

About the ROA Allies Consumer Campaign

What is the Allies Consumer Campaign?

The Consumer Campaign aims to develop more **awareness and consideration for the Regenerative Organic Certified® label** with consumers through a unified, multifaceted marketing campaign that will increase demand for Regenerative Organic Certified® products.



Campaign to date



Heal the earth, Nourish your Life.

Choose Regenerative Organic Certified®

Every time you choose Regenerative Organic Certified® products, you're investing in a healthier future for yourself, your family, and generations to come.

It goes beyond no synthetic pesticides, no toxic additives, and non-GMO ingredients by championing biodiversity and healthier soils, protecting animal welfare and ensuring worker well-being.



A marketing task force of leading brands convened to create an organizing idea and campaign strategy for ROC™ that will break through to new consumers with unified messaging and a clear, impactful, and ownable look. The "Heal the

Earth, Nourish your Life.(tm)" campaign was the result of this body of work.

How will my brand benefit from our involvement?

Allies of the Regenerative Organic Alliance provide financial support to launch the campaign, *"Heal the Earth, Nourish your Life,"* a market-driven solution to increasing soil health and organic matter, improving animal welfare, and providing economic stability and fairness to farmers and workers around the world.

The Allies Consumer Campaign will create consumer awareness and market demand for the Regenerative Organic Certified® label via digital campaigns, key visuals, and shopper marketing, highlighting how consumers can make an impact by choosing products that are ROC™, thus increasing demand for Regenerative Organic Certified® products.

In addition to increased product sales, the Allies Consumer Campaign will receive an estimated +20 million impressions via a multi-faceted marketing approach that includes:

- Digital Display Ads: Generate excitement among organic loyalists and drive them to find regenerative organic products from the ROA website (90k+ annual visitors) and other ROA resources.
- LinkedIn Consumer-Facing Ads: relevant channel to share thought leadership content and expertise with its target audience—marketing decision-makers - reach an engaged, professional, conscious customer.
- Paid Social Sponsored Ads (Instagram and Facebook)
- Sponsored White Papers/Leadership Content with Allies* Brands to generate Demand and Leads for future ROC™ brands.

We partner with our Allies in numerous ways, and no two partnerships are alike. While all Allies must meet our Corporate Gift Acceptance Policy, we recognize that brands may be at different stages in their journey to ROC™. By building upon the strength of our community, we can create a collective pathway toward a restorative and resilient future.

How can my brand get involved?

The ROA Allies Program provides the opportunity to support core ROA programs including the Consumer Campaign. Financial contributions designated for the consumer campaign go directly into supporting the consumer campaign. This paid advertising brand campaign defines the next era of ROC™ with an elevated look/tone/feel and moves ROC™ into an amplified, consumer-recognizable, brand and seal.

For additional information on the ROA Allies Program and Consumer Campaign, **contact:** [Elizabeth Whitlow](#), Senior Advisor and Board Member, ROA Board of Directors.