

Czarnowski
Collective

50
Ways
We
Wonder

A collection of thoughtful
prompts designed to keep
you curious.

From the
invention of the
wheel to the
inception of
ChatGPT, every
game-changing
idea in history
started with the
same words:

I wonder...

We believe curiosity is the force that drives progress.

And that even the trickiest business challenges can be solved, simply by allowing yourself to wonder beyond what's all been done before.

Every day, we use this foundational principle to create insightful strategies, clever efficiencies, thoughtful design, new uses for breakthrough technology and the kind of standout brand experiences that leave a mark.

50 Ways *We Wonder*

is meant to give you a taste of what we do.

It's a collection of thought-provoking questions and prompts designed to push your thought process out of its comfort zone and look at your brand from a brand new perspective.

Wondering how it works? Excellent.
Clearly, this book is already working
its magic.

But seriously...

The first step is to take a minute and
think about a challenge your brand
is facing, like introducing a product
that's about to drop or an upcoming
event that could use a fresh idea.
Make sure it's a tough one.

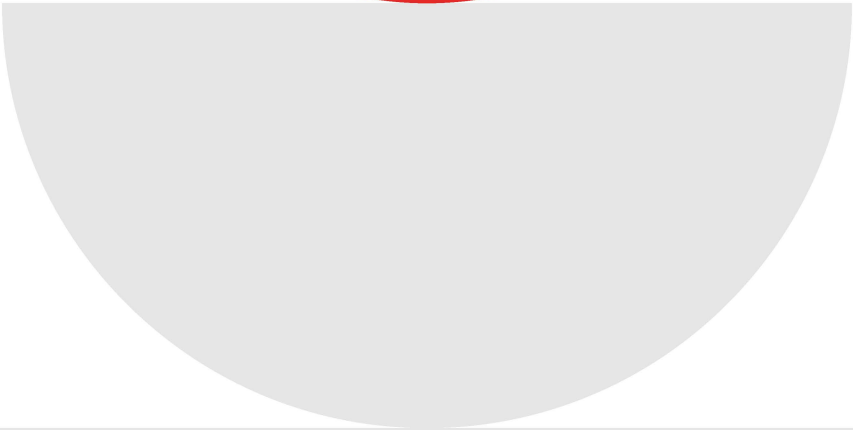
The more head-scratchy the better.
Got one? Good.

Now let's get started.

What if you
made waiting
in line *the best*
part of the
experience?

(**01**)

Think about changing
something that's
universally disliked into
something enjoyable.



How would you sell this to *a five-year-old?*

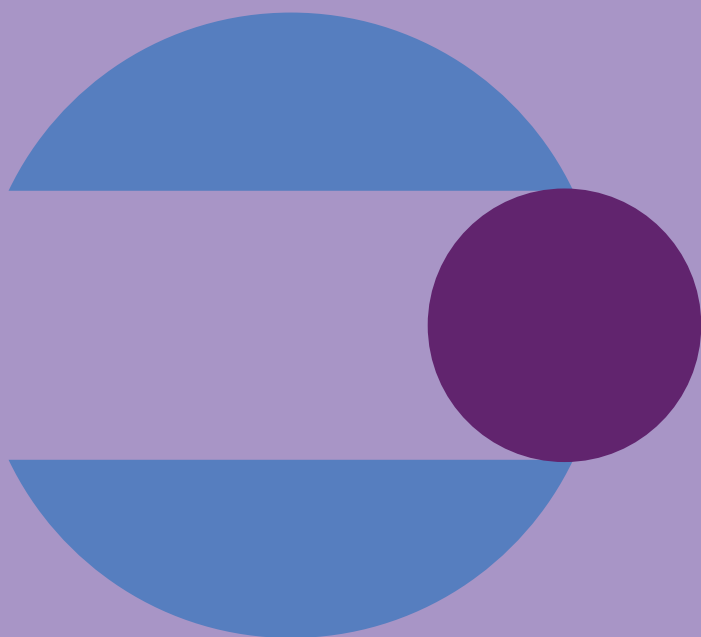
Try expressing your message in
the simplest way possible.
Compare this to how you deliver
your message currently.

What feels right?

Could you
turn your
*customers into
investors?*

(**03**)

Think of ways you can make your customers
feel like they have ownership of your brand.



What if you
made it *a secret*?

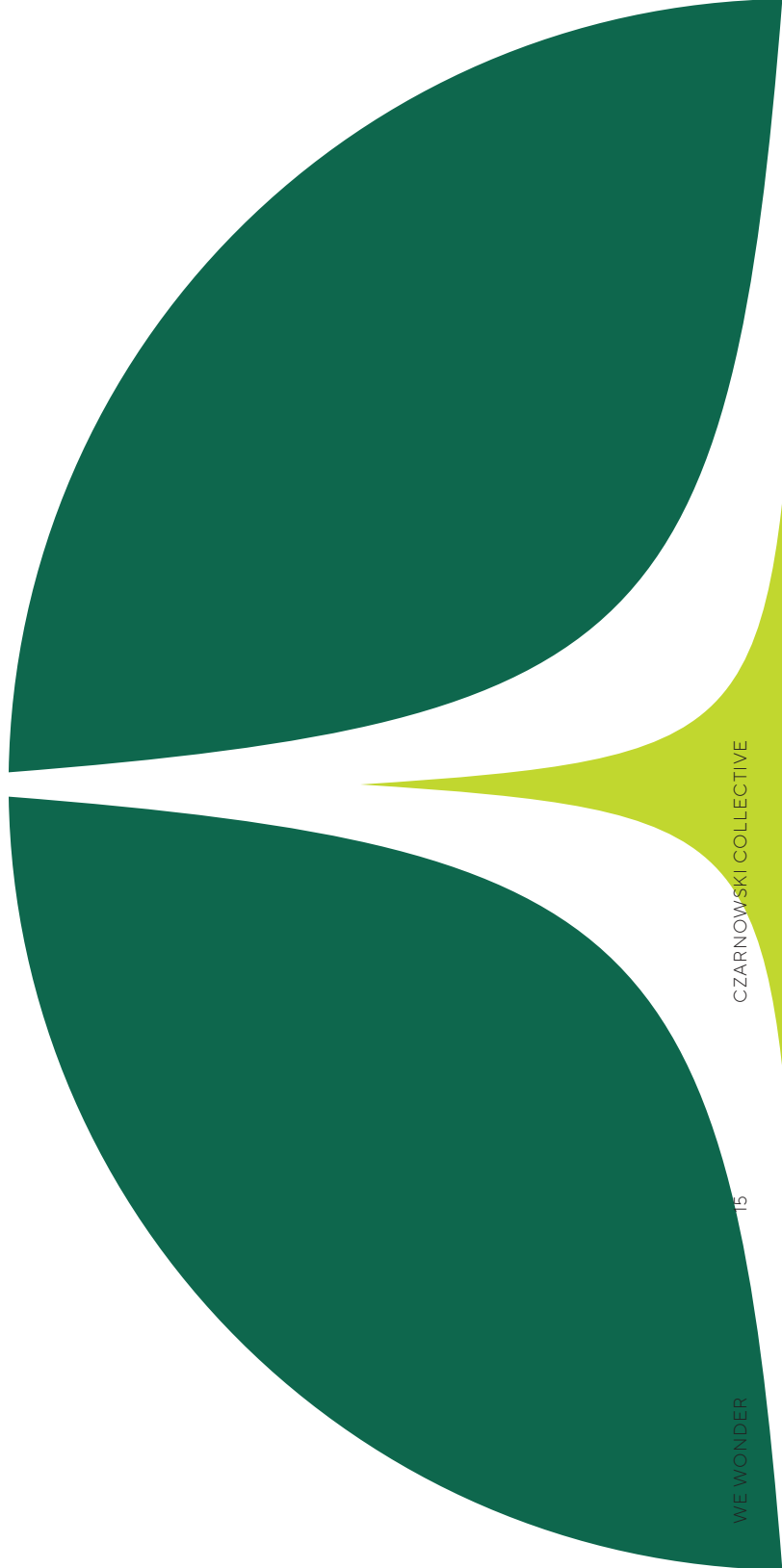
(04)

How can you create mystery or intrigue – and how would your audience discover it?

(05)

What if we
turned this
into a game?

Brainstorm how to ignite a sense of competition among your audience.

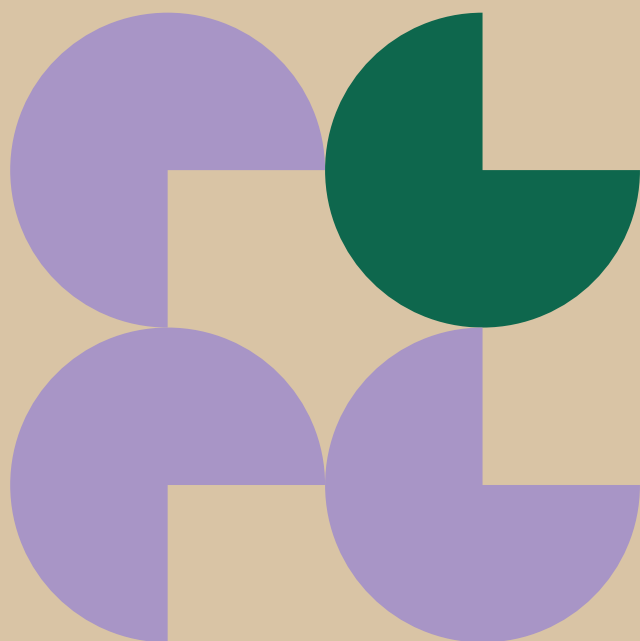


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15

WE WONDER

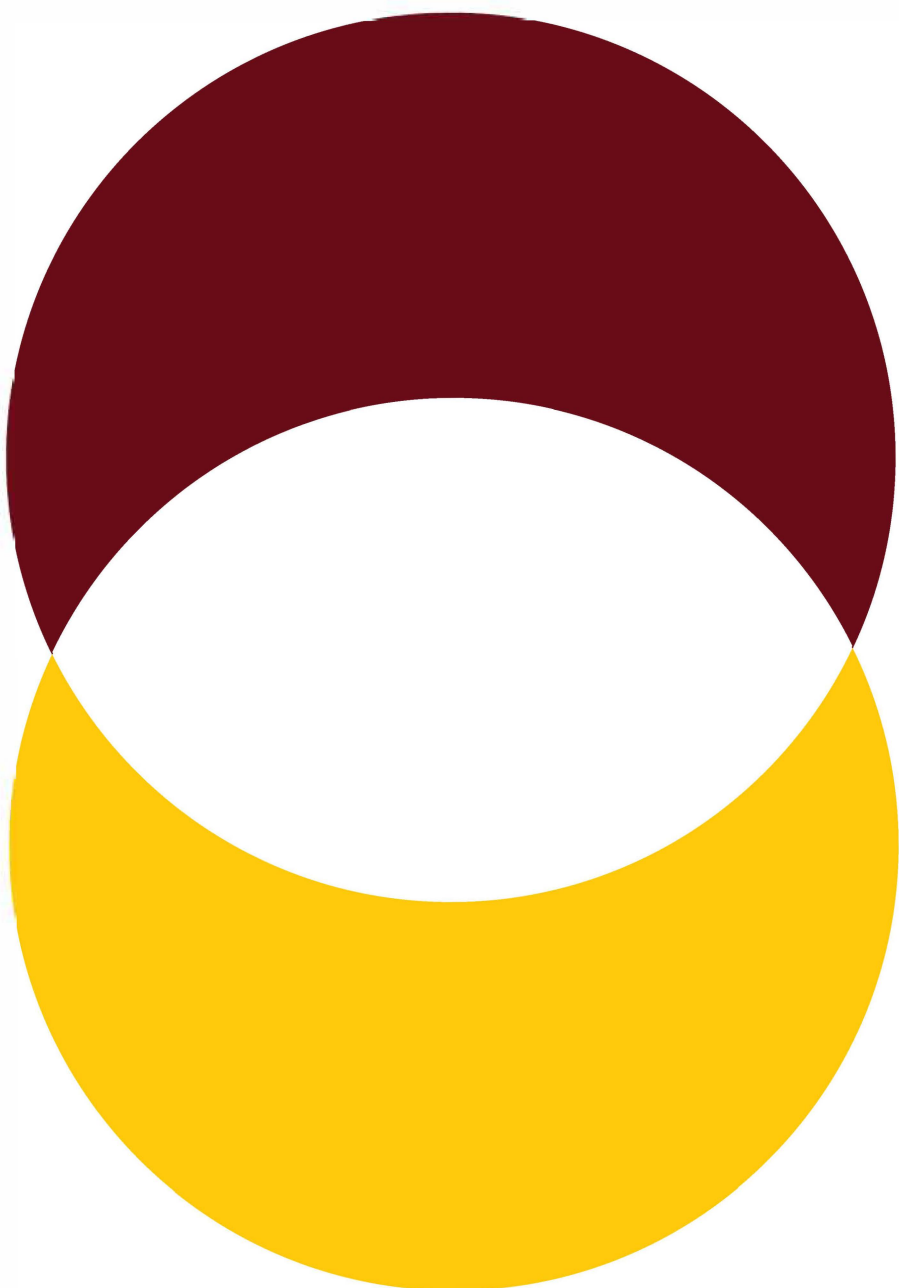
Think about crowd-sourcing and letting
your audience create with you.



How can
you make
this *hackable*?

What if you
didn't have to own
your product to
use it?

(**07**)



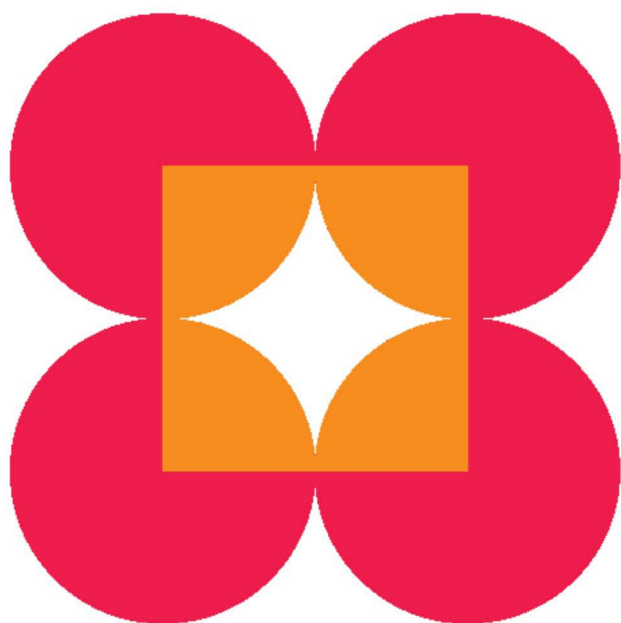
What if today was *Opposite Day?*

If you communicated the exact opposite of what you want your audience to believe, what are some ways you could use that to your advantage?

What if you
started a fight?

(09)

With your competition. With an injustice.
With a previous iteration of your brand.
Who's gonna catch these hands and why?



(10)

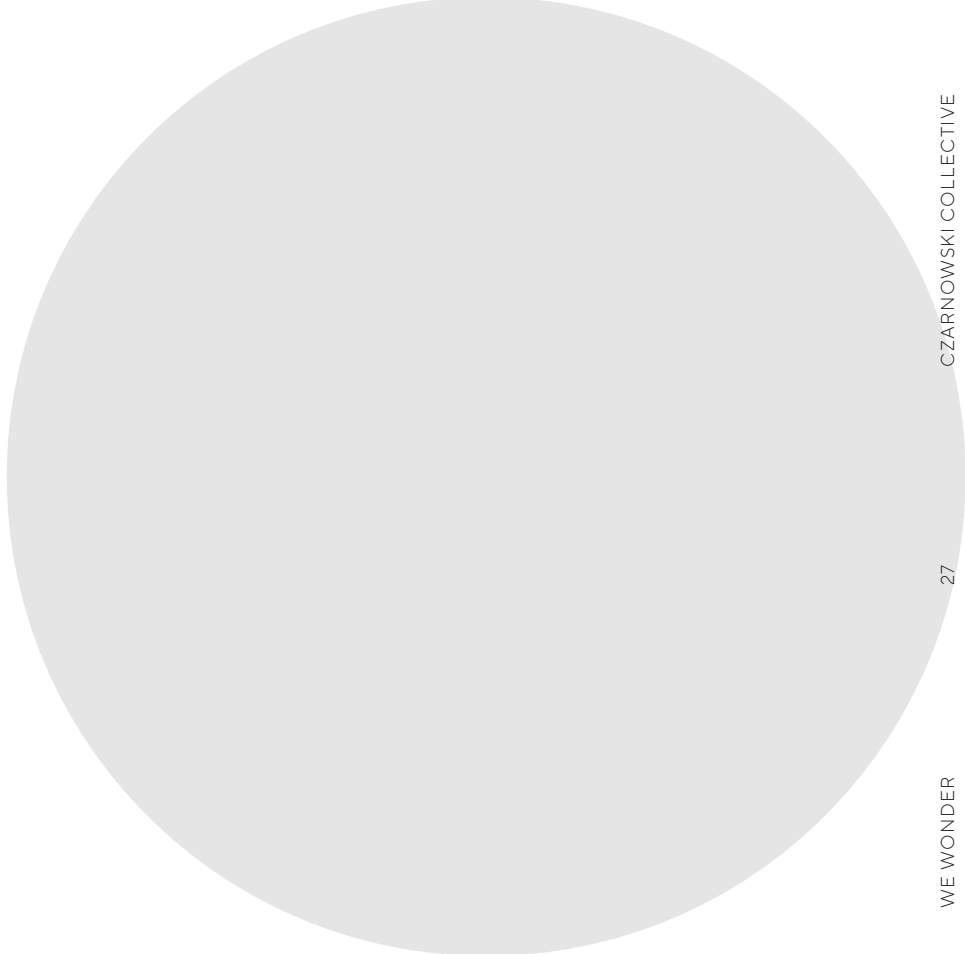
Imagine you went totally dark.
Who would miss you? How
would you re-emerge?

What if you
just *disappeared*?

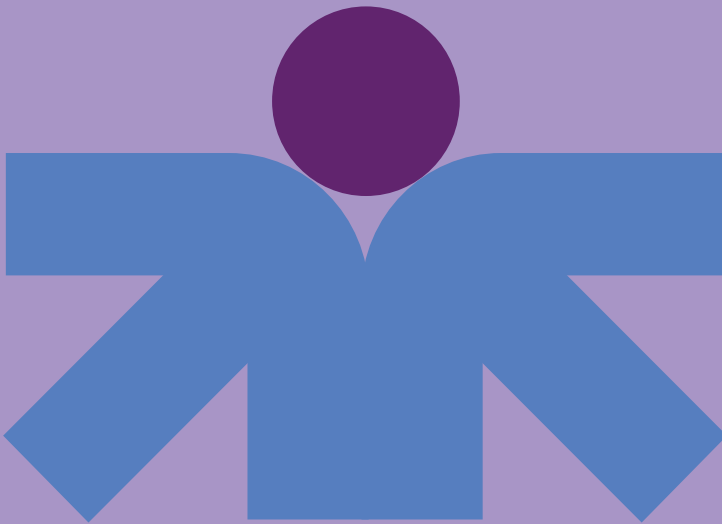
(11)

What if you
had to *break it*
to buy it?

Think about encouraging your audience to destroy your products. How could you turn that into something positive?



Think of some ways your customer could customize your product. Everything they want and nothing they don't.



How can
you *make*
it bespoke?

What if you
turned trash
into treasure?

(**13**)



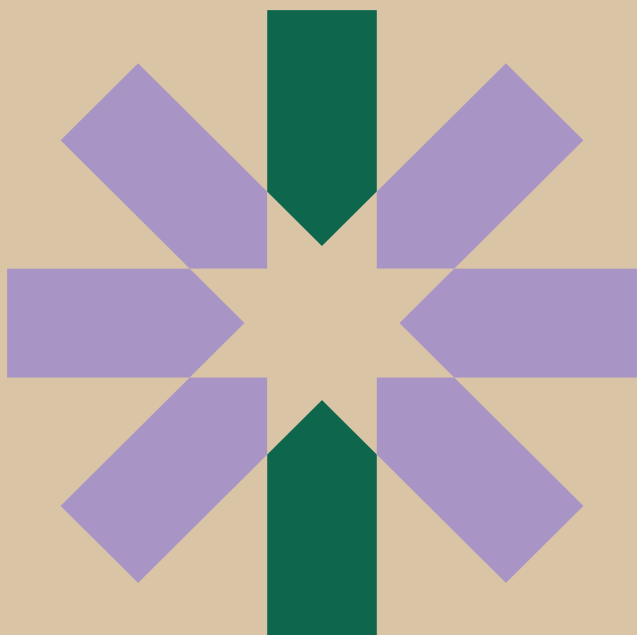
Can you *subvert* *expectations?*

If your brand is affordable, pretend it's a luxury product (or vice-versa). Now, how would you market it?

What if
you made
it *collectible*?

(**15**)

Think about how you can make your
brand the Beanie Babies of your industry.



What if it *felt*
like magic?



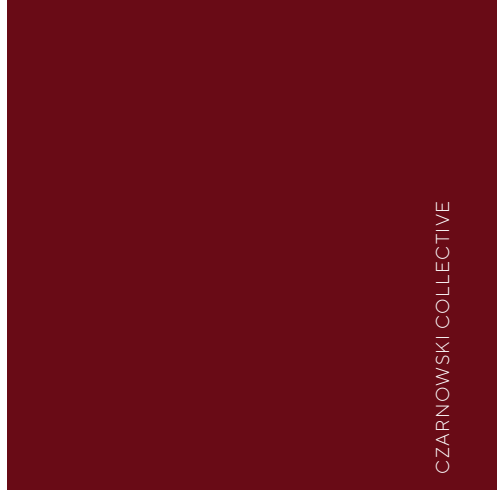
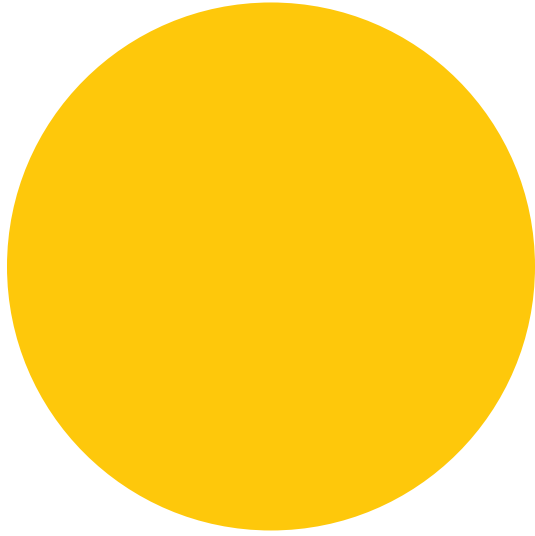
(16)

Think of how you can use
your brand or product to
mystify your audience.

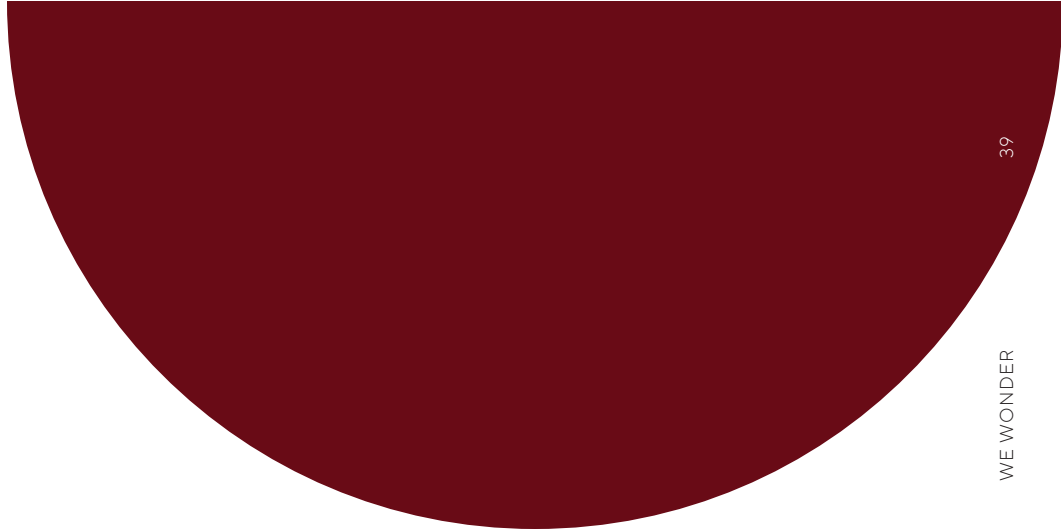
(17)

What if you
made it ugly?

In a world obsessed with youth and beauty,
can you be the Crocs of your industry?



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WE WONDER

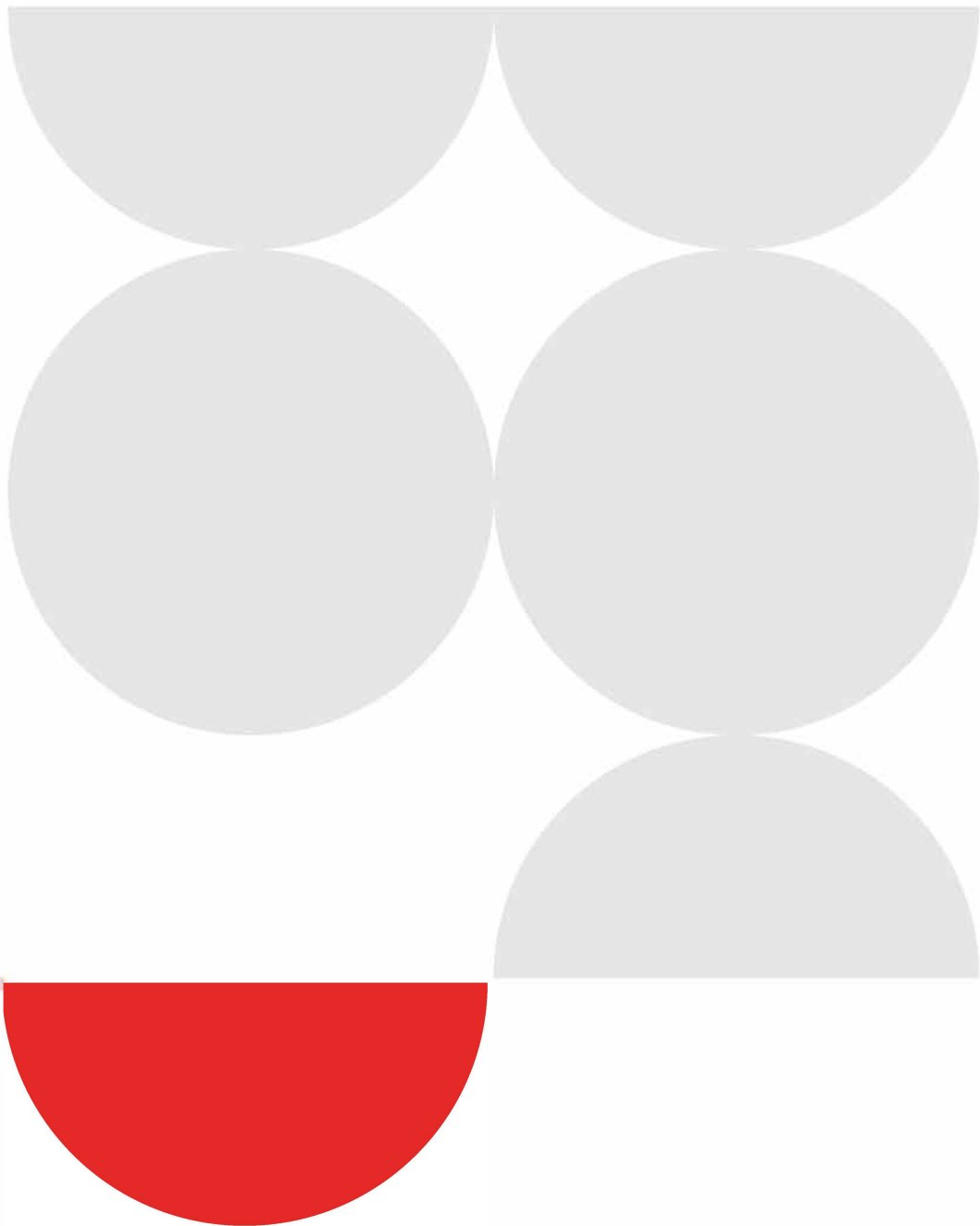
Think of what would happen if you reversed
a process or experience. What unexpected
outcomes could there be?



Can you do
it *backwards*?

What if
*you asked
for help?*

(**19**)



(20)

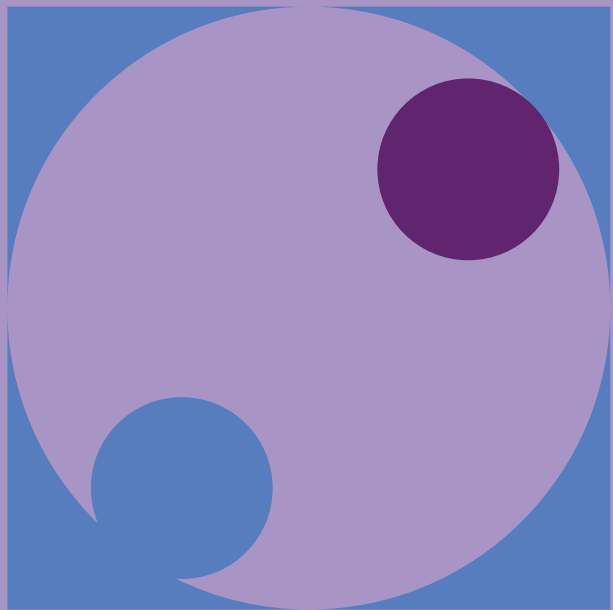
What if you used mind control *(kind of)?*

Think about poking at the algorithms
that seem to understand us better
than our own mothers.

How could
you appeal
to *outsiders*?

(**21**)

Nerds rule the world. Who's next,
and how can you make them your
advocates?



(22)

If you've got haters, you're doing something right. How can you thank them for their efforts?

What if you
embraced
your haters?

(23)

How can
you *buy*
some time?

Think of ways you can give
your audience the one thing
they can't buy more of.

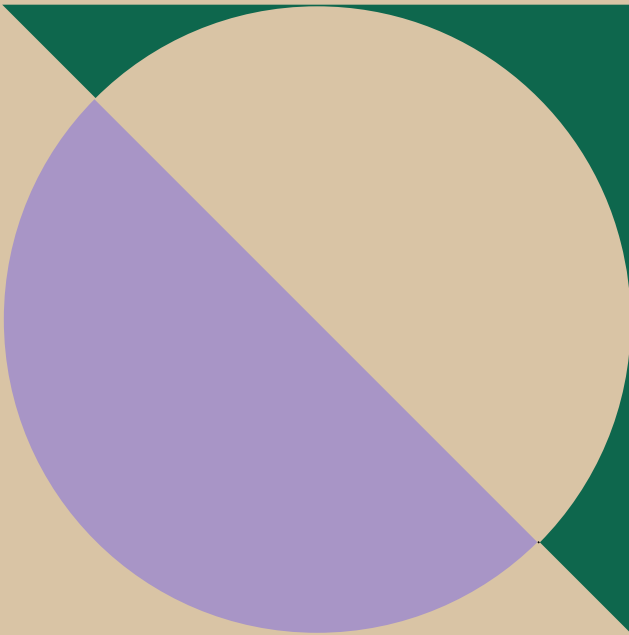


WE WONDER

51

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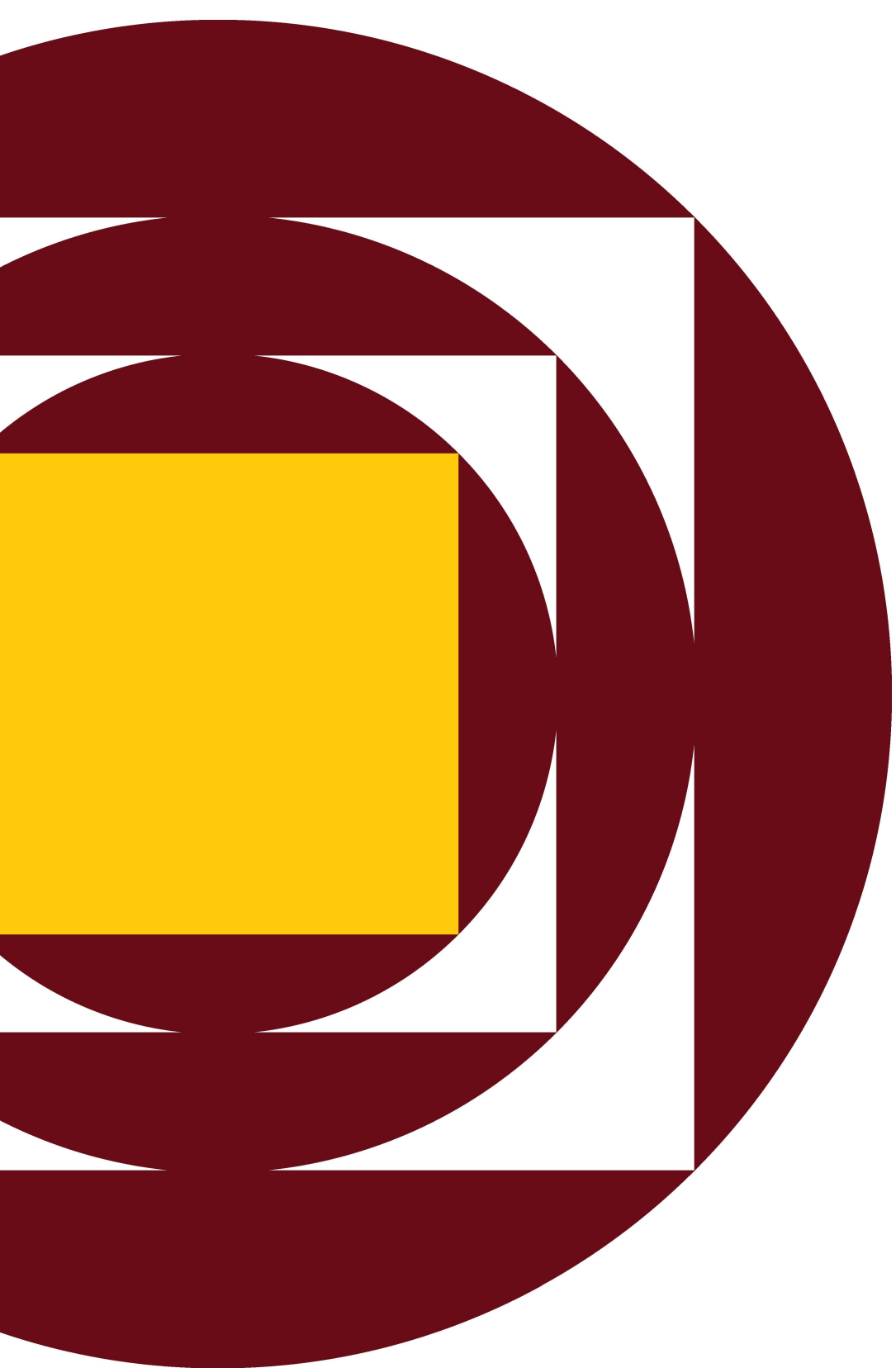
Think of some perks you can offer or
moments of recognition you can give.



How could you
reward *loyalty*?

How can you
make your
audience
5% happier?

(25)



How can you *bring back disco?*

Think about how you can invoke nostalgia or borrow from the past to create a positive association with your brand or product.

What if you
accepted a trade?

(**27**)

If money didn't exist, what could your customer trade for your product?
Could you use this as an actual form of payment now?



What if you
eliminated *the*
mundane?



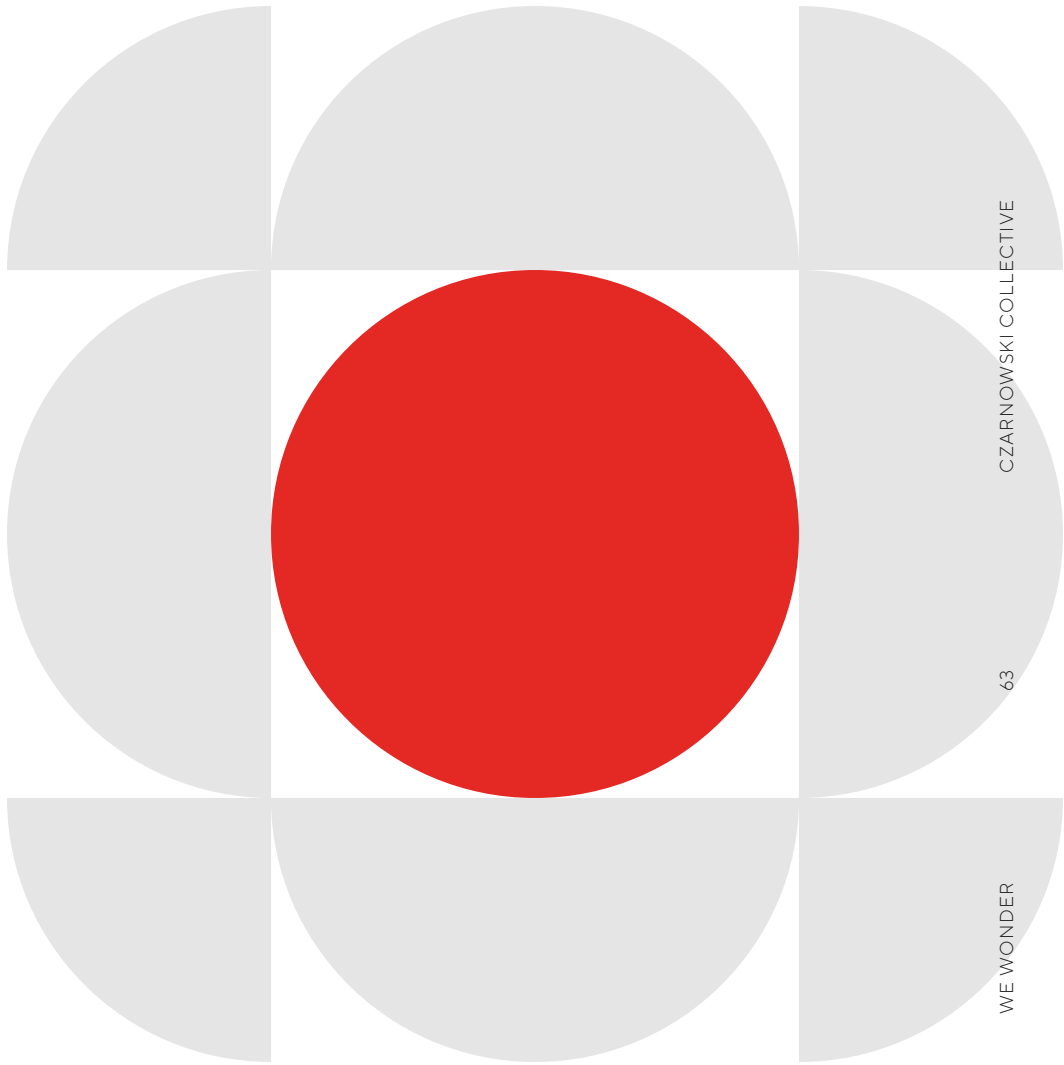
(28)

Think of how your product or brand could make the banal parts of life (chores, errands, etc.) more exciting.

(29)

What if you
made it a habit?

Think of ways you can ritualize the way
your audience interacts with your brand
or product. Kind of like how you scroll
Instagram with your morning coffee.



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63

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Think of things you could include with your product that are small, but significant – the adult equivalent of a Dum-Dum from the bank teller.



What if
everyone
got a *little*
something
extra?

(**30**)

What if
you did
it *live*?

(**31**)



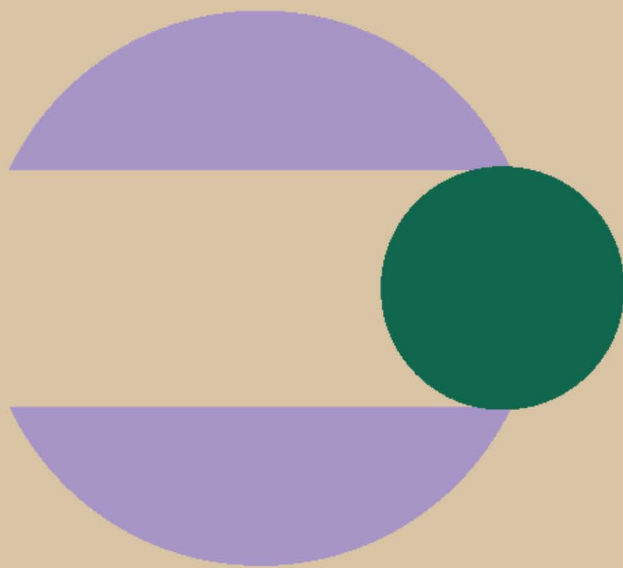
What if you *promoted your competition?*

Think about what you would do if you were in the enemy's shoes. Could those same strategies work for your brand?

What if you *took*
on a partner?

(**33**)

Think about brands you could team up with that would add value to your customer experience.



(34)

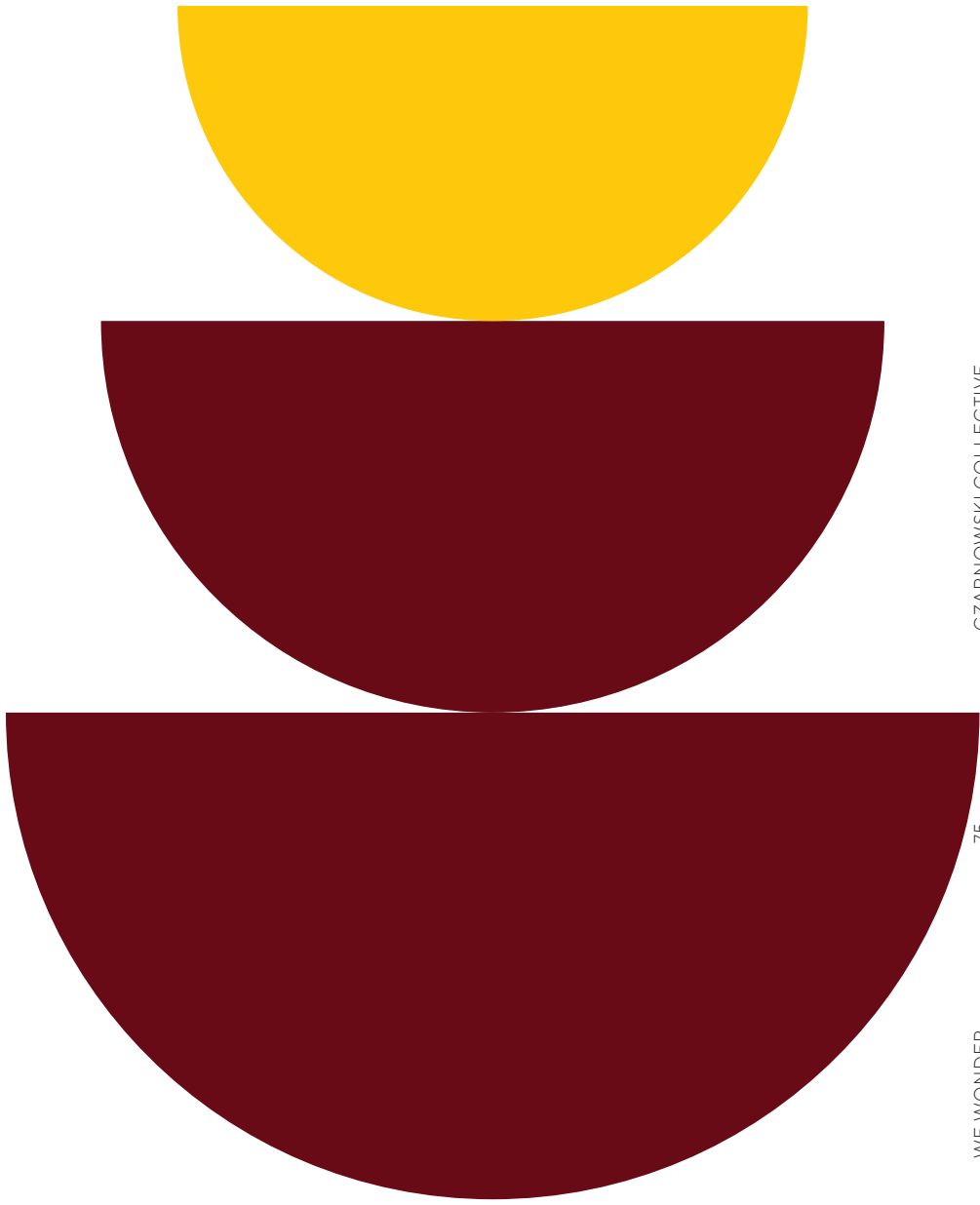
Think of ways you can make your staff the heroes of your story and how you can show your appreciation in a public-facing way.

What if you put
your employees
on a pedestal?

(35)

What if you
were open
24 hours?

Consider how you could use
technology like AI and chatbots to be
available (one way or another) to your
customers at all times.



Think of a goal you could set that's a true moon shot. What does that say about your brand?



What if you
made a
promise you
(probably)
can't keep?

What is your
super power?

(**37**)



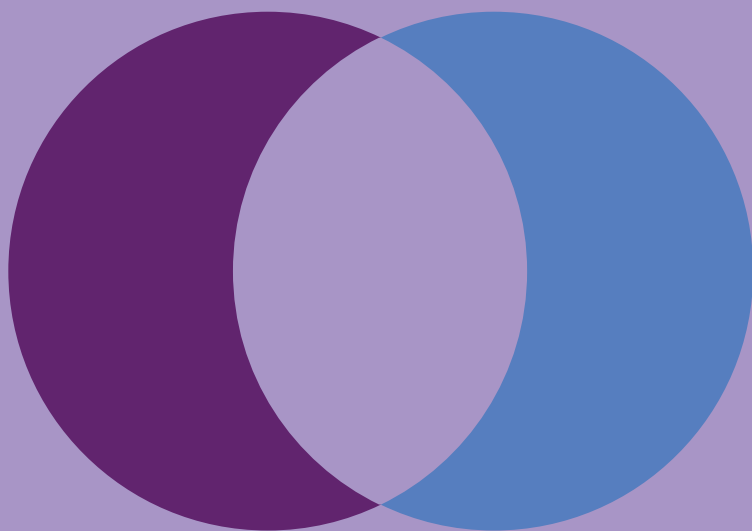
How could you
make your
brand story a
10-part series on
Netflix?

Think about genre. Storyline. Casting.
Cliffhangers. How would you keep your
viewers bingeing?

Can you
hang on to
the *good stuff*?

(**39**)

When's the last time you caught a whiff of a dollar bill? If your product replaces something that was commonplace, can you recreate the part people will miss most?



Can you change a
long-standing (*and*
out-dated) belief?



(40)

Minivans are uncool. Pink is for girls. Think about a widely-held belief you could challenge with your brand or product.

(41)

What if you
supported a
secondary market?

Think about ways you could help
your customers re-sell your product
once they're done using it.

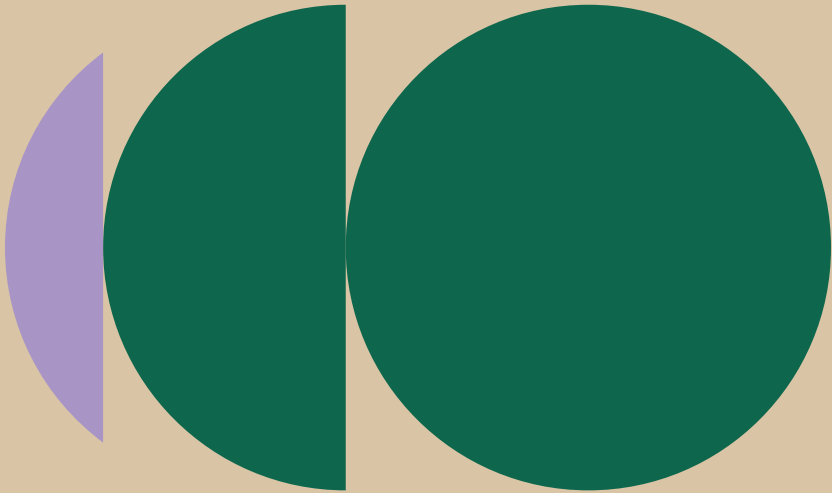


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87

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Think about all the negative things
your competition would say about you.
How can you say them first?

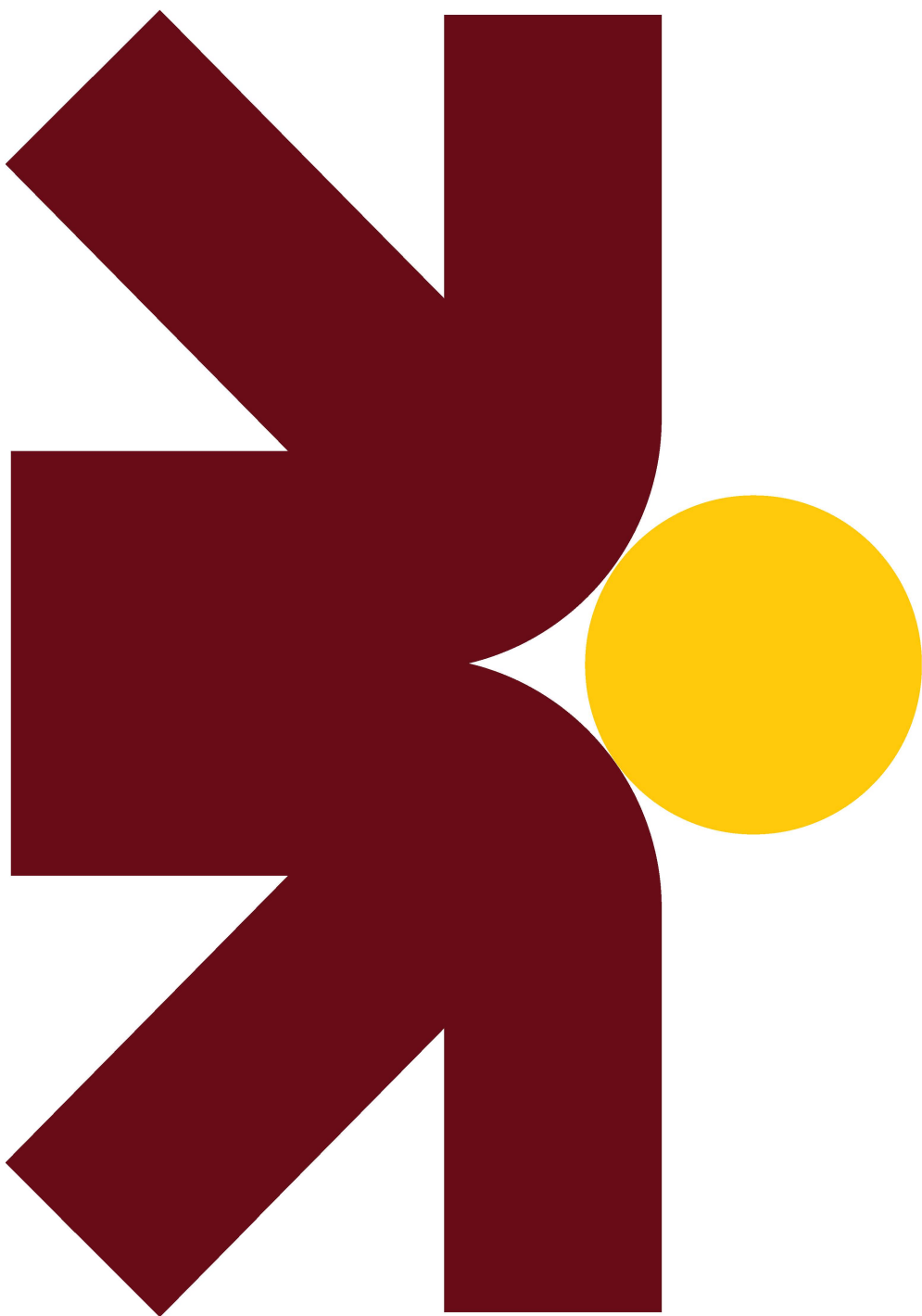


What if
you pulled
an *8 Mile*?

What if you
gave customers
a reason *to not*
use your
product?

(**43**)

After predetermined time intervals, TikTok delivers an ad that encourages users to take a break. How can you take a similar approach and prioritize your customers' wellness?



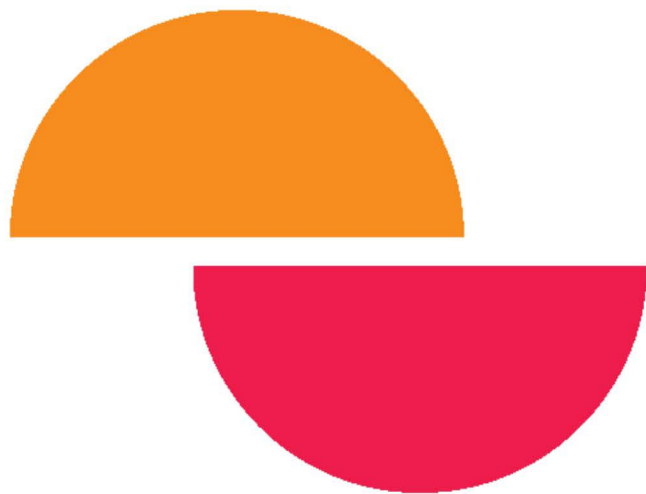
What if you made it *really* personal?

What are some ways you could use
biometrics or even DNA to enhance
your brand experience?

What if you
taught your
customers
to *share*?

(**45**)

Think of ways your customers could share your product or service – how can you be the Zipcar of your industry?



(46)

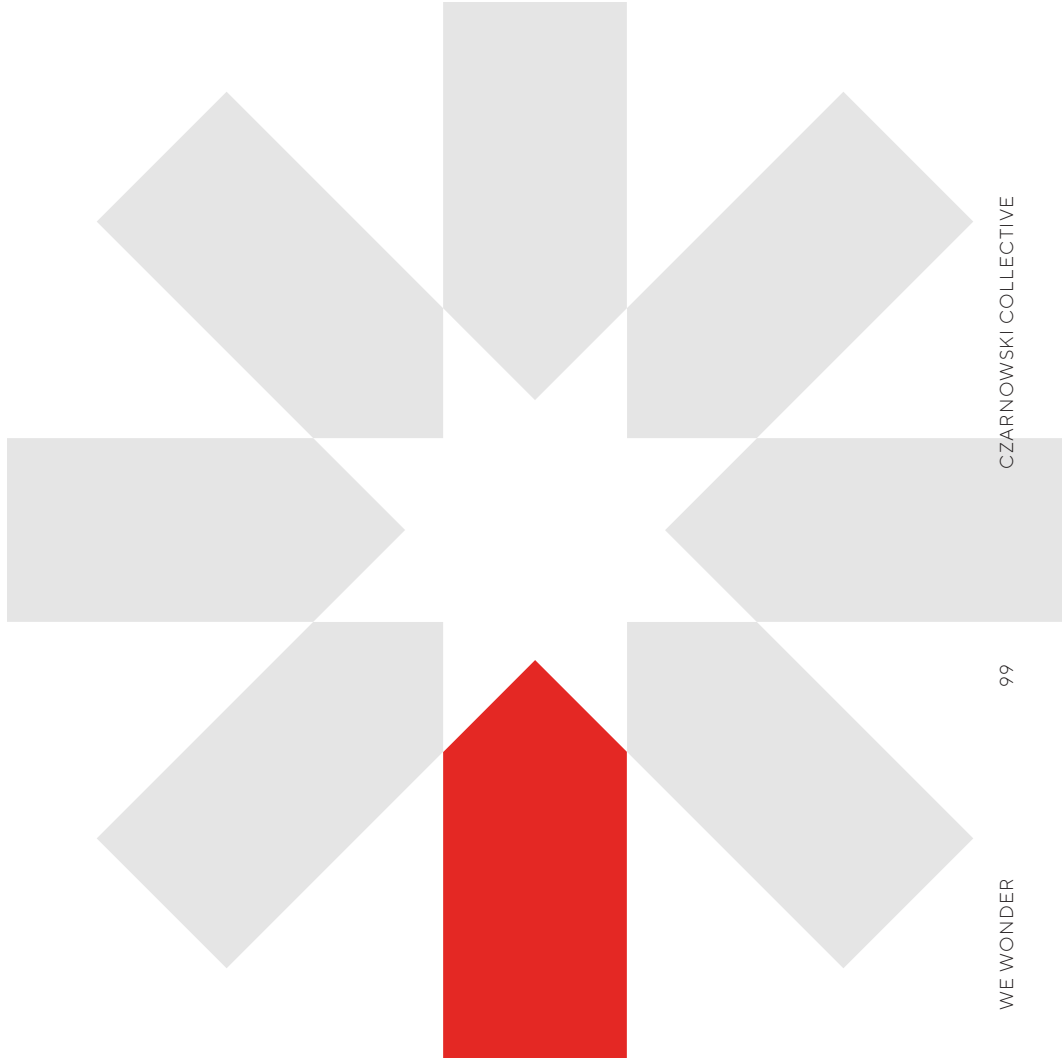
Think about a premium option that could be added to a product or service you already provide.

What if your
customers
had *status*?

(47)

What if
money was
no object?

In a world where your customers
can afford to buy anything they
want, what could you say to entice
them to purchase your product?

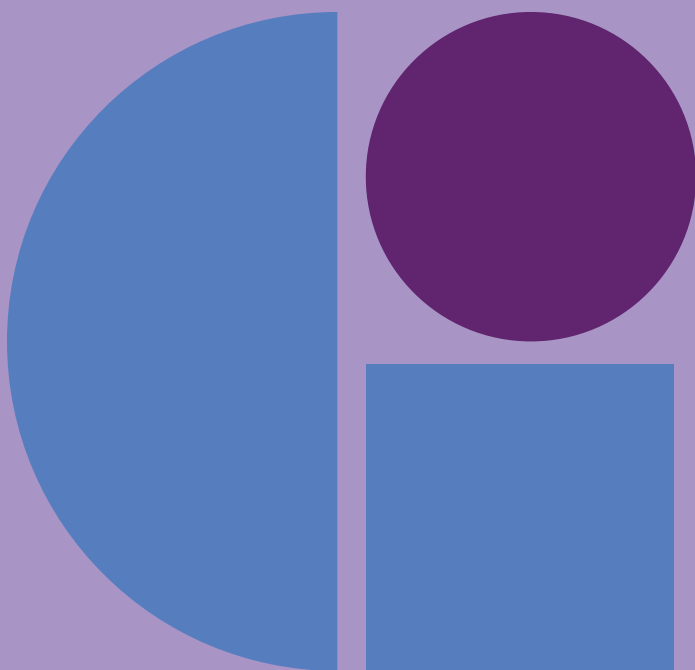


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99

WE WONDER

Think about who can't, or won't, use your product or service. How could you change it, or add to it, to make it relevant to this audience?



What if you
created a new
customer?

What if you
were *radically*
transparent?

(**49**)

(**50**)

What
if you *just*
called us?

Because it never hurts to get a
few extra brains on the case.

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ISSUE 001