

**Interbrand and ACLU Reveal New Digital Platform, The Uncovery, at SXSW 2014**  
New site [theuncovery.org](http://theuncovery.org) leverages data discovery and visualization to inspire digital democracy

**NEW YORK, New York** (18 March 2014) – Interbrand, the world’s leading brand consultancy, in partnership with the American Civil Liberties Union (ACLU), announced the launch of a new online platform, [The Uncovery](http://TheUncovery) ([theuncovery.org](http://theuncovery.org)), at the 2014 South by Southwest (SXSW) Interactive Festival in Austin, Texas.

The Uncovery microsite empowers visitors to discover, act and share information about key ACLU campaigns and causes, the first of which leverages insights from the report, [The War on Marijuana in Black and White](#).

Visitors are invited to explore and “uncover” socially relevant content hidden beneath black lines of redacted text, creating a powerful visual representation of the type of information that government authorities commonly withhold or censor. By clicking on each redacted line, users generate state-specific facts about marijuana arrests, including the costs for enforcing such laws. Each statement and fact is designed to be sharable across social media platforms and can be easily shared with local state officials.

“The Uncovery gives users the power to discover and share the data points that matter the most to them,” said Cavan Huang, Associate Creative Director at Interbrand. “In the process, we designed a dynamic storytelling device – the redacted bar, to give the ACLU relevance to millennials and future generations.”

To bring all this to life, Interbrand collaborated with the digital team at Ranger Studio. In addition to overseeing the development of The Uncovery, Interbrand developed its name and provided the creative direction, voice, and copy used throughout the platform.

“The ACLU is grateful to Interbrand for giving us such an innovative, user-friendly platform for digital democracy,” said Ezekiel Edwards, Director of the ACLU’s Criminal Law Reform Project, and lead author of *The War on Marijuana in Black and White* report. “In The Uncovery, we have a terrific tool that lets people seize on the momentum for marijuana reform and reducing radically biased policing. In just seconds, users get the facts and turn them into powerful messages for their legislators.”

Interbrand’s scalable digital platform will be used beyond the *War on Marijuana in Black and White* report, with The Uncovery technology and interface being used to reveal data for the organization’s other reports focused on U.S. social justice issues.

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### **About Interbrand**

Founded in 1974, Interbrand is the world's leading brand consultancy. With nearly 40 offices in 27 countries, Interbrand's combination of rigorous strategy, analytics, and world-class design enables it to assist clients in creating and managing brand value effectively, across all touchpoints, in all market dynamics. Interbrand is widely recognized for its annual Best Global Brands report, the definitive guide to the world's most valuable brands, as well as its Best Global Green Brands report, which identifies the gap between customer perception and a brand's performance relative to sustainability. It is also known for having created brandchannel.com, a Webby-award winning resource about brand marketing and branding. For more information on Interbrand, please visit us at [interbrand.com](http://interbrand.com) and follow us on [Twitter](#) and [Facebook](#).

### **About the ACLU**

The ACLU is the nation's guardian of liberty, working daily in the courts, legislatures, and communities to defend and preserve the individual rights and liberties that the Constitution and the laws of the United States guarantee everyone in this country.

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