



PRESS RELEASE

U! CREATIVE ROCKS THE DESIGN ON HIGHLY ANTICIPATED STUDIO RELEASES FROM GODSMACK AND HOOBASTANK

*U! Creative designed the album artwork and associated creative for two rock albums released this year, **When Legends Rise** from Godsmack and **Push Pull** from Hoobastank.*

DAYTON, OH—December 19, 2018—This year, U! Creative provided album artwork and associated creative chores supporting the launch of two of the most highly anticipated rock albums: *When Legends Rise* from Godsmack and *Push Pull* from Hoobastank. Both bands are represented by Global Artist Management, a client of U! Creative.

“Almost two decades ago, I was watching an episode of VH1 Bands Reunited with Extreme when I learned their drummer Paul Geary had started a music management company,” said U! Creative President Ron Campbell. “At that time, I sent him a demo of my own music, but, it was almost another decade before we’d actually meet and start this partnership.”

Fast forward to 2012, Campbell literally ran into Geary at NAMM (National Association of Music Merchants) in Anaheim, CA. Unbeknownst to both Geary and Campbell, this serendipitous encounter put in motion the incredible things to come. By 2017, Geary had just partnered with Steve Wood to form Global Artist Management and Geary knew U! Creative could help make it a hit.

“Not only have we been able to develop the Global Artist Management brand, U! Creative has created the looks for some of the world’s hottest rock bands,” said Campbell.

Most recently, Geary recommended U! Creative to Godsmack front man Sully Erna. With an epic album in production, Erna needed an epic design to match.

“This was my first time working with the U! Creative team as they helped me build a vision for our 7th album,” said Erna. “And if anyone knows anything about working with me, they’ll tell you that I am very hard to surprise.”

U! Creative did more than surprise Godsmack—they delivered. Erna communicated his vision for the project: natural elements like Earth and Sun, their iconic logo rising, and an epic feel. But U! Creative took it to the next level, combining color and texture to create a tangible experience for Godsmack fans.

“These guys were able to put such an amazing and powerful design in front of me, and any challenges I threw at them, they were able to deliver very quickly,” said Erna. “They really understand the importance of timelines and artists’ visions.”

Deliverables for *When Legends Rise* included logos, album artwork, limited edition vinyl, stage design, tour merchandise, plus social media and billboard art.

While working on *When Legends Rise*, Global Artist Management asked U! Creative if they'd also take on the design of another album set to drop: *Push Pull* from Hoobastank. U! Creative was ready for an encore.

Having already worked with Hoobastank on their 2012 album *Fight or Flight*, U! Creative was ready to rock. Hoobastank front-man Doug Robb had a look in mind, but needed U! Creative to take it to the next level. Inspired by the illustration style of Saul Bass, the U! Creative team also looked to the lyrics of *Push Pull's* title track to create the album artwork.

The result was a dynamic, stylish, throwback design, fitting with Hoobastank's new album. Deliverables for *Push Pull* also included a pull-out poster, color vinyl, and inspiration for the "Push Pull" lyric video.

"Our aesthetic is rock and roll and we continue to produce hits for our friends in the music industry," said Campbell. "We've been able to support the visions of some of the most iconic rock acts in the world and we're always looking forward to our next gig."

To see more on this project, visit gam.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.

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