

FOLLOW THE FROG



DIGITAL TOOLKIT



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INTRODUCTION

What is Follow the Frog?

Follow the Frog is a global marketing initiative encouraging consumers to make conscientious choices. It promotes adjusting daily habits and selecting products with the Rainforest Alliance little green frog seal, which signifies your company's commitment to sustainability.

What has changed?

Once an annual campaign, Follow the Frog is now a year-round initiative. Partner companies can engage throughout the year, sharing stories from our collaborations with farming communities. This ongoing effort promotes a sustainable future and helps consumers understand the importance of choosing products with the frog seal.



HOW TO PARTICIPATE

Sharing your journey

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

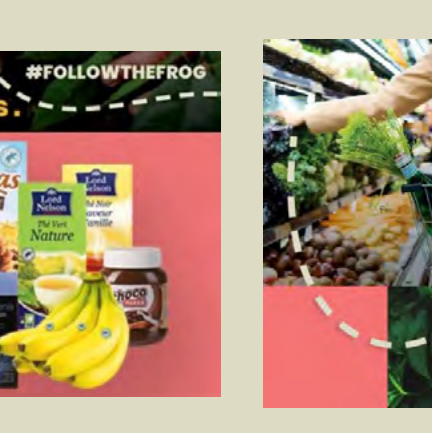
If you have another great engagement idea to discuss with us, please contact us.



Examples of global toolkit adaptations and brand activations

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

How to Participate



Examples of global toolkit adaptations and brand activations

Companies also use their own creativity and branding for social media content.

How to Participate

Follow the Frog

25th September - 1st October

We are partnering with the Rain Forest Alliance to support Follow the Frog




Did you know?

We have lots of own label products that are Rainforest Alliance Certified.

Just look for the frog on our packaging.



Proud to be **Rainforest Alliance Certified**

CHOICE ORGANICS **yogi**



We source Rainforest Alliance Certified cocoa



But what does that mean?

The cocoa we source is helping to build a brighter future for cocoa farmers, their communities & the environment.

#FollowTheFrog



プレミアムローストアイスコーヒー

マックカード ¥500

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!

#カエルを探そう キャンペーン

2023年9月25日(月)~2023年10月15日(日)23:59まで



Did you know that Rainforest Alliance Certified products are sold in 190 countries? #FollowTheFrog




We source Rainforest Alliance Certified cocoa for AERO

But what does that mean?



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!

#カエルを探そう キャンペーン

2023年9月25日(月)~2023年10月15日(日)23:59まで



BENNETTS x THE FROG



Make a difference this International Coffee Day

BETTER EVERYDAY

ALCAFÉ

ALDI



Rainforest Alliance Certified

Saving Forests & Biodiversity



NUESTROS BANANOS CUENTAN CON LA CERTIFICACIÓN RAINFOREST ALLIANCE

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

Follow the
frog toward
a better
future.

#FOLLOWTHEFROG



Follow the Frog Toward a Better Future

Available in:

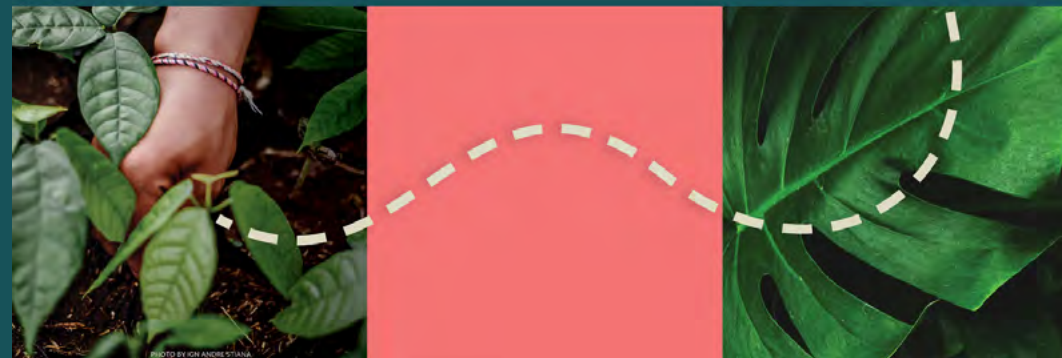
- English
- German
- French
- Spanish
- Portuguese
- Japanese

Square Post
1080 x 1080
JPG



The journey starts in your hands.

#FOLLOWTHEFROG



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**

“Rainforest Alliance certification helps us protect the environment so that it lasts for our children and for generations to come.”

ADRIEN KOFFI KOUADIO
COCOA FARMER
CÔTE D’IVOIRE



Farmer Testimonial – Adrien (v. 1)

Available in:

- English
- German
- French
- Spanish
- Portuguese

Square Post

1080 x 1080
JPG

“On my Rainforest Alliance Certified plot, we don’t cut down trees or plants. We plant trees to protect my cocoa plants, the landscape, and the environment.”

ADRIEN KOFFI KOUADIO
COCOA FARMER
CÔTE D’IVOIRE



Farmer Testimonial – Adrien (v. 2)

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.”

SIKOBHORA 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**



Farmer Testimonial – Leticia

Available in:

- English
- German
- French
- Spanish
- Portuguese

Square Post

**1080 x 1080
JPG**



Farmer Testimonial – Juan

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

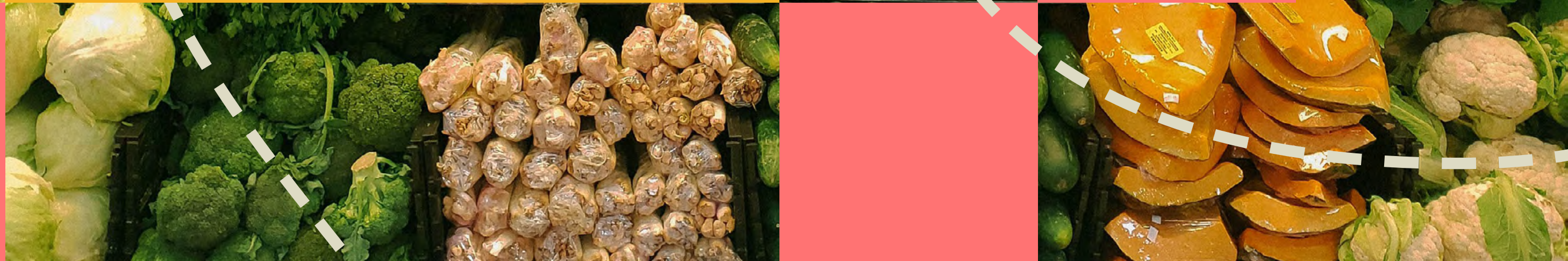
Square Post

1080 x 1080

- GIF
- MP4



RETAIL SIGNAGE



Retail Signage



Follow the Frog Decal (v. 1)



Follow the Frog Decal (v. 2)



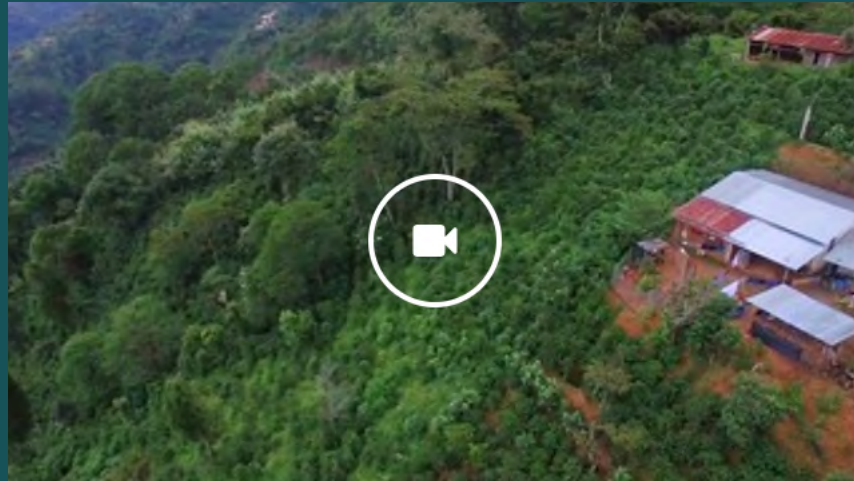
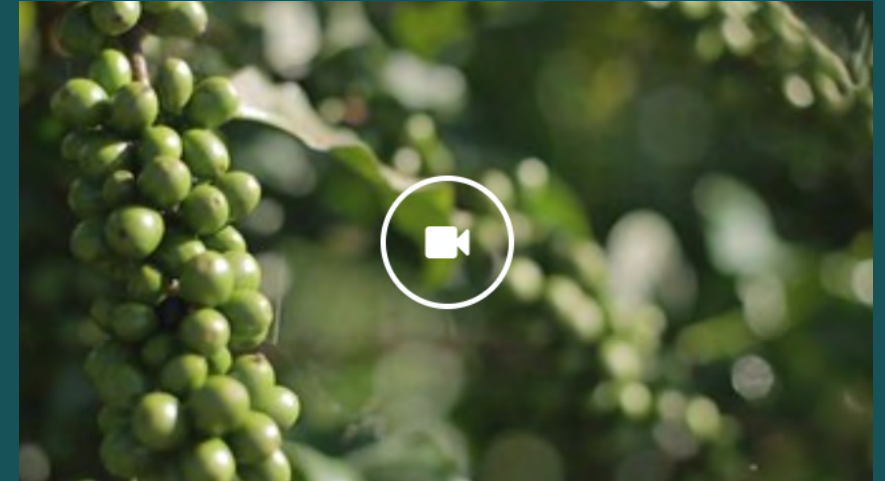
Follow the Frog Decal (v. 3)

Available in:
• English

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

PHOTOS & VIDEOS





B-Roll Video Clips

high resolution, various sizes
MP4

*Click the link above to see more.
Must be used with attribution.
Please credit Rainforest Alliance.*



Photos

high resolution, various sizes
JPG

*Click the link above to see more.
Must be used with attribution.
Please credit Rainforest Alliance.*

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

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**



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](#)



Did you know that the Rainforest Alliance works with more than 7,600 companies and 7.5 million farmers and workers? [#FollowTheFrog](#)

Did you know that Rainforest Alliance Certified products are sold in 170 countries? [#FollowTheFrog](#)

Did you know that the Rainforest Alliance works with farmers and forest communities in more than 60 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 the frog is a symbol for the health of an ecosystem? [#FollowTheFrog](#)

Did you know that Rainforest Alliance certification contributes to 8 of the 17 Sustainable Development Goals of the United Nations? [#FollowTheFrog](#)

Did you know that globally there are more than 42,000 products with the Rainforest Alliance Certified seal? [#FollowTheFrog](#)

General Messaging

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

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.

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](#)

APPROVAL PROCESS

Our digital toolkit and messaging templates can be used with approval from the Rainforest Alliance. They are intended for partners with a valid license agreement.

Please remember to submit your communication for approval via our [Claims Platform](#). Requests will be reviewed in 5–10 business days, so please submit your request on time.

Please **start your file names with “Follow the Frog”** to help us identify relevant materials and expedite the approval process.

Please refer to the [Labeling & Trademarks Policy](#) for full guidelines on our approval process.



GET IN TOUCH

Do you have any additional questions, ideas or feedback related to the Follow the Frog campaign? Reach out to your regular Rainforest Alliance contact or marketing@ra.org.

For questions about sourcing and certification, send an email to customersuccess@ra.org.

Don't miss any updates! Sign up for [Frog Business News](#), our business newsletter, to get the latest on our marketing campaigns, organizational updates, and more.

