INTRODUCTION

Follow the Frog is our annual global marketing campaign, which aims to help consumers make better choices, from changing small everyday habits to purchasing with purpose by looking out for our frog seal on products.

Why a Frog? As an indicator species, the presence of the frog is a clear sign that the natural ecosystem is balanced and thriving. When we no longer see the frog, we know that the environment is compromised and other species within that ecosystem will soon suffer if we don’t do something urgently.

That’s why we are asking to “follow the frog” – to make choices that help, not hurt our planet. To make a little choice, a little change, which we can help amplify.

It’s also an occasion for brands that work with the Rainforest Alliance to showcase their sustainability commitments and impacts, both externally to their consumers but also internally (with employees and other stakeholders).

All our partner companies are invited to participate in our campaign.
FOLLOW THE FROG 2019 IN NUMBERS:

93 Participating countries
including Argentina, Australia, Canada, Colombia, Costa Rica, Ecuador, Italy, Japan, Kenya, New Zealand, Nicaragua, Turkey, Spain, South Africa, Sweden, UK, and US

1.1M Users reached
Via 10 social media influencers, employed by Rainforest Alliance during the campaign

1.5M Instagram impressions.
304k Facebook impressions
4%+ Twitter engagement on Rainforest Alliance accounts
SOME GREAT EXAMPLES OF YOUR BRANDS ACTIVATIONS LAST YEAR

Dove Chocolates

Patagonia Surf

Magnum

Muskoka Roastery

Kenya Tea Development Agency

McDonald’s UK

Lawson
FOLLOW THE FROG 2020 CAMPAIGN
FOLLOW THE FROG
WHAT’S NEW IN 2020:
September 21st – 27th

For this year’s campaign we are proud to introduce our new Rainforest Alliance certification seal to consumers. This seal represents our vision of sustainability as a journey of continuous improvement.

And you, as one of our valuable partners can participate too!

We have developed a global toolkit of digital creative assets that you can use to share our story and celebrate your partnership with us. We offer ready-to-use materials and options for basic personalization by adding your brand logo.

But, that’s not all – for our partners that commit to launching our new seal on pack by the end of 2020, we will be offering additional opportunities for cross promotion and co-creation to provide even more value to you. If you are interested in this, please get in touch via your Account Manager or here.
WHY FOLLOW THE FROG?

The Rainforest Alliance works at the center of business, agriculture and forest communities, to work towards a future where people and planet can thrive together in harmony.

Our frog is the perfect symbol of this mission – as an indicator species, the presence of the frog is a clear sign that the natural ecosystem is balanced and thriving. When we no longer see the frog, we know that the environment is compromised and other species within that ecosystem will soon suffer if we don’t do something urgently.

That’s why we ask you to follow the frog – to make choices that help, not hurt our planet. To make a little choice, a little change, which we can help amplify.
POSITIVE CONSUMPTION

Let’s work together towards a future where ‘Positive Consumption’ is the new normal, by engaging with consumers to make a change in their lifestyles and commit to making better choices a habit.

Certification is an important tool – it provides a signal to consumers that buying sustainably sourced products helps contribute to better farming practices, mitigate against climate change, and protect the communities and workers that are so reliant on the health and prosperity of nature in order to thrive.

That’s why, for our #FollowTheFrog campaign in 2020, we are proud to announce our newly re-designed Certification Seal, to reflect our ongoing commitment to the evolving nature of certification and sustainable business practice.
SHOW YOUR EFFORT AND AMPLIFY OUR MESSAGE

We encourage you to be as creative as possible and we are happy to support you with ideas.

- Engage **in social media** across portals, tagging the Rainforest Alliance and using the hashtag #FollowTheFrog
- Use our **downloadable materials** online, in-store, or create your own
- Create **videos, GIFs, or other engaging content**
- Offer a **special promotion**, contest, or giveaway
- Undertake **media and PR outreach, blogs or articles**
- Organize **engaging educational activities for your employees**
SEAL REVEAL ANIMATIONS
OUR OLD RA & UTZ SEALS TRANSITIONING TO OUR NEW RA SEAL
OUR OLD RA SEAL TRANSITIONING TO OUR NEW RA SEAL
OUR UTZ SEAL TRANSITIONING TO OUR NEW RA SEAL
CREATIVE ASSETS & MESSAGING
JOIN THE MOVEMENT FOR POSITIVE CHANGE

English

German

French

Spanish

Brazillian Portuguese

Swedish

Your logo here

RAINFOREST ALLIANCE

#FOLLOWTHEFROG

Your logo here

RAINFOREST ALLIANCE

#FOLLOWTHEFROG

Your logo here

RAINFOREST ALLIANCE

#FOLLOWTHEFROG

Your logo here

RAINFOREST ALLIANCE

#FOLLOWTHEFROG

Your logo here

RAINFOREST ALLIANCE

#FOLLOWTHEFROG

Your logo here

RAINFOREST ALLIANCE

#FOLLOWTHEFROG

Your logo here

RAINFOREST ALLIANCE

#FOLLOWTHEFROG
Meet our new friend

Hier ist unser Freund

Voici votre amie

Conoce a nuestra nueva amiga

Conheça nosso novo amigo

Möt vårt nya vän
SMALL CHOICES BIG IMPACT

KLEINE ENTSCHEIDUNGEN GROSSE WIRKUNG

PETITS CHANGEMENTS GRAND IMPACT

PEQUEÑAS DECISIONES CON GRAN IMPACTO

PEQUENAS ESCOLHAS GRANDES IMPACTOS

SMÅ VAL STORA AVTRYCK

#FOLLOWTHEFROG

Design Bridge © 2020
ADDITIONAL ENGAGEMENT OPPORTUNITIES
FEATURE IN OUR FULL STORY

ANIMATED STORY
Illustrated animation detailing the journey of Rainforest Alliance associated products. We follow the frog from a balanced, healthy ecosystem, following the products relationship with people, finally the product in a customers hand and its wider impact on the world.
USING THE ANIMATION FOR SOCIAL CONTENT

Beauty shots of coffee, tea, cacao and banana plantations can be illustrated in a way that even in the smallest social posts can tell the same story.

RA SOCIAL CONTENT

CUSTOMISABLE SOCIAL CONTENT
CUSTOMISABLE OWNED MOMENTS

There are four opportunities to customise the master illustrative film and make them partner brand specific.

1. Co-branded category relevant scene
2. Logo on truck leaving community
3. Product and logo placement
4. Co-branded endframe
OTHER IDEAS WE COULD MAKE HAPPEN TOGETHER

We’d love to start a conversation about how we can develop bespoke activations or initiatives together, to further engage with consumers and get them to follow the frog...

JOIN THE ALLIANCE!

“We are part of the Rainforest Alliance!”

A badge of honour for members to wear with pride.

THE RAINFOREST IN YOUR HOME

Heirloom rainforest plants • Seed pods • Bananas / Coffee / Cacao Plants
DOWNLOAD THE ASSETS YOU WANT TO USE, IN YOUR PREFERRED LANGUAGE, VIA THE LINKS BELOW

HERE & select your preferred animation

HERE & select your preferred animation

HERE & select your preferred language

HERE & select your preferred language
THANK YOU

RAINFOREST ALLIANCE
PEOPLE & NATURE

#FOLLOWTHEFROG