



ZERO WILD MEAT CAMPAIGN

THROUGH A BEHAVIOR CHANGE LENS

Zero Wild Meat was an innovative campaign launched by WWF between October and December 2022 that spotlighted two serious threats – risks to public health and risks to nature – in order to reduce the consumption of wild meat in Viet Nam, Cambodia, and Lao PDR.

This report illustrates the campaign design, implementation, and evaluation through a behavior change lens, provides insights from its pre- and post-campaign surveys among wild meat eaters, and summarizes key learnings for future interventions.



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BACKGROUND

Viet Nam, Cambodia, and Lao PDR have some of the highest observed levels of wild meat consumption, which often brings wild mammals, birds, reptiles, and amphibians into the marketplace and into restaurants. The majority of all emerging infectious diseases originate in animals and transfer to humans. Wildlife trafficking contributes to this public health catastrophe, posing a grave danger not only to the environment and our wildlife heritage, but to human health and security.

Outbreaks, epidemics, and even pandemics are emerging with increasing frequency given the closer and more frequent contact between humans and wildlife, with an estimated *75% of new human diseases having come from animals in the last 30 years*¹. Serious outbreaks, such as severe acute respiratory syndrome (SARS), Middle East respiratory syndrome (MERS), swine flu (H1N1), avian flu (H5N1), and monkeypox are all **zoonotic diseases**, meaning they were transmitted from animals to humans. Animals are not to blame for these outbreaks – in fact, most of the pathogens they carry pose very little threat to people if animals are left in the wild. The cause is instead **high-risk human activities** that encroach into wild places and lead to close interactions between different wildlife species and humans. Particularly risky behaviors are poaching, transporting, trading, processing, and eating wild animals.

Consumption of wild meat in these three countries heavily threatens the survival of wildlife populations, fuels transboundary and domestic wildlife crime, and significantly increases the risk of zoonotic spillover from animals to people.

Most consumers are unaware of the potential risk they are exposing themselves, their loved ones, and society to when they purchase wild meat.

WWF conducted surveys for two years, in [2020](#) and [2021](#), on public perceptions about pandemics and their links to nature. In 2021, our survey covered five countries including Thailand, Viet Nam, Myanmar, China, and the United States; those surveyed in all countries expressed high concern (74% extremely or very worried) about pandemics like COVID-19 and expressed strong support (85% very likely or likely to support) for government action to close wildlife markets and end wildlife consumption that pose risks of zoonotic spillover.

¹Jones, K., Patel, N., Levy, M. et al. Global trends in emerging infectious diseases. Nature 451, 990–993 (2008). <https://doi.org/10.1038/nature06536>

OBJECTIVE

WWF's Zero Wild Meat campaign aimed to reduce demand for wild meat among urban and provincial consumers in Viet Nam, Cambodia, and Lao PDR to reduce high-risk wildlife consumption that leads to zoonotic spillover and future pandemics. Our focus was to target consumption of wild meat as a luxury, not vulnerable rural communities whose livelihoods can depend on such consumption. We combined health and conservation messaging in the campaign, an approach that WWF had not taken before the COVID-19 pandemic.

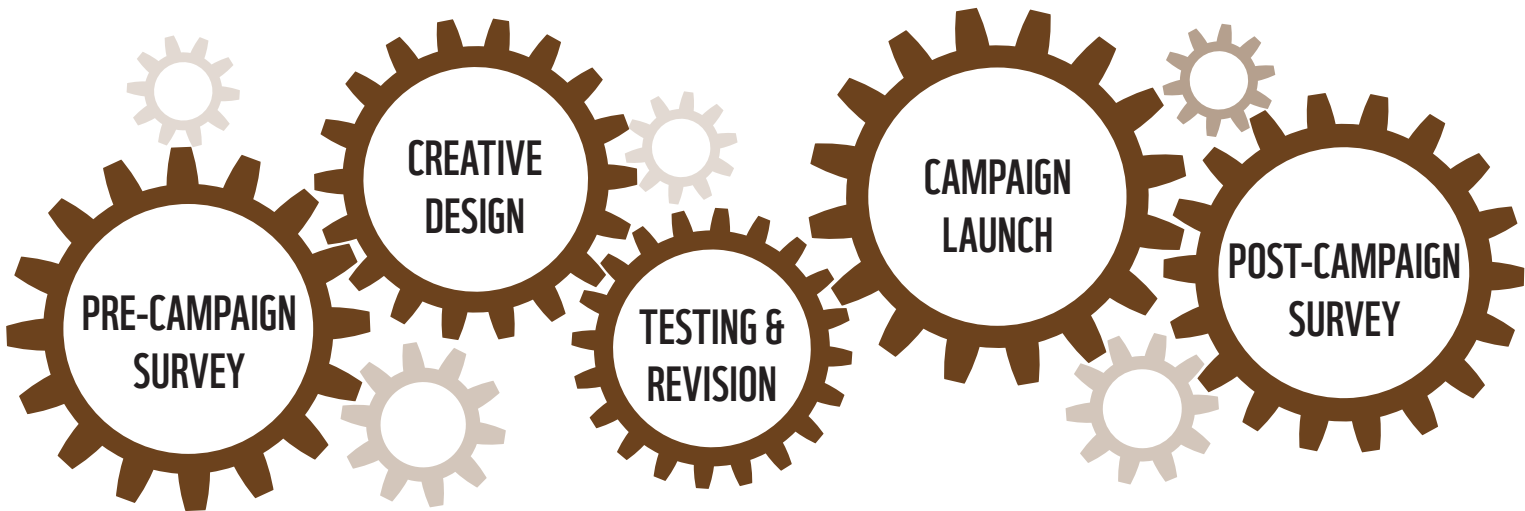
The expected outcome of this campaign was behavior change around the consumption of wild meat that poses both a public health and conservation threat: **10% change in future intention to consume wild meat among target audience** - wild meat eaters - by comparing surveys conducted with the target audience before the campaign (May 2022) and after (Dec 2022).





BEHAVIOR CHANGE CAMPAIGN ROADMAP

This campaign used a behavior change roadmap, by using a pre-campaign survey to find out what motivates wild meat eaters and their eating habits to guide our creative design; testing draft key visuals with members of our target audience; and further revising these visuals based on feedback before the campaign launch. At the end of our campaign, a post-campaign survey was conducted to compare against our baseline from the pre-campaign survey.



TIMELINE



PRE-CAMPAIGN SURVEY

Pre-campaign surveys were conducted to find out what motivates wild meat eaters to consume wildlife, what their eating habits are to inform our creative design, and to gather a baseline indicator of future intention to consume wild meat. The same questionnaire was used in both Viet Nam and Lao PDR, with little variation among some questions to accommodate the different local contexts.

VIET NAM

In Viet Nam, an online survey was conducted with [GlobeScan](#), an independent global research consultancy, among 501 wild meat eaters. Most of the respondents were from Hanoi, Ho Chi Minh City (HCMC), and the Central Highlands.

LAO PDR

In Lao PDR, an in-person survey was conducted with the [National University of Laos, Center of Excellence in Biodiversity](#), among more than 200 wild meat eaters in two southern provinces, Xekong and Salavanh, where our campaign was piloted.

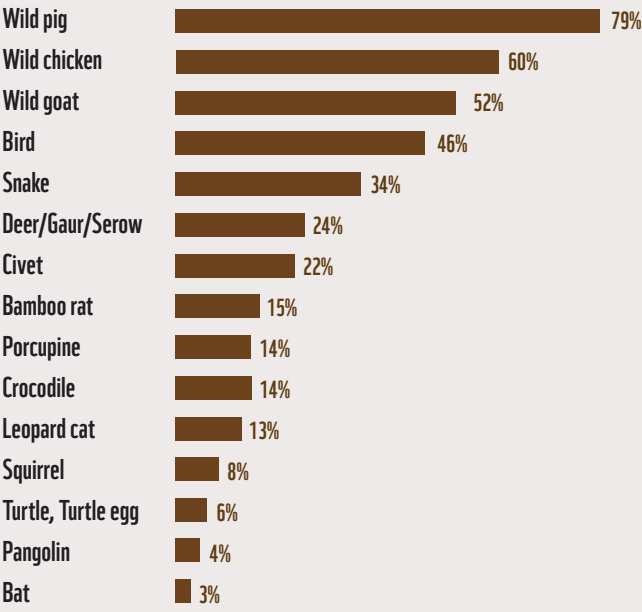
CAMBODIA

Cambodia joined this campaign after the completion of the pre-campaign survey, so they are not surveyed. Through the desk research we conducted, their consumption patterns were found to be similar to Viet Nam.

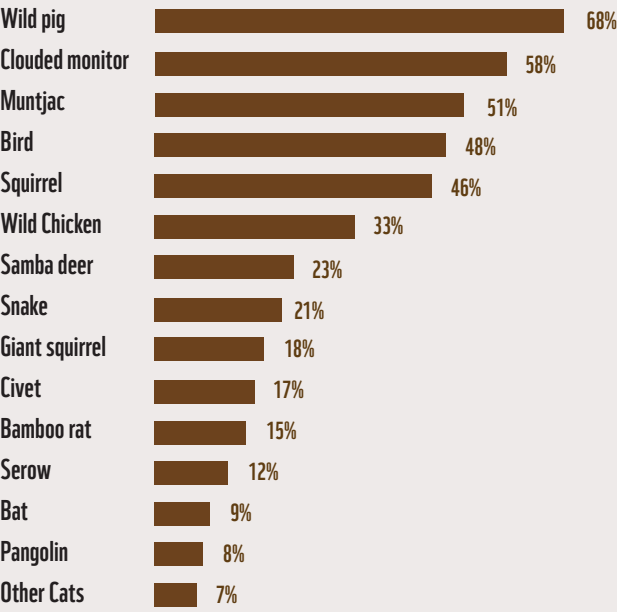
MOST CONSUMED SPECIES

Based on survey results, along with WWF’s insights, animals like wild pig, deer/muntjac, civet, squirrel, pangolin, turtle, primate were chosen for the creative design, given their high consumption rate and high risk of zoonotic disease transmission.

VIET NAM

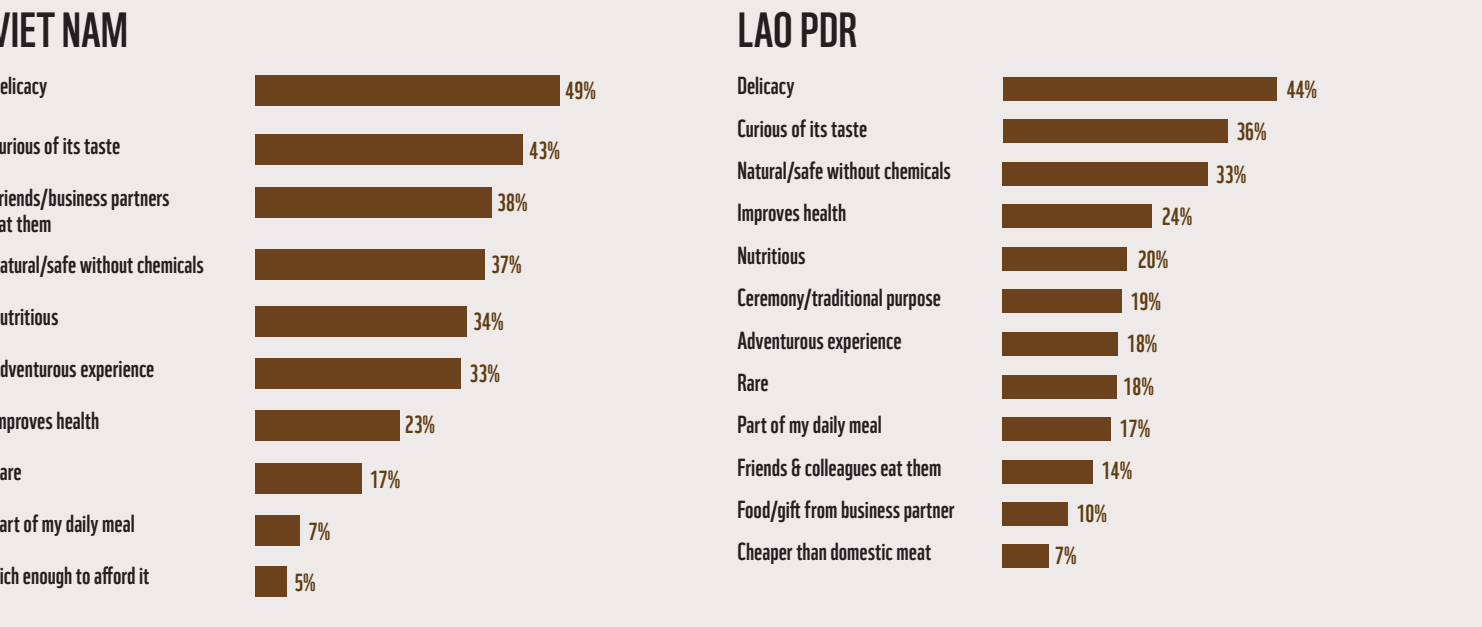


LAO PDR



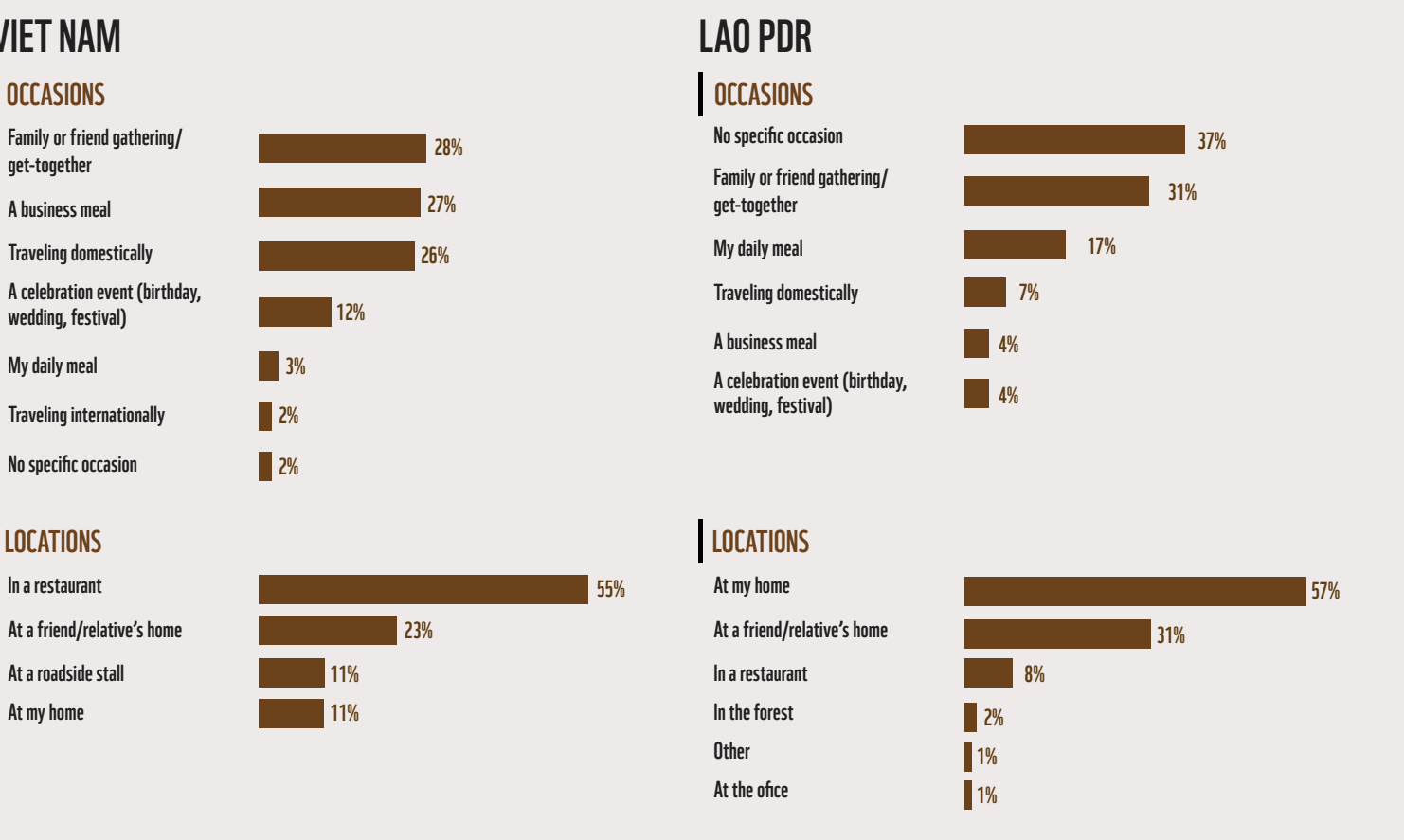
MOTIVATIONS FOR CONSUMPTION

By grouping similar reasons together, the most prevalent drivers of wild meat consumption are because they’re considered a delicacy, their perceived health benefits, and representation of status and wealth.



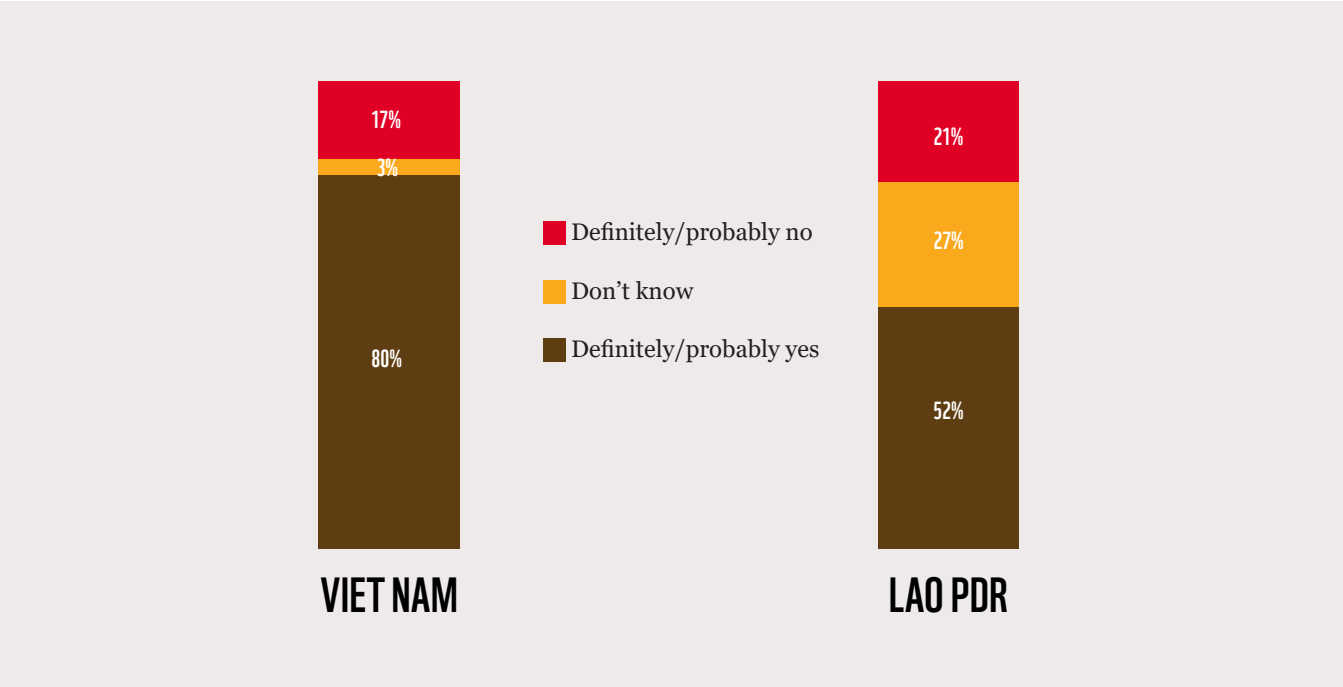
OCCASIONS AND LOCATIONS

In Viet Nam, most consumption occurs in restaurants at gatherings with family, friends or business partners, or while traveling. In Lao PDR, consumption mostly happens in people’s own homes for no specific occasion or for get-togethers.



FUTURE INTENTION TO CONSUME

In the pre-campaign survey, in Viet Nam, 80% of surveyed wild meat eaters said they would definitely or probably eat wild meat in the future, while 17% said they would definitely or probably not. In Lao PDR, 52% would and 21% would not eat wild meat in the future.



CREATIVE DESIGN, TESTING & PERFORMANCE

KEY MESSAGE

Our topline message - **A taste of wild meat brings unpredictable risks** - was co-created by WWF and creative agency [Vero](#), along with nine key visuals focusing on specific risks, motivations, and deterrents of wild meat consumption that were identified through our pre-campaign research. Those included health risks, social shame, extinction of local species, loss of nature, and legal risks. Each visual has a specific focus on one of these topics.

KEY VISUAL TESTING

The drafted nine key visuals were shown to 100 wild meat eaters in Viet Nam via an online survey (Cambodia and Lao PDR were not surveyed), and the results indicated that most of the visuals were considered eye-catching, understandable, and convincing by the target audience.

Conducting the survey also reinforced that:

Testing is crucial.

What conservationists like might not resonate with the target audience.

A single center of focus works better visually.

Too many elements in one visual might distract people away from the key message.

A focus on the personal level is key.

Messages that connect with the audience at a personal level are more impactful on individuals.

Local context is important.

Local species, dishes, and human characters improve the campaign's relevancy to the target audience in each country.

KEY INDICATORS OF PERFORMANCE

A number of visuals were chosen for adaptation into local contexts, refined and edited based on the testing, and launched in the three countries. We found that different messages and different key visuals resonated with the target audience in each country.

Below is the performance analysis of the chosen visuals ranked by their **Click Through Rate (CTR)**. CTR is the percentage of times that people saw the campaign ad and performed a click. It is a commonly used ad quality score to show the effectiveness of an ad-boosting post and to evaluate if its content and visual are performing well. When a CTR number is high, it means the content and visual are relevant to the audience by prompting interactions and engagement from them.

$$\text{CTR} = \frac{\text{POST CLICK}^*}{\text{POST IMPRESSION}}$$

* Post click includes post likes, comments, shares, clicks to expand media (such as photos) to full screen, clicks to link, clicks to associated organization page, or organization page likes

KEY VISUALS

VIET NAM

Hãy để động vật hoang dã về với Mẹ thiên nhiên

CTR: 17.94%

Message: Keep wildlife in the wild

Thịt thú rừng là nước mắt Mẹ thiên nhiên.

CTR: 4.42%

Message: Wild meat is Mother Nature's tears

Ăn thịt thú rừng, kẻ cười người chê

CTR: 3.66%

Message: Choose wild meat, choose to be scorned by others

Ăn sau các món thịt rừng là mầm bệnh khó lường

CTR: 1.29%

Message: A taste of wild meat brings unpredictable risks

CAMBODIA

បរិភោគសាច់សត្វព្រៃនាំមកនឹកយល់សុខភាព

CTR: 2.97%

Message: Consuming wild meat brings health risks

សត្វព្រៃគួររស់នៅដោយមានសេរីភាពក្នុងព្រៃ មិនមែនបើចាំអារាមនៅទេ

CTR: 1.05%

Message: Wildlife must inhabit the forest

ពលរដ្ឋល្អ មិនបរិភោគសាច់សត្វព្រៃ

CTR: 0.5%

Message: A good citizen should not consume wild meat

LAO PDR

ຄວາມແຊບຂອງຊີ້ນສັດປ່າ ແລກມາດ້ວຍການສູນເສຍຈາກທຳມະຊາດ

CTR: 2.99%

Message: The delicacy of wild meat comes with negative impacts on nature

ການບໍລິໂພກສັດປ່າເປັນທີ່ມາຂອງເຊື້ອພະຍາດຫຼາຍຊະນິດ

CTR: 1.67%

Message: Wild meat consumption is an origin of viruses

ບົດລົງໂທດສຳລັບການບໍລິໂພກສັດປ່າ

CTR: 0.86%

Message: The punishment of wild meat consumption

ເລືອກບໍລິໂພກສັດປ່າ, ເລືອກທີ່ຈະຖືກຕັດສິນໃນທາງທີ່ບໍ່ດີຈາກສັງຄົມ

CTR: 0.77%

Message: Choose wild meat, choose to be scorned by others

ຮັກສາສັດປ່າໃຫ້ຢູ່ໃນປ່າ, ບໍ່ແມ່ນຢູ່ເທິງຈານອາຫານ

CTR: 0.59%

Message: Keep wildlife in the wild

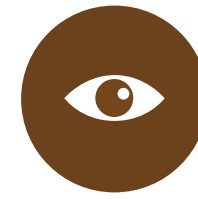
CAMPAIGN LAUNCH & RESULTS

The campaign was launched in late October in Viet Nam, Cambodia, and Lao PDR, and ran for two months. We employed proven tactics like recruiting individuals from different industries who are influential with the target audience, seeking public pledges from consumers not to eat wild meat, asking restaurant owners to pledge not to serve wild meat and to promote the campaign in their establishments, and partnering with key government agencies.

We focused on physical and online locations where wild meat consumers are most likely to be reached, and varied our visuals and messages throughout the campaign.



HIGHLIGHTS



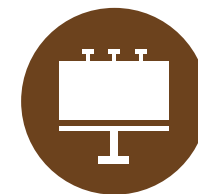
18M+ TOTAL IMPRESSIONS
on WWF social media channels



4000+ ONLINE PLEDGES
by individuals committing to #ZeroWildMeat



COVERAGE IN **200+**
MEDIA OUTLETS
after press conferences with national-level government partners



BILLBOARDS AND ADS DISPLAYED
IN NEARLY **200** LOCATIONS
including government buildings, office buildings, shopping malls,
restaurants, and markets

LAUNCH EVENT AND MEDIA COVERAGE

TOTAL
216 Media coverages



73



125



18

Press conference in Viet Nam:

On October 21, 2022, WWF-Viet Nam, in collaboration with **Viet Nam Agriculture Newspaper**, under the **Ministry of Agriculture and Rural Development (MARD)**, held a hybrid press conference to launch the campaign. This event attracted more than 50 journalists from mainstream media outlets, as well as specialists and managers from the Department of Animal Health, Forest Protection Department, and Wildlife Conservation Society. As a result, more than 70 media mentions were published and broadcast on TV, radio, online newspapers, and YouTube.

On the sidelines of the conference, a gallery walk showcased the wildlife supply chains from natural habitats to farms, including high-risk wildlife species that are known for carrying viruses such as pangolins, monkeys, wild boars, and civets.

OneHealth Partnership Communication Workshop in Viet Nam:

WWF-Viet Nam, in coordination with **MARD's International Cooperation Department** and the **Viet Nam One Health Partnership for Zoonoses**, co-hosted a hybrid workshop entitled "The roles of non-Governmental organizations (NGOs) in changing wild meat consumption in the prevention of zoonotic diseases" on October 28, 2022. This workshop brought together over 200 online and offline participants from 90 international and local institutions, including MARD, Ministry of Health, Ministry of Natural Resources and Environment, international development partners, and NGOs.

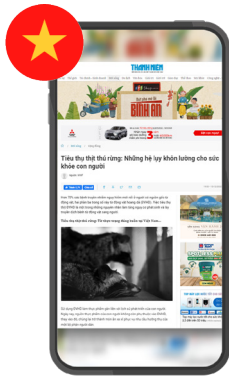
Press conference in Cambodia:

On October 22, 2022, a press conference was co-hosted by **Cambodia's Ministry of Environment, Monduliri Administration, Monduliri Department of Environment, Monduliri Forestry Administration Cantonment**, and WWF-Cambodia. The conference was attended by over 100 people from more than 30 media outlets. As a result, 125 stories were published and broadcast by major print, TV & radio, and online media organizations. In addition, 8 restaurants pledged their commitment at the conference to not sell or trade wild meat, and they also supported our campaign by displaying dozens of campaign posters and stand-up signs within their restaurants. A total of 32 restaurants pledged to not sell wild meat throughout the course of our campaign.



EDITORIALS

We worked with third-party messengers who were credible with our target audience to reinforce our messages through earned media guest commentaries. Doctors, restaurant owners, and business leaders shared their professional views and personal experience with wild meat consumption and its link to zoonotic spillover with audiences in three countries.



| |
|------------------|
| KEY COLLABORATOR |
| KEY MESSAGE |
| PUBLICATION |
| DATE |
| PR VALUE* |

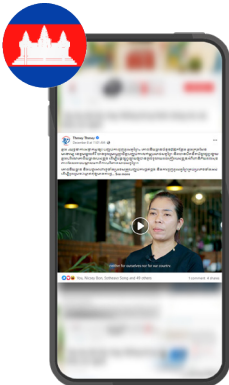
Dr. Le Quoc Hung, Head of the Department of Tropical Diseases, Cho Ray Hospital

The consumption of wild meat is a key risk factor for the transmission of diseases from animals to humans.

[Thanh Nien](#)

Dec 15, 2022

USD \$1800



| |
|------------------|
| KEY COLLABORATOR |
| KEY MESSAGE |
| PUBLICATION |
| DATE |
| PR VALUE* |

Three restaurant owners in Mondulkiri province

Restaurants and food outlets nationwide must take wild meat off their menus and say no to bushmeat trade.

[Thmey Thmey](#) [Kiri Dangrek](#) [Dap News](#)

Dec 08, 2022

USD \$2190



| |
|------------------|
| KEY COLLABORATOR |
| KEY MESSAGE |
| PUBLICATION |
| DATE |
| PR VALUE* |

Mr. Santharack Chasane, President, SC Innovation and POW Laos Limited

A businessman's perspective and personal experiences on the negative impacts of wild meat consumption.

[Lao Youth Radio](#)
[Vientiane Radio](#)
[Lao National TV](#)
[Lao Star Channel](#)
[Lao National Radio](#) [VTE9](#)

Nov 7, 2022

USD \$1032

Dr. Watthana Theppunya, Deputy Director of Animal Disease Research Center, Animal Husbandry and Fisheries Department

There are negative consequences coming from wild meat consumption, especially health effects and risk to virus spread.

[Vientiane Times](#)
[Lao Star Channel](#)
[Vientiane Radio](#) [VTE9](#)

Nov 16, 2022

USD \$912

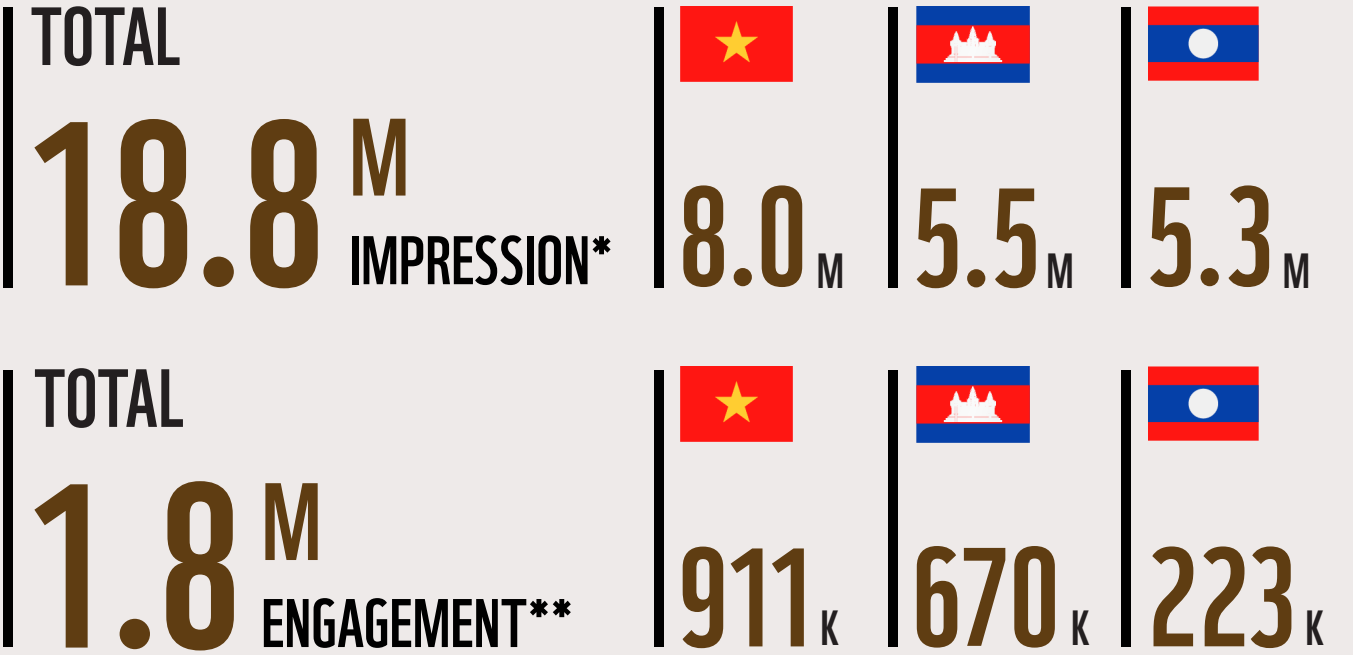
* PR value is a combination of advertising rate and the value of editorial coverage by a third party (newspaper, magazine, blog, etc).

SOCIAL CHANNELS

VIET NAM 21 posts on Facebook, Zalo, Google

CAMBODIA 8 posts on Facebook

LAO PDR 8 posts on Facebook



* Impression: the number of times a campaign ad was shown on online platforms.

** Engagement: the number of actions that people take involving campaign ads, such as likes, comments, and shares.

Channels

Our campaign content was launched and boosted as advertisements on different platforms, with Facebook being the major channel across all three countries, followed by Zalo and Google search ads in Viet Nam. The goal was to target wild meat eaters as efficiently as possible, rather than seek mass public reach.

Facebook was identified as one of the most popular channels used by wild meat eaters in our pre-campaign surveys as their main source of information, and it also was the most cost-effective platform to run ads within our campaign (cost-per-result <\$0.0439 among three countries).

Zalo is a local messaging app widely used in Viet Nam and is found to be the primary communication channel between wild meat restaurants and eaters for reservations and orders prior to their visit. This was a less cost-effective platform for running ads (cost-per-result \$0.1712).

Google search ads was the most expensive with the cost of \$0.1770 per result, but also the most targeted method, as our ads were presented directly to users who search wild meat related contents. The percentage of our campaign page [zerowildmeat.org](#) being displayed at the ads section above users' search results is 95.44%. And the top 5 relevant keywords being searched are monkey, wild animal, civet, boar, and pangolin, meaning users who searched them had the highest chance to see our campaign page.



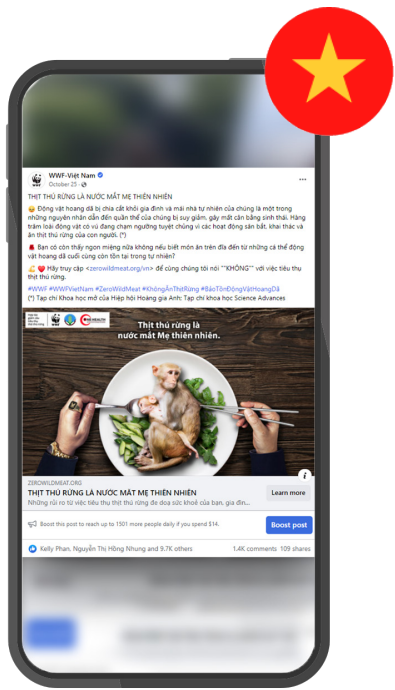
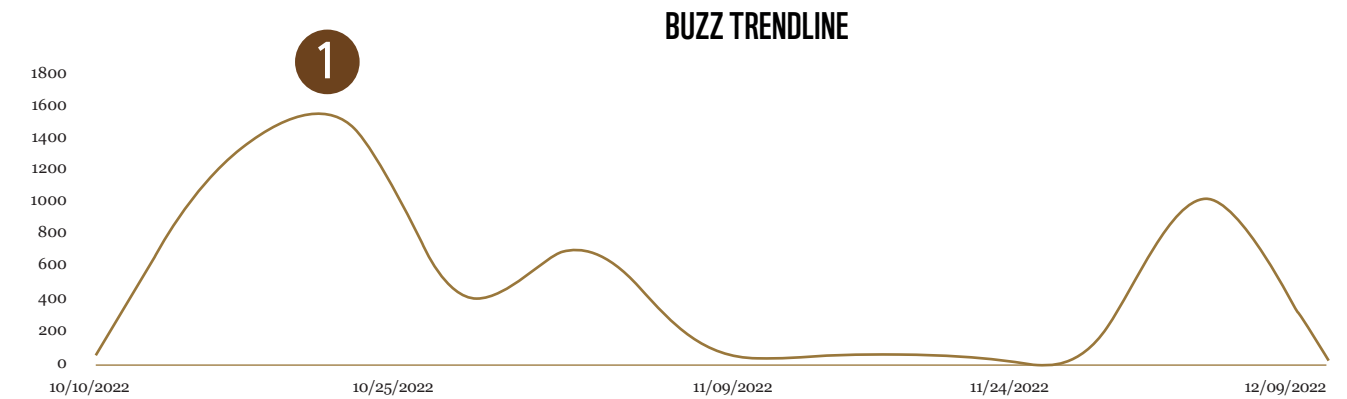
SOCIAL CHANNELS

Target audience

Based on our pre-campaign survey results, we identified our target audience for online advertising as 25- to 54-year-olds, both male and female, located across the nation in three countries, with a focus on urban centers like HCMC, Hanoi, Phnom Penh, and Vientiane. From the social listening analysis conducted after campaign completion, we found 25-34 and 35-44-year-olds to be the most engaged age groups, which make up about three-fourths of the total audience across the three countries. Males (62% in Viet Nam, 73% in Cambodia, 55% in Lao PDR) had more interaction with our campaign, and people living in urban centers were more engaged.

Buzz trendline and sentiments

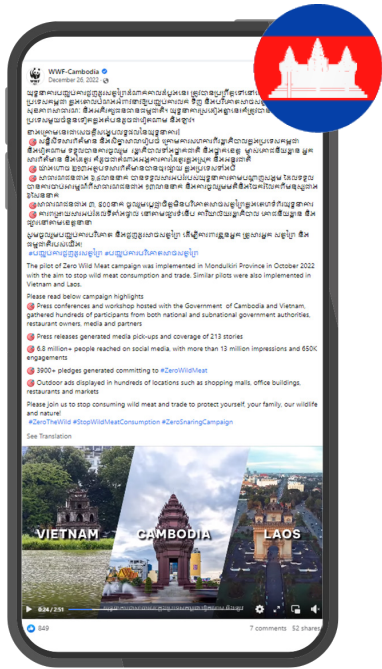
The chart below from the social listening analysis indicates the trendlines for “buzz” – the level of online conversations taking place – about our campaign between October and December in all three countries, showing the buzz volume (total number of mentions and discussions) about the campaign across all channels online.



PEAK 1

Peak (1) in Viet Nam occurred during the launch of the mother-and-baby primate key visual, which had the tagline, “Wild meat is Mother Nature’s tears.” This post tapped into audiences’ empathy, grief, and willingness to protect animals, and also triggered significant discussion, including both positive and negative comments, between wild meat eaters and animal lovers. There were other buzz peaks, such as the launch of the editorial by a health expert.

- “Stopping eating wild meat can prevent many diseases transmitting to the community”
- “The Law should proclaim to protect wild animals by heavily punishing people who hunt, kill, and consume them”
- “This consumption behavior is common in my hometown”
- “Wild meat is a delicacy, not everyone can afford to do that”
- “Wild meat is organic, cleaner, and more delicious than farmed meat”

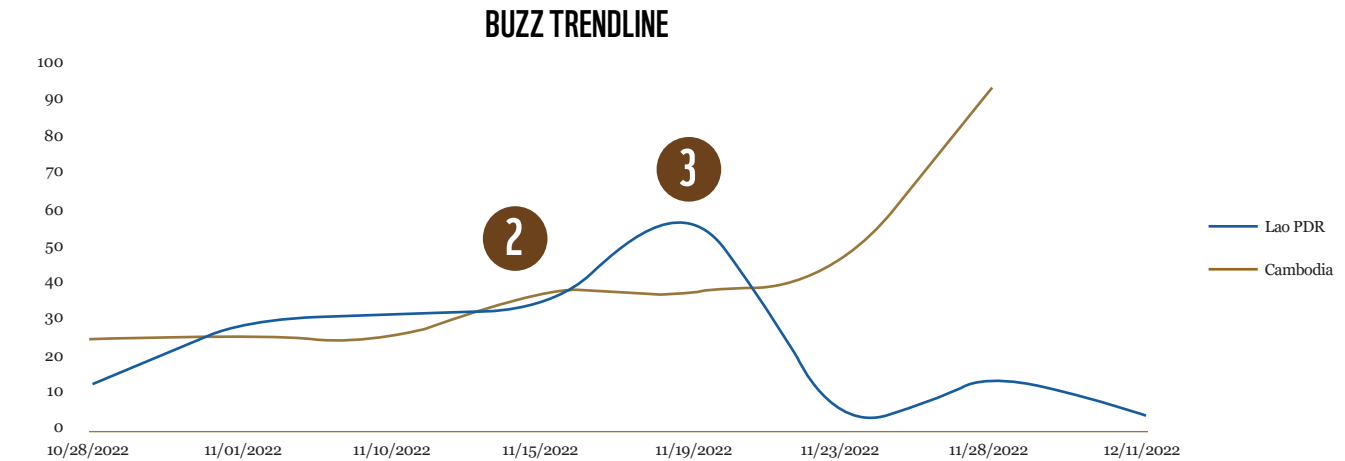


PEAK 2

Peak (2) in Cambodia happened when collaborating with KOLs and sharing the campaign recap video.

Another peak occurred at the beginning of the campaign, following the press conference and launch of the first key visual online.

- “We need to stop consuming wild meat. If not, the extinction of wild animals will come soon”
- “Suggest to do instruction letter to all restaurants and make a reporting team through a hotline to contact the authority for efficiency”
- “My grandpa said he consumes wild meats since he was young and now, he is 95 years old”
- “There is no wild animal to sell because there is no more forests, so no more wild animals for selling”

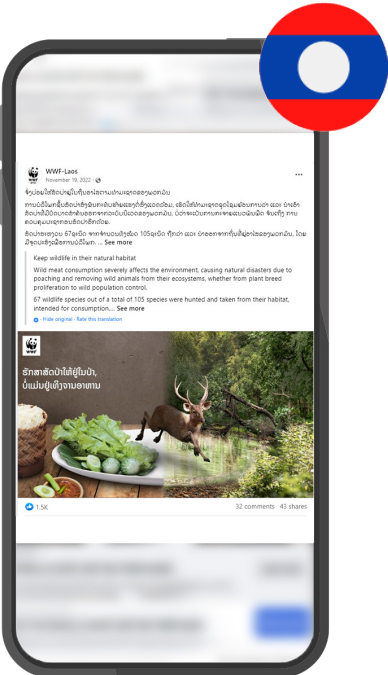


PEAK 3

Peak (3) in Lao PDR occurred while launching the Sambar Deer key visual, with the tagline “Keep wildlife in the wild.” This post evoked opinions around wild meat being a common food for people in rural areas due to its easy access and cheap price in wet markets.

There were other buzz peaks, such as the launch of an editorial featuring a business leader.

- “Wild meat consumption must be stopped to protect wildlife for our next generation”
- “We should start from ourselves and solve that as the main reason of this issue. the problem is because gov/biz officials violate the law”
- “Food prices are increasing day by day. Living in rural areas is limited, if they don’t hunt how can they survive”
- “Make it well cooked, then the rest is all good.”



INFLUENCER ENGAGEMENT

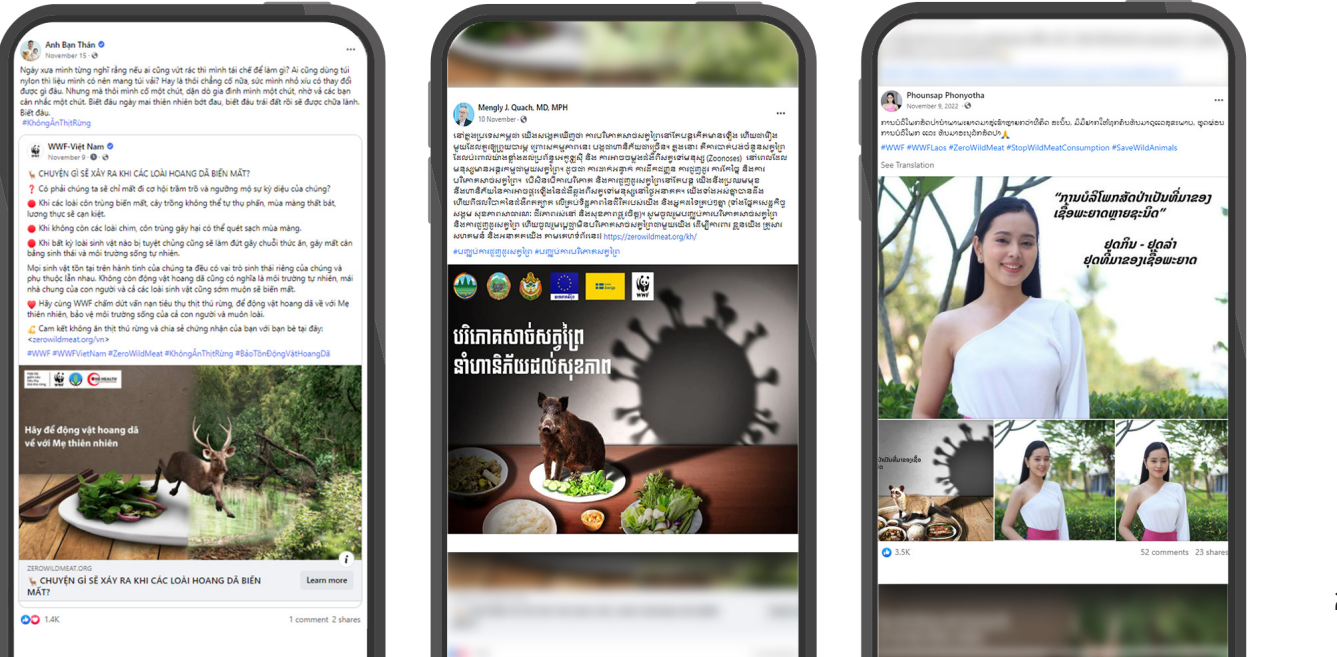
Our campaign was supported by doctors, actors, singers, models, and bloggers, all pro bono. Below are the top-performing posts shared by key opinion leaders (KOLs) who had the most engagement online, as well as the list of influencers in Viet Nam, Cambodia, and Lao PDR.

It is important to consider the appropriate channels each of these KOLs used when reaching out to the public. For instance, while health experts and doctors are considered trusted sources of information and were very impactful when expressing opinions through editorials, they were less effective than lifestyle KOLs and celebrities to attract public attention on social media. Our campaign has demonstrated the value of using a combination of different types of KOLs to promote both expert opinions and public engagement.

NUMBER OF INFLUENCERS



NUMBER OF INFLUENCERS' FOLLOWERS



VIET NAM



ANH BAN THAN
185K Facebook followers



GIANG OI
483K Facebook followers



CHAU BUI
3.4M Instagram followers



H'HEN NIE
1.7M Facebook followers



NGO TRAN HAI AN
114K Facebook followers



DUSTIN PHUC NGUYEN
93K Facebook followers



VINH GAU
274K Facebook followers

CAMBODIA



DR. MENGLY J.KUACH
2M Facebook followers



DR. NIT BUNTONGY
28K Facebook followers



DR. RA RAKSA
20K Facebook followers

LAO PDR



MIMIE PHOUNSUP
20K Facebook followers



ALEXANDRA BOUNXUI
530K Facebook followers



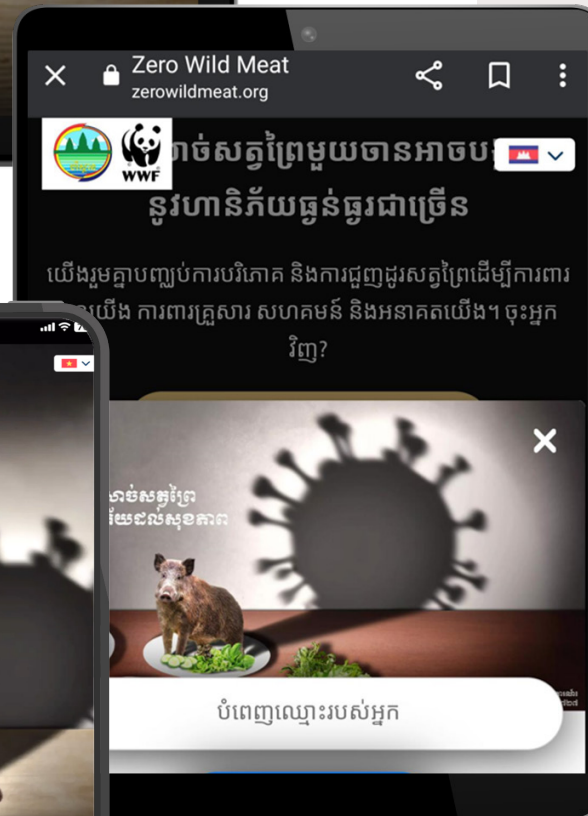
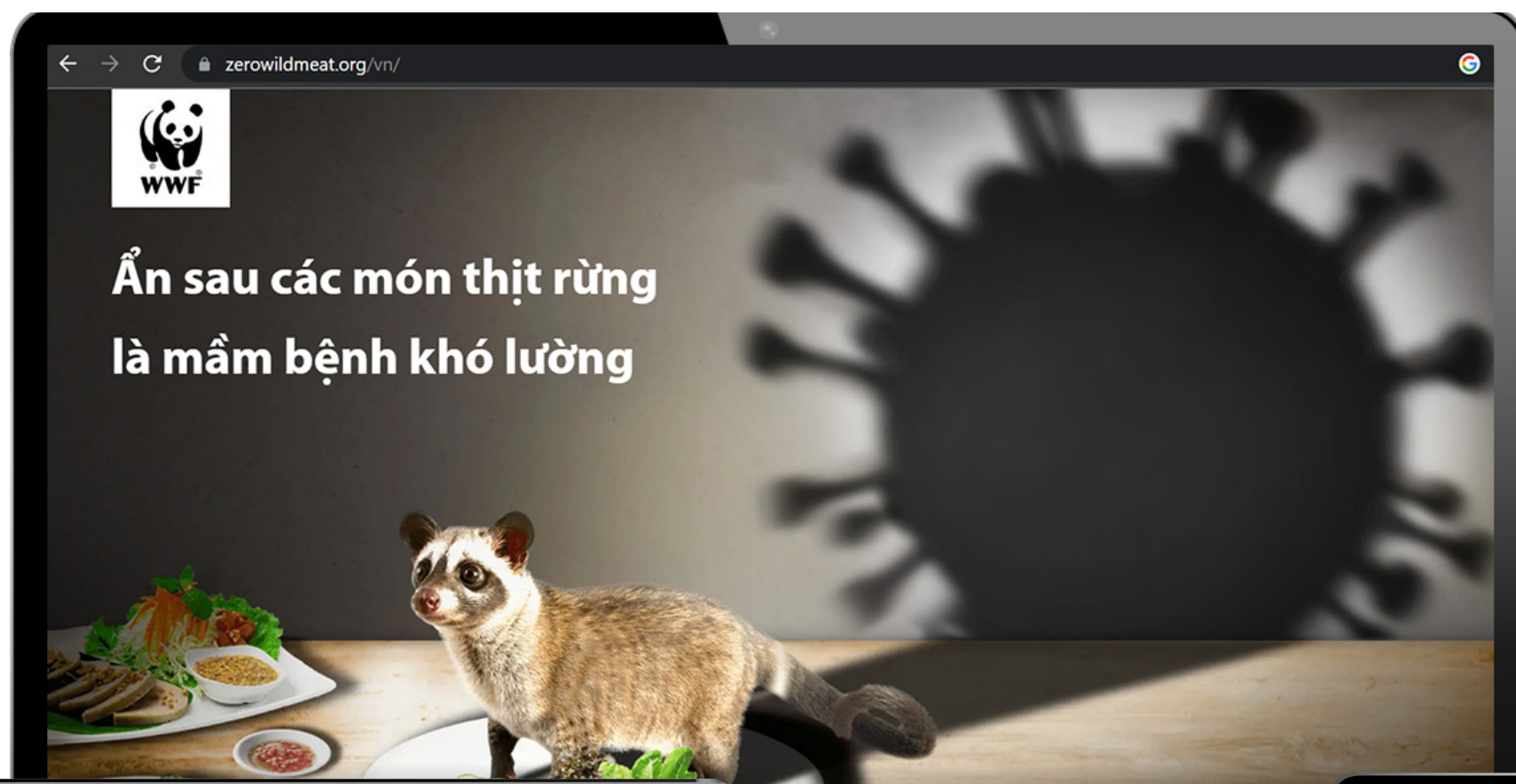
XENGTHIP XAYASEN
873 Facebook followers



TAIY AKARD
151K Facebook followers



ANOULACK TAIBAN
136K Facebook followers



4160
PLEDGES

32,109
WEBSITE TRAFFIC*

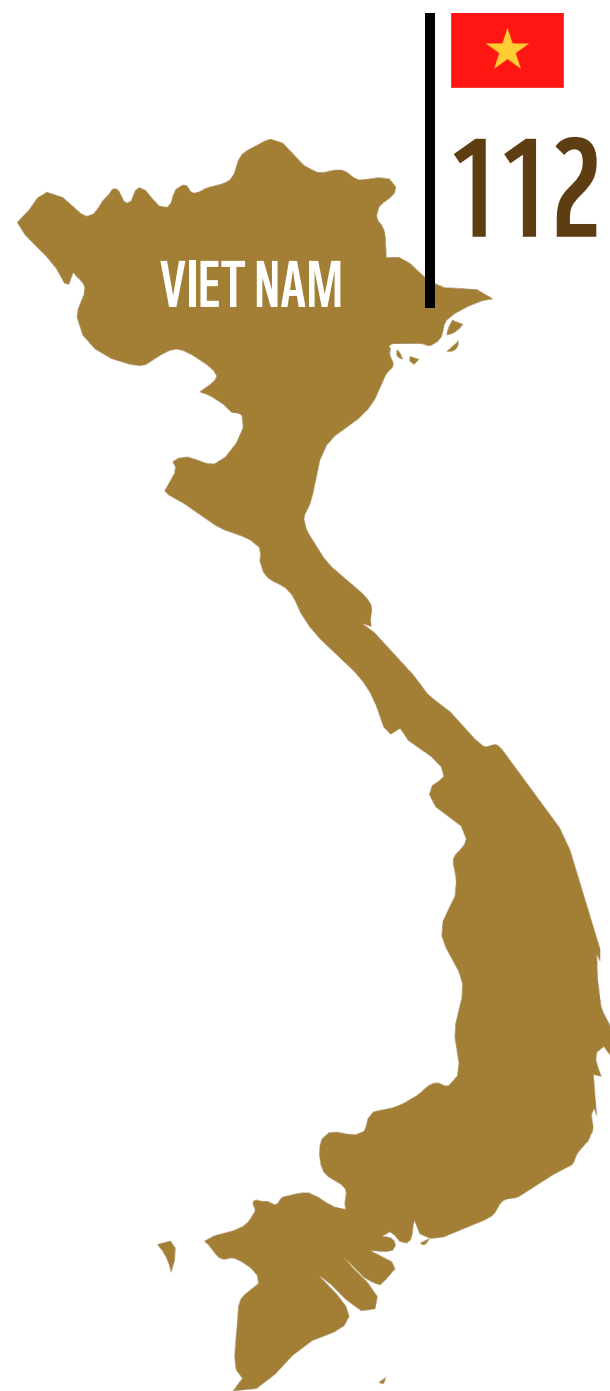
* Traffic: the number of visits to the website.

Two pages were set up for audiences in Viet Nam and Cambodia to make a pledge of eating or buying Zero Wild Meat: <https://zerowildmeat.org/vn/> and <https://zerowildmeat.org/kh/>. The website was not launched in Lao PDR given the low Internet accessibility rate within the country.

Facebook (56%) turned out to be the main source driving traffic to our landing page, followed by **Direct Source (20%)** and **Google Search Ads (17%)**. Direct Source refers to when the audience either enters the page's URL in their browser or when they scan a QR code on outdoor ads that are displayed at physical locations.

OUTDOOR ADS

A TOTAL OF
198 OUTDOOR ADS AND LOCATIONS



112 in Hanoi and HCMC

45 government buildings

50 office buildings

9 residential apartments

8 shopping malls



LED screen at the National Treasury



LED screen at the Joint Stock Commercial Bank for Foreign Trade of Viet Nam



LED screen at AEON Mall



Poster



Table standee



Sticker at restaurant



54 in Xekong and Salavan

29 government buildings

17 markets

5 restaurants

3 education institutes



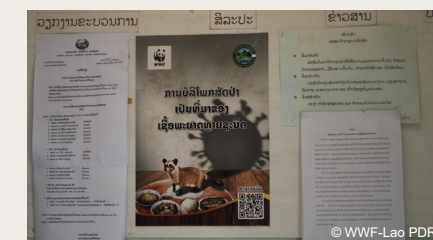
32 in Mondulkiri Province



32 restaurants committed to Zero Wild Meat



Campaign standee at Xekong Market



Information board of Xekong Electric



Entrance of Information, Culture and Tourism Office of Salavanh Province

POST-CAMPAIGN SURVEY

The post-campaign surveys were conducted by the same teams with similar methodologies as the pre-campaign surveys. The questionnaire was updated to measure future intention to consume wild meat and campaign effectiveness. The survey questions were the same for both Viet Nam and Lao PDR, with minor variation among some questions to accommodate the different local contexts.

VIET NAM

In **Viet Nam**, an online survey was conducted by GlobeScan, among 200 wild meat eaters who saw the campaign, and 200 who didn't see the campaign, which was for comparison between the two groups. Most of the respondents were from Hanoi and HCMC.

LAO PDR

In **Lao PDR**, an in-person survey was conducted with the National University of Lao PDR, Center of Excellence in Biodiversity, among over 200 wild meat eaters in two southern provinces, Xekong and Salavanh, where our campaign was piloted.

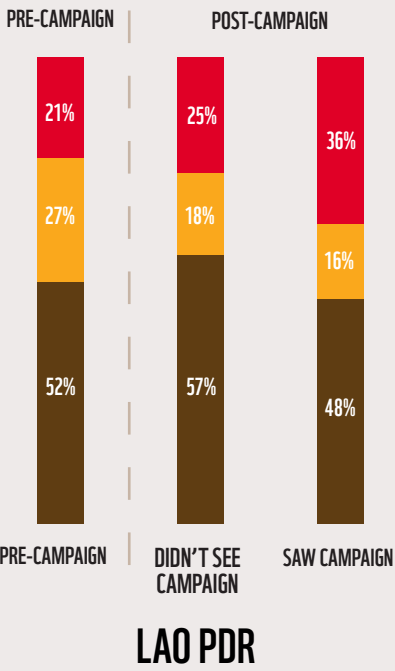
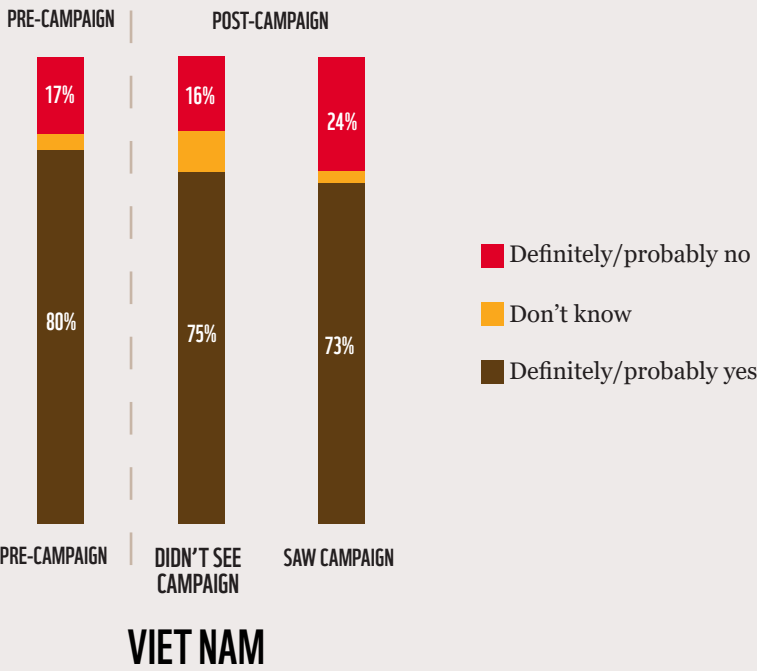
CAMBODIA

Cambodia was not surveyed, since there was no baseline data to compare against.

FUTURE INTENTION TO CONSUME WILD MEAT

The campaigns in both Viet Nam and Lao PDR, the two countries where we were able to survey, have achieved measurable outcomes in changing wild meat eaters' future intention to consume. In Viet Nam, wild meat eaters who had seen the campaign are more likely to reject eating wild meat compared to those who had not seen it (an 8% difference) and compared to those in the pre-campaign survey (a 7% difference). In Lao PDR, wild meat eaters who have seen the campaign are more likely to reject eating wild meat compared to those in the pre-campaign survey (an impressive 15% difference), and a lot of the current rejectors came from the neutral group who previously said "I don't know" in the pre-campaign survey.

Future intention to eat wild meat (%)

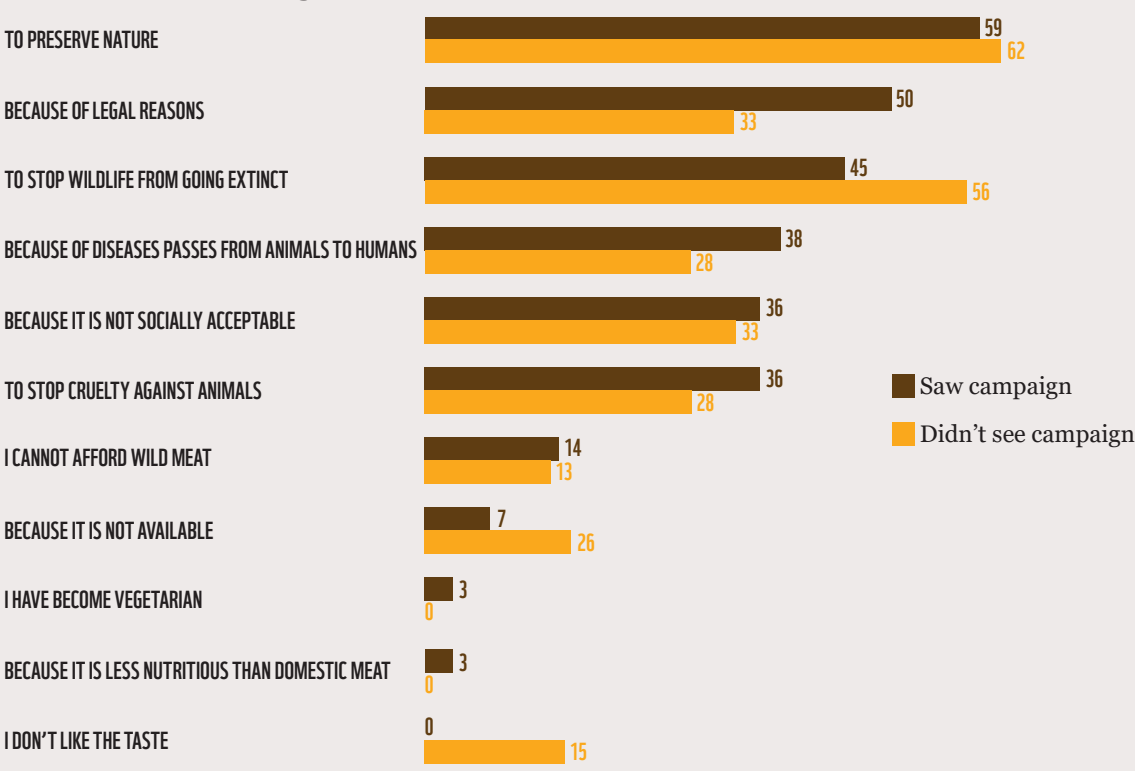


REASONS FOR REJECTING WILD MEAT

Conservation (i.e. nature protection, wildlife extinction) is the most common reason in both Viet Nam and Lao PDR for not eating wild meat, followed by legality reasons in Viet Nam and concerns about disease in Lao PDR. In both countries, people who saw the campaign are more likely to reject wild meat than people who didn't see the campaign (10% more in Viet Nam, 28% more in Lao PDR) due to concerns about diseases passed from animals to humans.

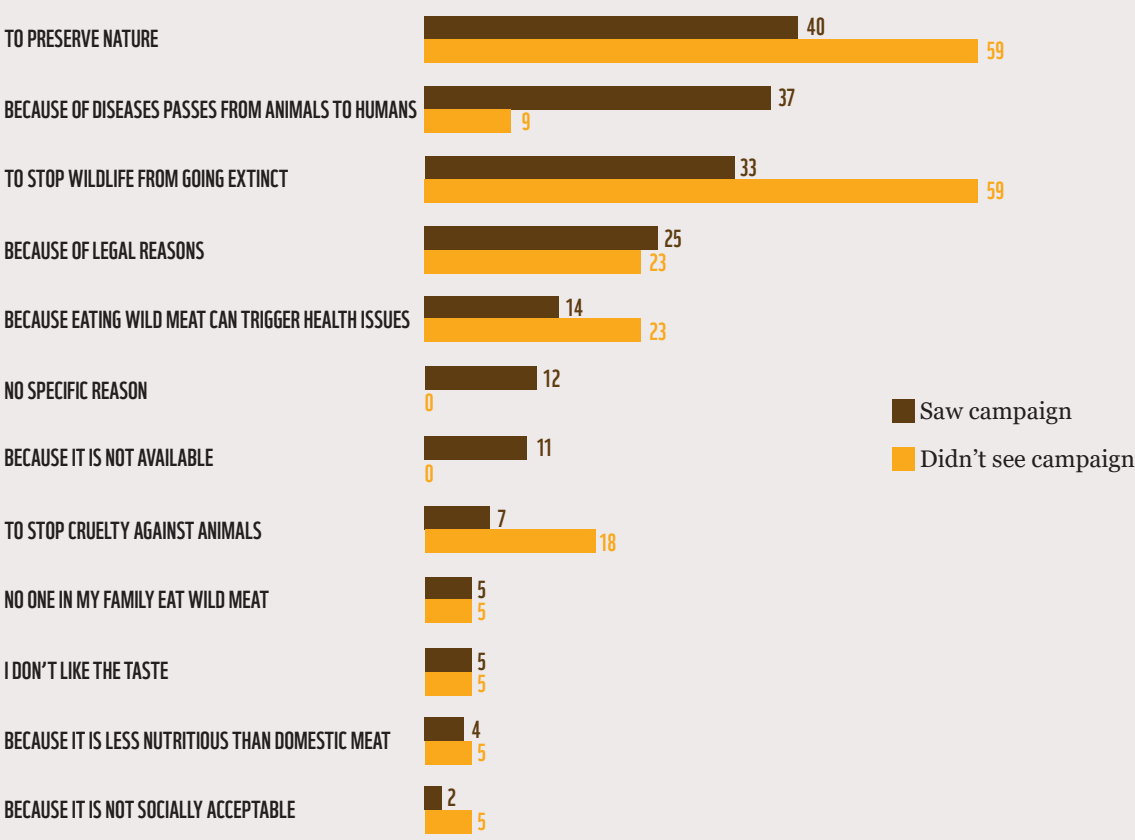
VIET NAM

Reasons for not eating wild meat (Among those who will not eat it again (n=97, %))



LAO PDR

Reasons for not eating wild meat (Among those who will not eat it again (n=79, %))



LOCATIONS AND FREQUENCY OF CAMPAIGN VIEW

Given the relatively low Internet accessibility rate in Lao PDR for citizens compared to other countries, we decided early on to focus more on physical outdoor ads in Lao PDR, and more on digital ads in Viet Nam. The survey results reflect this reality and show that our target audience was exposed to the campaign visuals multiple times through various channels.

VIET NAM



NUMBER OF TIMES CAMPAIGN WAS VIEWED (%)



- Once
- Twice
- Three times
- Four or more times

LAO PDR



NUMBER OF TIMES CAMPAIGN WAS VIEWED (%)



REACTION TO CAMPAIGN

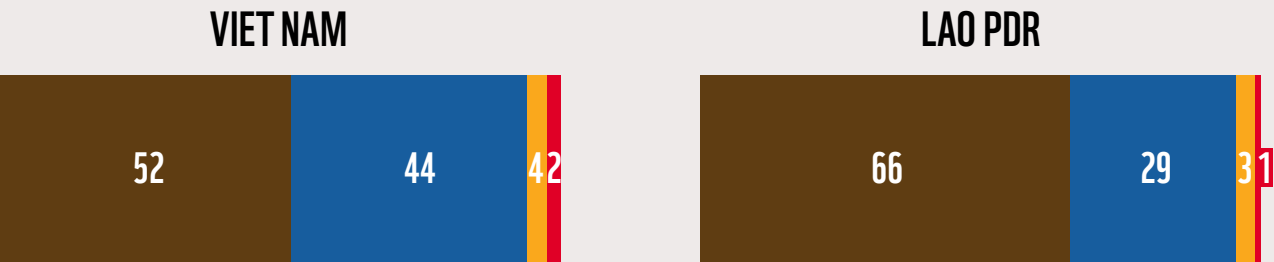
All survey participants – including those who hadn’t seen the campaign and those who had – were shown the key visuals during the survey and had similar reactions – with more than 88% in Viet Nam and 95% in Lao PDR being convinced to stop buying or to buy less wild meat.



DIDN'T SEE THE CAMPAIGN (%)



SAW THE CAMPAIGN (%)



- This campaign convinced me to stop buying wild meat
- This campaign convinced me to buy less wild meat
- This campaign did not convince me to stop eating wild meat
- This campaign made me buy more wild meat

KEY TAKEAWAYS

Behavior change works, but it takes an extended timeframe and continued effort.

Although our campaign didn't fully achieve our stated goal of a 10% change in wild meat eaters' intention in Viet Nam (with a 7% change), we had an impressive outcome in Lao PDR (with a 15% change), which indicates promising potential within the pilot period. We are confident that with additional resources and intensified efforts over time, a greater change in consumer behavior could be achieved.

Zero wild meat is an emerging topic, but not an easy one, to convey to the public.

Wild meat consumption is deeply rooted in the culture and tradition of Viet Nam, Cambodia, and Lao PDR, and captive breeding of certain wild species is legal in some areas. There are also limitations around framing the zoonotic origin of the most recent pandemic, COVID-19, in some countries, both given the rumors surrounding the origin of the virus and people's personal history with eating wild meat and not getting sick. Social norms, formed by people's perceptions and behavior, are difficult to shift in such a short period of time. It is critical that the consequences (i.e. zoonotic spillover, outbreaks, health concerns) of such high-risk human activity are communicated to the public in a way that's easy to understand and resonates with them on a personal level.

Conducting a campaign at a regional level is challenging but also impactful.

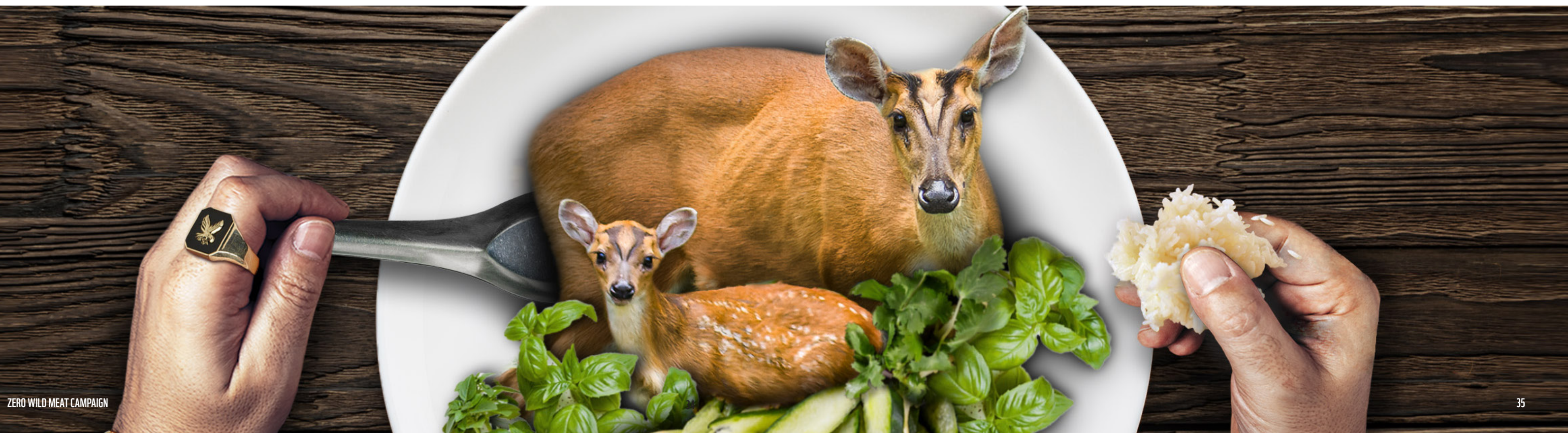
Launching the campaign in multiple countries was challenging due to the nuanced differences in consumption patterns, consumer demographics, public preference for key visuals, and methods of communication from country to country. Coordination and localization, while keeping a consistent tone across the region, is the key to success. If coordinated well, regional campaigns can be extremely impactful by having all the elements launched at the same time, bringing high-level partners on board, and drawing the attention of national and regional decision makers.

Collaboration is key.

Government agencies, public and private sector partners, conservation organizations, and media are all important stakeholders in conducting this work. The engagement with health experts and doctors, restaurant owners, business leaders, and social media influencers/bloggers were particularly useful, as they play different roles in the campaign to share technical opinions and personal experiences, and to promote campaign messaging.

Testing and research are essential.

Testing among members of the target audience, even at a very small scale, is invaluable. What conservationists think will work might not be the most effective way to influence the target audience. Our pre-campaign survey revealed who wild meat eaters are, and why, where, and how often they consume wild meat, which helped us form evidence-based messaging, creative designs, and an effective communications strategy. The differences across the three countries in what visuals and messages resonated the most with our target audiences were significant. A one-size-fits-all regional campaign could have failed to engage the consumers we needed to reach had we not conducted research first. The post-campaign survey was able to measure our campaign effectiveness and generate insights to improve future interventions.





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