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# USAID REDUCING DEMAND FOR WILDLIFE

## CHINA WILDLIFE FREE TRAVELER CAMPAIGN REPORT

November to December 2022

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## China Wildlife Free Traveler Campaign Report November to December 2022

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## **LIST OF ABBREVIATIONS**

ASEAN	Association of Southeast Asian Nations
COVID-19	Coronavirus Disease 2019
CWCA	China Wildlife Conservation Association
PSA	Public Service Announcement
RDW	USAID Reducing Demand for Wildlife
SAR	Special Administrative Region
WFT	Wildlife Free Traveler
WWF	World Wildlife Fund



## BACKGROUND

The USAID Reducing Demand for Wildlife (RDW) Activity aims to protect biodiversity and disrupt transnational organized crime by countering wildlife trafficking. RDW builds on the USAID Wildlife Asia Activity, a five-year regional project that began in August 2016. In line with that Activity, RDW focuses on global trafficking of wildlife products consumed in Asia and derived from elephants, rhinoceroses, pangolins, and tigers. RDW's objectives are to create an enabling environment to:

- 1) Reduce demand through social and behavior change communication (SBCC) campaigns, and
- 2) Reduce supply through rational, comprehensive regulatory and enforcement systems. To support the first objective, the Activity continues USAID Wildlife Asia campaigns in China and Thailand; develops campaigns for Chinese travelers' intent on buying illegal wildlife in other countries; and applies or establishes messages and principles for maximizing the potential for SBCC techniques to reduce demand for wild meat and wildlife products.

Consumer research from USAID Wildlife Asia and other organizations like World Wildlife Fund (WWF)/GlobeScan reveal that outbound travel is highly correlated with purchase of ivory and other wildlife products among Chinese nationals from the mainland. The studies show that travelers do not expressly travel abroad to buy ivory and wildlife products but being outside of the mainland presents an opportunity for them to do so. The WWF/GlobeScan Chinese Travelers Research (2020) found that 30 percent of respondents are not aware of the illegality of bringing wildlife products (mainly ivory products) into mainland China. Of this proportion, 18 percent think that it is legal in certain circumstances, such as bringing small items or items for personal use, not resale.

Based on the findings above, the China component of the *Wildlife Free Traveler* (WFT) campaign under USAID Reducing Demand for Wildlife (RDW) was designed and developed to increase Chinese travelers' awareness of the illegality and penalties entailed with bringing ivory and any other endangered wildlife products, no matter how small or for personal use, into mainland China, especially from Southeast Asian countries.

The objectives of the China WFT campaign were to:

- Increase awareness of the illegality of carrying and/or mailing ivory and other endangered wildlife products into China from any overseas trip, especially from Southeast Asia, and the penalties entailed with this practice;
- Increase the perception of personal risk with carrying and/or mailing these products from outside China;
- Decrease the social acceptability of buying ivory and other endangered wildlife products from an overseas trip; and
- Reduce intention to purchase ivory and other illegal wildlife products, and carrying or mailing these products back into China from an overseas trip.

## TARGET AUDIENCE

The target audience of this campaign comprises ***outbound mainland Chinese traveling to Southeast Asia and Hong Kong Special Administrative Region (SAR) for business, work, study, or other similar non-leisure purposes, as well as Chinese nationals who work or live in border areas within China*** that have a desire to buy ivory and other wildlife products while abroad. This target audience was selected since Chinese tourists were not yet travelling abroad in large numbers

in 2022 due to coronavirus disease 2019 (COVID-19) travel restrictions and would likely only resume regular travel in late 2023 or 2024.

The target audience is comprised of people between 25 and 54 years old, married, with a mid-level monthly income of \$1,250 - 3,125 (RMB 8,000 - 20,000). The geographic focus of this campaign is Guangxi (Nanning), Yunnan (Kunming), and Shenzhen, especially border cities and port areas.

## KEY MESSAGES

After conducting desk research on the Chinese outbound travel market, the RDW China team developed the campaign's core creative concept, "A pleasant journey is to get home safely without any risks." This concept was designed to attract the target audience's attention and highlight the first concern of a trip, which, based on findings from research among Chinese travelers, is personal safety.

The campaign focused on communicating the messages of legal risks to enhance travelers' perceptions of personal risk and understanding of relevant laws, regulations, and penalties for purchasing and smuggling ivory and other wildlife products from abroad. The key messages of the campaign included:

***The legal risks associated with bringing ivory and wildlife products back into China is a threat to personal safety. Therefore, making travelers aware of these risks will deter them from purchasing ivory and wildlife products when traveling abroad and from carrying or mailing these products back into the mainland.***

- **Tagline:** "A pleasant journey is to get home safely without any risks." The Chinese characters for "risks" here have another meaning: "dangerous elephant" (ivory products). This implies that buying or carrying ivory products during the inbound journey is risky and might cause legal sanctions.
- **Call-to-Action:** "Please do not buy any ivory or other illegal wildlife products while traveling abroad and carry or mail them back into China."
- **Legal Information:** "Chinese law strictly prohibits the carrying and mailing of illegal wildlife products such as ivory into and out of China."

## MATERIALS DEVELOPMENT

Campaign messages were communicated through the typical scenarios of travel abroad, specifically the process of going through the Chinese Customs upon return to China. Three types of campaign materials were developed, including one print public service announcement (PSA) (with vertical and horizontal versions), one 100-second animated video (with a 30-second short version), and one landing page:

- **Print PSA (vertical & horizontal):** The print PSA uses vivid and realistic visual elements to illustrate the scenario where Chinese Customs inspect inbound passengers, their luggage, parcels, and carry-on items from abroad. Inspection and detection lead to two pathways home for these travelers: those carrying ivory products are stepping into a risky direction towards legal sanction; others with "safe" bags or parcels move towards the airport exit, which will bring them home safely.
- **100-second Animated Video (and its 30-second cut copy):** The video begins with introducing the outbound travel backgrounds of three groups of Chinese travelers who are

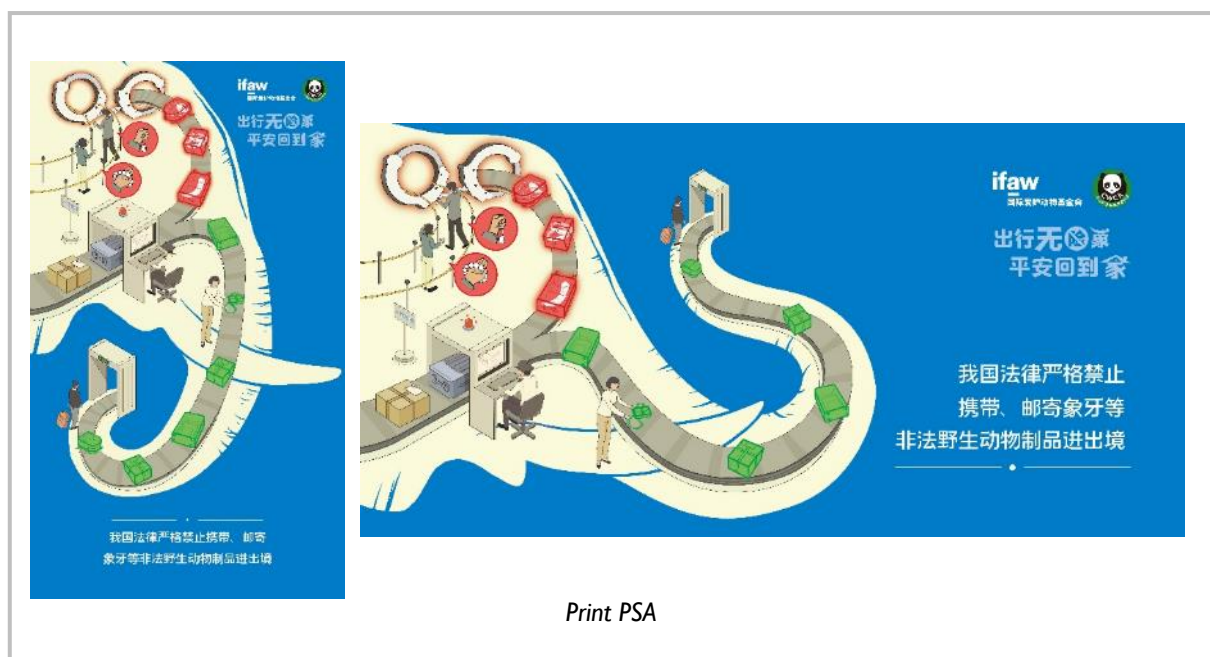


going to, or are currently in, Southeast Asian countries. They all have the chance to buy ivory products. However, they take different actions, with only one not buying the products due to some reasons. The rest use different methods to transport the ivory products bought back to China, including mailing. When their journey comes to an end, they all meet at the Chinese Customs area, but only one is able to get home safely. The other three who brought ivory products back to China are caught by customs agents and will be punished for breaking the law. While conveying that bringing ivory and other endangered wildlife products into China is illegal and will make the passengers' journeys unsafe, the video ends with the campaign's key messages.

- **Mini-site:** This mini-site was developed and promoted during the campaign dissemination period to allow engagement with the target audience by showing campaign materials and messages in an interactive way. The visual design of the mini-site was consistent with the campaign PSA, including the tone and manner, font, color, and graphics.

On May 25, 2022, the draft campaign materials were pretested to determine whether they grab attention, are understandable, relevant, persuasive, and have the ability to motivate the desired action. The pretest was conducted through two online focus group discussions of six people each who share same target audience characteristics. The pretest revealed that the materials were appealing, understandable, and resonated with the target audience. It generated valid and valuable suggestions from respondents, which were incorporated into the final materials. The pretest also obtained insights regarding the current situation of wildlife consumption in target markets, which is informative for framing the design and concept for demand reduction campaigns in the future.

On August 15 2022, it was officially confirmed that the China Wildlife Conservation Association (CWCA), the first and currently the largest and most influential natural ecological conservation organization in China, would co-brand this campaign with the CWCA logo appearing on all campaign materials.



## DISSEMINATION

This China WFT campaign used a similar dissemination strategy as China campaigns implemented under USAID Wildlife Asia. The campaign used outdoor media placements in main geographic areas and a targeted digital plan to precisely reach the target audience based on their profile and online behaviors. Outdoor media such as airports/airplanes and digital media (social media and video websites) were also recommended by respondents during the pretest.

On November 26, 2022, the WFT campaign was launched. For one month, the campaign print PSA was shown on high-speed trains along the China-Laos railway (China section) and expressways in border areas of Yunnan province connecting China and neighboring countries. It was also displayed at metro lines covering the Association of Southeast Asian Nations (ASEAN) business district, airport express line, port checkpoints to Hong Kong SAR, and transportation hub areas in Nanning and Shenzhen. From November 26 to December 31, the 100-second animated video and the 30-second short version were played on the Iqiyi video website, multiple mobile applications, and social media platforms including WeChat, Weibo, and TikTok. The International Fund for Animal Welfare and CWCA helped to promote campaign materials through their official social media accounts during this dissemination period. Guangdong Coastal Defense and Anti-Smuggling Coordination Office also voluntarily helped to forward campaign materials via their official WeChat account.

The campaign mini-site (<https://h5.fuyumoe.com/wildlife-free-traveler-campaign/index.html>) was promoted during this dissemination period through QR codes or hyperlinks that were embedded in promotional media placements. Once landing on the mini-site, visitors could play an online quiz, which would help them to better understand and memorize campaign messages and to further share with their family and friends.



*WFT PSA shows at metro station in Nanning*



*WFT PSA and key messages on China-Laos railway*



WFT video plays on Iqiyi.com (PC)



WFT video plays on Weibo (China's Twitter)

## RESULTS

### REACH AND LEVERAGED AMOUNT

The WFT campaign reached more than 67 million and leveraged more than \$520,000 in in-kind support.

### MINI-SITE VISITS

The mini-site received a total of 53,714 visits, of which 43,919 were unique visits.

Among the total visits, 44.5 percent were from mobile applications, which is the top promotion channel, followed by the Iqiyi video website (16.2 percent) and WeChat (12.5 percent). Outdoor media placements were the access point for 10.6 percent of visits, which is higher than Weibo (9 percent) and other social platforms (7.2 percent).

Among unique visitors, 91.3 percent were from the campaign's targeted areas: Yunnan (49.3 percent), Guangxi (21.6 percent), and Shenzhen (20.4 percent).

**创建属于你的安检角色**

\*昵称: \_\_\_\_\_

\*性别:  男  女

\*年龄:  18周岁以下  18-24周岁  25-40周岁  41-54周岁  55-65周岁  65周岁以上

\*常住地: 例如: 北京/浙江杭州

1. 您怎样看待家人或朋友中有人购买、消费由濒危野生动物制成的制品 (如象牙、犀角、虎骨、穿山甲等)?

不可以接受  一般  可以接受

2. 您是否考虑在未来购买、消费由濒危野生动物制成的制品 (如象牙、犀角、虎骨、穿山甲等)?

不考虑  中立  考虑

**确定**

**Create your own character role**

Nickname: \_\_\_\_\_

Gender: A. Male B. Female

Age: A. Below 18 B. 18-24 C. 25-40 D. 41-54 E. 55-65 F. Above 65

Current Location: e.g. Beijing / Hangzhou, Zhejiang

1. How do you feel about family or friends buying or consuming products made from endangered wildlife species (such as elephant ivory, rhino horn, tiger bone and pangolin)?

A. Unacceptable B. Neither acceptable, nor unacceptable C. Acceptable

2. Do you consider buying or consuming products made from endangered wildlife species (such as elephant ivory, rhino horn, tiger bone and pangolin) in the future?

A. No B. Not sure C. Yes

**Create**

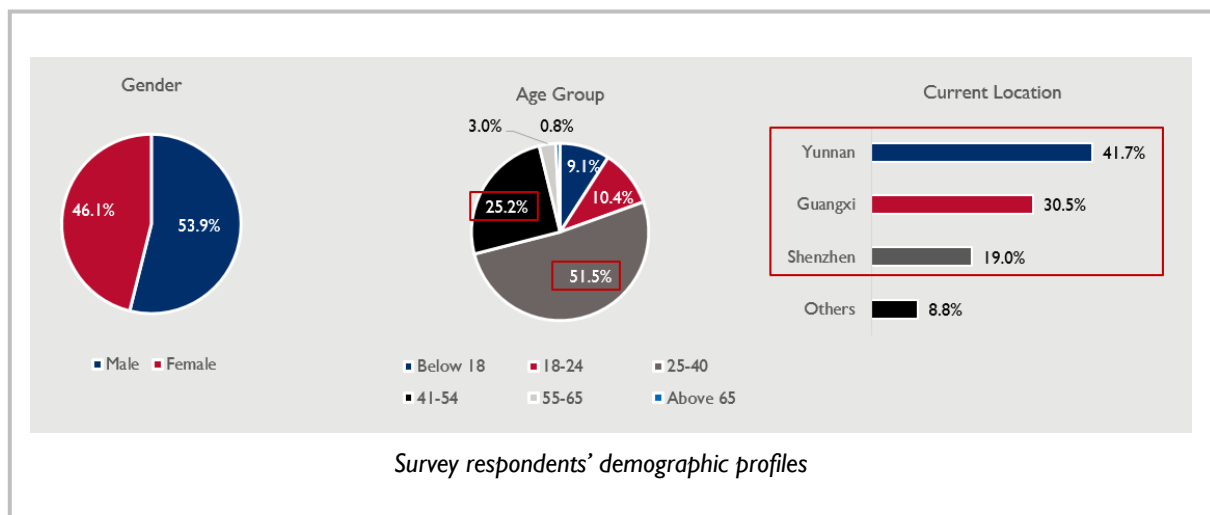
Mini-survey questionnaire

## MINI-SURVEY

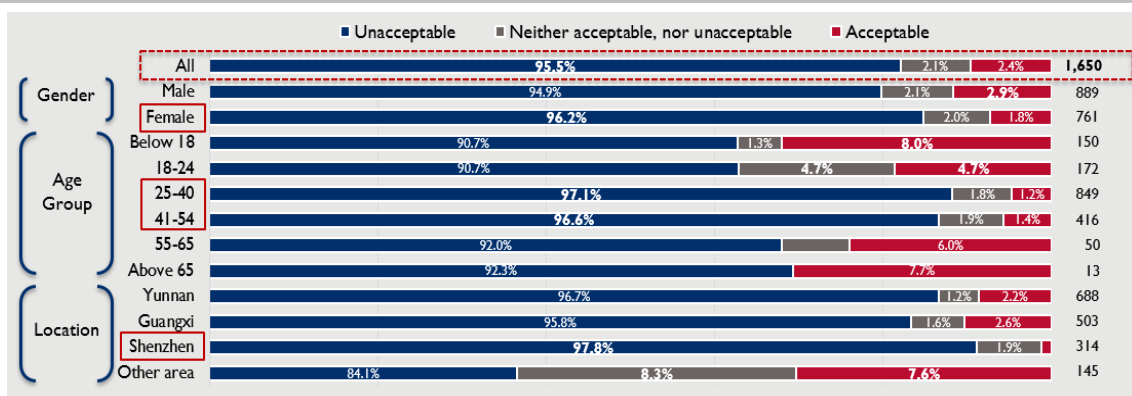
The team conducted an online mini-survey from November 26 to December 31 to assess the WFT campaign's effectiveness and impact. Mini-site visitors were invited to respond to a questionnaire with five questions to determine their attitudes, perceived social acceptability, and future purchase intention regarding endangered wildlife products.

A total of 1,650 visitors successfully completed the questionnaire. Results of the survey are below:

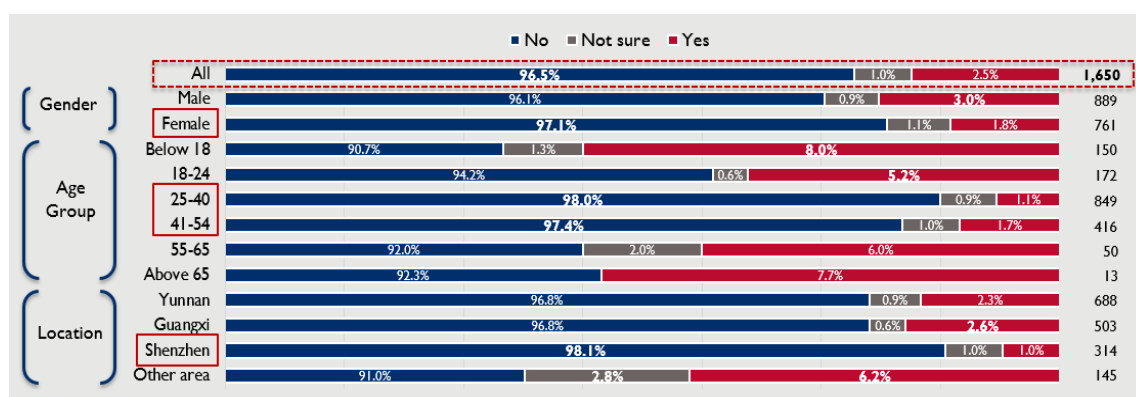
- Gender: There is no significant gender difference for survey respondents.
- Age: Almost 77 percent of respondents are between 25 and 54 years old, which matches the age group profile of campaign target audience.
- Location: Over 91 percent of respondents come from targeted areas with Yunnan (41.7 percent) as the top area followed by Guangxi (30.5 percent) and Shenzhen (19 percent).
- Q1: Over 95 percent think that it is unacceptable for family and/or friends to buy or consume endangered wildlife products.
- Q2: Over 96 percent say that they have no intention to buy or consume endangered wildlife products in the future.



The China team also conducted a detailed analysis of the negative attitudes towards wildlife consumption based on the demographic characteristics of all respondents, including gender, age, and location. Middle-aged females and those located in the targeted areas, especially Shenzhen, tend to not accept family/friends buying and/or consuming wildlife products and have no intention at all to buy wildlife products in the future.



Q1: How do you feel about family or friends buying or consuming products made from endangered wildlife species (such as elephant ivory, rhino horn, tiger bone and pangolin)?



Q2: Do you consider buying or consuming products made from endangered wildlife species (such as elephant ivory, rhino horn, tiger bone and pangolin) in the future?