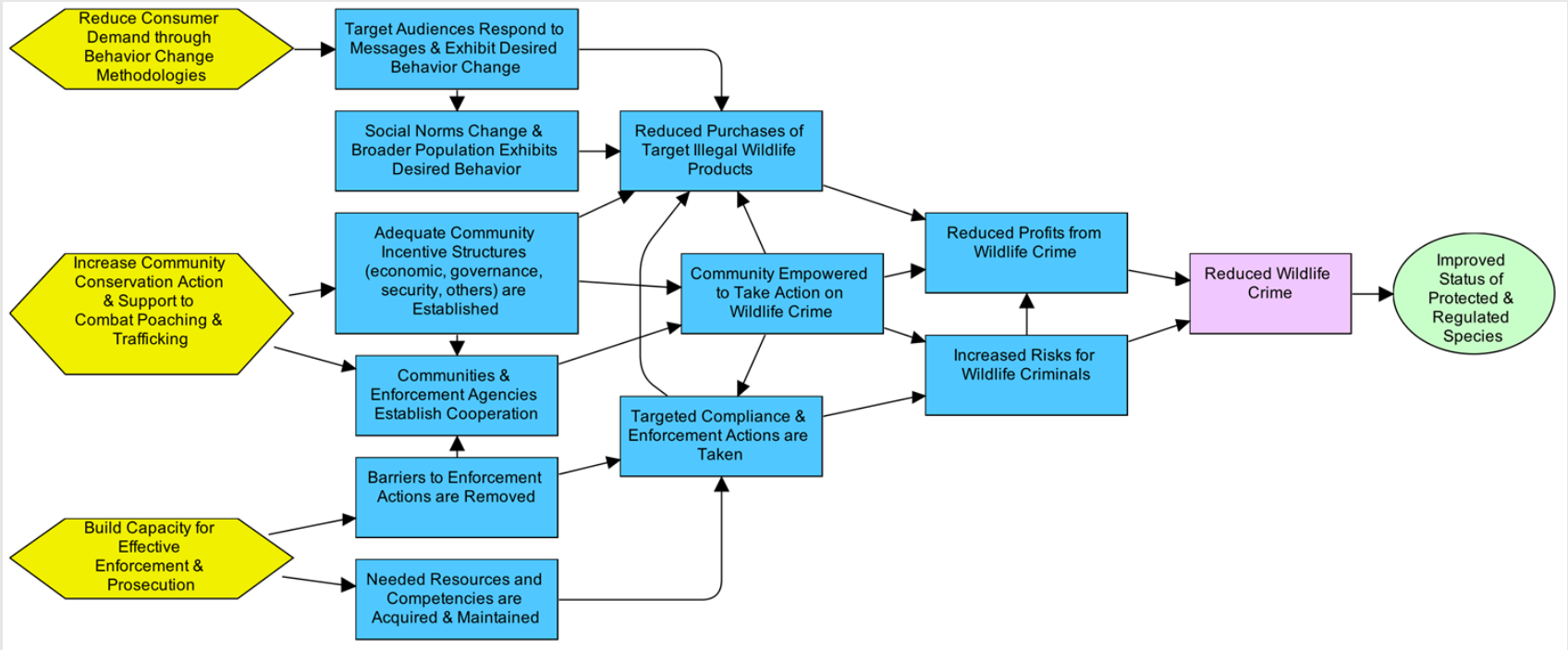# DIGITAL DETERRENCE CAMPAIGN IN THAILAND
USAID Wildlife Asia

DIGITAL APPROACHES TO DEMAND REDUCTION

Webinar for USAID Combating Wildlife Trafficking Learning Group

May 23, 2019

CWT THEORY OF CHANGE

CWT Learning Agenda Questions:
Reduce Consumer Demand through Behavior Change Methodologies

Guiding question: What does effective demand reduction look like?

- What is the effect of reducing supply of illegal wildlife products as a consumer demand reduction strategy?

- What are the most appropriate metrics and methodologies for monitoring demand reduction activities, especially the link between attitudes and behavior change?

- Are certain messaging strategies more effective than others (i.e., positive messaging, messaging with enforcement information, etc.)?

Today's Speakers

Nora De Guzman
USAID Wildlife Asia

Sunny Patel
Trends Digital

David Cumplido
Trends Digital

USAID WILDLIFE ASIA

Objective 1
Reduce consumer demand through social and behavior change communication (SBCC)

Objective 2 Strengthen Regional Law Enforcement Capacity and Coordination

Objective 4 Improving regional action to reduce wildlife crime in ASEAN and China

Objective 3 Increase commitment to addressing CWT (Legislation, Environmental Jurisprudence)

Project Duration: 2016-2021
PRIME: RTI
SUB-CONTRACTORS:
FHI 360
IFAW
Freeland
TRAFFIC
CCN
Project Office: Bangkok, Thailand

5/23/2019

DIGITAL DETERRENCE CAMPAIGN:

- Thailand consumer research (USAID Wildlife Asia 2018) revealed consumers go online to seek information and/or purchase wildlife products

- Innovative pilot digital marketing campaign to deter purchase of illegal wildlife products among potential online buyers using google.

- Google deterrence ads to increase perception of risk among those who go online with a sense of comfort and anonymity.

- Ads create a hostile, uncomfortable, "risky" online trading environment to prevent potential buyers from pursuing their purchase.
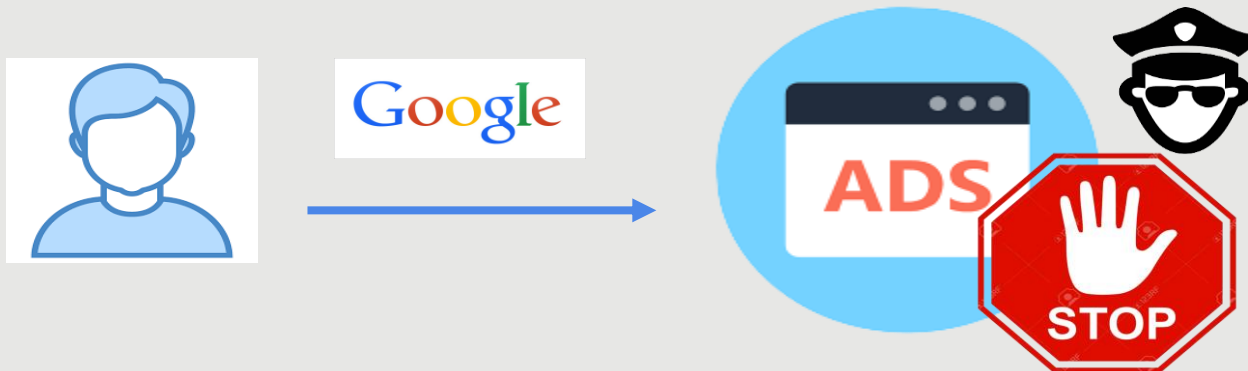
DIGITAL DETERRENCE CAMPAIGN:

- Partnership with Department of National Parks, Wildlife and Plant Conservation (DNP), Thailand.

- Executed in 4 languages using 4 key message concepts.

- Digital analytics to monitor results and trackers.

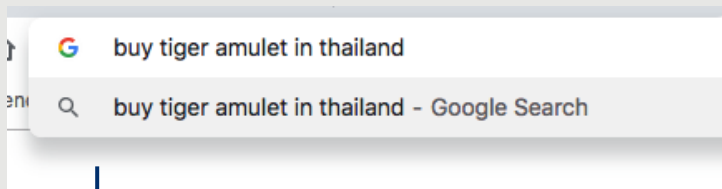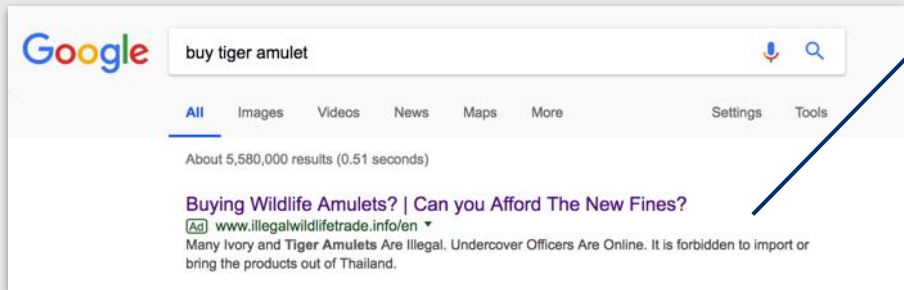- Implemented from August 4, 2018 to March 15, 2019.

HOW IT WORKS

- When someone does a Google search using one of a list of selected "sensitive keywords" (denotes potential interest in buying illegal wildlife), 1 of 4 alternative ads will appear.

- If the person clicks on the link www.illegalwildlifetrade.info accompanying the ad, s/he will be directed to a landing page sponsored by the DNP.

- Landing page contains a warning message that the content being searched may be prohibited, and Thai authorities are monitoring illegal wildlife trade online.

HOW IT WORKS

buy tiger amulet in thailand

buy tiger amulet in thailand - Google Search

Select keyword list triggers serving of one of our Deterrence Search Ads

Google buy tiger amulet

All Images Videos News Maps More   Settings Tools

About 5,580,000 results (0.51 seconds)

Buying Wildlife Amulets? | Can you Afford The New Fines?
[Ad] www.illegalwildlifetrade.info/en ▾
Many Ivory and **Tiger Amulets** Are Illegal. Undercover Officers Are Online. It is forbidden to import or bring the products out of Thailand.
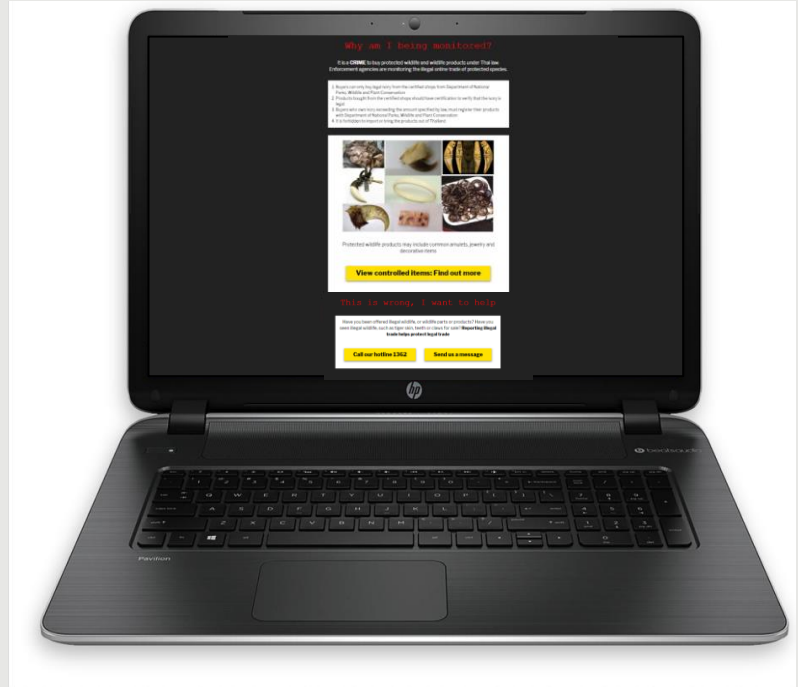
If a user clicks, s/he goes to landing page

Here we track events, such as clicks to learn more, call hotline or sending a message to DNP

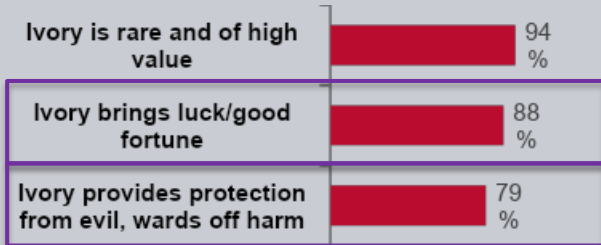**illegalwildlifetrade.info/en & /th**
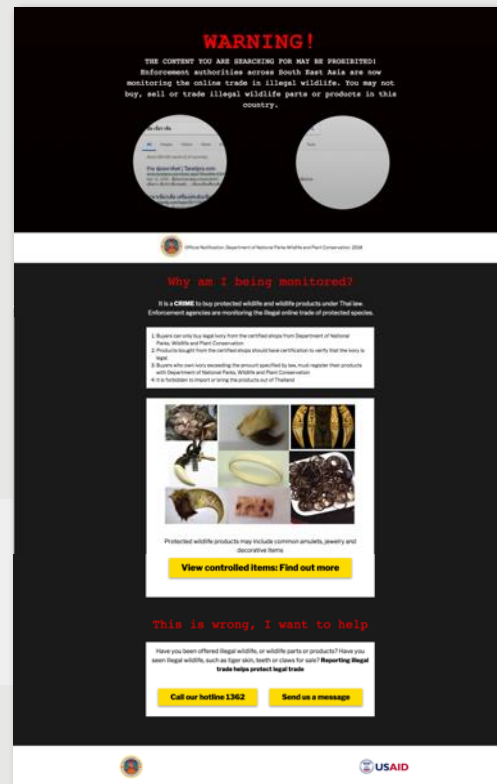
GOOGLE ADS DEVELOPED USING DATA ON PURCHASE DRIVERS & CONCERNS: THAILAND CONSUMER RESEARCH, USAID WILDLIFE ASIA 2018

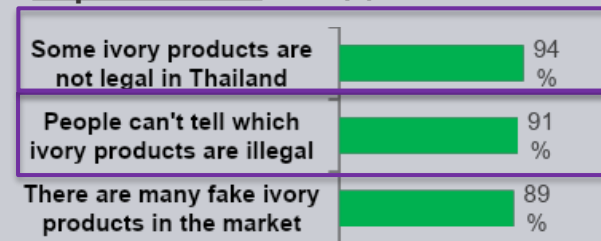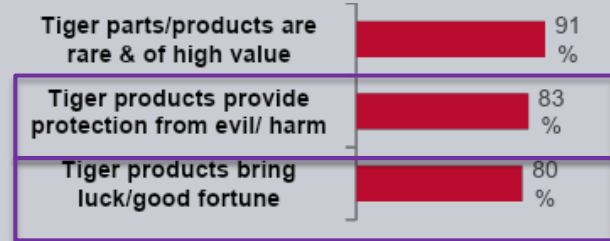Among those who bought parts and/or products in the past 3 years

Elephant	Tiger

Top 3 benefits — Ivory purchasers

Benefit	%
Ivory is rare and of high value	94%
Ivory brings luck/good fortune	88%
Ivory provides protection from evil, wards off harm	79%

Top 3 concerns — Ivory purchasers

Concern	%
Some ivory products are not legal in Thailand	94%
People can't tell which ivory products are illegal	91%
There are many fake ivory products in the market	89%

Top 3 benefits — Tiger purchasers/ users

Benefit	%
Tiger parts/products are rare & of high value	91%
Tiger products provide protection from evil/ harm	83%
Tiger products bring luck/good fortune	80%

Top 3 concerns — Tiger purchasers/ users

Concern	%
Many fake tiger products in the market	88%
Tiger products are not legal in Thailand	79%
Are associated with cruelty/ tiger extinction	73%

CAMPAIGN FORMAT:

- 4 key Message Concepts with corresponding Google ads

  ➢ Concept 1: "Searching for you"

  ➢ Concept 2: "Searching for Bad Luck"

  ➢ Concept 3: "Can you afford the Fines"

  ➢ Concept 4: "Official Alert"

- Each concept executed in 4 languages: Thai, English, Chinese and Vietnamese.

- All 4 key species – Elephant (Ivory), Pangolin, Rhino and Tiger targeted using Paid Google search ads and Search Engine Optimization (SEO)

Creative Concept1.
Searching For You

32 VERSIONS:
- 4 x Languages
- 4 x Species
- 2 x URL

Searching For Illegal Ivory? - Then We're
Searching For You
Ad www.illegalwildlifetrade.info

Trade In Trafficked Ivory Is Illegal. Undercover
Officers Are Online.

Searching For Tiger Products? - Then We're
Searching For You
Ad www.illegalwildlifetrade.info

Tiger Trade Is Illegal. Undercover Officers Are
Online.

Searching For Pangolin? - Then We're
Searching For You
Ad www.illegalwildlifetrade.info

Pangolin Trade Is Illegal. Undercover Officers Are
Online.

Searching For Rhino Products? - Then
We're Searching For You
Ad www.stopillegalwildlifetrade.org

Trade In Rhino Parts or Products Is Illegal.
Undercover Officers Are Online.

Searching For Rhino Products? - Then
We're Searching For You
Ad www.illegalwildlifetrade.info

Trade In Rhino Parts or Products Is Illegal.
Undercover Officers Are Online.

Creative Concept 2.
Searching For Bad Luck

24 VERSIONS:
- 4 x Languages
- 3 x Species
- 2 x URL

Buying Amulets? - Don't Buy Bad Luck
Ad www.stopillegalwildlifetrade.org

Tiger Amulets Are Illegal. Undercover Officers Are Online.

Buying Amulets? - Don't Buy Bad Luck
Ad www.stopillegalwildlifetrade.org

Many Ivory Amulets Are Illegal. Undercover Officers Are Online.

Buying Wildlife Amulets? - Don't Buy Bad Karma
Ad www.stopillegalwildlifetrade.org

Many Elephant Amulets Are Now Illegal. Undercover Officers Are Online.

Creative Concept 3.
Can you Afford The Fines

16 VERSIONS:
- 4 x Languages
- 2 x Species
- 2 x URL

Buying Wildlife Amulets? - Can You Afford
The New Fines?
Ad www.stopillegalwildlifetrade.org

Many Ivory and Tiger Amulets Are Illegal.
Undercover Officers Are Online.

Buying Wildlife Amulets? - Can You Afford
The New Fines?
Ad www.stopillegalwildlifetrade.org

Many Elephant and Tiger Amulets Are Illegal.
Undercover Officers Are Online.

Creative Concept 4.
Official Alert

16 VERSIONS:
- 4 x Languages
- 1 x Species Version
- 2 x URL

OFFICIAL ALERT - You Are Being Monitored
Ad www.stopillegalwildlifetrade.org

OFFICIAL WARNING from Thai Authorities, Your Search Has Triggered An Alert.

คำเตือน - การค้นหานี้เข้าข่ายผิดกฎหมาย
โฆษณา www.illegalwildlifetrade.com

เจ้าหน้าที่จะตรวจสอบการซื้อขายของคุณ เพราะเข้าข่ายละเมิดกฎหมายซื้อขายสัตว์ป่า

[TRANSLATION] *Warning* your search may violate wildlife law. The authority is now investigating your activity as buying wildlife products are considered illegal.

RESULTS: AUGUST 4, 2018 TO MARCH 15, 2019

- **596,370** keyword searches in Google tracked of which **560,470** searches served the Google deterrence ads (94% of total search share).

- Of those served the ads, **17,410 (3.11%)** clicked to the landing page.

- Thai - predominant language used at **89%.**
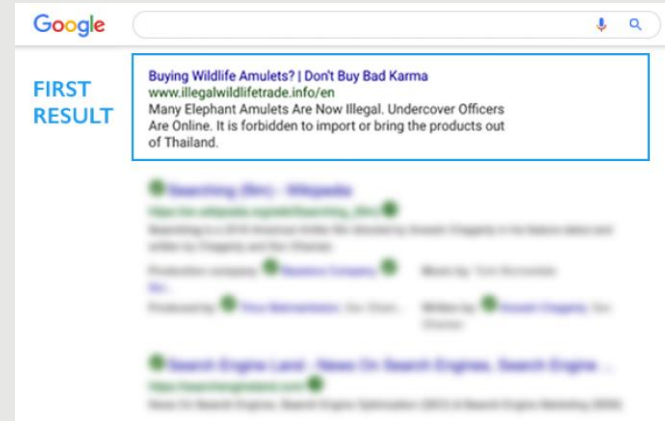
- Mobile platform mainly used.

- **Total of 596,370** keyword searches in Google tracked, of which **560,470** searches were served the Google deterrence ads (94% of total search share).

Searches Served ● Unserved Searches ●

35,900 (6%)
Unserved Searches

560,470 (94%)
Searches Served
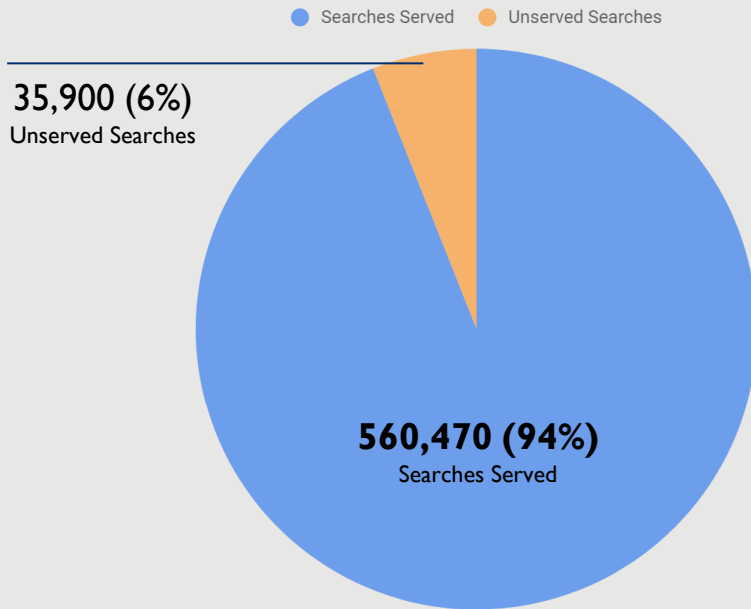
With high search share we owned and ranked on 1. position on average, resulting in high visibility

RESULTS: AUGUST 4, 2018 TO MARCH 15, 2019 (~223 DAYS)

- Average range of **CPM*** in Thailand is $30 USD - $40 USD depending on industry, target & objective. (Based on consumer facing brands from TRENDS historical data)

- Deterrence campaign resulted in an average **CPM of $14.33 USD.**

- With Media cost of USD 8,545 or USD 0.015 per **actual single reach > high cost-effectiveness**
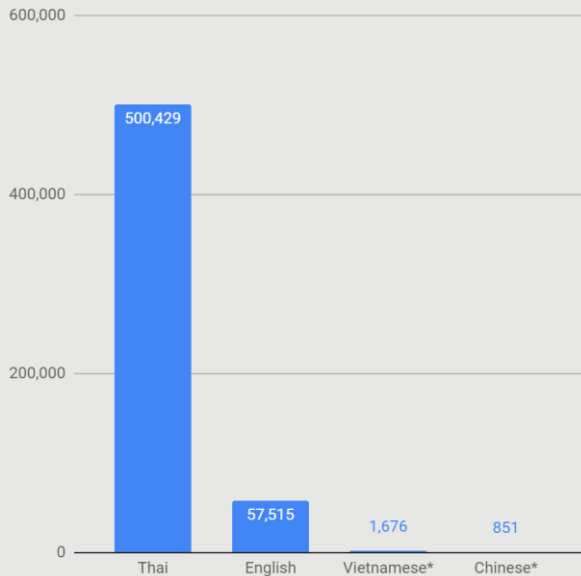
*CPM = Cost per 1000 Impressions

Deterrence - CPM Comparison

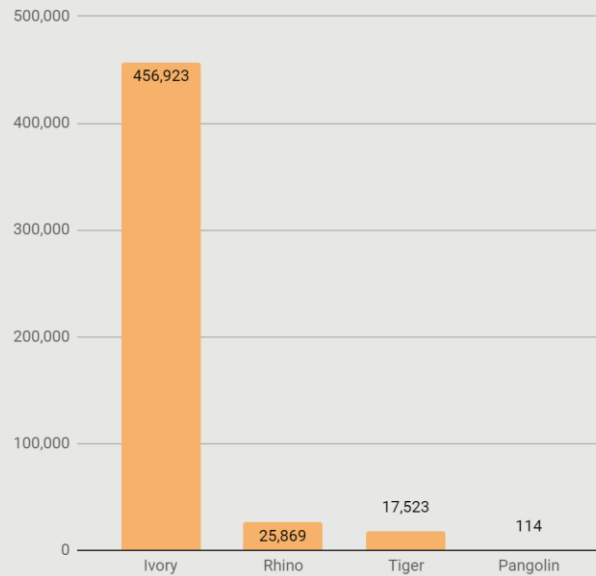|	
$40.00	
$35.00 (Average B2C)	
$30.00	
$20.00	
$14.33 (Deterrence)	
$10.00	
$0.00	
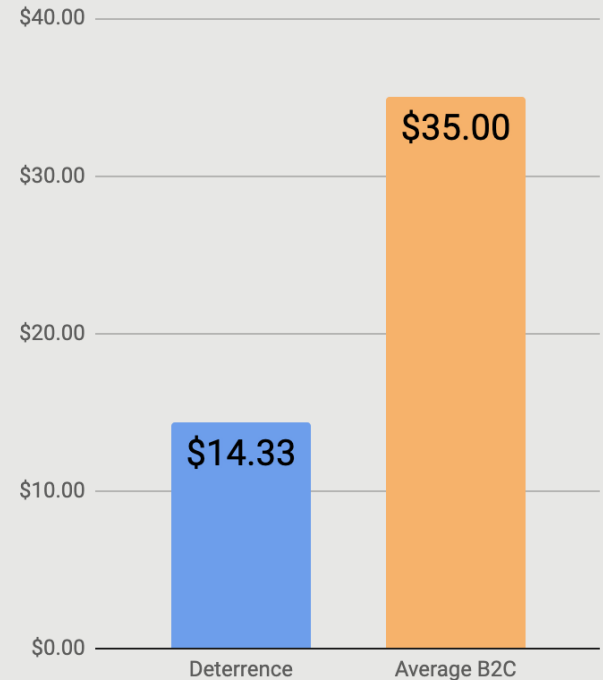
RESULTS: AUGUST 4, 2018 TO MARCH 15, 2019

- Thai - predominant language used at **89%** with mobile platform mainly used.

- Searches by species in Thai dominated by Ivory

Searches by Language

600,000

500,429

400,000

200,000

57,515

1,676   851

0

Thai   English   Vietnamese*   Chinese*

Searches in Thai by Species

500,000

456,923

400,000

300,000

200,000

100,000

25,869

17,523

114

0

Ivory   Rhino   Tiger   Pangolin

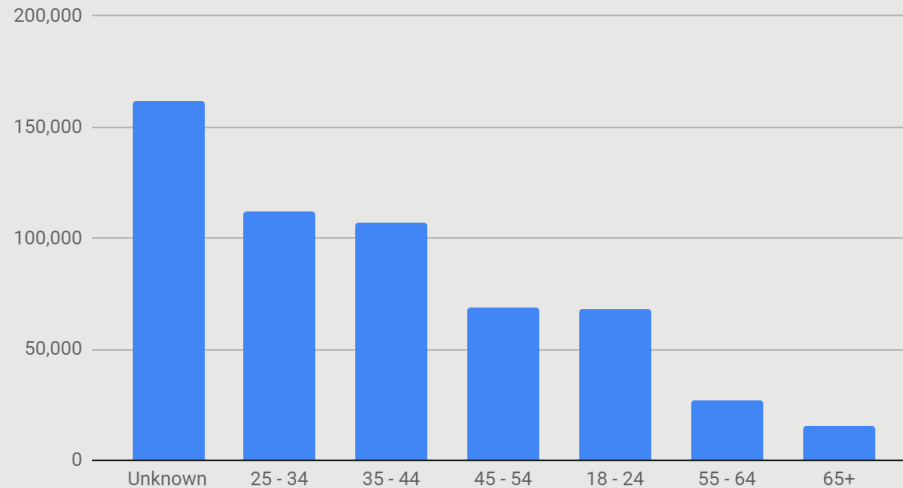* Chinese & Vietnamese Ads were disabled on 5th and 15th February 2019

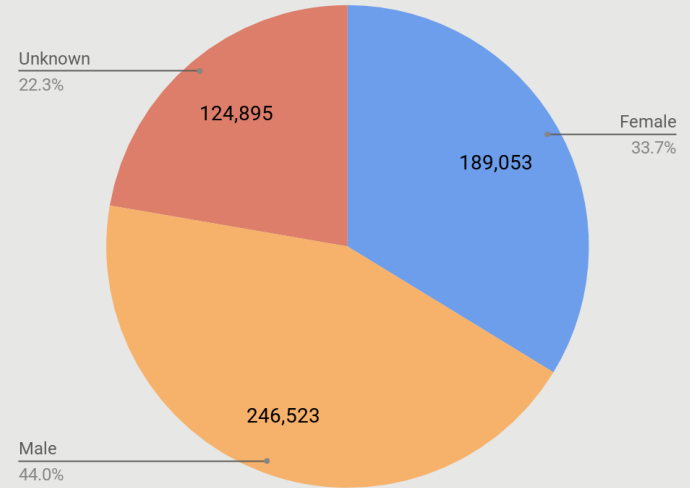*In English Searches for Rhino & Tiger swap 2. and 3. position

RESULTS: AUGUST 4, 2018 TO MARCH 15, 2019

- **Largest identifiable segment of searches between 25-44 years old** (39.1%)
- Higher male percentage of searchers compared to female by 10.3% difference
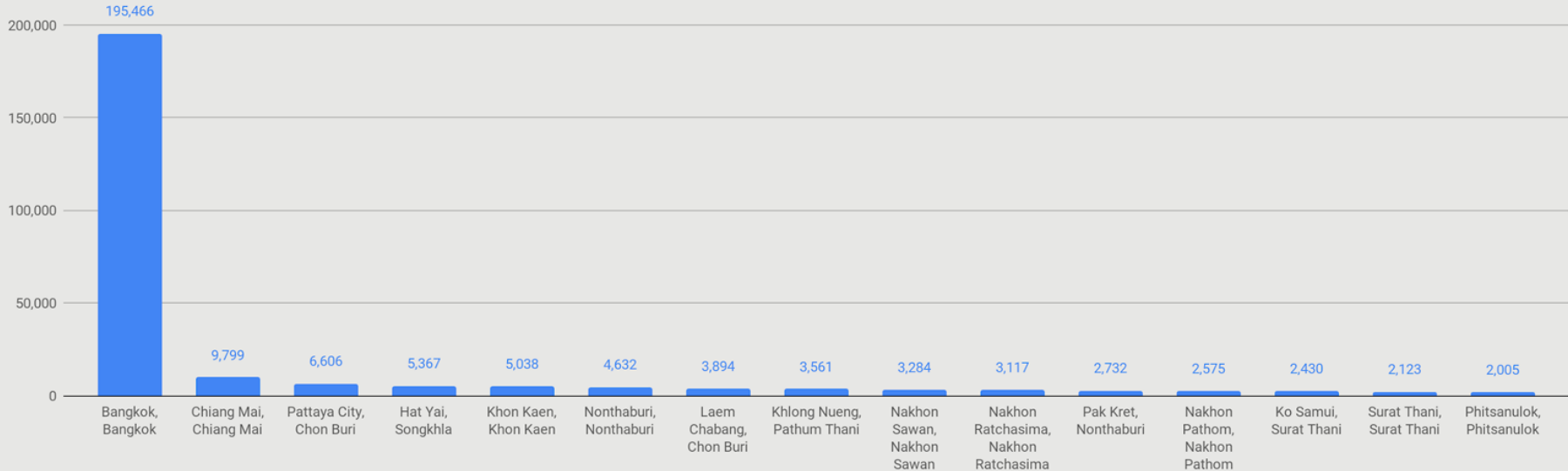
Age Distribution (All Languages)

Gender Distribution (All Languages)

Unknown
22.3%

124,895

Female
33.7%

189,053

Male
44.0%

246,523

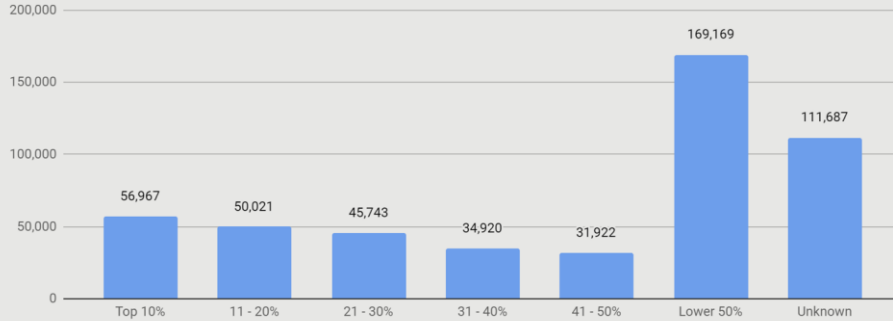# RESULTS: AUGUST 4, 2018 TO MARCH 15, 2019

- **TOP 15** source cities by most searches made over campaign period
- **Top 5: Bangkok** leading, followed by **Chiang Mai** (northern border to Myanmar & Laos), **Pattaya** (south, tourist city & sea port), **Hat Yai** (southern border to Malaysia), **Khon Kaen** (central eastern mainland)

Location Distribution by City (All Languages)

RESULTS: AUGUST 4, 2018 TO MARCH 15, 2019

Income Distribution (Thai)

Bracket	Value
Top 10%	56,967
11 - 20%	50,021
21 - 30%	45,743
31 - 40%	34,920
41 - 50%	31,922
Lower 50%	169,169
Unknown	111,687

Income Distribution (English)

Bracket	Value
Top 10%	6,271
11 - 20%	3,004
21 - 30%	2,009
31 - 40%	1,238
41 - 50%	1,120
Lower 50%	5,244
Unknown	38,629

- **Lower 50% Income bracket dominates** searches in Thai by far

- Searches in English area lead by Top 10% bracket (6,271) but only by a 19.5% margin over the Lower 50% income tier (5,244)
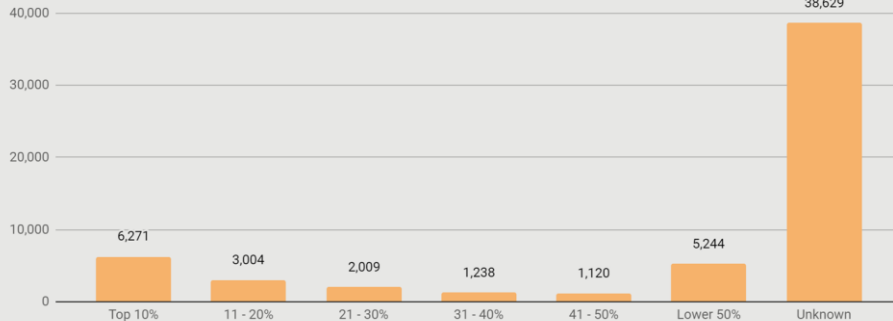
Household Income Categories from Google (Thailand):

- 10%: more than 600,000 baht per year
- 11-20%: 400,001 - 600,000 baht per year
- 21-30%: 300,001 - 400,000 baht per year
- 31-40%: 240,001 - 300,000 baht per year
- 41-50%: 200,001 - 240,000 baht per year
- 50% remaining: 0 - 200,000 baht per year

Source of information (prov. by Google Comm. Manager):
Google Advertiser Community Thread on Household Income

Most common Search Terms in English*
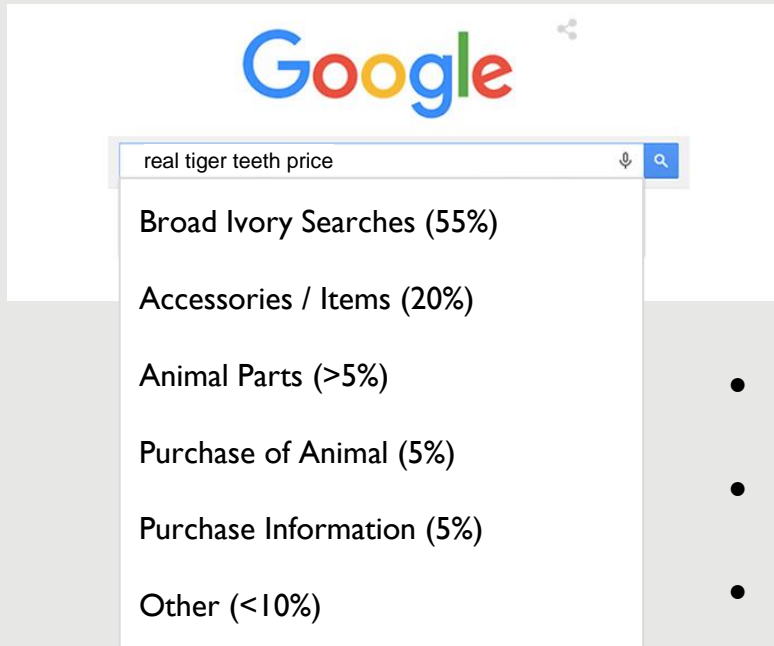
Broad Ivory Searches (50%)
ivory, what is ivory used for, ivory types, is ivory legal, etc.

Accessories / Items (20%)
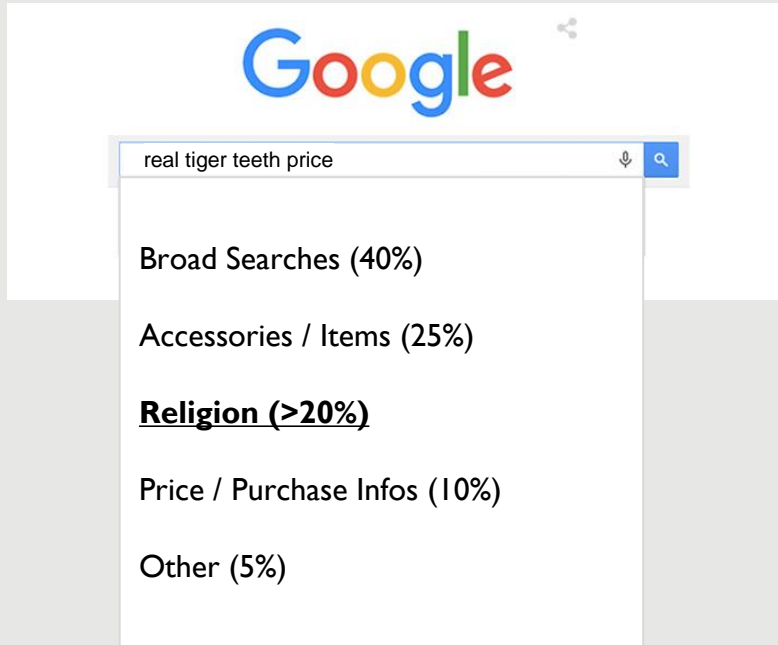*tiger amulet, tiger tooth fang, ivory caps, ivory necklace, ivory seals, tiger tooth necklace, etc.*

Animal Parts (>5%)
pangolin scales, tiger teeth, rhino horn, tiger fang, black ivory tusk, etc.

Purchase of Animal (5%)
tiger for sale, real baby tiger for sale, buy elephant, etc.

Product / Purchase Information (5%)
real tiger teeth price, ivory mahout real or fake, how do you tell ivory from bone

Google

real tiger teeth price

Broad Ivory Searches (55%)

Accessories / Items (20%)

Animal Parts (>5%)

Purchase of Animal (5%)

Purchase Information (5%)

Other (<10%)

- Large set of broad searches for ivory, followed by accessory / product, animal part and purchase information related queries

- Many terms are products focused with some being related to prices, location/supply, logistics

- Search queries are highly atomised making categorisation difficult, but with some instances being very clear of illegal intent like smuggling

*Please note, these are top-level estimate percentages based on data filtered and reviewed to-date

Most common Search Terms in Thai*

Google

real tiger teeth price

Broad Searches (40%)

Accessories / Items (25%)

Religion (>20%)

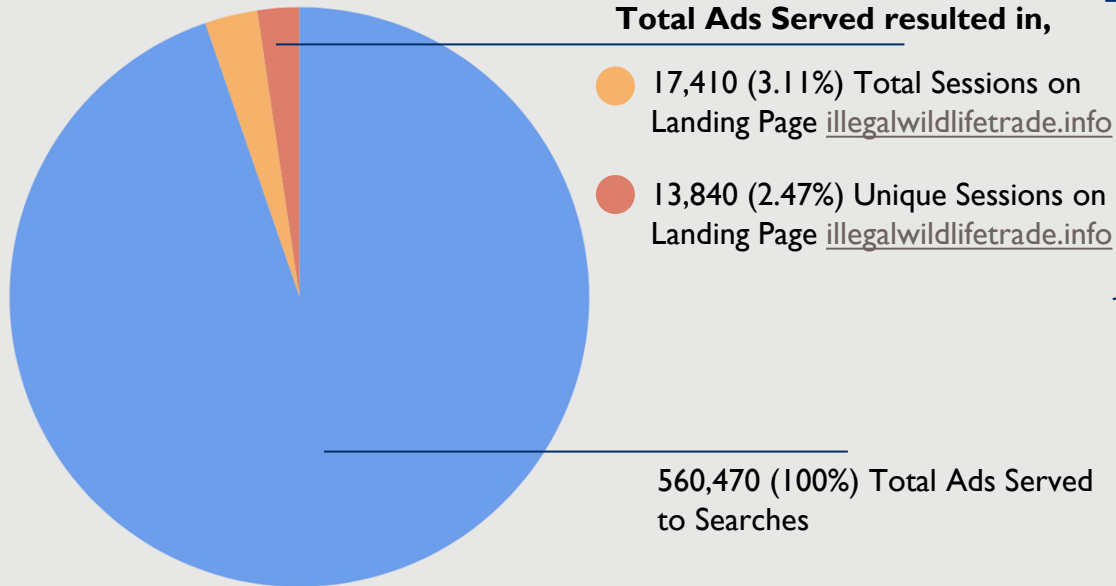Price / Purchase Infos (10%)

Other (5%)

Top-level key differences to English

- Thai language searches have a higher proportion of accessory and product specific queries compared to English

- High count of religious / belief / luck related search terms (at times belief inferred into type of product), which are almost non-existent in English

- Searches for different types of Ivory that have a different belief or impact purpose (for luck, power, fortune) also including type of end-product (amulet)

- Authenticity, rarity, pattern and authenticity service related queries are common and hint at informed consumer audiences (very rare in English searches)

- Law queries regarding legality & registration

*Please note, these are top-level estimate percentages based on data filtered and reviewed to-date

RESULTS: AUGUST 4, 2018 TO MARCH 15, 2019

- **560,470** served ads, of which **17,410 (3.11 %)** searches clicked to the landing page.

- Click-throughs **13,840 (2.47%)** were measured as unique

Legend:
● Ads Served ● Total Sessions on Website
● Unique Sessions on Website

Total Ads Served resulted in,

● 17,410 (3.11%) Total Sessions on Landing Page illegalwildlifetrade.info

● 13,840 (2.47%) Unique Sessions on Landing Page illegalwildlifetrade.info

560,470 (100%) Total Ads Served to Searches

Overall only 1.09 sessions per unique visitor, **suggesting an effective deterrence effect.**

Note: some visitors may have had multiple sessions

RESULTS: AUGUST 4, 2018 TO MARCH 15, 2019

Users landing on the microsite page were offered 3 paths of action:

1) Click to DNP Page to learn more

2) Inform / Send a message about infractions

3) Call Hotline

Total of **523 positive actions** were measured, equaling 3% of total 17,410 sessions

User Actions on Page

Click to DNP	384
Send Message	118
Call Hotline	21

RESULTS: AUGUST 4, 2018 TO MARCH 15, 2019

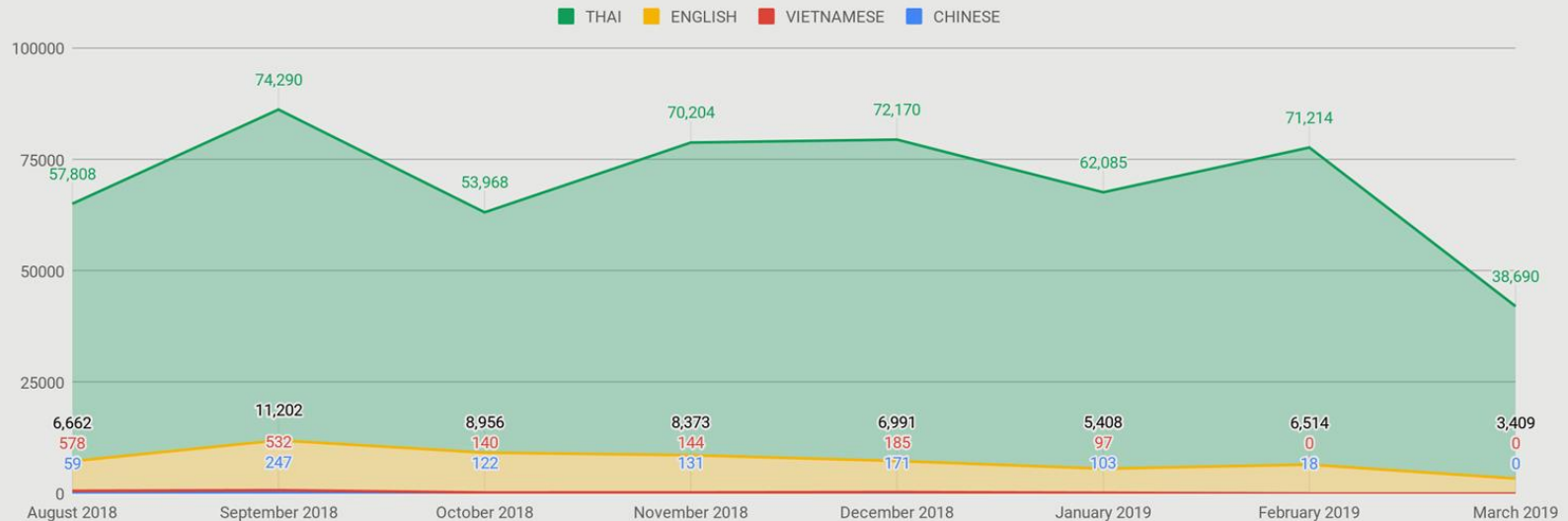- Overall no major seasonal variation observed, 2 existing dips in October and March due to pause & optimization of campaign while March is due to overall spend stop on March 15, 2019.

- January drop in searches is common post-Christmas and New Year holiday / travel period.

Searches by Month (All Languages)

■ THAI ■ ENGLISH ■ VIETNAMESE ■ CHINESE

	August 2018	September 2018	October 2018	November 2018	December 2018	January 2019	February 2019	March 2019
THAI	57,808	74,290	53,968	70,204	72,170	62,085	71,214	38,690
ENGLISH	6,662	11,202	8,956	8,373	6,991	5,408	6,514	3,409
VIETNAMESE	578	532	140	144	185	97	0	0
CHINESE	59	247	122	131	171	103	18	0

ADDITIONAL LEARNINGS

- **Searches in Vietnamese and Chinese low for Google Search Platform**, other channels to be reviewed (Weibo, WeChat, Social Channels [Facebook, YouTube, etc.])

- Most frequently searched keywords - related to **ivory jewelry and beauty products** such as ivory and ivory rings. **Terms in detail reveal additional information about online behavior** but require further review (e.g. Thai specific keywords for 2nd tier quality / cheap ivory)

- **"Searching for You"** Ad had lowest Click-Rate (to landing page), suggesting highest potential deterrence effect, followed by "**Official Alert**".

- Positive unintended consequences of being able to **identify illegal traffickers** using social /digital stores to sell products during campaign implementation (leading to major online sellers being identified for legal enforcement teams)

Next Steps

Questions and Answers

CWT Tools and Resources

- CWT Learning Group Site: https://rmportal.net/combating-wildlife-trafficking

- CWT Learning Agenda: https://rmportal.net/combating-wildlife-trafficking/learning-agenda

USAID E3/FORESTRY AND BIODIVERSITY
Combating Wildlife Trafficking
COLLABORATIVE LEARNING GROUP

| 🏠 | Learning Agenda | Wiki Knowledge Base | Documents | News & Events | Discussions | Cross-Mission Learning |

Home

USAID has a long history of support for efforts to combat wildlife trafficking (CWT). These efforts are currently being prioritized due to a dramatic increase in the volume and scope of the threat in recent years and the February 9th, 2017 Executive Order on enforcing federal law with respect to

Search this Site

THANK YOU

—

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Caroline Cook, Learning Specialist, Measuring Impact II, ccook@enviroincentives.com