

*the*

egg

*and the*

onion

*by*

SIXTEENFIFTY

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Manufactured in the United States of America.

This is for those of you who believe in following your gut, taking risks and not paying attention to those who intimidate with fancy words and excel spread sheets. Welcome.

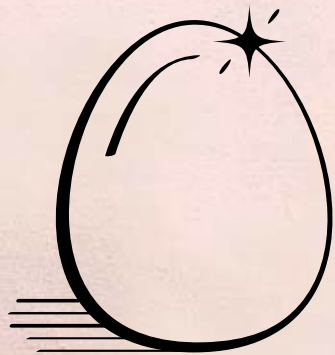
This story was developed on a 45 minute plane flight to ensure that I was not lost in the sea of sameness. With that I thank Frank Fertitta, III and Lorenzo Fertitta for their fearless charge into the unknown, for their gut level reactions, for knowing when to be an onion and for never, ever buying into the ever-so-alluring egg. I thank them for giving us a shot and letting this story come alive. It is because of their fearlessness that this book comes to you now - at a perfect time to go back to the basics and what got you here in the first place: your gut.

Word.

*the*  
egg

When we first meet the egg...

We see it is blessed  
with cool, white  
curves. It's simple  
and sexy. It's modern,  
clean and well  
designed.



Then, we see where it calls home...

The egg lives on the  
good side of town,  
in the bright-lit,  
ultra-white dairy  
case in its very own  
cardboard package.



Next, we spend some time with the egg...

At just the right angle  
it's tough, strong and  
confident. If you hit it at  
the wrong angle, however,  
it is delicate, fragile and  
oh, so high-maintenance.



And then we try to work with the egg...

It can be difficult and  
temperamental. And, you  
don't even know if it's  
good until you've cracked  
it open....



Finally,

It breaks and it makes  
a mess. Immediately you  
have nothing but goo.  
The clean, well designed  
smooth lines are gone –  
and your mind has shifted.

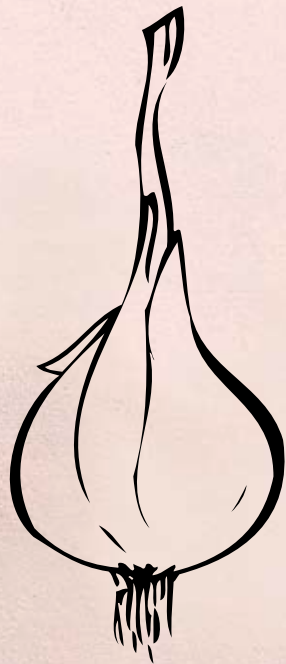


*the*  
onion

When we first meet the onion...

It's flaky and probably  
not the prettiest veggie.

It's shaped funnily and  
grows in the dirt. It can  
be a little stinky, too.



Then, we see where it calls home...

It lives in the rough and  
tumble produce section in  
a big bin thrown around  
with the other onions (and  
sometimes a potato).



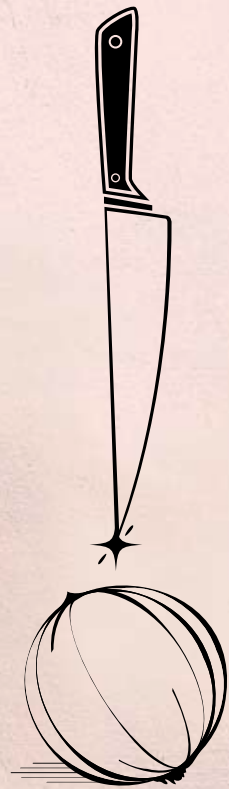
Next, we spend some time with the onion...

It can be quite smooth  
under that flaky outer  
layer. It can even be  
pretty with a nice,  
bright purple, white or  
yellow color.



And then we try to work with the onion...

It holds up to pressure  
without falling apart or  
cracking. You can drop  
it (thud) and it doesn't  
break. It lies still, ready  
for the next adventure...



Finally,

Slice it and there's no  
goo, just organization:  
thoughtful layers that build  
upon one another to make  
the whole and to protect  
the core – the sweet spot –  
where it all began.




So much in life is like the egg and the onion.

There's the egg that looks good. But, it doesn't have much to say. It's been protected and coddled its whole life. And, with the first little crack that appears in its shell, it's all over.

The onion, however...well, that's where things get interesting. It's lived life. It's survived. It's rough and tumble. It's been to war and back again...and it's ready to head out yet again. It's ready to go to work for you whenever you need it.

So, look beyond the egg.

Be an  
**onion.**



The onion (*our hero*) is just like a brand (*what we like to create*).

Brand, *just like the onion*, is nothing but layers that work together to create something bigger - *an experience*.

# The preceding pages tell a little story, but teach a big lesson.

They highlight the difference between advertising and brand. Between what looks nice on the surface versus what has depth AND can look nice on the surface (with just a quick peel!).

We wanted to put together this book because advertising and brand DO so often get caught up in one another, but are absolutely not the same. Advertising is pretty pictures. And, all too often, it is nothing more. It's the egg, plain and simple. Brand, however, is much bigger. It's layers built upon layers, just like our onion, where advertising is just one part of the puzzle. Brand is a complete experience from start to finish. Advertising alone is not.

Our other reason for developing this story is to show that branding and creating an experience are not rocket science (take this very simple book as an example of that). They need not be overly complicated. They do not need an entire dictionary to make sense of the industry jargon and acronyms. They do not need an entire library of books to explain what they're all about. In fact, we think that all you really need to understand the fundamentals of branding are in this book. Creating a great brand is just that simple, if you make the time to stop and think about it. It's about developing the layers, making sure each part fits into and builds upon the whole to create a great experience. Period.

And, that's how we like to work – simple, straightforward, get it done. Simple is our process and our mantra. Don't think for a minute that simple means stupid, though. Simple means clean and logical with laser-like focus. Simple is beautiful. Simple is layers. Simple is exactly what you need to hold the pieces of the whole together. Just think about the produce section...

On a bigger note, there's a non-branding lesson to be learned here, too. Simple is pretty much always better. Stop, focus, set a strategy, develop some layers and, when in doubt, learn your life lessons from the grocery store.

# core

## *capabilities*

Experience makers - that's who we are. From big to small, start to finish, that's what we do. Every element needs to build upon your experience—make it better, more exciting, more tangible, more loved. Projects are so last year—experiences are the future. And, onions make for one great experience—lots of layers tell a good story.

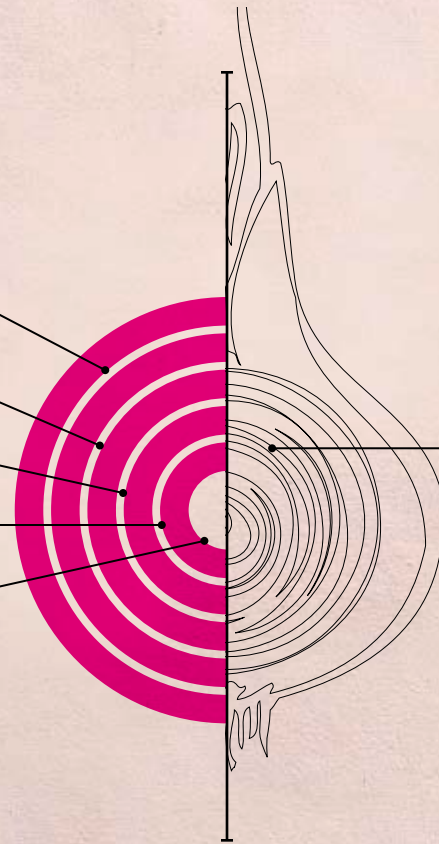
PRE-DEVELOPMENT

PARTNERSHIP MANAGEMENT

CONCEPT, STRATEGY AND CREATIVE DEVELOPMENT

CREATIVE EXECUTION AND BRAND SUPPORT

LAUNCH STRATEGY AND FINAL PRODUCTION



PRE-DEVELOPMENT & PROJECT COLLATERAL

OPERATIONAL AND EXPERIENTIAL DEVELOPMENT

HOTEL COLLATERAL

stationery; executive note card; business cards; name tags; press kit; conference pads; vehicle design; maps; in-room cd design; room key and key packet; vip key and key packet; pads; pens; in-room slide show/ tv content; bar menu; in-room directory/compendium; suite names; turndown experience; service review card; bathroom amenities

HUMAN RESOURCES

now hiring campaign (ads, etc.); hiring billboard; training program; training fact brochure; back of house programs

GUERILLA MARKETING

on-the-ground viral tactics and buzz-worthy promotional strategies; street-level brand-centric awareness campaigns

ADVERTISING

pre-opening ad campaign; opening ad campaign; post opening campaign; generic advertising (direct mail and outdoors); pre-opening billboards; billboard extensions; general postcard artwork

WEB DEVELOPMENT AND STRATEGY

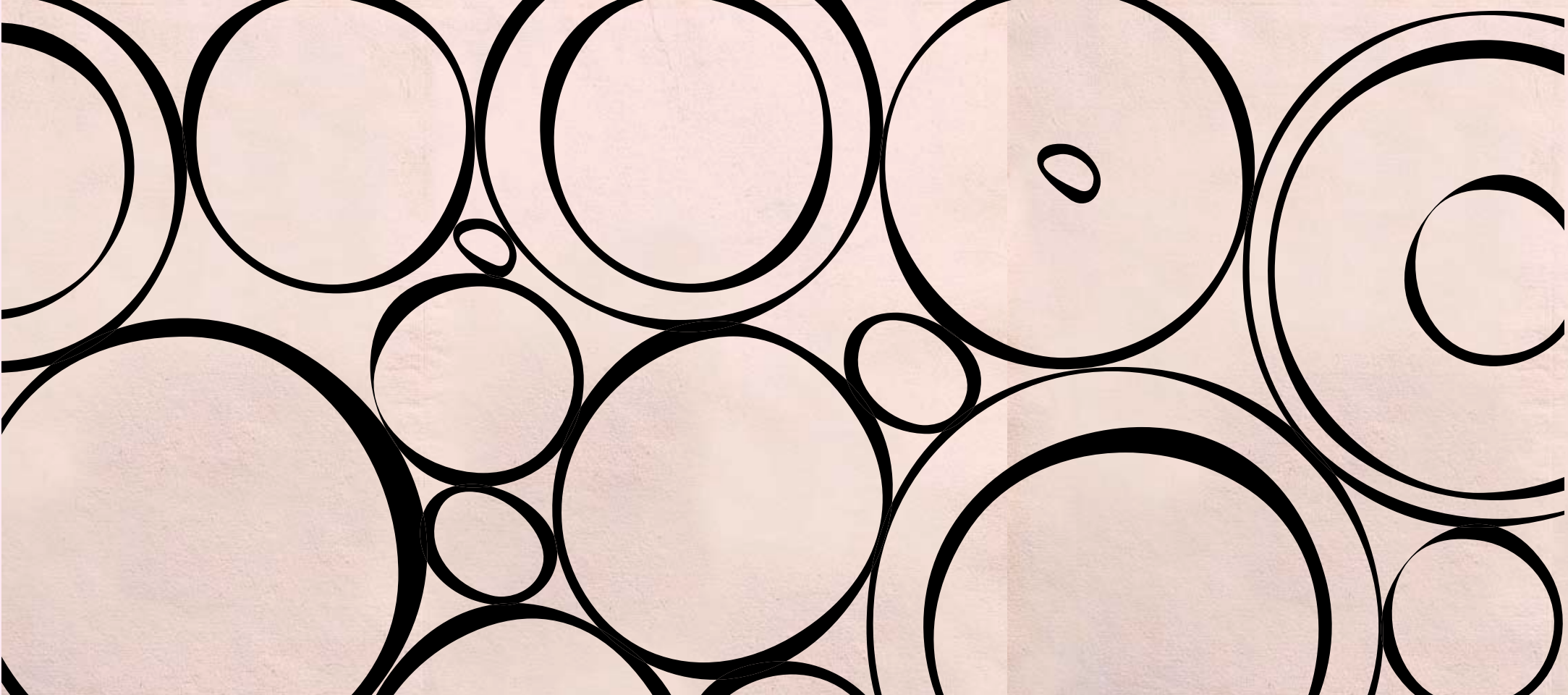
e-blasts; e-newsletters; landing pages; seo; social networking; online advertising; confirmation and cancellation e-blasts; countdown to opening; offer template

CASINO

table game felts; signage; dice; playing cards; chips; rules cards; templates for posters, duratrans, slot toppers and mailers; ad templates; slot machine lexans; casino map; brochure; plasma template; winners wall; players club collateral

SALES SUPPORT

general brochure; meetings brochure; wedding/events brochure; meetings ads; event ads



thank  
you

*from some stinky onions*

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