

**ARTS & ENTERTAINMENT**



## Gilliam weaves 'Grimm' creeper

Matt Damon, Heath Ledger and Monica Bellucci work magic in Monty Python alum's fractured fairy tale movie. **See Page 28**

**SPORTS**



## 'Dazed' Zito shines for A's

Lefty throws six scoreless innings in rout of Detroit despite feeling 'lethargic.' **See Page 69**

**STATE**

## Rolling blackouts return to California

Heat, loss of transmission line causes 500,000 in Southern California to lose power. **See Page 15**

# Water delivery system in peril, lawsuit claims

City attorney says contractor did not finish work **See Page 6**

## Closing shop one last time



Emile Thomas of G.F. Thomas Dyeing & Cleaning will close his 14th Street family business on Sept. 3. His great-grandfather opened the store in 1854. **See Page 4**

**MEDIA & MARKETING**



## Making design a family affair

S.F. brothers find branding, packaging 'vital.' **See Page 25**

## Gay marriage bill clears hurdle

Committee OKs measure, sends it to state Senate. **See Page 15**

## 'BART probably isn't a primary target'

Transportation institute head discusses terrorism, bureaucracy.



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# MEDIA & MARKETING

## SHOP TALK

### Veteran trio form agency

Three veterans have formed Sandbox Strategies LLC ([www.sandboxstrat.com](http://www.sandboxstrat.com)), a PR and marketing agency with offices in San Francisco and New York focusing on consumer electronics, video games and other entertainment products. The founders:

Bill Linn has promoted videogames and consumer electronics for leading companies including Rockstar Games, THQ, Monster Cable and Sony. In 1997, Linn founded the award-winning Linn PR, which he ran for five years. For the last three years, Linn was handling crisis communications for the Grand Theft Auto series from Rockstar Games.

Rob Fleischer, who also spent the last three years focused exclusively on the Grand Theft Auto series, will head up PR efforts. Corey Wade, former senior product marketing manager at Rockstar Games, handles marketing. He recently led the marketing efforts for the top selling Midnight Club and Max Payne franchises.

### New Gap campaign features classic songs

Clothier Gap Inc. (GPS) this week launched its latest phase of its integrated fall marketing campaign, which began in July, to celebrate the connection between jeans and music. The two-month campaign focuses on "favorites" and how favorite jeans and favorite songs are individual expressions of personality and style.

The print and TV campaign is called "Favorites," with stars including Alanis Morissette, Joss Stone, John Legend, Michelle Williams (Destiny's Child), Jason Mraz, Keith Urban, Liz Phair and Brandon Boyd (Incubus). The TV campaign captures each musician performing an original remake of their favorite song while wearing their favorite Gap jeans.

### PEOPLE

Philip Rogren is the new VP of sales and marketing at EoPlex Technologies, Redwood City, a company developing and commercializing new technology to produce complex 3-D miniature structures.

— Staff report

Send news of your agency to [business@examiner.com](mailto:business@examiner.com).

# Packaging: All in the family

BY TAMARA GRIPPI  
Staff Writer

Brothers Philippe and David Becker draw upon their divergent talents to make a success of their San Francisco packaging and branding business. Philippe Becker Design Inc. has created 30 brand identities and more than 500 packages for international and local clients such as Whole Foods Market, T-Mobile, Niman Ranch, Disney and Williams-Sonoma since its founding in 1998.

David works on the business side, while Philippe focuses his energy on the creative process.

"It's surprisingly easy," said David. "There is a level of trust and a complementary skill set. We don't step on each others' toes."

Product packaging may not be the most talked about aspect of the advertising and marketing world, but it cannot be ignored, said Philippe, who worked for the The Primo Angeli creative group in The City for 11 years.

"Branding and packaging are vital to the success of the product," he said. "You could have the best product, but if it's not packaged for the consumers to notice and pick it up, they'll never know how good the product is."

Products must be packaged to attract the consumer's attention within a very short time frame, he added.

One of the Beckers' favorite success stories is Costarella Seafood,



CINDY CHEW/THE EXAMINER

David, left, and Philippe Becker say advertising is all about packaging.

a longtime family company that supplies 200 local restaurants with seafood. Costarella wanted to create a line of smoked fish and needed help with the branding, packaging and getting the product into retail stores.

"We helped create a package that played up the heritage they have," Philippe said. "They have been on Fisherman's Wharf since 1950."

"We were extremely successful

getting it into retail," he added.

The agency also created the packaging for T-Mobile's Sidekick II, the first PDA marketed to youth.

Instead of simply showing the handset on the box with a series of bullet points, the agency used a model personifying the hip, young look, holding the PDA.

"She's holding it out proudly, sort of like it's the 'must have' device," Philippe said.

### Philippe Becker

Age: 39

Family: Lives with his partner and their two dogs in San Francisco.

Hometown: Born in Manila, The Philippines, grew up in Europe and San Francisco

Education: California College of Arts, San Francisco

Favorite quote: "Creativity is allowing yourself to make mistakes. Art is knowing which ones to keep."

—Scott Adams

Inspirational figure: Stephen Thomas, my teacher at Urban High School in San Francisco who inspired me to attend art school.

### David Becker

Age: 42

Family: Married with 3-year-old boy; another child on the way.

Hometown: Born in Alsace, France; raised in the Bay Area and Europe, lives in San Francisco.

Education: BA, UC-Berkeley; MBA, HEC (Hautes Etudes Commerciales), Paris

Favorite quote: "Twenty years from now, you will be more disappointed by the things you didn't do than by the ones you did. So throw off the bowlines. Sail away from the safe harbor. Catch the trade winds in your sails. Explore. Dream."

—Mark Twain

Inspirational figure: Chuck Williams, founder, Williams-Sonoma Inc.

## NEW CAMPAIGN

Each week, The Examiner will showcase an advertising campaign by a local agency.

### CLIENT

FrontRow Active Learning Systems, a unit of Phonic Ear Inc., Petaluma.

### JOB

Develop innovative campaign demonstrating how classroom noise affects kids' ability to hear and learn.

### AGENCY

Mortar, San Francisco ([www.mortaragency.com](http://www.mortaragency.com)). Other clients: Golden Gate University, Prudential California Realty, OneShare.com, Rydex Investments and TicketsNow.com.

### MANAGEMENT

Mortar is led by agency veterans Todd Ransick, Tim Elsevier-Spry and Mark Williams.

### THE PLAN

These ads, which are currently appearing in the educational trade press, are part of a global re-branding for Phonic Ear's FrontRow products.

### THEME

"What they hear isn't always clear."

### THE WORK

Mortar's campaign includes full color print ads that play off common misunderstandings to demonstrate how noise can impact kids' ability to hear and learn.

—Staff report

### Tim Elsevier-Spry

Title: Principal/creative director  
Age: 37

Education/background: After spending the early 90s hawking fried chicken and American cars as a young copywriter in Chicago, Tim jumped on the technology bandwagon and headed West to work on Microsoft. Since then, he's been involved in growing brands such as Apple, Sony, Adobe, Yahoo and Nike. Tim started Mortar with co-CD Todd Ransick in 2002.

### What drove your development of the concept?

Educators and parents don't realize the link between effective hearing and learning. We've all heard kids cute misrepresentations of facts and we all remember the challenge to learning new concepts. However, few people realize that noise creates a barrier to learning for students.

### Working on next:

Persuading America to shop at TicketsNow.com for event, theater and sports tickets.

