PRESS RELEASE

OHIO BOY RECEIVES REAGAN LETTER; 30 YEARS LATER, HIS CREATIVE AGENCY WINS RONALD REAGAN PRESIDENTIAL FOUNDATION & INSTITUTE CONTRACT

Hailing from the Midwest, U! Creative, Inc. beat out multiple Southern California creative agencies to win Reagan Foundation contract to first relaunch their website, then redesign their logo and Brand Guidelines.

DAYTON, OH—December 20, 2017—More than three decades have passed since Ron Campbell wrote a letter to the 40th President of the United States, Ronald Reagan. He wrote to tell the president he was praying for him, after President Reagan survived an assassination attempt in March of 1981. To his surprise, Campbell received a response—and 30 years later, Campbell brought that letter with him when he went to meet with the Ronald Reagan Presidential Foundation & Institute.

Located in Simi Valley, the Reagan Foundation also houses the Ronald Reagan Presidential Library, the largest of 13 presidential libraries in the United States. Last year, they released a Request for Proposal, seeking a partner who could relaunch their website. From a long list of applicants, and a rigorous interview process, the Reagan Foundation chose U! Creative for the project, and today, students and historians across the world have limitless access to a full archive of presidential history.

"Originally, I heard about this from another client, The GRAMMY Museum, who encouraged us to pursue the project," said Campbell. "We were told the Reagan Foundation wanted to work with a Southern California creative agency, but I knew we had the skills, the heart, and even the history to conquer this project better than any competitor."

In the final round of presentations, Campbell included something deeply personal to the proposal—an authentic letter from Reagan himself. Sitting in the room was Melissa Giller, Chief Marketing Officer for the Ronald Reagan Presidential Foundation & Institute.

"Not only did U! Creative present a more comprehensive and visually appealing proposal, they also brought a piece of history," said Giller. "Their team's thoughtful, creative approach illustrated for us exactly how Ronald Reagan's story would be told, and that attention to detail and respect for the subject is exactly what we were looking for in a partner."

Having several top U.S. destination attractions as long-term clients, U! Creative brought with them unmatched knowledge of how usability and human factors should drive the project. And while the team knew that aesthetics and access were two important elements for any interactive, digital piece—the Reagan Foundation also wanted it self-sustaining.

"Enabling users to find the information they're looking for is most important," said Campbell. "But, we went beyond simply addressing the site architecture to create an immersive, multimedia-based learning environment that is comparable to the physical library itself."

And to meet their long-term needs, U! Creative developed a custom solution that would allow the Reagan Foundation to maintain the website on their own moving forward. Halfway through the project, the Reagan Foundation was so energized by U! Creative's approach, they also asked the team to take on the redesign of the Reagan Foundation's logo, Brand Guide, E-mail Newsletters and Marketing Templates, and Video Series Motion Graphics, which would coincide with the new website launch.

"The legacy of Ronald Reagan, his work and wisdom, are more relevant today than ever before," said Giller. "U! Creative has helped us to communicate that truth, bringing it to life through our brand, in a lasting, meaningful way."

To see more on this project, including the Reagan letter, an interview with Ron, a case study, and more, visit reagan.ucreate.us.

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About the U! Creative Brands
Rather than call them a creative agency, U! Creative is a house of thought and execution. A grab bag of innovators, illustrators, designers, and rock stars who are always in pursuit of the next big idea. U! Creative headquarters, which stood as the last rock n' roll record store in America, now serves as a playground where creative minds thrive. Within the U! Creative brand lives The Social Farm, cultivators of conversation in the social space, Overdrive Development, a pit crew of support for motorsports, and Destination2, a dream team of talent focused on elevating attractions. Each of these unique brands consistently delivers concepts and executes plans that drive higher visibility, higher profits, and more cool than anyone thought possible... Except U! To see their work, visit ucreate.us or destination2.com.

About The Ronald Reagan Presidential Foundation & Institute
The Ronald Reagan Presidential Foundation and Institute (RRPFI) is a non-profit, non-partisan organization dedicated to the promotion of the legacy of Ronald Reagan and his timeless principles of individual liberty, economic opportunity, global democracy, and national pride. It sustains the Ronald Reagan Presidential Library and Museum, the Ronald Reagan Institute, the Reagan Center for Public Affairs, the Walter and Leonore Annenberg Presidential Learning Center, The Air Force One Pavilion, and the award-winning Air Force One Discovery Center. Located in Simi Valley, California, the Library houses over 55 million pages of Gubernatorial, Presidential, and personal papers, and over 60,000 gifts and artifacts chronicling the lives of Ronald and Nancy Reagan. It now also serves as the final resting place of America's 40th President and his first lady. www.reaganfoundation.org

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