

Abstract #: 172

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Abstract Title: The Key to Success That Everyone Misses: A Strong Brand

Abstract Text:

The brand we use to connect with our target audience must be as strategic as every step in our process preceding it. Many of us understand the value in identifying behavior change goals, segmenting audiences, gathering and analyzing relevant data, developing robust messaging and outreach strategies and assigning metrics for measuring success of our efforts but how many of us understand the critical role of a strong brand in achieving our behavior change goals. Roya Kazemi, a branding and marketing expert specializing in sustainability and behavior change, will share the strategy behind GreenNYC - the City of New York's highly successful behavior change brand. GreenNYC has generated over 2 billion media impressions, created recognition with 40% of NYC's residents, done pioneering research and achieved measurable reductions in energy use and solid waste generation. This presentation will provide inspiration to practitioners working in any sector (government, not-for-profits, utilities, and private sector). Based on the popularity of Roya's presentation during the "Marketing Gone Right" panel at BECC 2014 and subsequent engagement from BECC attendees, Roya believes a presentation focused on effective branding will be of particular interest to the BECC community.