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FROM THE AMERICAN PEOPLE



# 旅行 只留美好 不留遗憾

携带象牙及其制品进出泰国是违法行为。

**BRING HOME MEMORIES, NOT REGRETS.**

**TAKING ANY IVORY IN AND OUT OF THAILAND IS ILLEGAL.**



ช่วยสัตว์ป่า  
**WILDAID**

WILDAID / USAID REDUCING DEMAND FOR WILDLIFE

## USAID REDUCING DEMAND FOR WILDLIFE

### WILDLIFE FREE TRAVELER THAILAND COMPONENT CAMPAIGN REPORT

December 2022 – January 2023

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# USAID REDUCING DEMAND FOR WILDLIFE

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## Wildlife Free Traveler – Thailand Component Campaign Report December 2022 to January 2023

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*Cover Photo: Key visual for the Wildlife Free Traveler campaign, Thailand component  
Photo Credit: WildAid / USAID Reducing Demand for Wildlife*

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## **LIST OF ABBREVIATIONS**

RDW	USAID Reducing Demand for Wildlife
WFT	Wildlife Free Traveler
WWF	World Wildlife Fund
USAID	United States Agency for International Development

## BACKGROUND

Travel is highly correlated with purchases of ivory and other wildlife products among Chinese people, based on findings from the United States Agency for International Development (USAID) Wildlife Asia's *2018 China Consumer Research* and World Wildlife Fund (WWF) post-ivory ban surveys in 2019 and 2020). The WWF/GlobeScan 2020 *Beyond the Ivory Ban* research found that:

- 11 percent of Chinese travelers plan to buy ivory before their trip to any country outside the mainland (21 percent before trips to Thailand).
- Thailand is perceived as the best destination to buy ivory by those planning to buy it while abroad.
- 61 percent of travelers find information on ivory online.
- While traveling in Thailand, 38 percent visited a shop or market that sold ivory.

USAID Reducing Demand for Wildlife (RDW) planned and implemented the *Wildlife Free Traveler* (WFT) campaign in Thailand as an aligned campaign with the *China Wildlife Free Traveler* campaign.

## OBJECTIVES

The WFT campaign in Thailand aimed to reduce purchases of ivory products among Chinese and other travelers visiting Thailand. Specifically, the campaign aimed to:

- Increase awareness of the illegality of taking any ivory in and out of Thailand.
- Increase the perception of personal risk with carrying/ mailing ivory in and out of Thailand.
- Increase the perception of personal risk with carrying and/or mailing ivory products to China.
- Reduce intention to purchase ivory during travels to Thailand.

## TARGET AUDIENCE

The targeted audience was Chinese travelers from the mainland who are in Thailand for business, work, study, family visits, or other non-leisure and leisure purposes, plus other foreign travelers who are interested in buying ivory while in Thailand.

## STRATEGY

USAID RDW initially planned to implement the campaign with messaging in line with the China WFT campaign through out-of-home media placements. However, the campaign strategy shifted from offline media placements to digital media placements because travel restrictions in 2022 prevented mainland Chinese from traveling to Thailand.

Since the campaign was disseminated mainly to a Chinese target audience, USAID RDW used the campaign materials and messaging from the ongoing WildAid China and China Wildlife Conservation Association *Bring Home Memories, Not Regrets* campaign that was approved for use in China. Messaging of this campaign complemented the messaging from the RDW China WFT campaign implemented by USAID RDW/International Fund for Animal Welfare in China from November 26 to December 31, 2022. A Thailand-relevant message (focusing on the illegality of bringing ivory

products in and out of Thailand) was added to the materials and disseminated via online platforms, such as Tencent applications, that are accessed by Chinese travelers and other people who are already in Thailand. The media agency confirmed that most of the people who install and use Tencent applications, such as WeChat and QQ, are Chinese or people who have communications with people from China.

When a user on the Tencent application clicked on the ad, a web page popped up. The pop-up page provided information aiming to dissuade the target audience from purchasing ivory products in Thailand including the relevant laws and penalties for violations. The page contained a poll with two questions on past and future purchase intention.

## MESSAGE

The key message of the campaign was:

***“Bring home memories, not regrets;  
Taking ivory in and out of Thailand is illegal.”***

To communicate the message, two key visuals were drafted for pretesting. Two draft key visuals with the same key message were tested through a focus group discussion with 10 respondents (seven female and three male) who share the similar characteristics as the target audience.

## PRETEST FINDINGS – DRAFT KEY VISUAL I



Findings from the pre-testing on Key Visual I include the following:

- Most respondents associated the campaign visuals with animal protection, rather than the intention of the key visual which is to not buy ivory products during travel.
- Most respondents felt the elephant looked unhappy and the key visual lacked believability and credibility.
- Most respondents felt that the campaign key visual should be served to people who love animals and are aware of animal cruelty issues.

## PRETEST FINDINGS – DRAFT KEY VISUAL 2

Findings from the pre-testing on Key Visual 2 include the following:

- Most respondents understood that the campaign was about travel-related information and said they would pay attention to this visual.
- Most respondents felt the campaign looked believable and credible.
- Most respondents understood that the campaign is speaking to travelers.
- There were comments to enlarge the text on the key visual, which was done.

## MATERIALS

Based on the pretesting, Key Visual 2 was selected as more appealing and relevant than Key Visual 1.

**One Key Visual** was produced for the campaign.





**One pop-up page** was designed and linked to the key visual. The pop-up page contained more information about the campaign and ivory laws in Thailand. It also included two poll questions.

**旅行**  
只留美好,  
不留遗憾!  
别买象牙

到泰国旅游的外国游客请注意  
不要冒险购买任何象牙制品,  
即使是耳环或手镯等小商品,  
或者卖家声称的合法商品。

泰国禁止象牙进出口。  
强烈建议游客不要在泰国  
购买象牙或象牙制品,  
因为将任何象牙制品带出泰国  
都是违法行为。

《海关法》(1926)规定,  
违法者可能面临 10 年监禁  
或四倍于物品价值的罚款,  
或两者兼施。

此外, 中国严格禁止携带或  
邮寄象牙入境。

**请回答以下问题,  
帮助我们保护大象**

1. 您在过去 12 个月内购买过象牙吗?

是  否

2. 您未来打算购买象牙吗?

是  否

提交

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**Translation:**  
BRING HOME MEMORIES, NOT REGRETS!  
DON'T BUY IVORY

**Translation:**  
Foreign travelers visiting Thailand should be aware and not take any risks by buying ivory products even if they are small, like an earring or bracelet, or are claimed to have been legally registered.

Thailand strictly prohibits the import and export of ivory. Tourists are strongly advised not to buy ivory or ivory products within the country as taking any ivory product outside of Thailand is illegal.

According to Customs Act 1926, offenders could face a jail term of up to 10 years, a fine of up to four times the value of the item, or both penalties.

Additionally, carrying or mailing ivory into China is also strictly prohibited.

**Translation:**  
Have you bought ivory in the past 12 months?  
YES NO

Do you plan to buy elephant ivory in the future?  
YES NO



## DISSEMINATION AND RESULTS

The campaign's key visual was placed on Tencent's platforms, such as WeChat and QQ, from December 20, 2022 to January 19, 2023. During its one-month run, it reached 800,000 and garnered 30,650 clicks that led to the pop-up page. The click-through rate was 3.5 percent, which was higher than the benchmark of 1 percent provided by the media agency.

A total of 721 people responded to the two questions on the pop-up page. Of this total, 22 percent (158) had bought ivory in the past 12 months, and 21 percent (153) said they intend to buy ivory products in the future.