

The Power of Curiosity To Unlock New Ideas And Create Deeper Connections

Gary Kopervas

Kopious Labs Brand Consultancy



Gary Kopervas

Chief Creative Strategist, Kopious Labs Brand Consultancy

Helping ambitious teams build
Unordinary® Brands

accenture

aramark

Bentley
Advancing Infrastructure

Capital One

citi

DANAHER

DIAGEO

gsk
GlaxoSmithKline

MERCK



P&G

zippo



Do bugs have muscles?

**Why do we have to
wait for the picture?**



QUESTION

QUESTION

**How might we prepare
during peace to offer help during
times of war?**



**What if we could paint
over mistakes?**



Wite-Out

BRAND/MARQUE

Correction Fluid/Liquide correcteur

Quick Dry/Séchage rapide

SHAKE WELL / BIEN AGITER



DANGER:

FLAMMABLE/INFLAMMABLE

.7 fl. oz.
22 ml

**What if a video rental business was
run like
a health club?**

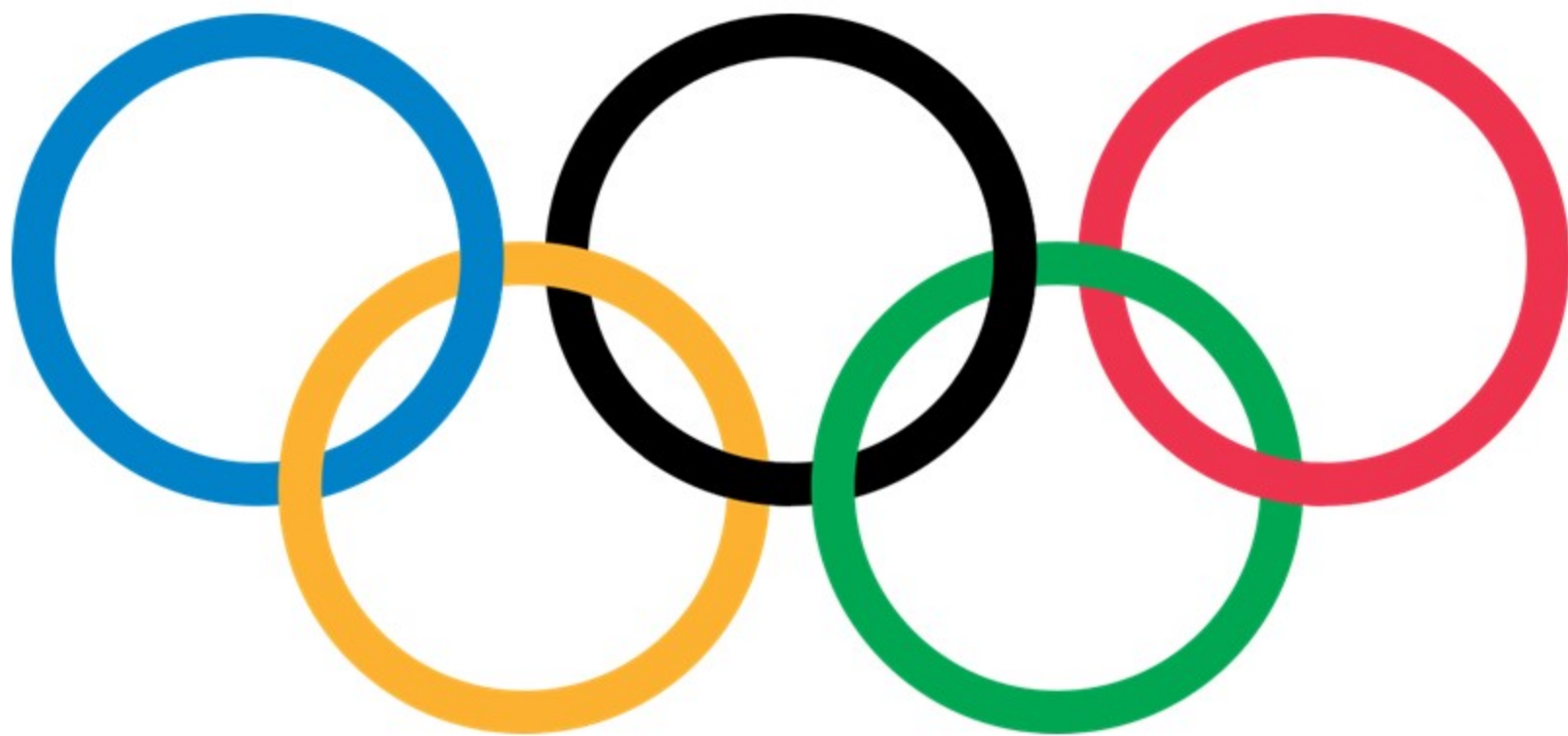
NETFLIX

**Why aren't the players urinating
more?**





**What if countries competed on
playing fields instead
of battlefields?**



What am I wearing?

**Bring better questions
to the table.**



Daniel Sambraus / Getty

1. Ask a better question

2. Start a different conversation

3. Make new connections

Thank You!

Gary Kopervas, Kopious Labs



[linkedin.com/in/garykopervas62](https://www.linkedin.com/in/garykopervas62)



garykopervas@gmail.com