



New Rainforest Alliance Marketing activities to boost your sustainability story

Your Presenters Today



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Marketing Manager
Strategic Accounts

Today's webinar

1. Marketing strategy & brand update
2. Consumer engagement program
 - 2.1 Who is today's consumer
 - 2.2 Let's grow together - making good actions a habit
3. Follow The Frog 2021
4. Channel and Campaign Strategy & Recap
5. Questions



getting to know the audience

RA staff do not vote!

1. MARKETING STRATEGY & BRAND UPDATE

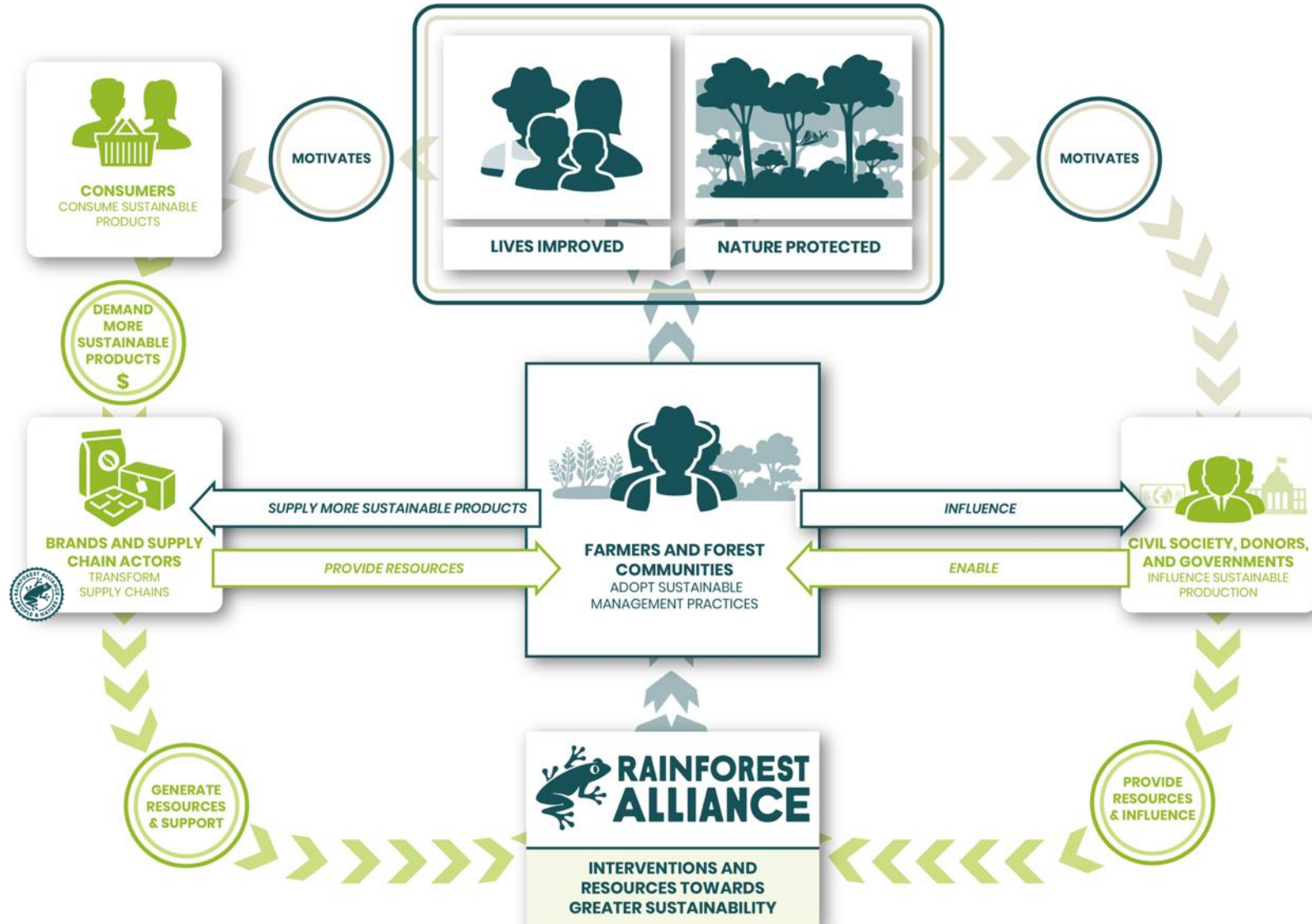
Key focus of our brand strategy

- How to **explain who we are** and what we do – understandably and consistently across all audiences. We want to ensure our brand is recognizable and credible.
- Creating **brand equity** is crucial to build our reputation, credibility, and market reach to consequently have a higher value to our stakeholders.
- We will build the RA brand to the point that all audiences not only recognize and trust it but feel **brand love** and will join the Alliance.

We have just  one brand...



Our Brand needs to reflect the Duality of our Operating Model



The world is a confusing and scary place

All of this leaves consumers feeling confused and lost.

***“The world has so many problems, and they are so big.
What can I do?”***



COVID-19

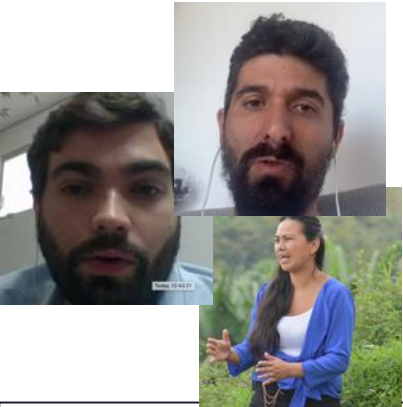


CLIMATE CHANGE



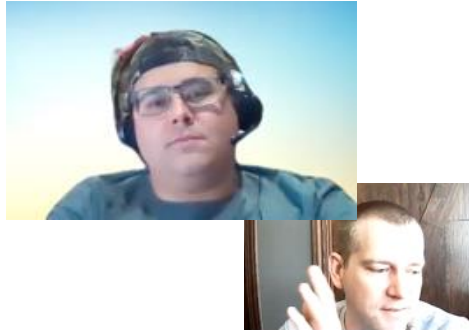
CONFUSING INFO

WE SPOKE TO 5 DIFFERENT AUDIENCES - 120+ PEOPLE



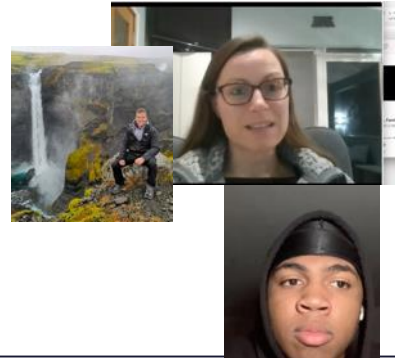
PRODUCERS

BRAZIL
MEXICO
INDONESIA
KENYA



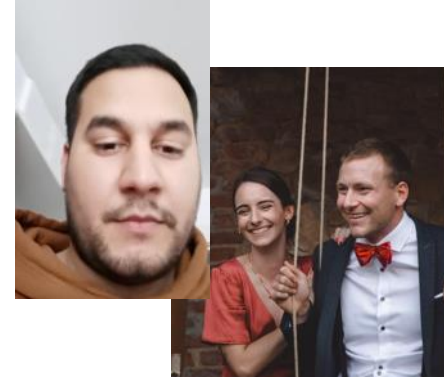
ECO MAINSTREAM

UK
GERMANY
USA
NETHERLANDS



ECO ACTIVES

UK
GERMANY
USA
NETHERLANDS



PRIVATE DONORS

UK
GERMANY
USA
NETHERLANDS



STAKEHOLDERS

GERMANY
USA
NETHERLANDS

Feedback on the Strategy

"I didn't know they did all that, I just thought they were about rainforests. I really like that they work on human rights too"

- Eco-Active



"We totally depend on the land, and we have done so for generations. We must look after it so we can continue to grow the crops we need to sell to survive"

- Producer



"Focusing on people and nature together is the future facing way to go now. In order to last, RA have to go beyond certification, and programmes in the four areas is a great way to do that."

- Stakeholder

"Sounds like they do it a bit of everything, how come I've never heard of them"

- Donor

"I love the idea of everyone coming together for the greater good of people and nature. It just feels right."

- Eco Active Consumer



"They do a lot...aren't they spreading themselves too thin?"

- Mass Consumer





MARKET ACCESS is a key requirement both for
LANDSCAPE PROTECTION as well as **SUSTAINABLE**
AGRICULTURE

Only THRIVING PEOPLE will protect a **THRIVING**
FOREST...

What makes us unique?

Rainforest Alliance recognizes that **People** must thrive for **Nature** to thrive, because People & Nature are **interdependent**





*How do we translate that into
a story that we can easily
communicate to our
audiences?*

PEOPLE & NATURE THRIVING TOGETHER



**RAINFOREST
ALLIANCE**



Clearly defined areas of impact

PEOPLE

LIVELIHOODS



HUMAN RIGHTS



*The Human Rights Logo
designed by Predrag Stakić.*

NATURE

FORESTS



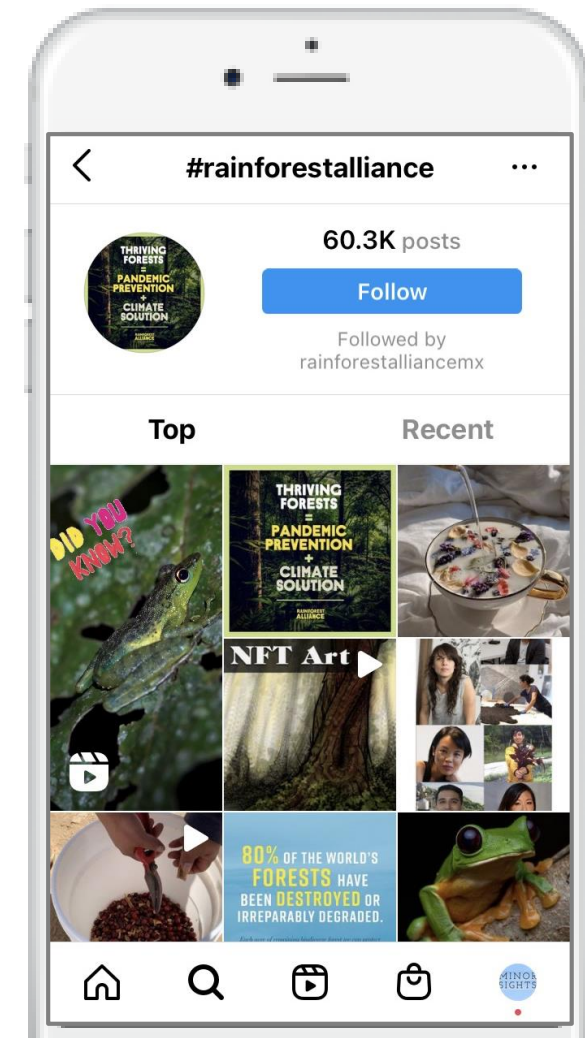
CLIMATE



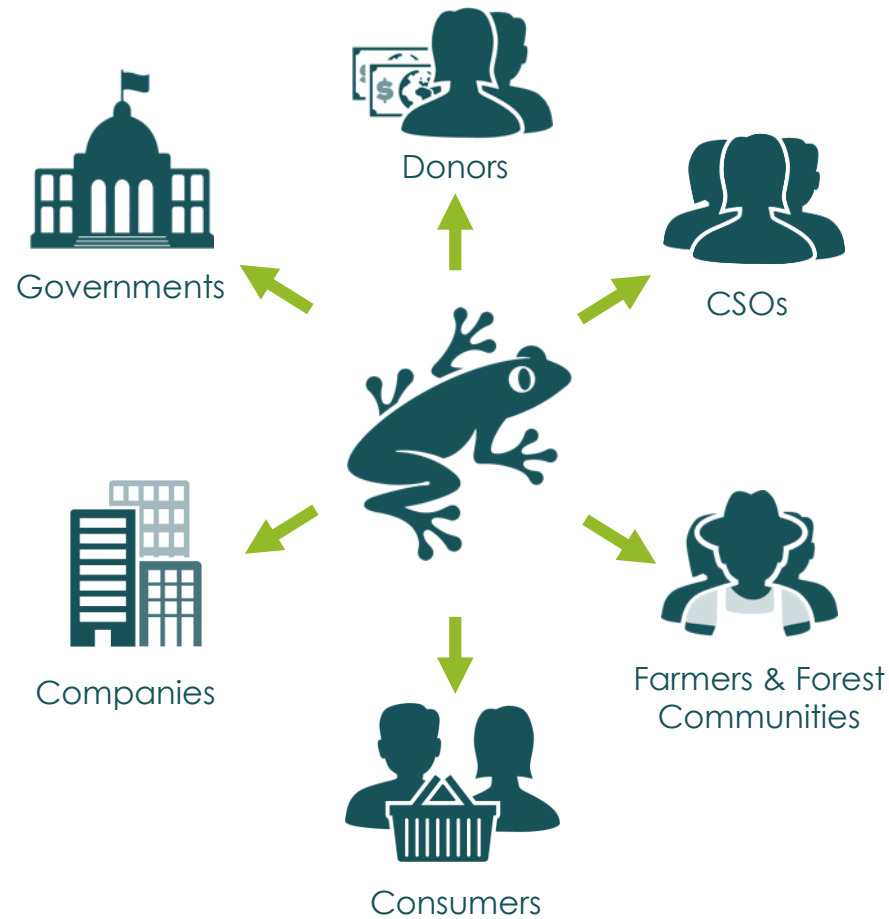


We will start using our new tagline in all communication

In Social Media use **#RainforestAlliance**

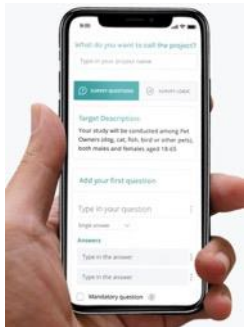


CONSISTENT MESSAGE FOR ALL AUDIENCES



Measuring our Marketing Performance

Ipsos Fast Facts: A flexible fast brand guidance system to understand and optimize our performance and marketing efforts



Annual brand tracking system

AWARENESS Spontaneous & Prompted awareness

BRAND LOVE Meets a Needs and is a brand I love

UNIQUENESS Difference vs other NGOs, Certification

Countries in Scope for an International Programme

Rainforest Alliance have undertaken research into their brand in 11 countries spanning Australia, Asia, Europe and North America.

For 2021, Rainforest Alliance are planning to focus on 4 lead markets with an option to stretch to additional markets in subsequent years:

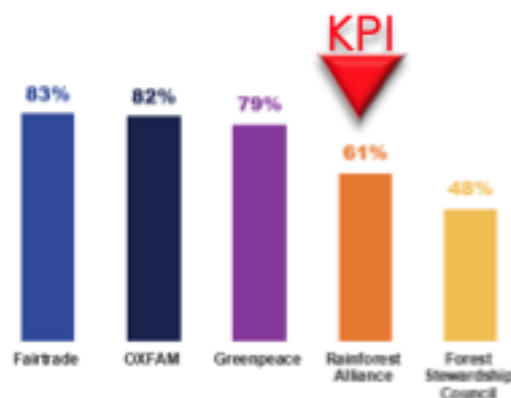
- USA
- UK
- Germany
- The Netherlands



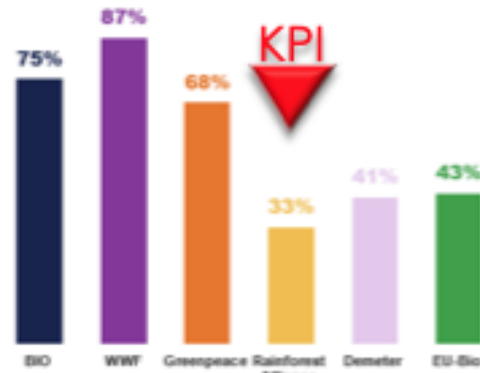


54%
Would pay more

Brand Awareness & Brand Love



50%
Would pay more

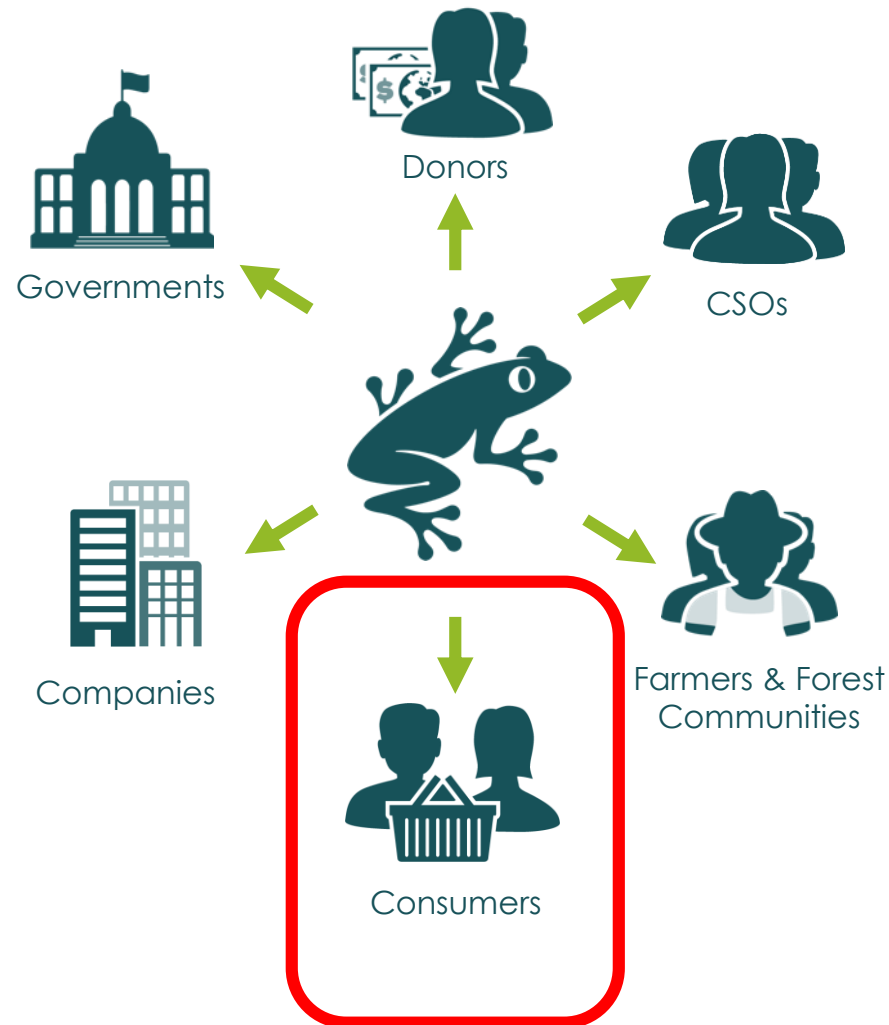


36%
Would pay more



48%
Would pay more

OUR LARGEST AUDIENCE: CONSUMERS



A photograph of two women hugging warmly in a tropical setting. The woman on the left is wearing a grey polo shirt with 'NOPOSTAL' printed on it. The woman on the right is wearing a black top with white lace trim. The background is a blurred outdoor scene with greenery. Overlaid on the image are several large, colorful, stylized tropical leaves in shades of purple, yellow, and red, along with a small yellow frog illustration.

2. Consumer Engagement

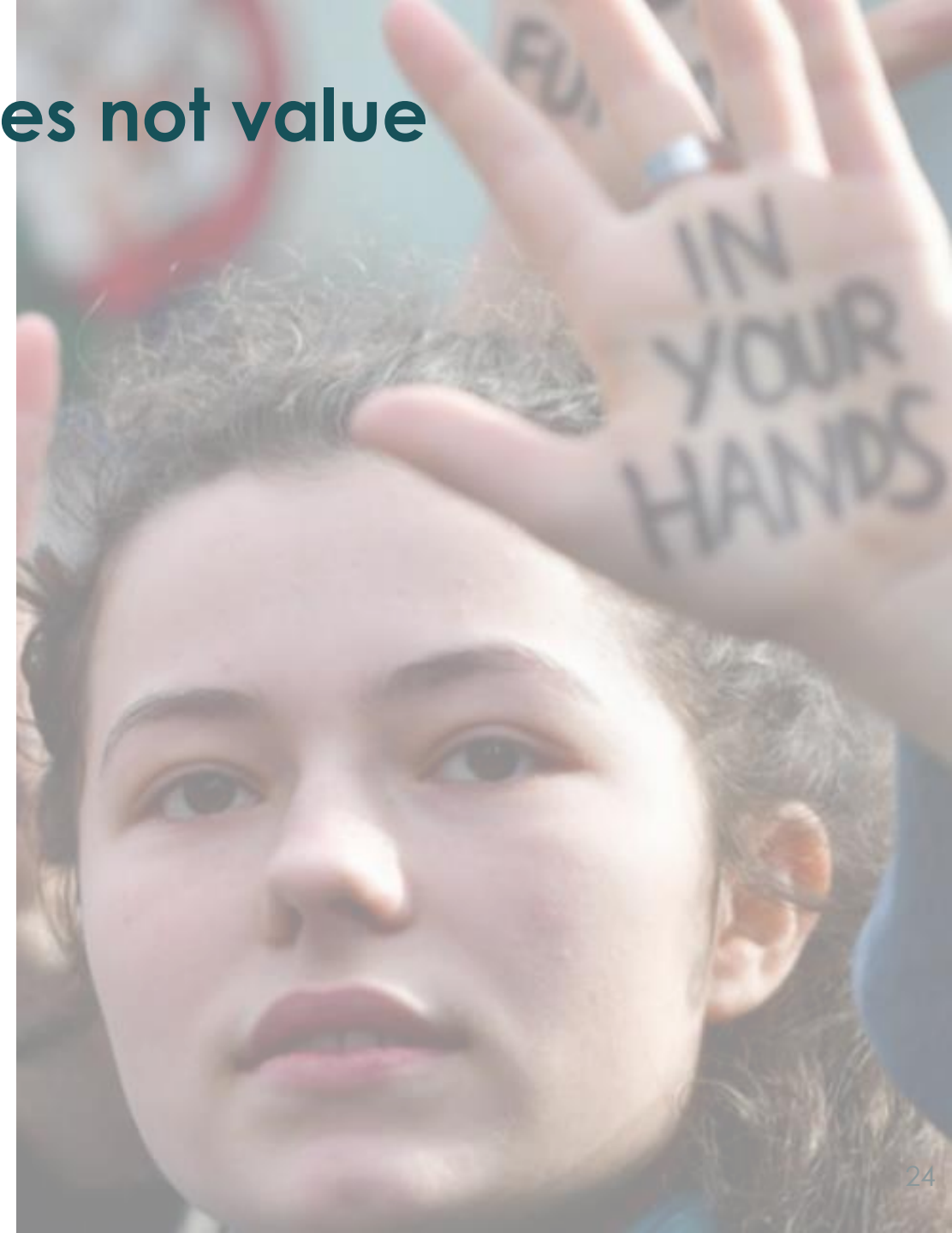
2.1 Standing up by standing out

Who is today's consumer?



Driven by values not value

- 74% of millennials are more likely to buy brands supporting social issues they care about
- Shop for brands that share their **values**, as they build on an individual's identity.



Six steps to stay relevant to this audience

Transparency

Be open and transparent about challenges you and your industry are facing

Communicate progress

Communicate progress, not perfection. Remember, sustainability is a journey of continuous improvement

Genuine Impact

Make sure that your purpose impacting lives or genuinely improving something?

Emotional connection

Make an emotional connection that will resonate with your target consumer

Purpose

Make sure you have a clear purpose which reflects your business's fundamental reason for being

Credibility

Watch out the DO/SAY gap



2.2 Our strategy and campaign:

Let's grow together - making good actions a habit

Creating awareness through consumer engagement



positioning the Rainforest Alliance right
at the center of a movement for good

HOW?

- Expressing an **emotional and bold message**:
- Encourage consumers to **do as much good as they can**, with a continuous dialogue

4 key markets



Help consumers make better choices building
**a strong brand for good: creating also
additional value for our partners**

THE RESULT? BRAND AWARENESS & BRAND 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 target audience: The aspirationalists (18-35)

JTBD

GET:

Aspirationalists in Germany, Netherlands, UK and US

WHO:

Feel powerless in the fight for a sustainable future

TO:

Know and join the Alliance

BY:

Highlighting the power every household possesses in restoring harmony between people & nature

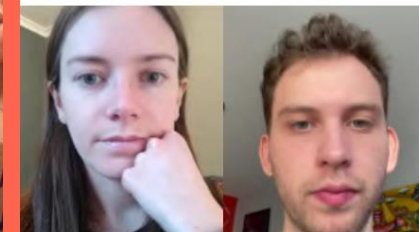


Our primary focus

Beta

"I'm someone that's very engaged politically. So I post things... making sure people are aware of environmental impacts and specific politicians that are advocating on our behalf. This has been going on for a long time since at least 2016. So it's something that I am very passionate about and that I care very deeply about"

- Merce, 26, US



What drives them

- Aware of the global challenges
- Shop and status driven (status derives from experiences and values sharing)
- Brands that take action to make a positive impact in the world.

Tonally grounds the strategy and gives people the sense of optimism they need to create a better future.

Gives people a clear role in the Alliance and an independent vehicle they can use to participate in the work.

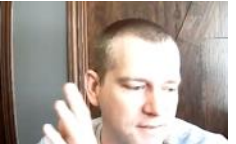
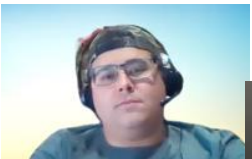
CELEBRATE THE POWER OF HOUSEHOLDS IN OUR ALLIANCE FOR A BETTER FUTURE

Links the positive Alliance Actions happening on the Homefront to Alliance Actions happening on the Forefront.

Consumer engagement research summary

an idea with significant potential to fit with positioning

- Campaign is anchored in a **resonant insight** – people do feel powerless in the face of the world's sustainability challenges
- Campaign connects to People and Nature on Level of **Collective Action**, and to Supply Chain on Level of **Systems Change**
- It's important to focus on solutions at a **collective** level
- The graphic treatment brings out the PEOPLE and NATURE aspect of the executions
- The graphic treatment showed real potential to bring together PEOPLE and NATURE and felt like a powerful element of the campaign



Our campaign

LET'S GROW TOGETHER

We often feel powerless in the fight for a better future. But every day, life gives us moments of opportunity to grow and make better choices for our planet



People & nature **Thriving Together**





1. HOMEWORK

Education > Bananas > Food Waste

4 trigger moments coming to life in
different assets formats across different
channels: IG, FB, YT, web



3. COFFEE

Plant-based milk > Coffee > Purchases



2. BAKING

Bananas > Togetherness > Plant-based cooking



4. WEBSITE

Chocolate > Education > Forefront & systems

LET'S **GROW** TOGETHER

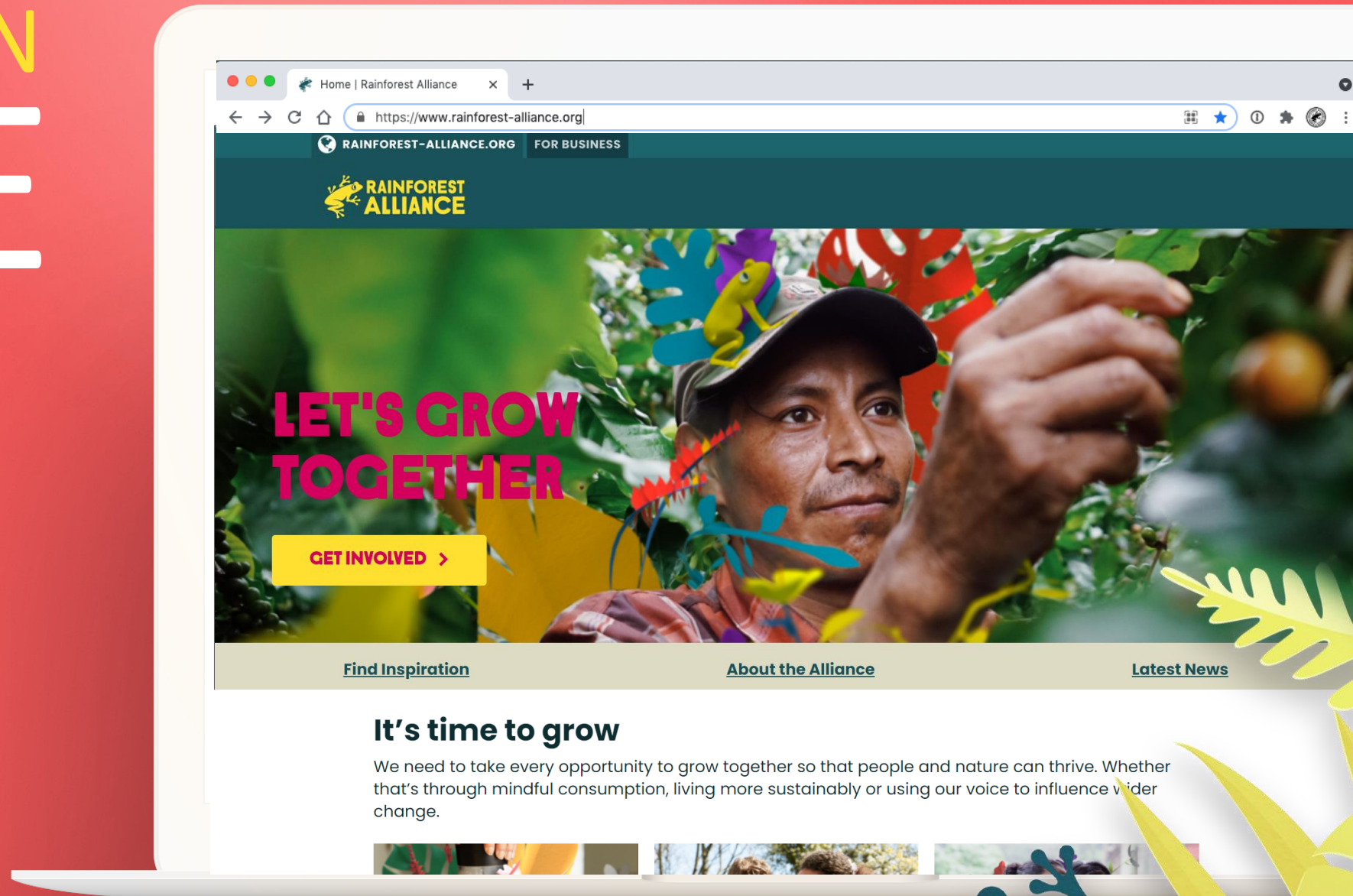
Paper Power: Graphic style



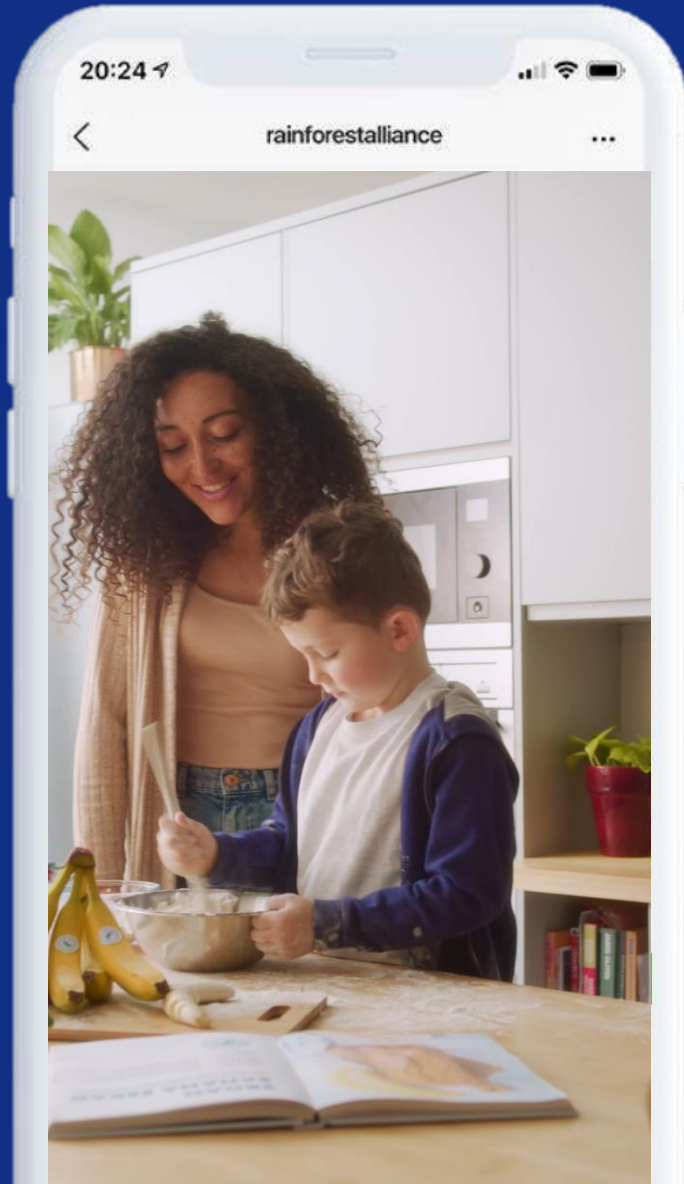
Bringing to life a feel of organic power through the use of paper styled CG elements that grow in situ from footage of different sources around the home.

TAKE ACTION PAGE

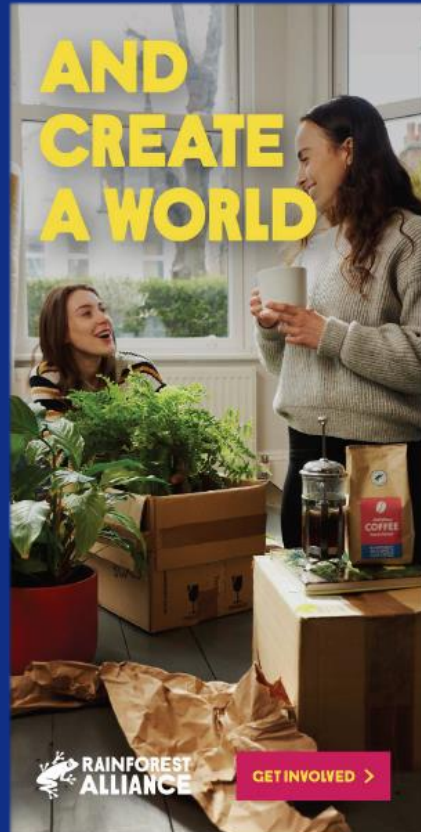
Encouraging individuals to sign up
for emails and to get involved



Carousels and boomerangs



Carousels and boomerangs



Selfie Filter

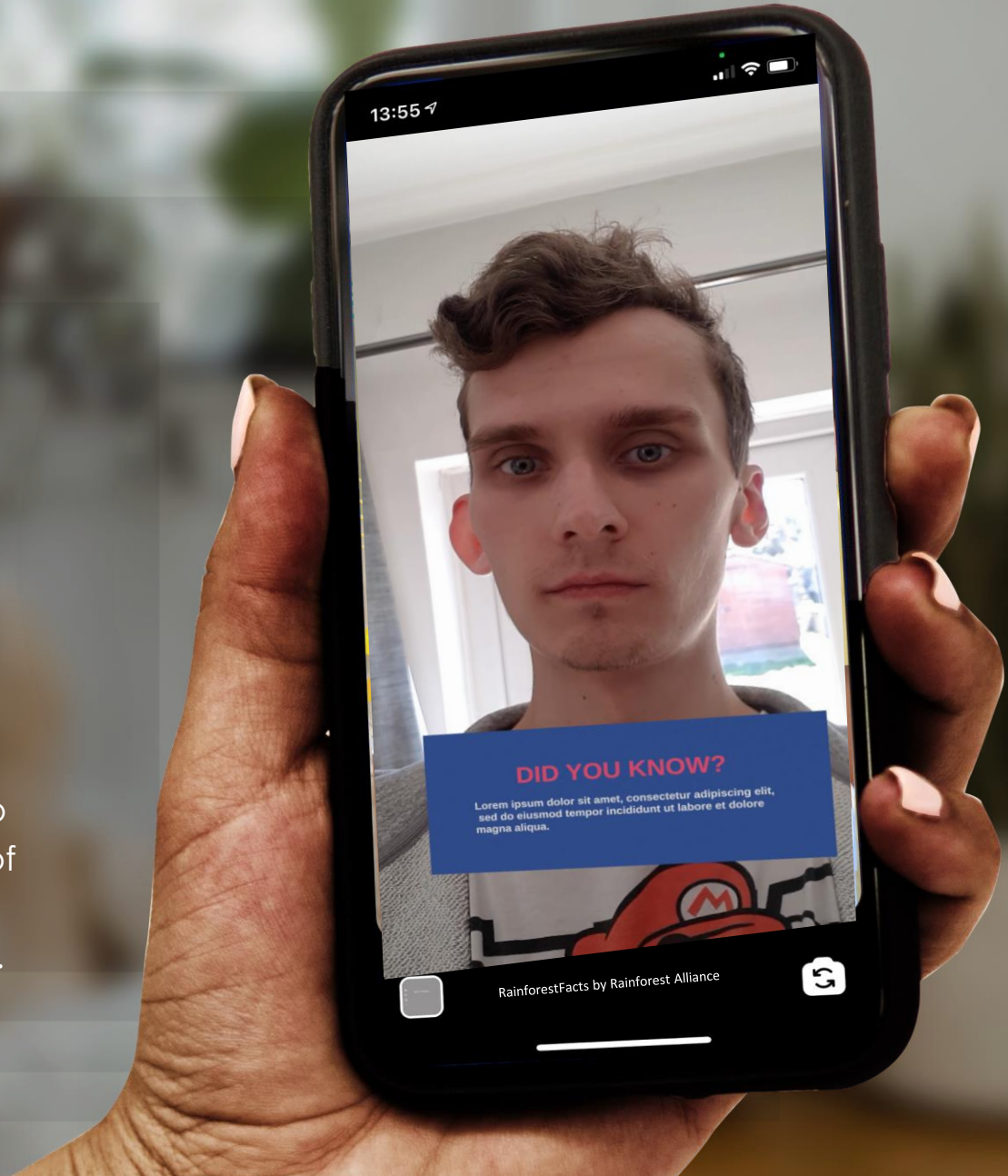


Summary

We're creating a branded campaign filter so fans can show they're part of the alliance.

Partnership Opportunity

This is an excellent opportunity for a celebrity to vocalize that they are part of a powerful Alliance working to mitigate the climate crisis.



Summary of applications:

CELEBRATE

Awareness

CONNECT

SUSTAIN



Paper power – trigger moments videos
FB, IG, YT



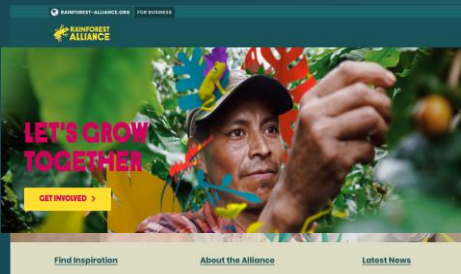
Paper Power – Static
FB, IG, YT



Paper Power - Dynamic
FB, IG, YT



Snapshots – Dynamic
FB, IG – Stories



Campaign Page
Website



Alliance Selfie Filter
IG Filter



Power House Profiles
IG



Power Hour Events
Website



Growth in Progress Takeovers
IG Stories



Additional opportunity available but not scoped in

Unlock the Label Filter
Instagram AR filter



Monthly Power Ups
Website and email



3. Follow the Frog



FOLLOW THE FROG 2021

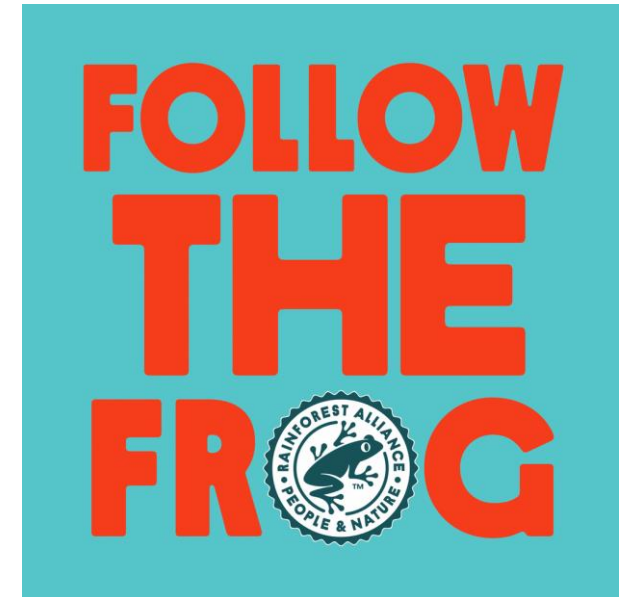
What is Follow The Frog? Our annual B2B and B2C marketing campaign

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:

To showcase their sustainability commitments and impact



Looking back: Follow the Frog 2020 in numbers

12.8M

OVERALL reach

5M influencers + 4.8M from media outlet outreach (Marie Claire, One Green Planet, Ecowatch) + 1.3M own channels + 1.7 via partner companies reach

87

Companies

Global reach + 18 country specific activations

>1.6K

SIGN UPS

to our 30-day Sustainability challenge

21

Influencers

With combined reach of 5M



Opinion piece on marie Claire

4

COLLABORATIONS



4

KEY CLIMATE WEEK EVENTS

in

+26% following



+ 383% unique views
+ 448% conversion rate



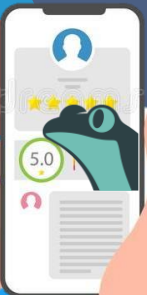
Impressions: +50%
New subscribers: +69%



Impressions: +167%
Daily reach: +74%
Growth: +347%



184.5k impressions



FUN FACTS:

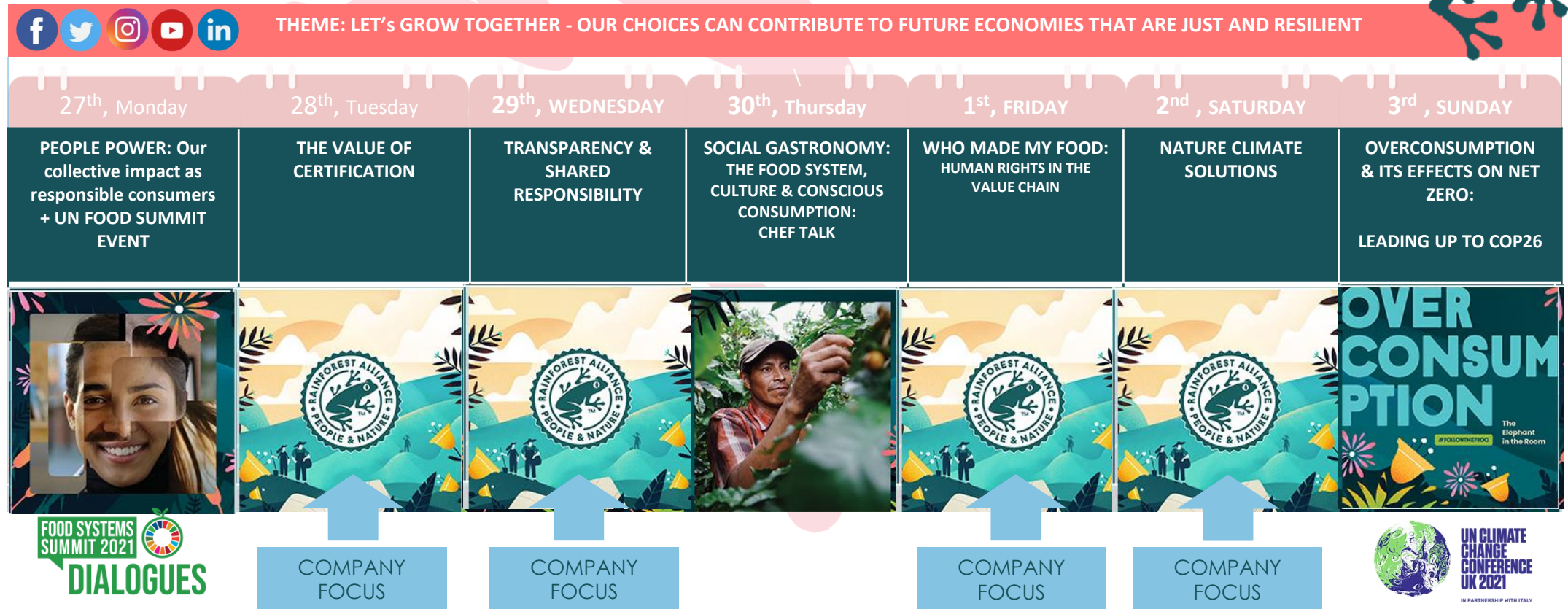
- Bonnie Wright IG LIVE with Denu Tsegaye (4th CWNYC event) has been **viewed more than 270,000 times and her post was liked 82K times**
- 717 people shared our Overconsumption post to their Stories

For a more detailed recap of 2020 click here



FOLLOW THE FROG 2021 WEEKLY PLAN:

September 27th – October 3rd



- **Events and IG lives** across the week, supported by talents (2020 influencers reach >5.7M)
- Potential affiliates of **Climate Week NYC** & more collaborations disclosed leading up to the event

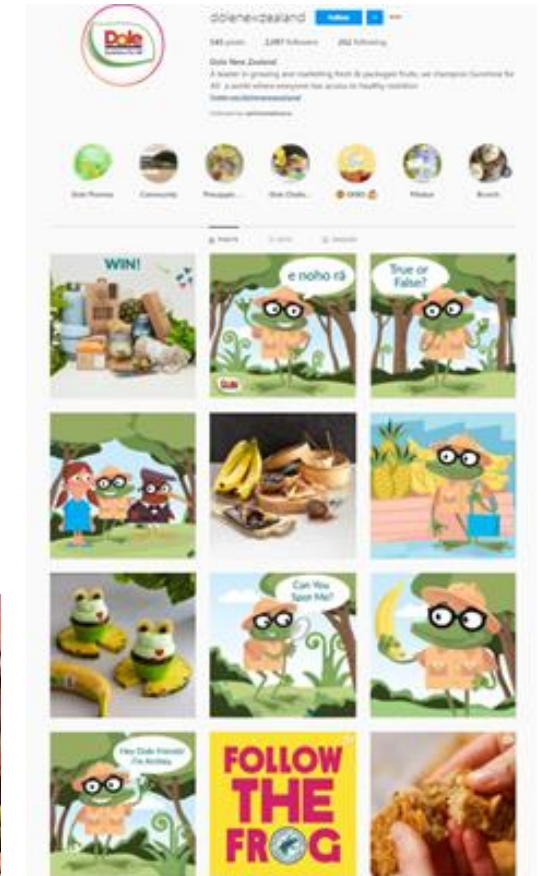
Our Global Asset Toolkit is available to all partners in different languages: Spanish, German, Brazilian Portuguese, French & Swedish



6'' animation to bring to life our new seal. Available for:
 - Old RA to new RA
 - UTZ to new RA
 - UTZ+Old RA to new RA



Company activations



JOIN US!
27 SEPTEMBER – 3 OCTOBER



4. Channel & Campaign Strategy















Channel & Campaign Strategy 2021



What	Objective	Who	Timing	SM Owned	SM Paid	Display Ads	Paid Search	E-Mail	Partners	PR
Always On	Thought Leadership #RainforestAlliance	All RA Audiences Globally	Year-round	X			X			X
Consumer Engagement Campaign	Awareness & Brand Love #Lets GrowTogether	Consumers US-UK-NL-DE	April-Aug & Oct-Dec	X	X	X		X	X?	X
Membership Drive	Recruit Donations #RainforestAlliance	Consumers US	Year-round	X	X		X	X		
Call to Action	Drive Better Purchases #FollowTheFrog	Consumers Globally	Sept '21	X	X		X?		X	



2021 Content Calendar- Companies & RA can plan together

January	February	March	April
New Seal (B2B)	Climate	Human Rights, Livelihoods & Gender	Celebrating Impacts
			
May	June	July	August
Consumer Engagement	Forests	Sustainable Agriculture: New Standard & Seal	Sustainable Agriculture: Human Rights & Forests
			
September	October	November	December
Follow the Frog	Celebrating Our Crops	Landscapes & Certification	Biodiversity & Climate
			

Recap & Useful Materials

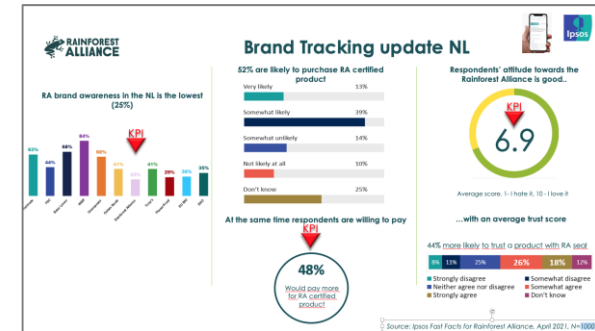
To be downloaded with [webinar recording](#)



[Follow the Frog Toolkit](#)



[New Certification Video](#)



[Rainforest Alliance Brand Tracking Information](#)



[Research & Consumer Insights Summary](#)

Stay informed: [Frog Business News sign up](#)

Contact us: marketing@ra.org



QUESTIONS?



You can always reach us at Marketing@ra.org

PEOPLE & NATURE **THRIVING TOGETHER**

