



Breaking The Brand – Campaign Evaluation Techniques
November 2016

Introduction

The Breaking The Brand Project was launched in March 2013, based on the principle that for conservation to be successful on the scale we want, and some might say need, we have to take account of human behaviour. By incorporating behavioural economics, cultural anthropology and social psychology into conservation strategies we not only get a better understanding of how people change their mind, but we can proactively steer behaviour change to support people make more informed choices when it comes to the consumption of illegal/endangered wildlife.

Many people around the world have never listened to conservation messages. Until recent decades they have simply been trying to survive, so conservation has not been on their radar. People who did once listen have started to switch off. For too long they have heard the same messages, just being said more loudly, whilst seeing the natural world become more depleted. The lack of significant, positive progress has made them apathetic when it comes to taking action.

Large conservation is too wedded to ecology and biology. The nature of the illegal/endangered wildlife trade has, in recent years, changed for many species. In many instances these wildlife 'products' have become a luxury product and more focus is needed on the consumers driving the current demand. Only by understanding the effects of social, cognitive and emotional factors on the economic decisions individuals make will we have the ability to influence and shape them. We must put ourselves in their shoes, not simply demand they listen to our opinions. By delivering a message in a currency that the other party relates to, even if it does seem distasteful to us, we can start, re-start or change the conversation. This can lead to behaviour change in purchasing and lifestyle decisions.

This is the objective of Breaking The Brand. By understanding the motivation of the primary users of illegal and/or endangered wildlife products, we aim to build campaigns to influence the patterns of purchasing behaviour – our initial target will be focusing on the demand for rhino horn in Viet Nam (and throughout Asia) which is causing the current killing spree.

Breaking The Brand's Research

By mid-2013, Breaking The Brand began interviewing the primary users of rhino horn in Hanoi and Ho Chi Minh City. Breaking The Brand's initial research highlighted that rhino horn users constitute an ideal target group for a behaviour change campaign, because:

1. **Target Group Very Small:** number of primary users of genuine rhino horn only 5,000 - 10,000 high status males (though we estimate this has grown between 2013 and 2016 it is still relatively low, a few tens-of-thousand)
2. **Concentrated in Tiny Area:** they mainly live and work in Hanoi and Ho Chi Minh City
3. **Homogenous in Socio-Economic Composition:** newly wealthy Vietnamese businessmen and government officials, mostly men in their 40s and 50s
4. **Reachable Through Advertising:** the primary users can be reached through advertising in selected locations and publications

5. Non-Addictive Product: consumption of rhino horn does not cause addiction as in the case of illicit drugs

6. Clear Reason for Consumption: the primary reason to consume rhino horn is to attain and maintain status within the peer group. Even when rhino horn is consumed in the millionaire's detox drink, this is about demonstrating status and respect, not because of a belief on any health benefits.

7. Only 2 potential factors to Stop Using Rhino Horn:

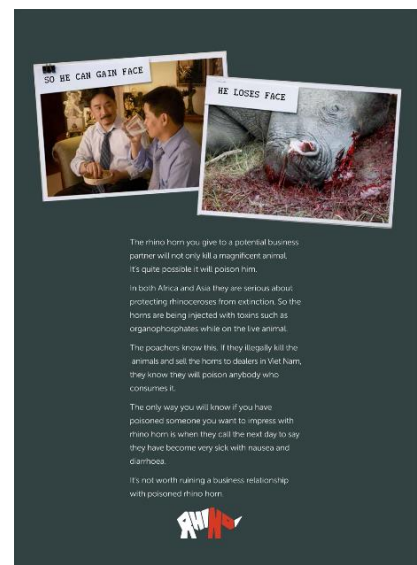
1) Impact on personal health/wellbeing of self or people I care about/want to influence

2) Impact on personal status – if the peer group or a higher status group were to reject rhino horn, the desired status gain would not eventuate and usage would decline

From a behaviour change perspective this situation is close to an ideal scenario. It mirrors the anti-fur trade campaigns of the 1980s very closely, including the motivation to consume (status gain). We know from the anti-fur ads that they were successful in reaching the target group and changing the behaviour, so we know that similar results are achievable for rhino horn. Obviously, the target group is quite different in the case of rhino horn users and the advertising needs to take those differences into account.

Breaking The Brand's Campaigns

Our primary achievement in the last year was to launch two advertising campaigns in Viet Nam:



Breaking The Brand's pilot RhiNo campaign – Is it worth the risk? went live on the 15th September 2014. \$30,000 was raised to place 19 adverts in three key business magazines and in the top selling women's magazine. It also included two consecutive months in Heritage, the in-flight magazine of Viet Nam Airlines. The publications we selected ensured the adverts reached the target audience. In addition, we opted to only use full-page and half-page ads to increase visibility and impact. We were

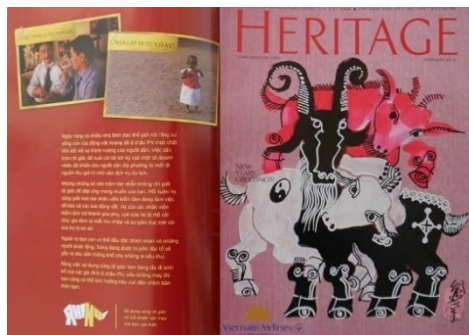
on a steep learning curve for the pilot campaign, which involved establishing a relationship with the ad buying agency in Viet Nam and understanding how to navigate media censorship in Viet Nam. For more information on the pilot campaign: <http://breakingthebrand.org/look-what-you-have-achieved/>

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

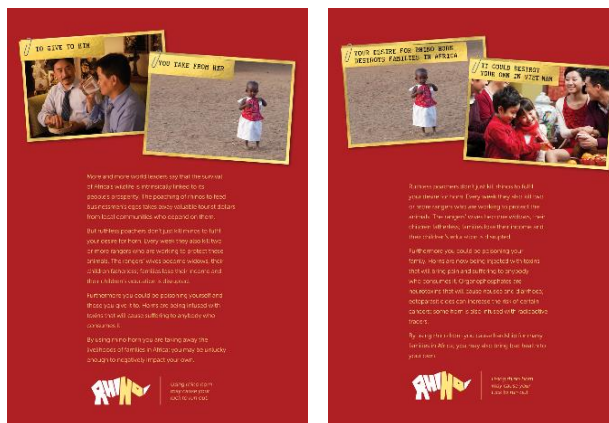
Our follow up, **Lunar New Year Holiday (most significant holiday and a time when rhino horn use spikes) RhiNo Campaign: Will your luck run out?** went live on the 16th January 2015. Full-page adverts were published in key business, lifestyle (Golf & Life Magazine) and women's magazines for 5 weeks leading up to the lunar New Year on the 19th February 2015. This included a full-

page advert in Heritage Magazine throughout February, a time when many wealthy Vietnamese are travelling to see family for the Lunar New Year holiday.



We are particularly pleased that for 3 of the 4 months from beginning of November 2014 to the end February 2015 we had full page RhiNo adverts in Heritage Magazine. Vietnam Airlines has about 300 daily flights to 21 destinations domestically and to 28 internationally. The airline increases capacity to cope with the demand for Vietnamese New Year, Viet Nam's most important celebration. Hundreds of extra flights are scheduled during this period; in 2013, the carrier added an extra 174,000 seats. We know that by placing an

advert in the magazine we are targeting some of Viet Nam's wealthiest citizens and the demographic group that can afford to buy genuine rhino horn. Again the Lunar New Year adverts focused on health anxiety in the text, discussing the horn infusion process. We also added some information on the human costs of wildlife poaching in 2 of the 4 adverts from the campaign:



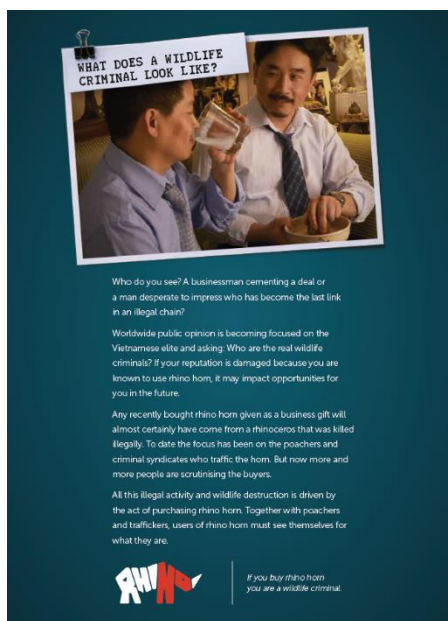
In ongoing conversations with our target group we were hearing an increasing sense of 'shame' as we discussed the human toll of the poaching crisis. People were not empathetic to the death of rangers, their view being "They chose to do that job, they could work somewhere else" but emotion was triggered when BTB discussed the families. Talking about wives becoming widows and children fatherless generated reactions and questions so we decided to add this to the message.

The cost of this Lunar New Year campaign was higher given the time of year when there is much more competition for advertising space and publications charge premium rates. It was vital to advertise at this time of the year as rhino horn use spikes during this holiday; it is given as a gift to gain favours with managers and business contacts in the weeks leading up to the holiday and use in the so called 'millionaire's detox drink' increases markedly due to the nature of the celebrations. For more information on the campaign: <http://breakingthebrand.org/vietnamese-new-year-campaign-will-your-luck-run-out-goes-live/>

A total of \$58,000 was spent in producing (purchasing images, photography) and publishing the first two campaigns; with over \$55,000 spent on publishing ads in Vietnamese media. Commercial rates had to be paid in all publications as:

1. These are premium magazines for our target group which means that BTB is competing with local and international luxury brands for the advertising space.
2. We had to ensure BTB's adverts were published in the section/location of the magazine where they would be seen. In speaking to NGO's who had negotiated pro-bono or reduced rates, they informed BTB that the publication location had been detrimental to their campaign as they had been placed in a much less visible part of the publication.

Breaking The Brand's third RhiNo Campaign: What does a wildlife criminal look like? was launched



on the 4th January 2016 This was the first Breaking The Brand campaign aimed at triggering 'status anxiety' in the primary users. Since starting our interviews, with the primary users of rhino horn in 2013, status anxiety – if using rhino horn would diminish user's status in the eyes of their peers – was one of only two reasons given that would cause this group to stop using rhino horn quickly enough to save the rhino from extinction in the wild.

As with Breaking The Brand's two previous campaigns, over 80% of our adverts target businessmen, the remaining targeted affluent women; often the wives of the businessmen buyers/users.

The adverts asked: **What does a wildlife criminal look like?** and highlighted to people that if they had bought rhino horn recently it will have come from an illegally killed rhino.

Triggering status anxiety is not the same as triggering the fear of law enforcement. The approach taken in the ads is to diminish the businessman's reputation in the eyes of his peers and the networks of people he aspires to be a part of. Like all businessmen around the world, our target group is worried about the loss of their brand and reputation, and any resulting loss of career and business opportunities.

The advert also pointed to the fact that while in the past the focus had been on the poachers and traffickers of rhino horn, now more and more people are paying attention to the buyers. Given that the rhinos' destruction is driven by the target group's desire to purchase rhino horn, the buyers must see themselves for what they are, wildlife criminals. The advert finishes with: **If you buy rhino horn, you are a wildlife criminal.**

Publications and Costs



From launch, on 4th January 2016, to the last publication in July 2016, the campaign published 21, full-page advertisements and 2 editorials in a number of key business and lifestyle publications. The campaign also covered the critical Vietnamese Lunar New Year holiday, a time when the rhino horn use spikes. The cost of the campaign was \$45,000 (Australian dollars).

International Trade Agreements

In this campaign, for the first time, we also decided to target English language magazines, namely Vietnam Investment Review (VIR), a weekly publication targeting 40,000 business leaders, economists and senior government officials in Viet Nam.



The reason for choosing VIR is that around the world several free trade agreements are currently in negotiation which could benefit the Vietnamese economy. For instance, the Trans Pacific Partnership (TPP) involving 12 nations including the USA and Viet Nam. Of the 12 it has been assessed that Viet Nam has most to gain from the TPP, so the public image of its business community now matters as they gain exposure to Western elites and consumers. We will continue to use VIR in our next campaign. For more information on trade agreements and Viet Nam <http://www.bloomberg.com/news/articles/2015-10-08/more-shoes-and-shrimp-less-china-reliance-for-vietnam-in-tp>

Breaking the Brand's Message Too Sensitive for Heritage Magazine

One key difference between this campaign and our first two campaigns is that Breaking The Brand wasn't able to publish the campaign in Heritage Magazine, which we had done previously with campaigns 1 and 2, starting in 2014. The third campaign was due to launch in October 2015, but after 3 months of negotiation with the Central Committee of Propaganda and Education and Heritage Magazine, the Breaking The Brand campaign was deemed too sensitive for Heritage Magazine, the inflight magazine of Vietnam Airlines.

Given that Breaking the Brand is a volunteer organization and all the administration and research cost are covered either by the founder, Lynn Johnson, or by BTB volunteers themselves, no funds have been available to date for an evaluation of the campaigns. Feedback on the campaigns from a number of stakeholders is covered in the second year report: <http://breakingthebrand.org/wp-content/uploads/2015/05/Breaking-The-Brand-Project-Second-Annual-Report.pdf> As a result of this funding model, 100% of donations to BTB have gone in to producing and publishing the Viet Nam campaigns.

Breaking The Brands' Forth RhiNo Campaign: The World is Watching



Prior to launching this campaign, on 15th August 2016, BTB spent time learning from 40 years of anti-smoking campaigns in relation to the frequency of audience exposure to ads that is required to achieve behaviour change. This research has found that audiences are more likely to absorb the messages if they are exposed to at least 12 ads per quarter. The adverts need to be relevant to the

target group and elicit sufficient emotion if they are to have a chance of triggering a behaviour change. Behaviour change is more likely if exposure increases to 30 ads per quarter. We have been very fortunate to have sufficient donations for campaign 4 to be able achieve an exposure rate of up to 30 ads per quarter for the first time in our campaigning. The image shows examples of publications in the first 2 months of the campaign; the full campaign will run for a minimum of 4 months in Viet Nam.

Breaking The Brand would like to the opportunity to evaluate this campaign, based on the principles learnt from anti-tobacco behaviour change research. The evaluation methodology is described in the next section.

Campaign 4 – Evaluation

With the roll-out of our 4th RhiNo campaign in Vietnam, Breaking The Brand would like to take the opportunity to do the first quantitative and qualitative evaluation on our campaigns in Viet Nam. It is important to Breaking The Brand and the future success of the demand reduction/behavior change strategy, that this evaluation provides a relevant measure of any impacts or changes in the target group. One reason we haven't done an evaluation to-date is not only lack of funding, but spending the time doing the pre-work to ensure that we don't measure for measurements sake; to read more on this: <http://breakingthebrand.org/how-to-elic-it-and-measure-behaviour-that-people-dont-easily-admit-to/>

The desired evaluation has both a quantitative and qualitative component.

1. The qualitative component is based around the interviewing skills developed by Leadership Mastery over two decades of business coaching and consulting; which has required a corporate cultural anthropological approach.
2. The quantitative component has been developed from research in to anti-tobacco, road safety etc campaigning and their approach to measuring perceived effectiveness in the target groups. Namely, an evaluation which measures four subscales:
 - a. 'Message Acceptance'
 - b. 'Negative Emotion'
 - c. 'Perceived Effectiveness'
 - d. 'Behavioural Intention'

The evaluation process first checks that the person is paying attention to the ad in question. The next stage is to check if the message in the ad is personally relevant to them. Then the evaluation process checks for an emotional and/or behavioural response.

Evaluation Objectives

The overall objectives of the campaign evaluation are:

1. To determine the level of reach of the Breaking The Brand ads within the target group demographic – what percentage of the target audience saw AND read the ads in the publications we used
2. To determine the perceived effectiveness of the Breaking The Brand ads

Evaluation Method

Method 1 (Quantitative Evaluation): 50-150 members of the target group for the campaign 4 ads in Viet Nam to complete an anonymous online evaluation form on the effectiveness of BTB ads

Method: Online survey administered via Survey Monkey (invitation only)

Target Group: 500 business people in Viet Nam with high disposable income (expect 10-30% return rate)

Sourcing of Target Group: FFI database, ANZ Bank, McKinsey, SAB Miller, Coca Cola etc

Method 2 (Qualitative Evaluation): Get 10-25 members of the target group for the campaign 4 ads in Viet Nam to participate in 1-on-1, face-to-face interviews.

Method: Free-flowing face-to-face interview of 20-30min

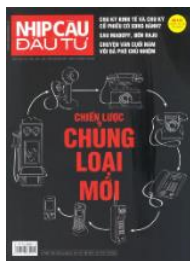
Target Group: business people in Viet Nam with high disposable income

Sourcing of Target Group: FFI database, ANZ Bank, McKinsey, SAB Miller, Coca Cola etc

Whilst the quantitative method will test for reach and perceived effectiveness, the detailed interviews will be used to test different ads from different campaigns (including previous BTB campaigns and campaigns by TRAFFIC, ENV, WildAid) to elicit which (if any) of those ads the interviewees respond to in relation to a behavioral intention as a result of viewing the ads. The interviews will also be used to elicit future campaign strategies by testing different methods for triggering status anxiety in relation to rhino horn use.


Online Questionnaire

Q1: Do you read any of the following magazines (tick all that apply) Tick (✓)



Q2: During the last 3 months, did you notice any of the following ads about rhino horn when reading these magazines? Tick (✓)

Món quà làm nhục quốc thể




Vấn đề những người trong số chúng ta bị đưa vào thể loại có gắng mua sự tôn trọng bằng súng là gì? Đồng thời, những người khác cũng sẵn sàng tiếp nhận thứ này.

Sự khất vọng về địa vị đôi khi không đúng chỗ này chỉ gây ra một ác cảm, chứ không phải sự tôn trọng. Từ công đồng doanh nghiệp toàn cầu mà ngày càng nhiều doanh nhân Việt Nam mong muốn tham gia.

Tại nước nhà và trên khắp thế giới, càng ngày càng khó dung thứ cho một từ ngữ như các nhân vật trong tu truyện Việt bắt chước những lời chuẩn toàn cầu về bảo vệ động vật hoang dã nhằm thỏa mãn sự tham muốn của họ trong việc tiêu thụ súng là gì?


Máy mìn thay, các nhà lãnh đạo thực thụ của Việt Nam đã dứt khoát từ chối những hành động từ loại này khi chúng ta đang bước vào thời kỳ của các hiệp định thương mại quốc tế họ đang mang đến sự khốn khổ cho những giá trị xứng đáng từ nền nông nghiệp Việt Nam.

Hãy suy nghĩ thật kỹ trước khi đầu độc sự toàn vẹn của mình bằng súng là gì. Cả thế giới đang dõi theo.



Nếu mua, tặng hoặc nhận súng là gì, bạn là tập phạm về động vật hoang dã.

Bảo vệ uy tín của chúng ta.




Đây là lúc để quyết định liệu chúng ta có nghiêm túc về việc ga nhập công đồng doanh nghiệp thế giới hay không.

Các nhà lãnh đạo tiền bối của Việt Nam coi hành vi những hành vi thô bạo như có gắng mua chức địa vị và ảnh hưởng bằng súng là gì. Điều này được xem như một dấu hiệu từ loại của sự yếu kém, một giao dịch bất hợp pháp chỉ gây ra một ác cảm chứ không phải sự tôn trọng.

Khi Việt Nam ga nhập công đồng thương mại quốc tế, uy tín của những nhân vật chấp hành giới doanh nhân của chúng ta sẽ bị giảm sút chất ché. Các đối tác của chúng ta trên toàn thế giới tin ăn việc cho và nhân súng là gì như một từ ác bên quan đến động vật hoang dã. Do đó, các doanh nhân khôn khéo ngày nay kinh doanh bằng hành chính và trung thực với các đối tác của họ ở đây và nước ngoài.

Như kinh Phật có nói những hành động nhỏ có thể mang lại những công trạng lớn. Những người như chúng ta nêu bác bỏ việc sử dụng súng là gì như một món đồ để trưng bày mà bản thân không chỉ giúp bảo vệ uy tín của Việt Nam, mà còn được công nhận như các nhà lãnh đạo cấp tiến. Cả thế giới đang dõi theo.



Nếu mua, tặng hoặc nhận súng là gì, bạn là tập phạm về động vật hoang dã.

Sự thoải thuận khiến công ty của quý vị gặp rủi ro.



Quý vị đang nhìn vào một xích cuối cùng trong một chuỗi các sự kiện bất hợp pháp. Một thỏa thuận được đồng đầu bằng súng là gì mang lại tiếng xấu cho tất cả những người tham gia, và cả các rác rưởi bên trong cho công ty của họ.

Đó chính là thỏa thuận đó những người quản lý yếu kém tiến hành, khất khao được xem như một phần của nhóm chấp bu, khi làm theo những người nước ngoài đồng ý nguyên tắc. Bằng cách trình bày bất chấp các tiêu chuẩn toàn cầu về bảo vệ động vật hoang dã, họ đang phải đối mặt với những rủi ro nghiêm trọng.


Những người tham gia đều dễ bị nguy hiểm. Uy tín của các nhà quản lý cấp cao sẽ tiêu vong khi các nhà doanh nghiệp hàng đầu Việt Nam bắt đầu các hành động này tại tầng của họ. Các công ty quốc tế sẽ phải đối mặt và phân ứng địa đối của người tiêu dùng nên các báo cáo về những hành động này bị rò rỉ và phát tán trong nước của họ.

Cả thế giới đang dõi theo.



Nếu mua, tặng hoặc nhận súng là gì, bạn là tập phạm về động vật hoang dã.

THE GIFT THAT SHAMES A NATION.




There are still people among us who are driven to try to buy respect with rhino horn. Others are equally willing to accept. This misplaced desire for status inspires revision, not respect, from the global business community that more and more Vietnamese businessmen wish to be part of.

At home and around the world there is a growing intolerance of the small percentage of Viet Nam's elite who disregard global standards of wildlife protection to fuel their lust to consume.


Fortunately our true Vietnamese leaders confidently reject this self-serving practice and, as we move into the era of international trade agreements, they are bringing worthy values from the 'Jade of SE Asia' to the world stage.

Think long and hard before poisoning your integrity with rhino horn. The world is watching.



If you buy, give or receive rhino horn you are a wildlife criminal.

PROTECT OUR REPUTATION.




It's time to decide if we're serious about joining the global business community.

The crude practice of trying to buy status and influence with rhino horn is despised by Viet Nam's progressive leaders. It is seen as a self-serving sign of weakness; an illegal transaction that inspires revision, not respect.


As Viet Nam joins the global trading community the reputation of our business elite is under scrutiny. Our counterparts around the world condemn the giving and receiving of rhino horn as a wildlife crime. Hence today's smart business people trade in the commodities of integrity and honesty with their partners here and overseas.

As Buddhist teaching says 'small gestures can result in great merits'. Those of us who reject the use of rhino horn as a bargaining chip are not just protecting Viet Nam's reputation; they will be recognised as transformational leaders. The world is watching.



If you buy, give or receive rhino horn you are a wildlife criminal.

THE DEAL THAT PUTS YOUR COMPANY AT RISK.




You are looking at the last link in an illegal chain. A deal sealed with rhino horn brings shame to all the participants, and potential problems for their companies.

It is a deal conducted by weak managers, desperate to be seen to be part of the elite group, with the compliance of foreigners operating without principles. By flagrantly disregarding global standards of wildlife protection they are running grave risks.

Everybody involved is vulnerable. The reputations of senior managers will be shattered when true Vietnamese business leaders learn of their disreputable actions.

International companies face a consumer backlash if reports of these practices are leaked and become public in their own countries.

The world is watching.



If you buy, give or receive rhino horn you are a wildlife criminal.

Q3: If yes, which ads did you look at and read? (tick all that apply) Tick (✓)

 <p>Món quà lâm nhục quốc tế</p> <p>Vấn có những người trong số chúng ta bị đưa vào thế phải cố gắng mua sự tôn trọng bằng sừng tê giác. Đồng thời, những người khác cũng sẵn sàng tiếp nhận thứ này.</p> <p>Sự khất vọng về địa vị đặt không đúng chỗ này chỉ gây ra một ác cảm, chứ không phải sự tôn trọng. Tôn trọng đồng nghiệp toàn cầu của chúng ta ngày càng nhiều doanh nhân Việt Nam mong muốn tham gia.</p> <p>Tại nước nhà và trên khắp thế giới, càng ngày càng khó khăn để cho một tỷ lệ nhỏ các nhân vật chấp bu người Việt bất chấp những tiêu chuẩn chuẩn của về bảo vệ động vật hoang dã nhằm thỏa mãn sự thèm muốn của họ trong việc tiêu thụ sừng tê giác.</p> <p>Mọi mặt thay, các nhà lãnh đạo thực thụ của Việt Nam đã đạt được to cho những hành động từ từ này khi chúng ta đang bước vào thời kỳ của các hiệp định thương mại quốc tế, họ đang mang đến sản phẩm thế giới những giá trị xứng đáng từ "hòn ngọc Đông Sơn".</p> <p>Hãy suy nghĩ thật kỹ trước khi đưa độc sự toàn vẹn của mình bằng sừng tê giác. Cả thế giới đang dõi theo.</p>  <p>Nếu mua, tặng hoặc nhận sừng tê giác, bạn là tội phạm về động vật hoang dã.</p>	 <p>Bảo vệ uy tín của chúng ta.</p> <p>Đây là lúc để quyết định liệu chúng ta có nghiêm túc về việc gia nhập cộng đồng doanh nghiệp thế giới hay không.</p> <p>Các nhà lãnh đạo tiên bộ của Việt Nam coi hành những hành vi thô bạo như cố gắng mua chuộc địa vị và ảnh hưởng bằng sừng tê giác. Điều này được xem như một dấu hiệu của sự yếu kém một giao dịch bất hợp pháp chỉ gây ra một ác cảm chứ không phải sự tôn trọng.</p> <p>Khi Việt Nam gia nhập cộng đồng thương mại quốc tế, uy tín của những nhân vật chấp bu trong giới doanh nhân của chúng ta sẽ bị giảm sút. Chỉ cần một dấu hiệu của chúng ta trên toàn thế giới làm việc cho và nhận sừng tê giác như một món đồ để thương lượng mua bán thì không chỉ giúp bảo vệ uy tín của Việt Nam, mà còn được công nhận như các nhà lãnh đạo cấp tiến. Cả thế giới đang dõi theo.</p>  <p>Nếu mua, tặng hoặc nhận sừng tê giác, bạn là tội phạm về động vật hoang dã.</p>	 <p>Sự thoải mái khiến công ty của quý vị gặp rủi ro.</p> <p>Quý vị đang nhìn vào mặt xích của vòng trong một chuỗi các sự kiện bất hợp pháp. Một thỏa thuận được đồng ý bằng sừng tê giác mang lại tiếng xấu cho tất cả những người tham gia, và cả các các rủi ro tiềm tàng cho công ty của họ.</p> <p>Đó chính là thỏa thuận do những người quản lý yếu kém tiến hành, nhất là khi được xem như một phần của nhân chấp bu, khi làm theo những người nước ngoài hoạt động vì nguyên tắc. Bằng cách tưởng tượng bất chấp các tiêu chuẩn toàn cầu về bảo vệ động vật hoang dã, họ đang phá vỡ một vòng tròn nghiêm trọng.</p> <p>Những người tham gia đều có bị nguy hiểm. Uy tín của các nhà quản lý cấp cao sẽ tiêu vong khi các nhà doanh nghiệp hàng đầu Việt Nam biết về các hành động này tại tiếng của họ. Các công ty quốc tế sẽ phải đối mặt với phản ứng dữ dội của người tiêu dùng nếu các báo cáo về những hành động này bị rò rỉ và phát tán trong nước của họ.</p> <p>Cả thế giới đang dõi theo.</p>  <p>Nếu mua, tặng hoặc nhận sừng tê giác, bạn là tội phạm về động vật hoang dã.</p>
 <p>THE GIFT THAT SHAMES A NATION.</p> <p>There are still people among us who are driven to try to buy respect with rhino horn. Others are equally willing to accept. This misplaced desire for status inspires revision, not respect, from the global business community that more and more Vietnamese businessmen wish to be part of.</p> <p>At home and around the world there is a growing intolerance of the small percentage of Viet Nam's elite who disregard global standards of wildlife protection to fuel their lust to consume.</p> <p>Fortunately our true Vietnamese leaders confidently reject this self-serving practice and, as we move into the era of international trade agreements, they are bringing worthy values from the 'Jade of SE Asia' to the world stage.</p> <p>Think long and hard before poisoning your integrity with rhino horn. The world is watching.</p>  <p>If you buy, give or receive rhino horn you are a wildlife criminal.</p>	 <p>PROTECT OUR REPUTATION.</p> <p>It's time to decide if we're serious about joining the global business community.</p> <p>The crude practice of trying to buy status and influence with rhino horn is despised by Viet Nam's progressive leaders. It is seen as a self-serving sign of weakness; an illegal transaction that inspires revision, not respect.</p> <p>As Viet Nam joins the global trading community the reputation of our business elite is under scrutiny. Our counterparts around the world condemn the giving and receiving of rhino horn as a wildlife crime. Hence today's smart business people trade in the commodities of integrity and honesty with their partners here and overseas.</p> <p>As Buddhist teaching says 'small gestures can result in great merits'. Those of us who reject the use of rhino horn as a bargaining chip are not just protecting Viet Nam's reputation; they will be recognised as transformational leaders. The world is watching.</p>  <p>If you buy, give or receive rhino horn you are a wildlife criminal.</p>	 <p>THE DEAL THAT PUTS YOUR COMPANY AT RISK.</p> <p>You are looking at the last link in an illegal chain. A deal sealed with rhino horn brings shame to all the participants, and potential problems for their companies.</p> <p>It is a deal conducted by weak managers, desperate to be seen to be part of the elite group, with the compliance of foreigners operating without principles. By flagrantly disregarding global standards of wildlife protection they are running grave risks.</p> <p>Everybody involved is vulnerable. The reputations of senior managers will be shattered when true Vietnamese business leaders learn of their disreputable actions. International companies face a consumer backlash if reports of these practices are leaked and become public in their own countries.</p> <p>The world is watching.</p>  <p>If you buy, give or receive rhino horn you are a wildlife criminal.</p>

Please take a look at the following ad and then answer the questions below in relation to this ad by using the following 5-point scale (**each participant sees 1 of 3 possible ads**):

- 1 'strongly disagree'
- 2 'slightly disagree'
- 3 'neither agree or disagree'
- 4 'slightly agree'
- 5 'strongly agree'

Q4: This ad is relevant to me or the people I do business with

Q5: This ad shows a situation that is believable

Q6: I agree with the messages in this ad

Q6: The ad makes me feel uncomfortable in relation to the situation depicted

Q7: The people in the ad should be worried about the impact on their reputation

Q8: Seeing this ad makes me likely to talk to someone else about it

Q9: This ad makes me feel more concerned about accepting or consuming rhino horn

Q10: Seeing this ad makes me feel more concerned about increased media attention to rhino horn consumption

Q11: Seeing this ad makes me less likely to accept or consume rhino horn in the future

Additional questions:

Q12: Do you know anyone who used to consume rhino horn in the past but no longer participates in rhino horn consumption? (Yes/No)

Q13: Are the people you socialize with in business able to afford genuine wild rhino horn? (Yes/No)

Q14: From what you know about rhino horn, is it easy to obtain? (Yes/No)

The questionnaire responses will be evaluated in line with the 4 groups of questions posed:

1. What percentage of the target audience did the ad reach?
2. What degree of engagement did the audience have with the ad?
3. Was the ad relevant to the target audience?
4. Did the ad produced the desired emotional response and/or behavioural intention?



The results of the evaluation will be published on the Breaking The Brand website and will also be directly shared with the other agencies active in Viet Nam. We hope that this evaluation will contribute to the design of future demand reduction campaigns run by other agencies and will also be useful to the developing interest that CITES has expressed in demand reduction strategies and campaigns.

Appendix A: Request for Informal Interview

Breaking The Brand needs your support to get to the right demographic group. It is critically important that we don't elicit information from people who can't actually afford genuine rhino horn. When this happens it means that the information collected isn't actually relevant in analysing the responses to the current campaigns or using the information collected to design future campaigns.

To get a sufficiently large sample of the target group will require that BTB is bridged in to the right demographic; this is where we request your support. We appreciate that this is a very sensitive subject area and want to assure both you and your contact that:

1. No personal information will be collected as part of the qualitative or quantitative surveys.
2. In volunteering for the interviews, this in no way indicated that the interviewee is a rhino horn user, simply that they were part of the demographic group that could afford genuine rhino horn
3. Even though the company supported the interviews, the evaluation would not formally be linked to the company if this is not desired

If you would be willing to bridge Breaking The Brand to survey participants, below outlines how we may be introduced

Draft Email:

Dear...

I wonder if I can ask for your support for an organisation I would like to help.

This organisation, Breaking The Brand, has been doing demand reduction campaigns for rhino horn in Viet Nam since 2014. They are currently running their forth campaign in the business press and they would like to get high-quality feedback on their campaigns from people in the right demographic group to find out if the campaigns resonate and if the messages are effective.

To do this, they would like to talk to people who can afford to buy rhino horn. Please understand by agreeing to be part of the survey this in no way indicates that the survey participant is a rhino horn user, simply that they are part of the demographic group that can afford genuine rhino horn from a wealth perspective. My understanding is that a high percentage of what is sold in Viet Nam is fake rhino horn and Breaking The Brand doesn't want to survey people who cannot afford genuine rhino horn.

I have been supporting their work and would like to help them find the right people to interview. Getting direct insights on what type of demand reduction messages are most suitable would immensely contribute to evolving their campaigns and also helping other organisations in designing demand reduction campaigns.

I wondered if you would be willing to be interviewed for 20-30min by Dr Lynn Johnson, the founder of Breaking The Brand when she is in Hanoi and HCMC later this year or alternatively if you would be willing to participate in a short, anonymous online questionnaire?

I would be very grateful if you could support their efforts. Please let me know if you would be willing to help.

Thank you so much for your consideration.