

LIBERTY CORNER, N.J. (Feb. 29, 2020) – As part of the United States Golf Association’s ongoing commitment to invest in the U.S. Open and elevate the championship experience for players and fans, the Association today proudly unveiled its new U.S. Open brand platform, “From Many, One.”

“Our goal was to develop a distinct and powerful brand platform that allows us to celebrate what makes our championship unique and to tell the stories that drive our audiences to attend, watch and engage with the U.S. Open year-round,” said Craig Annis, chief brand officer of the USGA. “Given that the U.S. Open drives nearly 75 percent of the USGA’s revenue, the success of the championship directly impacts the work we do to support millions of golfers who enjoy the game.”

To help frame the creation of the brand platform, the USGA engaged key stakeholders over the course of the past year. Players (including some USGA champions), fans, media members, partners, representatives of host sites and volunteers were asked to share their thoughts on what makes the U.S. Open a one-of-a-kind major championship.

These constituents provided unique insights that included identifying the “open” nature of the championship, the grit and determination it takes to become a U.S. Open champion and the triumph of the human spirit as key attributes. Their insights led the USGA to the foundation of the platform, “From Many, One.”

### **‘From Many, One’: U.S. Open Brand Platform**

The U.S. Open brand platform was developed in partnership with Culver City, Calif.-based Zambezi and is centered around a campaign line “From Many, One;” a new take on the motto “E Pluribus Unum” that will celebrate the nearly 10,000 golfers who will try to qualify for the championship, the 156 who will play and the one who will be crowned U.S. Open champion.

The premise of “From Many, One” is not a new one for the U.S. Open. It is something that was present at the first U.S. Open in 1895 and will be there in the future. It is the embodiment of the openness of the championship and a powerful connection to American values. It’s more than just a tagline, it’s the USGA’s guiding light, helping to provide our major championship with gravitas and focus.

“The most challenging assignments often turn out to be the most rewarding and this was no exception,” said Gavin Lester, chief creative officer of Zambezi. “To balance the heritage of a 120-year-old major championship, a modern audience, mental challenge, athletic triumph and American heritage in a campaign wasn’t easy, but to see it all come to life has been unbelievably rewarding.”

“From Many, One” will extend far beyond television commercials, print and digital advertising as fans begin to “live the brand” through the U.S. Open. USGA social and digital platforms will feature videos, testimonials and other content that documents golfers’ journeys and allows fans to experience their hard work, grit and determination.

Fans on-site at Winged Foot Golf Club for this year’s U.S. Open will be immersed in the brand and the organization’s integrated approach to showcasing the championship as a glory-filled spectacle that the world is invited to see, feel and experience.

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“The U.S. Open is more than a golf event, it’s more than a test or evaluation, it’s an experience that brings people together to share in the electricity that comes from players pushing themselves beyond their limits to achieve their dreams,” said Mike Davis, CEO of the USGA. “The brand platform will be the perfect vehicle to share the story of the U.S. Open, a celebration of the accomplishments of the players who compete for the championship and everyone who makes the event so special.”

## **Creative Work**

### **Television Commercials and Print/Digital Advertisements:**

Viewers of the NFL playoffs, NCAA basketball and NASCAR on Fox Sports enjoyed a preview of the brand campaign with the airing of a 15-second U.S. Open tune-in advertisement featuring actor Don Cheadle.

The Oscar-nominated Cheadle, who serves as a U.S. Open brand ambassador, lends his esteemed voice and stature to a variety of video content, including multiple U.S. Open brand television spots.

The first spot, “E Pluribus Unum, Baby,” is told from the perspective of a television viewer who is watching the greatest players in the game push themselves beyond their limits. [E Pluribus Unum, Baby](#)

Television and digital video viewers will be treated to multiple ad spots throughout the U.S. Open qualifying process, which begins in April. A series titled “From the Many: The U.S. Open Is...” features amateur golfers discussing their qualifying stories and the path that the “many” will take to get there. [“From the Many: The U.S. Open Is...”](#)

Vignettes featuring Jack Nicklaus, Tom Watson and Tiger Woods, among others, highlight a series titled “From the Ones: The U.S. Open is...” These videos showcase past champions as they reflect on the significance of the U.S. Open and the moment that they became the “one.” [“From the Ones: The U.S. Open is...”](#)

Accompanying the television spots, the U.S. Open brand campaign will be highly visible to golf and sports fans in the United States where it will run on print and digital platforms. Centered around the ethos, “From Many, One,” the creative shares the tone of the television advertisements with a focus on the hard work and effort it takes to qualify for the U.S. Open and the odds stacked against becoming the U.S. Open champion. The creative will feature a competitive and gritty aesthetic and take on a sharp and witty tone. [“From Many, One” creative assets](#)

Tickets and information for the 2020 U.S. Open Championship, scheduled for June 15-21 at Winged Foot Golf Club, in Mamaroneck, N.Y., can be found at [usopen.com](#).

## **About the USGA**

The USGA is a nonprofit organization that celebrates, serves and advances the game of golf. Founded in 1894, we conduct many of golf’s premier professional and amateur championships, including the U.S. Open and U.S. Women’s Open. With The R&A, we govern the sport via a global set of playing, equipment, handicapping and amateur status rules. The USGA campus in Liberty Corner, New Jersey, is home to the Association’s Research and Test Center, where science and innovation are fueling a healthy and sustainable game for the future. The campus is also home to the USGA Golf Museum, where we honor the game by curating the world’s most comprehensive archive of golf artifacts. To learn more, visit [usga.org](#).

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Additional assets available online: [\(6\)](#)

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