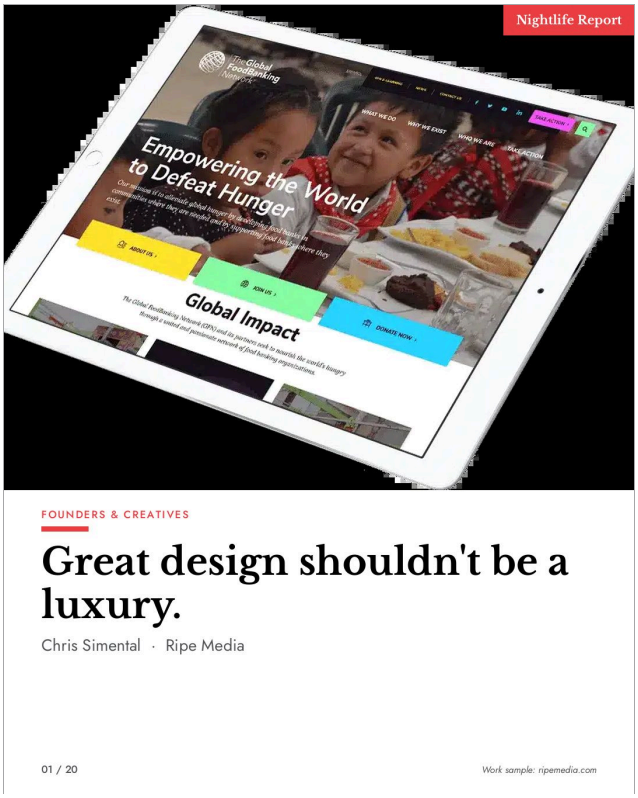


FOUNDERS & CREATIVES

Founders & Creatives

Wednesday, Nov. 18, 2026
Instagram carousel · 20 frames

On Instagram

@lillithmagic

Award-winning work, within reach.

Chris Simental co-founded Ripe Media, a North Hollywood agency making brands, websites and online training for mission-driven organizations.

AS POSTED ON INSTAGRAM

https://www.instagram.com/p/Df5lyvpmJs5/ · Wednesday, Nov. 18, 2026 · @lillithmagic

Award-winning work, within reach.

Chris Simental co-founded Ripe Media, a North Hollywood agency making brands, websites and online training for mission-driven organizations. In his words: “RIPE makes award-winning creative work available to organizations of every size… so a small budget never means a second-rate brand.”

The talk he would give is called “Great Design Shouldn't Be a Luxury.” After more than 20 years, he still will not grow into a big agency on purpose: “Clients get the people who know their work, every time.”

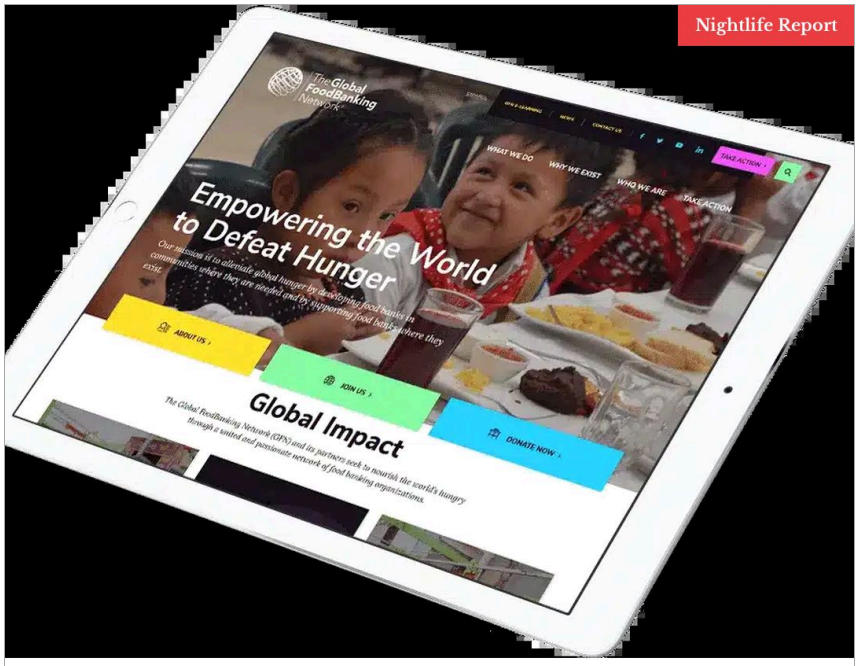
Read the full feature: https://blog.nightlifereport.app/chris-simental-ripe-media-award-winning-within-reach/

Want to be interviewed? Link in bio.

https://docs.google.com/forms/d/e/1FAIpQLSdt4n5LNsOAdt90RuNWZ66Xl73nnwFjLFsyMCoXTQ6DF16fpQ/viewform

Marks and work samples: courtesy Ripe Media / ripemedia.com. Cropped only. No AI-generated likeness or design. Slide 12–14 name books we used as a frame (Expert Secrets, DotCom Secrets, Linchpin); those lines are ours, not his.

18+ independent Nightlife Report feature. Wednesday, November 18, 2026, Pacific Time. No quotes were invented.



FOUNDERS & CREATIVES

Great design shouldn't be a luxury.

Chris Simental · Ripe Media

01 / 20

Work sample: ripemedia.com

Nightlife Report carousel · work samples courtesy Ripe Media

Nightlife Report

IN HIS WORDS

We're RIPE, a North Hollywood agency making brands, websites and online training for mission-driven organizations. Award-winning work, within reach: 20+ years, clients from Disney to LA County, at prices smaller organizations can afford.

— Chris Simental, Nov. 17, 2026 interview

02 / 20

Nightlife Report carousel · work samples courtesy Ripe Media

Nightlife Report

THE TALK HE WOULD GIVE

"Great Design Shouldn't Be a Luxury"

why the organizations doing the most good often look the weakest, and what changes when they don't.

03 / 20

Nightlife Report carousel · work samples courtesy Ripe Media

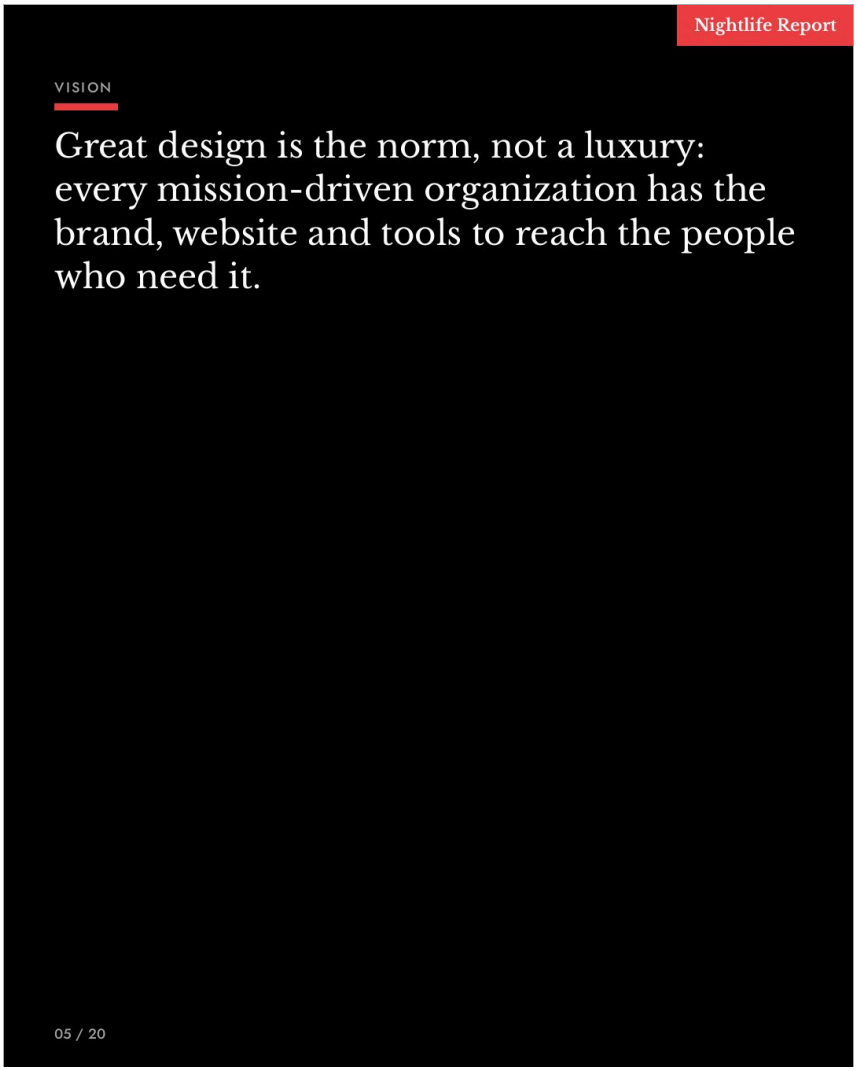
Nightlife Report

MISSION

RIPE makes award-winning creative work available to organizations of every size, through quality work, real partnership and fair pricing, so a small budget never means a second-rate brand.

04 / 20

Nightlife Report carousel · work samples courtesy Ripe Media



Nightlife Report carousel · work samples courtesy Ripe Media

Nightlife Report

WHO IT'S FOR

A communications director at a mission-driven nonprofit or public agency. They're a team of one or two with a big mission and a tight budget, and their website and materials make the organization look smaller than it is.

06 / 20

Nightlife Report carousel · work samples courtesy Ripe Media

“RIPE makes award-winning creative work available to organizations of every size… so a small budget never means a second-rate brand.”

AS QUOTED IN THE POST · WEDNESDAY, NOV. 18, 2026

Nightlife Report

WHAT KEEPS THEM UP AT NIGHT

The organization does important work, but funders, partners and the public can't tell from the outside. They know a weak brand is costing them donations, enrollment or credibility, but they can't afford a big agency, and they've been burned by cheap ones.

07 / 20

Nightlife Report carousel · work samples courtesy Ripe Media

THE OFFER, AS HE DESCRIBES IT

Big-agency craft, small-agency attention, and a price that fits, from a team that stays after launch.

Written on his interview form, Nov. 17, 2026.

Nightlife Report carousel · work samples courtesy Ripe Media

Nightlife Report

WHAT THE BRAND STANDS ON

01 Craft

02 Partnership

03 Fairness

04 Staying Power

09 / 20

Nightlife Report carousel · work samples courtesy Ripe Media

Nightlife Report

ORIGIN, 2003

"Why don't we try doing this ourselves?"

It was 2003, and Heather and I were having lunch. We'd been doing great work for other people's companies and were talking about what was frustrating us at work. I said, "Why don't we try doing this ourselves?" It wasn't a grand plan. It was a question we couldn't stop thinking about once it was said out loud.

Heather is Heather Richman, co-founder and creative director.

10 / 20

Nightlife Report carousel · work samples courtesy Ripe Media

Nightlife Report

THE FEAR IS OBSCURITY

We've done award-winning work for 20+ years, but much of it lives on clients' sites with their names on it, not ours. Criticism means someone is paying attention, and we can learn from it. Obscurity means the work speaks and nobody hears it.

11 / 20

Nightlife Report carousel · work samples courtesy Ripe Media

A NEW OPPORTUNITY

Russell Brunson's Expert Secrets is about offering a new opportunity, not a slightly better version of the old one. Ripe's opportunity, in Chris's own framing, is that great design does not have to be a luxury reserved for the biggest budgets.

Paraphrase of Brunson, not a quote from Simental.

“Great Design Shouldn't Be a Luxury.”

AS QUOTED IN THE POST · WEDNESDAY, NOV. 18, 2026

Nightlife Report

BRANDING, AFTER DOTCOM SECRETS

Brunson's DotCom Secrets treats a brand as a vehicle people can see themselves inside. If funders cannot tell, from the outside, what an organization actually does, there is no vehicle to step into. That is the problem Chris named: important work that still looks smaller than it is.

Paraphrase of Brunson, applied to his answers. No invented quotes.

13 / 20

Nightlife Report

THE LINCHPIN CHOICE

"Why haven't you grown into a big agency?"

Because that's not the point. We're a tight-knit core team, small enough to stay agile and senior enough for complex projects, and we bring in trusted collaborators when a project needs it. Most of our staff has been with us for 10+ years. Clients get the people who know their work, every time.

Seth Godin's Linchpin is about becoming hard to replace by doing work only you can do. His answer is the same shape: stay the team the client already knows.

14 / 20

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Nightlife Report

THREE RULES THEY WILL NOT BREAK

It has to work.

If it isn't solid, it doesn't launch, even when that costs us time or margin.

Original design, made by people.

No rehashed templates and no AI-generated design.

Design and technology are equally strong.

A beautiful site that breaks and a solid site nobody wants to use are both failures.

15 / 20

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Nightlife Report

WHAT THEY REFUSE TO LOCK IN

A lot of agencies build in lock-in: they hold the hosting account, use proprietary tools, and make the client need them forever. We think a good agency should leave clients needing it less over time. We put accounts in the client's name, and they own everything we make.

16 / 20

Nightlife Report carousel · work samples courtesy Ripe Media

Nightlife Report

THE LESSON THAT COST THEM

Our ambition is not the client's scope.

A few times, excitement about new technology got ahead of what the client actually needed. The work was good in the end, but the relationship and the client's patience were strained. Now they separate "must have" from "would be great," and let the client decide before the project starts.

17 / 20

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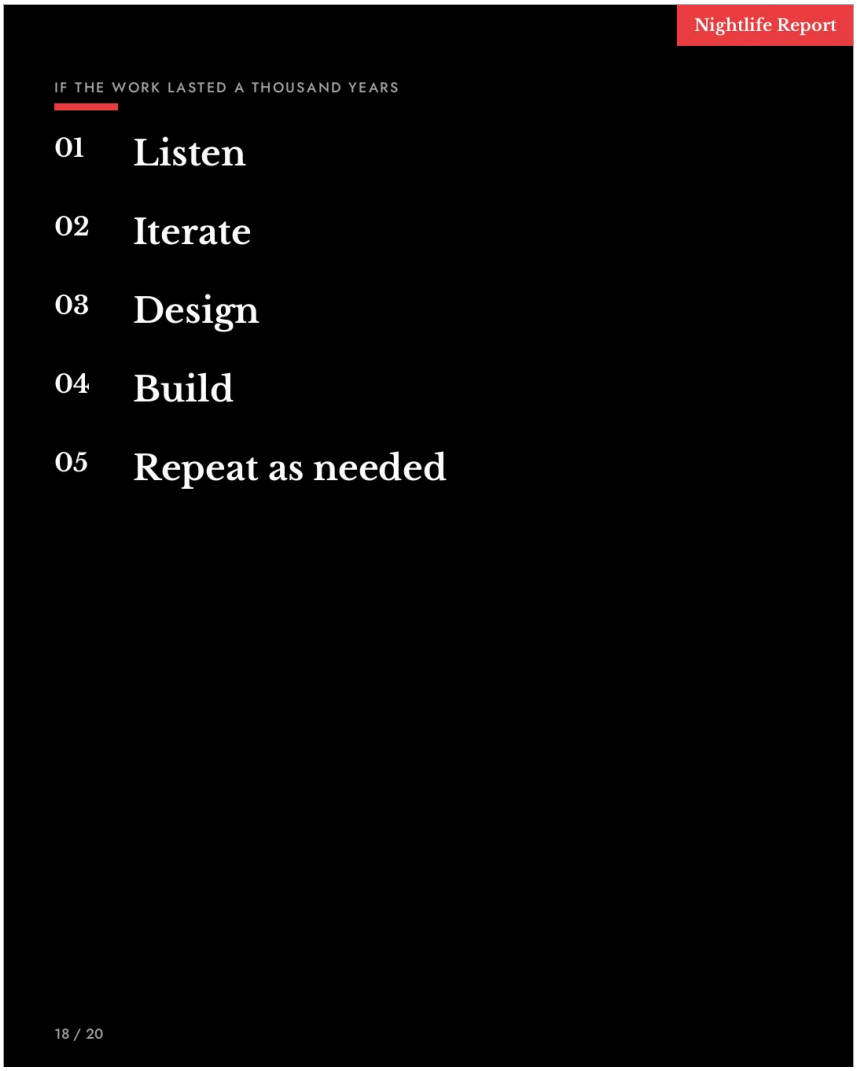

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“Clients get the people who know their work, every time.”

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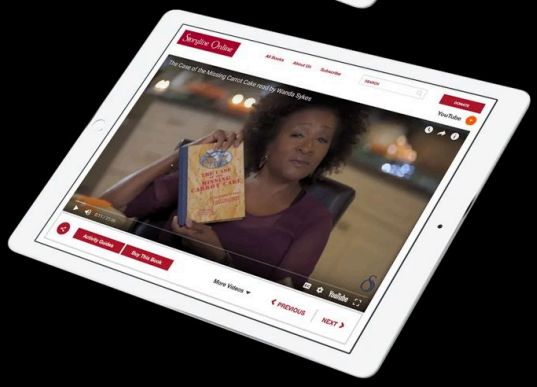
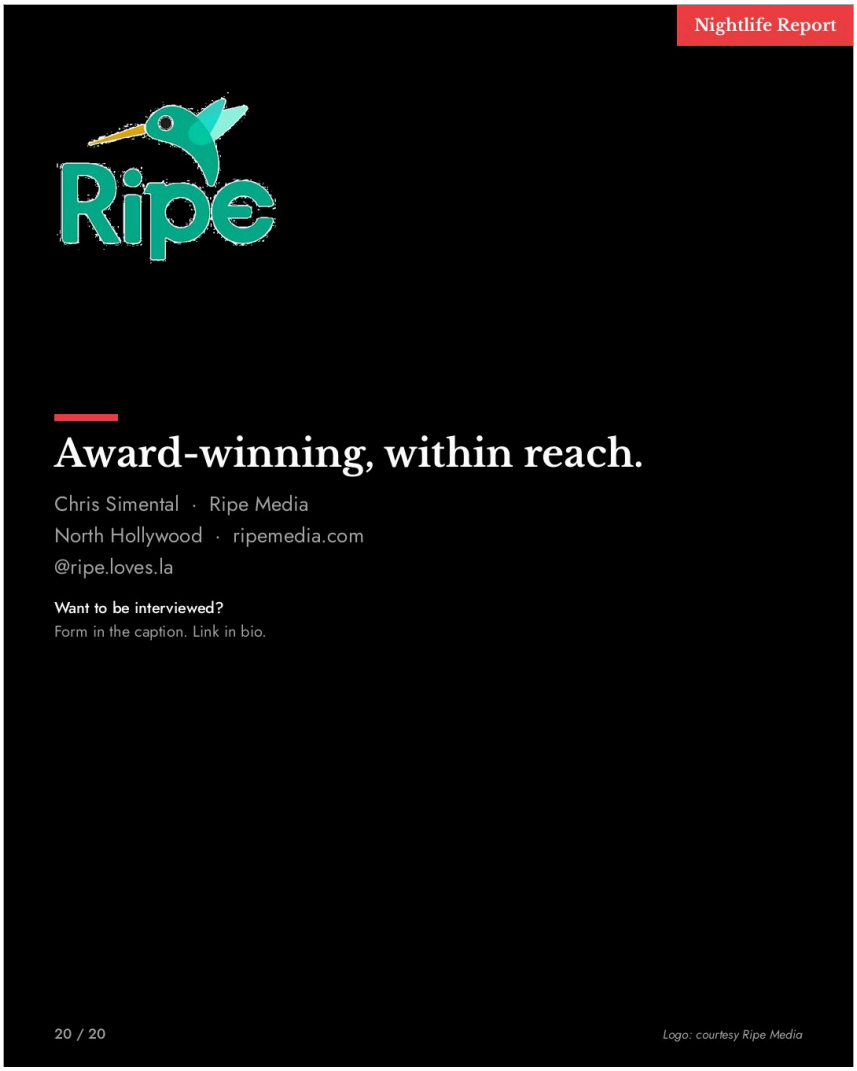


Work as published on ripemedia.com

The Global FoodBanking Network, and SAG-AFTRA Foundation's Storyline Online.

19 / 20

Work sample: ripemedia.com



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