

Press

THE HOOK

Greater Phoenix isn't emerging, it's already here. A New Way To City spotlights the builders and doers proving it. #ANewWayToCity

THE PITCH

A New Way To City is Greater Phoenix's awareness and perception campaign, spotlighting the builders, dreamers, and doers shaping the region. Told through stories that highlight collaboration, determination, and innovation, the campaign makes the case that Greater Phoenix isn't an up-and-coming market; it's a place that has already made its mark.

THE STORY

A New Way To City is an awareness and perception campaign about Greater Phoenix, built around a simple idea: the region isn't emerging; it's already here. Rather than lead with statistics alone, the campaign shares stories of the people driving the region forward: entrepreneurs, innovators, and community leaders who reflect Greater Phoenix's core identity. That identity is built on six pillars: collaboration between public and private sectors; determination forged by a resilient, hardworking population; unmatched access to outdoor adventure; a relentless drive toward innovation; a cultural scene alive with arts, dining, and entertainment; and a forward-looking approach to infrastructure and education designed for the future. Together, these pillars make the case that Greater Phoenix has moved past its "next big thing" narrative and stepped into its moment. For media covering business growth, migration trends, innovation, or lifestyle, Greater Phoenix offers a story that's finally ready to be told in full.