



# **RAINFOREST ALLIANCE CONSUMER ENGAGEMENT OVERVIEW**

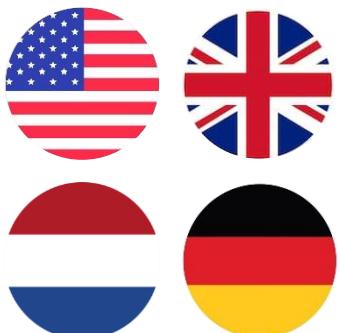


# Consumer Engagement



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

- HOW?**
- 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



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



**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.

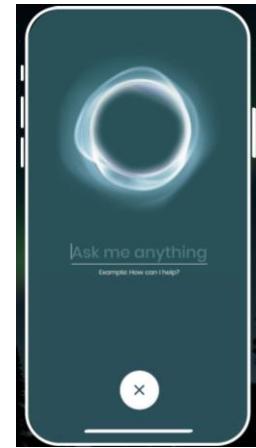


# Messaging Framework

BRAND ESSENCE	CREATE A FUTURE WHERE PEOPLE & NATURE THRIVE IN HARMONY		
COMMS IDEA	<b>WE (THRIVE) TOGETHER</b>		
COMMS THEME	<b>THE ALLIANCE (GROW) TOGETHER</b>	<b>PEOPLE &amp; NATURE (THRIVE) TOGETHER</b>	<b>WE MUST ALL (TAKE ACTION) TOGETHER</b>
AUDIENCE	<b>PARTNERS &amp; PROSPECTS</b> Employees, partners, companies, salesforce, shareholders, influencers, farmers	<b>EXTERNAL</b> consumers + society as a whole	<b>EXTERNAL</b> consumers + society as a whole
KEY MESSAGE	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

RA Global House Party + social media



## 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.

digital + social media



## 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.

social media, retail, events, OOH

MEDIA INVESTMENT + INFLUENCERS BOOST



## FOLLOW THE FROG Campaign: Sept 21-27, 2020

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'

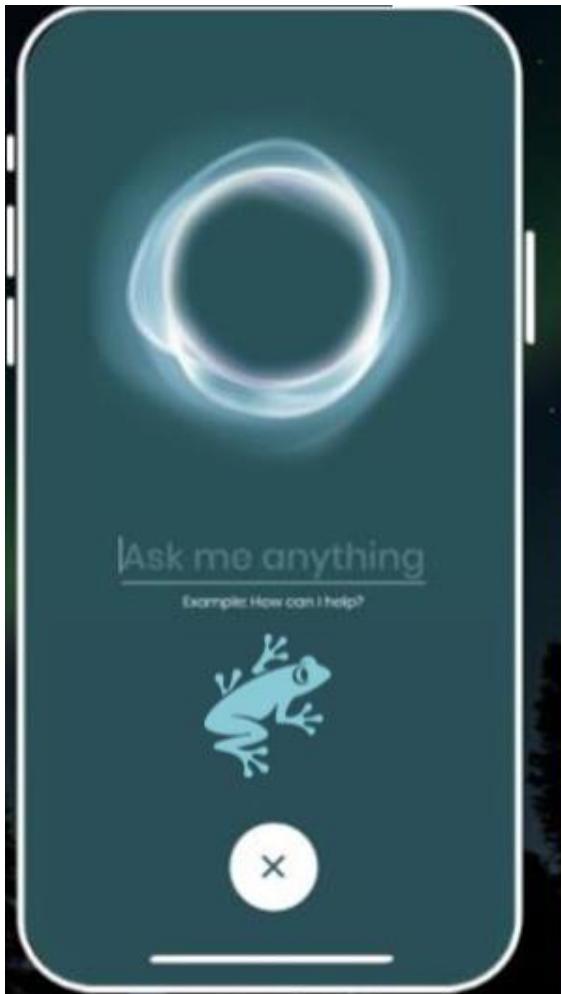
- **Bring value to your brand** by highlighting the impact of your work with the Rainforest Alliance
- **Raise the profile and drive sales** of products carrying the Rainforest Alliance Certified™ seal
- **Build awareness and communicate value** of your work with the Rainforest Alliance by engaging customers, 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



### Proposition

The Voice builds empathy for Nature itself and helps people understand our interdependency through conversation and suggesting actions.

### Mechanism to bring people back

The Voice provokes connection through the immersion & daily actions. Social campaigns and/or provocations from ambassadors are key to re-engagement of users & partners.

### Value to consumers

The voice guides users through actions that communities and partners are taking in RA's domain, and provides an easy way to enter into RA suggested actions and/or create habits.

### Value to business/partners

By providing actions and products for purchase in relation to the voice's direction, businesses can learn a lot from their customers and engage in a different way.

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:**

### BRAND CREDIBILITY

Consumers can trust that customer brands are working towards a better future, not just green washing

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

### BRAND DESIRABILITY

Elevate customer brands making consumers more likely to purchase RA products



#### Increase brand desirability:

Consumer alignment with RA's mission leading to returning platform users and increased consumer interactions with the platform

### CONSUMER INSIGHTS

Unlocking what consumers want to focus on to help partners focus their efforts and comms



#### 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*



**Key Message**

We Thrive Together

**CTA**

Join the Alliance > CRM

Join the movement for positive change

Sept 2020

*New Seal Launch & FollowTheFrog*



**Key Message**

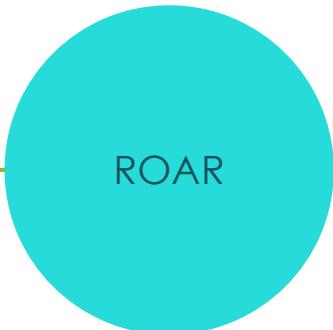
Positive consumption & certification

**CTA**

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

By October 2020

*Platform Launch*



**Key Message**

Turn good actions into habits

**CTA**

Take Action > Platform

Let us help you to make positive consumption a habit



# THANK YOU!

**RAINFOREST  
ALLIANCE**

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