



**USAID**  
FROM THE AMERICAN PEOPLE

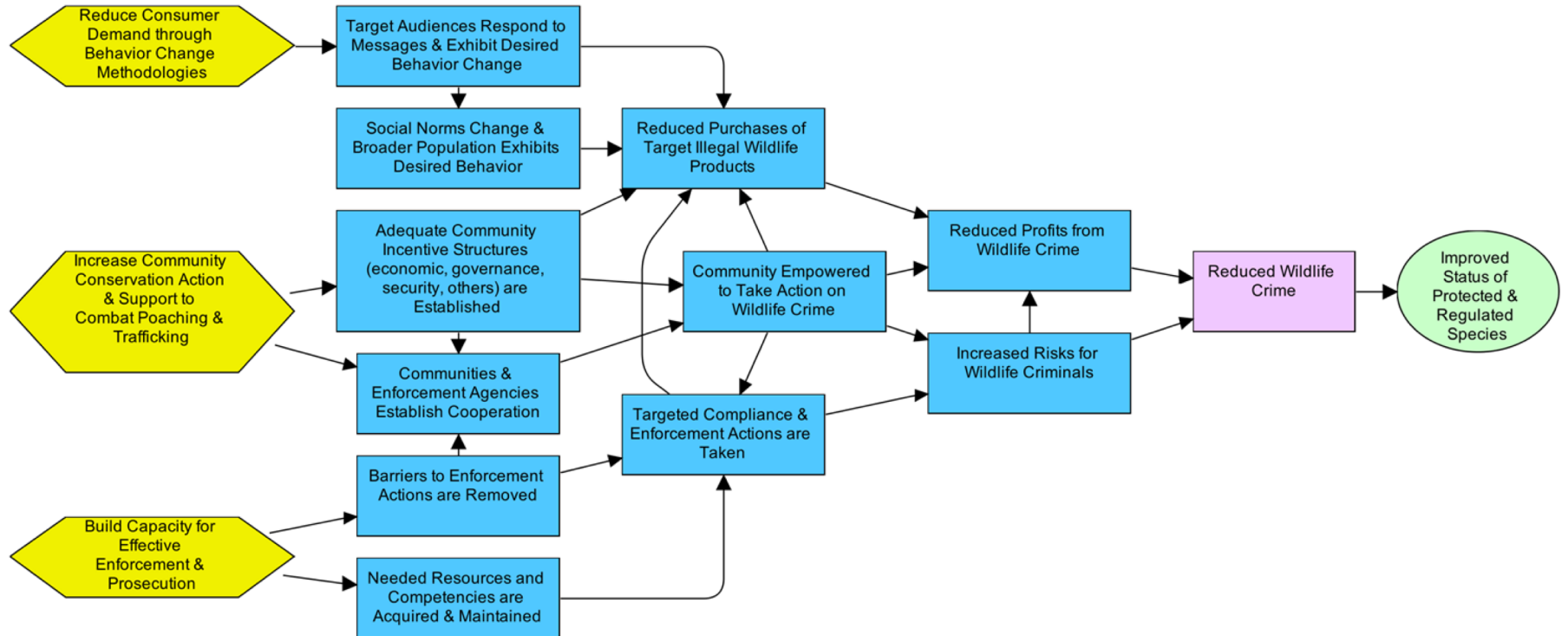
# DIGITAL APPROACHES TO DEMAND REDUCTION: RECENT RESULTS FROM THE FIELD

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

# 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

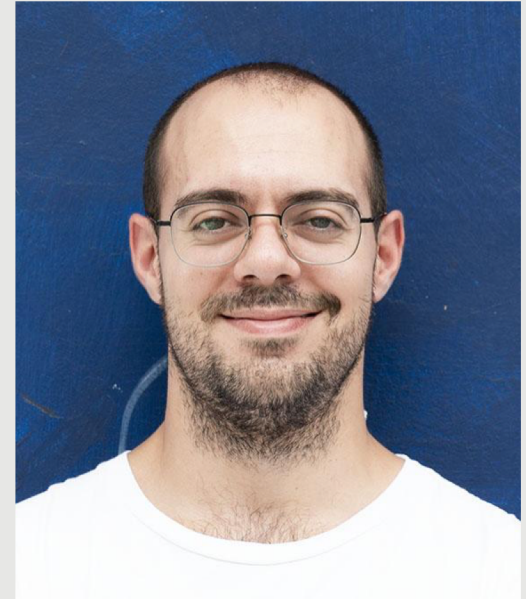
**Eleanora De Guzman**  
USAID Wildlife Asia



**Sunny Patel**  
Trends Digital



**David Garcia Cumplido**  
Trends Digital



# TODAY'S SPEAKERS

**Jan Vertefeuille**  
WWF US



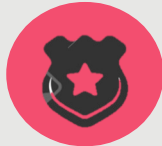
**Anny Liang**  
WWF China



# 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

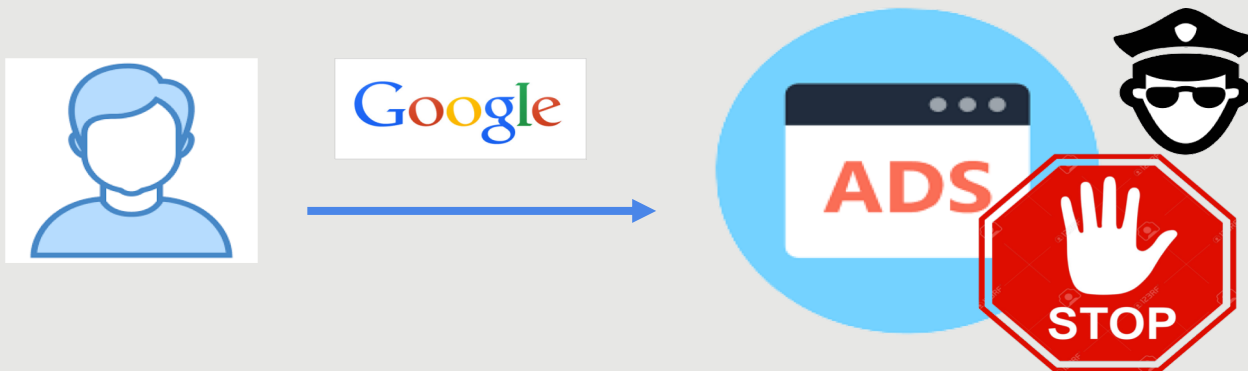
TRAFFIC

CCN

**Project Office:** Bangkok, Thailand

# 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.



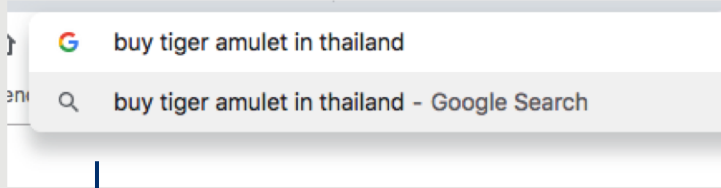
# DIGITAL DETERRENCE CAMPAIGN:

- 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.

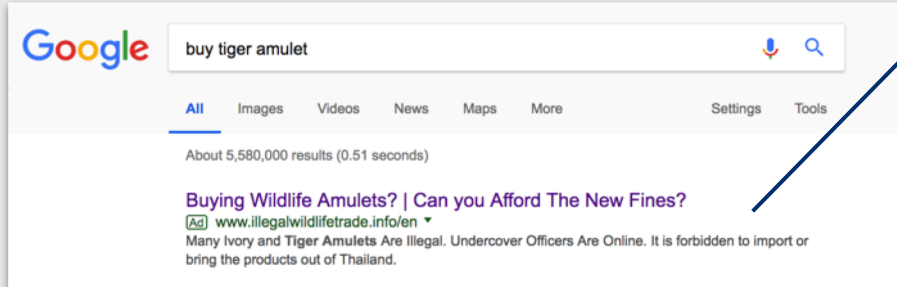




# HOW IT WORKS

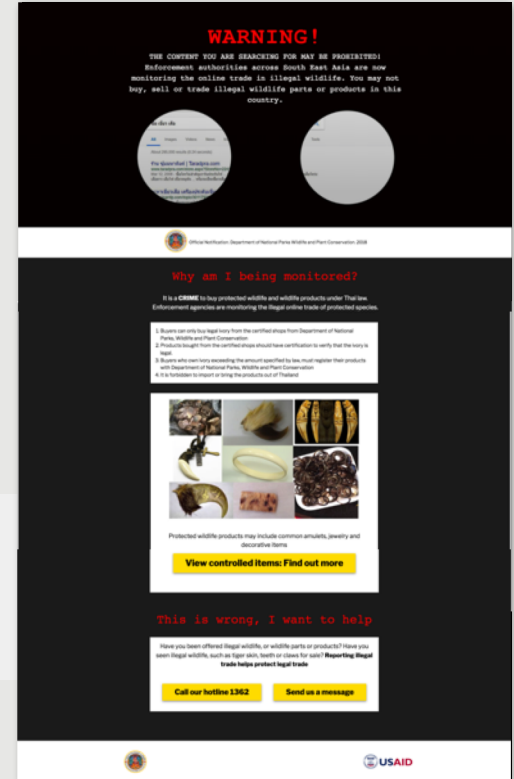


Select keyword list triggers serving of one of our Deterrence Search Ads



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

illegalwildlifetrade.info/en & /th



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



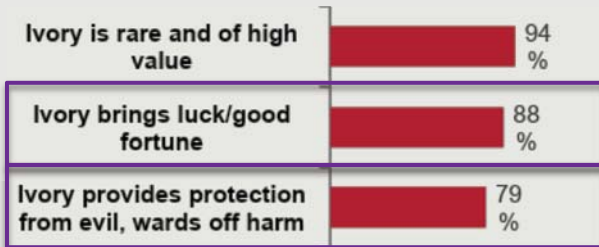
# GOOGLE ADS USED DATA ON PURCHASE DRIVERS & CONCERNS: THAILAND CONSUMER RESEARCH, USAID WILDLIFE ASIA 2018

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

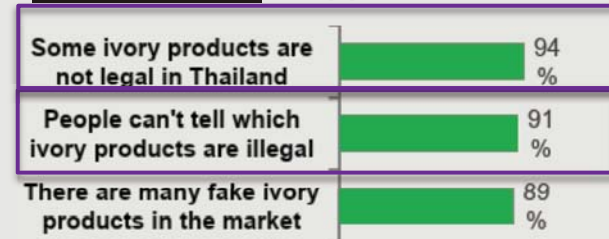


## Elephant

### Top 3 benefits Ivory purchasers

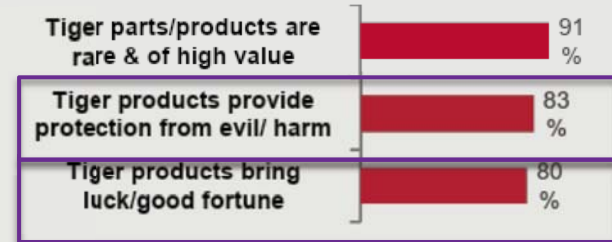


### Top 3 concerns Ivory purchasers



## Tiger

### Top 3 benefits Tiger purchasers/ users



### Top 3 concerns Tiger purchasers/ users



## 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](http://www.illegalwildlifetrade.info)

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

Buying Amulets? - Don't Buy Bad Luck

**Ad** [www.stopillegalwildlifetrade.org](http://www.stopillegalwildlifetrade.org)

Tiger Amulets Are Illegal. Undercover Officers Are Online.

Buying Wildlife Amulets? - Can You Afford The New Fines?

**Ad** [www.stopillegalwildlifetrade.org](http://www.stopillegalwildlifetrade.org)

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

**\*OFFICIAL ALERT\* - You Are Being Monitored**

**Ad** [www.stopillegalwildlifetrade.org](http://www.stopillegalwildlifetrade.org)

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

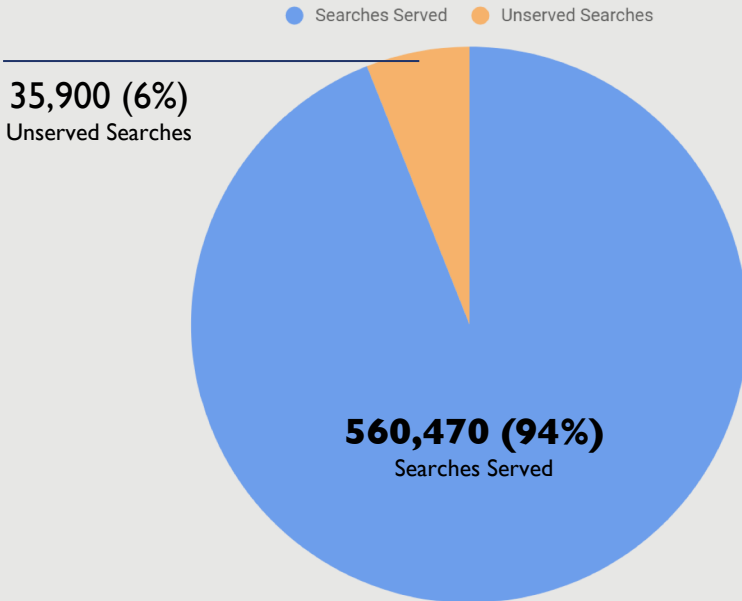
# SUMMARY RESULTS (AUG 4 2018 - MARCH 15 2019)

- 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**

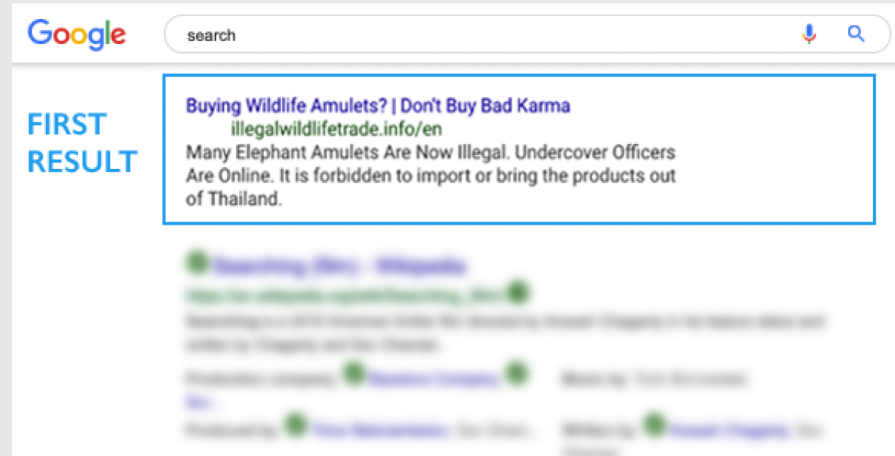


# RESULTS

- **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.**



We ranked on **first position** on average over campaign period, resulting in high visibility



# RESULTS

## Most common Search Terms in English\*

A screenshot of a Google search interface. The search bar contains the text "real tiger teeth price". Below the search bar is a dropdown menu with the following items:

- 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%)

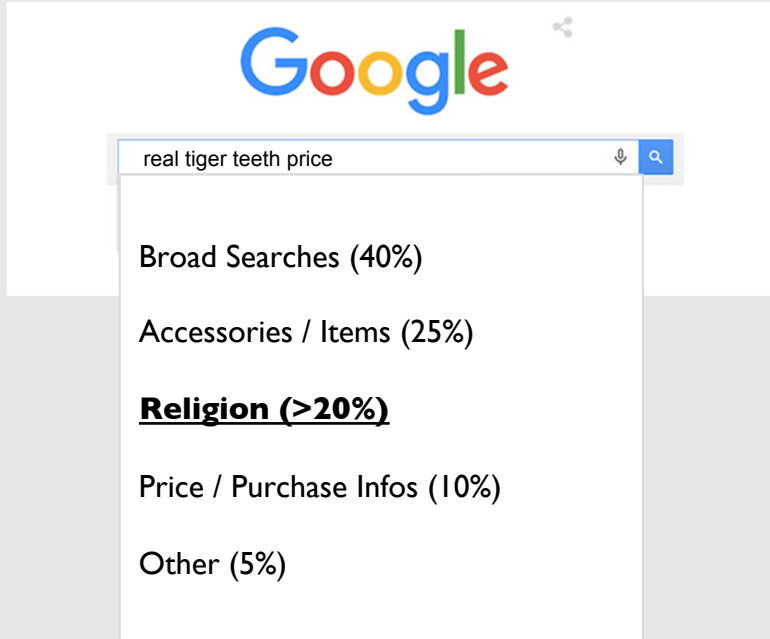
*real tiger teeth price, ivory mahout real or fake, how do you tell ivory from bone*

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



# RESULTS

## Most common Search Terms in Thai\*

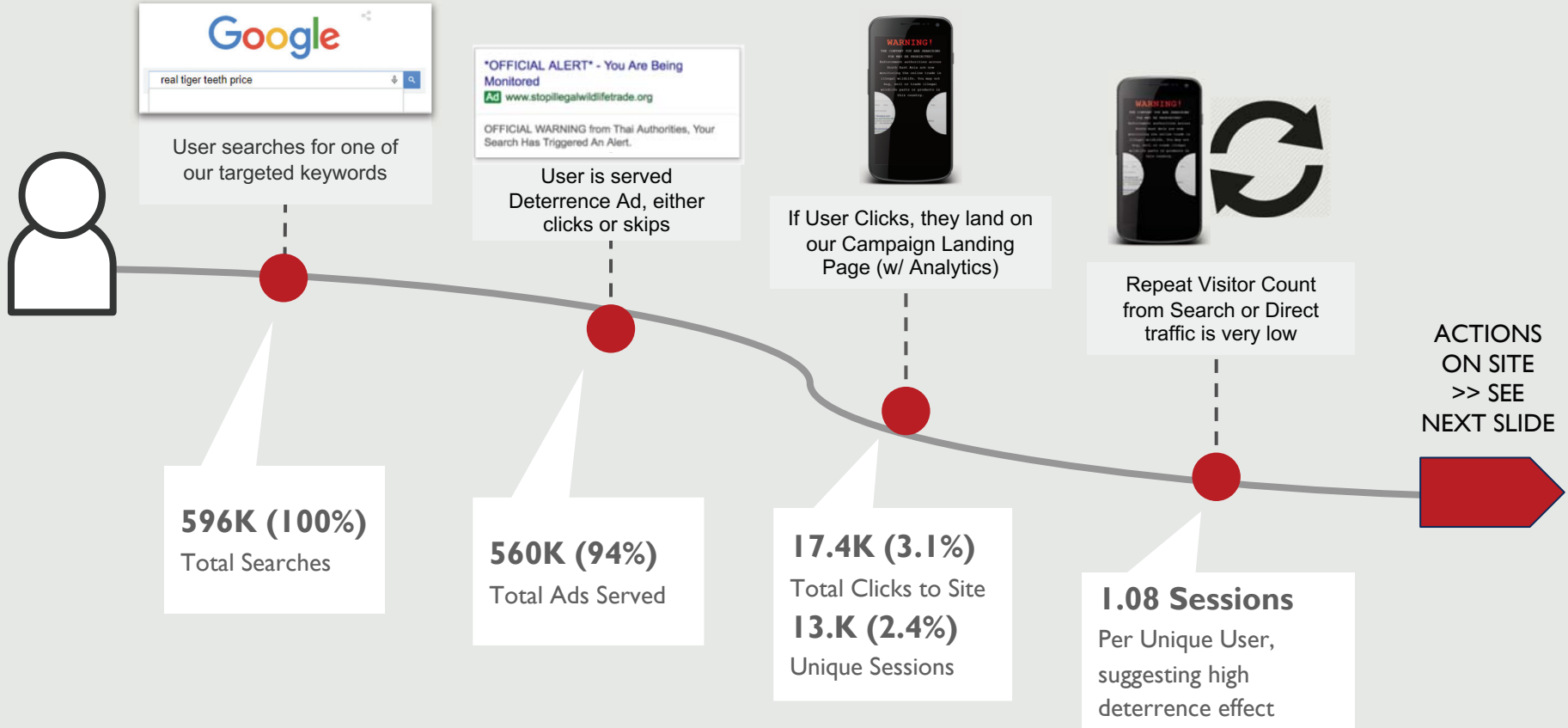


## Top-level key differences to English

- 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



# RESULTS

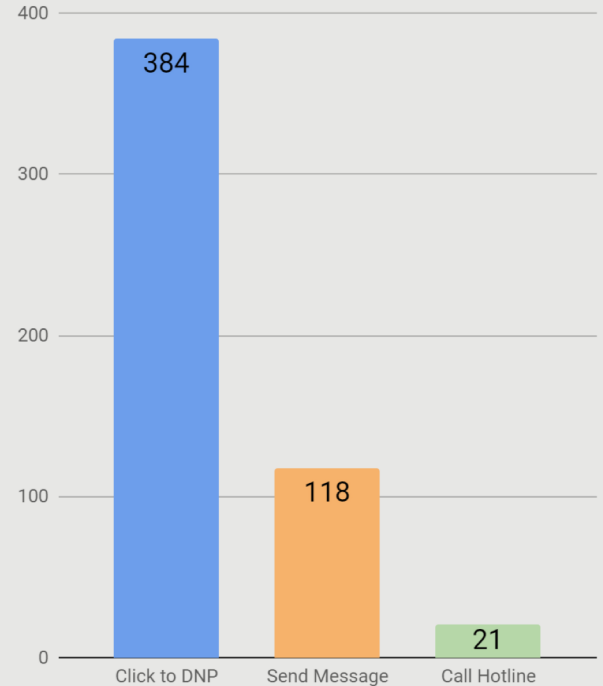
Users landing on the landing page were offered 3 paths of action:

- 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

The screenshot shows a warning page with a black background and white text. At the top, it says "WARNING!" in red. Below that, it states "THE CONTENT YOU ARE SEARCHING FOR MAY BE PROHIBITED!" and "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." There are two circular images showing a search interface. Below the text is a white box with the title "Official Notification Department of National Parks Wildlife and Plant Conservation 2008". Underneath, it asks "Why am I being monitored?" and explains that it is a crime to buy protected wildlife and wildlife products under Thai law. A list of four points follows: 1. Buyers can only buy legal ivory from certified shops. 2. Products bought from certified shops should have verification. 3. Buyers who own ivory exceeding the amount specified by law must register their products. 4. It is forbidden to import or bring products out of Thailand. Below the list is a grid of images showing various wildlife products like ivory, tiger skin, and bird parts. A caption reads "Protected wildlife products may include common amulets, jewelry and decorative items." At the bottom, there are three call-to-action buttons: "View controlled items: Find out more" (labeled 1), "Call our hotline 1362" (labeled 2), and "Send us a message" (labeled 3). The USAID logo is in the bottom right corner.

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**
- Other items:
- 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:** Regular outbound travelers are the consumer group most interested in continuing to buy ivory despite a ban on ivory sales in China.
- **Top foreign destinations:** Thailand is the No. 1 foreign destination for Chinese travelers where ivory is still widely available; Vietnam is also a popular destination.
- **Biggest travel periods:** Lunar New Year in Feb and Golden Week in Oct 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



**New Year  
New  
Luck**

#TravelIsOrqFree

Can ivory gained

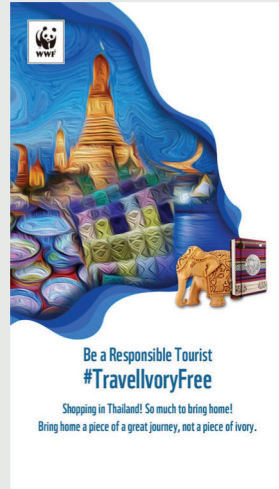
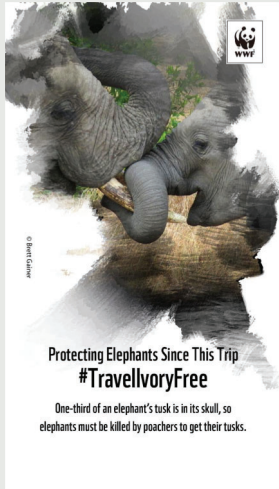
from poaching really bring your new year good luck

and fortune?



# MESSAGE TESTING



Themes: illegality, elephants, responsible traveler, gifting



2018.10 Golden Week  
2019.02 Lunar New Year

# PRECISION MARKETING

## I) 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

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

# 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



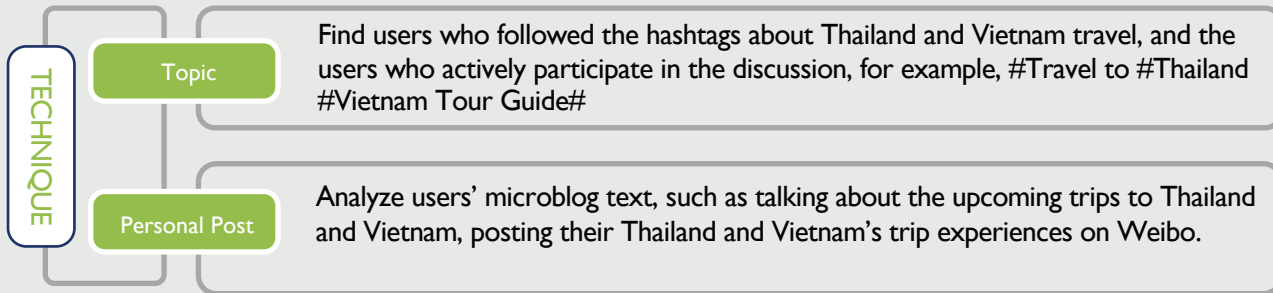
**#Travel to Vietnam#**  
View 97 million; Comments 75k



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

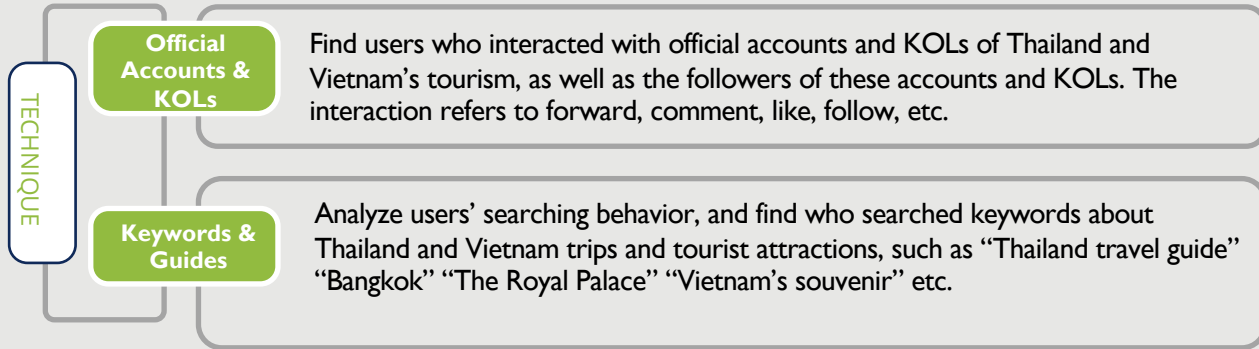


**#Vietnam Tour Guide#**  
View 30 million; Comments 24k



# PRECISION MARKETING

## 2) user behavior/interest targeting



# 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

WWF世界自然基金会 🐼  
2-13 22:50 来自微博 weibo.com

新年新气象，吉年有吉“象”！  
你或许还不知道，因为人类对象牙制品的需求，  
每年有超过20,000头大象被盗猎。通过盗猎获得的  
象牙，真的会为新年带来好运和财富吗？  
2019年，想知道在#象样的旅行#中，怎样帮助到  
大象..... 🌐快来解锁这份神秘的新年明信片



快来解锁这份神秘的新年明信片  
拒绝购买象牙制品，从我做起

参与

WWF世界自然基金会 🐼  
2-13 02:13 来自微博 weibo.com

2019，我猜你的新年愿望是...早日脱单、升值加薪、  
家庭和谐或父母健康！  
想知道大象的新年愿望是什么吗？  
欢迎#象样的旅行#中的你，和我们一起来实现  
它，从不收、不送象牙制作的礼物开始。 🌐快来  
解锁这份神秘的新年明信片



快来解锁这份神秘的新年明信片  
拒绝购买象牙制品，从我做起

参与

WWF世界自然基金会 🐼  
1-30 01:24 来自微博 weibo.com

新年在#象样的旅行#中，保护大象也是保护自己。  
勿把麻烦带回家。  
你知道吗，象牙不是商品。买卖、携带和运输象牙  
制品出入境均属违法行为。  
让我们一起坚守法律，拒绝购买象牙制品！  
🌐快来解锁这份神秘的新年明信片



快来解锁这份神秘的新年明信片  
拒绝购买象牙制品，从我做起

参与





# 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



most born after the 1990s



mostly single women



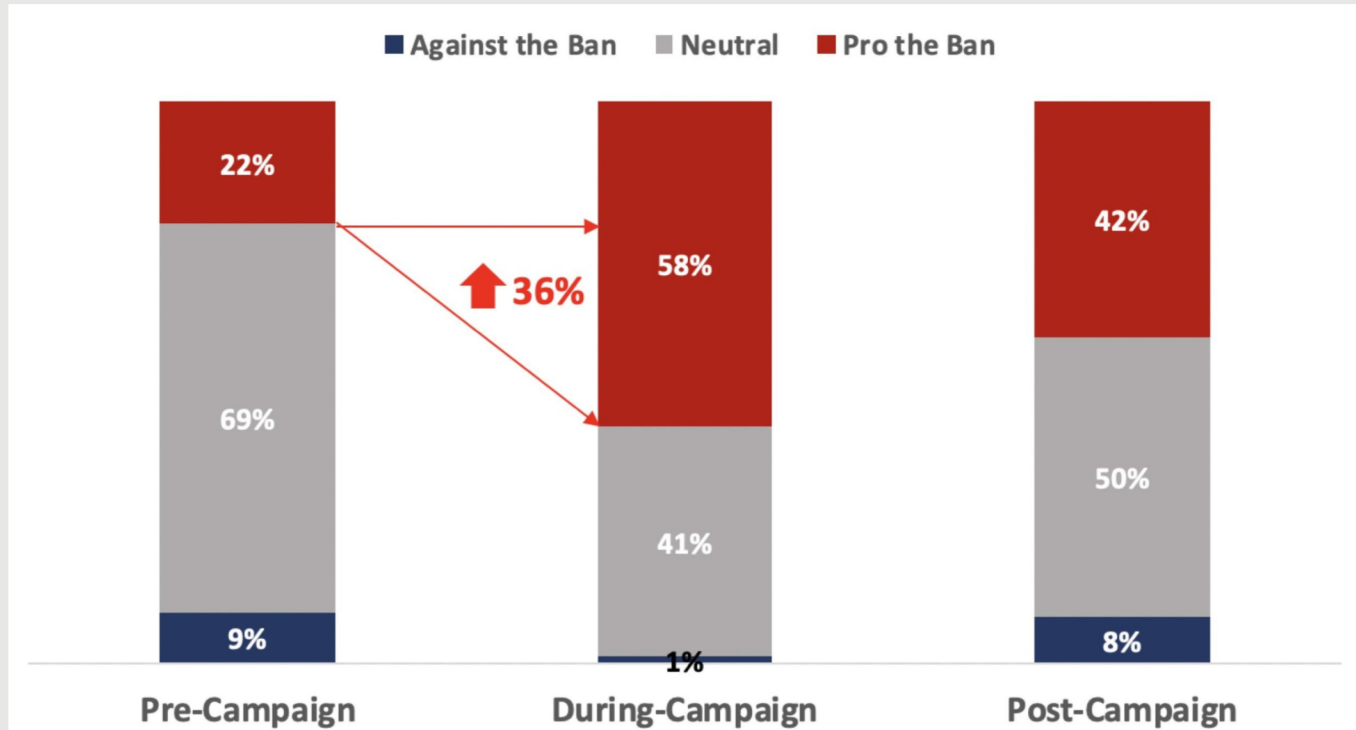
most from SME (Small and Medium Enterprises)



most have bachelor's degree or above



# SOCIAL LISTENING: SENTIMENT ON IVORY BAN





## PHYSICAL ACTIVITIES

# ON ARRIVAL ...

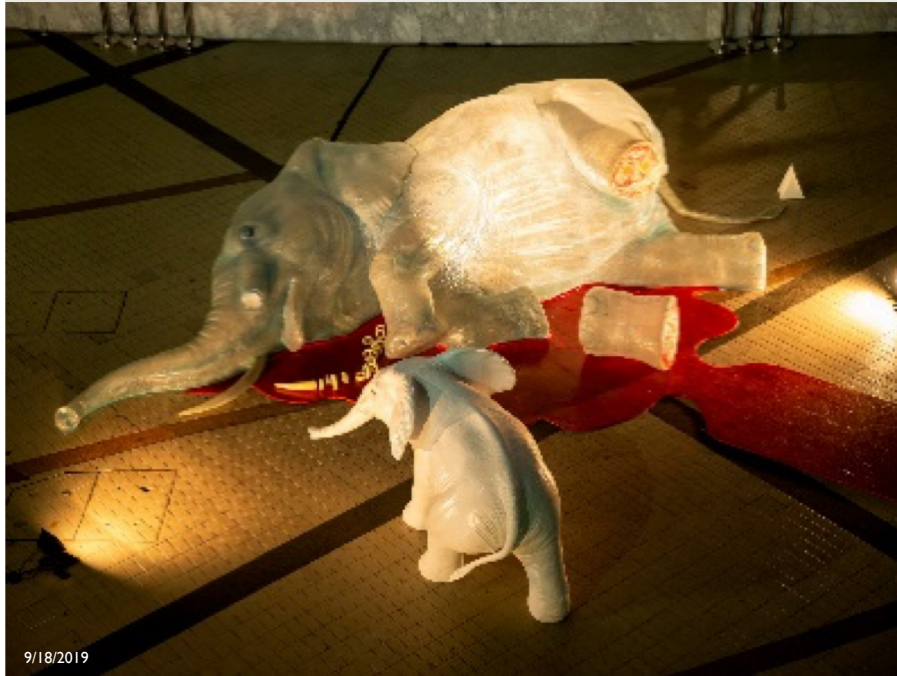


# SOUVENIR POP-UP MARKET



# 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



- 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/9ekpvt3usqvgz5/AACswI\\_8HpqSJDQFMIolaJWla?dl=0](https://www.dropbox.com/sh/9ekpvt3usqvgz5/AACswI_8HpqSJDQFMIolaJWla?dl=0)

# PARTNER SUPPORT



# DISCUSSANT

**John Baker**  
WildAid



# QUESTIONS & ANSWERS

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



# 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!

---

Eleanora De Guzman, Team Lead, SBCC, [eleanora.deguzman@usaidwildlifeasia.org](mailto:eleanora.deguzman@usaidwildlifeasia.org)

Megan Hill, Environment Protection Specialist, Office of Forestry and Biodiversity, [mhill@usaid.gov](mailto:mhill@usaid.gov)

Jan Vertefeuille, Senior Director of Advocacy, WWF US, [Jan.Vertefeuille@wwfus.org](mailto:Jan.Vertefeuille@wwfus.org)

Anny Liang, Demand Reduction Specialist, WWF China, [yliang@wwfchina.org](mailto:yliang@wwfchina.org)

John Baker, Chief Program Officer, WildAid, [baker@wildaid.org](mailto:baker@wildaid.org)

