

MARKETING FOR GOOD

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BECAUSE THERE IS NO PLANET B

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**Re**

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**Agency**

*marketing for good*

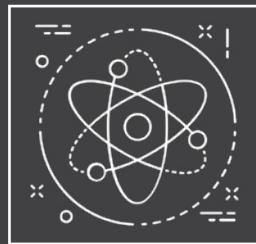


# HELLO

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At ReAgency, we're passionate about using science, technology and sustainability to improve lives. We know that organizations tackling complex issues often struggle to communicate their discoveries effectively. That's where we come in.

Our team of expert science communicators, marketers, and PR professionals amplify your message, driving engagement and creating meaningful impact for your brand.



ABOUT US

## OUR STORY.

ReAgency was founded in 2013, with a singular mission: to make impactful marketing available to science, environment, and technology organizations who really need it. We specialize in taking difficult or complex information, and translating it into accessible campaigns, to help make positive changes in the community.

## MARKETING (FOR GOOD!)

Marketing has long had a reputation for manipulation, but ReAgency's 'Marketing for Good' approach breaks that mold. We work to elevate brands that are striving to make a positive impact. Instead of pushing brands' content with business as usual, we focus on supporting businesses, charities, and organizations that prioritize making a difference.

ReAgency stands apart from traditional marketing agencies by embedding ethics and sustainability into every aspect of our work. Our deep expertise in science, technology, and sustainable development combined with a passion for doing good allows us to specialize in promoting environmentally and socially conscious brands with the public good in mind.

[VIEW OUR MARKETING FOR GOOD POLICY](#)



## OUR SCIENTIFIC APPROACH.

We're serious about well-researched, data-driven projects – where every dollar spent delivers the maximum return. No fluff, no BS. We thrive on challenging projects, and specialize in crafting compelling storytelling campaigns for diverse audiences.

We're honored to have a client list that includes various not-for-profits, and some of the world's most respected institutions, including NASA, UNICEF, the Tyler Prize for Environmental Achievement, and the New York Hall of Science.



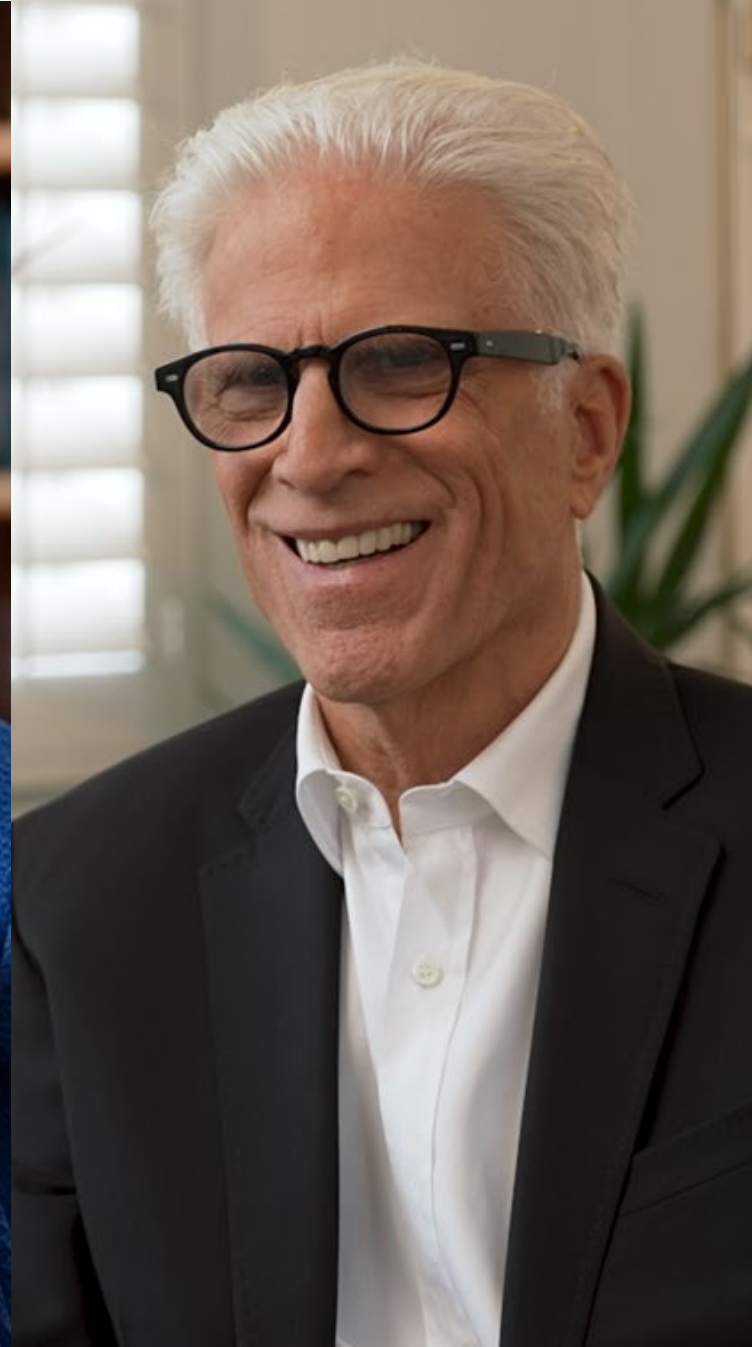
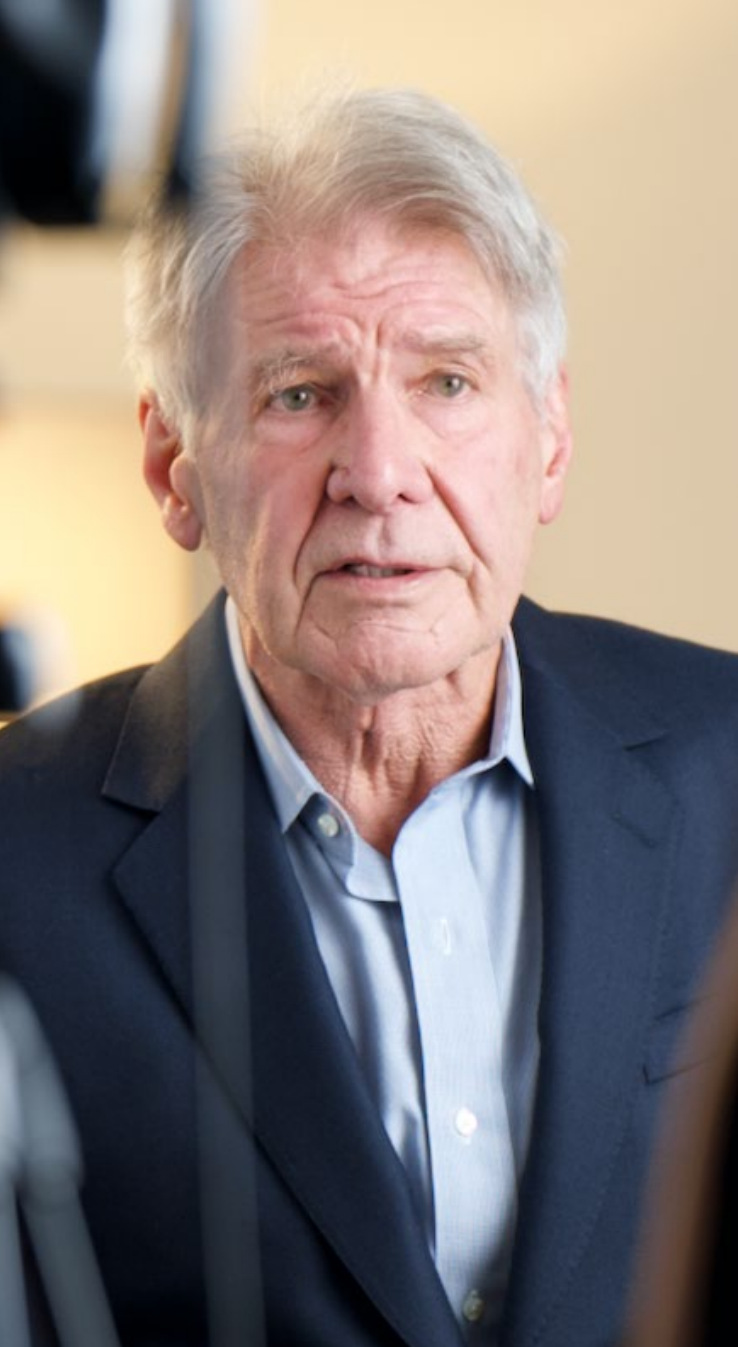


OUR RECENT CLIENTS INCLUDE





OUR WORK



Legends of environmental advocacy, Harrison Ford, Sylvia Earle, and Ted Danson come together in support of the Tyler Prize for Environmental Achievement. Proudly organized by ReAgency, this powerful campaign harnessed star power to drive action towards a sustainable future.



## PUBLIC RELATIONS, MEDIA + MARKETING

### SERVICES INCLUDE

Strategic Communications Planning

Media Strategy and Press Management

Digital Strategy and Storytelling

Live Event Management

### A QUICK CASE STUDY

ReAgency has worked with the Tyler Prize for Environmental Achievement for almost a decade, collaborating to raise the global profile of this exceptional award. In 2024, the Tyler Prize was awarded to Johan Rockström, a renowned scientist whose research on the Planetary Boundaries framework has significantly influenced global sustainability efforts.

Our goal was to increase international recognition of the 2024 Tyler Prize Laureate, promote his groundbreaking work on Planetary Boundaries, and drive broader public engagement within NGOs, scientists, and students.

We developed a range of user-friendly Planetary Boundaries resources, combined with an international press effort and live award event in Potsdam, Germany, targeting key figures in the sustainability conversation. The results included thousands of social media shares, dozens of articles in mainstream media (including the New York Times and Wall Street Journal), and promotional partnerships with allies such as Conservation International and Virgin Unite to help push the Planetary Boundaries into the public consciousness.



**TYLER PRIZE**  
for Environmental Achievement



[WATCH EVENT VIDEO](#)

## ANIMATION, FILM + VIDEO PRODUCTION.

### SERVICES INCLUDE

Script Writing

2D & 3D Animation and Motion Graphics

Storyboarding

On-Location Filming

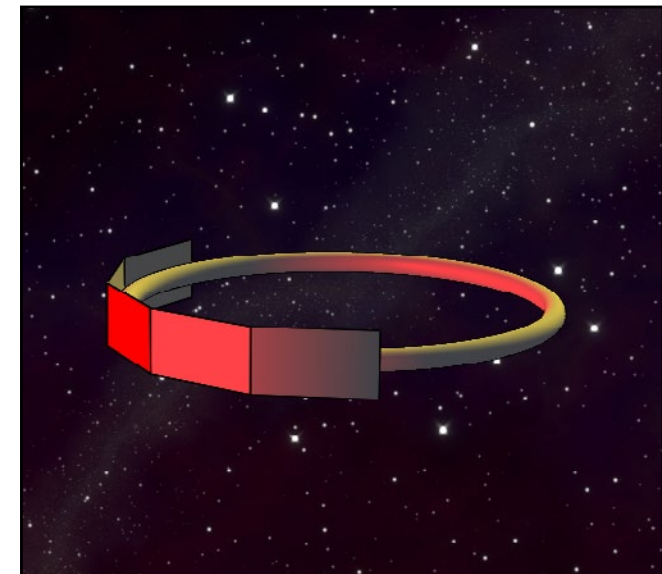
Film Production and Distribution

### A QUICK CASE STUDY

NASA scientists needed to engage investors, policymakers, and students to support their new development; photon transport. They desired a lively animation that would help distill the complex technology for a broad lay audience.

ReAgency sat down with NASA physicists to understand the science behind photon transport and NASA's system of self-guided beam propulsion. Our team of creatives then crafted a script, storyboard, and finally a full animation, capturing the potential of this exciting new technology in under 3 minutes.

[WATCH COLLABORATION](#)





## FILM PRODUCTION + PROMOTION

### SERVICES INCLUDE

Film Scripting

Film Direction and Production

Film Editing and Post-Production

Influencer Promotional Campaign

### A QUICK CASE STUDY:

The challenge:

Although the WTO passed a groundbreaking agreement in 2022 to eliminate the most damaging fisheries subsidies, it still requires the ratification of 110 member nations to become enforceable.

The solution:

In partnership with **The Pew Charitable Trusts**, the International **Institute for Sustainable Development (IISD)**, and the **World Trade Organization (WTO)**, we produced *Change Makers*, a documentary film with a focused mission: to stop taxpayer money from funding fisheries subsidies that contribute to overfishing.

The film aimed to raise public awareness and inspire action, encouraging viewers to support the treaty by contacting their local trade representatives. *Change Makers* featured a high-profile cast, including actor **Ted Danson** (famous for *Cheers*), and scientists **Daniel Pauly**, **Rashid Sumaila**, and **Jennifer Jacquet**, who provided compelling insights into the urgent need for sustainable fishing practices. With additional support from Sony Music, we secured the rights to **Billy Joel's** evocative song "Downeaster Alexa," which underscored the film's call to action.

[www.changemakersfilm.com](http://www.changemakersfilm.com)

# Pew





To generate buzz ahead of the WTO Conference in 2024, we launched a social media influencer campaign with over 110 social media influencers agreeing to share the film's call to action. The film screened to WTO delegates, with a discussion panel including Canadian Ambassador Nadia Theodor. The film has since been screened at almost a dozen film festivals, winning several major awards and generating global support for the efforts to #StopFundingOverfishing.





## DIGITAL STRATEGY.

### SERVICES INCLUDE

Market Research

Digital Footprint Analysis

Sentiment Analysis

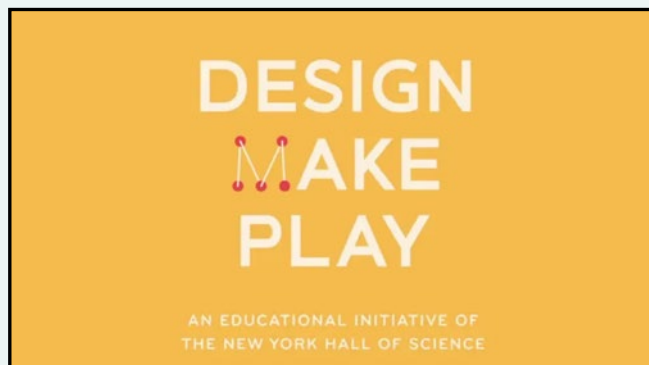
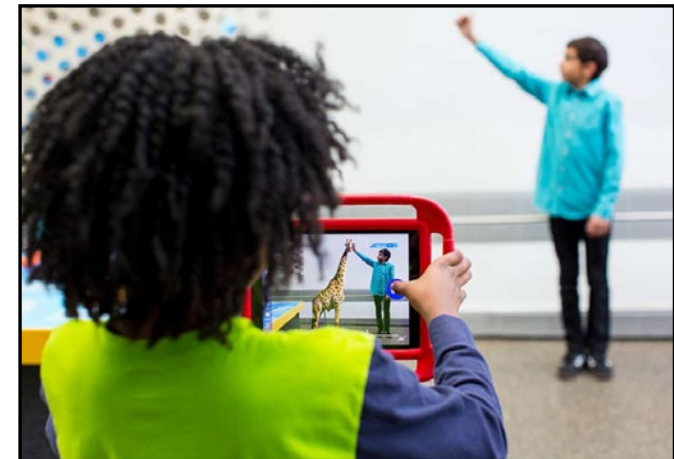
Digital Marketing

Web Design and Build

### A QUICK CASE STUDY

ReAgency was asked to support the New York Hall of Science in delivering its signature 'Design, Make, Play' strategy to the people of New York, in the midst of a global pandemic.

After consulting with staff and stakeholders in the local community, and analyzing NYSCI's existing digital platforms, we designed an engagement campaign that was 'digital first'; leveraging video to bring science to a community in home isolation.





## VIRTUAL EVENTS.

### SERVICES INCLUDE

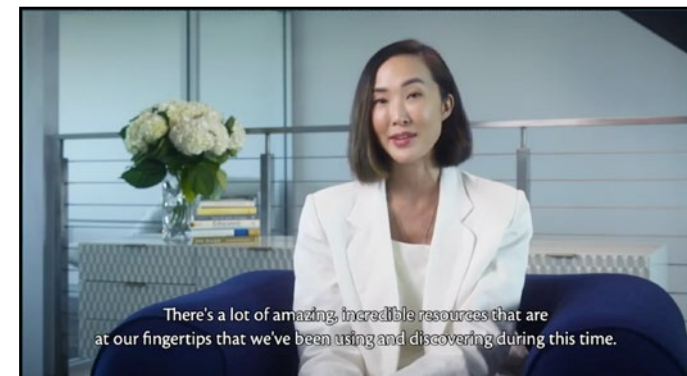
Covid-Safe Programming  
Virtual Event Management and Planning  
Virtual Event Filming and Production  
Event Marketing and Promotion

### A QUICK CASE STUDY

Celebrating UNICEF's gender diversity initiative the 'Power of Radiance' Awards during a global pandemic posed an unprecedented challenge.

ReAgency was asked to create an event strategy that allowed celebrities, journalists, and executives to celebrate alongside the award winners in a virtual event. ReAgency created the initial event concept, then managed all elements of production - including scripting, coordinating with talent, filming, and editing.

POWER  
of  
RADIANCE



# SUSTAINABILITY CONSULTING AND STRATEGY.

## SERVICES INCLUDE

Strategic Consulting

Policy Development

Community Engagement

Advocacy and Public Outreach

Expert Consultation

## A QUICK CASE STUDY

Not satisfied with state and city plans towards zero GHG emissions, the New York borough of Queens wanted a strategy to achieve a “Green Queens by 2030”. Councilwoman Elizabeth Crowley commissioned ReAgency to develop a comprehensive strategy to make Queens the largest carbon-neutral city in the United States by 2030. The project involved deep research into current energy use in Queens and key emission points, drawing lessons from other cities like Boston and Denver.

Following consultations with environmental experts and stakeholders, ReAgency developed feasible and impactful solutions for the borough of Queens. The strategy laid the groundwork for new policy proposals targeting energy efficiency in buildings, transportation electrification, and waste reduction.



## SOCIAL MEDIA + DIGITAL CONTENT.

### SERVICES INCLUDE

Wholistic Social Media Strategy

Social Media Visual Content

Paid Social Media Advertizing

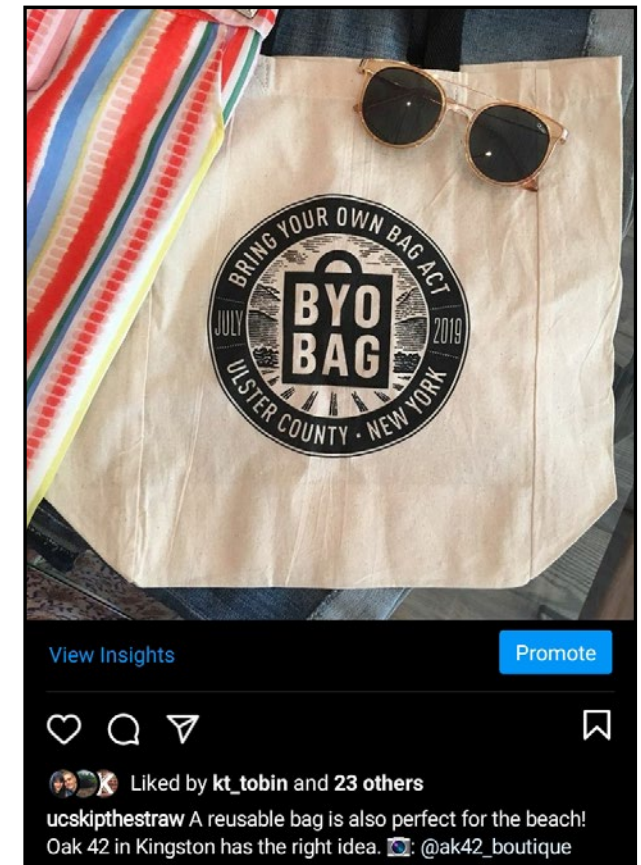
### A QUICK CASE STUDY

New York's Ulster County needed to educate their residents - almost 200,000 people - about their upcoming ban on plastic bags.

ReAgency devised a holistic communications campaign, leveraging social media as the key communication tool.

Working with the Department of Environment, ReAgency created content spanning Facebook, Instagram, Twitter, YouTube, and Google, backed by a paid spend across all platforms.

The campaign was seen over 100,000 times, and became so popular that the initiative was expanded across New York State to over 8 million residents.



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[Promote](#)



Liked by [kt\\_tobin](#) and 23 others

[ucskipthestrw](#) A reusable bag is also perfect for the beach!  
Oak 42 in Kingston has the right idea. [@ak42\\_boutique](#)



## BRANDING + DESIGN.

### SERVICES INCLUDE

Brand Design

Style Guides

Brand Asset Design

Collateral Design

Content Creation

### A QUICK CASE STUDY

Medical imaging technology company, FireVoxel required an update on the brand and overall image to remain competitive and memorable in a busy market space.

They had a legacy story they wished to retain, and our designers worked with them to modernize their logo, and build new assets that were easy to use according to a style guide.



**FIREVOXEL**

COLOR PALETTE				
<b>BRIGHT RED</b> Pantone: 185 C RGB: 196 - 2 - 43 HEX/HTML: C4022B CMYK: 0 - 100 - 80 - 5	<b>MAROON</b> Pantone: 230 C RGB: 161 - 0 - 77 HEX/HTML: A1004D CMYK: 0 - 100 - 13 - 26	<b>DEEP BLUE</b> Pantone: 315 C RGB: 0 - 99 - 123 HEX/HTML: 00637B CMYK: 100 - 0 - 17 - 44	<b>DEEP GREY</b> - RGB: 77 - 77 - 77 HEX/HTML: 4D4D4D CMYK: 0 - 0 - 0 - 70	<b>BLACK</b> - RGB: 0 - 0 - 0 HEX/HTML: 000000 CMYK: 0 - 0 - 0 - 100
<b>ORANGE</b> Pantone: Orange 021 C RGB: 253 - 74 - 0 HEX/HTML: FD4C00 CMYK: 0 - 74 - 100 - 0	<b>SOFT RED</b> Pantone: 178 C RGB: 253 - 84 - 90 HEX/HTML: FD545A CMYK: 0 - 75 - 57 - 0	<b>SOFT BLUE</b> Pantone: 304 C RGB: 148 - 216 - 232 HEX/HTML: 94B8E8 CMYK: 35 - 0 - 2 - 0	<b>SOFT GREY</b> - RGB: 230 - 230 - 230 HEX/HTML: E6E6E6 CMYK: 0 - 0 - 0 - 10	<b>WHITE</b> - RGB: 255 - 255 - 255 HEX/HTML: FFFFFFFF CMYK: 0 - 0 - 0 - 0
<b>/ Primary</b> The primary color options may be used for a large area of design and/or an accent, where appropriate.		<b>/ Secondary</b> The secondary colors are to be used as accent colors, at approx 10% of the design, if used.		<b>/ Neutral</b> The neutral color options may be used for a large area of design and/or an accent, where appropriate. Tints of grey not shown here may be used if required.

## COACHING + TRAINING.

### SERVICES INCLUDE

Narrative Training

1-on-1 and Small Group Coaching

'Story Circles' Narrative Workshop

Market Research and Focus Groups

### A QUICK CASE STUDY

Scientists aren't always the best at explaining their work to the public. When the American Association for the Advancement of Science choose its Chemistry and Innovation award winners, it was essential those winners were able to give an engaging talk that the general public could understand.

ReAgency was asked to provide a narrative workshop for the winners, with 1-on-1 coaching and visual communications support right up until the event, to make sure their presentations were perfect.

"People came up to me afterwards and invited me to speak at their next event" said one participant. "My presentation was just that good. I've never felt so confident".





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Jayde Lovell at: [jlo@reagencylab.com](mailto:jlo@reagencylab.com)