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

TURN IT OFF.

Idling your engine contributes to asthma, cancer, & heart disease.

To report idling, call 311.
BIRDIE | OFFICIAL MASCOT
Photos: Birdie—NYC’s Most Fun Mascot—Takes A Staycation

Birdie enjoys the tranquil Chinese Scholar's Garden at Sailors Snug Harbor (Photo courtesy: Birdie NYC)
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)
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