FOLLOW THE FROG

2022 DIGITAL TOOLKIT
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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 people 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) and internally (to their employees and other stakeholders).

All our partner companies are invited to participate in our campaign.
How to Participate
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

In addition to our ready-to-use assets, there are other engagement opportunities to highlight your partnership with us. Contact us if you are interested.
Examples of global toolkit adaptations and brand activations
2021 Follow the Frog campaign
Examples of global toolkit adaptations and brand activations
2021 Follow the Frog campaign
Best Implementation Award

Participate to win! This year, we are launching the “Best Implementation Award” to recognize and value our partner companies for their creativity in implementing Follow the Frog visual assets.

The winner with the most inspiring implementation will be recognized with special features in our:

• Frog Business News with over 25,000 subscribers

• Follow the Frog webpage

• Rainforest Alliance LinkedIn page

To enter, your post must use the hashtag #FollowTheFrog and tag @RainforestAlliance on all social media channels. At the end of the campaign, all the social media posts related to Follow the Frog will be reviewed by the Marketing & Business Engagement Team.
The journey starts in your hands.

Small choices, Big impact

The Journey Starts in Your Hands

Available in:
- English
- German
- French
- Spanish
- Portuguese

Square Post
1080 x 1080
JPG

Available in:
- English
- German
- French
- Spanish
- Portuguese
- Indonesian
- Chinese
- Japanese

Square Post
1080 x 1080
JPG
Join the Movement for Positive Change

Available in:
- English
- German
- French
- Spanish
- Portuguese

Square Post
1080 x 1080
JPG
Social Media Graphics

Farmer Testimonial – Adrien (v. 1)

“Rainforest Alliance certification helps us protect the environment so that it lasts for our children and for generations to come.”

ADRIEN KOFFI KOUADIO
COCOA FARMER
CÔTE D’IVOIRE

Square Post
1080 x 1080
JPG

Farmer Testimonial – Adrien (v. 2)

“On my Rainforest Alliance Certified plot, we don’t cut down trees or plants. We plant trees to protect my cocoa plants, the landscape, and the environment.”

ADRIEN KOFFI KOUADIO
COCOA FARMER
CÔTE D’IVOIRE

Square Post
1080 x 1080
JPG

NEW FOR 2022

Available in:
• English
• German
• French
• Spanish
• Portuguese

NEW FOR 2022

Available in:
• English
• German
• French
• Spanish
• Portuguese
“In the Rainforest Alliance training, they told us to plant trees. I have started bit by bit and am planting trees progressively.”

SIKOBIHORA MARIE FRANÇOISE
TEA FARMER
RWANDA

“...especially amongst my fellow farmers, but after some time in the Rainforest Alliance certification program, that inferiority complex has vanished.”

VIDA TSATSO BAFUL
COCOA FARMER, GHANA

Social Media Graphics

Available in:
- English
- German
- French
- Spanish
- Portuguese

Square Post
1080 x 1080
JPG

NEW FOR 2022

NEW FOR 2022
“The Rainforest Alliance Farmer Training app was accessible to me as a woman. It really helps us, and it also may help our daughters and future generations.”

LETCIA MONZÓN
COFFEE FARMER, GUATEMALA

“Thanks to the Rainforest Alliance, we have a productive farm where we conserve natural resources and biodiversity. We’ve improved our quality of life, housing, and incomes, too.”

JUAN JIMÉNEZ MONTENEGRO
COFFEE FARMER, PERU

Available in:
• English
• German
• French
• Spanish
• Portuguese

Square Post
1080 x 1080
JPG

NEW FOR 2022
Coffee That’s Better for People & Nature

Choose Rainforest Alliance Certified

#FOLLOWTHEFROG

Available in:
- English
- German
- French
- Spanish
- Portuguese

Square Post
1080 x 1080
- JPG
- INDD

Use as-is or customize with your own images!

Tea That’s Better for People & Nature

Choose Rainforest Alliance Certified

#FOLLOWTHEFROG

Available in:
- English
- German
- French
- Spanish
- Portuguese

Square Post
1080 x 1080
- JPG
- INDD

Use as-is or customize with your own images!

Social Media Graphics
**Cocoa That's Better for People & Nature**

Choose Rainforest Alliance Certified

#FOLLOWTHEFROG

Cocoa That’s Better for People & Nature

Available in:
- English
- German
- French
- Spanish
- Portuguese

Square Post
1080 x 1080
- JPG
- INDD

Use as-is or customize with your own images!

**Bananas That Are Better for People & Nature**

Choose Rainforest Alliance Certified

#FOLLOWTHEFROG

Bananas That Are Better for People & Nature

Available in:
- English
- German
- French
- Spanish
- Portuguese

Square Post
1080 x 1080
- JPG
- INDD

Use as-is or customize with your own images!
Rainforest Alliance Certified Means…

- **FORESTS & BIODIVERSITY**
  - promoting more sustainable land management practices to protect forests, biodiversity, and natural resources.

- **CLIMATE**
  - training farmers to grow crops using climate-smart agriculture, which helps them mitigate and adapt to climate impacts.

- **RURAL LIVELIHOODS**
  - contributing to lifting rural people out of poverty by improving sustainable livelihood opportunities for farmers, workers, and their families.

- **HUMAN RIGHTS**
  - addressing human rights abuses like child and forced labor, low wages, poor working conditions, and gender inequality.

Available in:
- English
- German
- French
- Spanish
- Portuguese

Carousel (set of 5 images)
1080 x 1080 each
JPG

NEW FOR 2022
The journey starts in your hands.

The journey starts in your hands animation

Follow the Frog Animation

Available in:
- English
- German
- French

Square Post
1080 x 1080
- GIF
- MP4

NEW FOR 2022
Insert your text here for a social media post.

#FOLLOWTHEFROG

Create a custom graphic with our template!

Or use our guidelines to build your own!

Square Post
1080 x 1080
INDD

Fully customizable!

Available in:
• English

Visual Guidelines
PDF + assets
Includes colors, fonts, and logo files.
Retail Signage

Follow the Frog Decal (v. 1)

Follow the Frog Decal (v. 2)

Follow the Frog Decal (v. 3)

Available in:
- English

In-Store Floor Decal
12"x12"
print-ready PDF

NEW FOR 2022
PHOTOS & VIDEOS
B-Roll Video Clips

high resolution, various sizes
MP4

Must be used with attribution.
Please credit Rainforest Alliance.
Photos

high resolution, various sizes
JPG

Must be used with attribution. Please credit Rainforest Alliance.

NEW FOR 2022
TO CHOOSE AND DOWNLOAD DIGITAL ASSETS, CLICK HERE
Do you need some copy to accompany your Follow the Frog visuals? On the next slides you will find:

- Messaging about the Rainforest Alliance seal that is ready to use (no approval needed) or to use as inspiration for your own posts/web content*
- Ready to use posts for Facebook and Twitter (no approval needed)

For more tips and messaging on social media, visit our [website](#).

* If you create your own messaging, please remember to submit communications for review and approval through the [Marketplace 2.0](#) portal.

For full guidelines on our approval process, please refer to the [Labeling & Trademarks Policy](#).
Your favorite [brand/product] now carries the Rainforest Alliance seal! The little frog on our packaging means that we are working with farmers that grow [crop] more sustainably, creating a better future for people and nature. #FollowTheFrog

Did you know that tree frogs are an indicator species? The presence of the frog is a positive sign that a natural ecosystem is balanced and thriving. That’s why our products carry the Rainforest Alliance frog seal. It shows that the [farmers or foresters] we work with are taking steps to make their products more sustainable, creating a better future for people and nature. #FollowTheFrog

We buy our [crop] from Rainforest Alliance Certified farms. The frog on our products shows that we are taking steps to make our products more sustainable, like working with farmers who use better farming methods, to create a better future for people and nature. Small choice, big impact! #FollowTheFrog

General Messaging
Find more ready to use messaging on our website. Just add #FollowTheFrog
Have you seen the Rainforest Alliance seal on our products? By buying products with the little frog, you are making a powerful statement of hope, action, and progress. Purchasing with purpose is one way you can make better choices in your daily life. With this one small choice, you trigger a cascade of positive change—helping to improve the livelihoods of farmers and their families as well as protect forests and act against climate change. #FollowTheFrog

Have you spotted this frog on our [product]? That’s because we buy [crop] from Rainforest Alliance Certified farms. By buying [brand/product] with the frog seal, you help contribute to better farming practices, fight against the climate crisis, conserve our forests, protect the human rights of farmers and workers, and improve their livelihoods. #FollowTheFrog

General Messaging

Find more ready to use messaging on our website. Just add #FollowTheFrog
Rainforest Alliance Certified [crop] means…

- Forests and Biodiversity: …promoting more sustainable land management practices to protect forests, biodiversity, and natural resources.

- Climate: …training farmers to grow better crops using climate-smart agriculture, which help them mitigate and adapt to climate impacts.

- Rural Livelihoods: …contributing to lifting rural people out of poverty by improving sustainable livelihood opportunities for farmers, workers, and their families.

- Human Rights: …addressing human rights abuses like child and forced labor, low wages, poor working conditions, and gender inequality.

#FollowTheFrog
Did you know that the Rainforest Alliance works with more than 5,000 companies and 4 million farmers and workers? #FollowTheFrog

Did you know that the Rainforest Alliance works with farmers and forest communities in more than 70 countries? #FollowTheFrog

Did you know that the frog is a symbol for the health of an ecosystem? #FollowTheFrog

Did you know that in 2021 companies bought enough Rainforest Alliance Certified coffee to make more than 135 million cups of coffee every day? #FollowTheFrog

Did you know that in 2021 companies bought enough Rainforest Alliance Certified cocoa to make more than 13 million bars of chocolate every day? #FollowTheFrog

Did you know that 75% of global deforestation is driven by agriculture? Our seal therefore also prohibits deforestation! #FollowTheFrog

Did you know that Rainforest Alliance certification contributes to 8 of the 17 Sustainable Development Goals of the United Nations? #FollowTheFrog
We support people and nature thriving together. You can too by choosing @RainforestAlliance Certified [your commodity]. #FollowTheFrog

We proudly stand for protecting biodiversity and improving livelihoods for farmers, foresters, and workers. You can too when you #FollowTheFrog to @RainforestAlliance Certified [company name] [your commodity].

We are better together. #FollowTheFrog and look for the @RainforestAlliance frog seal when you shop to help create a better future for people and nature with your everyday actions.

[Company name] and the @RainforestAlliance are leaders in the movement to help create a positive change. Join us in supporting people and nature thriving together, and #FollowTheFrog to responsibly sourced [your commodity].

Every time you purchase @RainforestAlliance Certified products, you’re supporting high standards of environmental, social and economic stewardship. The everyday choices you make contribute to a better world where people and nature are thriving together. #FollowTheFrog

Facebook & Instagram Messaging
Like us and tag us on Facebook @RainforestAlliance and Instagram @RainforestAlliance
#FollowTheFrog to @RainforestAlliance
Certified products and join us to create a better future for people and nature.

Have you seen the @RainforestAlliance green frog seal on our [your commodity]? By sourcing certified ingredients, we’re doing our part to support people and nature thriving together. Let’s join for a better future. #FollowTheFrog

The @RainforestAlliance frog seal on our [your commodity] tells you that it was produced with respect for farmers, workers and nature. #FollowTheFrog

[Company Name] and @RainforestAlliance are joining for a better future by committing to responsibly sourced [your commodity]. You can help make a difference too when you #FollowTheFrog.

See how the @RainforestAlliance Certified [your commodity] you buy makes a difference to farming communities all over the world. #FollowTheFrog
#FollowTheFrog for a better future. Look for the @RnfrstAlliance green frog seal when you shop.

[Company Name] + @RnfrstAlliance are joining together for a better future for people and nature. Come along on the journey! #FollowTheFrog

Do you #FollowTheFrog? We do. [Company name] sources @RnfrstAlliance Certified [your commodity] for our products.

We #FollowTheFrog to support people and nature thriving together. Where have you found your Frog?

We support strong #forests and thriving communities. You can too when you #FollowTheFrog and choose @RnfrstAlliance Certified products.

Twitter Messaging

Our global Twitter account: @RnfrstAlliance
Japan: @RainforestALJP
Latin America: @RnfrstAll_Latin
Mexico: @RainforestALLMX
United Kingdom: @RnfrstAll_UK
We proudly #FollowTheFrog to support a better future for people and nature, by sourcing @RnfrstAlliance Certified goods. Why do you #FollowTheFrog?

#FollowTheFrog with us and the @RnfrstAlliance to protect forests and help fight #climatechange.

Choose @RnfrstAlliance Certified [your commodity] to support people and nature thriving together. #FollowTheFrog

#FollowTheFrog to see how the @RnfrstAlliance Certified [your commodity] you choose makes a difference to people and nature.
APPROVAL PROCESS
Our digital toolkit and messaging templates can be used without additional approval from the Rainforest Alliance provided there are no changes.

In case of any text adjustments, creating new copy, or customizing by adding your logo—please remember to submit your communication for approval via the Marketplace 2.0 portal.

In order to help us identify Follow the Frog materials and speed up the approval process please start your file names with Follow the Frog.

For full guidelines on our approval process, please refer to the Labeling & Trademarks Policy.

Approval requests will be processed within 48 hours.
GET IN TOUCH
Do you have any additional questions, ideas or feedback related to the Follow the Frog campaign?

For more information about our Follow the Frog campaign, check our [webpage](#).

Still have questions? Reach out to your regular Rainforest Alliance contact or [marketing@ra.org](mailto:marketing@ra.org).

For questions about sourcing and certification, send an email to [customersuccess@ra.org](mailto:customersuccess@ra.org).

**Don’t miss any updates!** Sign up for our business newsletter, [Frog Business News](#), to get the latest on Follow the Frog, organizational updates, and more!