



## Follow The Frog 2018

Campaign recap & participating company examples

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**New to Follow The Frog?**  
Learn more about the campaign on our [website](#)

# 1. Follow the Frog 2018 in numbers



71

Participating companies spanning US, Europe, New Zealand, Central and South America, and Korea



30

Social Media influencers employed by the Rainforest Alliance with a combined following of 3.2m users



1.3m

Instagram impressions, 227k Facebook followers reached, 217k Twitter impressions on Rainforest Alliance accounts

- **Company activation channels included social media, blogs, in-store promotion, events, and employee engagement**
- **Sustainable living “influencers” educated their supporters about the Rainforest Alliance’s work and to look for the seal to #FollowTheFrog in their product choices**
- **Active Facebook and Twitter messaging plus Instagram Giveaway Contest challenging Instagram community to answer a sustainability related question and tag friends with a chance to win a prize**

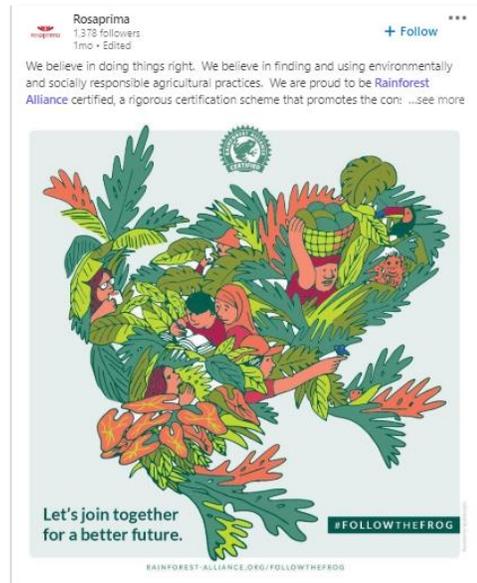
## 2. Participating Company Activation

# 71 Participating Companies

Aldi	Dole	Kruger Products	P&G Charmin
Allegro	Domtar	Lima Tours	Pickers Coffee
Alpro	Dreams Huatulco	Lincoln & York	Rio Roses
AM Resorts	EAT.	Löfbergs	Rosaprima
American Iguazu	Eden Project	Madison Soap Co.	Saint George Iguazu
Amrita Coffee	Ellis Coffee Co.	Mas Vital	Sargasso Trading
Axfood	Fara Coffee	McDonald's	Scharffen Berger
Barry Callebaut	Green Farm Coffee	McNaughton & Gunn	Scooter Caffè
Bissinger's	Grumpy Mule Coffee	Montesierra Coffee	Secrets Huatulco
Bixby & Co.	Hun Bun Coffee	MorBeans Coffee	SpecialCoffee
Carolina Coffee Co.	Iguazu Jungle Lodge	Muskoka Roastery	Taylor's of Harrogate
Chantecaille	iKhofi	Nate's Coffee	Teapigs
Chocolove	Innocent Drinks	Nespresso	Teatulia
Coffee Boss	Java City	North West Vending	Tesco
Coffee Republic	Joe Coffee	Olam	Tom's of Maine
Daabon	Kean Coffee	Omar Coffee	Veliche Gourmet
Dagoba	Kind Planet Company	Orinoco Coffee & Tea	Zoegas Sweden
Diamond Packaging	Knoll	Over Coffee	

# Example Activations: Social Media

Companies used the downloadable materials we provided, reposted content from our accounts, and **created their own original images and texts** across Instagram, Facebook, Twitter, and LinkedIn



# Social Media continued

**Scharffen Berger Chocolate Maker**  
September 10 at 9:32 AM · 🌐

Like as Your Page

That little amphibian on our packaging represents our partnership with the Rainforest Alliance, a global nonprofit dedicated to conserving biodiversity and ensuring sustainable livelihoods. #FollowTheFrog



**Bissinger's Handcrafted Chocolatier**  
September 10 at 9:00 AM · 🌐

Like as Your Page

Do you LOVE our chocolate bars? They're delicious, handcrafted with the finest ingredients and a true indulgence - but, did you know they're a treat that gives back? The Rainforest Alliance "green frog" seal on all of our Bissinger's 3oz. chocolate bars tell you that they were produced in harmony with nature and in support of farmers and workers wellbeing. We proudly stand for biodiversity conservation and sustainable livelihoods for farmers, foresters, and workers. You can too when you #FollowTheFrog to the Rainforest Alliance certified Bissinger's products. Help us support sustainability with the code FROG18 at [bissingers.com](http://bissingers.com) - all of our Rainforest Alliance certified bars are 50% off starting TODAY! Video Courtesy of the Rainforest Alliance.




**muskokaroastery** • Follow

muskokaroastery As the first coffee roaster in Canada to source 100% of our beans from @rainforestalliance certified farms, we proudly stand for environmental conservation and sustainable livelihoods for farmers, foresters, and workers. You can too when you #FollowTheFrog!

#MuskokaRoastery #Coffee the.art.of.josh Best coffee out there! 🍵

curmudgeonesque Huge fan of your dark roasts.

familyessentials3 We love your coffee!! Keep up the good work.

angela.fletcher.775 🌟🌟🌟🌟 The Best 🍵🍵

many of the demand 🍵🍵🍵

97 likes  
3 DAYS AGO

Add a comment...

**Alpro** @Alpro

We know you want to #FollowTheFrog We do too, so only #RainforestAlliance certified coffee beans are used in our Alpro Caffé. Hands up for #plantbased #sustainable food!



4:00 AM - 19 Jul 2018

20 Retweets 100 Likes

**Charmin** @Charmin

Buying Charmin makes a bear-y big impact on the environment, preserving the #forestforallforever! #followthefrog [spr.ly/601986LSI](http://spr.ly/601986LSI)



# Example Activations: Videos



McDonald's UK [video](#)



McDonald's Korea [Instagram video](#)



Dagoba [video series](#)



Domtar [video](#)



# Example Activations: Company Blogs

**Domtar**

INDUSTRY INSIGHTS | IDEAS AND INNOVATION | MAKING OUR MARK | ENVIRONMENTAL RESPONSIBILITY | OUR COMPANY

## NEWSROOM

09/18/2018

### Join the Rainforest Alliance's Follow the Frog Campaign

The Rainforest Alliance's annual [Follow the Frog](#) campaign is underway and runs through September 24. The campaign encourages consumers to purchase goods that have been responsibly produced, as indicated by the Rainforest Alliance Certified seal.

## Domtar

## Blogs

Topics | Bloggers

All | Local life | Product - Sourcing | Product - Food waste | Product - Health | People

Foundations | Places & Communities

### Increasing the number of Rainforest Alliance Certified products on our shelves

## Tesco

Special Coffee

THE COMPANY | THE PRODUCTS | SO WORLD | CONTACTS

## 5 LEAPS TO FOLLOW THE FROG

how to make your next cup of coffee more sustainable



### WE ARE THE CHOICES WE MAKE

"Sustainability" is a word becoming used more and more often... but how sustainable have our daily habits and actions become?

- #### RECENT POSTS
- HOW IS A NEW PRODUCT CREATED AT SPECIALCOFFEE? 21 May 2018
  - THE BLENDING IS AN ART 18 April 2018
  - THE MAGIC OF ROASTING 19 March 2018



## JOE

EDUCATION

### Rainforest Alliance: Why We Follow the Frog

As a neighborhood-based, family owned business founded in 2003, hospitality, quality, and responsibility have always defined Joe Coffee Company. But when we took the leap to roasting our own coffee in 2012, that idea of responsibility became a bigger question. We had to ask ourselves how to maintain a focus on coffee quality while behaving not only as a step in the coffee supply chain, but as responsible actors on a path of sustainability. It was through these questions and their answers that we got to know to the Rainforest Alliance.

An international nonprofit in operation for more than 30 years, the Rainforest Alliance works in nearly 80 countries worldwide to promote the development and promotion of

## Joe Coffee

# Example Activations: Eden Project Frog Trail

The Eden Project, the the largest indoor rainforest in the world, created a **frog trail** that visitors could follow to learn more about coffee, bananas, flowers, oil palm, chocolate and general trade.

Narrators/storytellers had conversations about the Rainforest Alliance, mainly explaining what the “green frog” seal means.

They also supported with several posters around the trail as well as multiple social media posts.

Approx. 26,000 visitors during campaign weeks, 10-24 September 2018



# Example Activations: Tesco

**Employee engagement event** designed to educate and inform Tesco employees as to what the Rainforest Alliance is and does.

Over 100 participants were asked to answer true-or-false questions about the Rainforest Alliance to be entered to win a prize: Rainforest Alliance Certified goodies donated by Tesco.

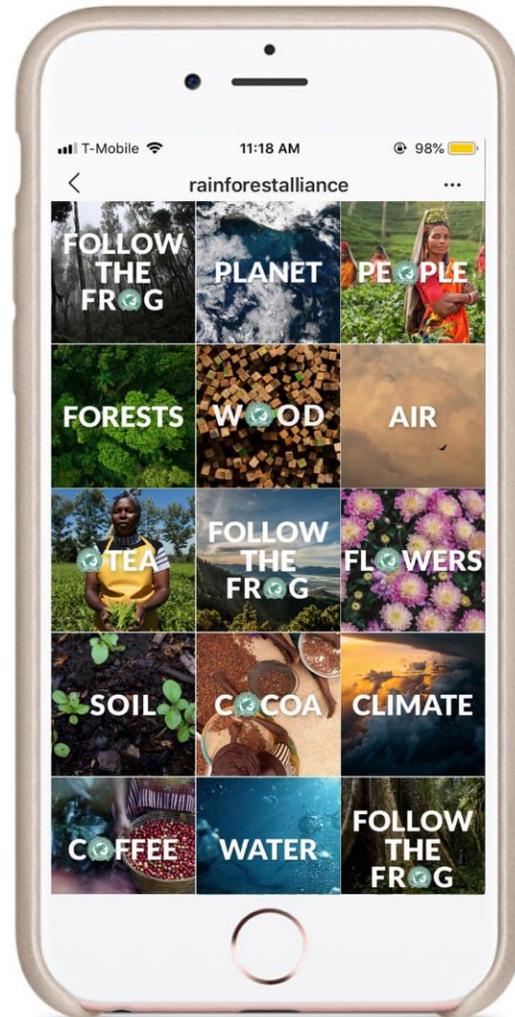
Sample questions were:

- Rainforest Alliance certification is exclusively an environmental standard – **FALSE**
- Rainforest Alliance certification improves the livelihoods of farmers and workers in 60 countries around the world– **TRUE**



## **3. Consumer Activation**

# Instagram Giveaway Contest



**We designed, implemented, and managed a two-week Instagram Giveaway Contest featuring 15 posts that:**

- explained the many ways that Rainforest Alliance's work helps save water, mitigate CO2 and fight against climate change, build soil health, promote clean air, empower farmers and indigenous communities, and prevent deforestation
- educated and encouraged followers to look for the Rainforest Alliance Certified seal and #FollowTheFrog as an easy, sustainable step to incorporate into their everyday purchasing choices
- Asked questions of the Instagram community, who were required to answer and "tag" two friends to enter the giveaway contest. *What are their own sustainability choices and individual personal actions? What gives them hope for the future? Etc.*
- Giveaway prize package included sustainably-sourced items donated by our partnering companies, as well as a zero-waste starter kit to support sustainability as a lifestyle.

## Sample Image and Caption



**4,433 views, 79 comments**

[\(link to full post\)](#)

[rainforestalliance](#) Comment to enter GIVEAWAY ENTRY DAY 1: Did you know that tea is the second-most consumed beverage in the world after water? Smallholder farmers provide the bulk of the world's tea, and the Rainforest Alliance has helped hundreds of thousands of farmers around the world produce it in a greener way. But many challenges make tea farming a difficult way of life. For instance, our planet's tea-growing regions are undergoing weather changes, caused by climate change, increasing the likelihood of reduced yields and incomes.

☞ Many rural households in tea landscapes also rely on charcoal and firewood to heat their homes and power their stoves, and tea factories use vast quantities of firewood for tea processing. Needless to say, the massive demand for firewood takes a toll on forests—and the burning of wood and charcoal isn't good for humans, either

🌍 That's why the Rainforest Alliance, with support from the IKEA Foundation, is working with smallholder tea farmers in Kenya to switch to a natural form of renewable energy: no-smoke briquettes, which are made out of forestry and agricultural waste. These energy sources will help 50,000 farmers to save money (the briquettes are cheaper to purchase than wood and charcoal), cut carbon emissions, and create healthier homes for families—while preventing the loss of more than 80,000 trees over the length of the project.

😊 An easy way to support clean air is to [#FollowTheFrog](#) to products that carry the Rainforest Alliance Certified “green frog” seal. But for people and nature to truly thrive in harmony, that should be just one of many actions. Our mindful, daily consumption practices can lead to even further positive environmental impacts.

👉 🍷 GIVEAWAY ENTRY-QUESTION: What environmental and social progress gives you hope for the future? Tell us in the comments and tag two friends to enter!

# Influencer Posts



We worked with **30 sustainable living “influencers”** (with a following of at least 15k people each) that have extremely active and engaged communities of followers on Instagram to:

- educate their supporters about the Rainforest Alliance’s work
- look for the seal to #FollowTheFrog in their product choices.

Many influencers reinforced our message on Facebook, Twitter, and their own blogs with tens of thousands of monthly readers. [Examples here.](#)



## Metrics

- Selected Influencers have a combined following of >3.2 million users
- Combined engagement for FTF posts:
  - 94,678 post likes, 992 comments, 3% engagement rate

## Results

- 2x more followers on RA Instagram account post-campaign with few drop-offs, indicating the majority of new followers remained in our Alliance.

Data taken on Sept. 24<sup>th</sup>, 2018



# Inspired? Join the 2019 campaign!

Contact and resources

# Contact and Resources

- Check our [website](#) for up to date information & to access our Follow the Frog toolkits.
- Follow our social media channels, share our content and assets as we promote them, and tag us to gain access to our followers:
  - [Facebook](#) / [YouTube](#) / [LinkedIn](#): Rainforest Alliance
  - [Twitter Global](#), [Twitter UK](#): @RnfrstAlliance / @RnfrstAll\_UK
  - [Instagram](#): @RainforestAlliance
  - Include **#FollowTheFrog** in all your posts!
- Keep us updated on your plans and activations at [marketing@ra.org](mailto:marketing@ra.org)!  
We'd love to partner with you to support, track and amplify your company activities across our channels

**Follow the Frog 2019 takes place from 22-28 September**

# **RAINFOREST ALLIANCE**