



Demand reduction: a comparative difference to education and awareness-raising

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Breaking The Brand (to stop the demand)



Who Are The Key Users? - Wealthy elite males



Demand reduction starts with the users of the product – this wealthy Vietnamese male user is driving the current rhino poaching crisis

- Group values rarity and expense, not perceived medical properties.
- Acquiring rare produce associated with money, power, prestige 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.
- Historically people have developed an **interdependent self-concept** vs. independent self-concept and, as a result, you can't put personal preferences before group objective – loss of face - peer group pressure

Who Are The Key Current Users Of Rhino Horn?



- Interviews undertaken with rhino horn users in Hanoi and Ho Chi Minh City
- Wealthy, elite men who can afford to buy this ‘luxury product’ (\$65,000/kg)
- At the time of the interviews it was estimated that there were between 10,000 – 20,000 users
- Most people can not afford, the average wage in Viet Nam is less than US\$300/month
- Most users live in wealthy suburbs in key urban areas of major cities Hanoi, Ho chi Minh, Da Nang

What would make the users stop using rhino horn?

- If we do want to change the desire of this group to purchase rhino horn, we must deliver messages in a way that resonates with them
- We did not interview one user who was intrinsically motivated to change, one even stated “I will happily buy the last rhino horn”

What **can't** be used:

- Media celebrities – users stated “They are for kids”, “They can be paid to say anything”
- Health messages – users not interested
- Fingernail/hair – users not interested
- Law enforcement messages - users not worried about prosecution, feel above the law
- Conservation messages – no empathy to rhino or poaching crisis
- Can't apply pressure via wife's or children, they have insufficient status with user group

What **can** be used:

The users identified **only two** things that would stop them using rhino horn:

- If there was a risk to their reputation – **status anxiety**
- If there was a risk to their health – **health anxiety**

these are the only reasons they would stop

WOULD YOU WANT YOUR CHILD TO GROW UP AS AN ORPHAN?
A RHINO MOTHER WOULD NOT! SAY NO TO RHINO HORN

BẠN CÓ MUỐN CON MÌNH TRỞ THÀNH TRÉ MỒ CÔI?
TÈ Giác Mệ Thì Không!
NÓI KHÔNG VỚI SỪNG TÈ GIÁC.

env
The Endangered Wildlife Foundation

WHAT DOES A WILDLIFE CRIMINAL LOOK LIKE?

RHINO HORN IS MADE OF THE SAME STUFF AS HUMAN NAILS. STILL WANT SOME?

NOTHING WE DO WILL EVER BRING THEM BACK.

IMAGINE
RHINO
BIG 5 - RHINO = BIG 4

I AM NOT MEDICINE

At least one rhino is killed every day due to the mistaken belief that rhino horns can cure cancer and hangovers.

Find out what you can do to stop wildlife crime.

STOP WILDLIFE CRIME
IT'S OUR RESPONSIBILITY

THE DEAL THAT PUTS YOUR COMPANY AT RISK.

RHINO HORN CAN POISON A BUSINESS RELATIONSHIP

The rhino horn you give to a potential business partner will quite possibly poison him.

More and more rhino horns are being sold with poisonous organs to stop the illegal trade. So try to impress one day, next to say he has become nauseous and diarrhoea.

Worse still, it may not be immediately. But over time, it consumes more of your body and start to lose ability.

It's not worth ruining a...

THE GIFT THAT SHAKES A NATION.

Would you kill somebody for their hair?

WWF

RHINO HORN HAS NOTHING YOUR OWN NAILS DON'T HAVE.

Keratin. That's all rhino horn is. No different or more a medical remedy than your finger nails. So with a dwindling rhino population, why kill off one of our planet's greatest species for no reason?

Dr Richard Brisson

WILDAID
AMERICAN WILDLIFE FOUNDATION

GAIN PROSPERITY THROUGH INNER STRENGTH (INVITE HARDSHIP USING RHINO HORN)

The success of any man is the result of hard work and strong will. They know prosperity comes from their own effort, not from a piece of horn.

Chi
SUC TAI CHI

CHARACTER COMES FROM WITHIN

"A successful businessman relies on his will and strength of mind. Success comes from opportunities you create, not from a piece of horn."

Chi
SUC TAI CHI

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 ignores revolution, 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.

Take a moment: Which of these make you think about a risk to your **reputation** or your **health**?



These adverts highlight:

- Rhinos are being killed
- Rhinos are being orphaned
- Rhinos will become extinct
- Rhinos need my help

They are targeted at the general population about the issue of rhino poaching

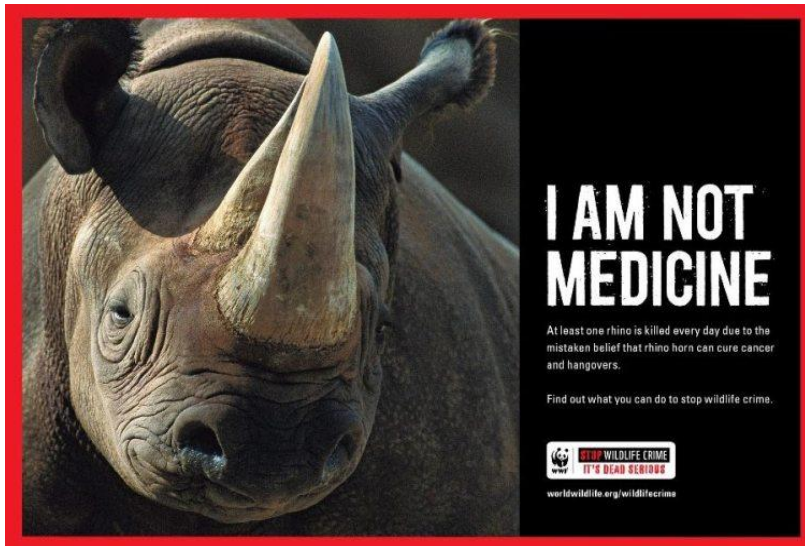
These adverts:

- **Do not** trigger reputation anxiety
- **Do not** trigger health anxiety

Are not targeted to rhino horn users and what they care about

= **Awareness-Raising Campaigns**





These adverts highlight:

- Rhino horn has no medicinal properties
- Rhino horn is made out of the same thing as finger nails

They educate people about rhino horn.

These adverts:

- **Do not** trigger reputation anxiety
- **Do not** trigger health anxiety

Are not targeted to rhino horn users and what they care about

= Education campaigns



PROTECT OUR REPUTATION.

RHINO HORN CAN POISON A BUSINESS RELATIONSHIP

WHAT DOES A WILDLIFE CRIMINAL LOOK LIKE?

THE GIFT THAT SHAMES A NATION.

THE DEAL THAT PUTS YOUR COMPANY AT RISK.

THANKS TO YOU HIS LUCK RAN OUT

MAYBE YOURS WILL TOO

The rhino horn you give to a potential business partner will quite possibly poison him.

More and more rhino horn is being injected with poisonous organophosphates to stop the illegal trade. So the person you try to impress one day, may ring you the next to say he has become very sick with nausea and diarrhoea.

Worse still, it may not affect him immediately. But over time, as he consumes more of your rhino horn, the poison will slowly move through his body and start to affect his cognitive ability.

It's not worth ruining a business relationship with a poisoned rhino horn.

RHINO

A rhino lost his life because you wanted to make a gift to a business associate. Now it is more likely that the rhino's bad luck will rub off on you and him.

In both Africa and Asia they are serious about protecting rhinoceroses from extinction so the horns are being infused with toxins while on the live animal.

The horn will poison anyone who takes it. Organophosphates are neurotoxins that will cause nausea and diarrhoea; ectoparasiticides can increase the risk of certain cancers; some horn is also infused with radioactive tracers.

This is a joyous time of year when we should be bringing good luck to others. But giving rhino horn can only ruin health and relationships. The bad luck will linger.

RHINO Using rhino horn may cause your luck to run out.

These adverts highlight what the users of rhino horn care about, their reputation and/or their health

These are targeted to the people actually using rhino horn, not the general public

= Demand reduction

Breaking The Brand Pilot and 2nd Campaign



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Using rhino horn may cause your luck to run out.


This makes me think about my **health and reputation.**

- Horn could be poisoned:
 - Risks my health and
 - Risks health of people I give horn to
- Which would damage my reputation

= Demand reduction



Breaking The Brand Campaign 3 – Wildlife Criminal




Who do you see? A businessman cementing a deal or a man desperate to impress who has become the last link in an illegal chain?

Worldwide public opinion is becoming focused on the Vietnamese elite and asking: Who are the real wildlife criminals? If your reputation is damaged because you are known to use rhino horn, it may impact opportunities for you in the future.

Any recently bought rhino horn given as a business gift will almost certainly have come from a rhinoceros that was killed illegally. To date the focus has been on the poachers and criminal syndicates who traffic the horn. But now more and more people are scrutinising the buyers.

All this illegal activity and wildlife destruction is driven by the act of purchasing rhino horn. Together with poachers and traffickers, users of rhino horn must see themselves for what they are.




*If you buy rhino horn
you are a wildlife criminal.*

This makes me think about my **reputation**:

- I am a criminal if I use rhino horn
- Being known to use rhino horn will damage my reputation
- The world is scrutinizing me and my peer group – the people who buy rhino horn

= Demand reduction

Breaking The Brand Campaign 4 – The World is Watching




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 revulsion, 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.



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THE GIFT THAT SHAMES A NATION.


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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.

This makes me think about my **reputation**:

- Protect my reputation and refuse horn
- I'll put myself and/ or my company at risk if I use/accept rhino horn

= Demand reduction

To Be Considered A Demand Reduction Campaign (according to Breaking The Brand)

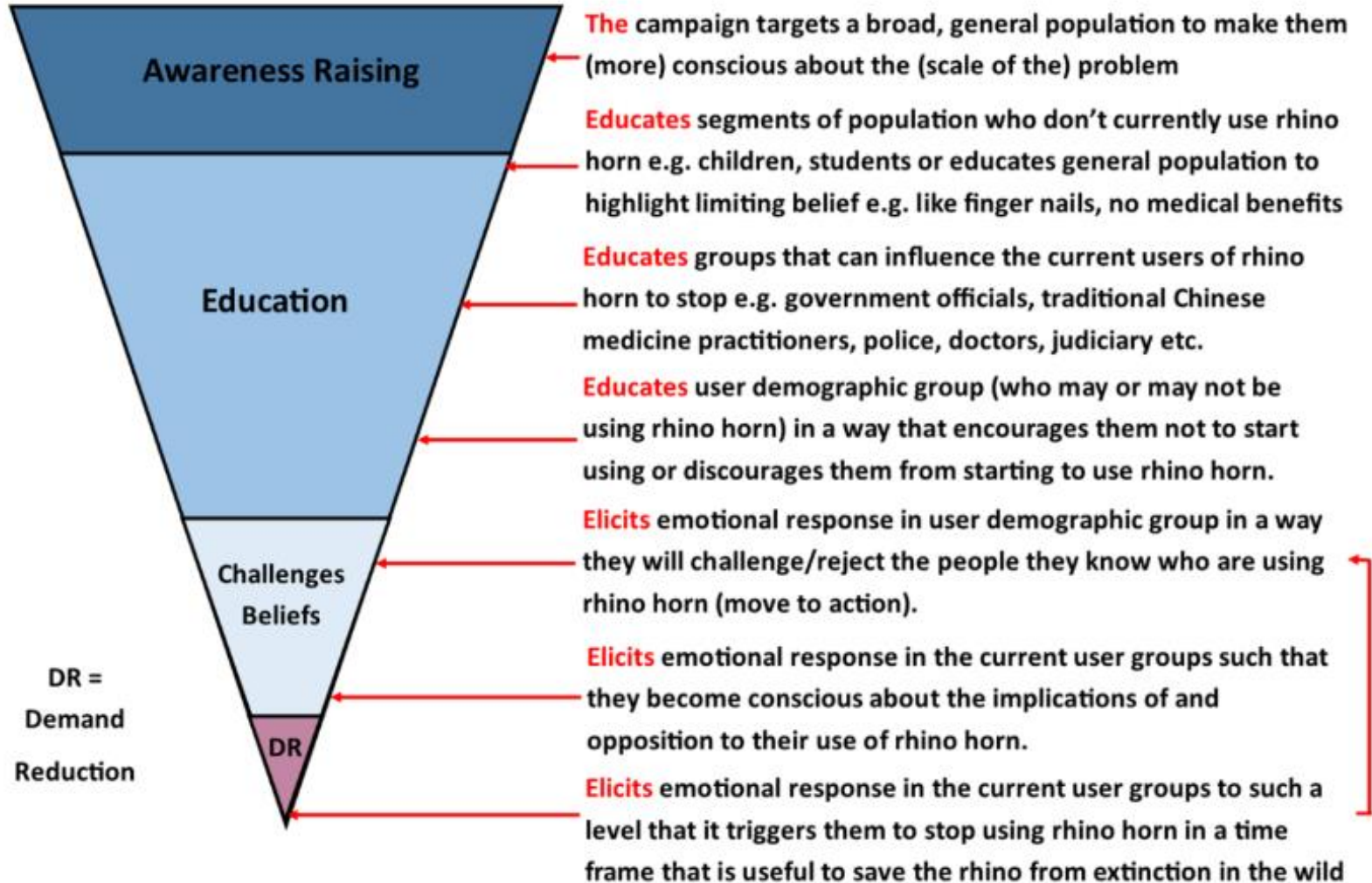
- Campaign must be targeted to the people whose behaviour is the root cause of the rhino poaching problem

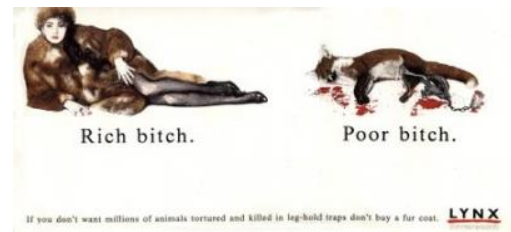
To reduce demand, you must target those creating the demand

- Campaign must illicit an immediate emotional response in a person who is driving the demand
- Campaign must be focussed on something the person creating the demand cares about

Breaking The Brand Demand Reduction Model

Basic Test to Differentiate Demand Reduction from Awareness Raising and Education





Lynx (now Respect for Animals) anti-fur campaign of 1980s

- Something that was supposed to be glamorous was now unpleasant
- Fur coats became something to be ashamed of, not admired
- Fur stopped being used in fashion – use of fur plummeted
- Women who could afford fur coats were conscious of social standing – cared about how they were perceived

Triggered an immediate emotional response in those who wore fur coats

= Demand reduction