FOLLOW THE FROG

2020 Campaign Recap
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1. Follow the Frog Campaign 2020
Overview
What is Follow The Frog?

Annual global B2B and B2C marketing campaign for brands that work with the Rainforest Alliance. This year we revealed the new seal and refreshed messaging around certification and ‘positive consumption’.

Why “Follow the Frog”

For consumers: To make better choices for our planet, from changing small everyday habits to purchasing with purpose by looking out for our frog seal on products.

For companies: A great occasion for brands that work with the Rainforest Alliance to showcase their sustainability commitments and impacts.
Benefits for participating companies

1. Bring value to your brand by highlighting the impact of your work with the Rainforest Alliance and connect with consumers.

2. Benefit from public and media interest and the awareness we create during our Follow the Frog campaign week.

3. Raise the profile and drive sales of products carrying the Rainforest Alliance seal.

4. Engage stakeholders around company-wide sustainability commitments.
Overview: Follow the Frog 2020

Media Support
Google Ads leading to the 30-day Sustainability Challenge

Influencers Campaign
21 key opinion leaders and influencers with a reach of more than 5M

Company Activation
- Adjustable global toolkit for brands
- Company activation with 1.7M reach

PR-Outreach
- Marie Claire
- One Green Planet
- EcoWatch
  with 4.8M reach

Social Media Activation
Global Rainforest Alliance channels reach: 1.3M

External Exposure

Follow the Frog 2020
2. Results of the campaign

Campaign dates: 21-27 September 2020
Follow The Frog 2020: Results Snapshot

12.8M
OVERALL reach (+850% vs. 2019)
- 5M influencers
- 4.8M from media outlet outreach
- 1.3M via own channels
- 1.7M via partner companies

21
Influencers
Global reach of 5M

87
Companies
in 18 countries

4
Key Climate Week Events

4
Collaborations

Opinion piece on Marie Claire

87 Companies in 18 countries

4 Collaborations

21 Influencers Global reach of 5M

12.8M OVERALL reach (+850% vs. 2019)
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Some testimonials

“My FAV part about 3rd party certs is it helps you as a consumer better understand what the issues even ARE. Living wages, working conditions, environmental waste from production, bloated/untraceable supply chains…I had no idea these were even issues until I saw my first 3rd party cert. Feels powerful AF to be an educated consumer! I love this campaign”

Instagram user on @browngirl_green’s post

“I love these talks (events and webinars, NDR), I am learning so many things.”

Instagram user

“Love the visual identity and the program, so proud to have been part of it. I wish we could have done even more, next year!”

Participating company

Very complete campaign with witnesses “from the ground” seeing the real impact of sustainability in farming communities up until what consumers can do themselves to support the movement and positive impact. You can clearly see the value of it, as a consumer and as a corporation. I also liked that you focused on bringing the positive message of progress all along. Yes, the challenges are huge and there is plenty of bad news, but the campaign really instigates that changes can be made, and progress is already being made despite the enormous challenge in front of all of us.

Participating company
Participating companies

7-Eleven Mexico
About Coffee and Tea NL
AFEX Nigeria
Agroamérica Guatemala
Allegro US
Barney Callebaut (brand Carma) CH
Beaniac Canada
Bennetts Coffee Au
Bettr Coffee Singapore
Bradford Soap Works US
Brazil Specialty Coffee Association
Brown Book Company Canada
Café 1968 Mexico
Caferrerant Kouchiki
Cafés SATI France
Cargill BE
Caribou Coffee US
Carrabassett Coffee US
Chitepec flowers Mexico
Club Coffee Craft Roasters Canada
CNCG USAID Guatemala
Coastal coffee roasters US
Cococo Chocolatiers Canada
Copeace
Corrie MacColl Limited UK
Costa Coffee UK

CSQA Italy
Daabon US
Danone North America (STOK coffee)
Dole New Zealand
Domtar US
Drink Plus Mexico
ECOCERT FR
Edgcumbes Coffee UK
Ferrero France - Italy
Finca Kassandra Mexico
Franck Croatia
FreshGround UK
Flying elephant Café Australia
Gava Tea Niligirs
Good Magazine NZ
Green pages info
Grosvenor Shopping Center UK
Halls
Halo London Gateway UK
Hishiwaen Japan
Java Planet Coffee US
JDE France
Joe Coffee US
Kinetic Recruitment OZ
Kinship Logistics Ltd UK
Kirin Beverage Japan
Klett Chocolade Germany

Krispy Kreme Mexico
KTDA Kenya
Lawson Japan
Luca Specialty Coffee Brazil
LYOVEL France
Magnum Global
Mas vital UK
McDonald’s Japan – Brazil
McNaughton & Gunn US
Melt Organic US
Minas Hill Coffee AU
Midunu Ghana
Mitsui Norin Japan
Musokka Roastery Canada
NEPcon
Nestle - Yes! Global
Nespresso France
Nikte Mexico
NIVO Group UK
Nomu South Africa
Nordqvist Tea Fl
Nove Terra France
Nutrition & Santé France
O'CoffeeBrazil Brazil
Omar Coffee US
One Tree Planted Canada
Page 22 Magazine and FGU University Brazil

PG tips UK
Purple Turtle OZ
Revista Espresso, Coffea podcast
Rittersport DE
Rosaprima Flowers Ecuador
Roya Cup US
Sainsbury’s UK
Scarlettabbott US
Segafredo Zanetti Professional Italy
Sh Pratt Group UK
Sidiene France
Silver Mona Coffee Japan
Spinser Sisters US
Stasher US
St Rimio Australia
Tata Consumer Products India
Teapigs UK
Teatulia UK
Tetley UK/US/ Canada
The Organic Magazine India
UCC Coffee UK & Ireland
UCC Ueshima Coffee Japan
Unifruti Japan
Unilever Japan
Universidad Tecnológica de Calakmul
Varistor AG Switzerland
West Coast Industrial Solutions US
Whittakers OZ
3. Participating company activations: examples and inspiration
Global toolkit adaptations
Examples of company activations

Costa Coffee UK co-created a video with Alex Morgan, Rainforest Alliance Chief Markets Officer and Gennaro Pelliccia, Costa's Master of Coffee who share their view on the new Rainforest Alliance standard, the value of the certification for consumers, companies, and farmers, and the partnership between Costa and the Rainforest Alliance.
It was viewed over 10k times across all channels and will be used further for both internal and external engagement.

YES! Snacks created four different videos for the Follow the Frog campaign. The first one explains their partnership with the Rainforest Alliance. The second and third videos are short animations that provide advice related to better, more sustainable choices. The last animation video promotes a giveaway competition.
Examples of company activations

For Follow the Frog, Dole created their own character, Archey, a native frog from New Zealand. This character was used in their posts throughout the week to actively promote Rainforest Alliance Certified products, making sustainable choices, and to share interesting facts.

Australian brand Haigh’s created an exciting online and offline Follow the Frog universe in their shop, including frog shaped chocolate, points of sale materials, and a social media activation.
Examples of company activations

Flores de Chiltepec created a video explaining their work with the Rainforest Alliance. They also promoted several animations about the social and environmental impact of Rainforest Alliance certification. These animations were produced for the ‘Markets for a Sustainable Future’ initiative in Mexico.

7-Eleven Mexico developed a campaign that will continue to run through the end of October. This campaign is promoted widely, including on social media, public buses, merch, national media outlets, and more.
4. Rainforest Alliance & consumer activations
# Consumer-facing events calendar

To increase awareness and engagement with the Rainforest Alliance brand

**THEME: OUR COLLECTIVE CLIMATE POWER**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
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<tbody>
<tr>
<td>21st, Monday</td>
<td>FOOD, CULTURE, AND “CLIMATE RESILIENCE”: A conversation</td>
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<tr>
<td>22nd, Tuesday</td>
<td>AGAINST PERFECTIONISM: Our New seal</td>
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<tr>
<td>23rd, Wednesday</td>
<td>REGENERATIVE ECONOMIES: a Local-to-Global Approach</td>
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<tr>
<td>24th, Thursday</td>
<td>CROPS &amp; CLIMATE: A chat with our partners</td>
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<tr>
<td>25th, Friday</td>
<td>CLIMATE JUSTICE AND RESILIENCE: Farmers and Communities on the Front Lines</td>
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<tr>
<td>26th, Saturday</td>
<td>The Elephant in the Room: OVER-CONSUMPTION</td>
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<tr>
<td>27th, Sunday</td>
<td>PEOPLE POWER: Our collective impact as responsible consumers</td>
</tr>
</tbody>
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- **Stasher giveaway** for people signing up our [Sustainability challenge](#) for the week
- **Events and IG lives** across the week, incl. [Influencers campaign](#)
- Affiliates of [Climate Week NYC](#) & [The EU Sustainable Development Week 2020](#)

**TOTAL REACH: 12.8 million (+850% vs. 2019)**
Examples of our online activations:
Used on Instagram, Facebook, Twitter & LinkedIn

- YouTube: 43k impressions & 6k total views
- Instagram: 945k impressions & 4.8k interactions
- LinkedIn: 4,23% engagement rate
- Twitter: 184.5K impressions

Global reach: 1.3 million
Influencer activation

21 sustainability activists joined us in educating consumers and linking them to our 30-Day Sustainability Challenge

Global reach: 5 million
5. Contact and resources
Join our 2021 campaign!

- 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)