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.
1. Campaign Overview & Results
Multi Channel Campaign

Online & Offline Events

Influencer Campaign

> 45 influencers

Company Engagement

- Customizable toolkit for brands
- Retailer package

Media

Social Media Activation

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

Partner Collaboration

…with Lipton, Pickwick, Fuze, Nestlé, Ferrero, Arcos Dorados, and more
A Full Week of Activation & Storytelling

The journey starts in your hands.

MONDAY 26TH
KICKOFF

TUESDAY 27TH
35TH ANNIVERSARY

WEDNESDAY 28TH
TEA

THURSDAY 29TH
COCOA

FRIDAY 30TH
FRUIT

SATURDAY 1ST
COFFEE

SUNDAY 2ND
WRAP UP

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

- **124M** Media Outreach
  - Incl. Nespresso Empty Cup Campaign

- **21** Partner Collaborations

- **1.36M** impressions
  - Rainforest Alliance
  - Social media data

- **2.2M** impressions

- **1.52M** impressions

- **2.28M** impressions
2. Social Media Activation
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.
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

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.
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
Global Communication Toolkit Adaptation
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 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.
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!

- 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