

# FOLLOW THE FROG



Follow the Frog 2022  
Campaign Recap

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# Follow the Frog



Our annual global B2B and B2C **engagement campaign**, in partnership with brands, to drive seal awareness, brand love, and the uptake of products with the Rainforest Alliance seal.

## WHY FOLLOW THE FROG?

### For consumers:

An easy way to make better choices for people and nature, by **simply looking out for our frog seal on products.**

### For companies:

A great opportunity for brands to **show their sustainability commitments** and impacts by **highlighting products with our frog seal.**



**FOLLOW  
THE  
FROG**

# 1. Campaign Overview & Results

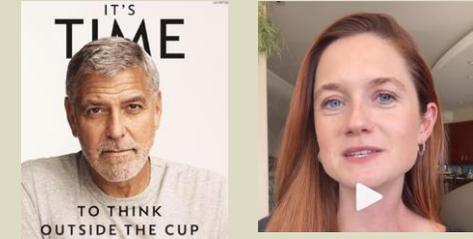


## Multi Channel Campaign

### Online & Offline Events



### Media



### Influencer Campaign



### Social Media Activation



On RA channels: Stories, videos, and (fun) facts about inspiring farmers and partners that make a positive change

### Company Engagement



- Customizable toolkit for brands
- Retailer package

### Partner Collaboration



...with Lipton, Pickwick, Fuze, Nestlé, Ferrero, Arcos Dorados, and more

# A Full Week of Activation & Storytelling

 **RAINFOREST ALLIANCE** **The journey starts in your hands.**

MONDAY 26 <sup>TH</sup>	TUESDAY 27 <sup>TH</sup>	WEDNESDAY 28 <sup>TH</sup>	THURSDAY 29 <sup>TH</sup>	FRIDAY 30 <sup>TH</sup>	SATURDAY 1 <sup>ST</sup>	SUNDAY 2 <sup>ND</sup>
						
<b>KICKOFF</b>	<b>35TH ANNIVERSARY</b>	<b>TEA</b>	<b>COCOA</b>	<b>FRUIT</b>	<b>COFFEE</b>	<b>WRAP UP</b>

**SEPTEMBER 26-OCTOBER 2, 2022 | ENGAGING WITH GLOBAL INFLUENCERS AND COMPANY PARTNERS**

# Follow the Frog 2022 in Numbers

**23.6M**  
**OVERALL REACH**

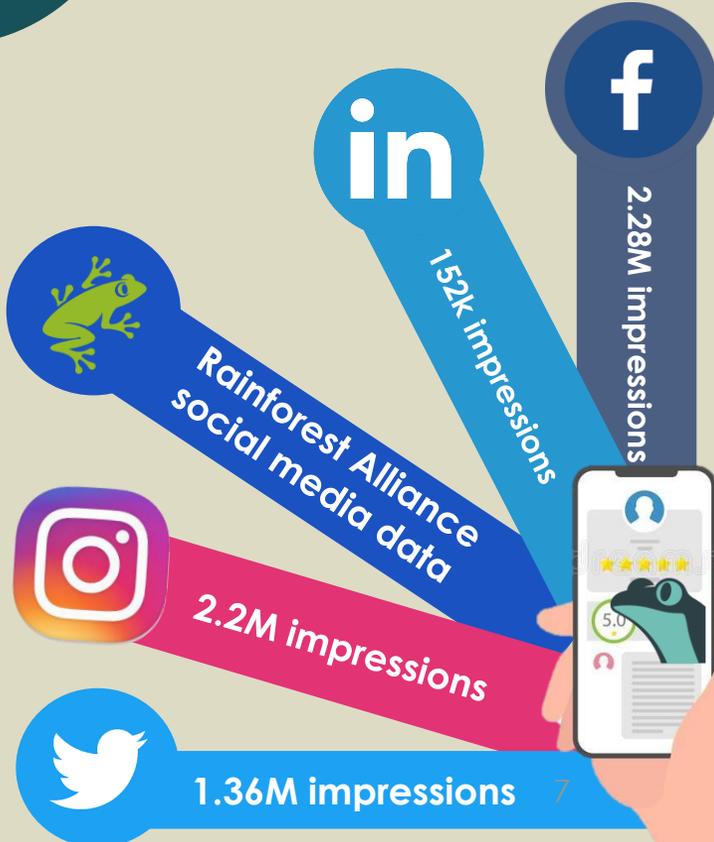
5.3 M influencers  
1.7M via own channels  
9 M via companies  
7.6 M media outreach

**5**  
**EVENTS**

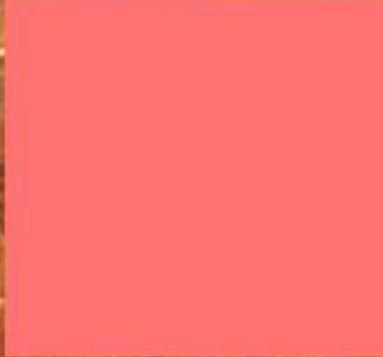
**45**  
**INFLUENCERS**

**21**  
**PARTNER  
COLLABORATIONS**

**124M**  
**MEDIA  
OUTREACH**  
INCL. NESPRESSO EMPTY CUP  
CAMPAIGN

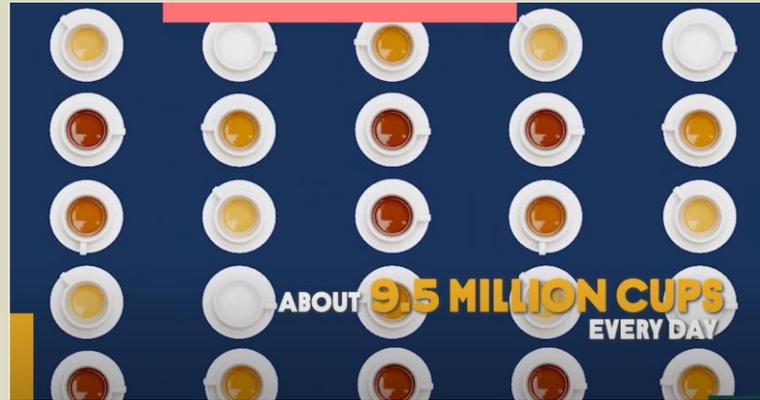


## 2. Social Media Activation



## The Journey Starts in Your Hands

The Power of Tea



[Video Link](#)

Ask the Experts: Why Does Certified Tea Make A Difference?



[Video Link](#)

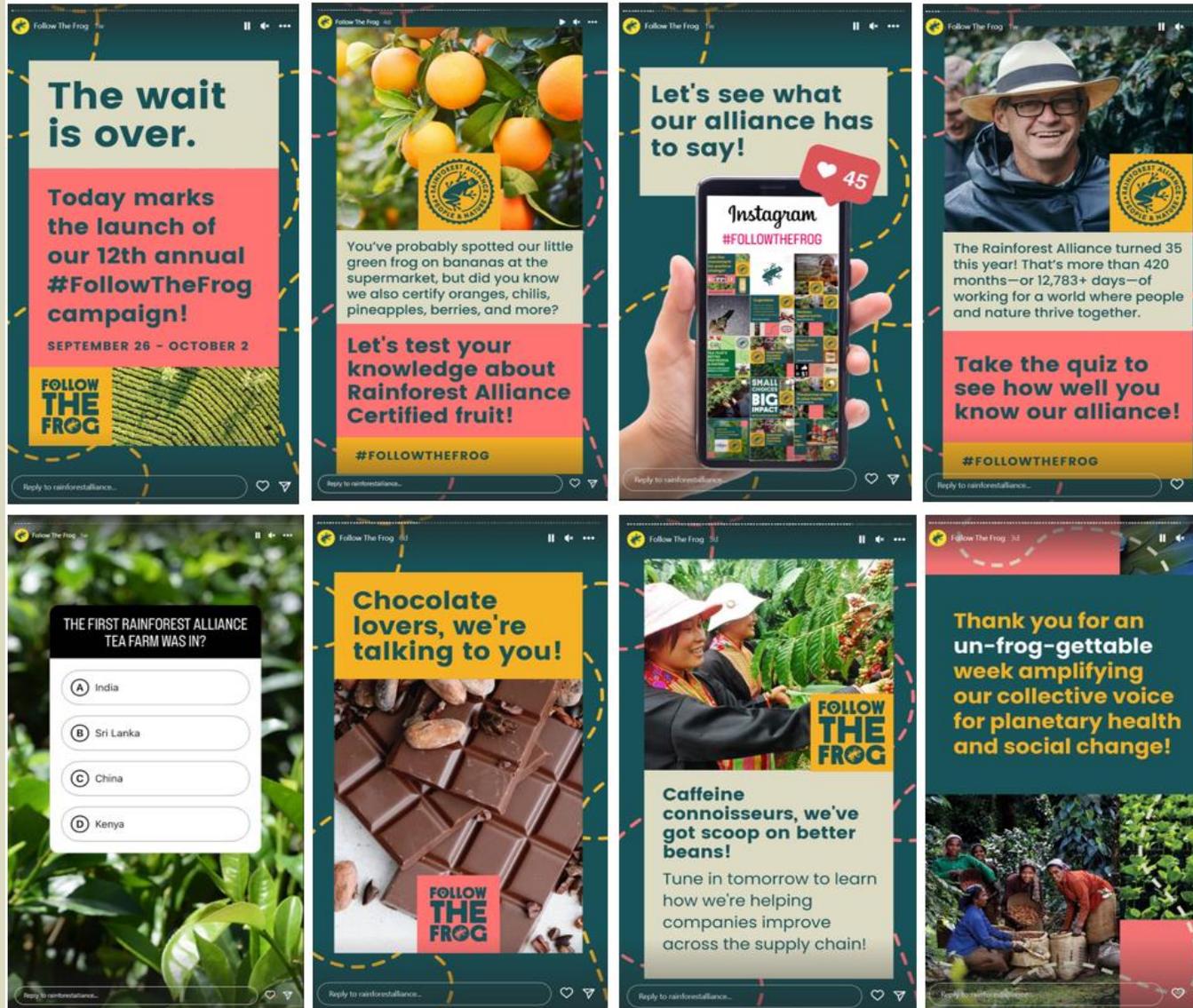
Celebrating the Wildlife of Assam's Tea Estates



[Video Link](#)

What if “buying certified” is the start of that journey and not the endpoint? In Follow The Frog 2022 we positioned our iconic little frog seal as a portal to a bigger sustainability journey of discovery and self-empowerment. During this year’s campaign, we invited individuals to “follow the frog” from their kitchens, coffee shops, and supermarkets all the way back to the companies, farms, and forests where positive change is happening.

## Rainforest Alliance Social Media



We featured [stories](#), [slide shows](#), and [videos](#) to meet the inspiring farmers and partners working with us to sow the seeds of sustainability.

### 3. Online & Offline Events



## Nestlé LinkedIn Live Panel Discussion

**Rainforest Alliance**  
104,357 followers  
2w • 🌱

Join the Rainforest Alliance cocoa experts **Kerry Scanlon Daroci** and **Armande Laetitia LATH- OHOUO** with special guests from **Nestlé**, **Darrell High** and **Nathan Bello**, on a journey beyond certification as we discuss the Rainforest Alliance-Nestlé partnership and explore how we are collaborating for long-term change in cocoa-growing communities.

During this live event, panelists will cover:

- Key challenges and opportunities for companies to engage and drive change in cocoa
- The Nestlé Income Accelerator Program: what it is and how it works on the ground
- Importance of collaboration to scale up success

#FollowTheFrog #LinkedInEvents #RainforestAlliance #Nestlé #Collaboration



**Event ended**  
Collaboration in Cocoa: In Certification and Beyond  
LinkedIn Live  
Matthew Barz, Angélique Cortisse and 1,205 other attendees  
You and 473 others  
198 comments • 68 shares

**Rainforest Alliance**  
104,357 followers  
1w • Edited • 🌱

EVENT REMINDER: Thursday, Sept 29

Join the Rainforest Alliance cocoa experts with special guests from **Nestlé** ...see more

Have you registered for our 'Collaboration in Cocoa: In Certification and Beyond' LinkedIn Live event?  
The author can see how you vote. [Learn more](#)

Yes, can't wait!	46%
Not yet, but I will today!	24%
Unfortunately, cannot attend.	30%

54 votes • Poll closed

24 reactions • 3 comments • 1 share

**Rainforest Alliance**  
104,357 followers  
6d • Edited • 🌱

TUNE IN TOMORROW: #LinkedInLive event with special guests from **Nestlé**. Click here to register <https://bit.ly/3xN2SHs>

Our cocoa experts **Kerry Scanlon Daroci** and **Armande Laetitia LATH- OHOUO** will be joined by **Darrell High** and **Nathan Bello**, on a journey beyond certification as they discuss the Rainforest Alliance-Nestlé partnership and explore how we are collaborating for long-term change in cocoa-growing communities. 🌱

#FollowTheFrog #LinkedInEvents #RainforestAlliance #Nestlé #Collaboration  
Anita Aerni and 24 others  
1 share

Like Comment Share Send

**Nestlé**  
13,911,387 followers  
1w • 🌱

Join **Nestlé** and **Rainforest Alliance** live to learn more on:

Key challenges and opportunities for companies to engage and dr ...see more



Collaboration in Cocoa: In Certification and Beyond  
linkedin.com  
You and 1,170 others  
18 comments • 26 shares

On Cocoa Day, we hosted our first global LinkedIn Live panel discussion with **Nestlé**.

Together we explored how we are collaborating for long-term change and lasting impact in cocoa communities. The event was well attended (and had >1,800 video views) and received positively by both panelists and audience.

Video views: 1,822 total Hide stats

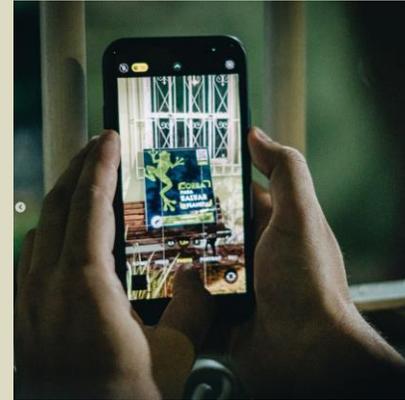
**Video views**  
Targeted to: All followers

**1,822**  
Total

**Organic stats**

79,783 Impressions	479 Reactions	0.58% Click-through rate
198 Comments	67 Reposts	466 Clicks
1.52% Engagement rate		

# Rainforest Alliance Brazil & CalmaClima Urban Running



Together with CalmaClima, one of the largest urban running groups in Brazil, the Rainforest Alliance sponsored a special route for Follow The Frog in Belo Horizonte.



The team installed plates with QR codes along the route for runners to follow our Instagram account, connected to a win activation. Plus, the team took the stage at the end to engage the crowd with a short lecture.

## Consumer Events in NL and MX



In the Netherlands, we hosted a consumer event at Utrecht, the largest train station in the country. At this high traffic location, we raised awareness of our frog and the wide range of products available with the seal.



The Mexico team hosted a fully-branded Open Office for partner companies and the public to find out everything about the Rainforest Alliance and our frog.

## 4. Company Engagement

# Company Communications Toolkit



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OVER 200 ASSETS IN 8 LANGUAGES!



NEW FOR 2022

## Global Communication Toolkit Adaptation

SMALL CHOICES,  
**big IMPACT**  
Choose Rainforest Alliance Certified  
#FOLLOWTHEFROG

beaniac  
Specialty coffee

**(H)eerlijke Peppers!**  
Met respect voor mens, plant, en dier.  
#FOLLOWTHEFROG

INPROBA

¿Sabías que?  
Paleta Nesquik® promueve prácticas agrícolas sostenibles y el trato justo de comunidades rurales.  
#RainForest

**Nyd smagen af bæredygtig kakao**  
De Oetker x RAINFOREST ALLIANCE  
#FOLLOWTHEFROG

**FÜR DICH UND DIE UMWELT.**  
#FOLLOWTHEFROG

MILFORD Sunny Day

**Rejoignez le mouvement pour un changement positif**  
#FOLLOWTHEFROG @rainforestalliance

Nestlé  
Good food, Good life

Alle Schwarz-, Grün- und Rooibos Tees sind 100 % Rainforest Alliance zertifiziert.  
#FOLLOWTHEFROG

TEEKANNE (1883)

**Join the movement for positive change!**  
#FOLLOWTHEFROG

**Únete a un movimiento por un cambio positivo**  
#FOLLOWTHEFROG

Cafés Hervás

Our flavoured coffees are Rainforest Alliance Certified!  
#FOLLOWTHEFROG

SALTWINDS

**BREWING THE GOOD IN COFFEE®**  
Choose Rainforest Alliance Certified  
#FOLLOWTHEFROG

CLUB COFFEE

**Nachhaltiger Teegenuss ist kein Traum.**  
#FOLLOWTHEFROG

meoener Schlaf schön

Cabinet d'Expertises Agricoles  
**Rejoignez le mouvement pour un changement positif**  
#FOLLOWTHEFROG

**Join the movement for positive change!**  
#FOLLOWTHEFROG

CASSAVA

**Was macht der Frosch auf unseren Produkten?**  
#FOLLOWTHEFROG

Schoko  
Dr. Oetker

**TO ALL COFFEE & TEA LOVERS**  
#FOLLOWTHEFROG

selecta

**TEA THAT'S BETTER FOR PEOPLE & NATURE**  
Choose Rainforest Alliance Certified  
#FOLLOWTHEFROG

BRITANNIA TEA

# FOLLOW THE FROG

## Other Digital Company Activation



## 5. Partner Collaboration



## Brand Engagement



On Tea Day, marketing and sustainability experts from **Pickwick**, **Lipton** and **FuzeTea** featured in an engaging [video chat](#) discussing how certified tea makes a difference.



On Coffee Day **Arcos Dorados** Brazil did an in-store activity in five stores promoting their Rainforest Alliance Certified coffees.



On Fruits Day, we published a [video](#) co-created with **Dole**. In the video, the fruit company explains why their fruit is better for people and nature.

On Cocoa Day, **Ferrero** joined our influencer activation in Brazil by donating products for goodie boxes which were sent to 30 influencers.



RA **Mexico** had 2 giveaway contests with gifts and samples from participating companies.



In collaboration with **Recanto Farm**, **Chef Bruna Martins** created a dish that harmonizes with Fazenda Recanto's Rainforest Alliance Certified coffee.

## 6. Global Influencer Campaign



## Influencer Engagement



Over 45 influencers from UK, Germany, US, Netherlands, Brazil, Mexico and Indonesia...

They received our goodie box with Rainforest Alliance Certified products from their own countries and flowers from Rosa Prima which helped them engage their followers on their own channels.

## 7. Media



# Nespresso - International Coffee Day

**THE BRIEF NEWS**

**NEWS DICKER**

**Russia tries to annex parts of Ukraine**

Following **sham referendums** organized by the Kremlin and held in occupied Ukraine, Russian administrators in four regions in southern and eastern Ukraine claimed that residents had voted Sept. 23-27 to join Russia. Ukraine and its Western allies said the vote was illegal and should not be recognized.

**Cubans vote for marriage equality**

Cuba approved an expansive family law Sept. 26 that allows same-sex couples to marry and adopt children. About the 70% of the population voted in favor of the measure, which faced fierce opposition from the country's growing evangelical movement and other conservative Cubans.

**British pound plunges to record low**

The British pound plummeted to a record low of \$1.03 on Sept. 26, raising concerns about the stability of the nation's economy. The sharp decline followed an announcement that the U.S. would impose the highest tax rate in 10 years in an effort to blunt the impact of inflation and rising energy prices.

**GOOD QUESTION**

**Do curfews for teens actually reduce violent crime?**

PHILADELPHIA HAS HAD A CURFEW FOR kids and teenagers since the 1990s, but—faced with a second straight year of record homicides and surging violent crime—the city is now doubling down on its efforts to get minors off the streets at night: a new ordinance temporarily expanded the city's 9 p.m. curfew to 16- and 17-year-olds, who could previously be out until midnight. Community activists and residents tell TIME that police also stepped up enforcement, picking up more kids and issuing more fines to parents.

Brian Lemon, 14, from North Philly, has been detained six times for curfew violations this year. One night, he says, cops picked him up less than 30 seconds after the 9 p.m. curfew, as he was walking home from a friend's house. "They grabbed me like I killed somebody," he says, "like they saw me with a gun or something."

Most of the time officers just brought him home, but twice police issued \$300 fines to his mother for allowing him out to be out late. "That's enough money for food in the fridge and clothes in our backs," he says.

Across the country, more local leaders and police are turning to curfews for teenagers in an effort to tamp down violent crime, which has surged since 2020. In September, officials in Prince George's County, Maryland, outside Washington, D.C., began more strictly enforcing a 10 p.m. curfew for anyone under 17 on weekdays in response to a surge in gun violence in which four people were killed. "At this point, these kids don't just need a bag, they need to be held accountable," county executive Angela Alsobrooks declared.

**WHILE IT MAY SOUND** like common sense to get kids home and off the streets at night, researchers say that there is no evidence that curfews reduce crime. A 2023 study by professors at the University of Virginia and Purdue University looked at the impact of youth curfews on gun violence in Washington, D.C. Their analysis found the effect on public safety was "ambiguous" and even suggested that curfews could increase the levels of violence.

"There are a handful of studies that have been done on juvenile curfews, and unfortunately the overall conclusion is they don't really have an impact," Dave Myers, chair of the criminal-justice department at the University of New Haven, says. "They tend to be popular at face value. They sound good, look good, and are easy to implement, but as far as an impact on crime, it's not there."

The crime numbers from before and after Philadelphia's new curfew rules bear this out. In July 2023, when the updated curfew was in effect, most violent crimes did not decrease compared with the same month a year earlier, and certain crimes, including robbery with a gun, increased drastically.

Perhaps more important, community leaders worry that increasing police contact with teens from disadvantaged communities, especially Black teens, could lead to more arrests—and to more kids being roped into the criminal-justice system. Research suggests that when Black teens are in contact with police, even over minor infractions like curfew violations, it can have detrimental effects on their futures.

In Philadelphia, the curfew rules have run into opposition from some community groups. "It's specific communities that become overpoliced without having any real impact on crime," says James Agui, who runs a youth organization called Youth Philly. "The police have better things to be doing than worrying about some young people walking to and from the store."

Lemon says the police curfew crackdown makes him and his friends feel targeted. "I feel as though our voices are not being heard, and if it is being heard then people just don't really care," he says. "It makes Black kids feel like it's not even worth talking about our experiences."

—JOSHUA BATES

**'As far as an impact on crime, it's not there.'**

—ANGELA ALSOBROOKS, UNIVERSITY OF NEW HAVEN

IT'S TIME

TO THINK OUTSIDE THE CUP

NESPRESSO

ADVERTISEMENT

**...TO PROTECT WHAT'S INSIDE IT**

It's as simple as this, at Nespresso we love coffee. And when you love something this precious, you care for it. Climate change is threatening the coffee we love, and the livelihoods of those who grow it. Our goal in caring for both is to preserve the unique taste of some of the finest coffees in the world. Since 2003, in partnership with the Rainforest Alliance, we've been working with over 140,000 farmers in the AAA Program to improve their resilience. But we need to do more, faster. Nespresso is now making a global transition towards regenerative agriculture. A way of growing and cultivating coffee that helps nature regenerate itself. So, this International Coffee Day, we invite all coffee lovers to join us in caring for coffee by highlighting how we are protecting its future. This is how we love our precious coffee. It's that simple.

Take a look inside

Certified RAINFOREST ALLIANCE Corporation

Nespresso launched its *Empty Cup* campaign, highlighting the need to protect coffee and coffee communities against climate change.

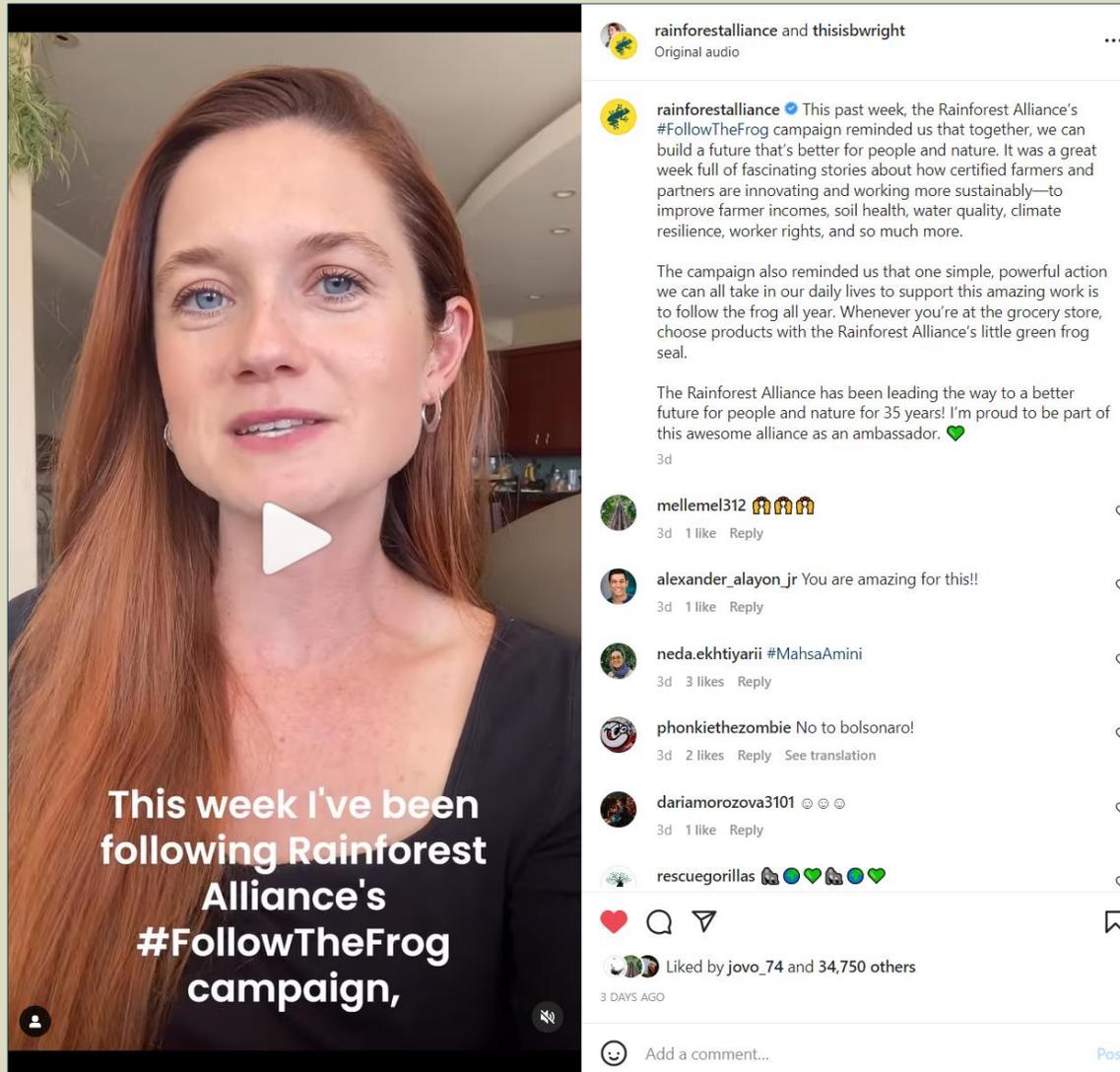
**TIME Magazine**

Print version in US, UK, APAC editions + online magazine. Other markets used ads in other print media.

**Global press release**

including quote from Rainforest Alliance's CEO Santiago Gowland published by over 100 media outlets in 10 languages and some 20 markets.

# Ambassador Engagement – Bonnie Wright



Bonnie (3.9M followers) posted a video on Instagram in which she raised awareness on Follow the Frog campaign.

***“The Rainforest Alliance has been leading the way to a better future for people and nature for 35 years! I’m proud to be part of this awesome alliance as an ambassador. ❤️”***

## Dutch TV Show: Interview on Certified Coffee



Senior Manager Advocacy, Wendy Schutte, gave an interview to Editie NL, a daily news program aired by the biggest commercial TV channel in the Netherlands, RTL 4. The show was broadcast twice (reach: 1,4M).

***“It’s of course great that new initiatives like these contribute to raising awareness around deforestation. I don’t necessarily think that we need to stop drinking coffee. More important is that we look at the underlying causes of deforestation and address those. As a consumer, you can choose for coffee carrying this logo.”***

## 8. Resources and Contact



## Stay tuned!



**The  
journey  
starts  
in your  
hands.**

- Check our [website](#) for up-to-date information
- [Sign up](#) to get updates about next year's activations right in your inbox
- Keep us updated on your plans and activations at [marketing@ra.org](mailto:marketing@ra.org)

