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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.
A global campaign that reached millions across multiple channels

**Online & Offline Events**
- [Food for Body and Soul](#)
- [Sigue la Rana](#)

**Influencer Campaign**
- > 40 influencers

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

**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.

**Media**
- 7-Eleven’s activation
This year’s results indicate an increased overall global reach, driven by company participation.

- **28.4M** Overall Reach
- **2.2M** Influencers
- **1.6M** via own channels
- **23.4M** via companies
- **1.6M** Media Outreach

- **87** Companies in 26 countries
- **41** Influencers
- **5** Partner Collaborations
- **4** Offline & Online Events

Social media impressions:
- **269K** LinkedIn impressions
- **41K** Facebook impressions
- **278K** Instagram impressions
- **2.4M** Twitter 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.

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.

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
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
The Rainforest Alliance’s communications toolkit: An important guide for companies
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.
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

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

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.

- 7-Eleven Mexico highlighted the collaboration with Rainforest Alliance through its premium coffee line and got a publication reaching 1.6 M people.
Rainforest Alliance Côte d’Ivoire had a booth 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 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
- Check our website for up-to-date information