

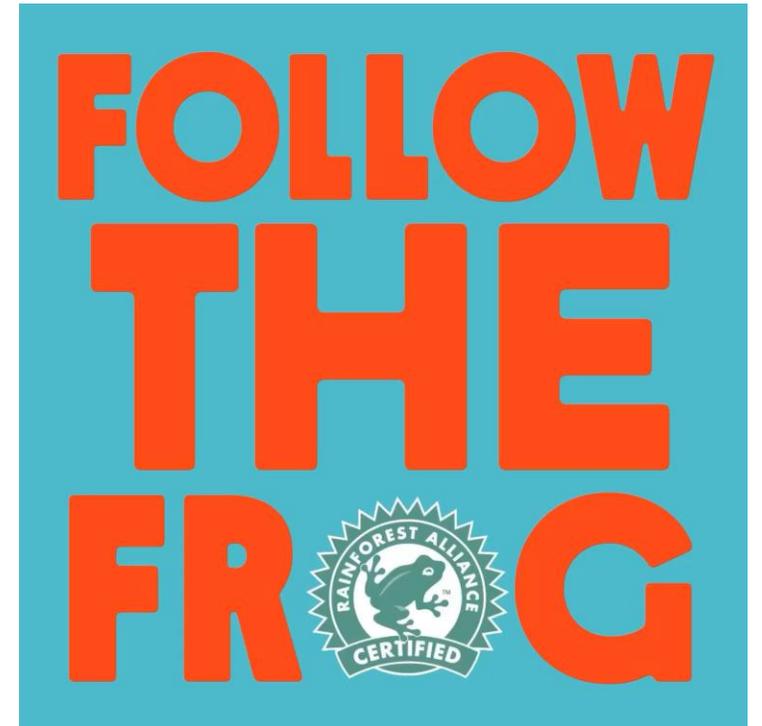


# Follow the Frog 2019

Campaign recap & examples

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**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

- **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**

\*A 28% increase in participation from 2018

# Participating companies including

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



Patagonia Surf



McDonald's UK



Muskoka Roastery



Kenya Tea Development Agency

## 4. Consumer Activation

# “Lighten Your Footprint” Giveaway

Click the first  
and last posts  
to play them  
as a video!



Main social  
media assets,  
posted from  
Sept. 22 - 29



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 a 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

# Follow The Frog resonates with consumers

## On Instagram

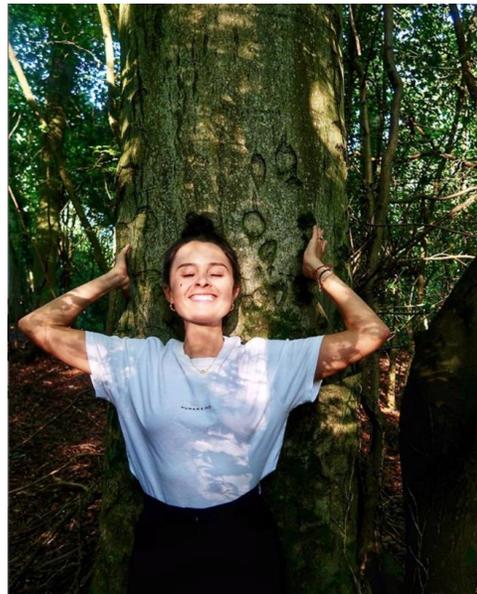
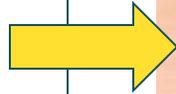
- 22,411 total interactions (59% more than regular posts)
- 700 total contest entries
- 77% increase in new followers to our account (compared to during an average week)
- 16% increase in daily reach (number of unique accounts that viewed posts)

## 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

Click to play as a video!



**venetiafalcone**  
Paid partnership  
London, United Kingdom  
@RainforestAlliance

and forests contribute to the future for the products, you can make a positive change. Go check out my stories and be sure to follow @RainforestAlliance and the #RainforestAllianceCertified green frog seal. Also, check out their posts all week for a chance to win during their Instagram #FollowtheFrog giveaway. They'll be asking how you incorporate sustainability into your daily lives, and highlighting essential ways to reduce your environmental impact.

Together, let's amplify each other's voices and collectively be a bolder,

Liked by **patrickwfloyd** and **2,704 others**  
4 DAYS AGO

Add a comment... [Post](#)

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



#FOLLOWTHEFROG

**JOIN OUR  
ALLIANCE  
FOR A BETTER  
FUTURE**

CHOOSE RAINFOREST ALLIANCE CERTIFIED™



- 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)

# **RAINFOREST ALLIANCE**