

Lessons learned from the Chi campaign

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Agenda

- Summary of the Chi campaign
- Achievements and challenges
- Lessons learned



Elevator pitch

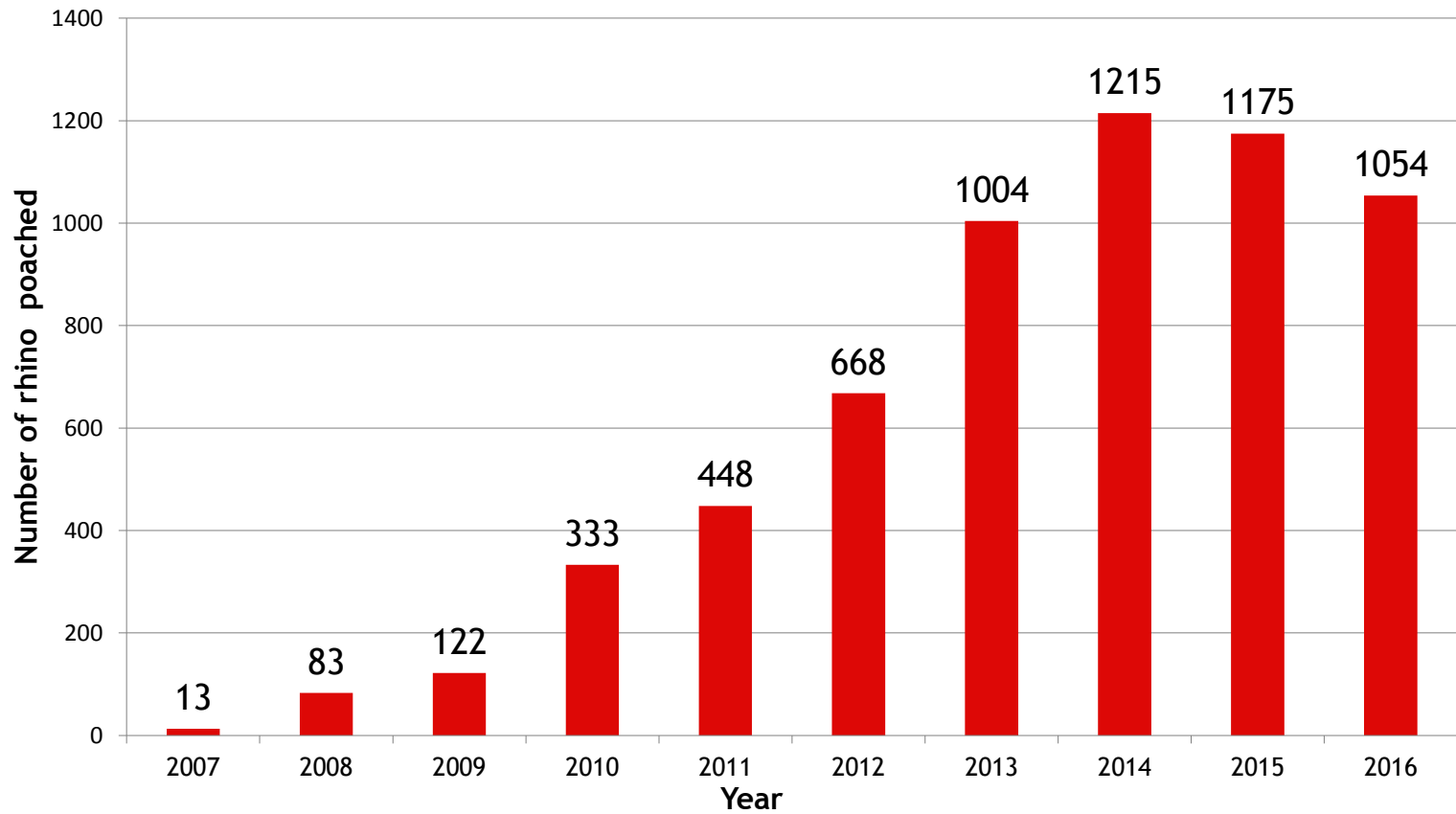


Ref: Save the Rhino



Rhino poaching

Recorded number of rhinos poached in South Africa



Demand from Vietnam

- *Successful businessmen, status symbol*
- *Intenders – intend to use rhino horn*
- *Older women – traditional medicinal value*



Chi campaign

- Partnership between TRAFFIC, SRI and PSI
- The IWT Challenge fund awarded the project £289,075 in 2014
- SRI contributed £45,532
- Title: Reducing rhino horn demand through behaviour change in Vietnam
- Outcome:
- By May 2016, demand for rhino horn reduced by 25% in two consumer groups in Vietnam through evidence-based behaviour-change, demonstrating best practice, for replication and contributing to rhino conservation.



Campaign conception

Partnered with a social marketing agency

Several creative agencies pitched creative concepts

Chi is a common Vietnamese concept that a person's internal 'will' is a source of strength, success and power.

Pre-testing creative concepts involved small focus groups with businessmen, representative of the consumer archetype Mr L

Developed a campaign plan





“ BE AWARE ”



“ Wise men know the truth. They use natural means to keep their body free of toxins. Vitality comes from lifestyle, not from a piece of horn. ”



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 "



**MASCULINITY
COMES FROM WITHIN**

"A man's allure and charisma come from within, not from a piece of horn."





**SPIRITUALITY
COMES FROM WITHIN**



" Good luck comes in many forms. Health. Success. Respect. The lucky man knows that the tallest towers rise from the ground not from a piece of horn. "

Campaign launch on World Rhino Day 2015





HÃY CẢNHẬN!

Đừng xem hiểm luôn biết đâu là sự thật. Hãy biết cách
thể theo cách tự nhiên tốt nhất. Sức khỏe của bạn
không đến từ một mảnh sừng!



Website

suctaichi.com

Chi
SỨC TÀI CHI

TRANG CHỦ THƯ VIỆN CHI CHI VÀ BẠN SỰ KIỆN CHI THÔNG TIN

BẢN LĨNH TỪ CHÍNH MÌNH

" Một doanh nhân thành công biết sức mạnh của mình nằm ở ý chí và tài lược. Thành công đến từ những cơ hội do chính họ tạo ra, không đến từ một mảnh sừng "

Chi & bạn

Khương

Tôi vẫn nhớ mấy chiến quảng cáo của chương trình này trên phố Xi Đán. Tôi bị thu hút ngay vì nó trông khác hẳn những biển quảng cáo khác mà tôi từng thấy. Nhất là vì nó có màu đỏ và hình ảnh hai người dẫn ông dẫn đi tương. Lúc đầu tôi tưởng nó là quảng cáo phim nhưng dẫn họ đi dạo xong, tôi mới biết nó về sự tự tin. Bản ông có "lời" không

Thư viện Chi

Nơi nào cỏ y chí, nơi đó có con đường

NƠI MÀO CỎ Y CHỈ
★ NƠI ĐÓNG CỎ ĐƯỜNG
UNSTOPPABLE



Reaching business class passengers



OPEN



FOLD



BACK



FRONT



Ambassadors



Events



Collaborated with partners



Worked with a wide range of partners

- It is important that the campaign messages were delivered from trusted sources and influential people, people Mr L would look up to:-
- Successful Vietnamese businessmen
- Umbrella business groups
- Medical professionals
- Champions within the Vietnamese government
- Media



Monitoring and evaluation

- Continuous monitoring and evaluation of effectiveness of campaign activities
- Adaptive management – several campaign activities based on M&E results
 - *Invested in AdWords to improve performance of website*
 - *Adapted wording on materials*
 - *Made the CSR guide cover all illegal wildlife*
 - *Adapted images*
- Baseline and repeat consumer survey



Project achievements



- Far exceed the target four events (approx. 20)
- Established very strong partnerships with 25 influential partners including:
 - *Vietnamese Chamber of Commerce and Industry*
 - *Central Committee of Propaganda and Education*
 - *the Ministry of Health (MOH)*
 - *Ministry of Agriculture and Rural development (MARD) which houses the CITES MA*
 - *Influential business leaders*



- The Chi campaign had an enormous reach in 15 months:-
 - *2 million members of the target group directly*
 - *5 million members of the general public indirectly*
- The Chi campaign has been incorporated into Vietnamese company CSR policies
- The project has contributed to developing a model approach for demand reduction that can be replicated.



- We have seen a positive change in attitude against using rhino horn amongst surveyed participants
- there has been an increase in the target consumer archetype recommending their peers not to consume rhino horn (48% in 2014 to 64% in 2016)
- We have seen a shift in the behaviour of key consumer groups against the 2014 baseline



- The project was presented at CITES CoP17, the IUCN African Rhino Specialist Group and a behaviour change conference held in Hong Kong
- The project was able to leverage additional funding of £467,691
- Further funding has been secured for a second phase of Chi.



Lessons learned



Team management

- Ensure there are good induction plans if any changes of staff during the project
- Get advice before signing / creating any contracts with third parties
- Do a risk assessment plan for things going wrong both internal and external
- Discuss reporting expectations at kick-off meeting
 - *Set up financial monitoring and reporting template for third parties to feed into*
 - *Get them to complete this early on in order to iron out any problems*



- Project steering committee should hold monthly status meetings
- Hold at least one face to face meeting each year if you are not in one location
- Involve your Communication Manager early to help with external communications about the project



Behaviour change

- Substantial consumer behaviour change takes a long time
 - consider who your audience is i.e. are they especially resistant to changing behaviours
- Ensure you have built in sufficient time for things to go wrong / take longer
- Ensure your indicators are realistic in the timeframe



Partnerships

- Working with government officials often takes longer than you expect
- Establishing the partnership is resource intensive and very often requires a lot of time from senior staff
- Partnerships extended the reach of the campaign substantially
- Technical Experts Group – unrealistic to get lots of face to face meetings / be pragmatic about how much of their time you will realistically be able to access



M&E

- Monitoring and evaluation for each campaign activity was so important, the campaign changed quite substantially from the initial plan
- Plan who will do the baseline and repeat survey at the start and what methodology will be used
- Consider annual surveys to evaluate the impact of the whole campaign



Any questions

