

how the world comes to love you

energy : strategy : artistry

Green Jobs Green New York | Naming

Presented to NYSERDA Advisory Council

Strategy: Approved GJGNY Outreach and Marketing Plan



Develop Branding and Positioning Platform

- Develop a unique Green Jobs – Green New York program brand name that will be identified with a “brand stamp.”
- The “brand stamp” will communicate a unique umbrella benefit position supported by features that include audits (offered free or on a cost-shared basis), and creative financing options.
- A unique visual identity to support program roll-out, ensure consistency, and quickly build program awareness.



Green Jobs Green NY

Name of Legislation

NOW More than Jobs

Must Engage (Message + Action)

I ♥ NY



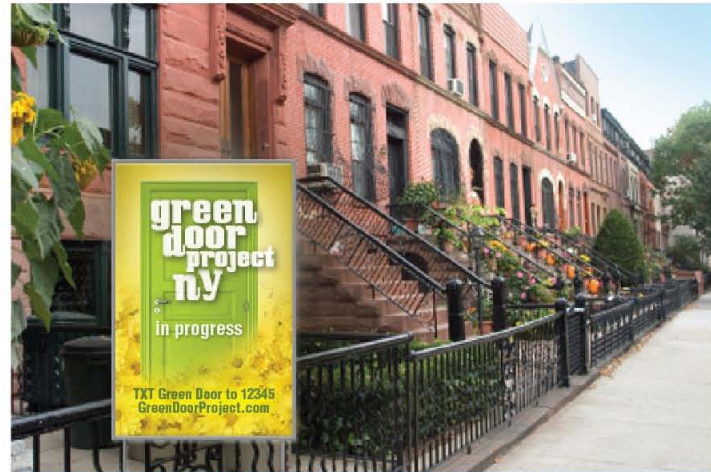
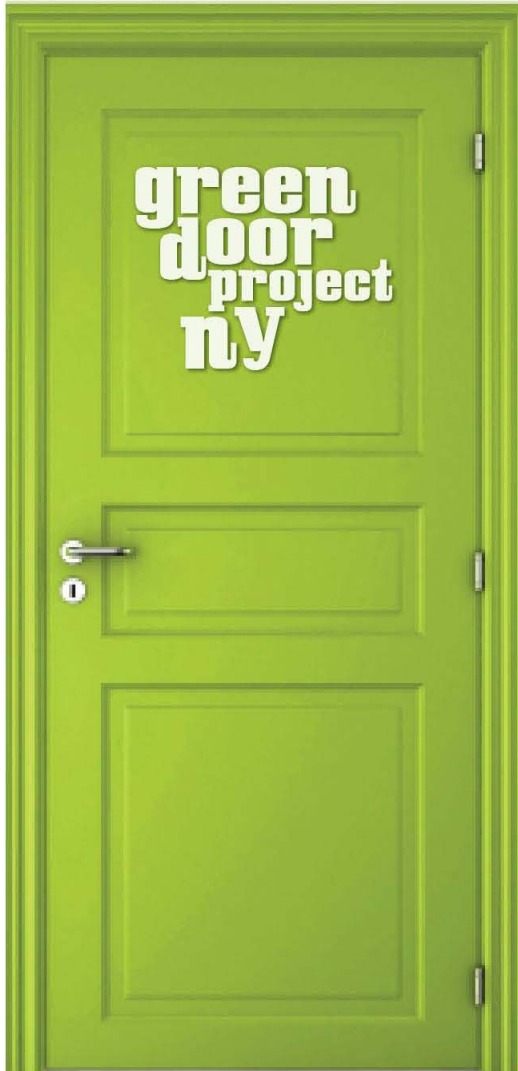
Green Door Project NY

◦ ◦ ◦ **Door = Promise**

**Project = Action
+ Support for Brands**

Green = Green

Brand Stamp



Garden flags, posters, signs, etc.



front



back

T-shirts (fleece too)



green careers— opportunity's knocking.

Neighbors across New York are lining up to comfortize their homes—plus their workplaces—with the help of low-cost Green Door Project NY loans for energy efficiency. Get trained for a great new green career to meet the demand.

With your new green career, you can help grow New York's green economy while you comfortize your community. *(And the planet will thank you, too.)*

go ahead. open it.

GreenDoorProject.com | 1-800-GRN-DOOR
TXT Green Door to 67892





green business— opportunity's knocking.

Neighbors across New York are lining up to comfortize their homes—plus their workplaces—with the help of low-cost Green Door Project NY loans for energy efficiency. Get ready to meet the demand!

We're marketing. Get BPI-certified so we can send you leads. Need workers? We're training them for you.

It's an opportunity to energize your business. Launch some green careers. Comfortize your community.
(And the planet will thank you, too.)

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Energy. Innovation. Solutions.

go ahead. open it.

GreenDoorProject.com
1-800-GRIN-DOOR
Text us: 555-1234





Now you can afford to
comfortize your castle

Your home is warmer in winter, cooler in summer and worth more all year with energy savings that pay for themselves.

Low-cost Green Door Project NY loans for qualified homeowners for Home Performance with Energy Star audits and retrofits are available right now.

And while you feel good, you're also doing good: you help launch green careers, grow green businesses, and comfortize your whole community.
(And the planet breathes a sigh of relief.)

opportunity's knocking

Hurry! Extra incentives for early applications
GreenDoorProject.com
1-800-GRN-DOOR
TXT Green Door to 12345



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Now you can afford to

comfortize

your overhead

Comfy workers work harder. Make your workplace warmer in winter, cooler in summer and more productive all year with energy savings that pay for themselves.

Low-interest energy efficiency loans for qualified businesses and not-for-profits are available right now.

And while everybody's feeling good, you're also doing good: you help launch green careers, grow green businesses, and comfortize your whole community. *(And the planet breathes a sigh of relief.)*

opportunity's knocking

Hurry! Extra incentives for early applications.
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Immediate Next Steps



- Brand stamp refinement
- Tactically:
 - Fact sheet (Home shows)
 - Web site / landing pages
- Public relations
- Integration (DOE sub-grantees, others)
- Large research study

Summary of Strategy



- Will position Green Door Project NY as a brand and reinforce that associated programs provide value.
- Messages will motivate audiences to participate in the program.
- Will elevate and communicate the State's leadership position in delivering energy efficiency.
- Will reintroduce associated programs like Home Performance with ENERGY STAR® while using the Green Door Project NY brand to generate publicity.
- Will enable multiple program administrators to promote the program (LIPA and the utilities)
- Will encourage participation by additional contractors.
- Will continue to align NYSERDA and New York State with efforts to grow jobs in the State.
- Ensure flexibility.

