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## USAID WILDLIFE ASIA

### CAMPAIGN REPORT: BEAUTIFUL WITHOUT IVORY - THAILAND

October 2021

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# USAID WILDLIFE ASIA

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## Campaign Report: Beautiful Without Ivory – Thailand

October 2021

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Cover Photo Caption: Beautiful Without Ivory campaign key visual. Photo Credit: USAID Wildlife Asia

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## **LIST OF ABBREVIATIONS**

BCC	Behavior Change Communication
CWT	Combating Wildlife Trafficking
DNP	Department of National Parks, Wildlife and Plant Conservation
SBCC	Social and Behavior Change Communication
UWA	USAID Wildlife Asia
USAID	United States Agency for International Development

## SUMMARY

### Campaign Name:

Beautiful Without Ivory

### Key Message:

*True Beauty does not Need Ivory. Ivory is Never Beautiful, Never Acceptable!*

### Geographic Scope:

Bangkok, Thailand

### Target Audience:

Urban women, 20 years or older, well-educated, well-informed, middle to high income, married with children, small/medium business owner, office executive or employee, follow the latest fashion trends

### Start – End Date

Media Round 1: December 20, 2019 – January 31, 2020

Media Round 2: April 16 – July 31, 2020

Media Round 3: February 25 – April 27, 2021

### Media Channels:

Facebook, Instagram, YouTube, fashion magazine, electronic billboard outside shopping mall and in MRT stations in Bangkok

### Funds Leveraged:

\$204,722

### Impact\*:

Among current and aspiring users of ivory products:

- Those who agree that “Ivory helps make one feel beautiful” **decreased** from 67% in 2018 to 48% in 2020.
- Those who agree that “Buying ivory products is not acceptable among family and friends” **increased** from 3% in 2018 to 38% in 2020.
- Those who state that they will buy ivory products in the future **decreased** from 79% in 2018 to 37% in 2020.

\*USAID Wildlife Asia, A Rapid Monitoring Survey of Social and Behavior Change Communication (SBCC) Campaigns to Reduce Demand for Tiger and Ivory Products in Thailand

# INTRODUCTION

## USAID WILDLIFE ASIA

The USAID Wildlife Asia Activity aimed to end transnational wildlife crime in Asia by employing a comprehensive approach through improved regional cooperation. The value of illegal wildlife crime globally is estimated to be between \$5 billion and \$23 billion annually. This organized wildlife crime destroys wildlife populations and wildlife-based livelihoods, creating social and political instability.

The Activity's desired outcomes included reduction in consumer demand for wildlife parts and products; improved enforcement of existing laws, policies and agreements related to wildlife crime; passing and implementation of new laws, policies or reforms; improved cooperation and collaboration among regional, international, and inter-institutional law enforcement; and increased collaboration and coordination between development partners and USG agencies involved in combating wildlife trafficking (CWT).

For consumer demand reduction activities, USAID Wildlife Asia focus countries were China, Thailand and Vietnam. In China, the project focused on reduction of demand for parts and products from four focal species – elephant ivory, pangolin, rhino and tiger. In Thailand, the focus was on reducing demand for elephant ivory and tiger products. In Vietnam, the focus was on rhino.

The project applied a social and behavior change communication (SBCC) framework to plan, implement and evaluate demand reduction campaigns. The SBCC framework uses a consumer research-based planning process and a socio-ecological model of change to identify the tipping points for behavior change. It operates through three strategies – advocacy, social mobilization and behavior change communication (BCC) – to achieve its behavior change objectives.

This report documents the Beautiful Without Ivory campaign to reduce consumer demand for ivory products implemented in three rounds (averaging eight weeks per round) from December 2019 to June 2021.

## WHY APPLY SBCC TO REDUCE DEMAND?

Activities addressing the illegal wildlife trade have largely focused on supply and regulations of products but have not addressed the root of consumer demand (Drury, 2009), leading to continuing high demand for wildlife products. Meanwhile communication campaigns have primarily targeted the general population, resulting in high levels of awareness, but often failing to target buyers/consumers or address the factors that drive their demand for these products (USAID Wildlife Asia Situation Analysis 2017). Therefore, USAID Wildlife Asia applied SBCC principles and approaches to effectively target consumers and potential consumers, understand the motivations underlying purchase and use behaviors, and move from raising awareness to reducing desire and demand for wildlife parts and products.

## GOALS AND OBJECTIVES

By the end of the project, USAID Wildlife Asia's demand reduction goal was to reduce consumer demand for ivory and tiger parts and products in Thailand by 25%. In support of this goal, SBCC campaigns in Thailand aimed to achieve the following objectives:

- A 10% increase in target audiences who state that consuming and buying ivory and tiger parts and products is not socially acceptable.

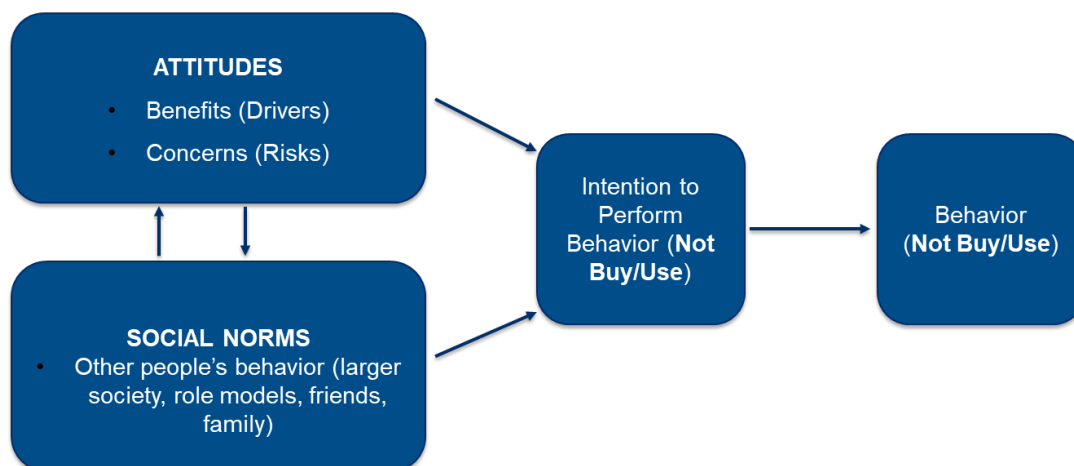
- An 8% decrease in intention to buy ivory and tiger parts and products among target audiences.
- A 5% reduction in self-reported wildlife product purchases in the past 12 months among target audiences.

## THEORY OF CHANGE

The project’s SBCC campaigns were informed by a simplified model of the USAID Wildlife Asia Demand Reduction Theory of Change (see Fig. 1). The theory of change reflects the interplay between attitudes (comprised of perceived benefits and perceived concerns about wildlife products) and social norms (perceptions related to the social acceptability of using wildlife products) that contribute to driving intention to buy or use wildlife parts and products. This intention then leads to actual purchase and use behaviors. If you improve attitudes that discourage use of wildlife products (reduce benefits and/or increase concerns) and decrease social acceptability about wildlife product use, the interplay of these factors will lead to decreased intention to buy or use wildlife products, and eventually lead to decreased purchase and use wildlife products.

Based on this theory of change, the SBCC campaigns sought to shift these attitudes and social norms in order to **decrease** intention to buy or use wildlife parts and products, with the overall goal of **decreasing** actual purchase and use of these parts and products.

**Figure 1. Demand Reduction Theory of Change**



## CAMPAIGN PROCESS

SBCC is a planned evidence-based process. USAID Wildlife Asia SBCC campaigns in Thailand, including the ivory campaign, were conceptualized, designed, implemented, monitored and evaluated following the 5-step SBCC planning process outlined in the SBCC Demand Reduction Guidebook (USAID Wildlife Asia, 2020) and shown in Figure 2 below.



Figure 2. SBCC Planning Process



## STEP I. UNDERSTANDING THE SITUATION AND TARGET AUDIENCE

### Conduct of 2018 Baseline Consumer Research in Thailand

In order to understand the factors driving purchase and use of wildlife parts and products in Thailand, and to develop profiles of the target audience (users of wildlife parts and products), USAID Wildlife Asia conducted a baseline consumer research in 2018. This baseline research revealed that **ivory and tiger parts and products are the most popular among Thais**, and that desire for these products is driven by two primary factors:

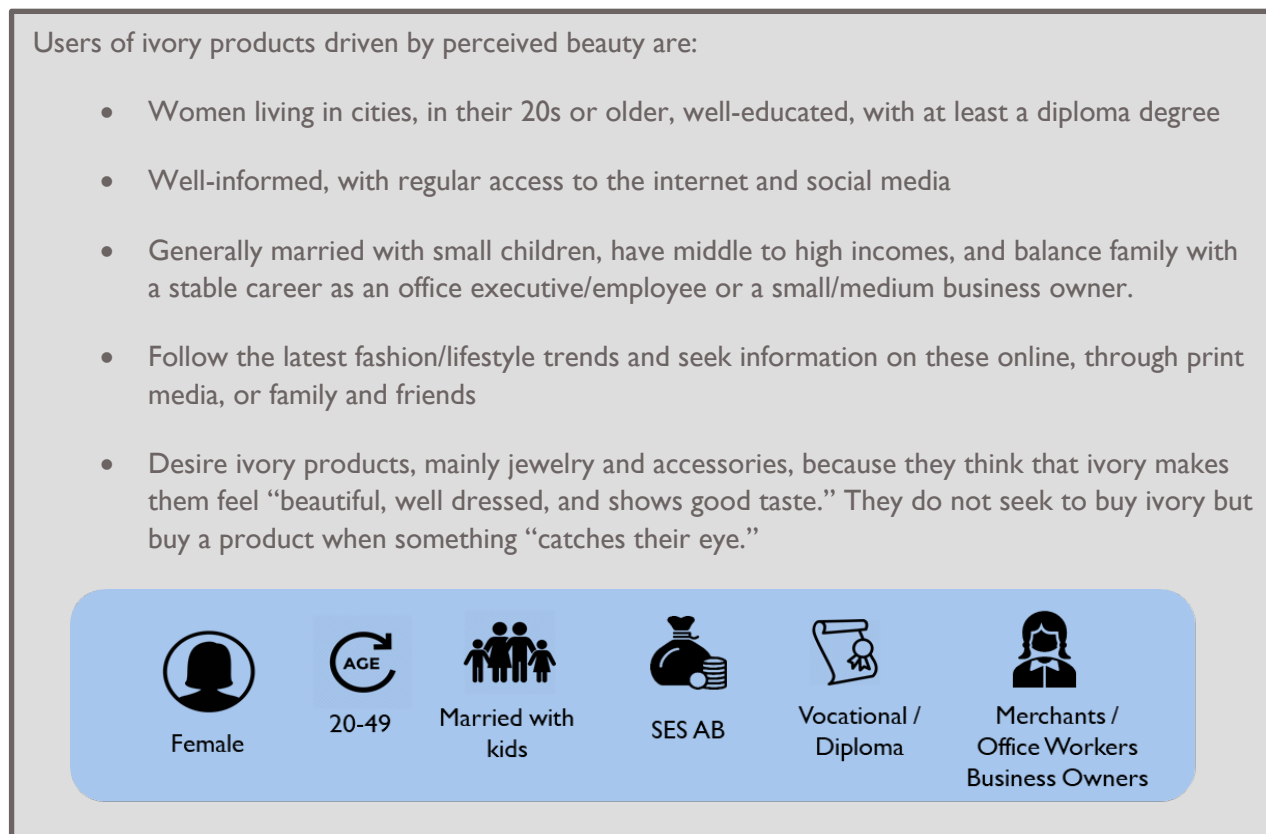
- Spiritual beliefs in the power of ivory and tiger products to bring good luck or prevent harm.
- Perceived beauty of ivory, mainly jewelry and accessories.

Regarding ivory products, the research also found that accessories/jewelry are the most popular forms of ivory bought or owned, followed by ivory amulets and spiritual items. More specifically:

- 50 % of ivory currently owned by respondents are in the form of accessories/jewelry, a majority (66 %) of whom are female.
- 44 % of ivory owners purchased ivory accessories/jewelry in the past three years among whom 65 percent are female.
- Those who have purchased ivory are more likely to become repeat purchasers.
- Among those who indicated intent to purchase ivory in the future, four of ten already owned ivory, the most common form being accessories/jewelry.
- Perceived beauty is one of the key drivers for consumers to purchase ivory products.
- When looking to acquire ivory, Jewelry stores (25%) and Amulet market (25%) are the top purchase channels followed by Relatives / Friends / Acquaintances (23%)

The 2018 baseline research data was also used to develop an Audience Profile (see Fig. 3) for the target audience. This profile describes the demographic and psychographic characteristics of typical buyers and users of ivory parts and products. Audience Profiles are a helpful tool when planning and implementing SBCC campaigns to ensure that you are reaching and connecting with your target audiences in effective ways that are tailored to their drivers, preferences, and interests.

**Figure 3. Audience Profile for Users of Ivory Products Driven by Perceived Beauty**



### Ivory Campaign Objectives

The above findings informed the selection of objectives for the campaign to reduce demand for ivory products by countering the perceived beauty of these products. Specifically, the ivory campaign would seek to reduce demand by:

- Improving desired attitudes related to use of ivory products i.e., reducing perception that ivory is beautiful.
- Decreasing perceived social acceptability of buying and using ivory products i.e., ivory products is acceptable to family and friends.
- Reducing intention to buy/use ivory products.

The above objectives correspond to the demand reduction indicators measured during the 2018 baseline research.

## STEP 2. FOCUSING AND DESIGNING – BEAUTIFUL WITHOUT IVORY (BWI) CAMPAIGN

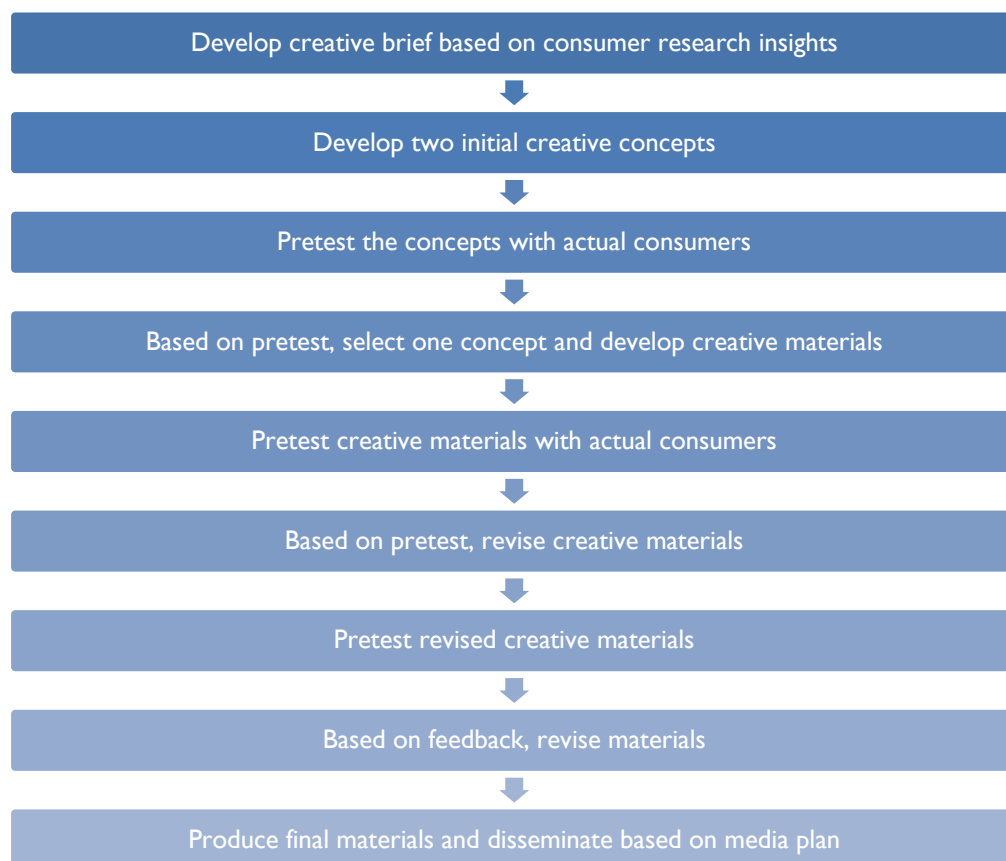
There are three SBCC strategies for demand reduction: **behavior change communication (BCC)** that directly communicates with and engages the target audience, **social mobilization** that engages communities and influential groups, and **advocacy** that addresses policymakers and other decision makers. The SBCC campaigns in Thailand employed two of these strategies: **BCC** to directly address and engage target audiences through channels they regularly access, supported by **social mobilization** to engage those who influence the target audience. The BWI campaign focused on BCC activities.

Since consumers and potential consumers of ivory and tiger parts and products are geographically dispersed, channels used by the target audience to search for information or make a purchase were identified as appropriate channels for BCC activities. The Thailand consumer research provided information on the media consumption patterns of both ivory and tiger product consumers. Data revealed that these consumers searched for information on products online, with a proportion buying them online. Most, however, make purchases in physical stores or from close friends. Therefore, BCC activities were carried out through social media and out-of-home channels in locations commonly frequented by the target audience, such as shopping centers and high-end retail establishments for ivory consumers.

## STEP 3. CREATING

The process of creating the BWI campaign messages and materials followed a multi-stage process, as shown in Figure 4.

**Figure 4. Campaign Creation Process**



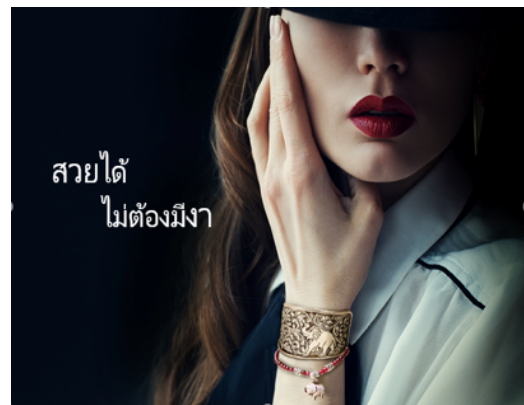
## Beautiful Without Ivory Campaign Message Creation

Using data from the 2018 consumer research, the project prepared a **creative brief** to guide the development of message concepts and materials. The two initial message concepts developed and tested through focus groups conducted among ivory consumers are shown below (Fig. 6a and b). The first concept was dark and linked ivory use to the suffering of elephants, using the tagline “*Small beauty creates great loss.*” The second concept was light, trendy, and fashionable, with the taglines “*True beauty does not need ivory*” and “*Beauty and luck do not need ivory.*”

**Figure 5a. “Small beauty creates great loss” Concept**



**Figure 5b. “True beauty does not need ivory” Concept**

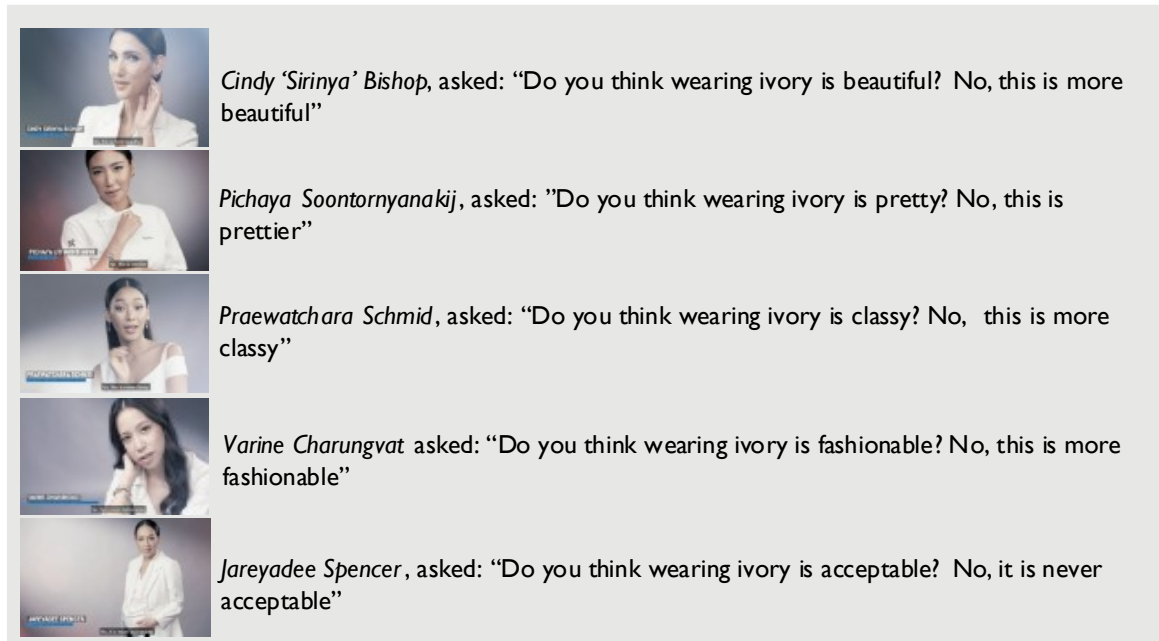


Results of the concept tests showed that the “*True beauty does not need ivory*” concept resonated more with the respondents. Additional feedback included cautioning against use of the word โชคดี (good luck) as respondents expressed concern that it would have the unintended effect of sparking the audience to want to have “good luck.” Respondents also suggested using lighter colors, with the dark colors being seen as too somber and associated with funerals.

Following further revisions and pre-testing, the campaign message and its execution through campaign materials were finalized. The key thematic message was “***True beauty does not need ivory; ivory is never beautiful and never acceptable.***” The call-to-action message was “***Stop buying, stop using products made from ivory.***” As suggested by pretest respondents, the campaign message was delivered by celebrities prominent in their respective fields in the fashion and lifestyle industry. Five prominent fashion influencers with large social media followings, representing various occupations in the fashion and lifestyle, agreed to be campaign champions - Cindy ‘Sirinya’ Bishop, Supermodel and Actress; Pichaya Soontornyanakij, Celebrity Chef; Jareyadee Spencer, TV Host and Entrepreneur; Praewatchara Schmid, Top 10 Miss Thailand Universe 2019; and, Varine Charungvat - Content Creator and Celebrity Photographer.

The campaign produced a main 45-second video featuring the five influencers. Each Fashion Influencer was given a specific sentence to speak in the video to cast doubt on the perceived beauty of ivory - designed to match their character and persona as in **Fig. 6** below. Shorter versions of the video were also produced showing each Influencer communicating the message.

**Figure 6. Video storyboard with each Influencer’s message.**



A Key Visual was developed for placement in a print magazine and as billboards!

**Figure 7. Campaign Key Visual**



### Media Plan Development

Based on the Target Audience Profile (Figure 3 above), the campaign prepared a media plan that aimed to reach and engage the target audience in Bangkok through social media (Facebook, Instagram, YouTube), print media (a popular fashion magazine, Praew) and out-of-home media (billboard in a popular shopping center and MRT stations near large shopping malls). Static billboards at ten busy MRT stations in Bangkok were placed in June and July 2020. These stations are – Hualampong, Sukhumvit, Sirikit Convention Center, Lumpini, Paholyothin, Rama 9, Kampangetch, Bangsue, Huay Kwang and Ladprao.



**Fig 8. Campaign Billboards in MBK Shopping Center and 10 MRT Stations in Bangkok**



*Billboards in MBK Shopping Mall and 10 MRT Stations in Bangkok*

**STEP 4. IMPLEMENTING AND MONITORING**

**Beautiful Without Ivory Campaign Launch**

The campaign was launched with the full support of the project’s Thai Government counterpart, the Department of National Parks, Wildlife and Plant Conservation (DNP), through an event held on September 20, 2019 at the Anantara Hotel in Bangkok. The US Embassy Charge d’Affaires and a top official of the DNP opened the launch event attended by nearly 80 project partners and representatives from the Thailand press. The campaign 45-second video was aired for the first time. Three of the five fashion influencers attended the event and gave their insights on why they have decided to become campaign champions.



*Three of the campaign's fashion influencers*



*Fashion influencers, US Embassy and DNP Officials*

## Campaign Dissemination

The Beautiful Without Ivory campaign was implemented in two rounds from December 2018 to June 2020. The first round ran for six weeks from December 2019 through January 2020, and the second round ran for nine weeks from April to June 2020. Using the materials developed during **Step 3. Create**, the campaign reached and engaged the target audience based on the developed media plan - via social media and out-of-home channels frequented by ivory consumers. Both phases of the campaign achieved significant reach, as detailed in Table I.

**Table I. Beautiful Without Ivory Campaign Reach, by Channel**

<b>BEAUTIFUL WITHOUT IVORY CAMPAIGN REACH BY CHANNEL</b>		
<b>CHANNEL</b>	<b>ROUND 1 DEC 20, 2019 – JAN 31, 2021</b>	<b>ROUND 2 APR 16 – JUNE 21, 2020</b>
Social Media (Facebook, Instagram, YouTube)	6.5 million (actual views)	6.2 million (actual views)
Billboard	7.2 million (estimated) MBK shopping mall	12 million or 400,000 per day (estimated) 10 high-traffic MRT sites
<i>Praew</i> Magazine	250,000 (circulation) November 2019	250,000 (circulation) May 2020
<b>Estimated total views</b>	<b>13.95 million</b>	<b>18.45 million</b>

## Media Monitoring through Digital Analytics and Adaptive Management Actions

During campaign implementation, the project worked with the contracted media agency to collect digital analytics data to determine whether social media placements were reaching the correct target audience based on the target audience profile and demographics, whether the target audiences reached were being engaged (through number and length of views), and whether the social media channels used were cost-effective. Based on the findings, the project took actions to adapt campaign implementation to improve effectiveness.

The digital analytics found that, although the target audience for the campaign were women from 20-29 years old, the YouTube ads were reaching more males than females (41% female vs. 59% male) and more people in the 18-24-year age range compared to older adults. Therefore, ad placements were tweaked to better reach more females and more from the older age groups. This resulted in improved reach among women (proportion of audience reached who were female increased from 41% to 59%) and among the 25- to 40 year old age groups. Similarly, as of the end of May 2020, only 54% of the audience reached through YouTube ads were located in Bangkok, the intended geographic focus for the campaign. Shifting ad placements resulted in 71% of the audience reached located in Bangkok by June 21, 2020.

The analysis from the digital analytics data also examined the relative reach of the various campaign videos on Facebook and found that the shorter (12-second) videos focusing on each of the five individual fashion influencers were viewed more than the longer main video (45-second) that featured all of the influencers. The shorter videos also had a better average play time (around 9 seconds, compared to 5 seconds for the longer video). Therefore, the decision was made to allocate realign the budget to increase funding for the shorter videos. This shift resulted in higher audience engagements and lower cost per 1,000 reach. Other refinements made based on the digital analytics

were: ending use of Instagram Stories which were found not cost-effective, and reallocating the budget to more cost-effective Facebook and Instagram ads; shifting from the electronic billboard at the MBK shopping mall which showed full 45-second video intermittently (every 20 minutes from 6 AM to 12 midnight) in Round 1 to ten static billboards at the MRT stations where content could be displayed continually in Round 2.

## STEP 5. EVALUATING AND REPLANNING

### 2020 Monitoring Survey

In July 2020, the project carried out an online survey to evaluate the Beautiful Without Ivory and other SBCC campaigns implemented in Thailand. The evaluation objectives were to assess: 1) level of recall of the SBCC campaigns among target audiences, and 2) changes in the desired attitudes, perceptions of social acceptability and intention to use ivory and tiger parts and products among those exposed to the campaigns, compared with data on these same indicators from the 2018 consumer research. The 2020 survey protocol and instruments received ethical review and approvals from FHI 360 and Chulalongkorn University’s Institutional Review Board.

The survey was conducted online through the Survey Monkey platform. The questionnaire was an expanded version of that used during the 2018 baseline research, with the addition of questions to determine campaign recall. The survey was conducted with a randomly selected sample of 421 adults, 18-49 years old, who met the following inclusion criteria: resident in Bangkok (or surrounding area) for at least the last 12 months, household income of at least 35,000 THB per month, and owned or bought ivory or tiger products or self-reported intention to buy any of these products in the past three years. These demographic characteristics are the same as the consumer sample in the 2018 baseline research. Among the 2020 sample (N=421), 70% owned ivory or tiger parts or products while 30% had intended to buy these items within the last three years compared with 55% owners and 45% intenders in the 2018 baseline research.

The survey measured the same set of demand reduction indicators measured in the 2018 baseline research. These indicators were informed by the Demand Reduction Theory of Change (see Figure 1) and campaign communication objectives. The indicators measured relevant to the Beautiful Without Ivory campaign, and the related questions from the survey, are shown in Table 2.

**Table 2. USAID Wildlife Asia Thailand SBCC Campaign Evaluation Indicators**

CAMPAIGN EVALUATION INDICATORS AND SURVEY QUESTIONS	
INDICATOR	SURVEY QUESTIONS
Reduce perceived benefit	To what extent do you agree with the statement: <i>Ivory makes people feel beautiful, well-dressed and shows good taste.</i>
Increase perceived concern	To what extent do you agree with the statement: <i>Ivory seems old-fashioned.</i>
Increase perceived social unacceptability	To what extent do you agree with the statement: <i>Buying/owning ivory and tiger is not acceptable among my family/friends.</i>
Decrease intention to buy	How likely are you to buy ivory/tiger products in the future?

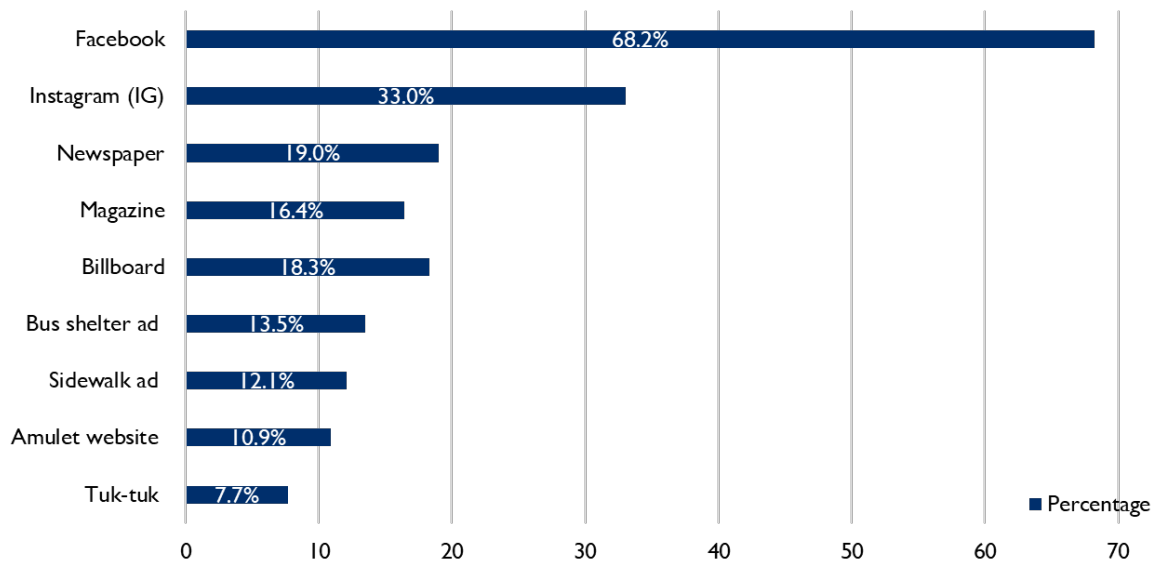


## Recall of Beautiful Without Ivory Campaign

Key findings related to campaign recall from the evaluation are presented below.

- Overall recall of any USAID Wildlife Asia campaign was high, with 88% of respondents having seen or heard at least one ad from any of the three major SBCC campaigns in Thailand, while 75% had seen or heard at least one celebrity talk about the campaign messages.
- 57% recalled one or more messages from the Beautiful Without Ivory campaign.
- The most frequently recalled message from the Beautiful Without Ivory campaign was *True beauty does not need ivory* (32%) followed by *Ivory is never beautiful, never acceptable* (27%).
- Respondents reported the highest exposure to campaign ads through Facebook and Instagram (see Figure 9).
- The celebrity most recalled from the Beautiful Without Ivory campaign was Cindy Bishop (17%) followed by Ms. Spencer (12%), Ms. Kwang (12%), Chef Pam (11%) and Ms. Varine (10%).
- Frequency of recall showed that the campaigns achieved good levels of saturation, with over one third (38%) of respondents recalling seeing campaign ads three or more times and one quarter (25%) recalling seeing campaign ads twice.

**Figure 9. Channels through which participants (n=421) reported exposure to campaign ads**

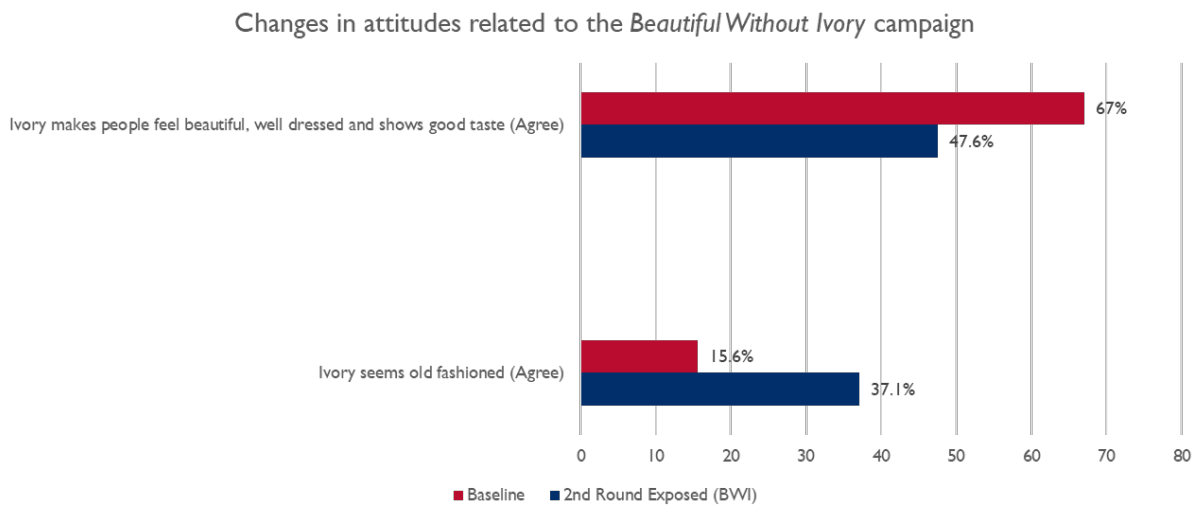


## Comparison Between 2018 Consumer Research and 2020 Survey

### Desired Attitudes

Findings from those who were exposed to the campaign were compared with similar data from the 2018 baseline consumer research. When comparing indicators linked to the Beautiful Without Ivory campaign, there are statistically significant differences in the desired direction. The attitude that **“ivory is beautiful”** (*perceived benefit*) decreased from 67% in 2018 to nearly 48% in 2020, and the belief that **“ivory is old fashioned”** (*perceived concern*) increased from nearly 16% in 2018 to 37% in 2020 (Figure 10).

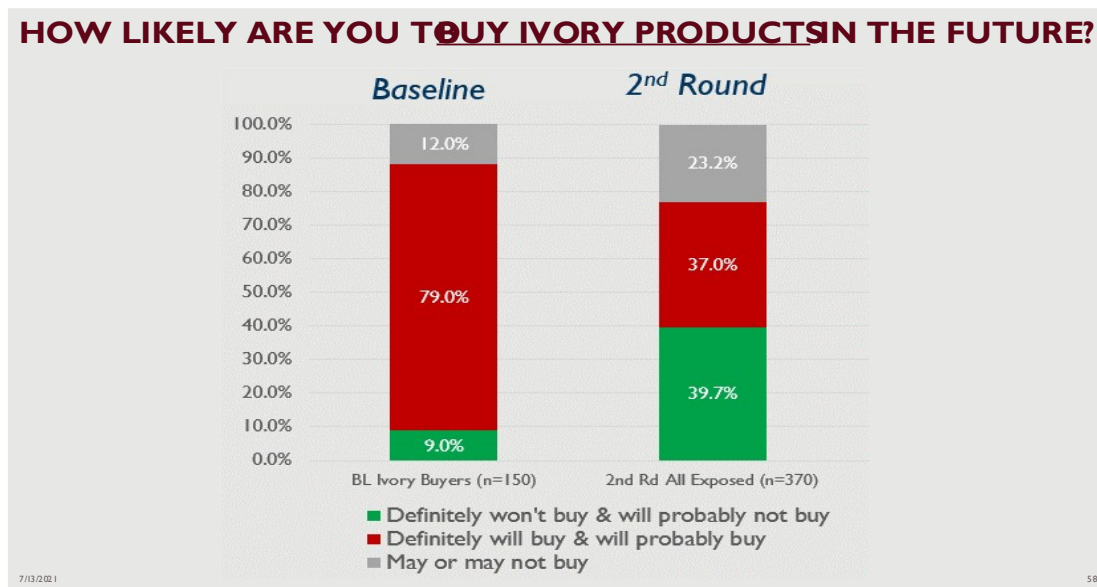
**Figure 10. Changes in Demand Reduction Indicators from 2018 to 2020**



### Intention to Buy Ivory Products in the Future

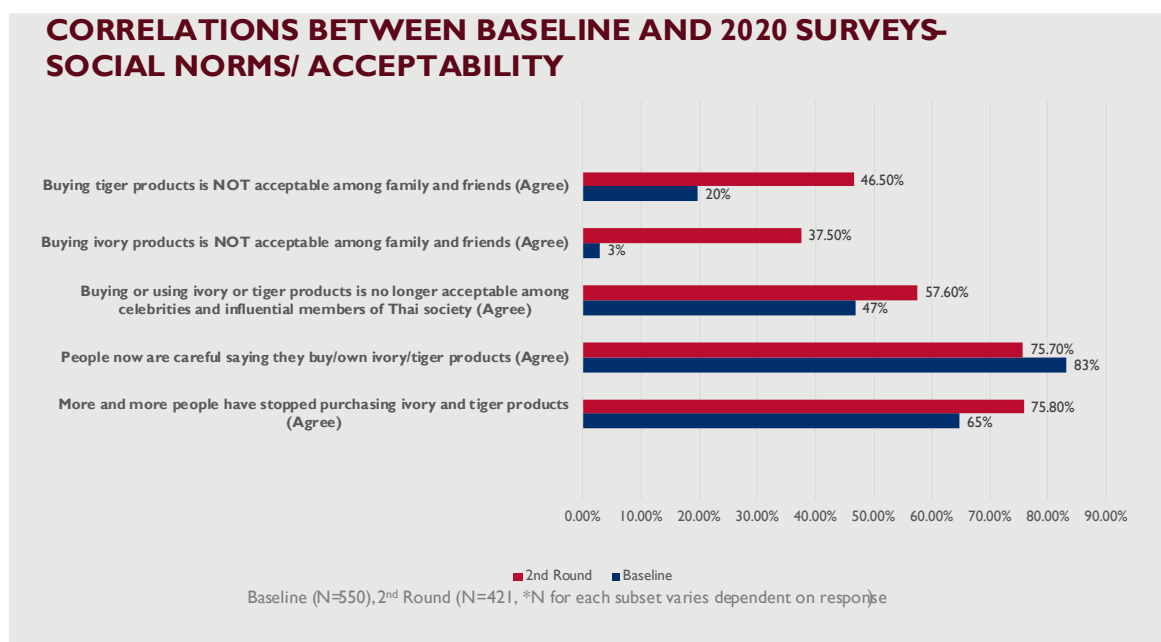
The evaluation also found decreases in intention to buy ivory products among those exposed to any of the SBCC campaigns (Figure 11). The proportion of respondents who said that they will buy ivory decreased substantially from 79% in 2018 to 37% in 2020. Note that this decrease also includes those who were exposed to other USAID Wildlife Asia Campaigns, notably the campaigns to counter spiritual beliefs in ivory and tiger products.

**Figure 11. Comparison between 2018 and 2020 surveys on intention to purchase ivory products**



Finally, the survey examined shifts in the perceived social acceptability of use of ivory and tiger parts and products (Figure 12). The data showed changes in the desired direction between baseline and the 2020 surveys, with large increases in the perception that buying ivory is not acceptable among family and friends (from 3% to 38%). There was also an increase in the proportion of people who agree that people are now more careful about saying that they buy or own ivory or tiger products (from 76% to 83%). Note again that these findings include those exposed to other USAID Wildlife Asia campaigns specifically the spiritual beliefs campaigns.

**Figure 12. Comparison of indicators of perceived social acceptability of ivory and tiger products from 2018 (blue) to 2020 (red)**



## STEP 5 (continued). REPLANNING AND IMPLEMENTATION OF ROUND 3 CAMPAIGN

### Beautiful Without Ivory Campaign – Round 3

A third round of campaign was implemented from February 25 to April 27, 2021 based on findings from the 2020 survey and digital analytics. The demand reduction objectives of Round 3 were to **further**: improve desired attitudes (benefits and concerns) regarding the perceived beauty of ivory; increase social unacceptability of buying and owning ivory products: and, increase intention to buy ivory products in the future. These objectives would be achieved by expanding the reach of the campaign to those not reached in Rounds 1 and 2, and increasing the frequency of reach among those to be reached in Round 3 and those reached in Rounds 1 and 2.




### Online and Social Media

The main 45-second video was placed. Based on the survey findings, the campaign focused on communicating the message that *ivory is never beautiful, ivory is old-fashioned, and ivory is never acceptable*. Edited 15-second and 6-second versions from the main video featuring the influencer communicating each of the three messages were placed on Facebook, YouTube and Google as shown in Fig. 13 below. Page Post Engagements (PPEs) which are shown by Facebook to people who they think are most likely to engage with the ads, were placed on Facebook (Fig 14).

Figure 13. Edited 15-second videos with three key focus messages in Round 3

### Short Video Ads on FB

An edited 15 Second Video with tailored key message featuring three selected influencer

 <p><b>Cindy 'Sirinya' Bishop</b> "Do you think wearing ivory is beautiful? No this is more beautiful"</p>	 <p><b>Varine Charungvat</b> "Do you think wearing ivory is fashionable? No, this is more fashionable"</p>	 <p><b>Jareyadee Spencer</b> "Do you think wearing ivory is acceptable? No it is never acceptable"</p>	<p><b>Translation of intro text:</b> "Do you think ivory is beautiful?" Let's stop wearing ivory accessories with Cindy, Varin, and Jareyadee emphasizing that ivory is not beautiful and is unacceptable. #BeautifulWithoutIvory #TrueBeautyDoesNotNeedIvory</p>
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7/14/2021 51

Figure 14. PPE Ads on Facebook in Round 3

### Facebook PPE

Three edited, PPE (image ad that appears on Facebook users)news feed featuring three selected influencer



**Translation of intro text:** "Beautiful Without Ivory" intends to communicate with people who want to buy and use ivory accessories because they think it is beautiful. It focuses on creating a new trend for beauty or a new lifestyle that encourages society to reject wearing ivory accessories. Because accessories made from ivory is not beautiful and not acceptable.

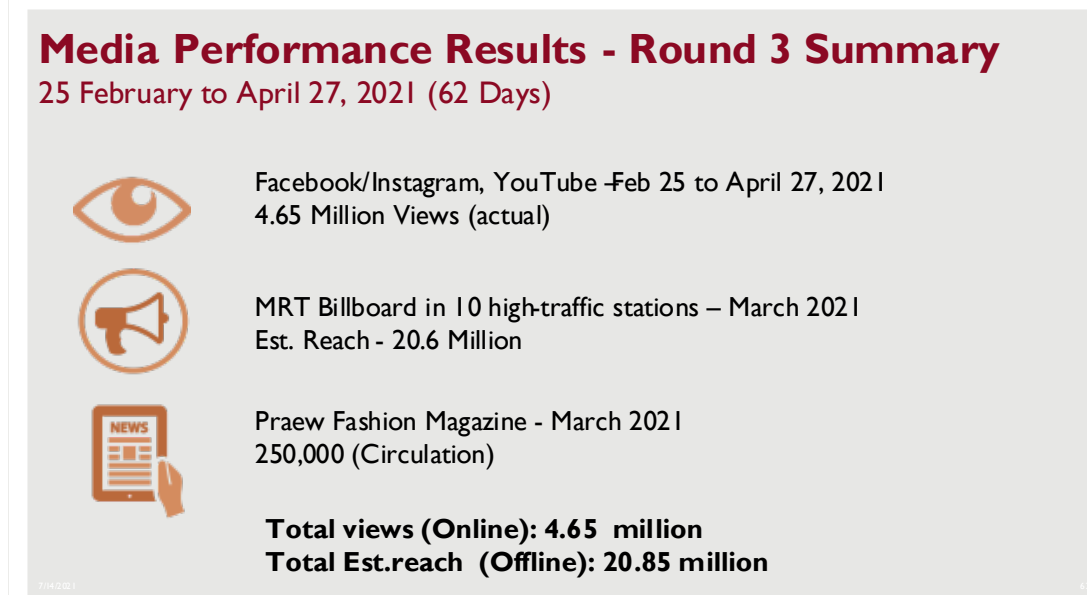
### Offline, Out-of-Home Channels

As in the previous rounds, out-of-home channels were also used to disseminate the campaign messages. The campaign Key Visual was placed as a full page ad in Praew magazine’s March 2021 issue and billboards in 10 MRT stations – BangSue, Kampangpetch, Huay Kwang, Petchaburi, Sukhumvit, Rama 9, Thailand Cultural Center, Queen Sirikit National Convention Center, Lumpini and Hua Lamphong – were placed from March 1 to 31, 2021.

### Media Monitoring and Adaptive Management Actions

As in Rounds 1 and 2, data were gathered on media performance through digital analytics. Based on the findings, the following adaptive management actions were taken on April 1: Stopped placement of PPEs on Facebook due to low cost-effectiveness (cost per reach) and allocate funds to video ads on Facebook; For YouTube and google, increase proportion of target audience ages 18 – 44 years, reduce proportion of those age 45 to 54 years and remove targets from those age 55 years and above; increase targeting of females.

Figure 15. Media Performance – Round 3



## LESSONS LEARNED

USAID Wildlife Asia’s experience designing, implementing, and evaluating SBCC campaigns for demand reduction in Thailand has yielded important learnings for future demand reduction efforts. These learnings are summarized below.

### Campaign Reach

- The Beautiful Without Ivory campaign achieved high level of reach among the target audience, considering that placements were for short durations (average of eight weeks) in three phases. Considering the short duration of the campaign, it is unknown how long recall of the campaign messages lasts after exposure. It is recommended that future campaigns be implemented over a longer time period and cover larger geographies in order to expand reach, frequency of exposure and engagement.

### Impact on Consumer Demand for Ivory Products

- The campaign sought to change desired attitudes, social norms, and to increase intention not to use ivory products. The 2020 survey demonstrated that the campaign helped achieve significant changes in these areas. However, the desired social norm or social unacceptability of ivory products (38% agree that buying ivory products is not acceptable among family and friends) and intention to Not buy ivory products (40%) still are not shared by the majority of actual and potential consumers. Therefore, additional work is needed to further increase the proportions of those who hold desired attitudes, norms, and intentions in order to achieve and expand behavior change. In future, it is recommended that campaigns be implemented for longer periods and social mobilization activities be added and strengthened for deeper audience engagement and interaction.
- Although the Beautiful Without Ivory campaign helped in decreasing intention to buy ivory products, the survey could not determine decrease in actual purchase in the past 12

months. The survey was done in July 2020 and the campaign launched in December 2019 (six months before the survey), thus correlating exposure to the campaign with reductions in purchase and use in the past 12 months was not possible.

### **Insights on Campaign Planning and Implementation**

- Influencers were an important part of the campaign. They were recalled as endorsers of the campaign message, and their collective video (45-seconds) and individual short videos were viewed by large numbers. When engaging influencers, future campaigns and programs should consider:
  - Engaging influencers who are perceived by the target audience as similar to them, who the target audience aspires to be or who are highly popular or influential within their social circle.
  - Using more than one influencer so that the campaign can reach more segments within the target audience.
- The pre-tests of message concepts and materials were valuable and offered the opportunity to test the appeal and effectiveness of influencers, storylines and key visuals, which helped to ensure resonance of the campaign materials.
- Facebook/Instagram was particularly effective in reaching the target audience in Thailand, and allowed the project to conduct digital analytics to monitor actual views and engagements by the target audience categorized by age, gender, location and income, and based on findings, identify adaptive management actions to improve reach and audience engagement.

## **ANNEX: RESOURCES**

USAID Wildlife Asia. [Social and Behavior Change Communication \(SBCC\) Demand Reduction Guidebook](#). 2020.