



LEAPING BUNNY PROGRAM

FREE Marketing Opportunities

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 **36,000** visitors per month.



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.



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 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.



Sampling

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



Holiday Promotion

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



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 **5,000** times per month.



Social Media

Get promoted through special offers, giveaways, and contests. Leaping Bunny is on Facebook (**136,000+** likes), Twitter (**15,700+** followers), Instagram (**53,900+** followers), and Pinterest (**4,500+** followers).



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:

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