



LEAPING BUNNY PROGRAM MARKETING OPPORTUNITIES

The Coalition for Consumer Information on Cosmetics' (CCIC) Leaping Bunny Program wants to see our cruelty-free companies succeed. We can help you reach your target audience of conscientious consumers.

FREE PROMOTIONAL OPPORTUNITIES



SHOPPING GUIDE LISTING

Be listed in the *Compassionate Shopping Guide* on our website, which gets more than 28,500 visitors per month. The online version provides direct links to all Leaping Bunny certified companies.



SMART PHONE APP

Be included in our recently updated Cruelty-Free app for iPhones and Androids, which includes a UPC scanner so shoppers can search by product and the ability to create a favorites list.



SOCIAL MEDIA

Get promoted through special offers, giveaways, and contests. Leaping Bunny is on Facebook (135,000+ likes), Twitter (15,000+ followers), Instagram (44,000+ followers), and Pinterest (4,400+ followers).



E-NEWSLETTER PROMOTION

Offer a special promotion, such as a coupon or free sample and have it featured in monthly e-mails sent to more than 47,000 targeted consumers.



WEBSITE PROMOTION

Pitch a special offer and have it displayed in a special section of our website: leapingbunny.org/deals or on our homepage.



SAMPLING

Donate samples for conferences — like Taking Action for Animals, VegFests, and Animal Rights — or for beauty boxes, sent out to thousands of subscribers.



PRODUCT REVIEWS

Send us a product and we'll review it and post photos of it on social media, in our e-newsletter, and on our blog.



PARTNERSHIPS

Donate a portion of your proceeds back to Leaping Bunny: leapingbunny.org/partners.



HOLIDAY PROMOTION

Get involved in our annual holiday promotion, pitched to beauty bloggers and advertised on social media.

LICENSING THE LEAPING BUNNY LOGO



Pay a one-time nominal fee that goes right back into supporting the program.



Use on packaging, websites, and other marketing materials.



QUICK FACTS ON THE LEAPING BUNNY PROGRAM

The Leaping Bunny Program was founded in 1996 and is administered by the Coalition for Consumer Information on Cosmetics (CCIC). CCIC is comprised of the following animal protection organizations: American Anti-Vivisection Society; Animal Alliance of Canada; Beauty Without Cruelty, USA; Doris Day Animal League; The Humane Society of Canada; The Humane Society of the United States; National Anti-Vivisection Society; and New England Anti-Vivisection Society.

LEAPING BUNNY BY THE NUMBERS



1045

CERTIFIED COMPANIES



47,000+

E-MAIL SUBSCRIBERS



21%

E-MAIL OPEN RATE



135,000+

LIKES ON FACEBOOK



15,000+

TWITTER FOLLOWERS



44,000+

INSTAGRAM FOLLOWERS



8,000+

CRUELTY-FREE APP DOWNLOADS/MONTH



100,000+

SHOPPING GUIDES DISTRIBUTED IN 2016



41,000+

MONTHLY WEBSITE VISITORS

THE LEAPING BUNNY LOGO WHY IT MATTERS

According to a survey conducted in October 2014 by UL Environment:

- **56%** of respondents said a third party certification made a product more reputable.
- **74%** of respondents said the term ‘cruelty-free’ was too vague.
- The Leaping Bunny Logo was ranked as the **top third-party claim** for personal care products for supporting a price premium, influencing purchasing decisions, and positively impacting the brand.
- The Leaping Bunny Logo was also the **top third-party claim** for cleaning products for influencing purchasing decisions and having a positive impact on the brand. This logo placed ahead of both the Green Good Housekeeping seal and the USDA Organic seal.
- **93%** of consumers chose a certification as one of their top three factors for purchasing a product.

Source: UL Environment: *Under the Lens: Claiming Green*, October 2014 <http://environment.ul.com/claiminggreen>

IN THE NEWS

Care2, 03/31/16, “How to Make Sure What You’re Buying is Cruelty-Free”
 Refinery29, October 2015, “What No One is Saying About Animal Testing.” Leaping Bunny seal called “the current gold standard for cruelty-free.”
 Named one of *Origin Magazine’s* favorite animal nonprofits, November/December 2013 and March/April 2014
Consumer Reports’ Shop Smart, March 2013, “Is Free Really Better?”
Forbes Magazine, 2/3/12, “Is Your K-Y Jelly Cruelty-Free? Do You Care?”
New York Times, 12/28/11, “Leaving Animals Out of the Cosmetic Picture”
Fast Company, January 2011, “Certification Labels that Make the Grade”, Leaping Bunny Logo one of only five logos mentioned
Green Fudge, 7/6/10, “Greenwashing: Do You Know a Real Green Label from a False One?” Leaping Bunny Logo “can definitely be trusted”
Mother Jones, November/December 2009, “Is Your Eco Label Lying”, Leaping Bunny given “Best of the bunch” rating
Consumer Reports’ “Greener Choices Ratings,” Leaping Bunny Logo rated “highly meaningful”