

Breaking the Brand – The First 12 Months

I could never have imagined that a few sleepless nights in 2012 could have lead me to a point of making a commitment to saving rhinos. When I can't sleep I listen to the BBC and it seemed night-after-night there was a segment on rhino poaching and the escalating killing spree.

That's so tragic I remember sleepily thinking, I wonder what they're doing on the demand side and connecting back to the fantastic anti-fur campaigns of the 1970s and 1980s. I contacted **Rachel Lowry, Director Wildlife Conservation and Science at Zoos Victoria**, to ask her if she knew what was happening on the demand side. She confirmed it needed work and she said "If you're going to work on rhinos you need to speak to Nicholas Duncan". I made contact and the rest, so they say, is history.

I read as much as I could find and I was lucky that the fantastic research by **TRAFFIC: The South Africa – Viet Nam Rhino Horn Trade Nexus** came out at the same time. I have several friends and colleagues of Vietnamese heritage and I tentatively introduced my research and asked them to help. Two in particular, **An** and **Tuyen**, have been supportive from day one. They slowly, respectfully and diligently spent a couple of months speaking to friends and family in both Melbourne and Viet Nam gathering the information I had asked.

In February 2013 I summarized all my thoughts in to a report: **Breaking the Brand of Rhino Horn in Viet Nam** and sent it out far-and-wide explaining I wasn't from a conservation background. Nicholas generously bridged me in to his amazing network. I could not have moved so quickly without his support. In all but a very few instances people were very supportive, individuals from **TRAFFIC, FFI, WWF, conservancies, Zoos** etc gave me feedback, suggested papers I should read and linked me to people I should talk to. One thing I learnt was people in conservation write very long emails and to answer all of their questions took hours.



The final step was speaking to actual users of genuine rhino horn. Contacts in the Vietnamese community, the banking industry and ex-Austrade, linked me to several users of rhino horn in Viet Nam. They were businessmen, diplomats and their wives. We talked about why they used, how often, when etc. We discussed the impact of their use, how they got their rhino horn, who were the people they were influenced by.

With all of this information, and using the behaviour change tools I have gathered over the years, we designed adverts to target the users, just the users. This was done with the **pro bono** support of **Grey Group**. They got their suppliers involved, who committed both free time and 'mates-rates'. All the adverts were completed by Christmas Eve 2013 at a cost of \$1,500.

With the support of Nicholas, The SAVE African Rhino Foundation members, Melbourne volunteers, crowdfunding campaigns we have **raised \$20,700**. Currently we are trying to raise our profile in the mainstream media to help raise funds. Once we start in Viet Nam we want the campaigns to run continuously for 30+ weeks.

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 |

In March I got the opportunity to present the **Breaking The Brand** campaign to over 120 delegates at the **2014 Zoo and Aquarium Association (ZAA) Conference** which was exciting if a little daunting. Several delegates, from around the world, have since asked for the talk and to stay in touch.

Someone asked me an interesting question at the ZAA conference – how would you apply this to behaviour change model to the Pangolin – that will take some thinking through!

Lynn Johnson, lynn@breakingthebrand.org, 0418 124 660