

DOZEN



Welcome!

The Dozen comprises six principles and six promises that govern all of Egg Strategy's work. It's a belief system and a philosophy, and the reason we succeed as both a company and a culture. It also explains why our clients are usually repeat clients... and why we often end up being good friends along the way.

PRINCIPLE *No.1*

Creative Rigor

Francisco Goya said, "Fantasy, abandoned by reason, produces impossible nightmares; united with it she is the mother of arts and origin of marvels." We embrace this conviction that art and science are complementary rather than contradictory. We believe strategic research needs to be a combination of the rigors, methodologies and accountabilities of science with the innovation, imagination and expressiveness of art.



PRINCIPLE *No.2*

Brand Vocation

Brands do jobs. Some jobs are functional, some are emotional, but ultimately, people hire brands to work for them. If a job is not done to their satisfaction, they quickly fire that brand and employ someone else. It is as simple as that. At Egg, we help direct a brand to its true vocation. We assess consumer and market realities that determine how a brand can achieve ultimate job satisfaction and through that, lifetime employment.

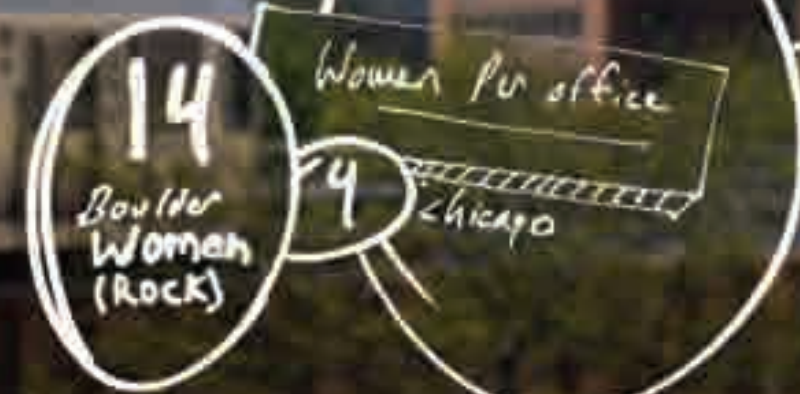


PRINCIPLE *No.3*

Whole Truth

So much of traditional strategic research stops at fact finding. At Egg, the collection of facts is only the beginning. We embrace a broader perspective of the entire marketing universe—the consumer, the marketplace and the brand—all filtered through the fine gauze of deep cultural understanding. This means we find truth by delving beneath the facts to discover real, actionable meaning.





PRINCIPLE *No.4*

Truth Mining

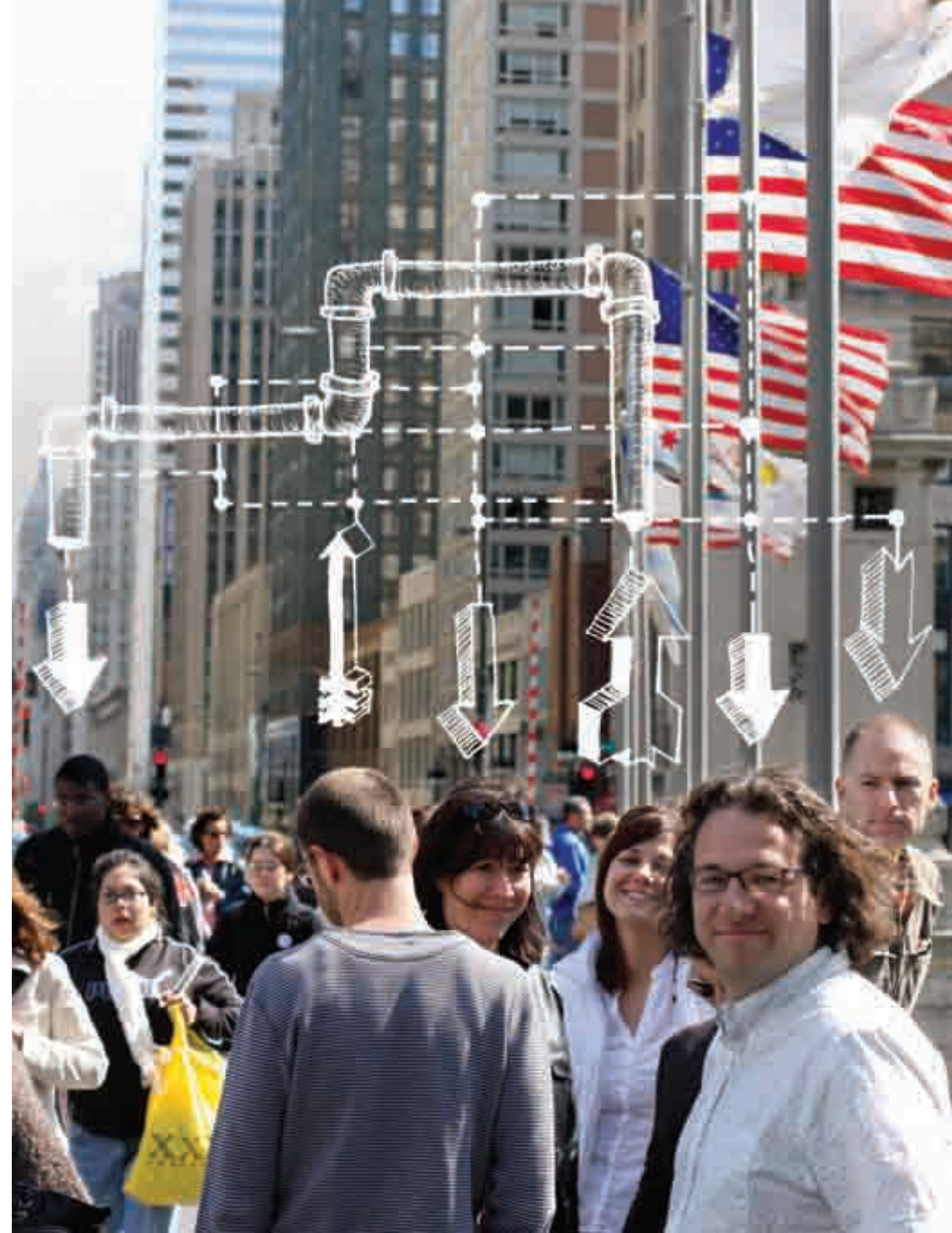
It is not enough to simply observe a trend or a pattern of behavior. To identify or predict new realities from a trend you must seek out its cause, the root of its existence. At Egg, we never stop at the explanation of behavior; we dig for the deeper human truths and the motivations that unveil real growth opportunities.



PRINCIPLE *No.5*

Networked Thinking

We are firm believers in the interconnectedness of social trends, business innovation and evolving consumer needs. That means we immerse ourselves in our clients' business, searching for anything and everything that has a link to or sheds new light on the issues at hand. We share a belief that by embracing nuance and layered meaning, we end up seeing with greater depth and clarity.

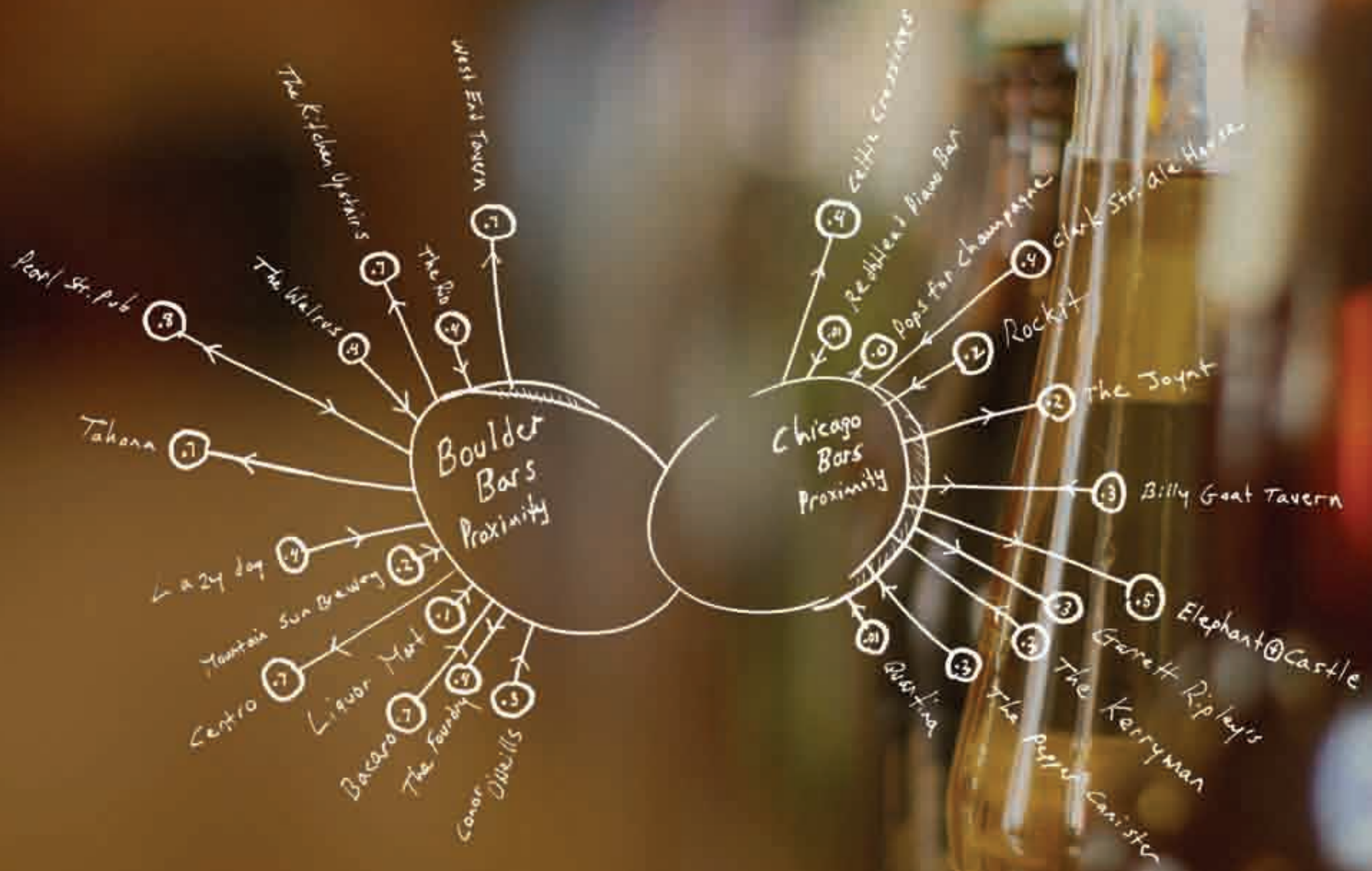


PRINCIPLE *No.6*

Complexity Embraced

Business problems—like the minds of consumers—are complex and multifaceted, and the answers are never as simple as a one-page brief. We respect and revel in this complexity. We believe that oversimplification of a problem can lead to both misinterpretation and missed opportunity. We find clear answers in complexity... new opportunities in nuance.







PROMISE *No.1*

To Tackle Each Business Problem with Passion

In our world, apathy is the enemy. Without our full engagement, an assignment and its solutions will lack spark, fun and creativity. So we promise to bring enthusiasm, energy and passion to every challenge that our clients present to us.



PROMISE *No.2*

*To Care for Your Brand as if
It Were Our Own*

Only by understanding a brand's insecurities as well as its strengths can it be nurtured to grow. We promise to be stewards as well as strategists, parents as well as partners, and to ensure that the essence of your brand is always safe in our hands.



PROMISE *No.3*

*To Form a Partnership Built
on Collaboration*

Our open, light and music-filled office environment is a sign of the collaborative energy we enjoy day in and day out at Egg Strategy. We promise to bring this atmosphere of connection and teamwork to every client engagement. We take the greatest pride in knowing that our best work is completed in this spirit – conceived, created and co-authored with our clients.

★
The Boiling Point
Of an Egg
★





PROMISE *No.4*

To Help You See Your Brand from Fresh Angles

Vision only comes from seeking a new perspective. We promise to draw on all of our experience—from art to science, from traditional to cutting edge—to inspire a fresh way of solving your business issues.



PROMISE *No.5*

To Refuse to Use a Cookie Cutter

The challenges we get from clients are never the same, so why should our solutions be off the rack? We promise that no methodology is sacred, everything is customizable and that every project is a new opportunity requiring its own, tailored plan of attack.



PROMISE *No.6*

To Seek the Solution that is Both Elegant and Actionable

A plan is only as good as the paper it is written on — unless it can come to life. So we promise to keep a foot in the real world while we push the boundaries in yours, providing insights that can lead directly to action.

Red-Tailed Hawk



Robin

Ostrich →

House Wren



Starling



Blue Jay



Killdeer



Mallard Duck



Northern Flicker





How the Dozen Gets Done

Introducing our Products and Services

The following pages outline our “core” services and the products they entail. Most of our projects utilize these tools in some shape or form. While it’s difficult to pull any solution off the shelf, these products (in base or hybrid form) usually set us off in the right direction.

INSIGHT

Consumer and Market Insights

The backbone of strategic brand planning is marketplace and consumer insight. Consequently, the strategists at Egg are a collaboration of brain-pickers and data-divers with an insatiable appetite for discovery. When appropriate, we've tapped the leading edge of culture with the likes of fashion designer Kate Spade, restaurant designer Adam Tihany, and hotelier Jennifer Rubell. We also spend our time in the "trenches"—joining people in their bathrooms for Degree antiperspirant, scouring frying pans for DuPont's Teflon, and occupying many a barstool for Bacardi. In this way, we actually anticipate trends instead of merely keeping pace, and our clients can seize opportunities from the earliest point possible.



STRATEGY

Brand and Portfolio Strategy

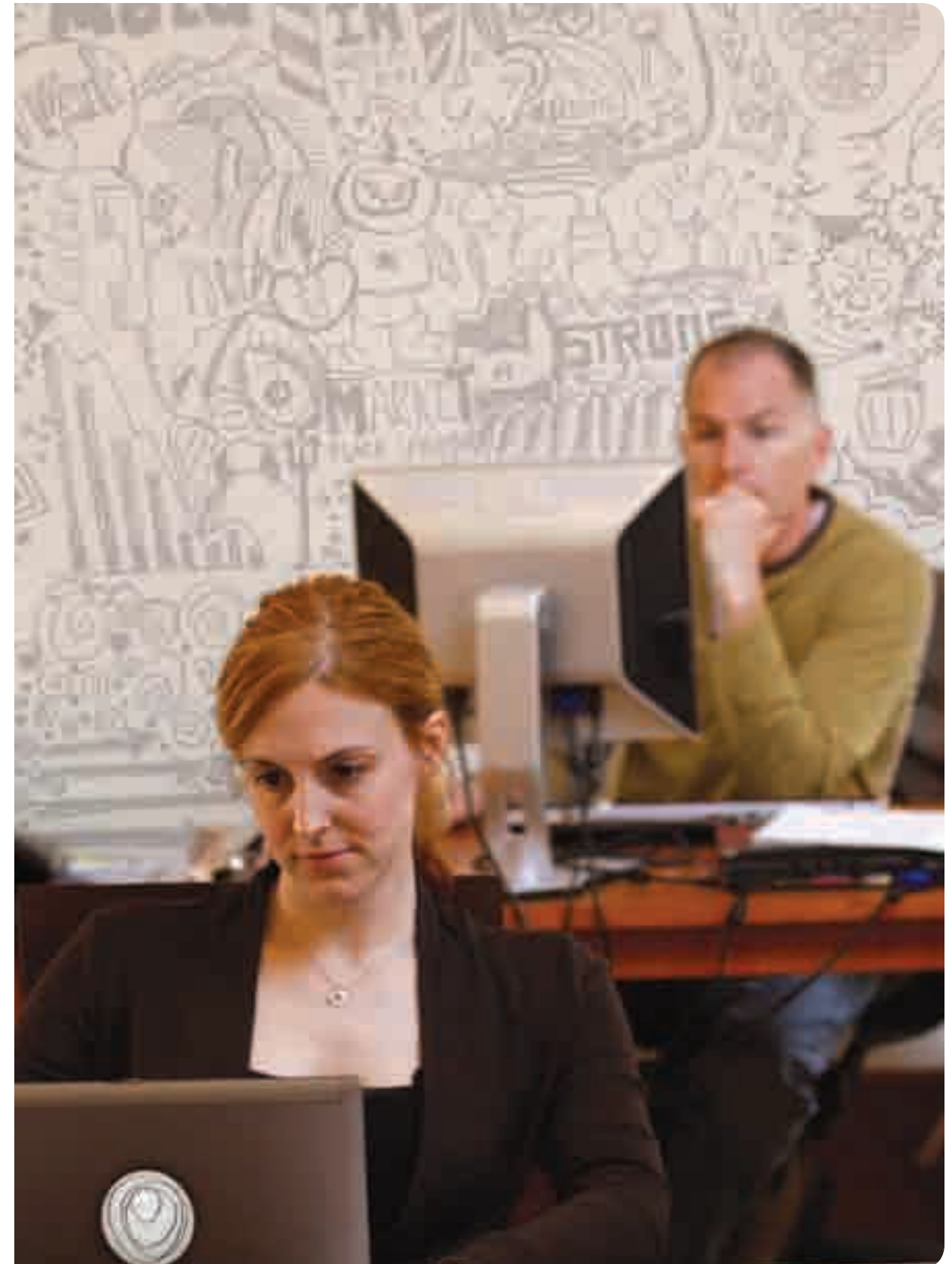
The essence of creative, effective and actionable brand strategy is the artful interpretation of all sources of information. A fully integrated brand strategy defines what your brand stands for and how it should go to market. Without brand strategy, you are lost; a ship without a compass. With it, the path is clear; a beacon of light guiding you to shore. As we've done for Diet Coke, Dom Pérignon and Land Rover, we will make sure that you understand what your brand stands for and where your brand is headed so all your efforts and actions are oriented in one unified and unequivocal direction.



INNOVATION

Brand Innovation and Re-innovation

Grow fast or grow far, but grow. How? By conceiving ideas that no one has thought of, or doing things in a way that has never been done. At “The Hatchery” (Egg’s proprietary ideation process), great innovation begins with strong consumer and marketplace insight. Then, by listening to the consumer and catering to those areas of their life where they are dissatisfied or suffer some unmet need, the path for innovation becomes straight and narrow. We help our clients transcend categories, anticipate consumer demand and grow.



OPTIMIZATION

Product Development and Optimization

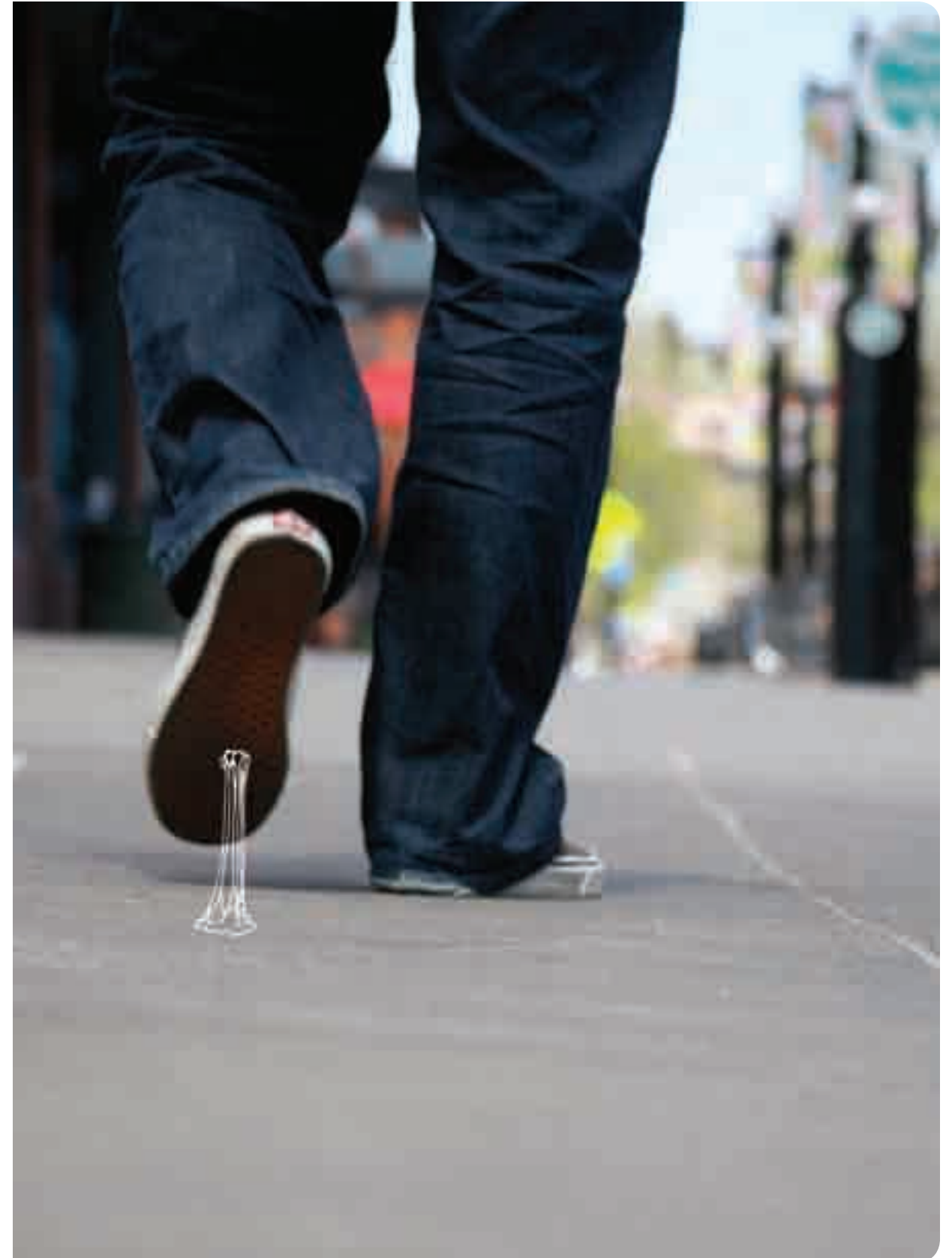
At Egg Strategy, we value thinking and doing. We do not rest on our laurels in an ivory tower constructed of theory and aspiration. Instead, we like to get our hands dirty and bring great ideas to life. Early protocept design is based in sound theory and realized in the product design lab—ultimately creating actionable, market-ready ideas. This combination of development and testing ensures that your strategies and innovations are equally practical, functional and feasible.

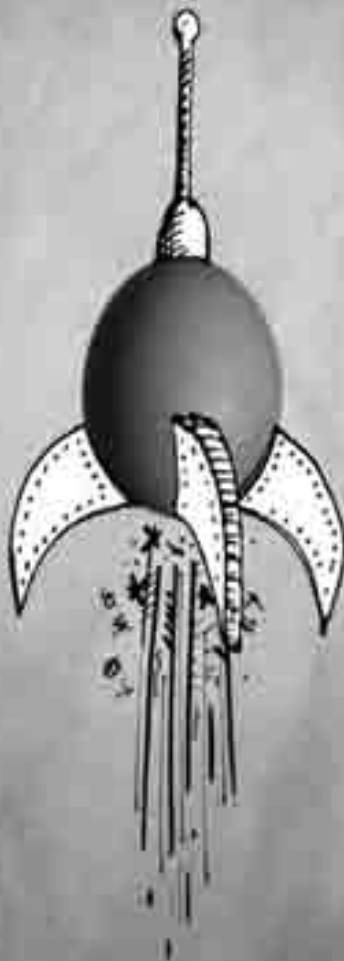


TESTING AND VALIDATION

In-market Communication Testing and Product Assessment

No strategy is worth its salt unless it can be communicated clearly, concisely and precisely to the correct audience. Egg Strategy works with your people, including your advertising and public relations agencies, to ensure that your products and messages are clearly stated—whether it be in packaging, ads, or other in-market programs. We can help you develop in-market plans or develop award-winning creative. Communication is the silver bullet, and no strategy is complete without an effective communications plan to give it life.





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