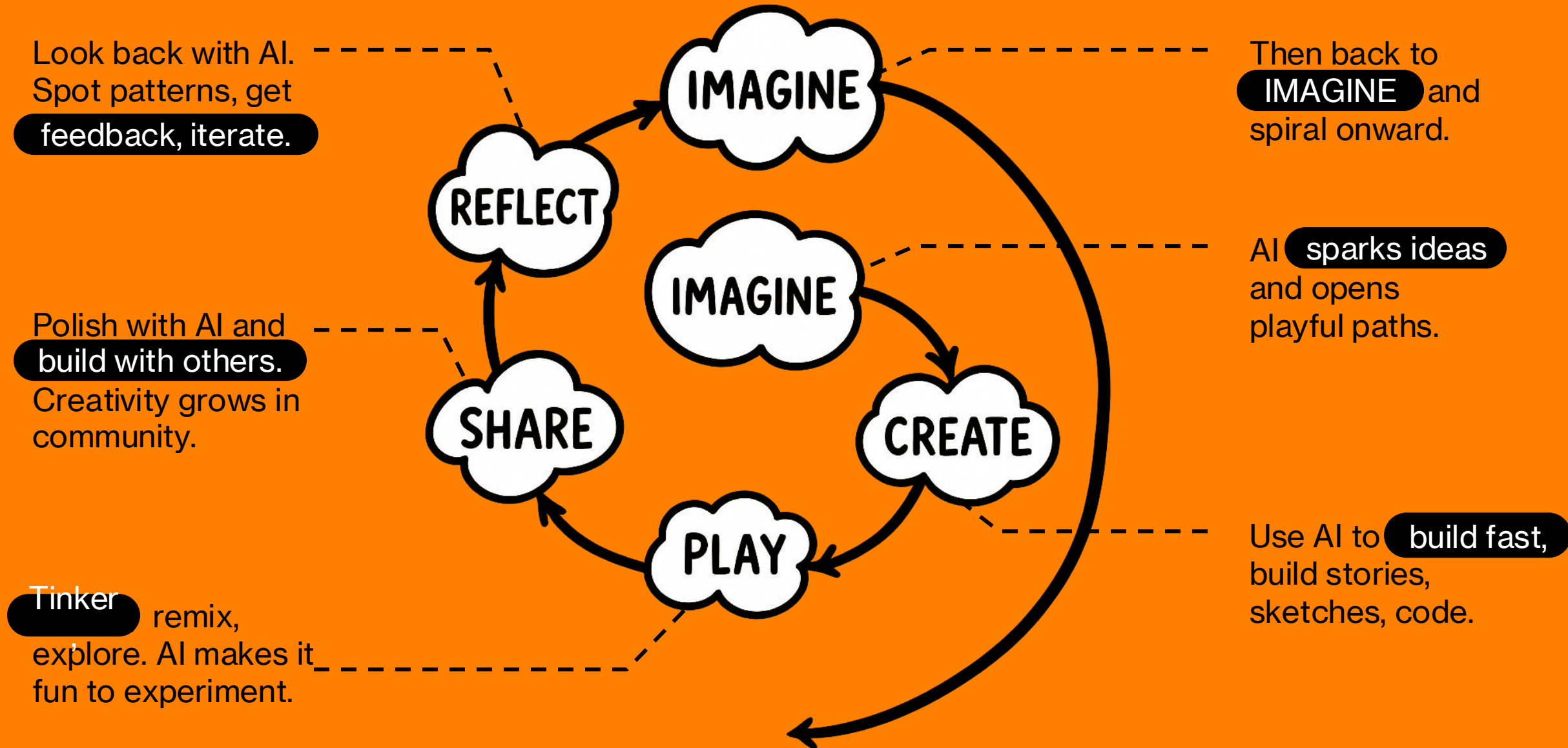


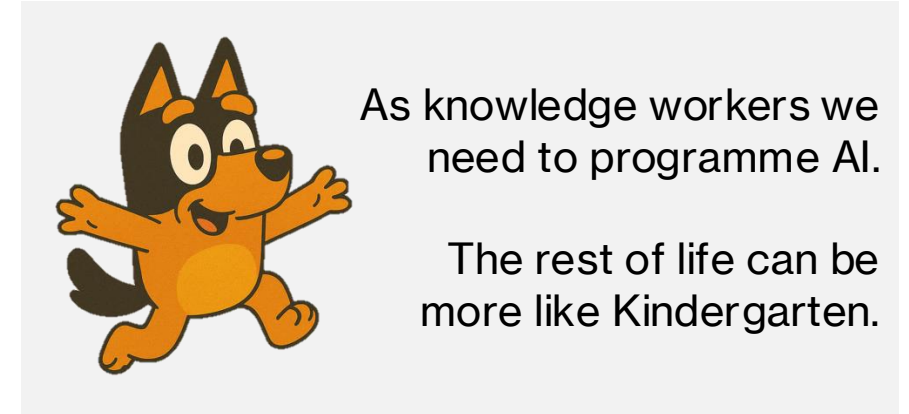
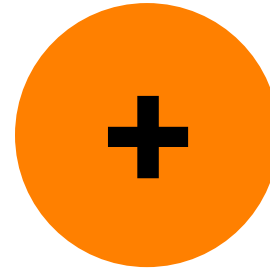
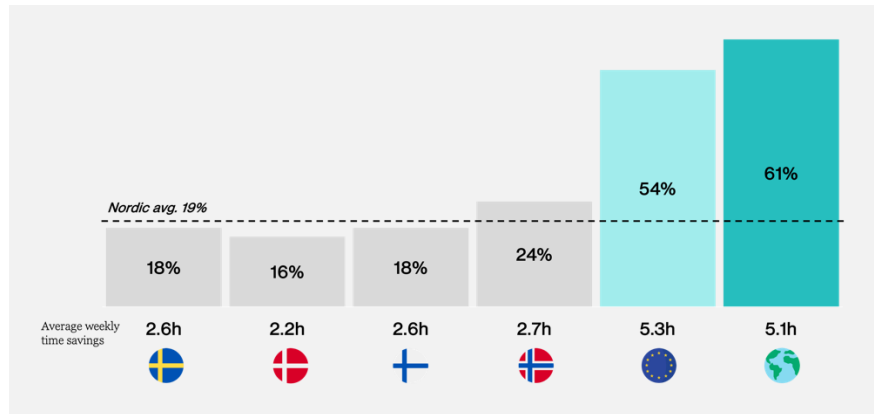
# WPP Open – Canvas, the playground without limits



**Let's make sure we get the  
optimisations done.**

**Let's not fall into the  
productivity trap, the  
opportunity for play is limitless.**





**If you want more info about these GPTs or any other ways to play with strategy; message**

**[matt.cox@wmnglobal.com](mailto:matt.cox@wmnglobal.com)**