



# Follow the Frog 2018: Marketing and Communication Campaign

September 10 – September 24, 2018

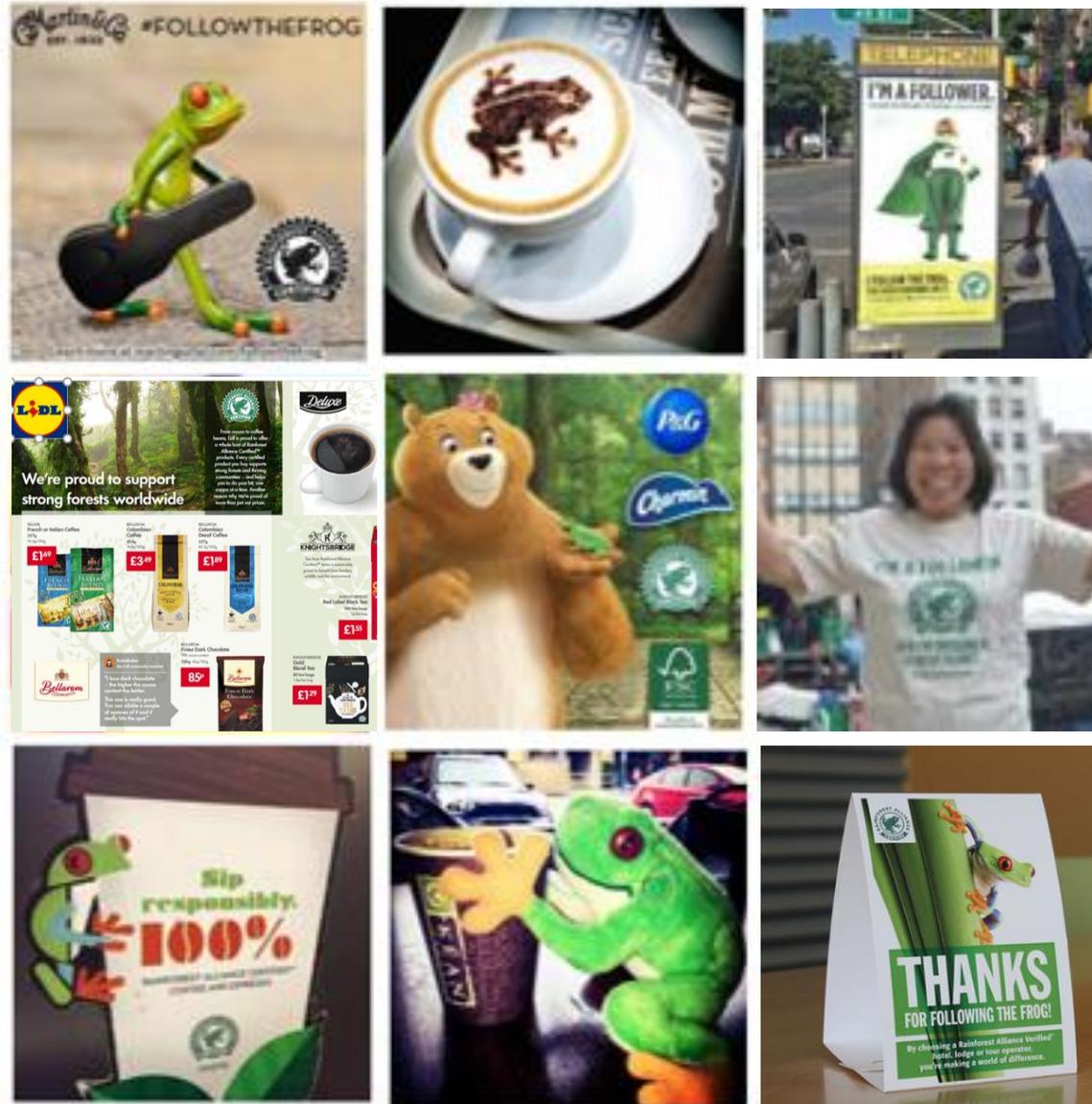
The annual Rainforest Alliance Follow the Frog campaign is a customizable two week **direct to consumer** marketing campaign with flexible scheduling options.

Participants have the opportunity to **drive brand awareness, increase sales, and build brand loyalty** by engaging customers, employees, distributors and other stakeholders around company-wide sustainability commitments.

## What will the campaign deliver?

- ⤴ Raise the profile and **drive sales** of products carrying the Rainforest Alliance Certified™ seal.
- ⤴ **Highlight your company's sustainability commitments** and the impact of your work with the Rainforest Alliance, to **bring value to your brand identity** with customers, employees and other stakeholders.
- ⤴ Reap the benefits of the Rainforest Alliance **direct-to-consumer engagement activations**, including a reprise of our successful “Sustainability Challenge” educational and inspirational email campaign, media outreach, a consumer contest and active social media across multiple platforms.





## #FollowTheFrog ideas and options – partner with us to:

- ⚡ Engage in social media across portals, tagging the Rainforest Alliance and #FollowTheFrog
- ⚡ Utilize a portfolio of downloadable materials online, in store or in the office – or create your own
- ⚡ Create videos, GIFs, or other engaging content
- ⚡ Host an event for customers, employees or distributors
- ⚡ Offer a special promotion, contest, or giveaway
- ⚡ Undertake media and PR outreach, blogs or articles
- ⚡ Provide engaging educational staff and employees activities

## Follow the Frog: Next Steps

Sign up for the Follow The Frog email list to receive:

- 📌 Toolkit with useful information and inspiration.
- 📌 Helpful tips for leading a successful campaign.
- 📌 Digital assets and downloadable materials.
- 📌 Link: <https://www.rainforest-alliance.org/business/marketing/followthefrog>

Follow our social media channels, share our content and assets as we promote them, and tag us to gain access to our followers:

- 📌 Include **#FollowTheFrog** in all your posts
- 📌 Find us on:
  - 📌 [Facebook](#)/[YouTube](#)/[LinkedIn](#): **Rainforest Alliance**
  - 📌 [Twitter Global](#), [Twitter UK](#): **@RnfrstAlliance**
  - 📌 [Instagram](#): **@RainforestAlliance**

Keep us updated on your plans and activations so we can partner to support, track and amplify your company activities across our channels.

- 📌 Contact Debbie Rutstein: [drutstein@ra.org](mailto:drutstein@ra.org)

