



# Follow the Frog

## 2017 Campaign Recap

Rainforest Alliance Communications and Marketing

[info@ra.org](mailto:info@ra.org)



- Follow the Frog 2017
- Campaign objectives
- Campaign highlights
- B2B program overview
- B2C program overview
- Follow the Frog in the media





# Follow the Frog

The Rainforest Alliance **Follow the Frog** campaign offers companies two opportunities:

- Participation in a focused, global campaign, which in 2017 took place over two weeks between **January 30 – February 12, 2017**. The 2017 campaign was also used to launch the Rainforest Alliance 30th anniversary year.
- A customizable program developed in partnership with collaborating companies to meet marketing objectives and schedules

***This presentation will provide results of the 2017 campaign.***

***Next campaign: September 10-24, 2018***



# Campaign Objectives: Awareness, Activation & Brand Value

Provide an opportunity for Rainforest Alliance collaborating companies to engage with stakeholders to demonstrate the impact and value of their sustainability commitment and work with the Rainforest Alliance.

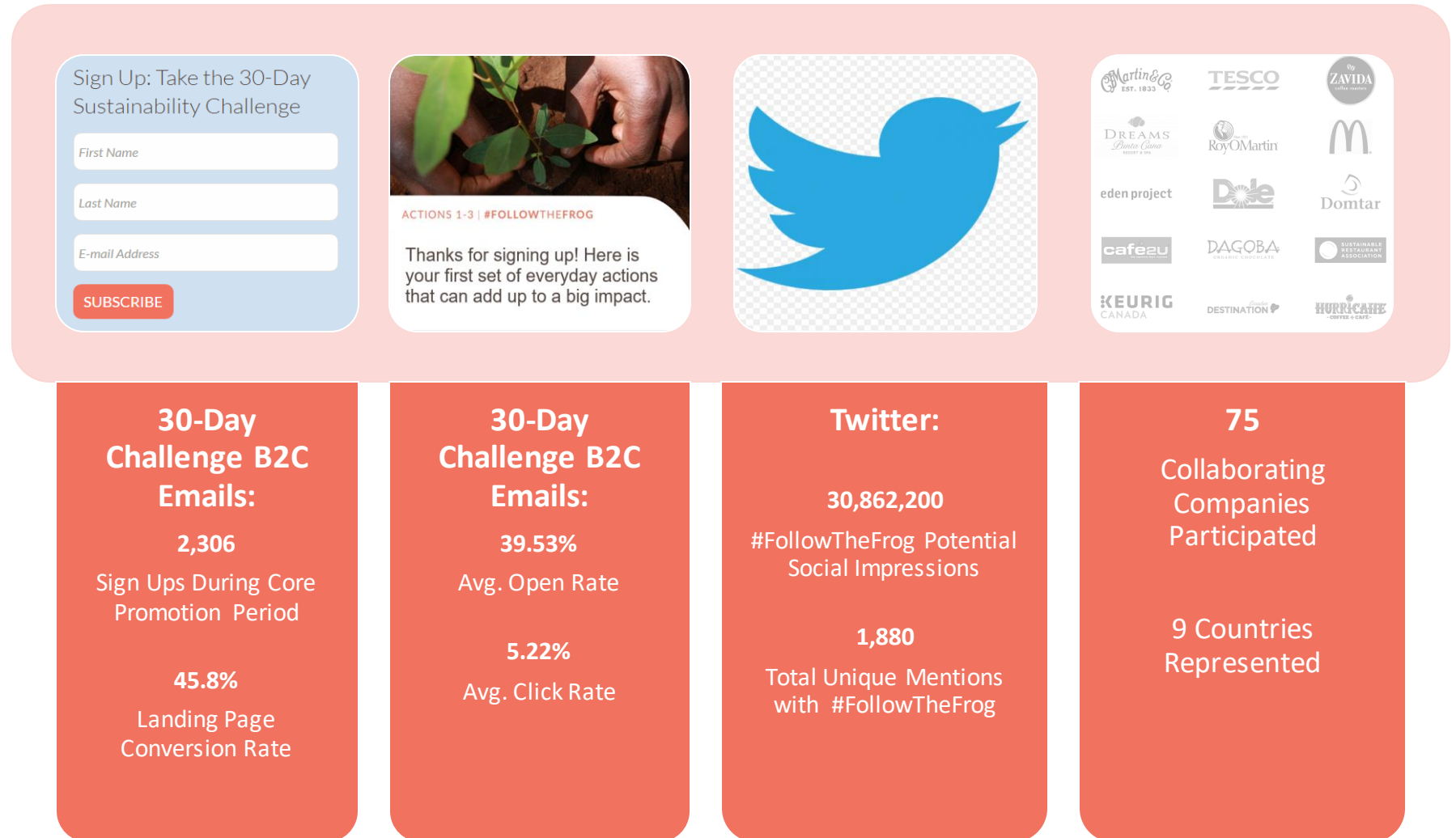
## **B2C Objectives: Engaging Consumers & Citizens**

- Engage directly with consumers through company and Rainforest Alliance channels, events, promotions, competitions and more.
- Inspire citizens to make a positive impact on the planet through brand choices and everyday actions, such as choosing products bearing the Rainforest Alliance Certified™ seal when they shop.
- Encourage citizens to share their experiences using the #FollowTheFrog hashtag and join the Rainforest Alliance community.

## **B2B Objectives: Engaging Employees, Business Partners & Distributors**

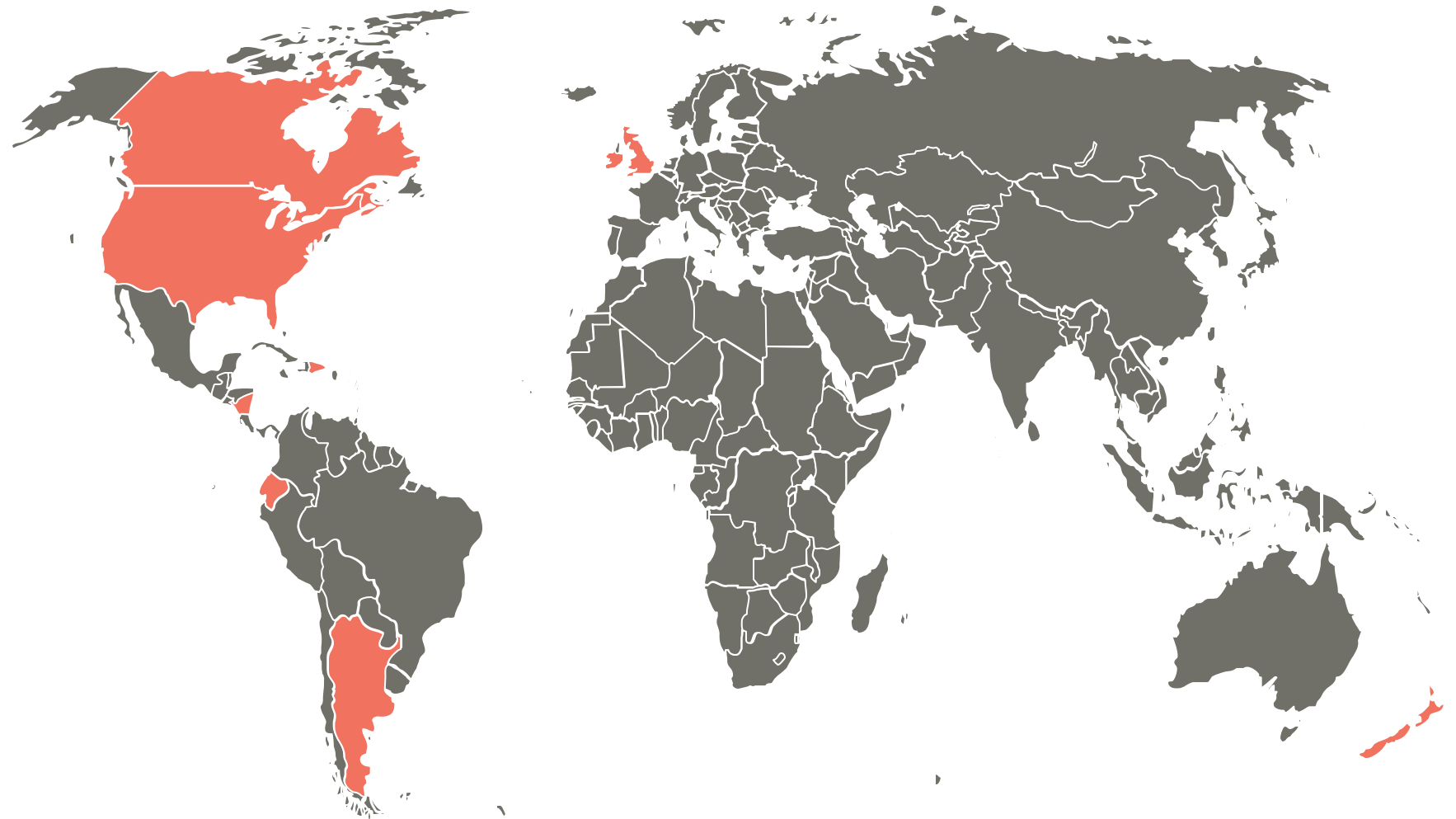
- Build understanding of the company commitment to sustainability and of impact working with the Rainforest Alliance, to generate pride and loyalty.
- Offer business partners, franchisees and distributors the opportunity to raise awareness of brands and products that carry the Rainforest Alliance Certified™ seal
- Gain exposure by amplifying company Follow the Frog activities on Rainforest Alliance business channels, such as the Frog Business Blog, business website and social media

# 2017 Campaign Highlights: Initial 2 weeks



Argentina  
Canada  
Dominican Republic  
Ecuador  
Ireland  
New Zealand  
Nicaragua  
UK  
US

■ Countries with 2017 collaborating company Follow the Frog activations.



# Campaign Resources



# Program Resources & Support

## Campaign Toolkit

- Downloadable graphics
- Tips on events, promotions, and competitions, social media, engaging employees, and downloadable graphics.

<http://www.rainforest-alliance.org/business/marketing/followthefrog>

## Support Outreach

- 7 Informational Email Updates (June 2016 – January 2017)
- 5 Frog Business Blog Posts (July 2017 – January 2017)
- 3 Webinars (2 in English, 1 Spanish)
- Trade media outreach





# Sample Trade media

**The Caterer**, leading trade magazine brand for the UK hospitality industry. Weekly readership: 21,222

**Dates for the diary**

<b>JANUARY</b> <b>19-20</b> <b>Springdella</b> <b>Pantomime</b> In aid of The Springboard Charity Kings Place, London N1 9AG <a href="http://kingsplace.co.uk/Springdella">kingsplace.co.uk/Springdella</a> <a href="http://www.springboarduk.net">www.springboarduk.net</a>	<b>30-12 Feb</b> <b>Rainforest Alliance</b> <b>Follow the Frog</b> <b>Fortnight</b> <a href="http://www.rainforest-alliance.org/uk">www.rainforest-alliance.org/uk</a>	<b>22-23</b> <b>Casual Dining</b> Business Design Centre, London <a href="http://www.casualdiningshow.co.uk">www.casualdiningshow.co.uk</a>	<b>15-16</b> <b>ScotHot</b> SECC Glasgow <a href="http://www.scot-hot.co.uk">www.scot-hot.co.uk</a>
<b>21-25</b> <b>Sirha</b> Hospitality trade show, including the Bocuse d'Or and Coupe du Monde de la Pâtisserie Eurexpo, Lyon, France <a href="http://www.sirha.com/en">www.sirha.com/en</a>	<b>FEBRUARY</b> <b>1</b> <b>Kosher Food &amp; Wine</b> <b>Experience</b> Sheraton Park Lane Hotel, London	<b>MARCH</b> <b>10-12</b> <b>Amsterdam Coffee</b> <b>Festival</b> Westergasfabriek, Amsterdam <a href="http://www.amsterdamcoffee-festival.com">www.amsterdamcoffee-festival.com</a>	<b>19-22</b> <b>International Food &amp;</b> <b>Drink Event 2017</b> <b>(IFE 2017)</b> ExCel, London <a href="http://www.ife.co.uk">www.ife.co.uk</a>
<b>23-25</b> <b>HVAC &amp; Refrigeration</b> <b>Show</b> ExCel, London <a href="http://www.hvacshow.com">www.hvacshow.com</a>	<b>7-8</b> <b>Pub 17</b> London Olympia <a href="http://www.thepubshow.co.uk">www.thepubshow.co.uk</a>	<b>20-22</b> <b>Pro2pac</b> ExCel, London <a href="http://www.pro2pac.co.uk">www.pro2pac.co.uk</a>	<b>11-12</b> <b>VegFest Brighton</b> <a href="http://www.vegfestbrighton.co.uk">www.vegfestbrighton.co.uk</a>

**23-25**  
**Great Hospitality Show**  
 NEC, Birmingham  
[www.hospitalityshow.co.uk](http://www.hospitalityshow.co.uk)

**Rainforest Alliance**  
**Follow the Frog Fortnight**  
 The Rainforest Alliance's #FollowTheFrog campaign is a two-week consumer campaign, which will take place between 30 January and 12 February 2017.

During the two weeks, the Rainforest Alliance will be highlighting its global impacts in sustainability, and working with companies that source ingredients from Rainforest Alliance Certified farms, to celebrate their support in helping protect the planet. The campaign will also launch the Rainforest Alliance's 30th anniversary activities.

Rainforest Alliance is urging operators to join the campaign and spread the word to consumers. "We are hoping operators will shout about their commitment to helping rebalance the planet, and educate their consumers, stakeholders and employees about their sustainability journey," said Reena Chadee, Rainforest Alliance.

If you're thinking of getting involved, have a look at the online Follow the Frog toolkit for ideas about how to host a #FollowTheFrog event, social graphics and much more: [www.rainforest-alliance.org/business/marketing/followthefrog](http://www.rainforest-alliance.org/business/marketing/followthefrog)

**STiR Tea & Coffee**, leading trade magazine, with global circulation. Distribution: 11,500

**Follow the Frog**

**Rainforest Alliance initiates a 30-day sustainability challenge to get citizens everywhere to take three simple steps**

Follow the Frog is an ongoing Rainforest Alliance campaign to engage consumers in supporting businesses with sustainable practices.

This is the organization's 30th anniversary year and the alliance has stepped up their game with a 30-day sustainability challenge directed at consumers.

The effort drew strong participation from coffee and tea firms on both the local and global stage. In the US Caribou Coffee now serves only Rainforest Alliance (RA) certified coffee, becoming the first major coffee chain in the US to do so. Many smaller coffeehouses are promoting RA coffee as well. The complete list can be found on [thefrogbusinessblog.org](http://thefrogbusinessblog.org) and includes: Allegro, Bibby & Co., Corn Coffee, Kean Artisan Roasters, Skinnier, Keurig, Zavida Coffee Roasters, and McDonalds where 37% of the coffee served globally is from certified sustainable sources – of this coffee, 80% is from RA certified farms.

Unilever, the world's largest supplier of tea, packs only RA certified tea in its Lipton Yellow Label and PG Tips brands and pledges to certify the sustainability of all the tea it produces by 2020. Currently 66% of the company's tea is from sustainable sources. To accomplish this Unilever helped train 300,000 growers resulting in higher prices and leading competitors, like The Republic of Tea, to follow.

The Follow the Frog (#FollowTheFrog) campaign that began in January fully employed the RA website, blogs, Facebook, Twitter, and Instagram social media network. RA's Facebook page, with nearly a half million followers, paid tribute to the world's forests with videos and articles describing the current situation. Tea and coffee industry executives displayed enthusiasm for the messaging, endorsing statement such as "Science isn't an opinion."

Ashok Batra, who works as the markets transformation consultant at RA, is very adept at making a business case for participation by leveraging consumer support.

The organization emailed consumers daily tips and step-by-step guides that consist of three simple steps and inspiring ideas.

As an added incentive, each participant is entered into a drawing for a chance to win a basket of Rainforest Alliance certified products, supplied by collaborating companies. Thousands participated.

Learn more: [www.rainforest-alliance.org](http://www.rainforest-alliance.org)

**Don't miss EUROPE'S GREATEST COFFEE EVENT in BUDAPEST**

Come along and meet old friends, discover new trends and experience the excitement of five World Championships

**World of Coffee Budapest 2017 - Hungary, Budapest**  
[www.worldofcoffee-budapest.com](http://www.worldofcoffee-budapest.com)

STiR coffee and tea 47

# Collaborating Company Examples

# Consumer Engagement: Lidl

**Lidl (UK) –**  
Consumers were engaged  
through a double page  
spread in the February 9  
issue of the UK Lidl  
magazine highlighting the  
range of products with the  
Rainforest Alliance  
Certified™ seal.  
**2 million copies were  
distributed in stores.**




**We're proud to support strong forests worldwide**

From cocoa to coffee beans, Lidl is proud to offer a whole host of Rainforest Alliance Certified™ products. Every certified product you buy supports strong forests and thriving communities – and helps you to do your bit, one cuppa at a time. Another reason why we're proud of more than just our prices.

**DELUXE French or Italian Coffee**  
227g  
74.4p/100g  
**£1.69**

**BELLAROM Colombian Coffee**  
454g  
76.9p/100g  
**£3.49**

**BELLAROM Colombian Decaf Coffee**  
227g  
83.3p/100g  
**£1.89**

**BELLAROM Finest Dark Chocolate**  
74% cocoa content  
100g 85p/100g  
**85p**

homebaker  
My Lidl community member

"I love dark chocolate – the higher the cocoa content the better. This one is really good. You can nibble a couple of squares of it and it really hits the spot."

**DELUXE Guatemalan Ground Coffee**  
200g  
89.5p/100g  
**£1.79**

**DELUXE Kenyan Ground Coffee**  
200g  
89.5p/100g  
**£1.79**

**KNIGHTSBRIDGE Red Label Black Tea**  
160 tea bags  
1p/tea bag  
**£1.55**

**KNIGHTSBRIDGE Green Tea**  
Chocote from lemon, Classic or Jasmijn  
40 tea bags  
1.7p/tea bag  
**69p**

**KNIGHTSBRIDGE Gold Blend Tea**  
80 tea bags  
1.6p/tea bag  
**£1.29**

**KNIGHTSBRIDGE Decaf Black Tea**  
80 tea bags  
1.7p/tea bag  
**£1.39**

**KNIGHTSBRIDGE Redbush Tea**  
40 tea bags  
2p/tea bag  
**79p**

16 Thursday 9th February – While Stocks Last


Big on Quality  
LIDL ON PRICE

17




**Kean Coffee –**  
Tastings were held in Kean  
coffeehouses in Newport  
Beach and Tustin, California  
to serve the coffees from  
Rainforest Alliance  
Certified™ farms.

# Consumer Engagement: Kean Coffee

 **Kean Coffee**  
January 4 · 🌐

Been missing our "Night at the Roastery" events? Those will be resuming soon, but first we have a new set of coffee cupping classes that you can partake in, as part of our "Follow the Frog" Rainforest Alliance campaign, with four dates and times to choose from, and a very reasonable enrollment price! (Each class limited to six participants)  
<http://www.keancoffee.com/events/EventCalendar.aspx>



**Events/Classes at Kéan Coffee**  
Fine organic and fair trade coffees from around the globe roasted fresh daily. Espresso drinks as culinary works of art. Indulgent chocolate drinks. Virtuous teas. Authentically independent. A true community gathering place. Taking...

KEANCOFFEE.COM

Like Comment Share

23

Top Comments ▾

 keancoffee Follow

172 likes 6w

keancoffee Our "Follow the Frog" Rainforest Alliance Awareness month starts today! Find out more about Rainforest Alliance in our coffeehouses and social media posts. 🌿

#rainforestalliance #followthefrog #keanfollows #environmentalresponsibility #socialresponsibility #coffeeeducation #coffeecommunity #consciouscoffee #environment #keancoffee #coffee #frog #coffeeeducation #coffeeeducation #seedtocup

iggy\_rb Aveces se me antoja un chocolate pero me acuerdo que so rana y las ranas no toman café y se me pasa.

keancoffee Photo courtesy of Kristin at Kean Tustin 📷

nikolaiianev Great pic! 📷

Log in to like or comment.

 keancoffee Follow

126 likes 5w

keancoffee Our first Rainforest Alliance coffee cupping class underway at Kean Coffee Tustin today.

#keancoffee #coffeeeducation #coffeetasting #coffeeevent #coffeeeducation #rainforestalliance #followthefrog @rainforestalliance

coffeedudeguy What a great place to cup and learn about coffee. Martin from Kean has been my biggest mentor and friend since I have been in the coffee business. Have fun! 📷

geena.garcia We had so much fun and learned a lot! Thank you!!

keancoffee Thanks Steve! @coffeedudeguy

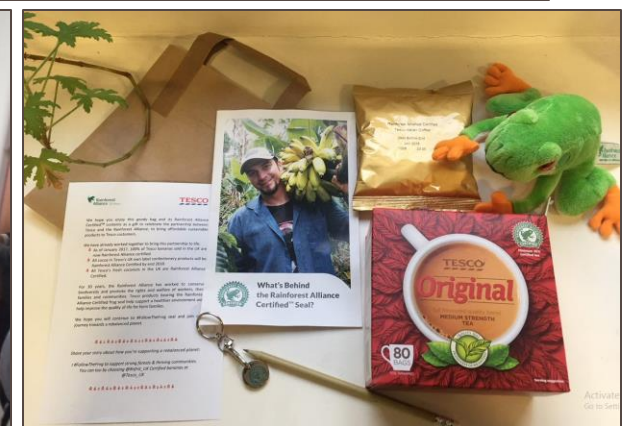
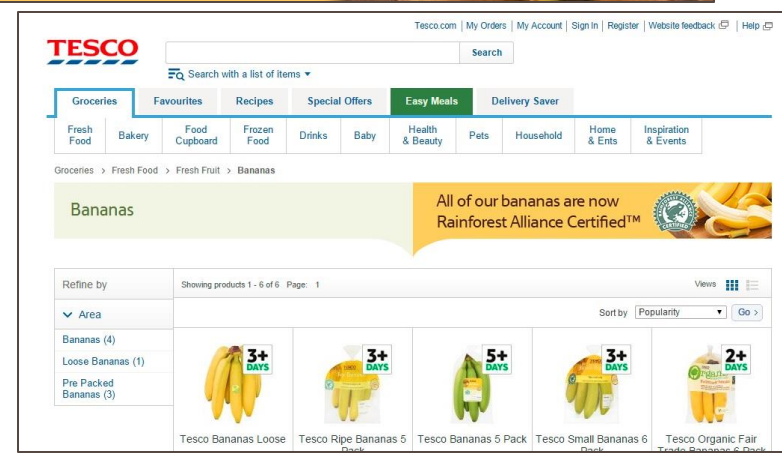
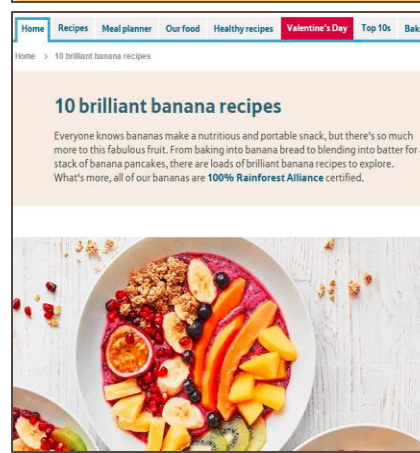
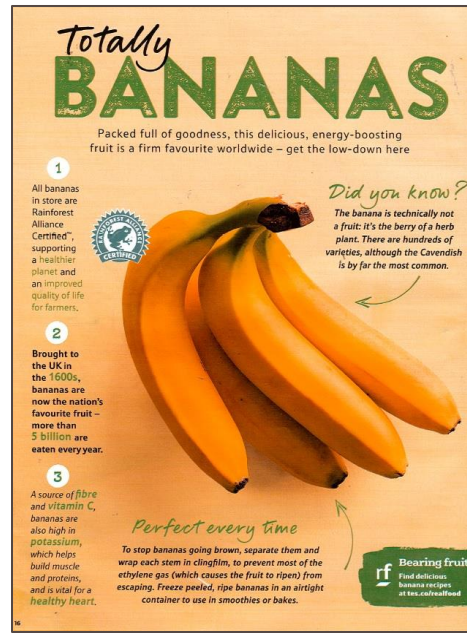
keancoffee Happy to hear you enjoyed it 📷

Log in to like or comment.

**Tesco –**  
Employee education  
about the company  
commitment to  
Rainforest Alliance  
Certified bananas  
included employee  
awareness events,  
competitions, and blog  
content.  
Consumer engagement  
including PoS, digital  
and press activity.

**TESCO**

# Employee & Consumer Engagement: Tesco







## Dreams Punta Cana Resort & Spa—

Organized events to educate and engage staff and guests on work with the Rainforest Alliance, including a cleanup event at Macao's wetlands, a protected area near the resort.



# Employee & Consumer Engagement: Dreams Resorts





### Keurig –

Distributors were invited to snap a photo with Follow the Frog materials & post to social media to promote Timothy's® coffee sourced from Rainforest Alliance Certified™ farms, followed by a cash donation to Rainforest Alliance based upon the number of submissions.

**KEURIG**  
CANADA

## Distributor Engagement: Keurig / Timothy's



**Eden Project –**  
The largest indoor rainforest in the world ran an experiential trail for visitors to learn about the crops found on Rainforest Alliance Certified farms, with promotion across social media and a consumer video.



# Special Partnership: The Eden Project (UK)





# Company Engagement on Social Networks



Skinnygirl: 11.6K followers   Martin Guitar: 216K followers   Eden Project: 69.7K followers   Naked Juice: 62.1K followers



Costa Coffee: 224K followers

McDonald's UK: 187K followers

Domtar: 3.4K followers



# Company Engagement on Social Networks



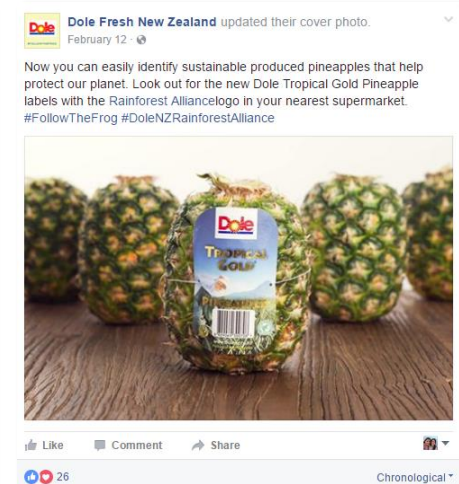
Destination Ecuador:  
3.4K followers



Dreams Punta Cana:  
48.5K followers



La Aldea del la Selva:  
4.4K followers



Dole NZ: 22.2K followers



Allegro: 3.5K followers



TPH: 2.8K followers



ecoGrounds: 681 followers




Lipton: 50.6K followers

# Company PR & Media Examples

Costa Coffee: podcast interview on EDIE.net, offering business sustainability news and insights.

**The Sustainable Business Covered podcast: Episode 21 - Getting engaged with sustainability**

It's all about engagement this month on edie and for this special episode of the podcast we sit down with the experts to discuss the most effective ways of ensuring your key stakeholders are on-board and engaged with your sustainability strategy.



Costa Coffee's CSR programme manager Victoria Moorhouse (left) and the Rainforest Alliance's marketing associate Reena Chadde (right) are the special guests on this week's show


**edie**  
Sustainable business covered

edie.net  
21 - Getting engaged with sustainability

SOUNDCLOUD  
Share

Dole New Zealand: media coverage on recipes and healthy living articles on food and lifestyle blogs, influencer social media posts and news articles in trade press publications.


IT'S EASY BEING GREEN



NZ LIFE & Leisure advertising sales manager Tracey Yearbury, too busy to have breakfast, was the happy recipient of Kate's Vitamix-whizzed kale, pineapple and banana smoothie – with the green frog tick.

Our planet-saving efforts here in the office include composting all our office waste as well as mindful recycling and reusing. So we fell upon news of a new alliance of sustainable producers with glee to take custody of a plump pineapple (sent by Dole) and reading up on the Rainforest Alliance Certified seal. This little green froggy fellow signifies produce which comes from a sustainable source – so it's a green choice to follow.

It was no hardship either to bring from home my best kitchen friend, my Vitamix, and make everyone a morning smoothie with kale, pineapple, ginger and coconut water. Even Emma, no friend of 'overly green stuff in the morning' liked it, or at least, managed to drink it.




**fresh.**

HOME RECIPES VIDEOS FRESH KITCHEN FOOD NEWS TOP 4 THINGS TO KNOW FRESH GARDEN WIN FRESH IDEAS ABOUT FRESH

Search for recipes

Follow The Frog



#FollowTheFrog with Dole and the Rainforest Alliance

The little green frog, now found on Dole fresh pineapples is the Rainforest Alliance certification logo recognized by consumers around the world as a symbol of environmental, social and economic sustainability.

**FMCG BUSINESS**

healthy food LIVE! The all new healthy food EXPO AUCKLAND 20-21 MAY

#FollowTheFrog with Dole and the Rainforest Alliance

Dole New Zealand is reinforcing its commitment to responsible principles across its operations with the announcement of a significant investment in consumer education, and a New Zealand first sustainability campaign.

On the back of its existing partnership with the


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**FOOD TO LOVE**

Pineapple you can feel good about eating




While some may be divided about whether it belongs on pizza or not, all Kiwis can agree – pineapple is a favourite in the kitchen.

Threaded on to skewers with pork, chopped into a salad or fried as fritters, this fruit adds a tropical burst to any dish.

It was James Hille (aka the 'Pineapple King') who founded the Hawaiian Pineapple Company in 1891 and developed the pineapple industry with his first plantations in the central plateau of the Hawaiian island of Oahu.

These days Dole is a household name in New Zealand, with a reputation for providing exceptional fresh fruit to everyday Kiwis.

While the signature taste and quality of Dole's Tropical Gold Pineapple is the same, something is a little different.





# Rainforest Alliance B2C: Engaging Consumers & Citizens



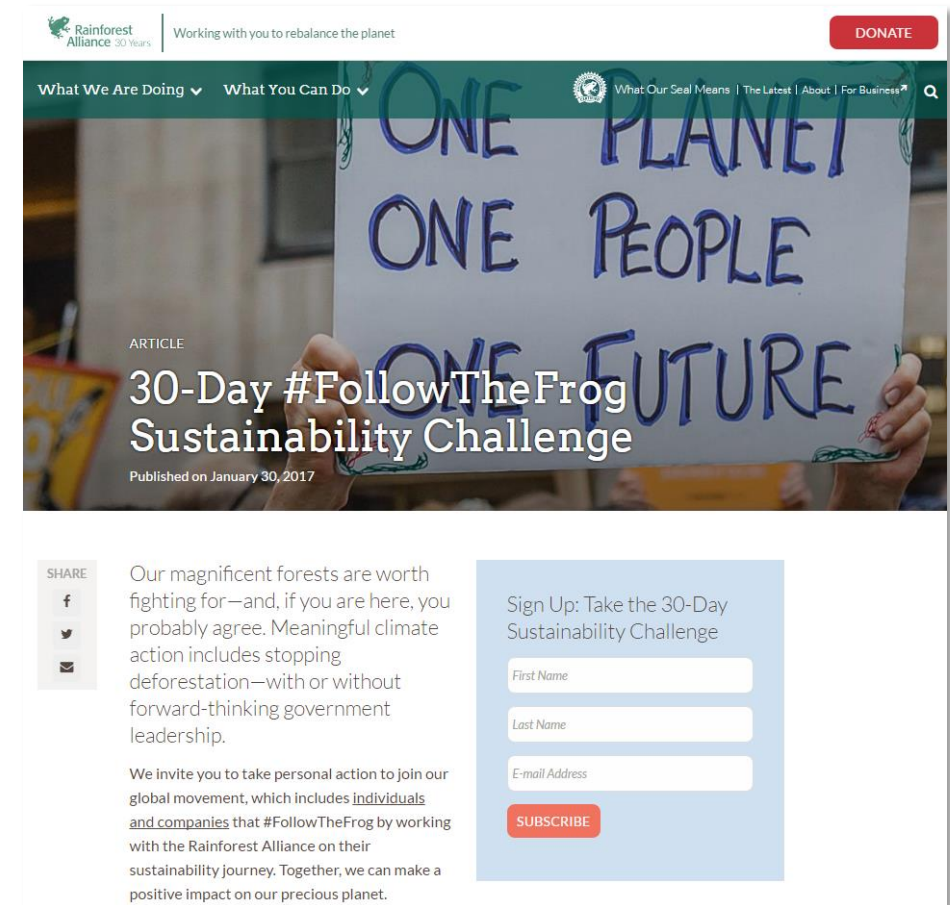
# 30-Day Sustainability Challenge

## New test concept: direct to consumer activation to drive awareness and engagement

Invitation to take personal action via 30-Day Sustainability Challenge and engage friends via social media.

Promoted via Rainforest Alliance social media channels.

- 10 emails each with 3 inspiring tips for a more sustainable future – 30 tips to echo Rainforest Alliance 30<sup>th</sup> anniversary
- Prewritten social media messages to invite others to participate
- Social media graphics with attractive visuals and inspirational quotes
- Prize for everyone who opens all 10 emails
- 1 grand prize winner drawn from those who opened all 10



# 30-Day Sustainability Challenge Data:

## Initial promotion period January 26 – February 15

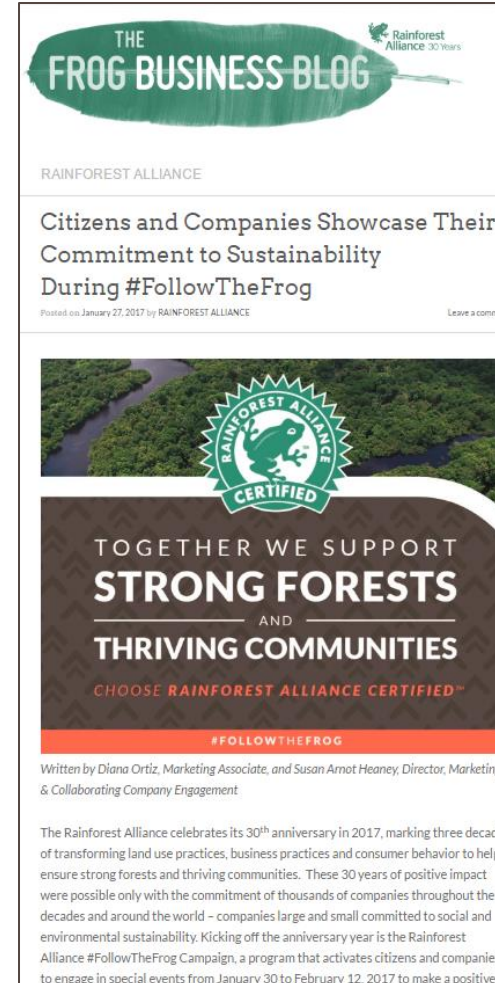
### Website Performance

- Unique pageviews to landing page: 5,020
- Total Challenge sign ups: 2,301
- Conversion rate: 45.8%

### Email Performance

- Average open rate: 39.53%  
(\*Avg. environmental nonprofit advocacy email: 15%)
- Average click rate: 5.22%  
(\*Avg. environmental nonprofit advocacy email: 3.4%)

\*M+R Benchmark Study 2016




THE FROG BUSINESS BLOG

RAINFOREST ALLIANCE

Citizens and Companies Showcase Their Commitment to Sustainability During #FollowTheFrog

Posted on January 27, 2017 by RAINFOREST ALLIANCE

Leave a comment

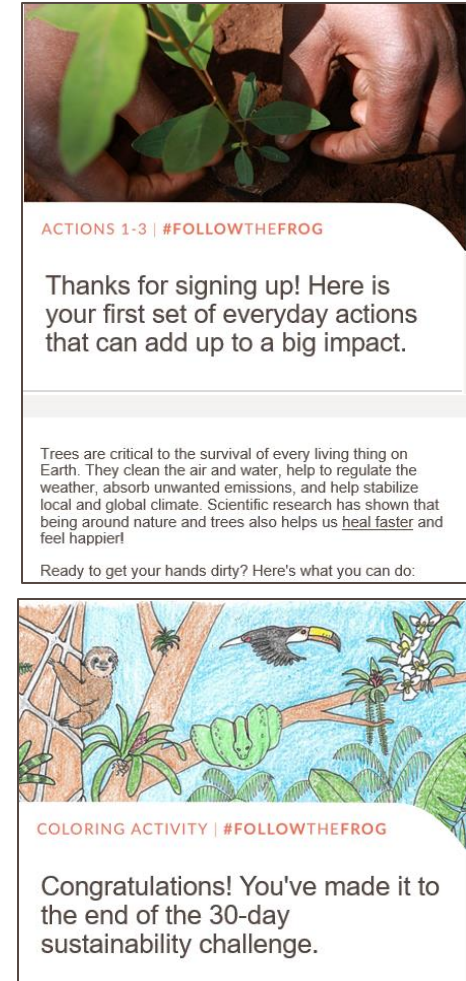


TOGETHER WE SUPPORT  
**STRONG FORESTS**  
AND  
**THRIVING COMMUNITIES**  
CHOOSE RAINFOREST ALLIANCE CERTIFIED™

#FOLLOWTHEFROG

Written by Diana Ortiz, Marketing Associate, and Susan Arnot Heaney, Director, Marketing & Collaborating Company Engagement.

The Rainforest Alliance celebrates its 30<sup>th</sup> anniversary in 2017, marking three decades of transforming land use practices, business practices and consumer behavior to help ensure strong forests and thriving communities. These 30 years of positive impact were possible only with the commitment of thousands of companies throughout the decades and around the world – companies large and small committed to social and environmental sustainability. Kicking off the anniversary year is the Rainforest Alliance #FollowTheFrog Campaign, a program that activates citizens and companies to engage in special events from January 30 to February 12, 2017 to make a positive




ACTIONS 1-3 | #FOLLOWTHEFROG

Thanks for signing up! Here is your first set of everyday actions that can add up to a big impact.

Trees are critical to the survival of every living thing on Earth. They clean the air and water, help to regulate the weather, absorb unwanted emissions, and help stabilize local and global climate. Scientific research has shown that being around nature and trees also helps us **heal faster** and **feel happier!**

Ready to get your hands dirty? Here's what you can do:



COLORING ACTIVITY | #FOLLOWTHEFROG

Congratulations! You've made it to the end of the 30-day sustainability challenge.



# Sample Social Media

**Melody Eloise** @Melody\_Eloise · Feb 3  
Just signed up to @RnfrstAlliance 30-day #FollowtheFrog sustainability challenge! 🌿 Always great to get advice on becoming more #sustainable

1

**Tina Dempsey** @\_islandnaturals · Feb 12  
I've joined the @RnfrstAlliance 30-Day #FollowTheFrog Sustainability Challenge. Join me to keep forests standing: [bit.ly/Follow-the-Frog](http://bit.ly/Follow-the-Frog)

2

**Willow Battista** @winkybe · Feb 10  
I just signed up for the @RnfrstAlliance 30-Day #FollowTheFrog Sustainability Challenge and its already totally rad!



## 30-day #FollowTheFrog Sustainability Challenge

I've joined the @RnfrstAlliance 30-Day #FollowTheFrog Sustainability Challenge. Join me to keep forests standing: <http://bit.ly/Follow-the-Frog>  
[rainforest-alliance.org](http://rainforest-alliance.org)

Manal Omar Retweeted  
**Susan McPherson** @susanmcp1 · Jan 30  
Kudos to @RnfrstAlliance on 30 yrs! Join their movement w/the #FollowTheFrog 30-Day Sustainability Challenge at



## 30-day #FollowTheFrog Sustainability Challenge

I've joined the @RnfrstAlliance 30-Day #FollowTheFrog Sustainability Challenge. Join me to keep forests standing: <http://bit.ly/Follow-the-Frog>  
[rainforest-alliance.org](http://rainforest-alliance.org)

40

30

**HoneymoonGondol** @HoneymoonGondol  
RT Rainforest Alliance: Today is the last day! Join our 30-day sustainability challenge...  
[twitter.com/RnfrstAlliance](https://twitter.com/RnfrstAlliance) ...



RETWEETS

2

5:28 PM - 12 Feb 2017

2

**Jo Freeman** @joeyfied · Feb 12  
Together, our everyday actions can make a big impact. Join me: [bit.ly/Follow-the-Frog](http://bit.ly/Follow-the-Frog) #FollowTheFrog



1

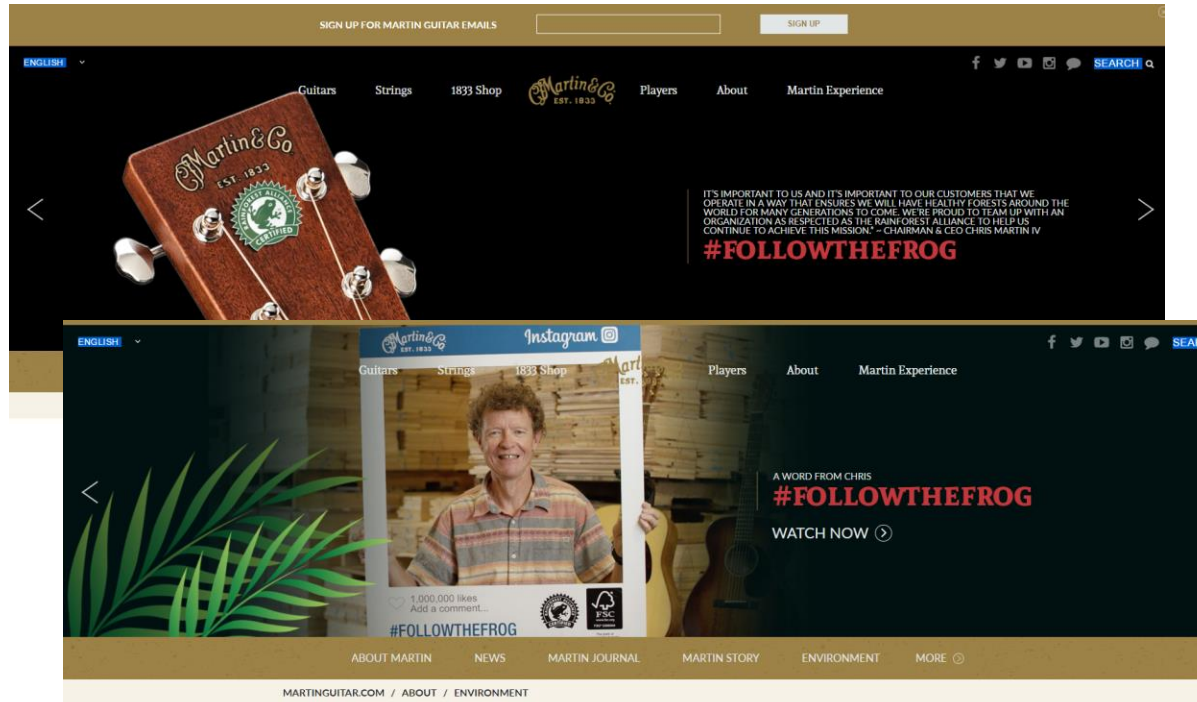
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# Customized Campaigns



# Ongoing Customized Campaign: Martin Guitar Launched August 2016, Running through 2017

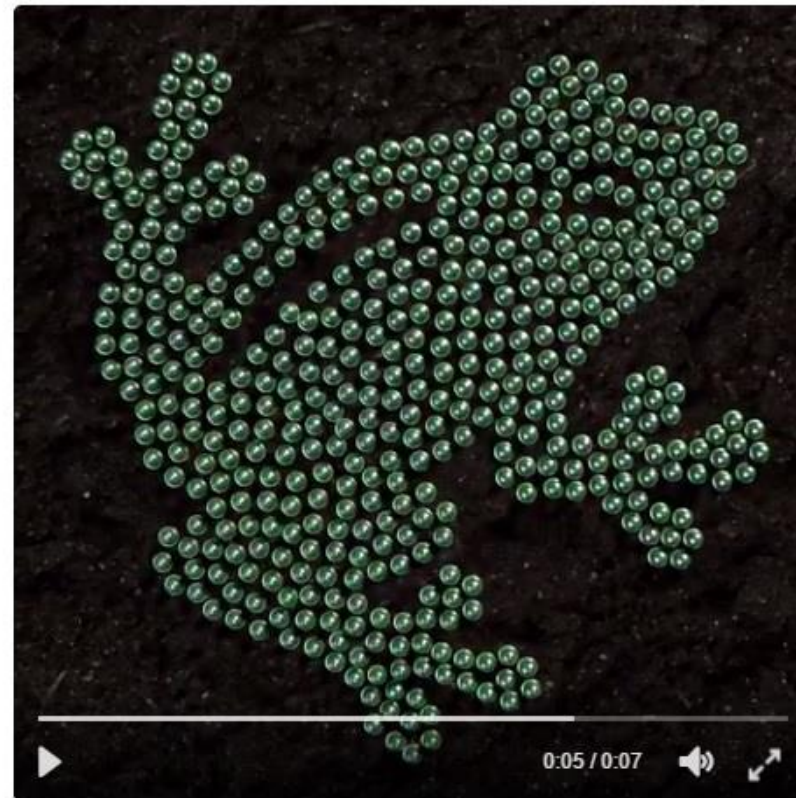


MARTIN GUITAR  
MARTIN GUITAR'S COMMITMENT TO THE ENVIRONMENT



## Ongoing Customized Campaign: Nespresso Launched May 2017

 Nespresso Global  @Nespresso · May 30  
Happy Birthday to our long term partner @RnfrstAlliance. On behalf of our AAA coffee farmers, many thanks. #Nespresso #FollowTheFrog



 5  27  70 



**Invite your stakeholders to**

**Follow The Frog**

**and get engaged!**

***Next campaign: September 10 – 24, 2018***

**Contact [info@ra.org](mailto:info@ra.org)**





Rainforest  
Alliance 30 Years

[www.rainforest-alliance.org](http://www.rainforest-alliance.org)