RAINFOREST ALLIANCE
CONSUMER ENGAGEMENT
OVERVIEW
Consumer Engagement

Create a brand for life: positioning the Rainforest Alliance right at the center of a movement for good

WHAT?

- Expressing an emotional and bold message: what we want to be known for
- Building the concept “join the alliance”
- Encourage consumers to do as much good as they can, with a continuous dialogue

HOW?

- Help consumers make better choices building a strong brand for good. Helping also our partners in their sustainability journey

WHO

The Aspirationals (psychographic): Aware of global challenges but overwhelmed. Engaged & status driven

THE RESULT? Brand and mission awareness & love. We are the brand of choice for consumers and companies alike. This in turn allows us to grow our support, impact and revenue.
**Our Brand Idea:** a single minded message that encompasses RA’s mission, and the importance of consumer participation in achieving it.

**WE THRIVE TOGETHER**

A flexible verbal system, which can flex to zoom into specific causes or issues, THRIVE is the ultimate overarching ambition.
Each one of us makes a difference, and when we work together our impact is amplified and we create deep-rooted positive change to transform the world.

We are all interconnected. People, animals, our environment. When nature suffers, we suffer. And when nature flourishes, we all flourish.

Your individual action can have a greater impact with RA. Take Action and join the alliance.
Consumer Engagement Campaign Plan

Brand Campaign
Digital messaging & activation
Raise brand awareness, clarify our message and drive consumers to take action.

#FollowTheFrog
Certification focus, Seal activation
Reveal new seal and refresh messaging around certification and 'positive consumption' as a 'minimum action'.

Take Action Platform
Engagement & content
Creating a platform that shows consumers how they can collectively make the most impact.

GOAL: Make good actions a habit by leveraging existing behaviors and help consumers build more accessible & adoptable habits around sustainability.
**BRAND CAMPAIGN: Framework**

**Brand Film**
Core message and call to action

60-90” ‘Hero’ film, delivering our core message, tone of voice and teaser / launch of our take action platform, through an emotive, inspiring and storytelling focused script

**Digital Content**
Specific messaging & platform awareness

Cut-down, re-edit and re-purpose brand film vignettes, as well as creating specific short-form messaging and visual communication to be implemented by RA markets and placed on owned media channels.

**Physical & Digital Activation**
Audience participation & UG content

Concepting activation ideas for leveraging influencer and ambassador networks to drive reach and engagement with our target audience.

**RA Global House Party + social media**

digital + social media

**social media, retail, events, OOH**
Annual global B2B and B2C marketing campaign for brands that work with the Rainforest Alliance. This year we reveal the new seal and refresh messaging around certification and ‘positive consumption’

- **Bring value to your brand** by highlighting the impact of your work with the Rainforest Alliance
- **Raise the profile and drive sales** of products carrying the Rainforest Alliance Certified™ seal
- **Build awareness and communicate value** of your work with the Rainforest Alliance by engaging customers, employees, and other stakeholders around company-wide sustainability commitments
- **Benefit from the awareness for the new seal** we create. Connect with consumers and raise awareness for the new seal and your products

Join us and create your own marketing activations or partner with us. For more information and examples of previous campaigns visit our [website](#)
TAKE ACTION PLATFORM (WIP CONCEPT): leveraging the power of AI to guide consumers towards a more (attainable) sustainable lifestyle reconnecting causes/effects of our actions.

The AI voice will also have an action platform disguised as a story, an immersive journey powered by Google Earth and Street View to explore the real places Rainforest Alliance does its work.
"Take Action" objectives & KPIS

Build ongoing active engagement with consumers that drives brand & customer value:

<table>
<thead>
<tr>
<th>BRAND CREDIBILITY</th>
<th>BRAND DESIRABILITY</th>
<th>CONSUMER INSIGHTS</th>
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<tr>
<td>Consumers can trust that customer brands are working towards a better future, not just green washing.</td>
<td>Elevate customer brands making consumers more likely to purchase RA products.</td>
<td>Unlocking what consumers want to focus on to help partners focus their efforts and comms.</td>
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**KPIS**

| Increased brand credibility: Consumer understanding of RA's role in the world and the impact it facilitates, leading them to seek out more information and guidance from RA. |
| Increase brand desirability: Consumer alignment with RA's mission leading to returning platform users and increased consumer interactions with the platform. |
| Data capture: Collect valuable consumer insights to help RA sell more work to customers (businesses). |
Recap – key dates

Our campaign is focused on creating brand awareness and triggering engagement. Our goal is to compel people to act, and drive them to our ‘platform’ where we can help them to take tangible actions.

June 2020
Brand Launch

BUZZ

Key Message
We Thrive Together

CTA
Join the Alliance > CRM
Join the movement for positive change

Sept 2020
New Seal Launch & FollowTheFrog

RUMBLE

Key Message
Positive consumption & certification

CTA
FollowTheFrog > Products
Let’s turn positive consumption into a force for good

By October 2020
Platform Launch

ROAR

Key Message
Turn good actions into habits

CTA
Take Action > Platform
Let us help you to make positive consumption a habit

June 2020
Brand Launch

By October 2020
Platform Launch

Recap – key dates

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THANK YOU!