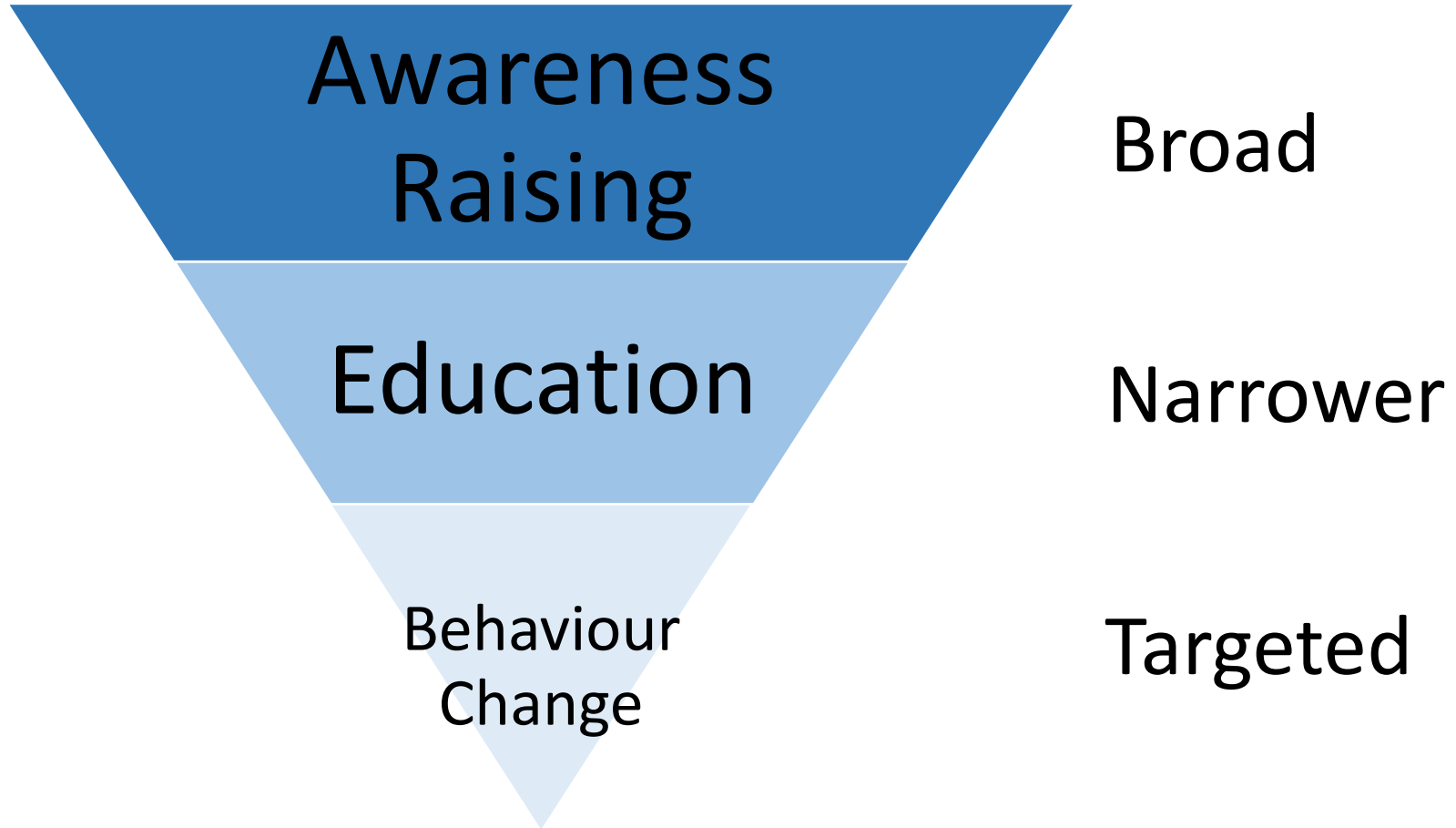


# Breaking The Brand to Stop The Demand

Dr. Lynn Johnson  
Founder, Breaking The Brand Project

The objective of Breaking The Brand is to use behavioral economics to influence the consumption of illegal/endangered wildlife products.

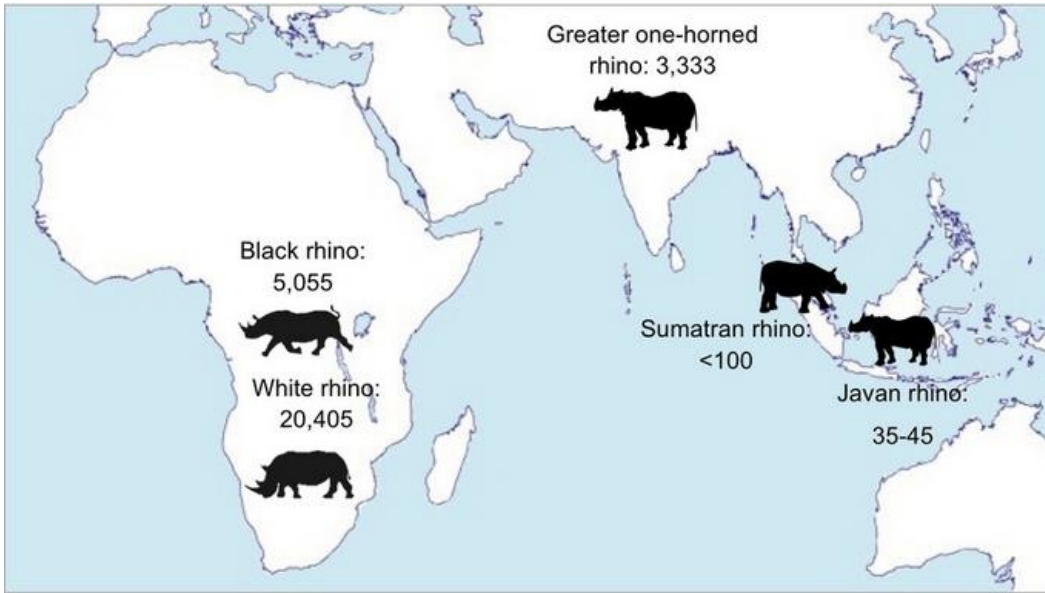
# Behaviour Change



# Great Examples of Behaviour Change Campaigns

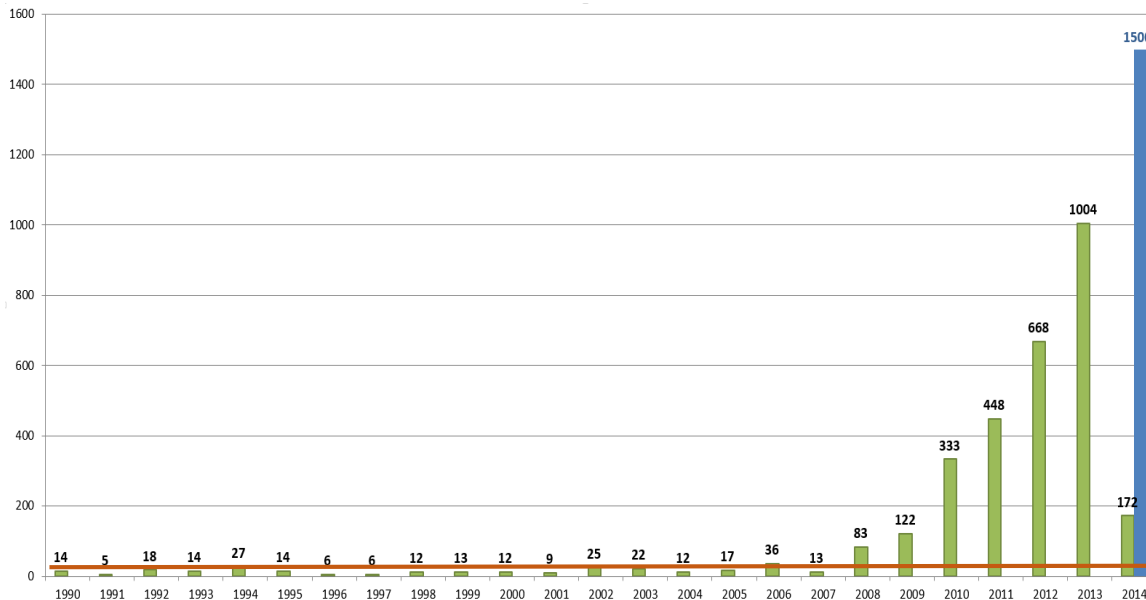


Figure 2. 'A Bird of Prey', *Punch*, 14th May 1892.

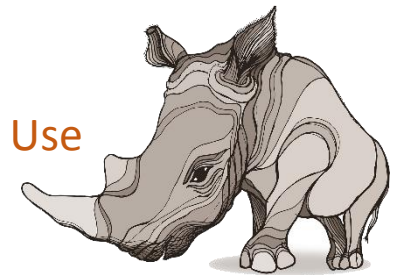


# Why A Targeted Campaign for Rhinos is Necessary

- 2013: 4.0% of the African population of wild rhino killed.
- Year-on-year increase of 50% over last 5 years.
- What happened since 2007?
- Are the users really understood and being targeted?



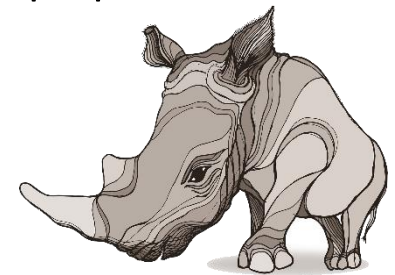
Chinese  
Medicine Use





# Viet Nam Driving Current Rhino Poaching

- 70% of the population under 35 years.
- Rhino horn is status symbol in a very status conscious society.
- High inequality, small percentage of extremely wealthy.
- Fast growing market for luxury goods.
- 90% of rhino horn purchased is fake.
- Supply cannot keep up with rising demand.



# Primary User 1



Only 2 motivators to stop using:

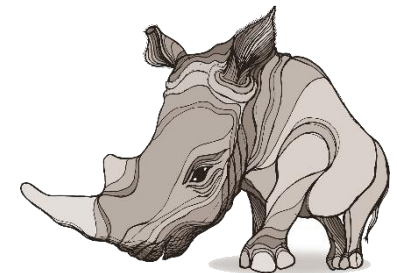
- Negative impact on personal status as a result of using/giving rhino horn.
- Negative impact on health from using rhino horn.

“I would be happy to buy the last rhino horn.” Statement from one of the users interviewed.

“I trust my South African Supply Chain”

# High Status Males

- Senior Businessmen/Finance Professionals/ Government Officials.
- Group values rarity and expense rather than perceived medical properties.
- Acquiring rare produce associated with money, power and skill.
- Rhino horn gift used to demonstrate respect and competence when negotiating deals.
- Gifts used to influence and obtain preferential treatment from those in positions of power.



# Primary Users



# Research by TRAFFIC A typical user is Mr L:

- A 48 year old property developer.
- Married for 24 years with a mistress.
- Large four-bedroom house in the Ciputra (see images) area of Hanoi.
- He has two children aged 19 & 21.
- He is focused on his social status and wants to be seen as a leader.
- Recommendations from his social/business circles are extremely influential.
- Career, success, financial security, family preservation, social status and peer lifestyle are top priorities for him.
- He believes that rhino horn is a badge of wealth, power, social status and hard work.



# Primary User 2

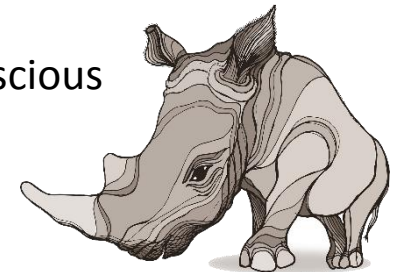


Primary motivator to stop using:

- Negative impact on family health from using rhino horn.

# Affluent Mothers

- Believe in fever-reducing qualities of rhino horn - in line with use in Chinese/Vietnamese medicine.
- Keep small quantities at home in case child gets a high fever.
- Also buy for aging parents.
- Relatively recent trend.
- Unclear if using fake vs. genuine rhino horn.
- A group heavily influenced by social media.
- Small individual quantities but large group size.
- Interested and aspire to celebrity mothers.
- Again very status conscious and aspirational.





# Why do they think rhino horn = status???

- We can't relate to their motivation to consume 'ground up finger nails'
- **Are we so different?**
- Why do people believe a Louis Vuitton handbag = status???
- Fake bag = \$200
- Real bag = \$20,000
- Same bag!
- Difference: STATUS SYMBOL
- WHY?



Can YOU tell the difference?

# Spiral Dynamics – Values and Behaviour Change Model

<b>Turquoise</b>	<b>Holistic</b>	Collective individualism; Cosmic Spirituality; Earth Changes
<b>Yellow</b>	<b>Integral</b>	Natural Systems; Self-principle; Multiple Realities; Knowledge
<b>Green</b>	<b>Consensus</b>	Egalitarian; Feelings; Sharing; Caring; Community
<b>Orange</b>	<b>Strategic</b>	Materialistic; Consumerism; Success; Image; Status; Growth; Winners and Losers
<b>Blue</b>	<b>Authority</b>	Meaning; Discipline; Traditions; Morality; Rules; Live for Later, Saints and Sinners
<b>Red</b>	<b>Egocentric</b>	Gratification; Glitz; Conquest; Action; Impulsive; Lives for Now , Heroes and Victims
<b>Purple</b>	<b>Animistic</b>	Rites; Rituals; Taboos; Superstitions; Tribes; Folk Ways and Lore
<b>Beige</b>	<b>Instinctive</b>	Food; Water; Procreation; Warmth; Protection; Stay Alive

Values drive beliefs

Beliefs drive behavior

Australia:

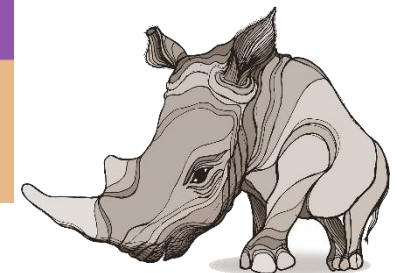
~25% GREEN

~45% ORANGE

~20% BLUE

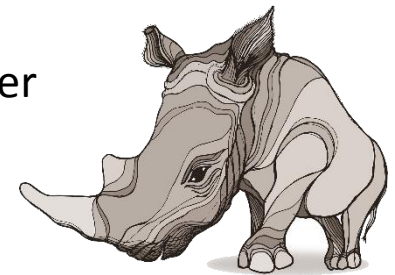
Viet Nam:  
Dominantly Blue

Emerging Orange Middle Class



# Conservation Movement

- Based on **GREEN** values system (Empathy, Egalitarian, Caring)
- Support base is **GREEN**
- Donors are **GREEN**
- Donations are based on **GREEN** values
- Hence:
  - Focus is on empathy with the animal
  - Can't relate to motivation of users (**ORANGE**) or poachers (**RED**)
  - Not prepared to single out the primary users for fear of being seen as racist
  - Not prepared to engage in strategies that may alienate (cause discomfort in) the support and donor base. Political Correctness emerged with **GREEN**
- Result:
  - Money spent on strategies that don't impact or change the user



# Applying Spiral Dynamics to other Conservation Issues

All This Heavy Petting



Makes Him Easy Prey



The lion cub petting industry is creating thousands of tame targets for easy execution - don't call yourself a hunter

## Canned Lion Hunting

To Indulge Our Lifestyle



They Lose Theirs



Another 'inconvenient truth' - As unconscious consumers we are pillaging the natural world

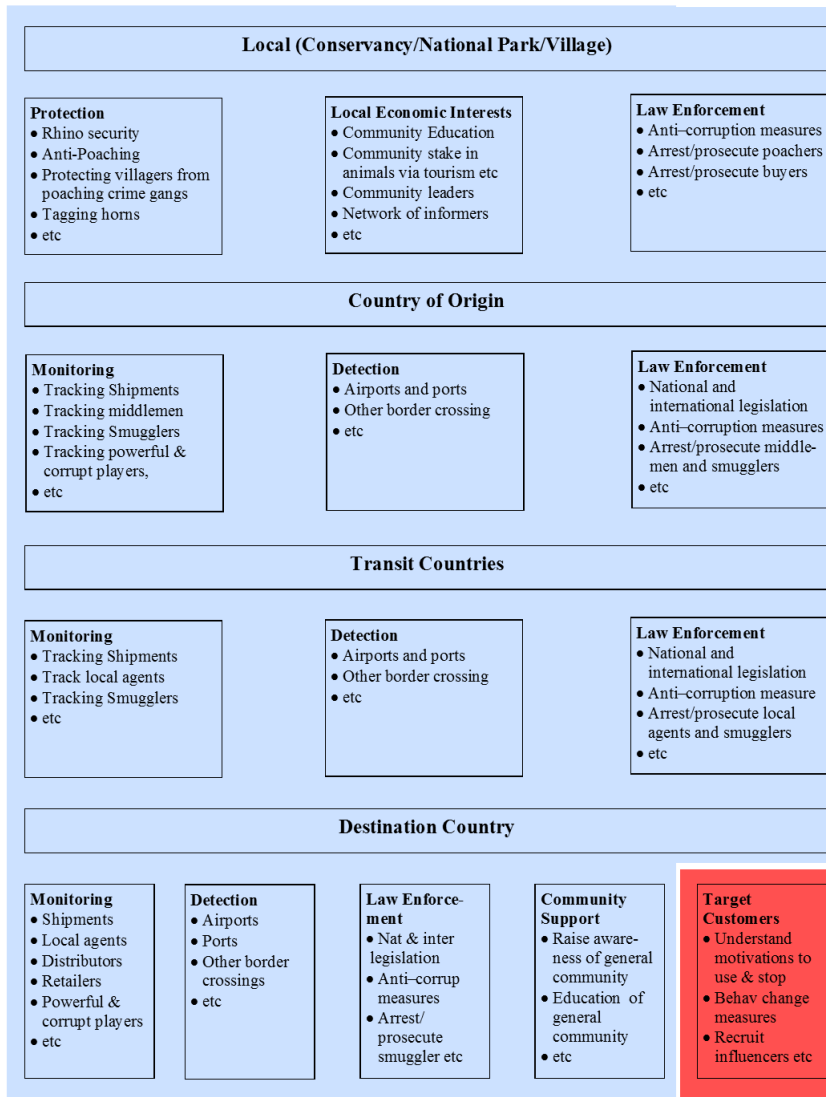
## Habitat Loss & Palm Oil Production

# Rhino Horn Users

- Rhino Horn Customers  
Status Conscious = **ORANGE**
- Society in Viet Nam is in transition  
Confucian/Communist (**BLUE**) to  
Unregulated Capitalist (**ORANGE+RED**)
- Still different from Western **ORANGE**:
  - Male dominated
  - Peer Group oriented, not purely individualistic can't lose face by standing against group
  - **GREEN** fledgling
  - No cultural affinity with animals
- Result:
  - Conservation messages are ignored if they are **GREEN**
  - Law Enforcement messages are ignored, regressed from **BLUE** to **RED**
  - Can't go via wives/children – ignored
  - Influencers - They follow the likes of: Bill Gates, Warren Buffet, Richard Branson Bill Clinton (No women, no Asian men)



## Complexity: The Protection—Supply—Demand Chain

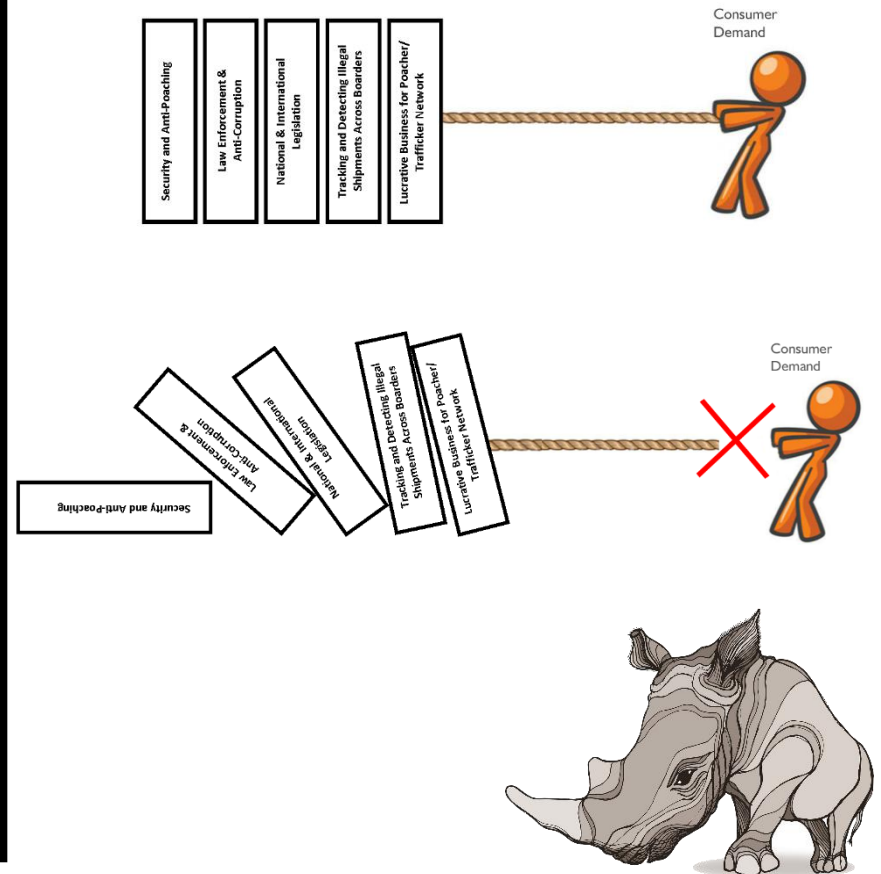


# Target the Customer

Group 1#: Less than 5,000

Locations: Hanoi and Ho Chi Minh

Motivators: Neg impact on health and status



# Businessmen Advert 1

SO HE CAN GAIN FACE



HE LOSES FACE



- Tarnish the act of giving rhino horn by making the giver and the act look desperate and needy.
- Tarnish the prestige of the person giving rhino horn.
- Target international companies in Viet Nam operating in Viet Nam.
- Test if there is any level of empathy for the rhino from this user group.

The trade in rhino horn to Viet Nam is wiping out a species.

ĐỂ ANH TA CÓ "SẮC MẶT".



CHỦ TÊ GIÁC BỊ MẮT MẶT



## Locations:

- Light boxes in Hanoi Airport and Ho Chi Minh City Airport. The focus is either in or visible to the business lounge in domestic and international terminals; in-flight magazines.
- Business and news magazines, both print and online.

Việc buôn bán sừng tê giác đến Viet Nam đang tiêu diệt loài này



# Businessmen Advert 2

RHINO HORN CAN POISON  
A BUSINESS RELATIONSHIP.



MORE AND MORE RHINO HORN IS  
BEING INJECTED WITH **POISONOUS**  
**TOXINS** TO STOP THE ILLEGAL TRADE  
AND PROTECT RHINOCEROSSES FROM  
EXTINCTION.

IT IS QUITE POSSIBLE THAT THE  
RHINO HORN YOU GIVE TO A POTEN-  
TIAL BUSINESS PARTNER WILL GIVE  
THEM SEVERE NAUSEA AND DIARRHOEA.

IT IS NOT WORTH RUINING A  
RELATIONSHIP WITH POISONED  
RHINO HORN.

The trade in rhino horn to Viet Nam is wiping out a species

- Instil fear and doubt about the possible risk to personal health.
- Instil doubt around the risk to important business relationships.
- Raise public awareness of the rhino horn poisoning strategy for stopping rhino poaching.
- Undermine trust in the product (rhino horn).
- Undermine trust in the supply chain.

Locations: Same as Businessman Advert 1 +

- Internal communications in companies.

SỪNG TÊ GIÁC CÓ THỂ ĐÀU ĐỘC  
MỖI QUAN HỆ KINH DOANH



Ngày càng có nhiều sừng tê giác đang được tiêm các chất độc để ngăn chặn việc buôn bán trái phép và bảo vệ loài tê giác khỏi sự tuyệt chủng.

Có khả năng sừng tê giác mà bạn biếu/lặng cho đối tác kinh doanh tiềm năng sẽ khiến họ bị nôn và tiêu chảy trầm trọng. Không đáng để làm hỏng một mối quan hệ bằng sừng tê giác bị nhiễm độc.

Việc buôn bán sừng tê giác đến Việt Nam đang tiêu diệt loài này





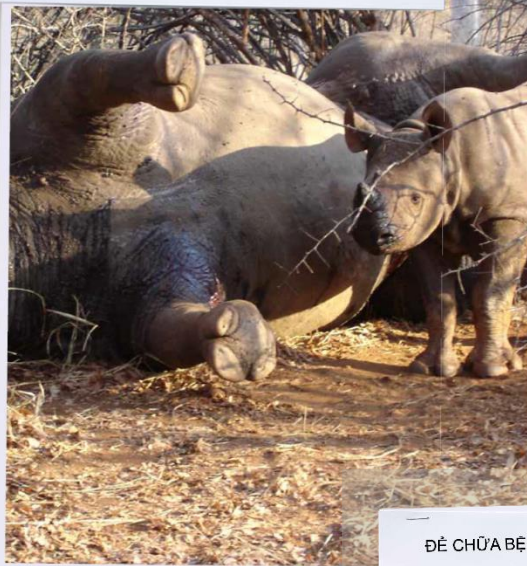
# Mother and Child Advert 1

- Capture the attention of people who genuinely believe rhino horn is a medication suitable for children (and sick adults).
- Given the advert is not gory it can be used with children and in schools to help education.
- Test empathy for the rhino from this user group.

TO MEDICATE HER CHILD



SHE KILLED A MOTHER

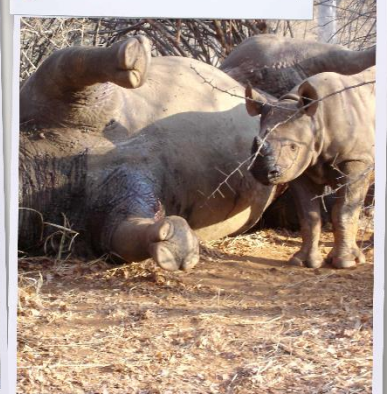


The trade in rhino horn to Viet Nam is wiping out a species

ĐỂ CHỮA BỆNH CHO CON.



CÔ ẤY ĐÃ GIẾT MỘT NGƯỜI MẸ



## Locations:

- Billboards/light boxes in up market shopping areas where these women shop and where traditional medicine practitioners are located.
- Women's magazines and Health/Wellbeing Magazines.
- Small presence in international airport terminals to target Vietnamese expats who buy when visiting family.

Việc buôn bán sừng tê giác đến Việt Nam đang tiêu diệt loài này



# Mother and Child Advert 2

RHINO HORN CAN  
POISON YOUR CHILD .



MORE AND MORE RHINO HORN IS  
BEING INJECTED WITH **POISONOUS  
TOXINS** TO STOP THE ILLEGAL  
TRADE AND PROTECT RHINOCEROSSES  
FROM EXTINCTION .

THE ONLY WAY YOU WILL KNOW IF  
YOUR HAVE POISONED YOUR CHILD  
IS WHEN THEY BECOME VERY SICK  
WITH NAUSEA AND DIARRHOEA .

IT'S NOT WORTH TAKING THE RISK  
OF GIVING YOUR CHILD POISONED  
RHINO HORN .

- Instil fear and doubt about the possible risk to the child's health
- Raise public awareness of the rhino horn poisoning strategy for stopping rhino poaching
- Undermine trust in the product
- Undermine trust in the supply chain.
- Highlight giving poisoned rhino horn to any sick family member (including aging parent) could be detrimental to recovery.

The trade in rhino horn to Viet Nam is wiping out a speci

Locations: As Mother and Child Advert 1

SỪNG TÊ GIÁC CÓ THỂ ĐÀU ĐỘC  
CƠN BẠN



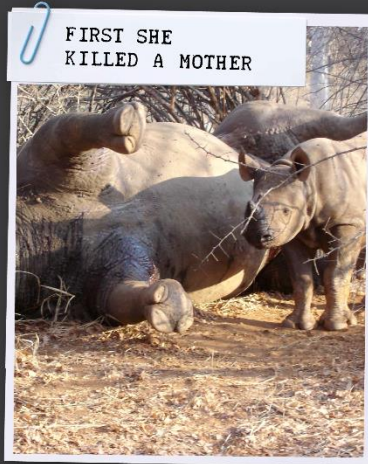
Ngày càng có nhiều sừng tê giác đang  
được tiêm các chất độc để ngăn chặn  
việc buôn bán trái phép và bảo vệ tê giác  
khỏi sự tuyệt chủng.  
Cách duy nhất để bạn biết nếu đã đầu  
độc con mình là khi chúng trở bệnh nặng  
kèm theo buồn nôn và tiêu chảy.  
Thật không đáng khi liều lĩnh cho con  
mình bị nhiễm độc sừng tê giác.

Việc buôn bán sừng tê giác ở Việt Nam đang tiêu diệt loài này



# Mother and Child Advert 3

- As Mother and Child Advert 2 +
- Tell more of the story of rhino horn poisoning.
- Highlight the potential consequences of using an illegal and potentially unsafe product obtained by dubious means.
- Instil fear that the consequences of using poisoned rhino horn may not be instant but could have long term impact on brain development etc.



It's quite possible that the rhino horn you give to your sick child will poison him.

In both Africa and Asia they are serious about protecting rhinoceroses from extinction. So the horns are being injected with toxins such as organophosphates while on the live animal.

The poachers know this. If they illegally kill the animals and sell the horns to dealers in Viet Nam, they know they will poison anybody who consumes it.

The only way you will know if you have poisoned your child with rhino horn is when they become very sick with nausea and diarrhoea. These toxins can also have long-term effects on the central nervous system and on brain development.

Why take the risk of giving your child poisoned rhino horn?

The trade in rhino horn to Viet Nam is wiping out a species.



Sừng tê giác mà bạn bỏ cho đứa con bị bệnh có khả năng sẽ đầu độc cậu ấy.

Ở châu Phi và châu Á, tê giác đang được bảo vệ một cách nghiêm ngặt khỏi sự tuyệt chủng. Vì vậy, sừng của chúng được tiêm chất độc như thuốc trừ sâu (organophosphates) ngay khi chúng còn sống.

Các tay săn trộm biết điều này, nhưng họ vẫn giết chúng một cách bất hợp pháp và bán sừng cho các đại lý ở Việt Nam. Họ không màng đến chuyện người tiêu thụ sẽ bị đầu độc.

Cách duy nhất bạn sẽ biết nếu bạn đã đầu độc con mình bằng sừng tê giác là khi chúng trở bệnh nặng kèm theo buồn nôn và tiêu chảy. Những độc tố này cũng có thể có ảnh hưởng lâu dài trên hệ thống thần kinh trung ương và sự phát triển của não bộ.

Tại sao lại liều lĩnh để cho con bạn bị nhiễm độc sừng tê giác?

Mỗi buôn bán sừng tê giác đến Việt Nam đang tiêu diệt loài này



- Locations: As Mother and Child Advert 1 and 2

# 2014 Campaign Goals



- Raise \$250K to run all versions of the adverts for a least 30 weeks—locations in Hanoi and Ho Chi Minh City, including airports, business locations and businesses.
- Target the right publications for businessmen and affluent mothers – examples shown.
- Separate sponsorship is sought to place adverts in locations with large Vietnamese expat community: Melbourne, Sydney, Vancouver, LA.
- Media campaign ready to go to database of interested journalists in: South Africa, Viet Nam, Hong Kong, UK, US, Canada, Australia.
- Response to the adverts will be measured via: Mainstream media and social media coverage, Development of survey targeting primary users with promise of anonymity.

For \$30K we can place two continuous months of full or half page adverts in ALL these publications.



**Title:** Saigon Business Weekend  
**Target:** Businessmen  
**Circ:** 30,000  
**Issued:** Weekly



**Title:** Investment Bridge  
**Target:** Businessmen  
**Circ:** 65,000  
**Issued:** Weekly



**Title:** Heritage  
**Target:** Businessmen & Vietnam Airlines  
**Circ:** 175,000  
**Issued:** Monthly



**Title:** Shopping & Family  
**Target:** Best-selling women's mag  
**Circ:** 100,000  
**Issued:** Weekly



**Title:** Capital Security  
**Target:** All, skewed to male  
**Circ:** 75,000  
**Issued:** Daily



Vancouver, Canada



Sydney, Australia



Melbourne, Australia

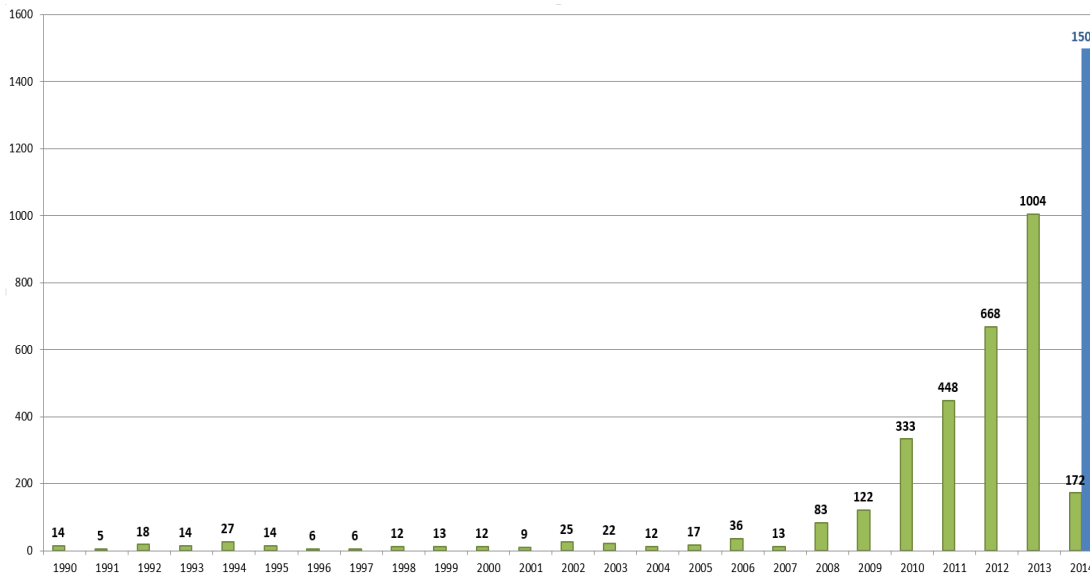


LA, USA



# Rhino Poaching Goals

- Help slow poaching growth rate.
- Create Fear/Uncertainty/Doubt in the minds of the users of rhino horn products and their supply chain.
- Create fear of reputational risk for international corporations if staff are found to be accepting rhino horn gifts.
- Educate the conservation space about the benefits of creating campaigns targeted at primary customers in addition to current education and awareness-raising.



For more information: [www.breakingthebrand.org](http://www.breakingthebrand.org)

