New Rainforest Alliance Marketing activities to boost your sustainability story
Your Presenters Today

Michiel Leijnse
Brand Marketing Director

Pilar Pedrinelli
Manager, Public Engagement

Sarah Browne
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?”
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

“I love the idea of everyone coming together for the greater good of people and nature. It just feels right.”
- Eco Active Consumer

“Sounds like they do it a bit of everything, how come I’ve never heard of them”
- Donor

“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

**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
**Brand Awareness & Brand Love**

**Rainforest Alliance**

- **USDA Organic**: 66%
- **WWF**: 40%
- **Greenpeace**: 75%
- **Rainforest Alliance**: 61%
- **Forest Stewardship Council**: 48%

**KPI**

- **Fairtrade**: 83%
- **ORFAM**: 82%
- **Greenpeace**: 79%
- **Rainforest Alliance**: 61%
- **Forest Stewardship Council**: 48%

**Brand Love**

- **7.7**
- **54% Would pay more**

**7**

- **50% Would pay more**

**6.5**

- **36% Would pay more**

**6.9**

- **48% Would pay more**

Source: Ipsos Fast Facts for Rainforest Alliance, April 2021
OUR LARGEST AUDIENCE: CONSUMERS
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

Source: Ipsos, 2020
2.2 Our strategy and campaign: Let’s grow together - making good actions a habit
Creating awareness through consumer engagement

WHAT?

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

WHAT?

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 aspirationals (18-35)

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.

JTBD
GET: Aspirationals 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
CELEBRATE THE POWER OF HOUSEHOLDS IN OUR ALLIANCE FOR A BETTER FUTURE

- Tonally grounds the strategy and gives people the sense of optimism they need to create a better future.
- Links the positive Alliance Actions happening on the Homefront to Alliance Actions happening on the Forefront.
- Gives people a clear role in the Alliance and an independent vehicle they can use to participate in the work.
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

Humankind research, 2021 – research carried out in over 27 focus groups
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.
1. HOMEWORK
Education > Bananas > Food Waste

2. BAKING
Bananas > Togetherness > Plant-based cooking

3. COFFEE
Plant-based milk > Coffee > Purchases

4. WEBSITE
Chocolate > Education > Forefront & systems

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

LET’S GROW TOGETHER
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.
Encouraging individuals to sign up for emails and to get involved.
Carousels and boomerangs
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

- 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

**CONNECT**
Involvement/Action

- Campaign Page Website
- Alliance Selfie Filter
  - IG Filter
- Power House Profiles
  - IG
- Power Hour Events Website

**SUSTAIN**

- Growth in Progress Takeovers
  - IG Stories
- Unlock the Label Filter
  - Instagram AR filter
- Monthly Power Ups Website and email

Additional opportunity available but not scoped in.
3. Follow the Frog
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

OVERALL reach

87 Companies
Global reach + 15 country specific activations

8.5M Influencers + 4.8M from media outlet outreach (Marie Claire, One Green Planet, EcoWatch) + 1.3M own channels + 1.7M partner companies reach

21 Influencers
With combined reach of 5M

>1.6K SIGN UPS
to our 30-day Sustainability challenge

4 COLLABORATIONS

4 KEY CLIMATE WEEK EVENTS

184.5k impressions
+ 383% unique views
+ 448% conversion rate

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

<table>
<thead>
<tr>
<th>DATE</th>
<th>EVENT</th>
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<tbody>
<tr>
<td>27th, Monday</td>
<td>PEOPLE POWER: Our collective impact as responsible consumers + UN FOOD SUMMIT EVENT</td>
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<td>28th, Tuesday</td>
<td>THE VALUE OF CERTIFICATION</td>
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<td>29th, Wednesday</td>
<td>TRANSPARENCE &amp; SHARED RESPONSIBILITY</td>
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<td>30th, Thursday</td>
<td>SOCIAL GASTRONOMY: THE FOOD SYSTEM, CULTURE &amp; CONSCIOUS CONSUMPTION: CHEF TALK</td>
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<tr>
<td>1st, Friday</td>
<td>WHO MADE MY FOOD: HUMAN RIGHTS IN THE VALUE CHAIN</td>
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<td>2nd, Saturday</td>
<td>NATURE CLIMATE SOLUTIONS</td>
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<td>3rd, Sunday</td>
<td>OVERCONSUMPTION &amp; ITS EFFECTS ON NET ZERO: LEADING UP TO COP26</td>
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- 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
Company activations
JOIN US!
27 SEPTEMBER – 3 OCTOBER
4. Channel & Campaign Strategy
# Channel & Campaign Strategy 2021

<table>
<thead>
<tr>
<th>What</th>
<th>Objective</th>
<th>Who</th>
<th>Timing</th>
<th>SM Owned</th>
<th>SM Paid</th>
<th>Display Ads</th>
<th>Paid Search</th>
<th>E-Mail</th>
<th>Partners</th>
<th>PR</th>
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<tbody>
<tr>
<td>Always On</td>
<td>Thought Leadership #RainforestAlliance</td>
<td>All RA Audiences Globally</td>
<td>Year-round</td>
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<td>X</td>
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<tr>
<td>Membership Drive</td>
<td>Recruit Donations #RainforestAlliance</td>
<td>Consumers US</td>
<td>Year-round</td>
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<td>X</td>
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<tr>
<td>Call to Action</td>
<td>Drive Better Purchases #FollowTheFrog</td>
<td>Consumers Globally</td>
<td>Sept '21</td>
<td>X</td>
<td>X</td>
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<td>X?</td>
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## 2021 Content Calendar - Companies & RA can plan together

<table>
<thead>
<tr>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
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<tbody>
<tr>
<td>New Seal (B2B)</td>
<td>Climate</td>
<td>Human Rights, Livelihoods &amp; Gender</td>
<td>Celebrating Impacts</td>
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<th>May</th>
<th>June</th>
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<th>September</th>
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<th>November</th>
<th>December</th>
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<tbody>
<tr>
<td>Follow the Frog</td>
<td>Celebrating Our Crops</td>
<td>Landscapes &amp; Certification</td>
<td>Biodiversity &amp; Climate</td>
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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
RAINFOREST ALLIANCE