



DEMAND REDUCTION CAMPAIGNS

Using in-depth consumer research, USAID Wildlife Asia worked with government and private sector partners to develop and conduct 11 campaigns in the region, resulting in significant reduction in intention to buy wildlife products and their perceived social acceptability.

THAILAND

- Seven campaigns implemented
- Target species: elephant, tiger
- Four partners involved
- \$746,000 leveraged
- Result: Reduction in intention to buy wildlife products by 56 percent

VIETNAM

- One campaign implemented
- Target species: rhino
- Eight partners involved
- \$615,000 leveraged
- Result: Reduction in intention to buy wildlife products by 28 percent

CHINA

- Three campaigns implemented
- Target species: elephant, pangolin, rhino, and tiger
- 21 partners involved
- \$16.3 million leveraged
- Result: Reduction in intention to buy wildlife products by 55 percent

USAID Wildlife Asia campaigns have leveraged over \$17.7 million from partners including the private sector.

BEAUTIFUL WITHOUT IVORY - THAILAND

Beautiful Without Ivory aimed to reach and engage those who desire to buy and use ivory jewelry and accessories because of its perceived beauty. It promoted a lifestyle rejecting the use of ivory. Five Thai influencers banded together for the campaign's 45-second video: Cindy “Sirinya” Bishop, supermodel and actress; Pichaya Soontornyanaki, celebrity chef; Jareyadee Spencer, TV host and entrepreneur; Praewatchara Schmid, Top 10 Miss Thailand Universe 2019; and Varine

Charungva, photographer. They committed to be *Beautiful Without Ivory* campaign champions, advocating that, “True Beauty Does Not Need Ivory and Ivory is Never Beautiful, Never Acceptable”. The campaign videos on Facebook, Instagram, and YouTube, which ran from December 2019 to April 2021 in three phases (averaging eight weeks per phase), were viewed more than 17.3 million times. Ads were placed in a leading fashion magazine with a circulation of 250,000. Campaign billboards were displayed near malls and in 10 MRT stations in Bangkok with an estimated reach of 42 million views.



A GOOD LIFE IS FREE OF KILLING - THAILAND



A Good Life Is Free of Killing promoted the key message “How can amulets that come from taking another being’s life be considered as auspicious or a source of good karma?” to counter beliefs that ivory and tiger products bring good luck. The campaign featured three popular and high-profile influencers: revered monk Venerable Phramedhivajirodom (V.Vajiramedhi); well-known actor and emergency response volunteer Bhin Banloerit; and prominent television personality “Top” Daraneenute Pasutanavin. The

influencers communicated this key message in 30-second videos. The campaign videos were disseminated on Facebook and Instagram from November 2019 to June 2020, obtaining more than 800,000 views. Print materials displayed on sidewalks and bus shelters near amulet malls in Bangkok and placed in popular newspapers reached an estimated 24 million views.

NO IVORY, NO TIGER AMULETS - THAILAND



The *No Ivory, No Tiger Amulets* campaign aimed to reach and engage those who desire to buy and use ivory and tiger parts and products, motivated by their beliefs in the power of these products to prevent harm. The campaign's 60-second video featured a "slice of life" story of a man wearing amulets in an accident. The video was narrated by a popular monk Phra Maha Sompong Talaputto who, at the end of the video, asked "How can ivory and tiger protect you when these animals could not even protect themselves?" The 60-second video and shorter versions, placed on Facebook, Instagram, YouTube, and Google from April 2020 to June 2021 (two dissemination rounds averaging eight weeks per round), were viewed 12.7 million times. Print materials displayed on billboards and tuktuks plying routes near amulet markets in Bangkok were viewed an estimated 12 million times.

DIGITAL DETERRENCE - THAILAND



The innovative *Digital Deterrence* campaign used digital marketing targeting potential online buyers of wildlife products to increase their perception of personal risk and decrease their sense of anonymity online. Google deterrence ads were shown to those using search words that indicated possible interest in buying wildlife products online. These ads communicated that online trading in illegal wildlife is risky and enforcement officers are online to monitor their activities, thus preventing them from completing their purchase. The campaign had two phases. Phase I was implemented from August 2018 to March 2019, and served ads in response to 560,470 searches, after which 17,410 clicked to the campaign landing page sponsored by

PARTNERING WITH PRIVATE SECTOR

The *No to Ivory Souvenirs and Gifts* campaign was adopted by one of Thailand's major hotel chains and reflects effective leveraging of partnership with the private sector to promote a corporate social responsibility approach that is focused on countering wildlife trafficking.

Thailand's Department of National Parks, Wildlife and Plant Conservation. Phase 2, implemented from November 2019 to June 2020, targeted those who were tracked in Phase 1 and new potential online searches. Phase 2 also expanded from Google to social media, targeting searchers with similar socio-demographic characteristics as potential online buyers. These potential buyers were served with deterrence messaging and edited ads from the *Beautiful Without Ivory* and *No Ivory, No Tiger Amulets* campaigns. Phase 2 deterrence ads were viewed more than 8 million times.

NO TO IVORY SOUVENIRS AND GIFTS – THAILAND

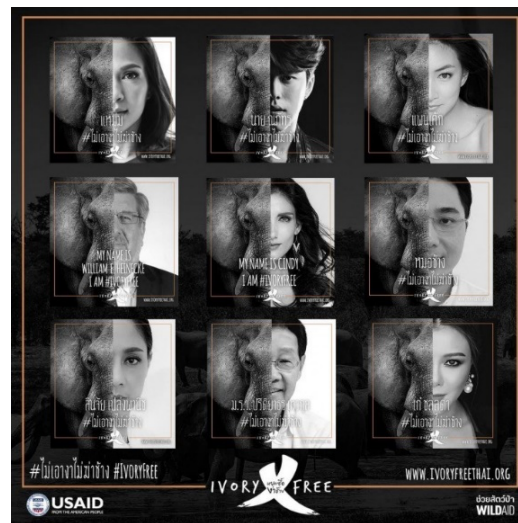
The one-minute animated video *No to Ivory Souvenirs and Gifts* aims to deter purchases of ivory souvenirs among Chinese and other tourists in Thailand.

It was produced by the Golden Triangle

Asian Elephant Foundation (GTAEF), with technical support from USAID Wildlife Asia. GTAEF is the corporate foundation of the Thailand-based Minor Group, which owns 161 Anantara and Avani hotels globally. The video is now shown in all in-room channels of the Anantara hotels in Thailand, as well as in Sukosol hotels in Bangkok and Pattaya.



I AM #IVORYFREE - THAILAND



The campaign built upon WildAid's *Ivory-Free Pledge* campaign. It engaged 114 Thai celebrities and high-profile influencers from business, entertainment, politics, sports, art, culture, religion, and the press, to make an online pledge "I am #IvoryFree" by creating their Ivory Free photo at www.ivoryfreethai.org and posting the image

on their social media profiles. Along with a message on why they were making the pledge, the influencers added hashtags including #ไม่เอางาช้าง #IvoryFree and invited the public to do the same. The campaign was implemented from September to December 2017. The 114 celebrity posts reached an estimated 87 million views. The campaign also generated more than 15,200 photos with pledges from the public.

CHI III INITIATIVE – VIETNAM

The *Chi* ("strength of will" in Vietnamese) *Initiative* was conceived as a social marketing program to reduce rhino horn consumption among affluent, urban businessmen, 30-55 years old, and who use rhino horn to demonstrate status/wealth. This target businessman was characterized as "Mr. L" in the campaign.

DRIVERS OF DEMAND FOR RHINO HORN

Demand for illegal wildlife parts and products in Vietnam exists within a context of strong cultural norms that encourage consumption of wildlife for prestige, and by traditional beliefs regarding the health benefits obtained from their consumption. The Chi Initiative was designed to encourage Vietnamese businessmen, a key user group, to reject rhino horn and lead a shift in social norms away from the consumption of illegal wildlife products.

TRAFFIC launched the *Chi Initiative* in 2014 in Vietnam in two phases. USAID Wildlife Asia supported implementation of Phase III as an SBCC campaign using consumer research to reduce rhino horn consumption.

Key activities of *Chi III* included conducting workshops that mobilized government, civil society organizations (CSOs), and the private sector to promote *Chi III* messages and a campaign directly targeting consumers. A three-minute video with a 60-second version were produced to promote the overarching Chi Initiative message that “A person’s strength of will comes from within, not from a piece of rhino horn.” Two print public service



service announcements were also produced: “You risk losing prestige, global recognition, and respect by using rhino horn and other illegal wildlife products,” and “Stamina and strength come from dedication, practice, and perseverance, not a piece of horn.” The social mobilization workshops engaged 1,500 people from the business and religious sectors and 2,020 government officials. The *Chi III* campaign videos ran from August to October 2020 on Facebook, YouTube, the Chi microsite, and online newspapers, garnering more than 1.2 million views. The print materials were placed on Facebook, the Chi microsite, online newspapers, and billboards in Danang from December 2019 to September 2020, and reached an estimated 25 million views.

CHINA’S WILDLIFE PROTECTION LAW AND IVORY BAN

China’s Updated Wildlife Protection Law (WPL) and Domestic Ivory Ban solidified China’s progress towards legal protection of wildlife. However, USAID Wildlife Asia’s 2018 consumer research on demand for wildlife products in China revealed that among the general population, only 19 percent were aware of the messages to stop consumption of wildlife parts and products. In response, USAID Wildlife Asia launched the WPL campaign to increase knowledge of laws regarding consumption of wildlife products and the penalties and personal risks involved in violating provisions regarding consuming wildlife.

WILDLIFE PROTECTION LAW - CHINA

USAID Wildlife Asia implemented a continuous campaign to promote the updated Wildlife Protection Law (WPL) in China, enacted in January 1, 2017, and China’s Domestic Ivory Ban instituted on January 1, 2018. The approach for this campaign was to focus on raising public awareness and understanding of the updated law, particularly people’s perception of the penalties for consumption of illegal wildlife, especially regarding the four focal species – pangolin, elephant, rhino, and tiger. The campaign involved a three-minute



GIFTING AS A PURPOSE OF WILDLIFE CONSUMPTION

USAID Wildlife Asia’s 2018 consumer research in China revealed that one major driver of the purchase and consumption of elephant ivory, pangolin, rhino, and tiger products is their strong appeal for gifting purposes. Gifting with these products demonstrates the status and wealth of the giver and their respect for the recipient. Based on this finding, USAID Wildlife Asia developed the Wildlife-Free Gifting campaign to reduce the practice of gifting with wildlife products.

animated video, print materials, and 30-second videos for each species; a customized mega wall poster cut from the animated video; and other print materials that communicated the poor investment potential of ivory as a result of the ban. The project worked with public and private sector partners to promote these WPL materials via multiple outdoor channels, new media, and top video websites incorporating big data into a targeted media strategy. The campaign ran from May 2018 to July 2020 and reached more than 1.6 billion views through 20 media channels and 15 leveraged partners.

WILDLIFE FREE GIFTING CAMPAIGN – CHINA



The *Wildlife-Free Gifting (WFG)* campaign conveyed the key message that giving gifts with endangered wildlife products is not in line with the “green lifestyle” promoted by the ecological civilization concept in China. The campaign used the Chinese lunar calendar which shows “Gifting with wildlife parts/products” as one of the “Don’ts” in five daily life scenarios. The campaign targeted potential and current wildlife consumers/gifters between 30 and 50 years old with middle-higher incomes.

The WFG campaign dissemination focused on Guangdong province. Phase I of the WFG campaign aimed to reduce demand for pangolin, considering the public attention on wild animal markets as a possible source of the first COVID-19 infection and the ban on wild meat consumption by China’s National People’s Congress. Implemented from June to July 2020, Phase I consisted of one set of campaign print materials and a 30-second video focusing on consuming wild meat, particularly pangolin meat, during dinners and banquets. Phase 2 of the WFG campaign expanded to reducing demand for tiger bone, rhino horn, and elephant ivory. Implemented from September 2020 to April 2021, Phase 2 materials portrayed everyday gifting scenarios between a son and parents, husband and wife, two friends, and during travels abroad. Four sets of campaign print materials and 30-second videos were developed and disseminated along with the set of pangolin materials. The two phases of the WFG campaign were disseminated through online and offline channels including video websites, mobile applications, social platforms, residential communities, apartment buildings, metro lines, buses, cinema houses, zoos, and museums, and reached more than one billion views.



PARTNERS

USAID Wildlife Asia worked with an extensive range of government and private sector partners across the region to development and implement 11 campaigns. Key partners include:

Thailand

- Department of National Parks, Wildlife and Plant Conservation (DNP)
- WildAid
- Golden Triangle Asian Elephant Foundation (GTAEF) of the Minor Group
- International Network of Engaged Buddhists (INEB)

Vietnam

- National Assembly
- Central Committee for Propaganda and Education (CCPE)
- People's Committee of Danang City
- TRAFFIC
- Vietnam Chamber of Commerce and Industry (VCCI)
- Vietnam Automobile Transportation Association (VATA)
- Hanoi Women's Association of Small and Medium-Sized Enterprises (HAWASME)
- Vietnam Central Buddhist Association (VCBA)

China

- Beijing Tong Tu Enterprises Development Co., Ltd.
- Beijing Yisheng Cultural Communications Co., Ltd.

WHERE CAN I FIND CAMPAIGN MATERIALS?

<https://www.usaidwildlifeasia.org/campaigns>

Permanent online material hub for China campaigns can be found at:

<https://h5.fuyumoe.com/wildlife-freegiftingcampaign/index.html>

The WFG campaign adopted Thailand's *Digital Deterrence* campaign strategy to target potential buyers of wildlife products based on their online behaviors, mostly through keyword searches. Based on keyword searches and the socio-demographic characteristics analyzed, relevant WFG videos were served to these potential buyers through top news applications and WeChat. Those who clicked on the videos were directed to a landing page with all of the USAID Wildlife Asia China campaign materials and "green lifestyle" information. Those who entered the landing page were invited to participate in a mini-survey to gather feedback on their attitudes, perceived social norms, and future intention to buy wildlife products. A total of 5,594 people responded to the mini-survey. After 85 days, the landing page had 164,463 visits and was shared 914 times.

ABOUT USAID WILDLIFE ASIA

USAID Wildlife Asia is a five-year (2016-2021), US\$24.5 million, regional counter wildlife trafficking (CWT) initiative addressing the illegal trade in pangolins, tigers, elephants, and rhinos in Southeast Asia (Cambodia, Lao People's Democratic Republic, Thailand, and Vietnam) and China. The project aims to reduce consumer demand for wildlife parts and products, strengthen law enforcement, enhance legal and political commitment, and support regional collaboration to reduce wildlife crime.

<https://www.usaidwildlifeasia.org>