

Follow the Frog: September 22-28, 2019

The annual Rainforest Alliance Follow the Frog campaign is a week-long customizable B2B and B2C marketing campaign. Participants have the opportunity to:

- **Build awareness and communicate value** of your work with the Rainforest Alliance by engaging customers, employees, and other stakeholders around company-wide sustainability commitments.
- **Raise the profile and drive sales** of products carrying the Rainforest Alliance Certified™ seal
- Reap the benefits of the Rainforest Alliance **direct-to-consumer engagement activations**, including a digital activation and active social media across multiple platforms.



Communicating
your
commitment to
sustainability
adds value to
your brand

3 reasons to Follow the Frog

Consumers
want it

33%

of global
consumers
already make
purchasing
decisions with
sustainability in
mind¹

Employees
need it

67%

expect their
employer to
have a great
purpose and
their job a
meaningful
societal impact²

Our planet
deserves it

52%

of the general
population
believe a
company's effort
to protect the
environment is
important for
building their trust³

¹ [Unilever Making Purpose Pay, Inspiring Sustainable Living 2019](#)

² [Edelman Trust Barometer 2019](#)

³ [Edelman Trust Barometer 2017](#)



Partner with us: ideas and inspiration

- 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 activities** for staff and employees



Company activations



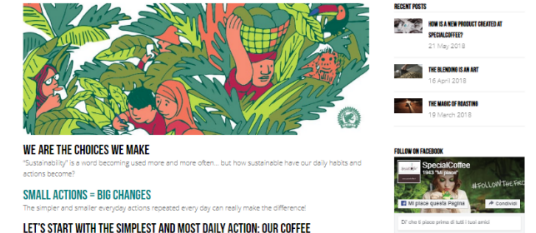
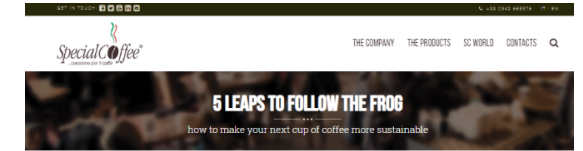
Eden Project UK
Frog Trail and social
media posts



Chocolove social media
campaign



McDonald's Korea
Instagram video series



Special Coffee blog:
5 Leaps to Follow the Frog



Kean Coffee giveaway and
public cupping



Tesco UK employee
engagement



Domtar video

Next Steps

- Mark your calendars and add Follow the Frog to your marketing and communication plans
- Visit our [website](#) for up to date information & to access the various 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 so we can partner to support, track and amplify your company activities across our channels
 - Reach us at: marketing@ra.org