

# FOLLOW THE FROG



2023  
Campaign  
Recap



# Content

1. [Campaign Overview & Results](#)
2. [New In 2023](#)
3. [Company Engagement](#)
4. [Global Influencer Campaign](#)
5. [Rainforest Alliance's Social Media Activation](#)
6. [Offline and Offline Events](#)
7. [Resources and Contact](#)



**FOLLOW  
THE  
FROG**

# 1. Campaign Overview & Results



# What is 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 companies:

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

### For consumers:

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

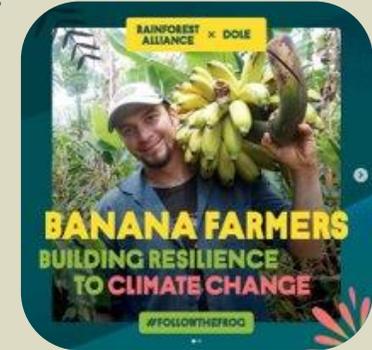


# The evolution of Follow the Frog

Follow the Frog has been a key campaign for Rainforest Alliance since 2012. We have seen significant growth in reach in the past three years.

**2021**  
*Let's Grow Together*  
**+16M Reach**

Focused on how our choices can contribute to future economies that are just and resilient.



**2022**  
*The Journey Starts in Your Hands*  
**+23M Reach**

Positioned our iconic frog seal as a portal to a bigger sustainability journey of discovery and self-empowerment.



★ **2023**  
*FTF Toward a Better Future*  
**+28 M Reach**

Focusing on collective action to make change happen and highlighting stories about the sustainability journey from farmers, our team, companies, and individuals.

## We're All In

Meet some of the inspiring members of our ever-growing global alliance.

Farmers	Our Team	Companies	Individuals
<small>ARTICLE</small> An Entrepreneur Championing Women Cocoa Farmers in Côte d'Ivoire >	<small>ARTICLE</small> In Cameroon, Women Are Ideal Sustainability Leaders >	<small>REPORT</small> Monitoring our Impact Together with Nescafé >	<small>EVERYDAY</small> actions >

## A global campaign that reached millions across multiple channels

### Online & Offline Events



### Media



7-Eleven's activation

### Influencer Campaign

> 40 influencers

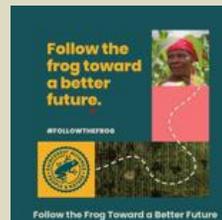


### Social Media Activation



On RA channels: Stories, videos, and stories about the different members of our alliance, from farmers to companies and governments to individuals like you.

### Company Engagement



- Customizable toolkit for brands
- Collaboration with partners like Arcos Dorados, 7-Eleven and more



# This year's results indicate an increased overall global reach, driven by company participation

**28.4M**

**OVERALL REACH**

2.2 M INFLUENCERS  
1.6 M VIA OWN CHANNELS  
23.4 M VIA COMPANIES  
1.6 M MEDIA OUTREACH

**87**

**COMPANIES IN  
26 COUNTRIES**

**1.6M**

**MEDIA  
OUTREACH**

**4**

**OFFLINE &  
ONLINE EVENTS**

**41**

**INFLUENCERS**

**5**

**PARTNER  
COLLABORATIONS**

**MULTIPLE CHANNEL  
CAMPAIGN**

EVENTS  
INFLUENCERS  
COMPANIES  
SOCIAL MEDIA

**in**

41 K impressions

**f**

269 K impressions



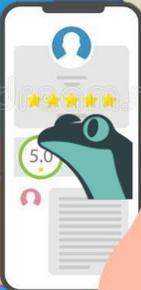
Rainforest Alliance  
social media data



278 K impressions



2.4 M impressions



## 2. New In 2023

Boosting consumer engagement through the power of our alliance with online crowdsourcing and sharing co-branded social media content with partners.

## Engaging consumers to create designs that bring Follow the Frog to life

We received ± 200 posters showcasing how consumers see Follow the Frog, reaching +15 M impressions.

### 1ST PLACE:



### 2ND PLACE:



### 3RD PLACE:



[One Minute Briefs](#) is an online crowdsourcing community on Twitter where we ran a contest to receive engaging content and create social media engagement.

# Japan: Co-branded materials with partners proved to be the most effective driver of Twitter engagement



**LAWSON**  
ローソン  
MACHI café  
コーヒーSサイズ 10杯分

①アカウントをフォロー  
②本投稿をリポスト

**5**名様に  
あたる!

（レインフォレスト・アライアンス コンソーシアム主催）  
**#カエルを探そう** キャンペーン

応募期間  
2023年9月25日（月）～2023年10月15日（日）23:59 まで



「おいしいほろ苦でなく、濃厚な中身の味わいを大切にしています。」  
プレミアムロースト  
アイスコーヒー

特製マックカード2000円分

①アカウントをフォロー  
②本投稿をリポスト

**10**名様に  
あたる!

（レインフォレスト・アライアンス コンソーシアム主催）  
**#カエルを探そう** キャンペーン

応募期間  
2023年9月25日（月）～2023年10月15日（日）23:59 まで



NEW  
リプトン  
カフェインレスの  
はちみつ紅茶  
ティーバッグ14袋

①アカウントをフォロー  
②本投稿をリポスト

**20**名様に  
あたる!

（レインフォレスト・アライアンス コンソーシアム主催）  
**#カエルを探そう** キャンペーン

応募期間  
2023年9月25日（月）～2023年10月15日（日）23:59 まで



よろこびがつかなく世界へ  
**KIRIN**

キリン  
午後の紅茶 ストレートティー  
250ml紙パック（24本入り1ケース）

①アカウントをフォロー  
②本投稿をリポスト

**5**名様に  
あたる!

（レインフォレスト・アライアンス コンソーシアム主催）  
**#カエルを探そう** キャンペーン

応募期間  
2023年9月25日（月）～2023年10月15日（日）23:59 まで

**16 M  
OVERALL  
REACH**

**260%  
GROWTH OF  
COMPANY  
PARTICIPATION (VS  
2022) MAINLY  
DRIVEN BY JAPAN**

**56%  
OF THE OVERALL  
GLOBAL REACH  
WAS GENERATED  
IN JAPAN**

Rainforest Alliance Japan focused on working together with the right company partners for Follow the Frog this year. Their collaboration with Lawson, McDonald's, Lipton, and Kirin drove exponential growth in Twitter engagement, **reaching 16 million people.**

### **3. Company Engagement**

# FOLLOW THE FROG

Companies actively used our communication toolkit for inspiration to activate their own social media channels



## Companies also used their own creativity and branding for social media content



# Over 85 partners from all over the world participated

7-Eleven México  
 ABC News  
 Action Belgie  
 Action Czech  
 Action Deutschland  
 Action Espana  
 Action France  
 Action Italia  
 Action Luxembourg  
 Action Nederland  
 Action Osterreich  
 Action Slovensko  
 Aero  
 Aero Chocolates  
 AgroAmerica  
 Agrogenius Consulting  
 Aldi  
 ALDI Portugal  
 Aldi UK  
 APEAJAL Congreso  
 Apositos Flowers  
 Arcos Dorados

Asociación de Productores  
 Exportadores de Aguacate de Jalisco, A.C.  
 Beaniac Coffee  
 Beef Passion  
 Bennetts  
 Bever Food  
 CABI  
 Café Don Victor  
 Café La Organización & Organic Coffee  
 Cafea UK Ltd  
 Club Coffee Craft Roasters  
 Cultivos Sostenibles Ec  
 DAR-VIDA  
 Dave's Quick Print  
 Descamex  
 Diario de Centro América  
 Dr Oetker  
 DrOetker DE  
 ElMundoDelCafeLaRevista  
 Exportadora de Café California  
 Finabar  
 Fortaleza Coffee  
 Frutas do Brasil

Glenburn Fine Teas  
 Good Earth Coffee House  
 Good Earth Kitchener  
 GoodEarthSudbury  
 Green SuperFood Brasil  
 HACHEZ Chocolate  
 Horse Head Tea  
 Hub Finanzas Sostenibles MX  
 HUG Guezli  
 INDOCERT India  
 Jimmys Iced Cofee  
 Kaha Coffee Company  
 Kirin  
 KitKat  
 Konsultan Pengembangan Desa  
 Lawson  
 Lidl France  
 Lipton Japan  
 Maxi Snacks  
 McDonald's Rouen Sud  
 McDonald's Coñe Fleurie  
 McDonald's Japan  
 Melior Fiber Studio

Meßmer  
 Mexico es Cultura  
 MILFORD Deutschland  
 Milieu Centraal  
 MoDE Coffee  
 Modere Europe France  
 Morrisons  
 Nespresso  
 Organización de Consumidores y Usuarios  
 Preferred by Nature  
 Rosaprima - Iconic Roses  
 Rubra Coffee  
 Sabio Coffee  
 Secretariat of @Culturamx  
 Slow Roasters  
 SpecialCoffee  
 Ueshima Coffee Company  
 Wernli  
 World Database on Protected Areas  
 Yogi Tea  
 Yogi Tea Europe

# The Rainforest Alliance's communications toolkit: An important guide for companies



FOLLOW THE FROG Contents	<b>INTRO</b>	<b>3</b>
	<b>HOW TO PARTICIPATE</b>	<b>5</b>
	<b>APPROVAL PROCESS</b>	<b>9</b>
	<b>SOCIAL MEDIA GRAPHICS</b>	<b>11</b>
	<b>RETAIL SIGNAGE</b>	<b>20</b>
	<b>PHOTOS &amp; VIDEOS</b>	<b>22</b>
	<b>DOWNLOADABLE ASSETS</b>	<b>25</b>
2	<b>READY-TO-USE MESSAGING</b>	<b>26</b>
	<b>GET IN TOUCH</b>	<b>33</b>

OVER 70 ASSETS AND 8 AVAILABLE LANGUAGES

**FOLLOW THE FROG**

**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

12

**FOLLOW THE FROG**

**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

**FOLLOW THE FROG**

**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

General Messaging  
Find more ready to use messaging on our website. Just add #FollowTheFrog

30

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

## 4. Global Influencer Campaign



## Over 40 influencers in 9 markets amplified the Follow the Frog message



Over 40 influencers from the UK, Germany, US, Netherlands, France Brazil, Mexico and Indonesia participated in the campaign.

## Influencers showcased how certified products are a great fit for a wide range of activities in everyday life



This year, we encouraged influencers to use their creativity and showcase a certified product through an activity.

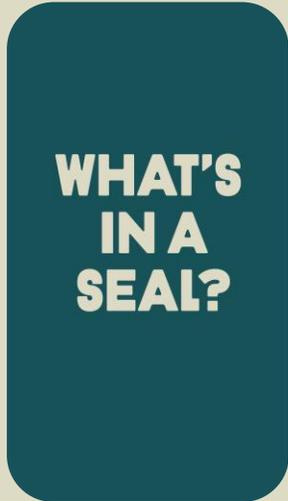
Influencers explored RA certified products through baking, cooking, and taking a walk in the nature.

Some content included kids, with the intention of guiding them young on the sustainability journey.

## 5. Rainforest Alliance's Social Media Activation



# Rainforest Alliance Social Media Content Reached Millions Globally



We featured [stories](#), [slide shows](#), and [videos](#) to meet the inspiring farmers, partner companies, and individuals who work with us to sow the seeds of sustainability.



-  143 K followers
-  409 K followers
-  255 K followers
-  504 K followers

# Content in 5 languages was featured on Rainforest Alliance social media channels

We shared inspiring stories in English, Spanish, Portuguese, Indonesian, and Japanese language on our various social media channels, **reaching nearly 3 million people** all over the world.



# Rainforest Alliance social media channels represented the diversity of our wide-spread alliance

In Follow The Frog 2023 we positioned our iconic little frog seal as a portal to a bigger sustainability journey- one where you "Follow the Frog" toward a better future for people and nature.



It wouldn't be possible to #FollowTheFrog without our long-standing partners

[Learn more](#)



A positive change is not possible without you

[Learn more](#)



A Mexican coffee farmer becomes a champion for her community

[Learn more](#)

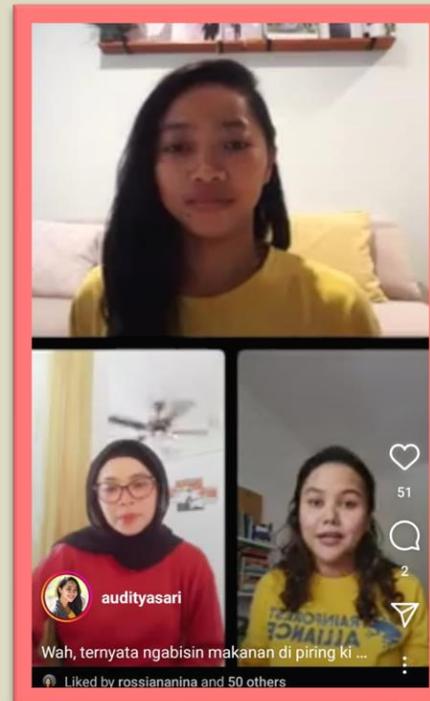
During this year's campaign we emphasized the need for everyone to take collective action, from farmers to companies and government to individuals.



## 6. Online and Offline Events



## Indonesia: Discussing minimizing food waste on Social Media



📍 September 30, IG live, Indonesia

- An Instagram Live event engaged in **discussions over food waste**.
- In commemoration of International Awareness Day, participants could chat with the API Institute about how **people can implement mindful eating in everyday life**.

## Brazil: Increasing importance of circular economy



📍 September 28, Brazil

Rainforest Alliance Brazil team organized this joint webinar with AUMA\* to:

- Share thoughts about the circular economy. The CEO of AUMA, Lucimar Silva, opened the discussion about 'Circular economy and certification like a strategy for the future'.

*\*AUMA is an enterprise that brings together a group of companies with various roles in the agricultural supply chain for the common purpose of transforming the agricultural sector through sustainability*



## Mexico: Growing brands' interest in the Rainforest Alliance's certification and sustainability commitments

**SIGUE LA RANA**  
UN VIAJE HACIA UN MÉXICO MÁS SOSTENIBLE

Sábado 30 de septiembre, 2023  
Av. Mazatlán 86, Colonia Condesa  
Entrada Libre

#FollowTheFrog #SiguelaRana

**Talleres**

- Arte Orquídea con Flores Chilepec 12:30 h. Cupo Limitado
- Secretos del Huerto Orgánico 15:00 h. Cupo Limitado

**Experiencias sensoriales**

- Café en tus Sentidos: Degustación Especial con (C) 12:00 a 18:00 h
- Del Grano al Tuesto con Café de 12:00 a 18:00 h

**Conferencias**

- Elegir un producto certificado es el primer paso en un viaje de sostenibilidad 11:00 h
- Hacia un Futuro más Sostenible: consume con Conciencia 16:00 h

**Cine**

- Proyección del Documental: A six-dollar cup of coffee 17:00 h

Logos: RAINFOREST ALLIANCE, Café Ge, Exportadora de Café California, CULTURA, BAKERY, T-ELEVEN, BLASÓN, M, ECOM.



September 30, Rainforest Alliance Mexico offices

- The event was meant to promote the importance of environmental conservation and responsible consumption.
- The highlight was the meaning of the Rainforest Alliance certification seal as a symbol of a company's commitment to sustainable practices.
- Arcos Dorados and 7-Eleven among others participated in the conference.



### Colabora 7-Eleven México junto a Rainforest Alliance

A través de su línea de café premium: 7-Reserve El Salvador, 7-Eleven México destaca el sello de Rainforest Alliance.



Por: Dora María Sáez

Monterrey. Porque la sostenibilidad es una responsabilidad compartida, 7-Eleven México presentó en el marco de la campaña "Follow the Frog" de la organización Rainforest Alliance, una alianza con la reconocida ONG para promover e impulsar la armonía entre la naturaleza y las personas con prácticas responsables para el desarrollo sostenible de negocios y productos.

En su viaje por un camino más verde, 7-Eleven México invita a los consumidores a través de su línea de café premium: 7-Reserve El Salvador, de Café Select, a no sólo disfrutar de un café emblemático, también, adquirir un producto con el sello de Rainforest Alliance, que lo avala como sostenible.

- 7-Eleven México highlighted the collaboration with Rainforest Alliance through its premium coffee line and got a [publication reaching 1.6 M people](#).

# Côte d'Ivoire: Stakeholders across sectors learning about Follow The Frog



 Sept. 29 – Oct. 8, Abidjan, Cote D'Ivoire

Rainforest Alliance Côte d'Ivoire had a booth at for more than a week at the SARA (Regional Agriculture and Animal Resources Fair of Abidjan).

The event, which was attended by thousands of people was a great platform to:

- **Meet with actors from different sectors** and introduce the Follow the Frog campaign to them.
- **Engage in discussions with project partners, students, companies,** and visitors about the essence of our green frog seal and sustainability commitments.



## 7. Resources and Contact



Rainforest Alliance's new brand creative platform is coming soon  
Stay Tuned!

**WE'RE  
ALL IN.**

*We're All In* is a creative platform that is the basis of our future campaigns and consists of our brand narrative and essence.

Thank you for participating, stay tuned for more in 2024!



- [Sign up](#) to get updates about next year's activations right in your inbox
- We're here all year round to support you with your plans and activations. Reach us at [marketing@ra.org](mailto:marketing@ra.org)
- Check our [website](#) for up-to-date information

