

# The Key to Success That Everyone Misses: A Strong Brand

A Look at GreeNYC – New York City's Behavior Change Program



# STRONG BRAND | GREENYC

Accessible, clean, compelling

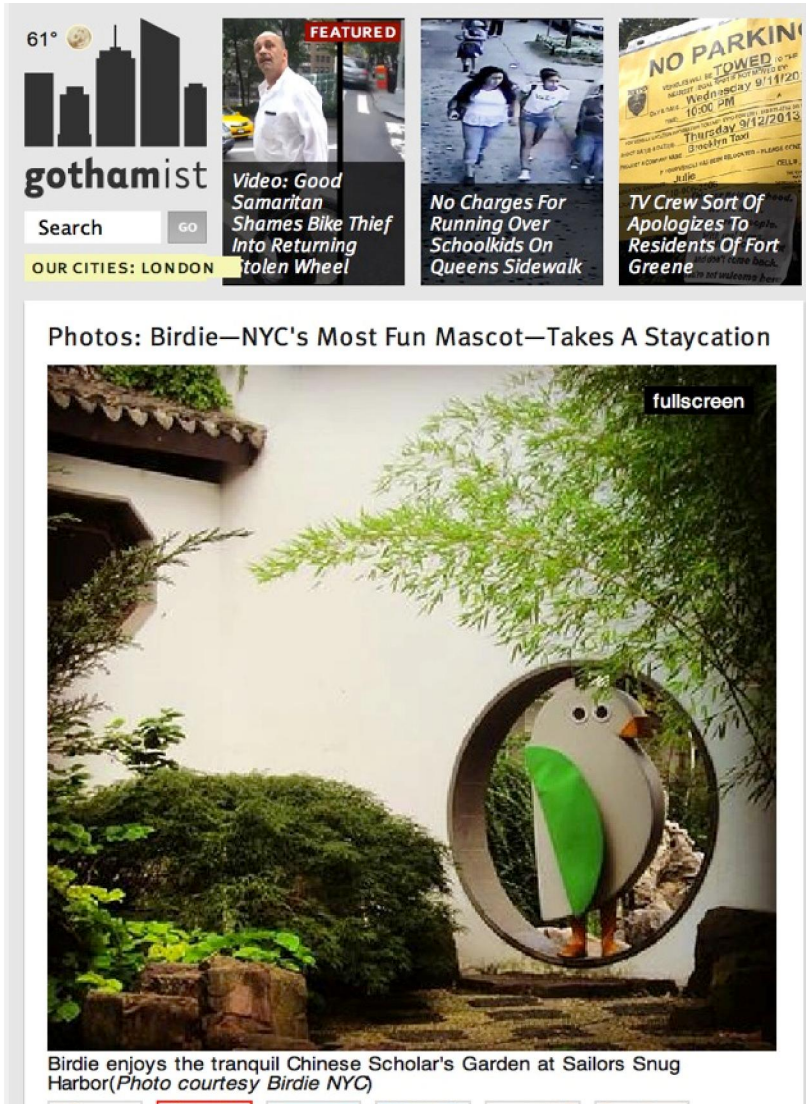


# BIRDIE | OFFICIAL MASCOT





# STRONG BRAND | EARNED MEDIA



The New York Times



# GREENYC BRAND | ACHIEVEMENTS

- Recognition with 50% of New Yorkers
- Generated 2.5 billion media impressions for program initiatives (despite limited resources)
- Garnered earned media in major publications
- Overwhelmingly positive emotional response from Nyers
- 25 + partnerships within the city, NGOs and the private sector
- Measurable environmental impacts (reductions in GHG and tonnage of solid waste)

**Roya Kazemi**, Director of GreeNYC  
NYC Mayor's Office of Sustainability

**Email:** rkazemi@cityhall.nyc.gov

**Phone:** 212.788.8402

**Web:** nyc.gov/greenyc



Facebook, Instagram and Twitter: **Birdie\_NYC**