



USAID WILDLIFE ASIA I AM #IVORYFREE CAMPAIGN THAILAND

An aligned demand reduction campaign with WildAid
September 12 – December 30, 2017

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INTRODUCTION

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 – to achieve its behavior change objectives.

I AM #IVORYFREE CAMPAIGN OVERVIEW

This report documents the I am #IvoryFree campaign in Thailand to reduce demand for ivory products implemented from September to December 2017 in collaboration with WildAid. This ivory campaign was the first campaign implemented by USAID Wildlife Asia. This is considered an aligned campaign that built upon an existing WildAid campaign in Thailand, the Ivory-Free Business Leaders Pledge initiative in early 2017.

The I am #IvoryFree campaign addressed demand drivers for ivory based on USAID Wildlife Asia's April 2017 report *What Drives Demand for Wildlife? A Situation Analysis of Consumer Demand for Wildlife Parts and Products in China, Thailand and Vietnam based on a Literature Review (Elephant-Pangolin-Rhino-Tiger)*. This report was completed before the USAID Wildlife Asia 2018 Consumer Research on Wildlife Products in Thailand. This Situation Analysis revealed that status, perceived beauty, and spiritual beliefs drive the demand for ivory in Thailand. Considering this, USAID Wildlife Asia and WildAid agreed to co-implement this ivory campaign to mobilize Thais to pledge to never buy, own, or accept ivory as gifts.

STRATEGY

The campaign aimed to deter consumers and potential consumers from buying ivory and to change the perception that ivory was a symbol of status, rare beauty, or used for superstitious beliefs. It also aimed to change social norms and reduce the social acceptability of ivory products.

The campaign built upon WildAid's Ivory Free Business Leaders Pledge initiative, which was launched in Thailand in early 2017. Since 56% of the population are active in the internet and social media, the

campaign strategy adapted WildAid's #JoinTheHerd campaign mechanism (see figure below) to expand audience engagement by adding a pledge component, i.e., audiences were asked to make a pledge to be "ivory free" and post this pledge in WildAid Thailand's existing campaign URL www.ivoryfreethai.org.

The campaign included a social media co-creation strategy that engaged the country's leading social media influencers to create content aligned with the campaign messaging in their style and that would appeal to their followers.

TARGET AUDIENCE

Key target audiences were identified as follows:

- Those likely to buy ivory (18-34 years old) and ivory consumers (35 years or older)
- Both male and female
- With access to internet and social media.

ACTIVITIES

To gain public engagement, the campaign invited all Thai people to make their pledges by creating #IvoryFree photos at www.ivoryfreethai.org, and to post the photos with messages on why they are making pledges to their social media profiles with hashtags including, #ไม่เอางาไม่ซำง #IvoryFree. They could select one of three messages, each corresponding to a driver for ivory consumption: spiritual beliefs, status/power, and perceived innate beauty.

Campaign activities included the following:

- **Web Application** that allowed the public to create and post their own images with an elephant face to share on social media, but with a message specific to Thailand's Ivory Free campaign.
- **Influencer Engagement** that targeted at least 10 influencers including WildAid's business leaders, who were asked to create their #IvoryFree image and share these on social media with a demand reduction message.
- **Social Media Co-creation** that target social media influencers to co-create content to expand the reach of the campaign and increase public participation.
- **PR Push** that created online press kits, including press releases, graphics, and celebrity participation images that were shared with WildAid's media contact list.

CAMPAIGN KEY MESSAGES

The three campaign key messages that those making pledges added were:

CAMPAIGN MESSAGES - ENGLISH

How can ivory bring good fortune when it comes from killing elephants?

#IvoryFree # ไม่เอางาไม่ฆ่าช้าง

Ivory is beautiful only on elephants

#IvoryFree # ไม่เอางาไม่ฆ่าช้าง

How can ivory from elephants that were left lifeless and powerless bring power?

#IvoryFree # ไม่เอางาไม่ฆ่าช้าง

CAMPAIGN PRE-TEST

A short pre-test of the web application with communication content and materials was conducted on September 5, 2017 to determine whether the communication materials were effective, appropriate, understandable, attractive, and culturally relevant, and whether the web application would be practical to use. The pre-test also gathered comments for improvement before the campaign launch. Four female respondents and one male respondent with daily access to social media (e.g. Facebook and Instagram in general news, beauty, and creative social pages) were interviewed in a group discussion. Respondents provided valuable comments in many areas, such as recommendations to engage and educate the target audience, and suggested adding more background stories and situations in the web application.

CAMPAIGN IMPLEMENTATION

The pledge campaign launched on September 12, 2017, and response to the online campaign was overwhelming. Within a three-week period after its launch, the campaign obtained massive engagement from celebrities and influential people from various sectors e.g. top actors, Miss Universe and Miss Universe Thailand, astrologers, monks, prominent business leaders, politicians, the U.S. ambassador, sports stars, and top journalists.

CAMPAIGN RESULTS

By the end of December 2017, the campaign achieved the following results:

- 15,200 people posted online pledges and created their I am #IvoryFree photo.
- 114 key popular and prominent influencers (vs. the targeted 10 influencers) posted online pledges with their photos. They included celebrities, Miss Universe and Miss Universe Thailand, astrologers, monks, prominent business leaders, politicians, the U.S. ambassador, sports stars, top journalists, and social media influencers and pages.
- 40 news stories were posted online.

- The webpage garnered 906,000 likes; 2,400 comments; 1,500 shares; over 909,000 total engagements; and reached over 87 million views.

Below are some of the pledges by influencers:

**A-LIST CELEBRITIES
(Entertainment)**

Davika / Na-path / Yaya
Jenni / Pu Paiya
Pat / Mor Chang / Mint Chalida

POLITICIANS, BUSINESS LEADERS AND DIPLOMAT

Kammala Sukoson / William E. Heinecke / Lady Chod-choi
M.R.Pridiya-thorn / Ambassador Glyn Davies
David Lyman / Abhisit / Karitshah



BEAUTY QUEENS

Natalie / Maria
Chalita / Miss Grand Surin

SPORT STARS

Nu-sa-ra / Orn-uma / Pim-pit-cha-ya Yoon
Wilaiwan / Kerk-rit / Pleom-chit
Hat-ta-ya / Pi-ya-nuch / Zico



CO-CREATION SOCIAL MEDIA ACTIVITY

The campaign reached out to the country's leading social media influencers and pages, informing them about the ivory and elephant crisis and inviting them to collaborate on the I am #IvoryFree campaign. They were given raw data and facts and asked to create content in their own styles for their followers. Twelve social media pages co-created content:

1. Sud Lok Om Teen
2. Kingdom of Tigers

3. Low Cost CosPlay
4. Contrast
5. Jod 8Riew
6. Maa Jaa
7. Bon Bon
8. Kiw Tum
9. Nut Ped
10. Johnny Copper Cat
11. Sa-ard
12. Dek Chai Nha Ma

Below is a sample of co-created content.

SOCIAL MEDIA INFLUENCER/ARTIST PAGE



Jod Biew
Like This Page · 18 September · 4k

เจ้าชายและเจ้าหญิง... (text continues in Thai)

คุณอาจไม่คาดคิดว่า... (text continues in Thai)

วันนี้มีผู้เข้าชมถึง 33,000 คน... (text continues in Thai)

ถ้าคุณสนใจ... (text continues in Thai)

ร่วมสนับสนุน... (text continues in Thai)

www.IVORYFREE.org

Like Comment Share

4k

Top comments

631 shares

63 comments



+15,000

engagements
with one post

CO-CREATION RESULTS

This co-creation strategy accomplished the following:

- over 211,000 likes
- over 217,000 total engagements
- more than 1,300 comments
- more than 4,100 shares
- over 19 million views reached

LEVERAGED FUNDS

The campaign leveraged over US\$202,762 in free media value.

LESSONS LEARNED

USAID Wildlife Asia shared lessons learned on the I am #IvoryFree campaign during the International SBCC Summit held in Bali, Indonesia from April 16-20, 2018.

This campaign demonstrates efficiencies and effective results that could be achieved by partnering with a conservation or CWT organization and building on what that organization is implementing.

The I am #IvoryFree campaign was a very effective collaboration with WildAid, which provided significant co-funding and technical support to implementation. By using an existing campaign mechanism and enhancing its features to include a pledge component accessible to a wider audience, USAID Wildlife Asia was able to expand reach and engagement of target audiences who are likely consumers of ivory products. The co-creation strategy further expanded reach among those audiences who would otherwise not be reached by the main campaign.