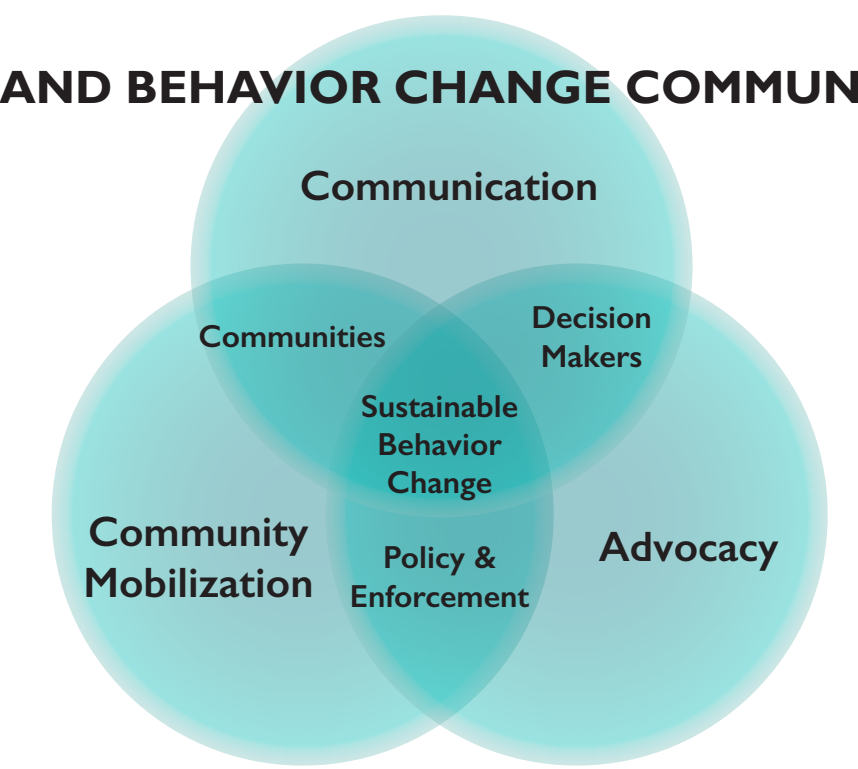


# “No Ivory No Tiger Amulets” Campaign



## USAID WILDLIFE ASIA (THAILAND)

### DEMAND REDUCTION APPROACH

#### DESIRED BEHAVIOR CHANGE

Decrease use of ivory and tiger parts for spiritual purposes

Decrease intent to buy ivory and tiger parts for spiritual purposes

Increase social unacceptability of use of ivory and tiger parts for spiritual purposes



#### TARGET AUDIENCES

Those who desire to buy and use ivory and tiger parts and products motivated by beliefs in the power of these products to bring good luck or ward off evil

Typically 30-49 year-old, well-educated, affluent men and women, married with kids

### Formative Research to Inform Approach

- Wildlife Asia conducted consumer research in Thailand in 2018**
- The study investigated consumer demographics and found that 2 and 1 percent of the adult urban population owns and uses ivory and tiger products respectively
  - A major driver of consumption are strongly held beliefs in the power of elephants and tigers to bring good luck and prevent bad fortune, which are handed down from elders and spiritual leaders
  - Many amulet users do not associate their actions with the killing of elephants and tigers

### Key Messages

“Can Ivory / Tiger Fang Really Protect You?”

“Stop Buying, Stop Using Products made from Tiger Parts and Elephant Ivory”



### 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 ADAPTING AND LEARNING?

- Media dissemination of the campaign is planned for early 2020 using outdoor ads and digital media
- A midterm evaluation will be conducted in April/May 2020 to determine whether the campaign is changing attitudes, perception of social acceptability and intent to purchase ivory and tiger products
- Findings of this study will be used to adapt the campaign to improve efficacy

#### HOW ARE WE MEASURING CHANGING DEMAND?

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

### Messaging Platforms

Digital and outdoor ad campaign

