Follow the Frog 2019
Campaign recap & examples
1. What is Follow the Frog?
2. 2019 campaign in numbers
3. Participating company activations:
   examples and inspiration
4. Consumer engagement
5. Contact & resources

New to Follow The Frog?
Learn more about the campaign on our website
1. Overview of Follow the Frog
What is Follow the Frog?

Our annual, global company and consumer engagement campaign

For businesses:

• An opportunity to engage your stakeholders such as consumers, employees, B2B customers, and others around your products that carry the "green frog" seal.

• Demonstrate to your stakeholders the impact and value of your work with the Rainforest Alliance, helping you drive brand awareness as well as an understanding of what certification means.

• Activations can include anything from social media to in-store events or employee engagement. We provide ready-to-go and customizable materials and resources to support your communication efforts.

• Participation is free and open for all or part of the campaign period.

• Receive access and exposure to Rainforest Alliance audiences through cross-promotion of your activations on our own channels.
What is Follow the Frog?

Our annual, global company and consumer engagement campaign

For consumers:

• While we ask partnering companies to get involved, we hold our own activations as well:
  • Sustainability Instagram Giveaway
  • strategic social media across all platforms
  • collaboration with global sustainable-living influencers
  • continued promotion of the 30-Day Sustainability Email Challenge.

• Our materials communicate the impact our work makes around the globe and inspires consumers globally to make a positive impact on the planet through everyday actions, such as choosing products bearing the Rainforest Alliance Certified™ seal when they shop.

• Participants are encouraged to join our alliance, and share their experiences using the #FollowTheFrog hashtag
2. Summary of 2019 campaign

Campaign dates: 22-28 September 2019
Follow the Frog 2019 in numbers

- **93***: Participating companies from around the world, including Argentina, Australia, Canada, Colombia, Costa Rica, Ecuador, Italy, Japan, Kenya, New Zealand, Nicaragua, Turkey, Spain, South Africa, Sweden, UK, and US
- **10**: Social Media influencers employed by the Rainforest Alliance with a combined following of over 1.1m users
- **1.5m**: Instagram impressions, 304k Facebook impressions, 4%+ Twitter engagement on Rainforest Alliance accounts

*A 28% increase in participation from 2018

- 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 invited them to look for the seal to #FollowTheFrog in their product choices
- Owned digital media messaging plus Instagram Giveaway Contest challenging Instagram community to answer a sustainability related question and tag friends with a chance to win a prize
Participating companies including

Agencia Diseña
Aldi
Allegro Coffee
Amerian Iguazu
Amrita coffee
Aromas Roasters
Avery Dennison
Bixby & Co.
Brew Tea
Brookfield Zoo Chicago
Cafe Hervas
Chocolove
Cocoa Content
Cocktails
Cocoa Network
Cococo Chocolatiers
Coffee Care
Columbia Forest Products
Corrie MacColl
Club Coffee
Daabon
Doka Costa Rica
Domtar
Don Carvajal Café
Dorset Tea
Dove Chocolate
EAT UK
EcoChata
Eden Project
Ellis Coffee
Enderly Coffee Co
Equadorian tea company
Espresso Tenago
Finca Margarita
Fresh Ground
Good Earth HQ
Grumpy Mule
Halls
iKhoﬁ
Java Roma Roasters
Javatino
Joe Coffee
Kenya Tea
Development Agency
Kirin
Lancashire Tea
Lawson
Lima Tours
Loblaws
Magnum Turkey
Mas Vidal
Matthew Algie Coffee
McDonald’s
McNaughton & Gunn
Melao Mossoro
Mother Parkers
Muskoka Roastery
Natucafé SAS
Nespresso
Nestle R&G Coffee
NibMor
Nutshell Portions
Olam
ONE Banana
Orinoco Coffee & Tea
Palm Done Right/
Natural Habitats
Patagonia Surf
Pure Bond
Red Hat Coffee
Rosa Prima
Royal Cup Coffee and Tea
Sandos Resorts
Sevenoaks Trading
SmashMallow
Special Coffee
Staay Food Group
Swiss Water
Tata Global Beverages
Teapigs
Tchibo
Tom’s of Maine
Torie and Howard
TrueStart Coffee
UCC Ueshima Coffee
UCC/Krispy Kreme
Unifrutti Japan
Unilever Japan
William Valley Vineyard
Zavida Coffee
3. Example company activations
Example Activations

Chocolove developed a car that runs on a bio-diesel made from the leftover “waste” from the chocolate making process, and entered it into the women’s off-road navigation rally, Rebelle Rally. Chocolove has prominently featured the Rainforest Alliance frog with decals all over the retrofitted car, allowing tens of thousands of fans to literally follow the frog— all while infusing social issues into the event, shedding light on women’s empowerment and child labor through their cocoa sourcing, and fossil fuel use.

Lawson convenience store chain in Japan shares their commitment to Rainforest Alliance Certified coffee with web content and a video shown in its 14,000 stores. They also launched a Twitter competition through their account, with Rainforest Alliance Certified products as prizes.
Example activations

**Unilever’s Magnum**, launched “**Magnum 2059 - a Magnum without Chocolate**”, a fictional depiction of what a Magnum could look like in the future if we don’t all do something about cocoa production and sourcing. It emphasizes climate change and the impact on cocoa, particularly highlighting Magnum’s sustainable sourcing work with the Rainforest Alliance.

Chicago’s Brookfield Zoo launched a contest on social media introducing followers to some of the faces affected by the recent fires in the Amazon rainforest, its animals, and bringing awareness to the work the Rainforest Alliance is doing to mitigate its destruction.
Example social media activations

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.

**Dove Chocolates**

At Muskoka Roastery Coffee Co., we believe in doing good, feeling good and handcrafting good (great!) coffee. Learn more about why we’ve been proudly sourcing 100% of our coffee beans from @RainforestAlliance certified farms for nearly 10 years. [Link](https://bit.ly/2b95bUX) #FollowTheFrog

**Patagonia Surf**

At Muskoka Roastery Coffee Co., we believe in doing good, feeling good and handcrafting good (great!) coffee.

**Kenya Tea Development Agency**

To achieve carbon neutrality, KMDA has been partnering with Rainforest Alliance to develop low-impact coffee production practices.

**McDonald’s UK**

#FollowTheFrog with McCafé coffee beans!
4. Consumer Activation
“Lighten Your Footprint” Giveaway

We designed, implemented, and managed a week-long Instagram Giveaway Contest that:

- educated our followers about the important work we do with farmers and local communities around the world to protect rainforests, biodiversity, and mitigate climate change
- explained what the Rainforest Alliance Certified™ seal means and encouraged followers to look for it when shopping
- elaborated on the many ways our practices are better for people and nature
- asked questions of the Instagram community, about how they incorporate sustainability into their daily lives and share responses on their “Stories” to spread the word to their networks

Giveaway prize package included sustainably-sourced items donated by our partnering companies, including a bike made from recycled aluminum Nespresso pods

Main social media assets, posted from Sept. 22 - 29
Follow The Frog resonates with consumers

On Instagram
• 22,411 total interactions (59% more than regular posts)
• 700 total contest entries
• 77% increase in new followers to our account (compared to during an average week)
• 16% increase in daily reach (number of unique accounts that viewed posts)

Other digital media
• 64% increase in new Twitter followers and 4% more daily interactions during FTF week (compared to an average week)
• 300% increase in new Facebook followers and 200% increase in daily interactions
• 1.5k sign ups to 30 Day Sustainability Email challenge
Influencer campaign

We worked with 10 sustainable living influencers (with individual followings ranging from 16k - 370k people each) based in Germany, France, Canada, UK, and US, that have extremely active and engaged communities of followers on Instagram to:

• promote the Follow the Frog 2019 Giveaway to their aligned audiences
• spread awareness of the Rainforest Alliance Certified™ seal

Metrics:
• combined average post reach of at least 59K people with at least 103K impressions
• combined average story reach of at least 23.4K people with at least 25.5K average story impressions
5. Contact and resources
Join our next campaign!
Dates for Follow the Frog 2020 will be confirmed soon

- Check our [website](#) for up to date information
- [Sign up](#) to get updates about next year’s campaign right in your inbox
- Keep us updated on your plans and activations at [marketing@ra.org](mailto:marketing@ra.org)