

# FOLLOW THE FROG



**2023  
DIGITAL  
TOOLKIT**



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# INTRO



**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 share inspiring stories** from our work with farming communities around the world. Additionally, this week is an opportunity to share all our hopes and ambitions for a more sustainable future.

**All our partner companies** are invited to participate in our campaign.





# HOW TO PARTICIPATE



## 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

2022 Follow the Frog campaign

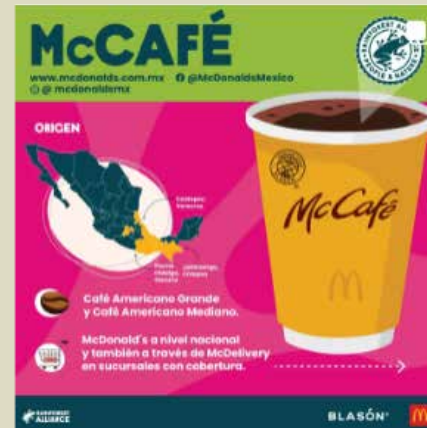




## Examples of global toolkit adaptations and brand activations

### 2022 Follow the Frog campaign

## How to Participate





# APPROVAL PROCESS



Our digital toolkit and messaging templates can be used **with approval** from the Rainforest Alliance.\*

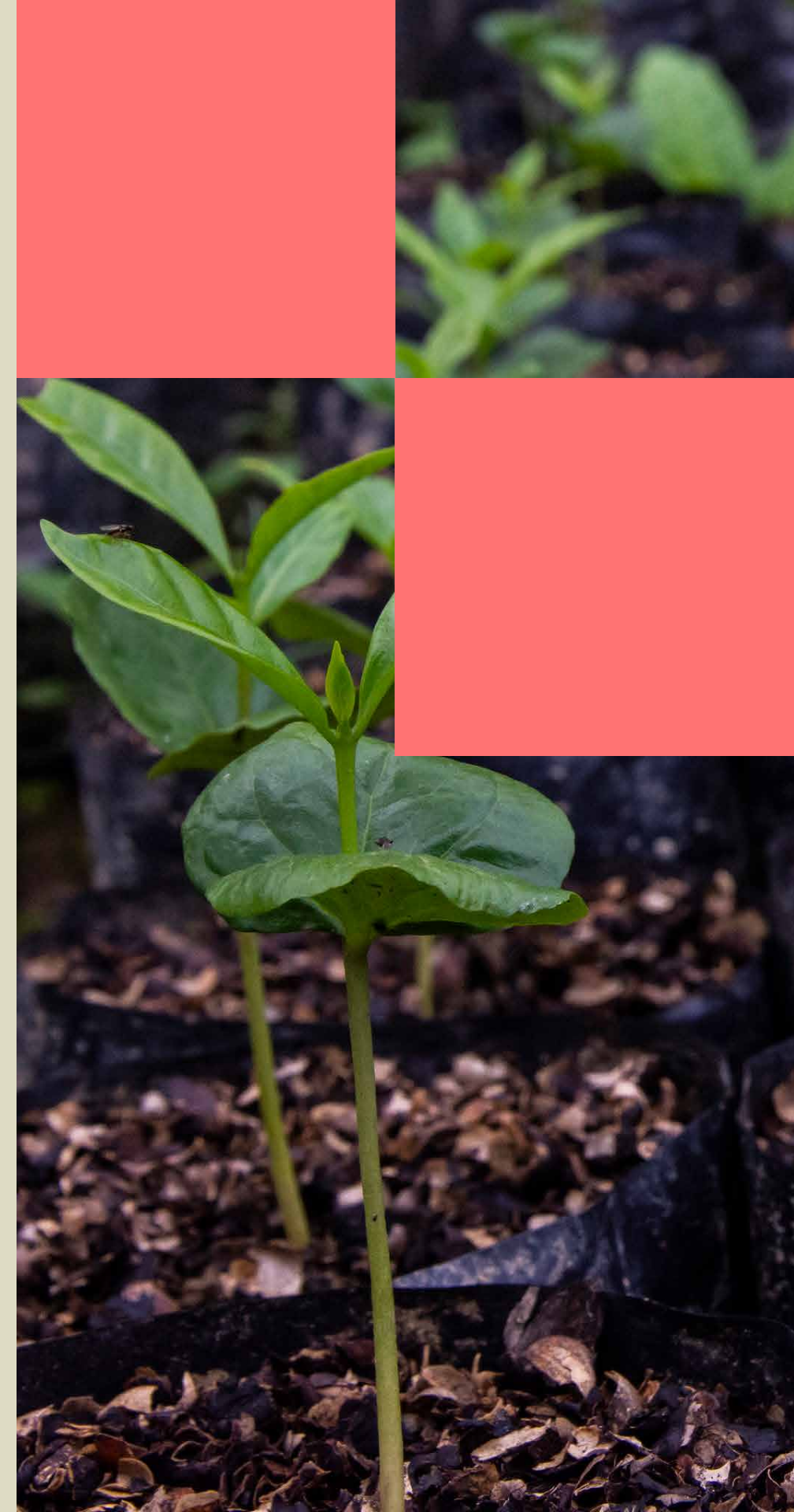
Please remember to submit your communication for approval via the Marketplace 2.0 portal.

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.

Requests will be reviewed within 48 hours. Based on the review changes might be required.

*\* Please note that to have any material approval, a valid license agreement is needed.*





# **SOCIAL MEDIA GRAPHICS**



Small choices,  
Big impact

#FOLLOWTHEFROG



Small Choices, Big Impact

**Available in:**

- English
- German
- French
- Spanish
- Portuguese
- Indonesian
- Chinese
- Japanese

**Square Post**  
**1080 x 1080**  
**JPG**

Follow the  
frog toward  
a better  
future.

#FOLLOWTHEFROG



Follow the Frog Toward a Better Future

**Available in:**

- English
- German
- French
- Spanish
- Portuguese
- Japanese

**Square Post**  
**1080 x 1080**  
**JPG**

**NEW  
FOR  
2023**





The Journey Starts in Your Hands

Available in:

- English
- German
- French
- Spanish
- Portuguese

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





Farmer Testimonial – Adrien (v. 1)



Farmer Testimonial – Adrien (v. 2)

Available in:

- English
- German
- French
- Spanish
- Portuguese

Square Post  
1080 x 1080  
JPG

Available in:

- English
- German
- French
- Spanish
- Portuguese

Square Post  
1080 x 1080  
JPG



“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



#FOLLOWTHEFROG

Farmer Testimonial – Sikobihora

“I used to feel intimidated amongst my fellow farmers, but after some time in the Rainforest Alliance certification program, that inferiority complex has vanished.”

**VIDA TSATSO BOAFUL**  
COCOA FARMER, GHANA



#FOLLOWTHEFROG

Farmer Testimonial – Vida

Available in:

- English
- German
- French
- Spanish
- Portuguese

Square Post  
1080 x 1080  
JPG

Available in:

- English
- German
- French
- Spanish
- Portuguese

Square Post  
1080 x 1080  
JPG



“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.”

**LETICIA MONZÓN**  
COFFEE FARMER, GUATEMALA



#FOLLOWTHEFROG

Farmer Testimonial – Leticia

“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



#FOLLOWTHEFROG

Farmer Testimonial – Juan

Available in:

- English
- German
- French
- Spanish
- Portuguese

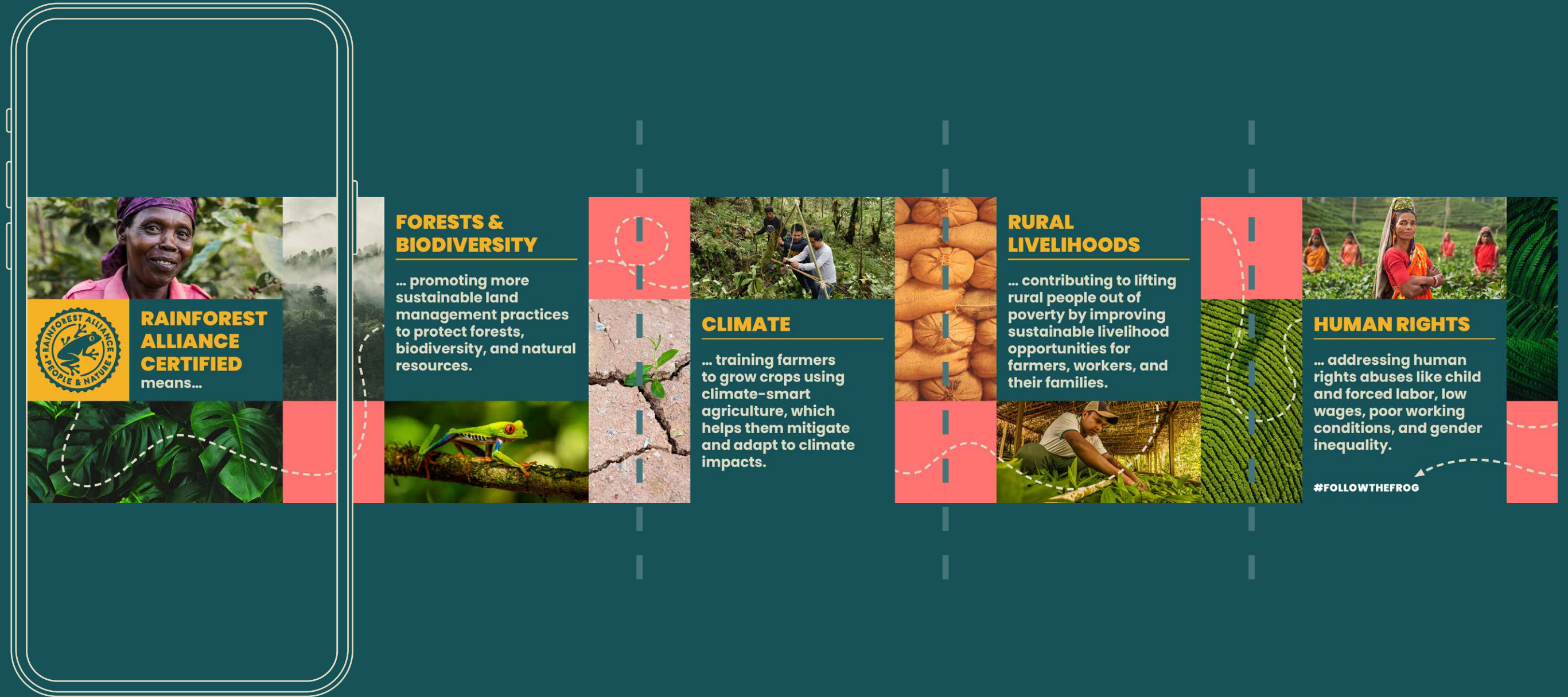
Square Post  
1080 x 1080  
JPG

Available in:

- English
- German
- French
- Spanish
- Portuguese

Square Post  
1080 x 1080  
JPG





## Rainforest Alliance Certified Means...

### Available in:

- English
- German
- French
- Spanish
- Portuguese

### Carousel (set of 5 images)

1080 x 1080 each  
JPG





**The  
journey  
starts  
in your  
hands.**

## **The Journey Starts in Your Hands Animation**

**Available in:**

- English
- Dutch
- German
- Spanish

**Square Post  
1080 x 1080**

- GIF
- MP4

## **Follow the Frog Animation**

**Available in:**

- English

**Square Post  
1080 x 1080**

- GIF
- MP4



FOLLOW  
THE  
FROG

Social  
Media  
Graphics

Insert your  
text here  
for a social  
media post.

#FOLLOWTHEFROG

YOUR  
IMAGE  
HERE

YOUR  
IMAGE  
HERE

YOUR  
LOGO  
HERE



Create a custom graphic with our template!

Square Post  
1080 x 1080  
INDD

Fully customizable!



Or use our guidelines to build your own!

Available in:  
• English

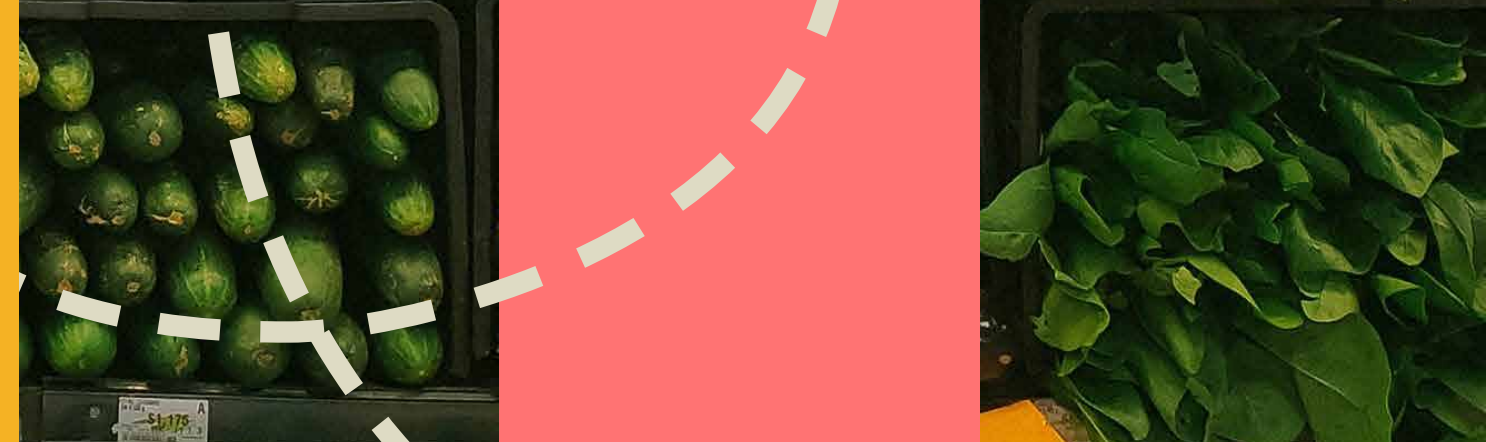
Visual Guidelines  
PDF + assets

Includes colors, fonts,  
and logo files.





# RETAIL SIGNAGE





Retail  
Signage



Follow the Frog Decal (v. 1)



Follow the Frog Decal (v. 2)



Follow the Frog Decal (v. 3)

Available in:  
• English

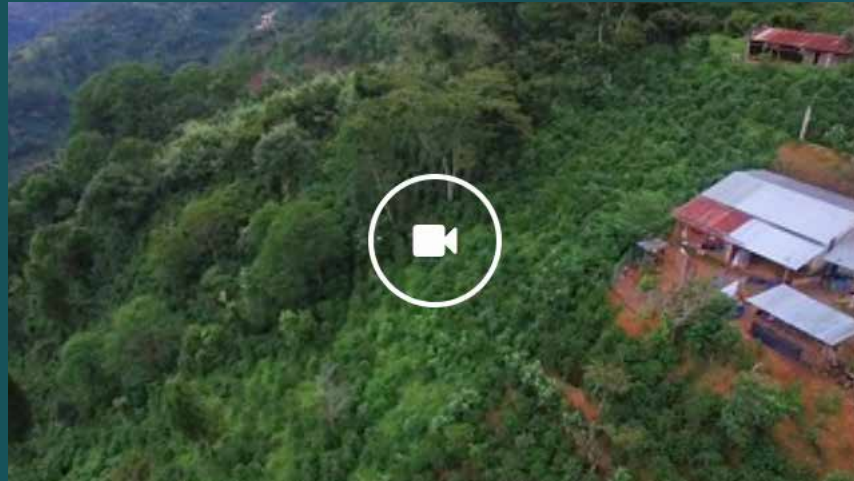
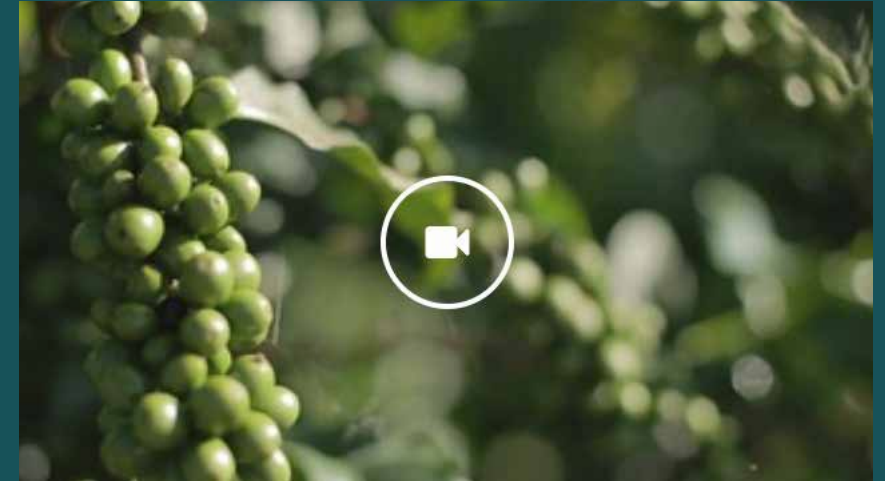
In-Store Floor Decal  
12"x12"  
print-ready PDF



# PHOTOS & VIDEOS



## 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.*



**TO CHOOSE  
AND DOWNLOAD  
DIGITAL ASSETS,  
CLICK **HERE****



# READY- TO-USE MESSAGING



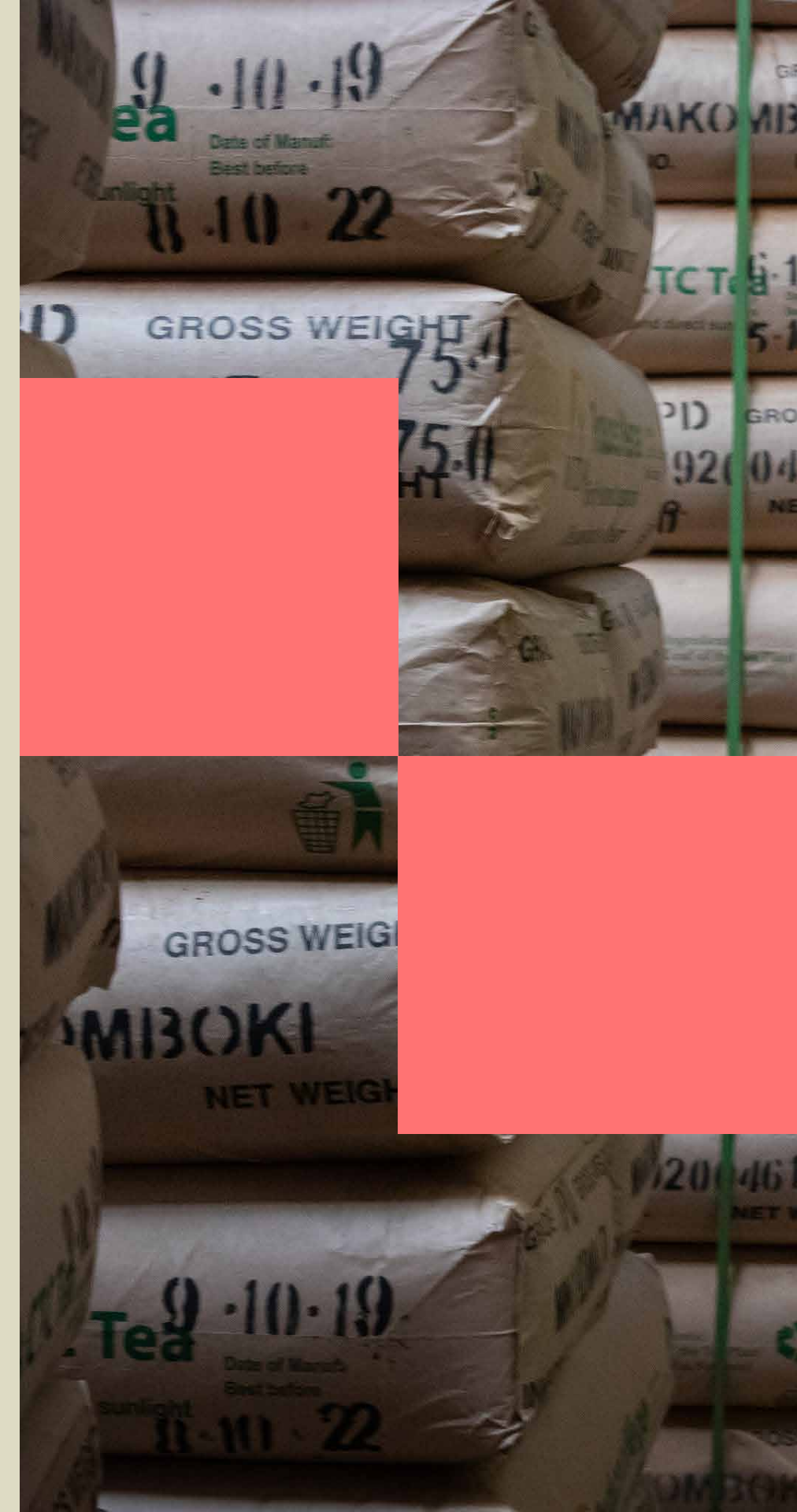
Do you need some copy to accompany your Follow the Frog visuals? On the next slides you will find:

- Messaging about the Rainforest Alliance seal that is ready to use (approval needed) or to use as inspiration for your own posts/web content\*
- Ready to use posts for Facebook and Twitter (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](#).*







## Ready-to-Use Messaging

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**





## Ready-to-Use Messaging

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**





## Ready-to-Use Messaging

Did you know that the Rainforest Alliance works with more than 6,000 companies and 4 million farmers? [#FollowTheFrog](#)

Did you know that the Rainforest Alliance works with farmers and forest communities in nearly 60 countries? [#FollowTheFrog](#)

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

Did you know that globally there are more than 54,000 products with the Rainforest Alliance Certified seal or UTZ label? [#FollowTheFrog](#)

Did you know that Rainforest Alliance Certified products are sold in 190 countries? [#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](#)

### General Messaging

Find more ready to use messaging on our website. Just add [#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](#)





## Ready-to-Use Messaging

#FollowTheFrog for a better future. Look for the #RainforestAlliance green frog seal when you shop.

*[Company Name]* + #RainforestAlliance 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 #RainforestAlliance 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 #RainforestAlliance Certified products.

### Twitter Messaging

Just add #RainforestAlliance #FollowTheFrog

Our international Twitter accounts:

Japan: @RainforestALJP

Latin America: @RnfrstAll\_Latin

Mexico: @RainforestALLMX



**FOLLOW  
THE  
FROG**

**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!





