



# LEAPING BUNNY PROGRAM

## FREE Marketing Opportunities

Spring 2020

The Coalition for Consumer Information on Cosmetics' (CCIC) Leaping Bunny Program wants to promote your company for FREE! We can help you reach a new audience of conscientious consumers.

### FREE Promotional Opportunities



#### Shopping Guide Listing

Get listed in the *Compassionate Shopping Guide* on our website, which receives more than **30,000** visitors per month.



#### Social Media

Get promoted through giveaways, product reviews, and takeovers. Leaping Bunny is on Facebook (**138,000+** likes), Twitter (**17,400+** followers), and Instagram (**82,000+** 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 **40,000** targeted consumers.



#### 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.



#### Sampling

Donate samples for conferences or for beauty boxes, which are sent out to thousands of subscribers.



#### Website Promotions & Partnerships

Pitch a special offer or donate a portion of your proceeds back to Leaping Bunny and have it displayed in a special section of our website or on our homepage.



#### 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. Our app is downloaded more than **1,000** times per month.



#### Holiday Promotion

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



## The Leaping Bunny Logo

### LICENSING THE LEAPING BUNNY LOGO



Use on packaging, websites, and other marketing materials, such as social media.



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

### WHY THE LOGO MATTERS

From a survey conducted in October 2014 by UL Environment:

- 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>

For more information or to get your company involved, contact:

**Kim Paschen, Program Manager**  
**[kim@leapingbunny.org](mailto:kim@leapingbunny.org)**  
**888-546-2242**