

WONDERING HOW YOU CAN PARTICIPATE IN THE #BeTheButterfly CAMPAIGN?



The Non-GMO Project launched a year-long consumer awareness campaign to highlight how individual actions ultimately lead to huge impacts. This idea is called the butterfly effect, and in the natural world, it happens all the time: A small and seemingly insignificant event spirals outward, creating massive and complex changes in the world around us.

During the course of this campaign, we are focusing our marketing efforts across all channels to boost organic reach, follower count, and brand relevance amongst natural and organic consumers.

Butterfly Effect campaign FREE options to participate:

TELL YOUR BUTTERFLY EFFECT STORY

Every Non-GMO Project Verified brand has a butterfly story. Tell your story on your social media channels or your blog and use the hashtag #BeTheButterfly. Highlight your non-GMO commitment and other tactics your organization partakes in to create a safer food system. Be sure to use the hashtag #BeTheButterfly and we repost your story.

SHARE EDUCATIONAL MATERIAL

Share out educational content that we create and provide to you during the course of the campaign. Throughout this year-long campaign, you will receive emails from our Customer Experience team that include mini media libraries based on product category and industry. For instance, we created a dairy media library for dairy month. The mini media libraries include professionally designed social media posts, lifestyle photos, and infographics you can use.

REPOST OUR CAMPAIGN VIDEO

Our #BeTheButterfly domino launch video has garnered over 1 million impressions on YouTube. Simply repost this captivating video and @nongmoproject and use the hashtag #BeTheButterfly.

BRAND WEDNESDAY

Over the years, we've amassed a considerable social media following: 1.3 million to be exact. That said, if you're just starting to build up your online following, we're here to help. Each Wednesday, we like to highlight newly Verified clients using coordinated messaging and imagery across our social channels.

DONATE PRODUCTS FOR A GIVEAWAY

Donate up to 10 products to us and we will bundle these items with donations from our other brands and create amazing variety gift bags to give away to our followers. We can't guarantee when the actual giveaway will take place since we will be waiting on donations from other brands too to provide a variety gift bag. We can guarantee that your products in our giveaways means greater exposure to the right consumers.

Butterfly Effect campaign sponsored options to participate

We provide a host of marketing offerings within our sponsorship package. We offer both à la carte options and packages that help you elevate your Non-GMO Verification mark and increase brand awareness. Our packages range from \$5k to \$15k and our à la carte options start as low as \$129. Please refer to our sponsorship packet for more details.

Contact our Customer Experience team: verification@nongmoproject.org for more information.

