



Breaking The Brand

To Stop The Demand

Address Line 1
Address Line 2
Address Line 3
Address Line 4

Regarding: Business leaders worldwide collaborate to save the rhino

Dear

As someone who is helping to lead Viet Nam on to the world stage and has influence in your local business community, we are contacting you to ask for your support to solve an issue that is important to us and close to our hearts.

We are a collaboration of business people from several different countries and industries. Though our companies may vary in location, size and focus, we have one thing in common, our logos. Our individual companies have logos that incorporate the rhinoceros.

We all feel very privileged that our distinct company brands are epitomized by this iconic animal in a very positive way – conveying uniqueness, determination and strength. None of our companies, including our leadership teams and employees, want a future situation where the wonderful animal that has contributed to developing the brands and reputations we are all proud of, becomes extinct in the wild.

Given our connection to the rhinoceros we are saddened to hear that what is driving the possibility of its extinction, in the wild, is that businessmen in Viet Nam are using its horn to negotiate business deals and gain favours. We have decided to connect with our peers in Viet Nam to ask you to join with us in stopping this unnecessary practice. We ask for your help to change attitudes towards the consumption of rhino horn in Vietnamese business circles.

As businesspeople, we all know the importance of our reputation and brand. When either of those are called into question it can limit our professional opportunities, future prosperity and success. We don't approach you to ask for a change in traditional beliefs or associations with rhino horn. Our understanding is that most of the current consumption is in the form of the 'millionaires detox drink' and as a business gift and this form of consumption is more about a fashion trend than an age-old custom.

As business leaders, we have all looked back on times when we have done something which, on reflection, demonstrates that we hadn't yet reached our leadership potential and when we made decisions that indicated that we were not the leaders we aspired to be or could be. We believe that



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the current fashion of consuming rhino horn, for fun and status gain, is something that will be seen by more-and-more of Viet Nam's business leaders, and its future leaders, as a practice that should never have happened. As Viet Nam continues to build the status it seeks and deserves on the world stage, such practices will go out of fashion as they have done in other emerging economies. But it is this generation, our generation, that could drive the rhino to extinction in the wild and that is why we ask for your support now.

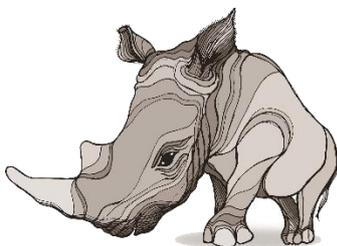
We, the undersigned, would very much welcome your help and hope that you will collaborate with us in consigning the practice of destroying rhinos for conspicuous consumption to history. If you would like to engage in this process, we are more than happy to be contacted to explore how we can make this happen quickly enough to make sure the demand is collapsed, the threat of extinction is eliminated and the rhino thrives in the wild again.

If there is a business that is part of the signatory group who you would specifically like to work with on projects to stop rhino horn consumption in Viet Nam, please contact Dr Lynn Johnson, the Founder of Breaking The Brand, who can facilitate introductions between company leaders collaborating on this project.

As business leaders, we look forward to working with you to break the brand of rhino horn in Viet Nam and save this wonderful creature from extinction in the wild.

Dr Lynn Johnson
Founder
Breaking The Brand Project

Co-Signatory



Logo



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Additional signatories and logos