



USAID
FROM THE AMERICAN PEOPLE

DIGITAL DETERRENCE CAMPAIGN IN THAILAND

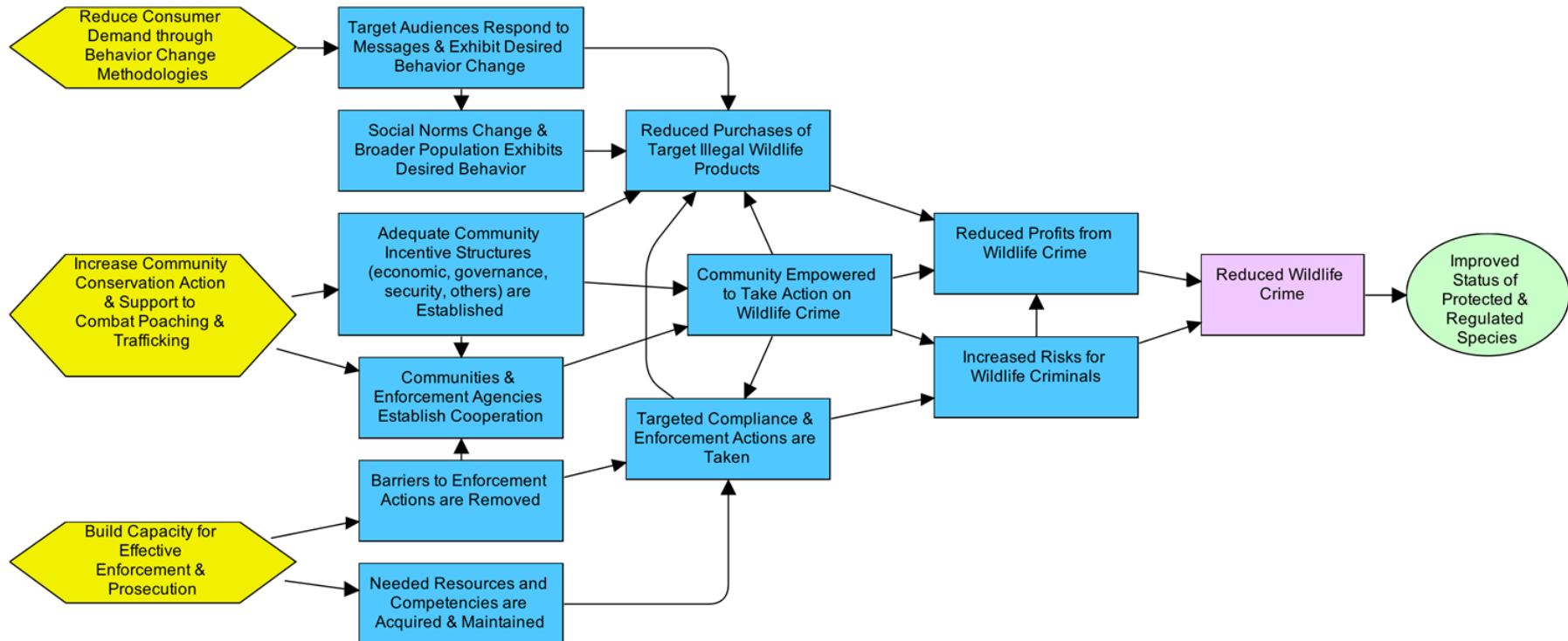
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USAID Wildlife Asia

DIGITAL APPROACHES TO DEMAND REDUCTION

Webinar for USAID Combating Wildlife Trafficking Learning Group

May 23, 2019

CWT THEORY OF CHANGE



CWT LEARNING AGENDA QUESTIONS:

Reduce Consumer Demand through Behavior Change Methodologies

Guiding question: What does effective demand reduction look like?

- What is the effect of reducing supply of illegal wildlife products as a consumer demand reduction strategy?
- What are the most appropriate metrics and methodologies for monitoring demand reduction activities, especially the link between attitudes and behavior change?
- Are certain messaging strategies more effective than others (i.e., positive messaging, messaging with enforcement information, etc.)?

TODAY'S SPEAKERS

Nora De Guzman
USAID Wildlife Asia



Sunny Patel
Trends Digital



David Garcia Cumplido
Trends Digital



USAID WILDLIFE ASIA

Objective 1

Reduce consumer demand through social and behavior change communication (SBCC)



Objective 4

Improving regional action to reduce wildlife crime in ASEAN and China



Objective 2

Strengthen Regional Law Enforcement Capacity and Coordination



Objective 3

Increase commitment to addressing CWT (Legislation, Environmental Jurisprudence)



Project Duration: 2016-2021

PRIME: RTI

SUB-CONTRACTORS:

FHI 360

IFAW

Freeland

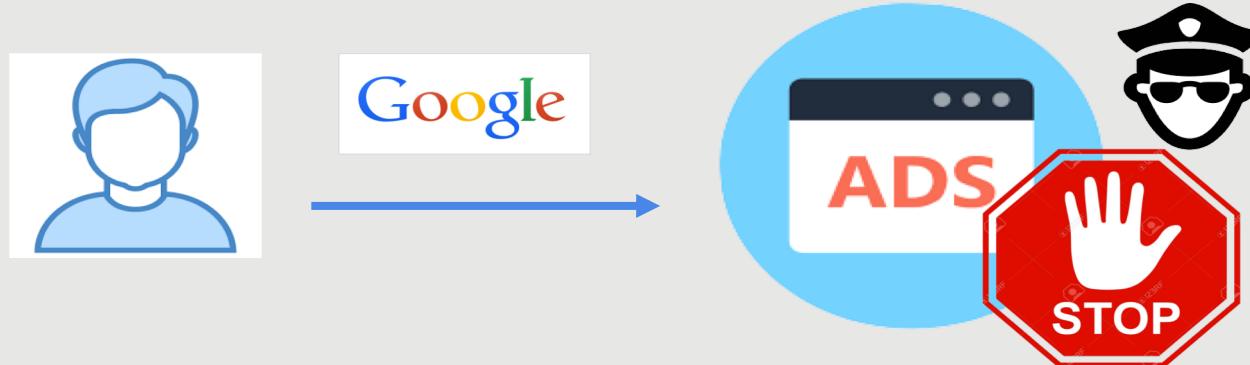
TRAFFIC

CCN

Project Office: Bangkok, Thailand

DIGITAL DETERRENCE CAMPAIGN — Thailand:

- Thailand consumer research (USAID Wildlife Asia 2018) revealed consumers go online to seek information and/or purchase wildlife products
- Innovative pilot digital marketing campaign to deter purchase of illegal wildlife products among potential online buyers using google.
- Google deterrence ads to increase perception of risk among those who go online with a sense of comfort and anonymity.
- Ads create a hostile, uncomfortable, “risky” online trading environment to prevent potential buyers from pursuing their purchase.



DIGITAL DETERRENCE CAMPAIGN:

- Partnership with Department of National Parks, Wildlife and Plant Conservation (DNP), Thailand.
- In 4 languages (Thai, English, Chinese, Vietnamese) using 4 message concepts.
- Digital analytics to monitor results and trackers.
- Implemented from August 4, 2018 to March 15, 2019.



HOW IT WORKS

The diagram illustrates the workflow for a user searching for "buy tiger amulet in thailand". A downward arrow points from the search bar to a box labeled "Select keyword list triggers serving of one of our Deterrence Search Ads". Another arrow points from this box to a Google search results page. On the search results page, a purple link titled "Buying Wildlife Amulets? | Can you Afford The New Fines?" leads to the landing page shown in the adjacent box.

buy tiger amulet in thailand

buy tiger amulet in thailand - Google Search

Select keyword list triggers serving of one of our Deterrence Search Ads

Google

buy tiger amulet

All Images Videos News Maps More Settings Tools

About 5,580,000 results (0.51 seconds)

Buying Wildlife Amulets? | Can you Afford The New Fines?
Ad www.illegalwildlifetrade.info/en ▾
Many Ivory and Tiger Amulets Are Illegal. Undercover Officers Are Online. It is forbidden to import or bring the products out of Thailand.

If a user clicks,
s/he goes to
landing page

Here we track events,
such as clicks to learn
more, call hotline or
sending a message to
DNP

illegalwildlifetrade.info/en &
/th

The landing page has a "WARNING!" header. It states that users are being monitored for illegal wildlife trade. It includes sections on why monitoring is happening, controlled items (like tiger bones), and a "View controlled items: Find out more" button. It also features a "This is wrong, I want to help" section with a "Call our hotline 1362" and "Send us a message" button. The page is footered with USAID and other logos.

WARNING!

THE CONTENT YOU ARE READING FOR AND ARE PROMOTED BY
Government authorities across South East Asia are now
monitoring the online trade in illegal wildlife. You may not
buy, sell or trade illegal wildlife parts or products in this
country.

Why am I being monitored?

It is a CRIME to buy protected wildlife and wildlife products under Thai law.
Enforcement agencies are monitoring the illegal online trade of protected species.

I. Buyers can only buy legal items from the certified areas from Department of National
Parks, Wildlife and Plant Conservation.
Buyers who are buying items from these areas should have confirmation to verify that the item is
legal.
Buyers who own ivory products must register these products with Department of National Parks, Wildlife and Plant Conservation.
It is illegal to import or bring the products out of Thailand.

Protected wildlife products may include common amulets, jewelry and
decorative items

View controlled items: Find out more

This is wrong, I want to help

Have you been offered illegal wildlife, or wildlife parts or products? Have you
seen illegal wildlife, or wildlife parts or products? Reporting illegal
trade helps protect legal trade

Call our hotline 1362 **Send us a message**

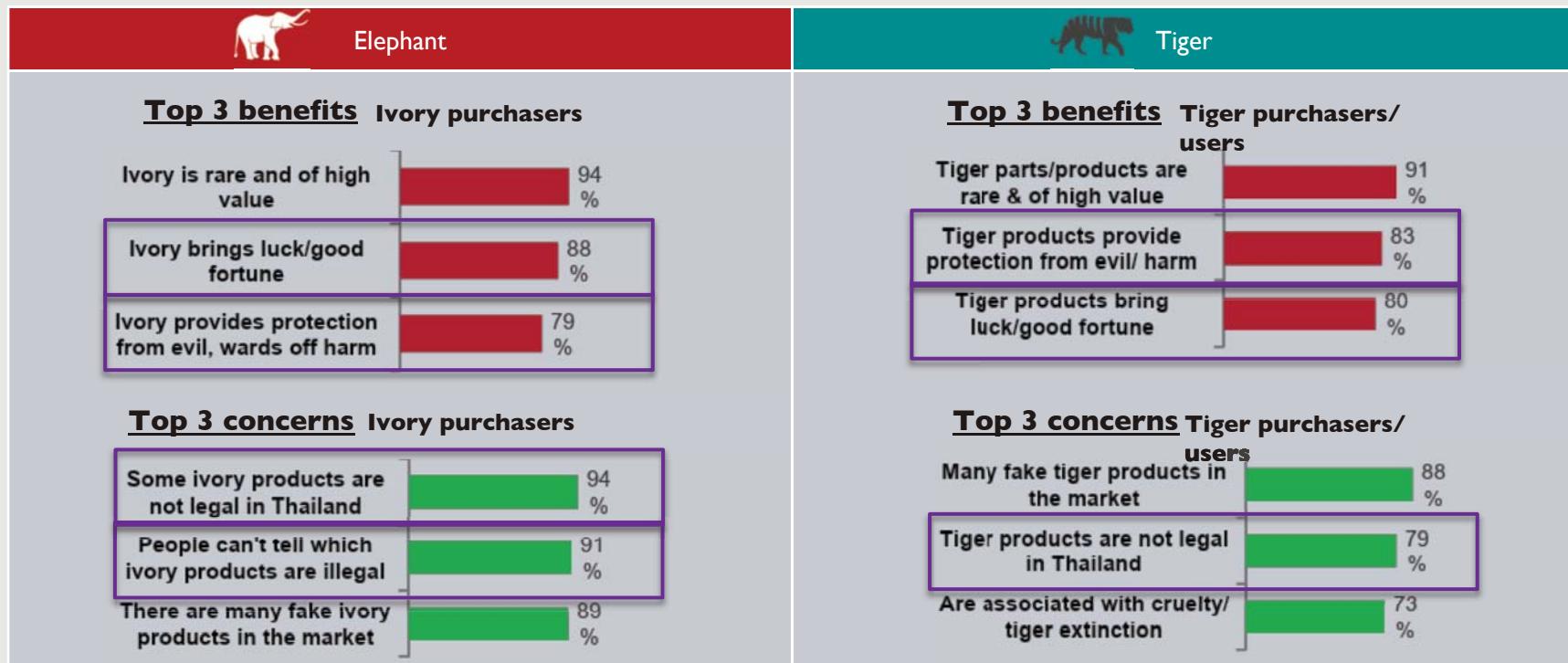
USAID



GOOGLE ADS USED DATA ON PURCHASE DRIVERS & CONCERNS:

THAILAND CONSUMER RESEARCH, USAID WILDLIFE ASIA 2018

Among those who bought parts and/or products in the past 3 years



CAMPAIGN FORMAT:

- 4 key Message Concepts with corresponding Google ads
 - Concept 1: “Searching for you”
 - Concept 2: “Searching for Bad Luck”
 - Concept 3: “Can you Afford the Fines”
 - Concept 4: “Official Alert”
- Each concept executed in 4 languages: Thai, English, Chinese and Vietnamese.
- All 4 key species – Elephant (Ivory), Pangolin, Rhino and Tiger targeted using Paid Google search ads and Search Engine Optimization (SEO)

CREATIVE CONCEPT I.

Searching for You

32 VERSIONS:

- 4 x Languages
- 4 x Species

Searching For Illegal Ivory? - Then We're
Searching For You

Ad www.illegalwildlifetrade.info

Trade In Trafficked Ivory Is Illegal. Undercover
Officers Are Online.

Searching For Tiger Products? - Then We're
Searching For You

Ad www.illegalwildlifetrade.info

Tiger Trade Is Illegal. Undercover Officers Are
Online.

Searching For Pangolin? - Then We're
Searching For You

Ad www.illegalwildlifetrade.info

Pangolin Trade Is Illegal. Undercover Officers Are
Online.

Searching For Rhino Products? - Then
We're Searching For You

Ad www.stopillegalwildlifetrade.org

Trade In Rhino Parts or Products Is Illegal.
Undercover Officers Are Online.

Searching For Rhino Products? - Then
We're Searching For You

Ad www.illegalwildlifetrade.info

Trade In Rhino Parts or Products Is Illegal.
Undercover Officers Are Online.

CREATIVE CONCEPT 2.

Searching for Bad Luck

24 VERSIONS:

- 4 x Languages
- 3 x Species

Buying Amulets? - Don't Buy Bad Luck
Ad www.stopillegalwildlifetrade.org

Tiger Amulets Are Illegal. Undercover Officers Are Online.

Buying Amulets? - Don't Buy Bad Luck
Ad www.stopillegalwildlifetrade.org

Many Ivory Amulets Are Illegal. Undercover Officers Are Online.

Buying Wildlife Amulets? - Don't Buy Bad Karma
Ad www.stopillegalwildlifetrade.org

Many Elephant Amulets Are Now Illegal.
Undercover Officers Are Online.

CREATIVE CONCEPT 3.

Can you Afford the Fines

16 VERSIONS:

- 4 x Languages
- 2 x Species

Buying Wildlife Amulets? - Can You Afford
The New Fines?

Ad www.stopillegalwildlifetrade.org

Many Ivory and Tiger Amulets Are Illegal.
Undercover Officers Are Online.

Buying Wildlife Amulets? - Can You Afford
The New Fines?

Ad www.stopillegalwildlifetrade.org

Many Elephant and Tiger Amulets Are Illegal.
Undercover Officers Are Online.

CREATIVE CONCEPT 4.

Official Alert

16 VERSIONS:

- 4 x Languages
- 1 x Species Version

OFFICIAL ALERT - You Are Being
Monitored
Ad www.stopillegalwildlifetrade.org

OFFICIAL WARNING from Thai Authorities, Your
Search Has Triggered An Alert.

คำเตือน - การค้นหานี้เข้าข่ายผิดกฎหมาย
โฆษณา www.illegalwildlifetrade.com

เจ้าหน้าที่จะตรวจสอบการซื้อขายของคุณ เพราะเข้าข่าย
ละเมิดกฎหมายซื้อขายสัตว์ป่า

[TRANSLATION] *Warning* your search may
violate wildlife law. The authority is now
investigating your activity as buying wildlife
products are considered illegal.

RESULTS:

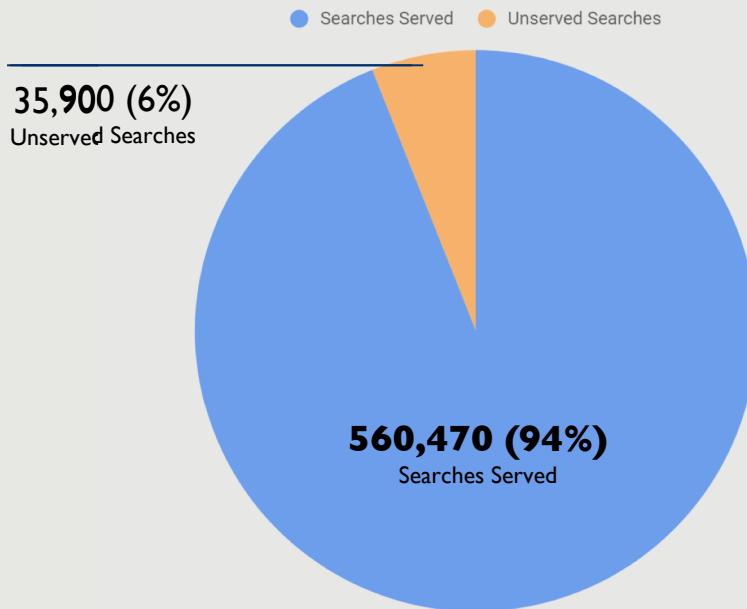
AUGUST 4, 2018 TO MARCH 15, 2019 (223 DAYS)

- In Thailand Google Search is the dominating search platform with **+99% share**.
- Geolocation was **limited to Thailand** with English, Thai, Chinese and Vietnamese languages (incl. of search terms & served ads).
- We tracked **596,370** keyword searches in Google, with searches being larger than expected for the period (avg. ~2.6K day).
- Thai was the predominant language used at **89%**.
- Executed in multiple stages with learnings, adjustments & optimizations resulting in a scalable & cost-effective digital campaign model.
- Mobile platform mainly used among tracked searches.

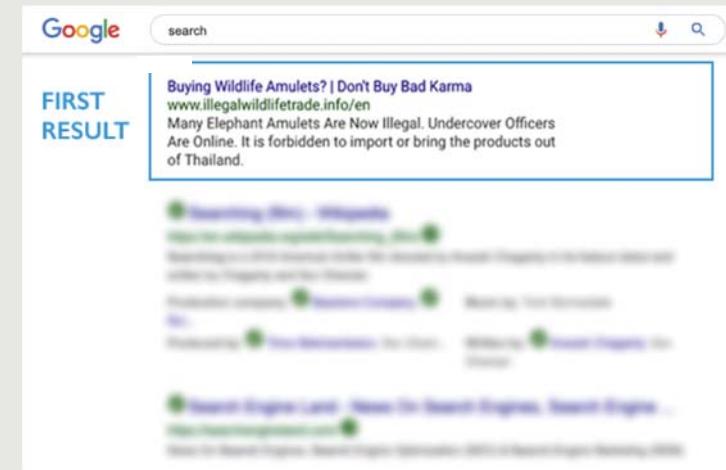


RESULTS

- Total of 596,370 keyword searches in Google tracked, of which 560,470 searches were served the Google deterrence ads (94% of total search share).



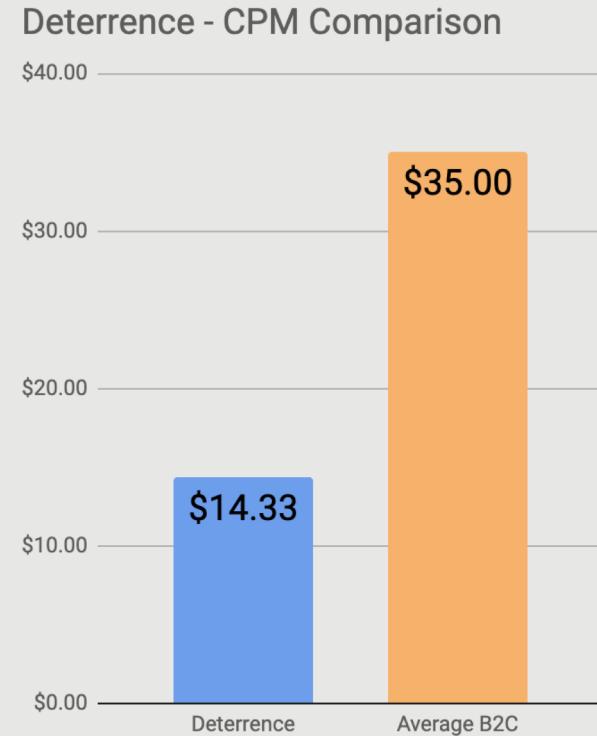
- With high search share we owned and ranked on **first position** on average, resulting in high visibility



RESULTS

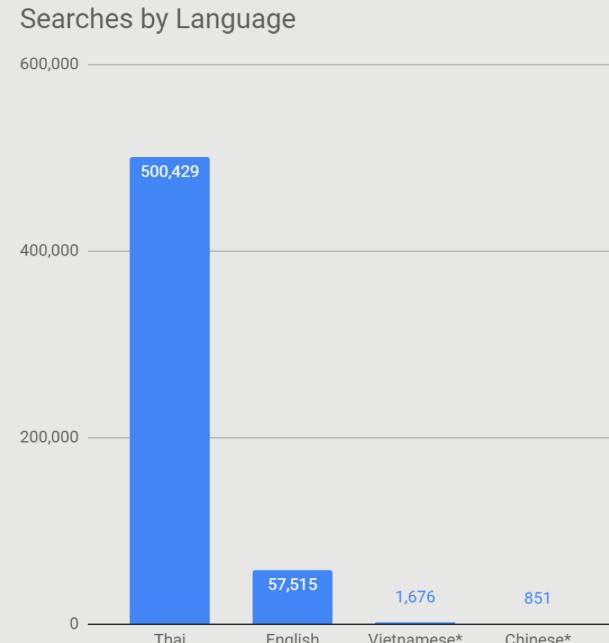
- Average range of **CPM*** in Thailand is \$30 USD - \$40 USD depending on industry, target & objective. (Based on consumer facing brands from TRENDS historical data)
- Deterrence campaign resulted in an average **CPM of \$14.33 USD.**
- With Media cost of USD 8,545 or USD 0.015 per **actual single reach > high cost-effectiveness**

***CPM** = Cost per 1000 Impressions

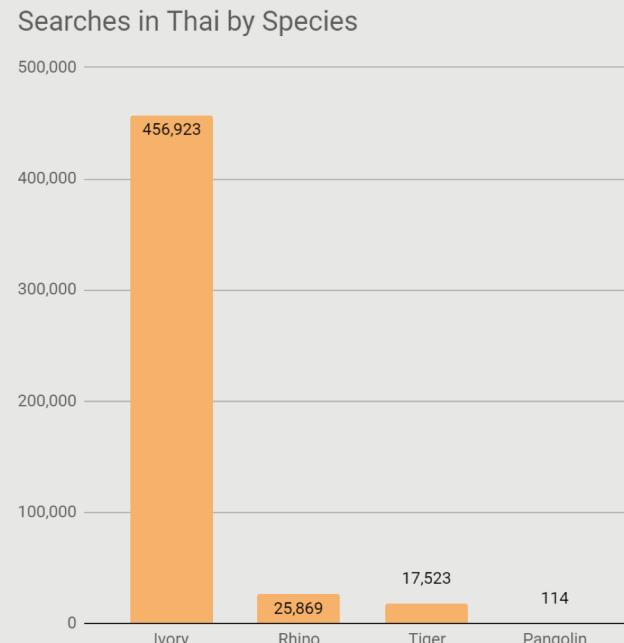


RESULTS

- Thai - predominant language at **89%** with mobile platform mainly used.
- Searches by species in Thai dominated by Ivory



* Chinese & Vietnamese Ads were disabled on 5th and 15th February 2019

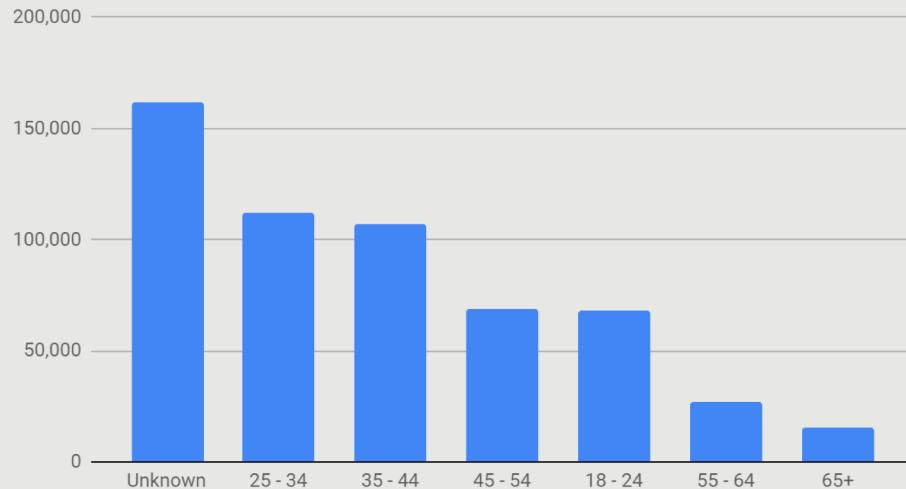


*In English Searches for Rhino & Tiger swap 2. and 3. position

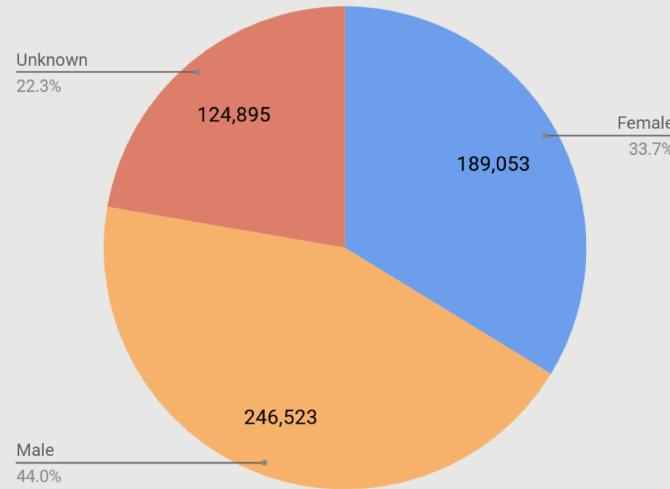
RESULTS

- **Largest identifiable segment of searches between 25-44 years old (39.1%)**
- Higher male percentage of searchers compared to female by 10.3% difference

Age Distribution (All Languages)



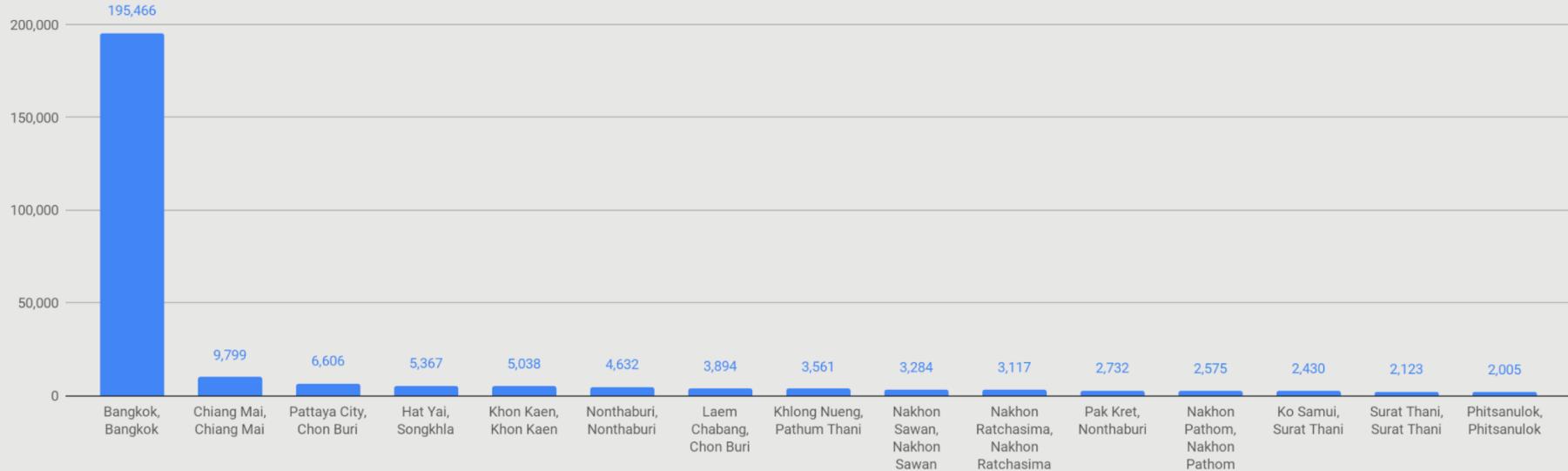
Gender Distribution (All Languages)



RESULTS

- **TOP 15** source cities by most searches made over campaign period
- **Top 5:** **Bangkok** leading, followed by **Chiang Mai** (northern border to Myanmar & Laos), **Pattaya** (south, tourist city & sea port), **Hat Yai** (southern border to Malaysia), **Khon Kaen** (central eastern mainland)

Location Distribution by City (All Languages)

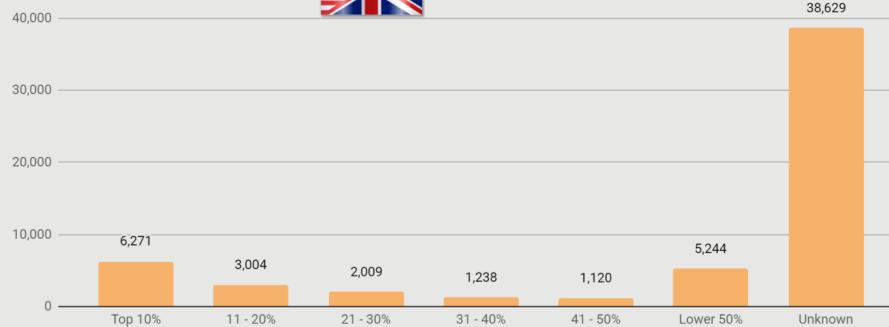


RESULTS

Income Distribution (Thai)



Income Distribution (English)



- **Lower 50% Income bracket dominates searches in Thai**
- Searches in English area lead by Top 10% bracket (6,271) but only by a 19.5% margin over the Lower 50% income tier (5,244)

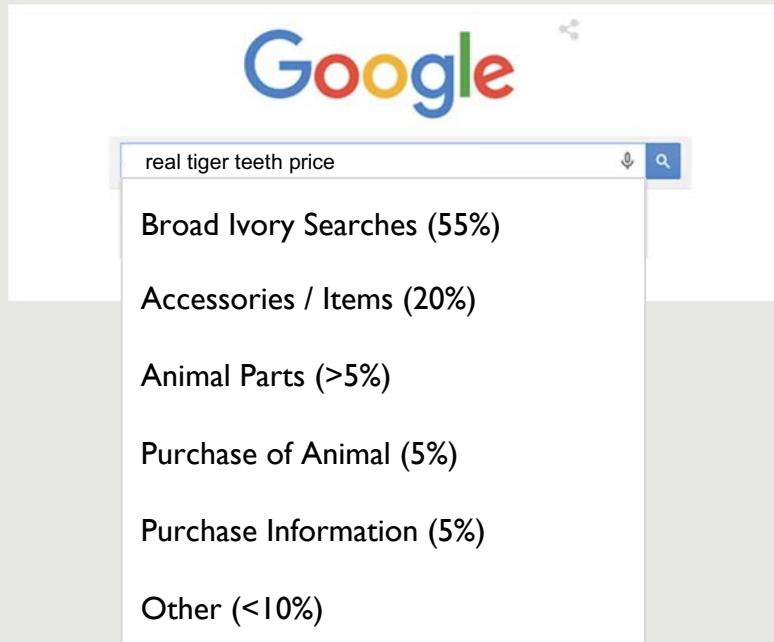
Household Income Categories from Google (Thailand):

Segment	THB / year		USD / year	
Upper 10%	600,000	or higher	\$18,600	or higher
11-20%	400,000	600,000	\$12,400	\$18,600
21-30%	300,000	400,000	\$9,300	\$12,400
31-40%	300,000	240,000	\$9,300	\$7,440
41-50%	240,000	200,000	\$7,440	\$6,200
Lower 50%	0	200,000	\$0	\$6,200

Source of information (prov. by Google Comm. Manager):
[Google Advertiser Community Thread on Household Income](#)

RESULTS

Most common Search Terms in English*



Broad Ivory Searches (50%)

ivory, what is ivory used for, ivory types, is ivory legal, etc.

Accessories / Items (20%)

tiger amulet, tiger tooth fang, ivory caps, ivory necklace, ivory seals, tiger tooth necklace, etc.

Animal Parts (>5%)

pangolin scales, tiger teeth, rhino horn, tiger fang, black ivory tusk, etc.

Purchase of Animal (5%)

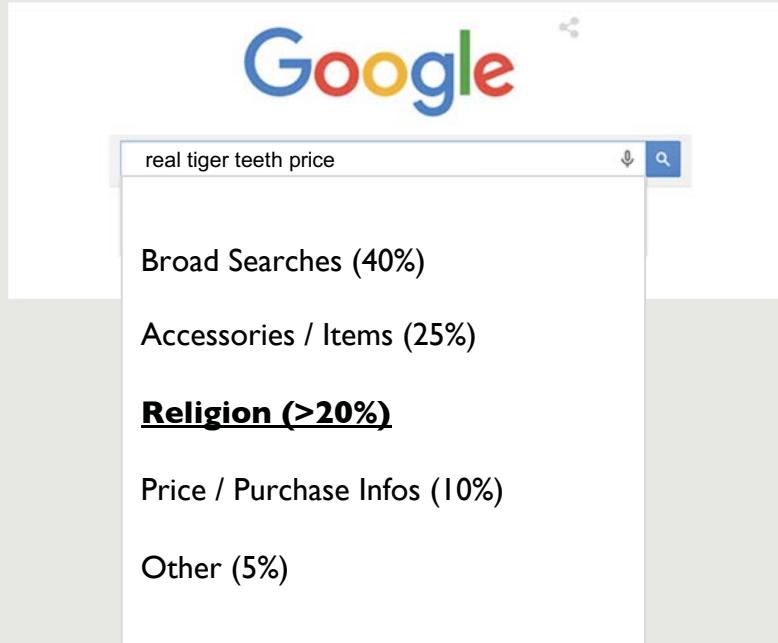
tiger for sale, real baby tiger for sale, buy elephant, etc.

Product / Purchase Information (5%)

real tiger teeth price, ivory mahout real or fake, how do you tell ivory from bone

RESULTS

Most common Search Terms in Thai*



Top-level key differences to English

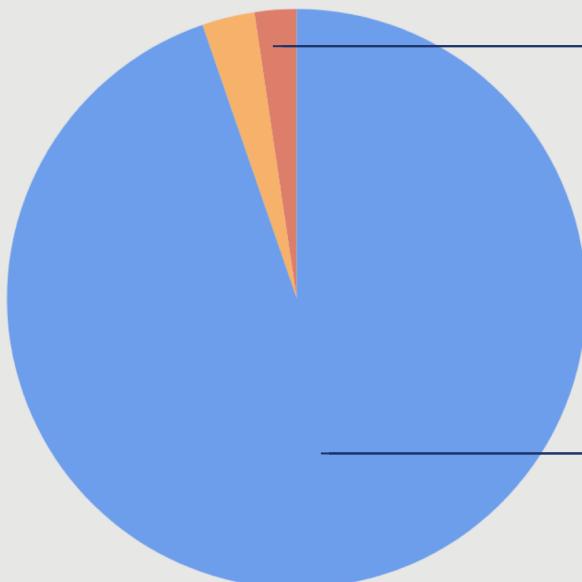
- Thai language searches have a higher proportion of accessory and product specific queries
- **High count of religious / belief / luck related search terms (at times belief inferred into type of product)**
- **Searches for different types of Ivory that have a different belief or impact purpose (for luck, power, fortune) also including type of end-product (amulet, bracelet, etc.)**
- **Authenticity, rarity, pattern related service queries are common and hint at informed consumer audiences (very rare in English searches)**
- Law queries regarding legality & registration were found

*Please note, these are top-level estimate percentages based on data filtered and reviewed to-date

RESULTS

- **560,470** served ads, of which **17,410 (3.11 %)** searches clicked to the landing page.
- Click-throughs **13,840 (2.47%)** were measured as unique

● Ads Served ● Total Sessions on Website
● Unique Sessions on Website



Total Ads Served resulted in,

- 17,410 (3.11%) Total Sessions on Landing Page illegalwildlifetrade.info
- 13,840 (2.47%) Unique Sessions on Landing Page illegalwildlifetrade.info

560,470 (100%) Total Ads Served to Searches

Overall only 1.09 sessions per unique visitor, **suggesting an effective deterrence effect.**

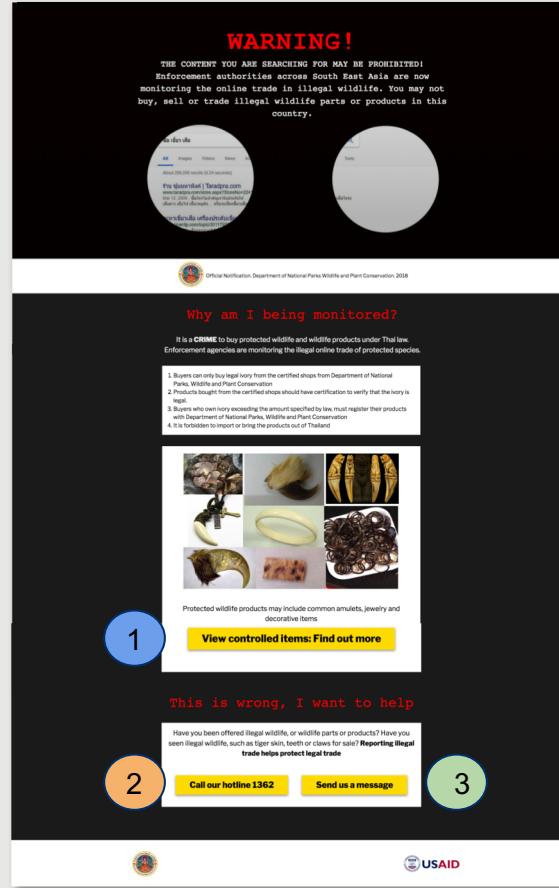
Note: some visitors may have had multiple sessions

RESULTS

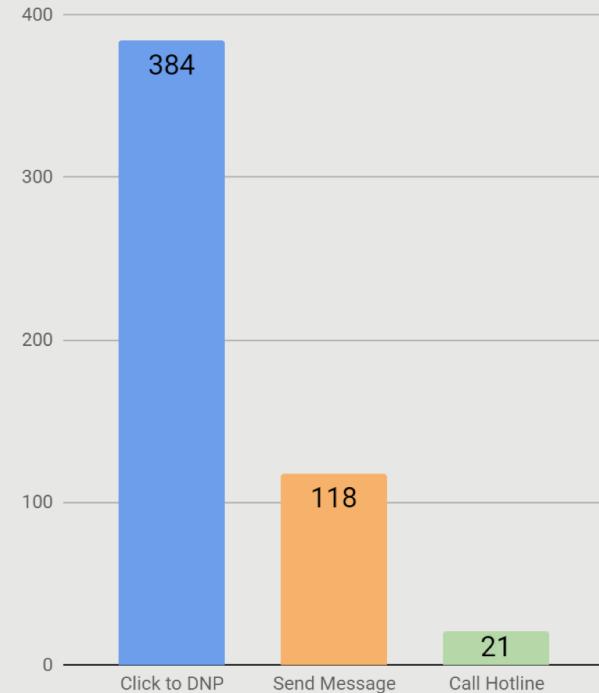
Users landing on the landing page were offered 3 paths of action:

- 1) Click to DNP Page to learn more
- 2) Inform / Send a message about infractions
- 3) Call Hotline

Total of 523 positive actions were measured, equaling 3% of total 17,410 sessions



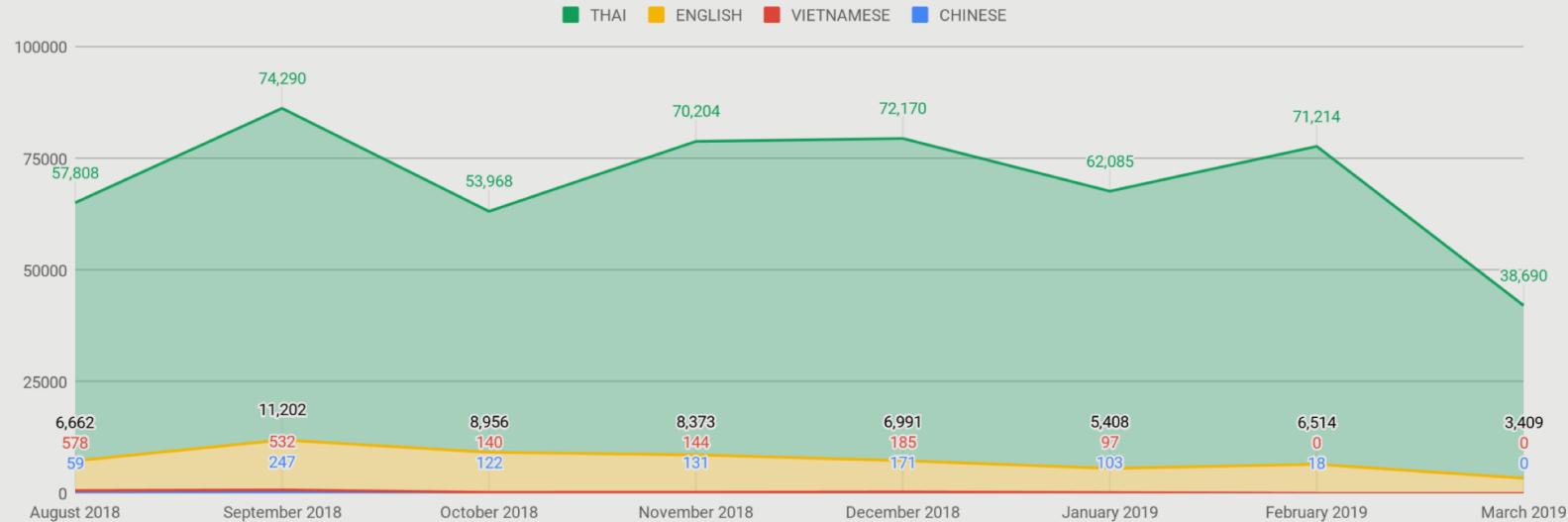
User Actions on Page



RESULTS

- Overall no major seasonal variation observed, 2 existing dips in October and March due to pause & optimization of campaign while March is due to overall spend stop on March 15, 2019.
- January drop in searches is common post-Christmas and New Year holiday / travel period.

Searches by Month (All Languages)



ADDITIONAL LEARNINGS



- **Searches in Vietnamese and Chinese low for Google Search Platform > Vietnamese ads and Chinese ad buys terminated on Jan 17 and Feb 5, respectively.**
- **Terms in detail reveal additional information about online behavior** but require further review (e.g. Specific keywords in Thai for 2nd tier quality / cheap ivory)
- **“Searching for You” Ad** had lowest Click-Rate (to landing page), suggesting highest potential deterrence effect, followed by **“Official Alert”**.
- Due to Search **demand-response mechanism**, resulted in low-cost deterrence and efficient campaign due to search term targeting vs. cohort targeting
- Positive unintended consequences of being able to **identify illegal traffickers** using social /digital stores to sell products during campaign implementation (leading to major online sellers being identified for legal enforcement teams)
- With multiple adjustments (ad bidding, blacklisting, new search term inclusions, etc.) we now have an **optimized and scalable campaign model** for Google Search

NEXT STEPS



- Expand deterrence messages & scale campaign framework to additional channels (Social & Websites) > **Follow the users outside of their illicit search**
- Develop ads aligned with Message Concepts from Phase I & based on initial learnings
- Generate additional learnings and adapt strategy with goal to develop an optimized cross-channel campaign model

2-Way Strategy

- **1)** Retarget searchers with sustained purchase intent with Deterrence Messaging
- **2)** Target related audiences with positive “Take Action” messages to share & exert peer pressure on users committing the illicit behavior
- Run concurrent online surveys for M&E and gain additional online user behavior insights

QUESTIONS & ANSWERS



USAID E3/FORESTRY AND BIODIVERSITY
Combating Wildlife Trafficking
COLLABORATIVE LEARNING GROUP



PHOTO: USAID

CWT TOOLS AND RESOURCES

- CWT Learning Group Site: <https://rmportal.net/combating-wildlife-trafficking>
- CWT Learning Agenda: <https://rmportal.net/combating-wildlife-trafficking/learning-agenda>



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USAID has a long history of support for efforts to combat wildlife trafficking (CWT). These efforts are currently being prioritized due to a dramatic increase in the volume and scope of the threat in recent years and the February 9th, 2017 Executive Order on enforcing federal law with respect to



Search this Site

THANK YOU

<https://www.usaidwildlifeasia.org/>

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