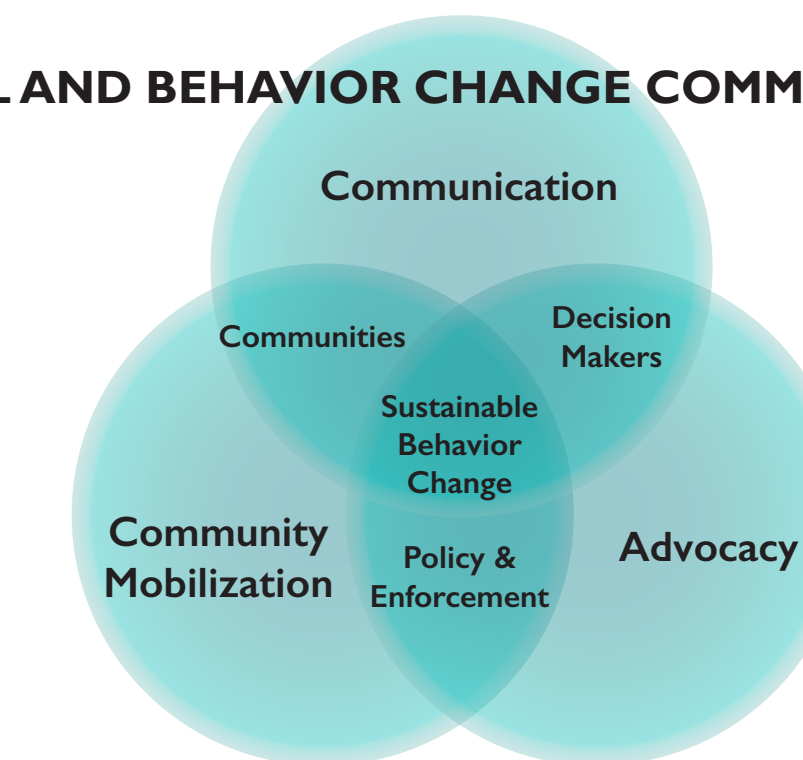


“Beautiful Without Ivory” Campaign



USAID WILDLIFE ASIA (THAILAND)

DEMAND REDUCTION APPROACH

DESIRED BEHAVIOR CHANGE



TARGET AUDIENCES

Those who use ivory jewelry and accessories due to its perceived beauty

Affluent urban women in their 20s or older who have families and careers, and have regular access to internet and social media

Formative Research to Inform Approach

2018 USAID Wildlife Asia Quantitative and Qualitative Study of Consumer Demand for Wildlife Products in Thailand

- A major driver of ivory demand is perceived aesthetic value
- Ivory jewelry “makes people feel beautiful, well-dressed, and shows good taste”
- Consumer demographics

Focus-group discussions to test SBCC approaches

- “Small beauty creates great loss”: aimed to undermine the perception of purity of ivory
- “True beauty does not need ivory”: aimed to affirm beauty without the need for ivory accessories

Key Messages

“True Beauty Does Not Need Ivory”

“Ivory Is Never Beautiful and Never Acceptable”



Messaging Platforms

Short videos and key visuals distributed on social media and the internet



LEARNING AND ADAPTING

Learning Questions

Will changes in social norms decrease levels of
 (1) desire and/or
 (2) consumption of wildlife parts or products among target audiences? How?

HOW ARE WE MEASURING CHANGING DEMAND?

- Percent of target population that report decrease in using ivory products
- Percent of target population that report reduced intent to purchase ivory products
- Increase in social unacceptability towards ivory product use

HOW ARE WE ADAPTING AND LEARNING?

- Midterm research will be conducted in April/May 2020 to determine whether the campaign is changing attitudes, perception of social acceptability and intent to purchase ivory
- Findings will be used for adaptive management
- Campaign media dissemination is using outdoor ads and digital media (from October 2019 to March/April 2020).

