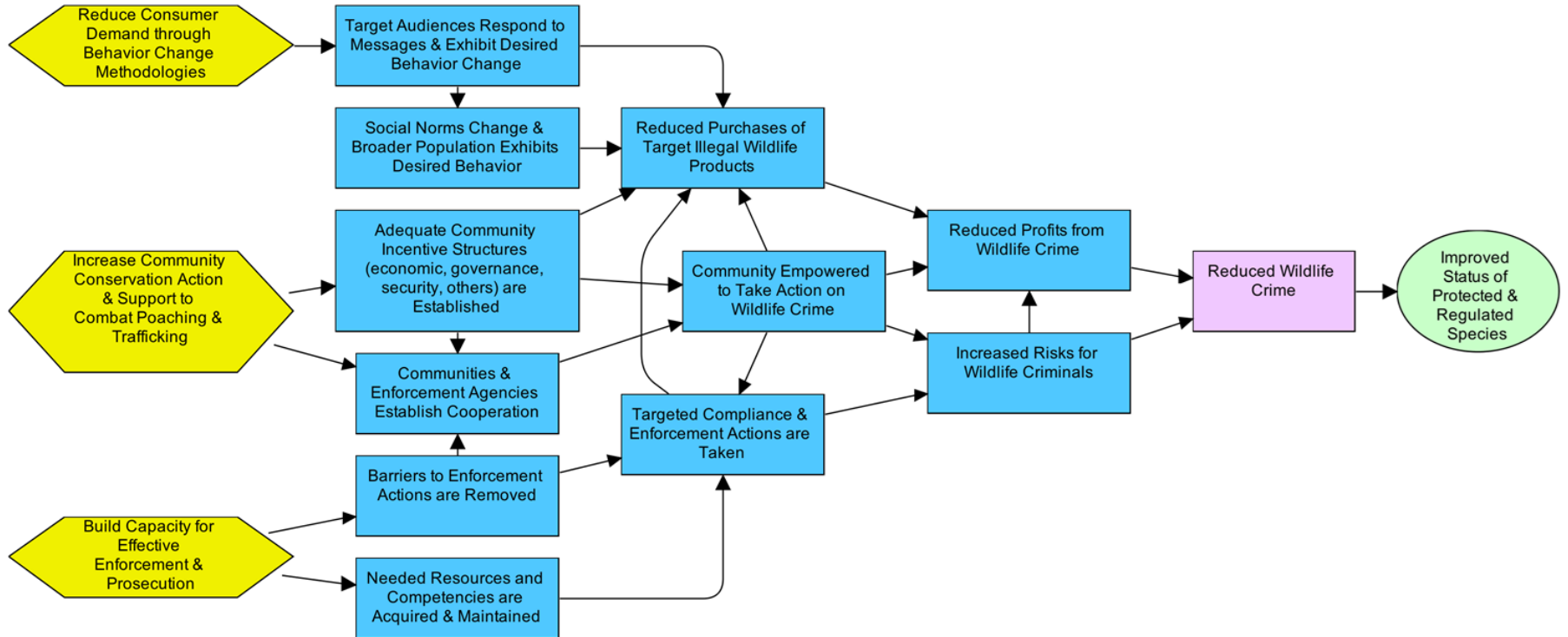# DIGITAL APPROACHES TO DEMAND REDUCTION: RECENT RESULTS FROM THE FIELD

USAID Wildlife Asia, World Wildlife Fund, and WildAid

Joint Webinar for USAID Combating Wildlife Trafficking Learning Group and World Bank Global Wildlife Program

September 18th (Asia), 2019
September 17th (US), 2019

9/18/2019

# USAID's CWT THEORY OF CHANGE

# USAID's 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

**Eleanora De Guzman**
USAID Wildlife Asia



**Sunny Patel**
Trends Digital



**David Garcia Cumplido**
Trends Digital

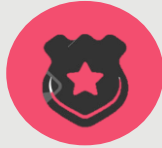# TODAY'S SPEAKERS

**Jan Vertefeuille**
WWF US

**Anny Liang**
WWF China

# 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

9/18/2019

6

# DIGITAL DETERRENCE CAMPAIGN - Thailand:

- 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.
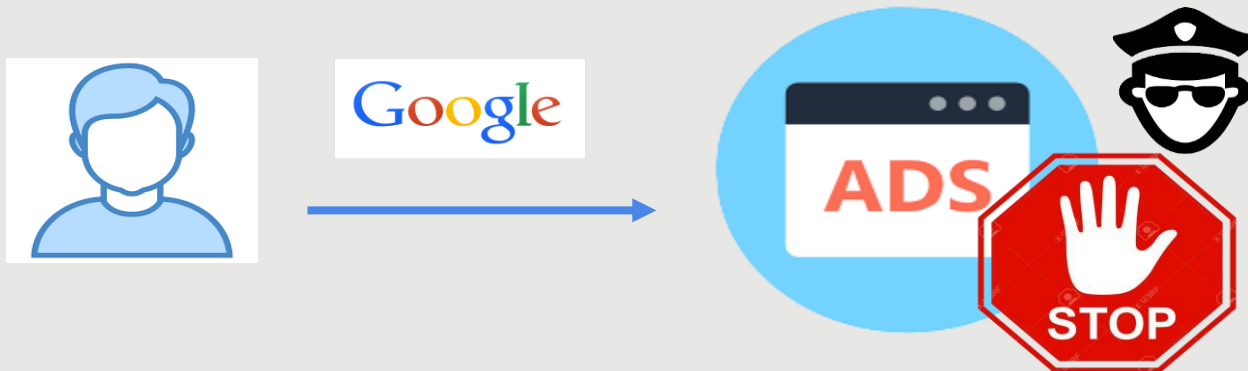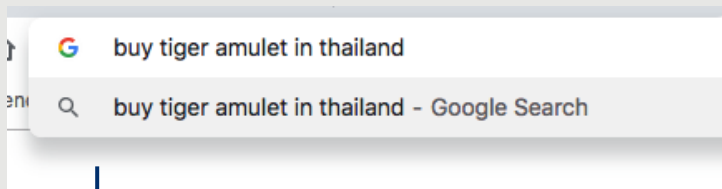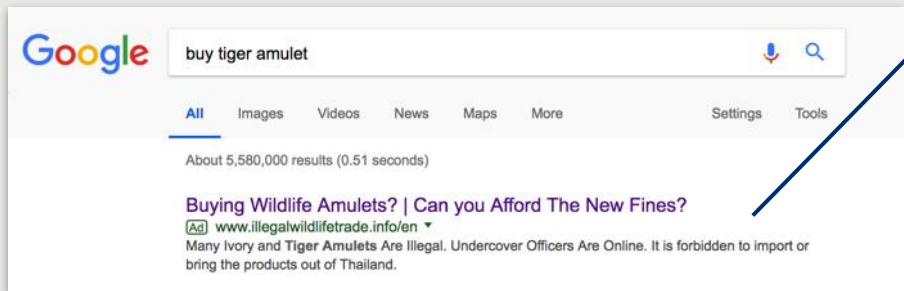
# DIGITAL DETERRENCE CAMPAIGN:

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

- In 4 languages (Thai, English, Chinese, Vietnamese) using 4 message concepts.

- Digital analytics to monitor results and trackers.

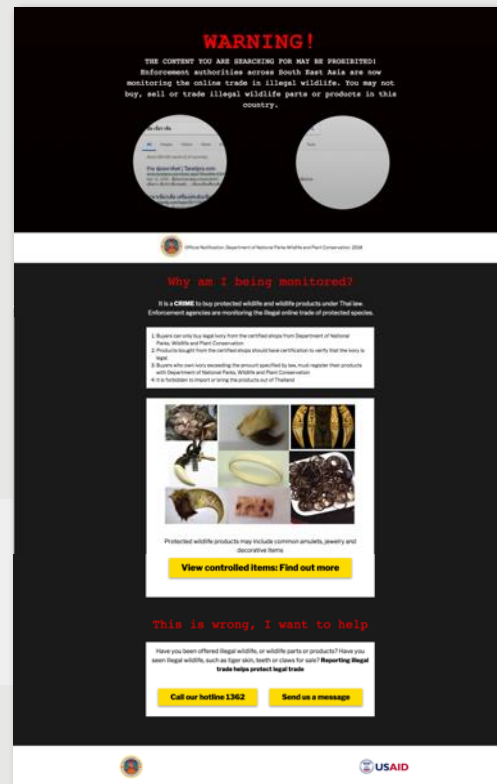- Implemented from August 4, 2018 to March 15, 2019.

# HOW IT WORKS

**illegalwildlifetrade.info/en & /th**

buy tiger amulet in thailand

buy tiger amulet in thailand - Google Search

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

If a user clicks, s/he goes to landing page

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.

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

**WARNING!**

THE CONTENT YOU ARE SEARCHING FOR MAY BE PROHIBITED! Enforcement authorities across South East Asia are now monitoring the online trade in illegal wildlife. You may not buy, sell or trade illegal wildlife parts or products in this country.

**Why am I being monitored?**

It is a **CRIME** to buy protected wildlife and wildlife products under Thai law. Enforcement agencies are monitoring the illegal online trade of protected species.

Protected wildlife products may include common amulets, jewelry and decorative items

**View controlled items: Find out more**

**This is wrong, I want to help**

Have you been offered illegal wildlife, or wildlife parts or products? Have you seen illegal wildlife, such as tiger skin, teeth or claws for sale? **Reporting illegal trade helps protect legal trade**

**Call our hotline 1362**    **Send us a message**

**USAID**

**WARNING!**

THE CONTENT YOU ARE SEARCHING FOR MAY BE PROHIBITED!
Enforcement authorities across South East Asia are now
monitoring the online trade in illegal wildlife. You may not
buy, sell or trade illegal wildlife parts or products in this
country.

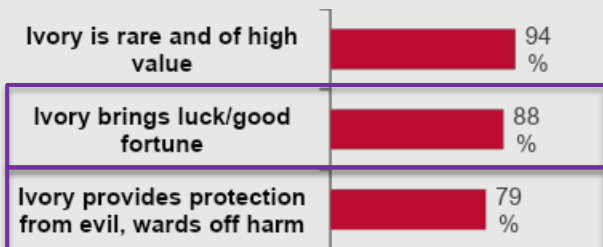Official Notification. Department of National Parks Wildlife and Plant Conservation. 2018

# GOOGLE ADS USED DATA ON PURCHASE DRIVERS & CONCERNS:
## THAILAND CONSUMER RESEARCH, USAID WILDLIFE ASIA 2018
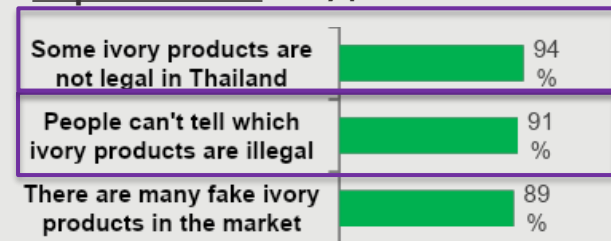Among those who bought parts and/or products in the past 3 years

| Elephant | Tiger |
|---|---|

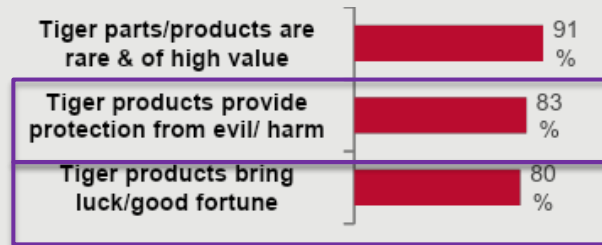### Top 3 benefits  Ivory purchasers

| | |
|---|---|
| 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 benefits  Tiger purchasers/ users

| | |
|---|---|
| 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  Ivory purchasers

| | |
|---|---|
| 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 concerns  Tiger purchasers/ users

| | |
|---|---|
| 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)

# 4 CREATIVE CONCEPTS – SAMPLE GOOGLE ADS

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

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

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

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.

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

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

# SUMMARY RESULTS (AUG 4 2018 - MARCH 15 2019)

- Ran for **223 Days** Thailand **Google Search** is the dominating search platform with **+90% share.** Used **Google in its opposite** format & structure (Instead of PPC, we were looking at Impressions of message)
    - Abided by **all privacy regulations**
    - **Over half a million impressions** at low cost

- Geolocation **focused on Thailand** with **Thai (89%)**, **English (10%)**, small pilots on Chinese and Vietnamese languages (incl. of search terms & served ads).

- **Average ~2.6K Searches / Day** over **223** day campaign. Tracked **596K** keyword searches in Google.

- **Ivory searches dominated (>90%)** followed by Rhino **(5%)** and Tiger **(3.5%)**

- Largest search demographic is ages **25-44 years** (39.1%), **Male** (44%) and **Metropolitan** (>90%)

- **Lower Income** linked with **Thai searches** & conversely **Top Income Bracket** highest for **English** searches

- **Mobile platform** significantly used to conduct searches at **(~80%)**

- Search **highly cost-effective** with **50% below market average CPM** (costs)

- Multiple "Phases" with ongoing adjustments & optimizations resulting in a **scalable learnings for Phase 2 with cost-effective strategies for impact and unexpected positive consequences**
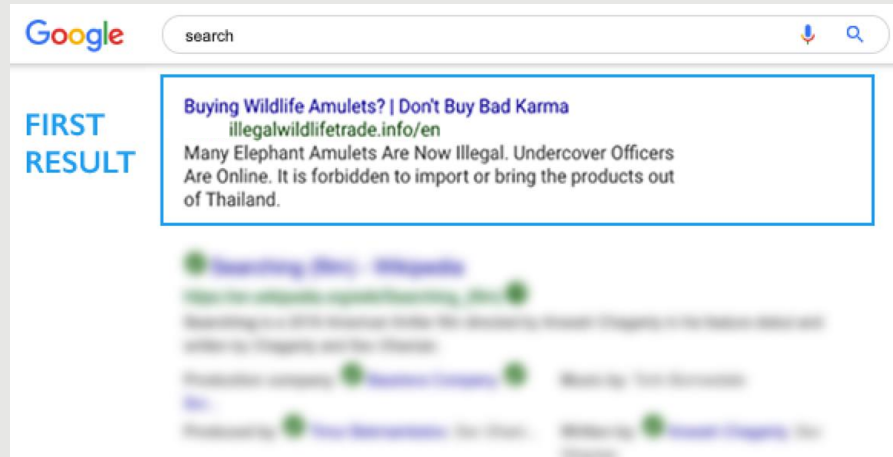
# RESULTS

- **Total of 596,370** keyword searches in Google tracked and **560,470** searches were **served the our Deterrence Ads** resulting in **94% of total search share**.
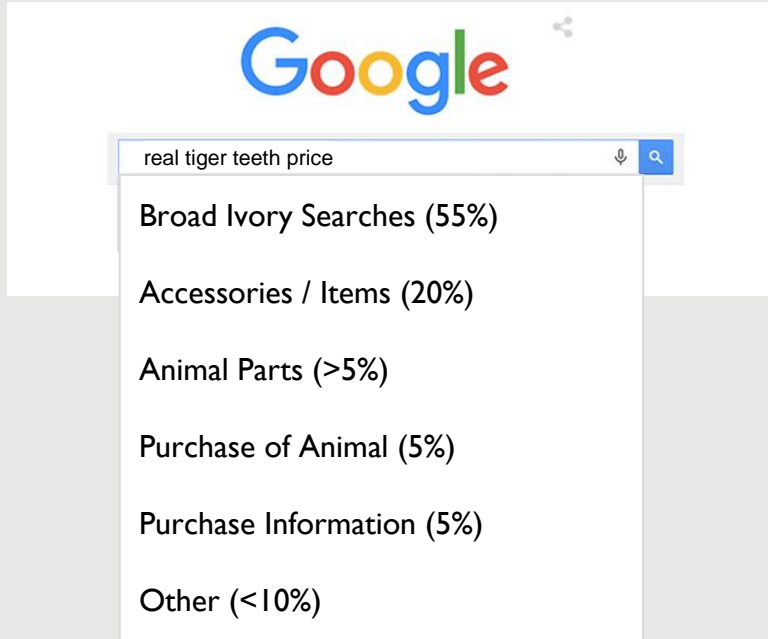
● Searches Served  ● Unserved Searches

35,900 (6%)
Unserved Searches

560,470 (94%)
Searches Served
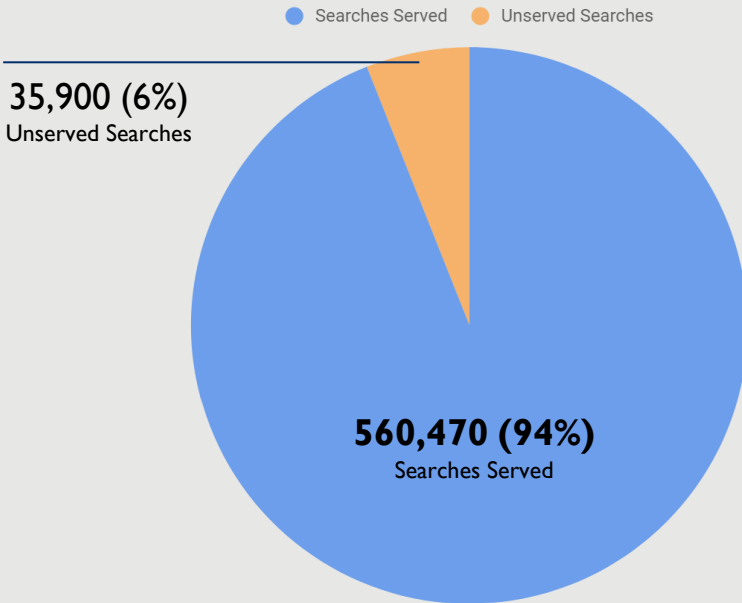
We ranked on **first position** on average over campaign period, resulting in high visibility

Google | search

FIRST
RESULT

Buying Wildlife Amulets? | Don't Buy Bad Karma
illegalwildlifetrade.info/en
Many Elephant Amulets Are Now Illegal. Undercover Officers
Are Online. It is forbidden to import or bring the products out
of Thailand.

# RESULTS

**Most common Search Terms in English***



real tiger teeth price

Broad Ivory Searches (55%)

Accessories / Items (20%)

Animal Parts (>5%)

Purchase of Animal (5%)

Purchase Information (5%)

Other (<10%)

**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*

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

# RESULTS

## Most common Search Terms in Thai*

Google

real tiger teeth price

Broad Searches (40%)

Accessories / Items (25%)

**Religion (>20%)**

Price / Purchase Infos (10%)
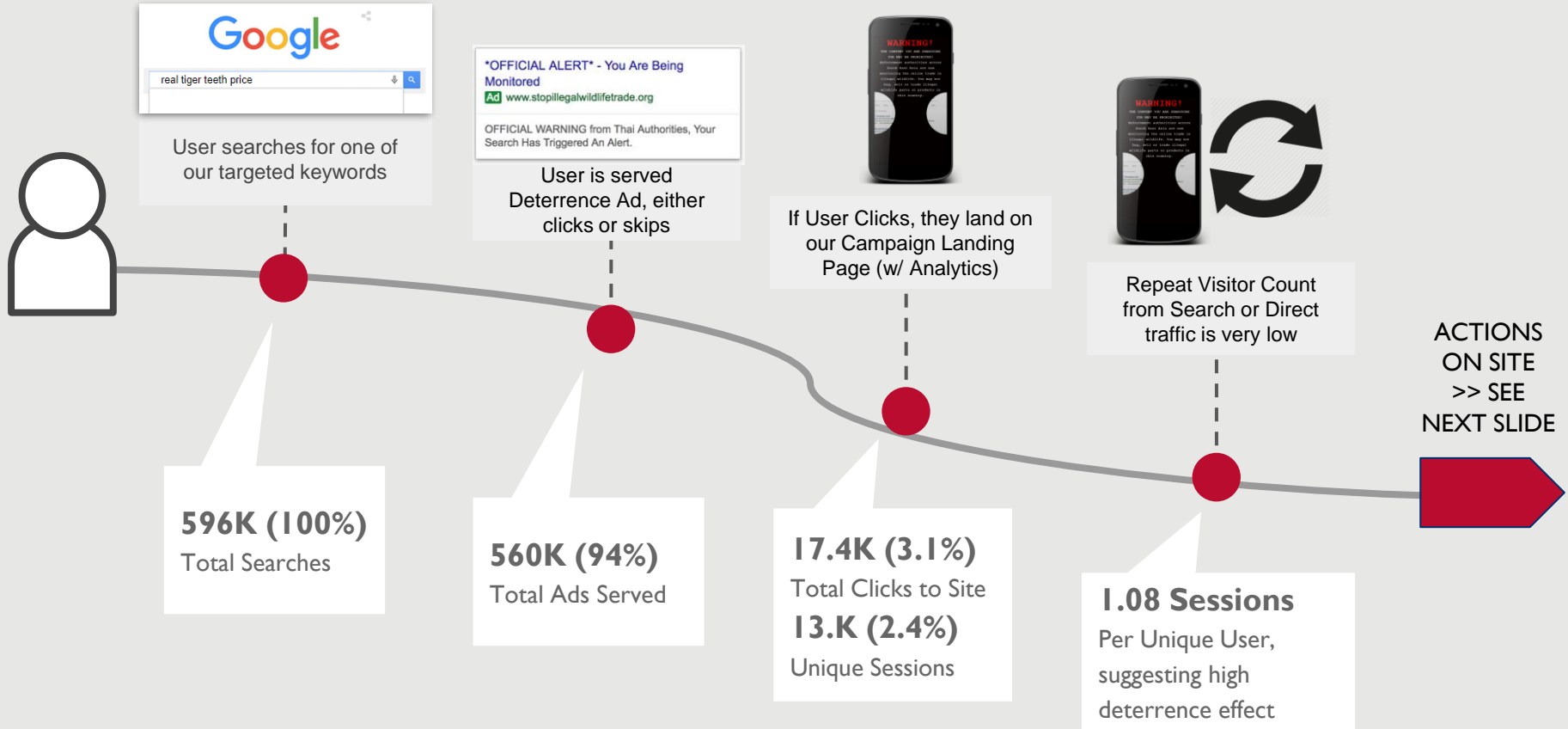
Other (5%)
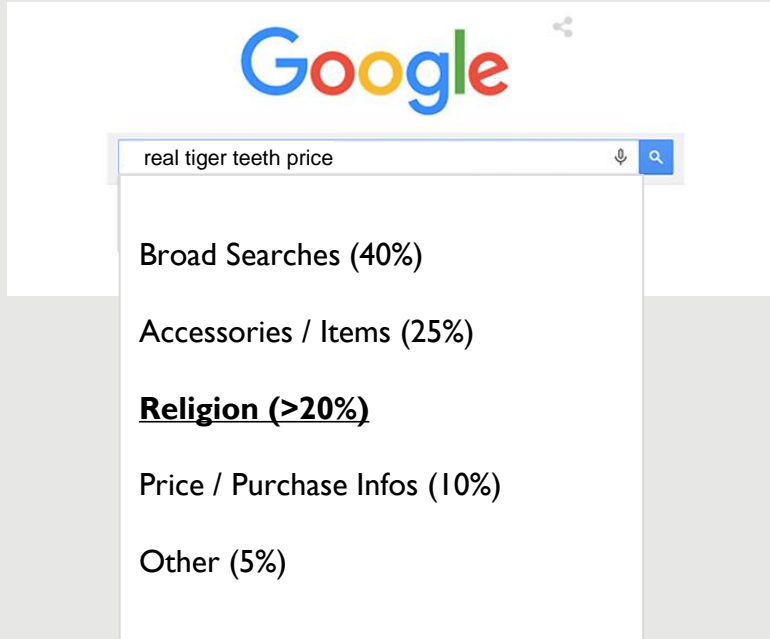
## Top-level key differences to English

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

- **High count of religious / belief / luck related search terms (at times belief inferred into type of product)**

- **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, bracelet, etc.)**

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

- Law queries regarding legality & registration were found

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

# RESULTS



User searches for one of our targeted keywords

User is served Deterrence Ad, either clicks or skips

If User Clicks, they land on our Campaign Landing Page (w/ Analytics)

Repeat Visitor Count from Search or Direct traffic is very low

ACTIONS ON SITE >> SEE NEXT SLIDE

**596K (100%)**
Total Searches

**560K (94%)**
Total Ads Served

**17.4K (3.1%)**
Total Clicks to Site
**13.K (2.4%)**
Unique Sessions

**1.08 Sessions**
Per Unique User, suggesting high deterrence effect

# RESULTS

**Users landing on the landing 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

# ADDITIONAL LEARNINGS

- **Searches in Vietnamese and Chinese low for Google Search Platform > Vietnamese ads and Chinese ad buys terminated on Jan 17 and Feb 5, respectively.**

- **Search Terms in detail reveal additional information about online behavior** but require in-depth review since large dataset

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

- **No seasonality identified** during campaign timeframes (223 days)

- With multiple adjustments (ad bidding, blacklisting, new search term inclusions, etc.) we now have an **optimized and scalable campaign model** for Google Search

# PLANNED NEXT STEPS

- "**Clean out**" our database of Unique Ad Ids (privacy regulations followed) and help stratify **high intent users vs the educational, researchers**, etc.

  - A) **Run Online Survey** on information from both groupings and gather intel
  - B) Will use **A/B/C Ad types** allowing groups to choose their path such as opt-out and sign Pledge as one example  (messages aligned with Ivory and Spiritual Beliefs messages)
    - Green messaging **positive and supportive**, learn more, take action
    - Amber message reminding that we are **still here and amplify the pressure** to stop or repercussions (exact messaging TBC)
    - RED:  Retargeting searchers with **sustained purchase intent** with Deterrence Messaging- **Follow the users outside of their illicit search**
- <u>Other items:</u>
- Expand deterrence messages and **scale campaign framework to additional social channels** and develop an **optimized cross-channel** campaign model
- Dark web fishing (TBC)

# WWF TRAVEL IVORY FREE CAMPAIGN

**Target**: Chinese outbound tourists in popular SE Asia destinations during biggest travel periods.

**New approach:** Digital precision marketing to reach travelers in real time while at key purchase decision points and near open ivory markets.

**Bolstered with:** On-the-ground activities to engage travelers in tourist locations; partners included travel industry.

# BACKGROUND

- **Key demographic**: <u>Regular outbound travelers </u>are the consumer group most interested in continuing to buy ivory despite a ban on ivory sales in China.

- **Top foreign destinations**: <u>Thailand</u> is the No. 1 foreign destination for Chinese travelers where ivory is still widely available; <u>Vietnam</u> is also a popular destination.

- **Biggest travel periods**: <u>Lunar New Year in Feb and Golden Week in Oct</u> are the top outbound travel seasons for Chinese tourists.

# RESULTS

- **101 million:** Times campaign messages were viewed and shared

- **2 million:** Pledges taken to travel ivory free

- **622,000:** Minimum number of Chinese nationals engaged on the ground in Thailand and Vietnam during Lunar New Year

# ONLINE OUTREACH

**Campaign materials:**

- Social posts w/ 3 messages

- Public pledge

- Blog post

# MESSAGE TESTING

**Themes:** illegality, elephants, responsible traveler, gifting
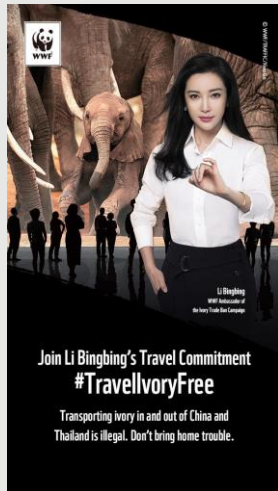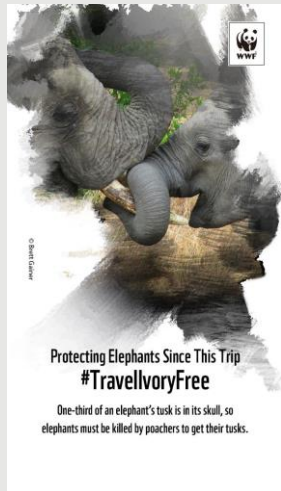


2018.10 Golden Week
2019.02 Lunar New Year

# PRECISION MARKETING

**1) GPS-enabled technology at key decision points in** **Thailand & Vietnam**

| | 🇹🇭 | ⭐ |
|---|---|---|
| 1) Number of users traveled to the country in February | 299,769 | 89,130 |
| 2) Number of users reside in the country | 147,534 | 85,769 |
| 3) Number of users in real-time locations at airports or tourist attractions | 153,282 | 77,451 |
| Note: 1) and 2) are exclusive groups, while 3) might overlaps with either 1) or 2) | | |

# PRECISION MARKETING

## 1) GPS-enabled technology at key decision points in Thailand & Vietnam

| Destination City in Thailand | Monthly Active Users in February | Airport | Tourist Attractions | Shopping Destinations |
|---|---|---|---|---|
| Bangkok | 221,879 | Suvarnabhumi International Airport（BKK）<br>Don Mueang International Airport（DMK） | Grand Palace<br>Erawan Shrine Bangkok<br>Chatuchak<br>Khao San Road<br>Asiatique The Riverfront<br>Sea Life Bangkok<br>Wat Phra Kaew | Siam Square<br>Central World Plaza<br>Central Chidlom<br>Chatuchak Weekend Market<br>King Power Duty Free Shop -- Bangkok Downtown |
| Phuket | 169,261 | Phuket International Airport (HKT) | Racha Island<br>Patong Beach<br>Phuket Town<br>Kata Beach<br>Promthep Cape<br>Phuket Zoo<br>Karon View Point | Jungceylon Shopping Mall<br>Central Festival Phuket<br>King Power Duty Free Shop –Phuket Downtown<br>Banzaan Fresh Market<br>Boots |
| Chiang Mai | 94,993 | Chiang Mai International Airport（CNX） | Wat Phra That Doi Suthep<br>Chiang Mai Night Safari<br>Nimmanahaeminda Road<br>Wat Chedi Luang<br>Wat Phra Singh<br>Maetaeng Elephant Park<br>Chiang Mai Provincial National Museum | Maya Lifestyle Shopping Center<br>Central Festival Chiangmai<br>Saturday Walking Market |
| Pattaya | 77,734 | U-Tapao Rayong-Pattaya International Airport（UTP） | Pattaya Beach<br>Nong Nooch Tropical Garden<br>The Sanctuary of Truth<br>Teddy Bear Museum<br>Wat Yansangwararam | Central Festival Pattaya Beach<br>Pattaya Floating Market<br>King Power Duty Free Shop --Pattaya Downtown<br>Central Marina<br>Royal Garden Plaza Pattaya<br>Boots（Royal Garden Pattaya） |
| Koh Samui | 49,243 | Samui Airport（USM） | Hat Chaweng<br>Hin Ta & Hin Yai Rocks<br>Ang Thong National Marine Park<br>Lamai Beach<br>Nam Tok Na Muang I<br>Na Muang Safari Park | Central Festival Samui<br>Chaweng Walking Street<br>Tesco Lotus Lamai<br>Fisherman's Night Market |
| Krabi | 27,226 | Krabi International Airport (KBV) | Ao Nang Beach<br>Railay Beach<br>Krabi Town<br>Ko Lanta<br>Emerald Pool<br>Koh Rok Island<br>Loh Samah Bay | Krabi Outlet<br>Vogue Mall<br>Krabi Fresh Market |
| Phi Phi Island | 9,004 | —— | Monkey Beach<br>Ko Mai Phai Island<br>Maya Bay<br>Lover Beach | Ton Sai Bay |
| Pai | 5,192 | —— | Coffee in Love<br>Memorial Bridge<br>Mari Pai Resort<br>The Heart of Pai Resort<br>Sunflower Valley | piece of pai boutique<br>Pai Walking Street |
| Chiang Rai | 2,233 | Chiang Rai International Airport（CEI） | Wat Rong Khun<br>Baan Dam<br>Singha Park<br>Oub Kham Museum<br>Chiang Saen | Boots（Chiangrai）<br>Mueang Chiang Rai |

# PRECISION MARKETING

## 2) user behavior/interest targeting


**#Travel to Thailand#**
**View 560 million; Comments 521k**


**#Thailand Trip#**
**View 290 million; Comments 243k**


**#Thailand Self-guided Tour#**
**View 58.3 million; Comments 81k**


**#Travel to Vietnam#**
**View 97 million; Comments 75k**


**#The Vietnam You Don't Know#**
**View 6.24 million; Comments 86k**


**#Vietnam Tour Guide#**
**View 30 million; Comments 24k**

**TECHNIQUE**

**Topic**
Find users who followed the hashtags about Thailand and Vietnam travel, and the users who actively participate in the discussion, for example, #Travel to #Thailand #Vietnam Tour Guide#

**Personal Post**
Analyze users' microblog text, such as talking about the upcoming trips to Thailand and Vietnam, posting their Thailand and Vietnam's trip experiences on Weibo.

# PRECISION MARKETING

## 2) user behavior/interest targeting

**TECHNIQUE**

**Official Accounts & KOLs**
Find users who interacted with official accounts and KOLs of Thailand and Vietnam's tourism, as well as the followers of these accounts and KOLs. The interaction refers to forward, comment, like, follow, etc.

**Keywords & Guides**
Analyze users' searching behavior, and find who searched keywords about Thailand and Vietnam trips and tourist attractions, such as "Thailand travel guide" "Bangkok" "The Royal Palace" "Vietnam's souvenir" etc.

@泰国网
Follower 380k

@微博泰国
Follower 940k

@泰国头条新闻
Follower 570k

@越南阮晋勇
粉丝数：1.4万

@朝越南
粉丝数：4.2万

@十六番-越南
粉丝数：5.6万

@泰国华人论坛
Follower 140k

@泰国中央中文电视台
Follower 320k

@泰国零距离
Follower 990k

@泰国阿姐
粉丝数：39万

@行在越南旅游网
粉丝数：4.1万

@这里是越南
粉丝数：4576

@Made in Vietnam

# PRECISION MARKETING

**3) social media influencer engagement**

- 10 travel companies and 3 industry associations
- Celebrities and key opinion leaders (KOLs)
- Many other official accounts of govt, public welfare, wildlife, radio, etc.

**TRAVEL COMPANIES**......................................................................................
1. TRIP ADVISOR ............................................................................
2. QYER.COM ..................................................................................
3. CHINA YOUTH TRAVEL SERVICE ................................................
4. ABERCROMBIE & KENT ..............................................................
5. MEKONG GROUP ........................................................................
6. KHIRI TRAVEL.............................................................................
7. YAANA VENTURES......................................................................
8. MEKONG TOURISM / CHAMELEON STRATEGIES ..........................
9. EXO TRAVEL ..............................................................................
10. ANURAK LODGE..........................................................................

**TRAVEL ASSOCIATIONS**.................................................................................
11. PATA (PACIFIC ASIA TRAVEL ASSOCIATION) .............................
12. GSTC (GLOBAL SUSTAINABLE TOURISM COUNCIL)......................
13. ATTA (ADVENTURE TRAVEL TRADE ASSOCIATION).....................

**AIRLINES** ..................................................................................................
14. HAINAN AIRLINES .......................................................................

**CELEBRITIES & KOLS** ................................................................................
15. LEONARDO DICAPRIO & LEO'S CHINA NET .................................
16. BONNIE CHEN (MODEL) ...............................................................
17. CELINA JADE (ACTRESS).............................................................
18. YUAN FUFU (ACTOR) ...................................................................
19. SONG YANG (ACTOR)...................................................................
20. ERIC HSIAO (ACTOR)...................................................................

**OFFICIAL ACCOUNTS**....................................................................................
21. US EMBASSY & CONSULATES.......................................................
22. XINGGUANG PUBLIC WELFARE ASSOCIATION ..............................
23. SINA MICRO PLATFORM FOR PUBLIC WELFARE............................
24. WEIBO REAL ESTATE NEWS .........................................................
25. TRAFFIC....................................................................................
26. HIMALAYA FM.............................................................................
27. WILDLIFE TRAFFICKING ALLIANCE/WORLD ASSOCIATION OF ZOOS AND AQUARIUMS ..
28. FORFANG THAILAND ....................................................................

# EXPOSURE OF MESSAGES

# CAMPAIGN ENGAGEMENT PROFILE:

Analysis of 374,000 Weibo users who engaged thru geolocation

- mostly use iPhones
- Like to travel to TH, JP, VN, MY, S. Korea
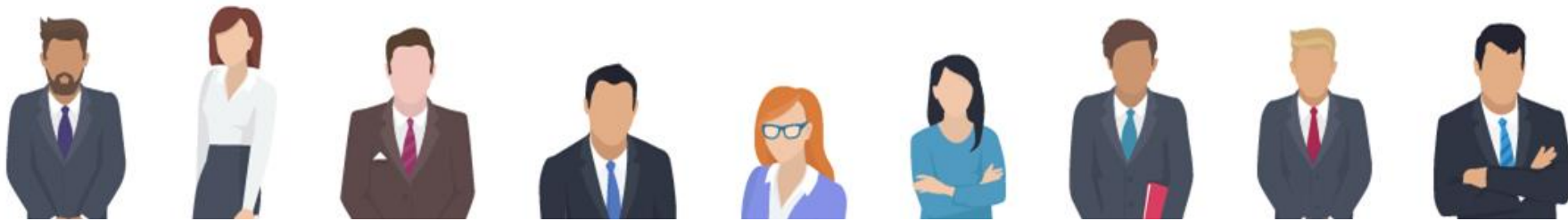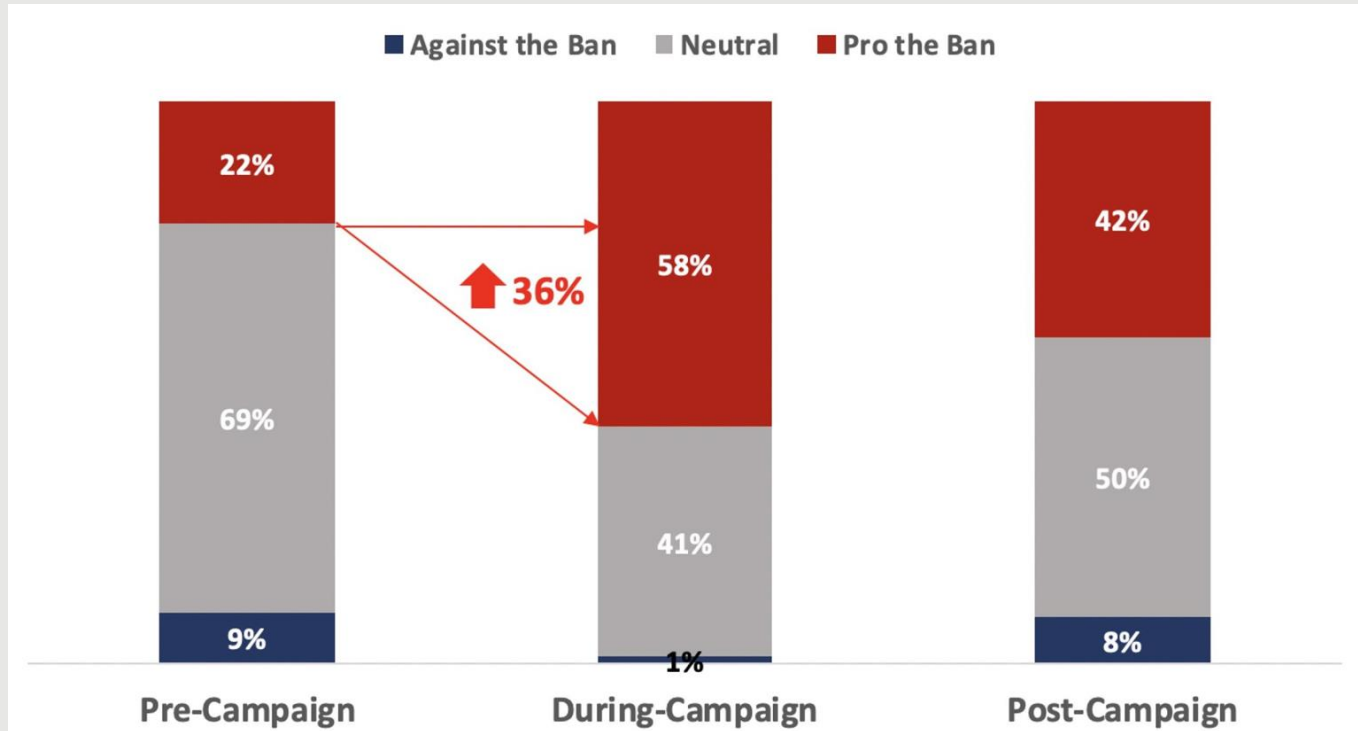- mostly single women
- most born after the 1990s
- most from SME (Small and Medium Enterprises)
- most have bachelor's degree or above

# SOCIAL LISTENING: SENTIMENT ON IVORY BAN

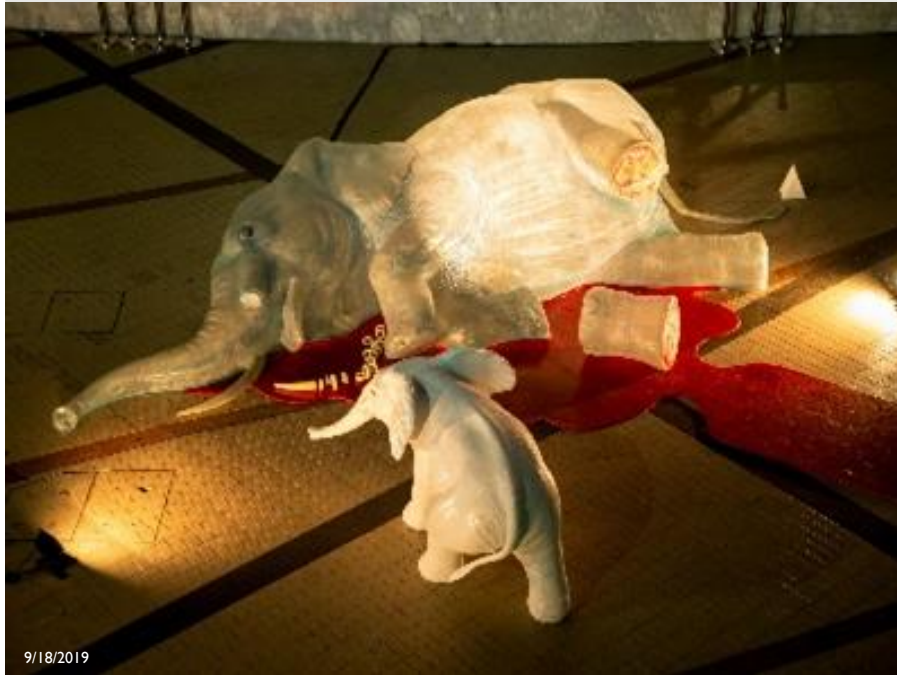# PHYSICAL ACTIVITIES

# ON ARRIVAL …

# SOUVENIR POP-UP MARKET

# ELEPHANT SCULPTURE EXHIBIT

Award-winning artist Wasinburee Supanichvoraparch created original art installation for campaign at Bangkok Art Culture Center in high-traffic tourist area

# AIRLINES



**HAINAN AIRLINES** (海南航空)

**nokscoot**

- Travel Ivory Free announcement on 35+ CN-TH and CN-VN flights

- Social Media posts

- 1500+ souvenirs distributed to passengers on CN-TH flights

- In-flight magazine article

# KEY FINDINGS

- Campaigns were most successful at engaging young, professional women.

- Precision marketing is a powerful, cost-effective way to reach specific audiences in specific locations.

- Target audience is more likely to engage in and share campaign activities on social media that tie into their holiday mood.

- Reach of campaign is easy to measure; impact is more challenging and various approaches are being explored.

- Regardless of other tactics, using celebrities and influencers increases engagement.

# UPCOMING GOLDEN WEEK CAMPAIGN





Next Travel Ivory Free campaign runs from 26 Sept. through 7 Oct.

We welcome your support!

Campaign package:
https://www.dropbox.com/sh/9ekpvl t3usqvgz5/AACsw1_8HpqSJDQFM1 olaJW1a?dl=0

# PARTNER SUPPORT

# DISCUSSANT

**John Baker**
WildAid

QUESTIONS & ANSWERS

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

PHOTO: USAID

9/18/2019

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# TOOLS AND RESOURCES

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

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

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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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