



USAID
FROM THE AMERICAN PEOPLE



WILDAID / USAID REDUCING DEMAND FOR WILDLIFE

USAID REDUCING DEMAND FOR WILDLIFE

ONLY ELEPHANTS WEAR IVORY BEST CAMPAIGN REPORT

BEAUTIFUL WITHOUT IVORY – THAILAND

September to December 2022

This document was produced for review by the United States Agency for International Development (USAID). It was prepared by RTI International for the USAID Reducing Demand for Wildlife Activity, AID-468-I-16-0001, TO 72048621F00002. The contents of this study/report are the sole responsibility of RTI International and do not necessarily reflect the views of USAID or the United States government.

USAID REDUCING DEMAND FOR WILDLIFE

Only Elephants Wear Ivory Best Campaign Report Beautiful Without Ivory - Thailand August to December 2022

Contract Number:	AID-468-I-16-00001, TO 72048621F00002
Activity Start and End Date:	August 25, 2021 to February 24, 2023
COR Name:	Prathibha Juturu
Submitted by:	Peter Collier, Chief of Party USAID Reducing Demand for Wildlife 142 Two Pacific Place, 23rd Floor, Unit 106-107 Sukhumvit Road, Khlongtoey, Bangkok 10110
Submission date:	January 31, 2023

TABLE OF CONTENTS

LIST OF ABBREVIATIONS	v
BACKGROUND	1
OBJECTIVES	1
TARGET AUDIENCE	1
CREATIVE CONCEPTS – PRE-TESTING RESULTS	1
KEY FINDINGS FROM PRE-TESTING CREATIVE CONCEPT 1: THE BEST COLLECTION EVER	1
KEY FINDINGS FROM PRE-TESTING CONCEPT 2: <i>ONLY ELEPHANTS WEAR IVORY</i>	2
KEY MESSAGES	3
INFLUENCERS	3
MATERIALS	3
VIRTUAL LAUNCH	5
DISSEMINATION	6
FACEBOOK DISSEMINATION	6
OUTDOOR DISSEMINATION	6
RESULTS	7
REACH	7
IMPACT	7

LIST OF ABBREVIATIONS

BWI	Beautiful Without Ivory
CITES	Convention on International Trade in Endangered Species of Wild Fauna and Flora
DNP	Department of National Parks, Wildlife and Plant Conservation, Thailand
FGD	Focus Group Discussions
RDW	USAID Reducing Demand for Wildlife
USAID	United States Agency for International Development

BACKGROUND

The first *Beautiful Without Ivory* campaign was implemented during the USAID Wildlife Asia Activity, using a strategy that engaged influencers with large social media followings. It aimed to reach and engage those who want to buy and use ivory jewelry and accessories because of its perceived beauty. The campaign promoted a lifestyle that rejects the use of ivory since it is not beautiful and never socially acceptable. The campaign achieved significant impact among the target audience, including the percentage of people who intended to buy ivory dropping from 79 percent in 2018 to 37 percent in 2020.

USAID Wildlife Asia's 2020 *Monitoring Survey in Thailand* showed that among the 88 percent of respondents who recalled one or more USAID Wildlife Asia campaigns in Thailand, 74 percent recalled messages from the *Beautiful without Ivory* (BWI) campaign. The recall of specific celebrities/influencers was lower compared to the *No Ivory No Tiger Amulets* campaign. USAID Reducing Demand for Wildlife (RDW) saw this as an opportunity to strengthen the campaign by developing a revised creative concept. Additionally, findings from the June 2021 focus group discussions (FGDs) conducted in Bangkok among ivory consumers revealed that perceived beauty and spiritual beliefs ("ivory brings happiness and good luck") are closely intertwined when using elephant ivory jewelry and accessories. Based on these findings, RDW developed new materials for the continuing BWI campaign and revised the thematic message from "True beauty does not need Ivory" to "Ivory is beautiful and has value only on elephants." Campaign dissemination took place from September 27 to December 10, 2022 via Facebook and airport placements.

OBJECTIVES

The continuing BWI campaign aimed to reduce demand for ivory products driven by ivory's perceived beauty and the belief that it brings happiness and good luck. Specifically, the campaign aimed to decrease intention to buy ivory products in the future from 35 percent in 2020 to 25 percent.

TARGET AUDIENCE

Similar to the USAID Wildlife Asia campaign, this campaign targeted well-educated, affluent urban women who desire ivory jewelry and accessories for their perceived beauty.

- **Primary Target Audience:** Mainly women, 20-49 years of age, living in urban areas, married with children. Middle or higher income; office employees, executives, or self-employed as merchants or entrepreneurs of small or medium business. Have at least a vocational or diploma-level education. They desire ivory products, mainly jewelry and accessories, because they think that ivory makes them feel beautiful and well-dressed, and shows good taste.
- **Secondary Target Audience:** Those who influence the decisions of ivory buyers and intenders such as spouses, friends, social networks, fashion and lifestyle influencers, and family/elders.

CREATIVE CONCEPTS – PRE-TESTING RESULTS

The team tested two creative concepts through four FGDs with a total of 12 participants, inclusive of men, women, and those who are LGBTQ+, who are current or potential owners of ivory products. The first creative concept was tested through two FGDs on June 3 and June 5.

The first campaign concept was called "The Best Collection Ever". The strategy involved engaging influencers from the fashion industry to deliver the message, "The best collection is one without ivory."

KEY FINDINGS FROM PRE-TESTING CREATIVE CONCEPT 1: *THE BEST COLLECTION EVER*

OVERALL VIDEO CONCEPTS

- Linking ivory with the fashion industry does not resonate. Ivory is not generally considered part of the fashion (clothing) industry, unlike animal skin.
- To reach those who wear ivory accessories/jewelry, the campaign needs to clearly link elephants and ivory visually (elephant ivory).
- Messaging should include appeals to those who wear elephant ivory jewelry in the belief that ivory brings a good life (happiness).
- Perceived beauty and spiritual beliefs about ivory are closely intertwined when wearing elephant ivory jewelry/accessories.

INFLUENCERS

- The proposed influencers did not strongly appeal to participants since they viewed these influencers as having no connection to elephants or ivory.
- Influencers do not have to be well-known if storylines are convincing.
- When it comes to beliefs, it is preferable to feature an influencer who promotes those beliefs, e.g., astrologers.

KEY MESSAGE

- Many found the key message “Ivory is never beautiful, never acceptable” contradictory since ivory in itself is beautiful.
- Messaging does not need to devalue the beauty of ivory.
- Alternative messaging that links ivory to the elephant, e.g., “Ivory is only beautiful on elephants” resonated well.

Based on feedback from the two FGDs cited above, the team developed a revised creative concept and tested it through a second round of two FGDs on June 25 and June 26.

KEY FINDINGS FROM PRE-TESTING CONCEPT 2: *ONLY ELEPHANTS WEAR IVORY BEST*

OVERALL VIDEO CONCEPTS

- Revised creative concept and videos were well received.
- Participants felt all three videos were credible and spoke to them.
- Participants mentioned they would share all three videos.
- Some stated that after seeing the videos, they no longer want to wear ivory products. Others said that this may not change the behavior of those who know that they can buy ivory from legal sources.

INFLUENCERS

- Most participants had positive responses to the proposed influencers: 1) Cindy Sirinya Bishop, a Thai actress and supermodel who was the face of the USAID Wildlife Asia BWI campaign; and 2) Master Tossaporn Sritula (Master Chang), a Thai astrology and feng shui expert.

KEY MESSAGE

- The message **“Ivory is beautiful and has value only on elephants”** resonated well.

KEY MESSAGES

The team tested two revised key messages for this campaign, which resonated well with respondents in the second round of FGDs. These key messages were:

- Ivory is beautiful and has value only on elephants.
- Best and most beautiful without ivory.

The second message also served as the campaign hashtag, **#BestAndMostBeautifulWithoutIvory**.

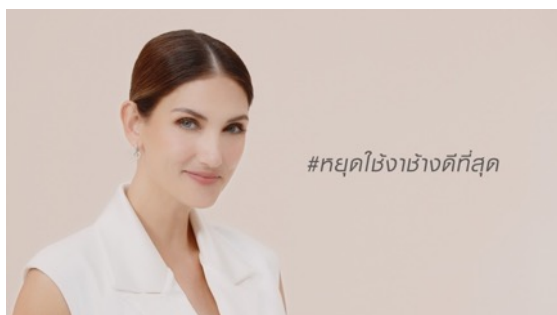
INFLUENCERS

The campaign engaged two influencers to deliver the message in line with the FGD results.

- Cindy Sirinya Bishop, who has around 630,000 followers on Instagram and over 226,000 followers on Facebook.
- Master Tossaporn Sritula (Master Chang), who has around 660,000 followers on Instagram and over 2.1 million followers on Facebook.

MATERIALS

The team developed two 32-second videos and three key visual.



One 32-second video featuring Cindy Sirinya Bishop. The key message is “No one wears ivory better than elephants themselves, ivory is only beautiful on elephants. The best thing you can do is stop using products made from elephant ivory. **#BestandMostBeautifulWithoutIvory**.”

Link to view campaign video:
https://youtu.be/h5Mk3So_r64

One 32-second video featuring the Master Tossaporn Sritula (Master Chang). The key message is “No one wears ivory better than elephants themselves. Ivory is only beautiful and gives happiness when it is on elephants. The best thing you can do is stop using products made from elephant ivory. **#BestandMostBeautifulWithoutIvory**”

Link to view campaign video:
<https://youtu.be/EfUYhTKVc9w>



One Key Visual featuring Cindy Bishop delivering the key message “Say no to accessories made from elephant ivory because ivory is beautiful and has value only on elephants. **#BestAndMostBeautifulWithoutIvory**.”



One key visual showcasing Master Chang delivering the key message “Say no to accessories made from elephant ivory because ivory is beautiful and has value only on elephants. #BestAndMostBeautifulWithoutIvory.”



One Key Visual featuring Cindy Bishop and Master Chang together delivering the Key Message “Say no to accessories made from elephant ivory because ivory is beautiful and has value only on elephants #BestAndMostBeautifulWithoutIvory.”



All of the campaign materials are available at: <https://bit.ly/3jg9t8l>.

VIRTUAL LAUNCH



On September 19, the *Only Elephants Wear Ivory Best* campaign was launched during a one-hour virtual event livestreamed on the Facebook pages of WildAid Thailand and the Department of National Parks, Wildlife and Plant Conservation (DNP).

The launch event started with showings of the two 32-second videos, followed by two informal chat sessions.

Cindy Bishop and Master Chang in animated conversation during the virtual launch

The first session was a conversation between Cindy Bishop and Master Chang where they exchanged views against the use of wildlife products, such as elephant ivory for beauty/fashion and spiritual beliefs, as well as their personal motivations for agreeing to champion this campaign. The second session was a conversation between Dr. Prasert Sornsathapornkul, DNP Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) Director and Ms. Suphasuk Pradubsuk, Program Development Specialist, USAID Regional Development Mission for Asia, who shared their views on the importance of reducing demand for elephant ivory, the current situation of the global ivory trade, Thailand's key role in leading counter wildlife trafficking activities in the region, and USAID efforts to eliminate the illegal wildlife trade. The one-hour virtual launch obtained around 5,600 views from the WildAid and DNP's Facebook pages, and 18 online news websites reported on the event, earning around \$60,000 in free media value.

Table I. Websites publishing items about the campaign launch

PUBLICATION	LINK
ผู้จัดการรายวัน 360	http://gotomanager.com/content/119071/
Bizpromptinfo	https://www.bizpromptinfo.com/%E0%B8%8B%E0%B8%B4%E0%B8%99%E0%B8%94%E0%B8%B5%E0%B9%89-%E0%B8%AB%E0%B8%A1%E0%B8%AD%E0%B8%8A%E0%B9%89%E0%B8%B2%E0%B8%87-%E0%B8%8A%E0%B8%A7%E0%B8%99%E0%B9%80%E0%B8%A5%E0%B8%B4%E0%B8%81/
Khaosod Online	https://www.khaosod.co.th/pr-news/news_7274928
Matichom Online	https://www.matichon.co.th/publicize/news_3572045
Prachachat	https://www.prachachat.net/public-relations/news-1054345
Matichom Weekly	https://www.matichonweekly.com/publicize/article_605815
Bangkok Focus	http://www.bangkokfocusnews.com/2022/09/wildaid-only-elephants-wear-ivory-best.html?m=1#.YyhFpNkIxZ4.twitter
Sineha Bangkok	https://sinehabangkok.com/whats-on/news/only-elephants-wear-ivory-best/
Columni	https://columnai.net/beautiful-without-ivory/
JoinalifeThailand	https://www.joinalifethailand.com/%E0%B8%8B%E0%B8%B4%E0%B8%99%E0%B8%94%E0%B8%B5%E0%B9%89-%E0%B8%AA%E0%B8%B4%E0%B8%A3%E0%B8%B4%E0%B8%99%E0%B8%A2%E0%B8%B2-%E0%B8%AD%E0%B8%B2%E0%B8%88%E0%B8%B2%E0%B8%A3%E0%B8%A2%E0%B9%8C%E0%B8%8A%E0%B9%89/
Biztosuccess	http://www.biztosuccess.com/archives/80539

NationTV	https://next.nationtv.tv/pr-news/1523
Bluechip	https://www.facebook.com/100063828811919/posts/pfbid0qzmtMTCsXxGid9rRyi34C2rxvKFtEwGkLpXH35RNLhurN3kMbYXGmm98AXqm6yCHI/?app=fbl
Maya Chanal	http://www.maya-channel.com/news/detail/7414
24news	https://www.facebook.com/505090973025400/posts/pfbid022GBsOOIiIj9kArJmXdnXPahaIkXGtIXDTrNgsxJjxETxIyUKPM4kvNf2NCH8a8bKI/?app=fbl
แนวหน้า	https://drive.google.com/drive/folders/IDSuwwNbpaorHzCrTEly8RneetvuWtUBI
ไทยรัฐครอบครัว	https://drive.google.com/drive/folders/IDSuwwNbpaorHzCrTEly8RneetvuWtUBI
แนวหน้า	https://www.naewna.com/lady/681800

DISSEMINATION

The campaign was disseminated from September 27 to December 9, 2022 via Facebook, and from October 1 to November 30, 2022 via airport placements.

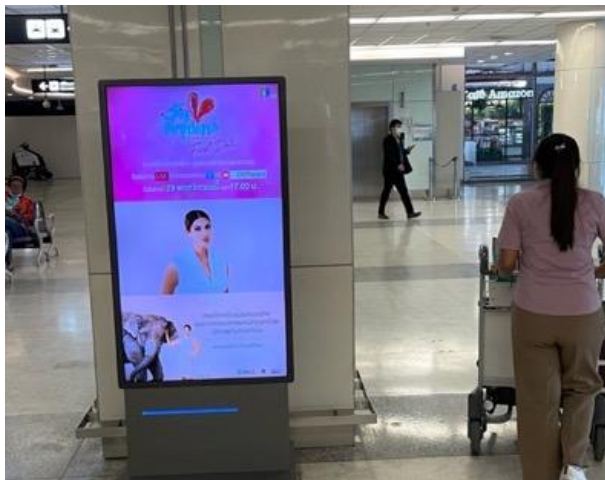
FACEBOOK DISSEMINATION

The campaign videos and key visuals were placed on Facebook from September 27 to December 9, 2022. The Facebook dissemination achieved the following:

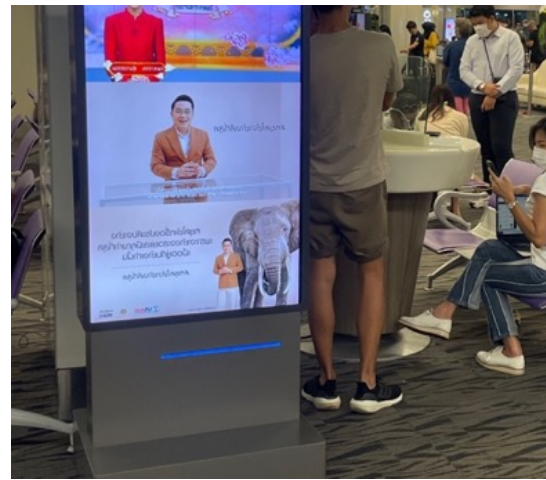
- The campaign reached over 13.8 million people;
- The two videos gained over 1.5 million views;
- The three key visuals gained over 4,600 views; and
- Over 6,700 people were engaged through the social media posts.

OUTDOOR DISSEMINATION

The campaign’s key visuals were displayed on 163 screens of 22 airports nationwide for two months from October 1 to November 30, 2022. The 22 airports are: Don Mueang, Phuket, Chiang Mai, Chiang Rai, Krabi, Surat Thani, Hat Yai, Ubon Ratchatani, Khonkaen, Udon Thani, Lampang, Nan, Phrae, Phitsanulok, Trang, Nakhon Sri Thammarat, Narathiwat, Loei, Sakon Nakhon, Buriram, Roi Et, Nakhonphanom. This airport dissemination reached an estimated 15 million.



Cindy Bishop’s key visual and video advertisement on display at Phuket Airport.



Master Chang’s key visual and video advertisement on display at Phuket Airport.

RESULTS

REACH

The *Only Elephants Wear Ivory Best* campaign reached more than 28.8 million via Facebook and airport channels. It obtained more than 1.4 million views on Facebook.

IMPACT

To determine the impact of the campaign on attitudes, social norms, intention to buy, and past purchases, the team conducted an online survey on Facebook from November 23 to December 11, 2022. A self-administered questionnaire was fielded to exposed audiences (people who saw the ads) and non-exposed audiences (those who did not see the ads) within the target demographic and interest profiles. No incentive was provided for the completion of the questionnaire which contained five questions (see Table 2).

Table 2. Summary of campaign survey responses

Q1. Have you bought ivory products in the last 12 months?				
Response Q1	Non-Exposed (n=509)		Exposed (n=247)	
Didn't buy	499	98.04%	243	98.38%
Bought	10	1.96%	4	1.62%

Q2. Do you think to buy products from ivory in the future?				
Response Q2	Non-Exposed (n=509)		Exposed (n=247)	
Absolutely not	392	77.01%	214	86.64%
Probably won't	27	5.30%	3	1.21%
Not sure	44	8.64%	19	7.69%
Might buy	36	7.07%	8	3.24%
Buy for sure	10	1.96%	3	1.21%

Q3. Do you think the ivory products are accepted by your friends and family?				
Response Q3	Non-Exposed (n=509)		Exposed (n=247)	
Not acceptable at all	207	40.67%	106	42.91%
Not acceptable	133	26.13%	66	26.72%
So so	123	24.17%	56	22.67%
It is acceptable	40	7.86%	17	6.88%
It is very acceptable	6	1.18%	2	0.81%

Q4. What do you think of this statement: Using ivory jewelry is 'Not' beautiful.				
Response Q4	Non-Exposed (n=509)		Exposed (n=247)	
Strongly agree	130	25.54%	76	30.77%
Somewhat agree	63	12.38%	26	10.53%
So so	145	28.49%	68	27.53%
Strongly disagree	125	24.56%	48	19.43%
Somewhat disagree	46	9.04%	29	11.74%

Q5. What do you think of this statement: Ivory products bring good luck?				
Response Q5	Non-Exposed (n=509)		Exposed (n=247)	
Strongly disagree	270	53.05%	141	57.09%
Somewhat disagree	113	22.20%	50	20.24%
So so	81	15.91%	42	17.00%
Somewhat agree	32	6.29%	12	4.86%
Strongly agree	13	2.55%	2	0.81%

- Overall, more positive responses can be observed from both exposed and non -exposed audiences than negative responses
- For Q2, the exposed group shows more inclined not to buy ivory products than the non -exposed audience

Of around 135,000 reached, 756 (33 percent exposed and 67 percent not exposed to the campaign ads) completed the questionnaire. Most of the respondents ranged from 18 to 44 years old. The majority of respondents were female, including 69 percent of respondents exposed to the ads and 70 percent of respondents not exposed to the ads.

The responses revealed more positive than negative responses from both exposed and non-exposed audiences. Respondents from both groups generally agree that ivory products are not acceptable, using ivory is not beautiful, and ivory products do not bring good luck. However, on the question to determine respondents' intention to buy ivory products in the future (Question 2), **87 percent of the exposed group report that they will definitely not buy ivory products in the future, compared with 77 percent of those not exposed. This difference is statistically significant (p value < .01).**