



SUMMARY REPORT: ELEPHANT IVORY CAMPAIGN IN VIET NAM

Communication campaign to raise awareness of the illegality
of elephant ivory among international tourists to Viet Nam

May 2025

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BACKGROUND

The demand for elephant ivory remains the leading driver behind the poaching crisis in Africa. Between 2008 and 2018, at least 20,000 African elephants were killed annually for their ivory¹. With only around 415,000 individuals left², some African elephant sub-populations are on the brink of extinction unless consumption trends change.

Southeast Asia and China account for 90% of the global seized ivory³. Viet Nam plays a pivotal role, responsible for 34% of detected ivory imports⁴ and home to the largest ivory seizure in the world⁵. Much of the ivory carved in Viet Nam is later trafficked to key markets like China and the United States⁶, while some products are sold domestically to locals and international tourists⁷ and through online channels⁸.

Many tourists mistakenly believe purchasing ivory in Viet Nam is legal. For example, 20% of Chinese tourists to Viet Nam either did not know, thought small pieces of ivory were legal to buy or that ivory was completely legal⁹. With the strong recovery of tourism after the COVID-19 pandemic, widespread communication methods need to be applied to efficiently reach international tourists and prevent the illegal trade of ivory products in Viet Nam.

To address this issue, WWF-Viet Nam, in partnership with the Viet Nam CITES Management Authority, with support from the Viet Nam Authority of Tourism, and with funding from WWF-US, implemented a communication campaign in Ha Noi, Ho Chi Minh City, Nha Trang, and Da Nang. In collaboration with Ogilvy Group Viet Nam, the campaign's key visuals and message were developed with a focus on the illegality of ivory use and trade. The communication materials were displayed on outdoor screens at international airports and tourist hotspots to target tourists, with a primary focus on Chinese travelers, around the Tet holiday from January to March 2025. Additionally, the campaign also leveraged WWF-Viet Nam's Facebook page for wider reach among Vietnamese consumers.

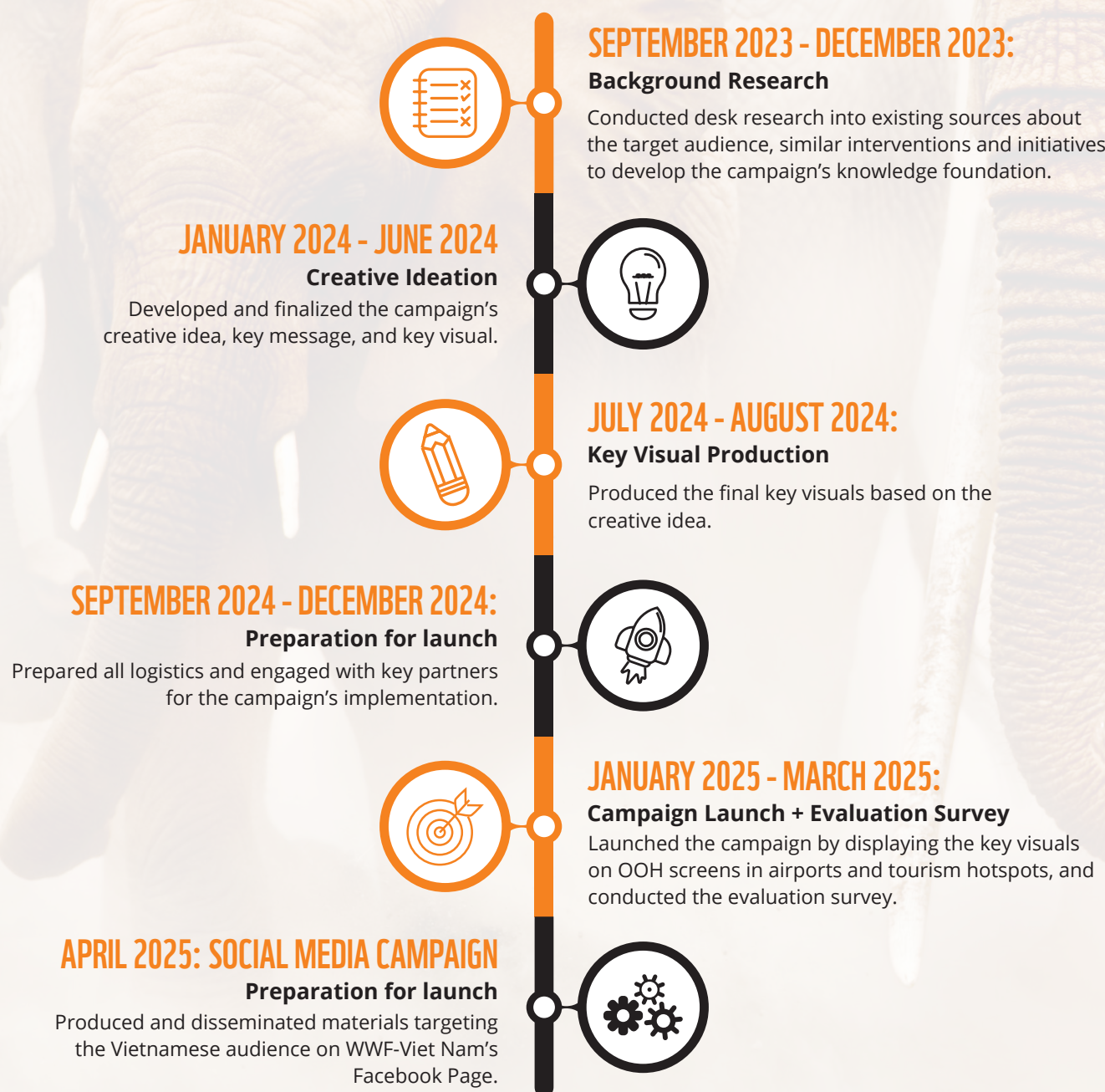
This Summary Report introduces the background and objectives of the campaign, details the implementation and results achieved, provides insights from the campaign evaluation survey as well as key learnings and recommendations for future initiatives.

1. WWF. Elephants | Species | WWF. <https://www.worldwildlife.org/species/elephant>
2. IUCN. 2016. African Elephant Status Report.
3. UNODC. 2020. World Wildlife Crime Report.
4. ETIS. 2022. Report on the elephant trade information system. CITES CoP19 Doc. 66.6.
5. EIA. 2019. World's largest ivory seizure: over nine tonnes of ivory seized in Da Nang, Vietnam. <https://eia-international.org/news/worlds-largest-ivory-seizure-nine-tonnes-ivory-seized-da-nang-vietnam/>
6. ETIS. 2022. Report on the elephant trade information system. CITES CoP19 Doc. 66.6.
7. Nguyen, M. D. T., Indenbaum, R. A., & Willemsen, M. .2018. From Tusk to Trinket: Persistent illegal ivory markets in Viet Nam. TRAFFIC, Ha Noi, Viet Nam
8. TRAFFIC. 2024. Online Market Monitoring Report from July 1,2021 to June 30,2023.
9. GlobeScan. 2020. Beyond the Ivory Ban – Research on Chinese Travelers while in Vietnam.

I CAMPAIGN OBJECTIVES

To contribute to stopping the illegal poaching of African elephants for ivory, the Ivory Campaign in Viet Nam aimed to reduce the demand for products made from elephant ivory among international tourists and domestic users. The campaign focused on raising awareness of the illegality of purchasing, selling, and possessing ivory in Viet Nam while also reinforcing the perception that these are serious crimes with substantial legal punishments.

OVERVIEW OF THE TIMELINE AND ACTIVITIES OF THE CAMPAIGN:



KEY RESULTS ACHIEVED:



DISPLAY AT INTERNATIONAL AIRPORTS

8 weeks of coverage on 328 LED posters at 14 airports and 8 large LEDs at 4 major international airports across the country with an

estimated **4,974,525** total daily impressions



DISPLAY AT TOURIST HOTSPOTS

4 weeks of display on 8 large LEDs at major tourism hotspots

in 4 cities with an estimated **8,390,164** total daily reach



WIFI MARKETING

24,470 impressions on airport wifi marketing networks

with a **74.5%** click rate



LAUNCH EVENT

Participated by over **90** representatives from government

agencies, NGOs, media outlets; **13** press mentions of the campaign from national media outlets.



SOCIAL MEDIA CAMPAIGN

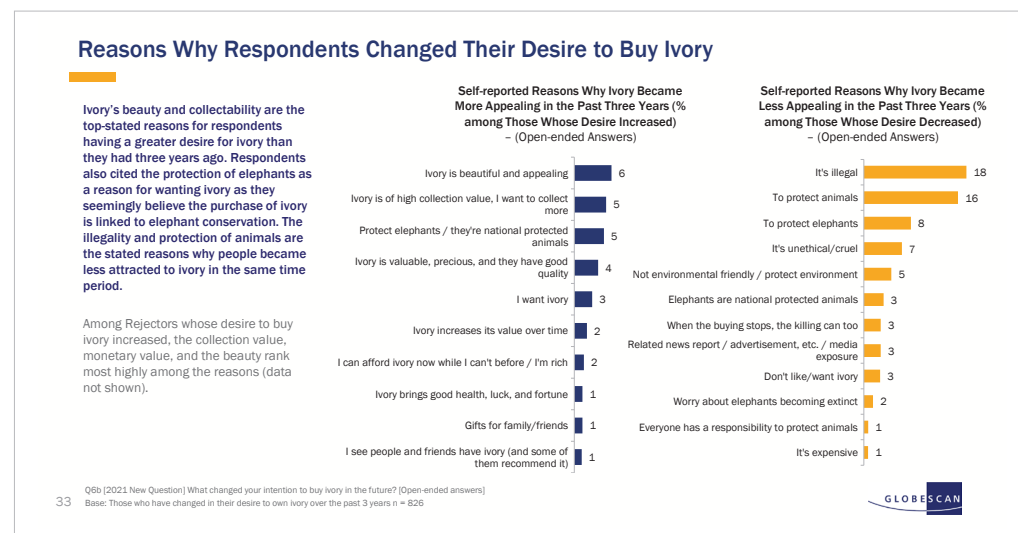
Achieved total impressions of **6,186,807** reach of **4,400,583**

users, and interactions of **18,361**

IMPLEMENTATION

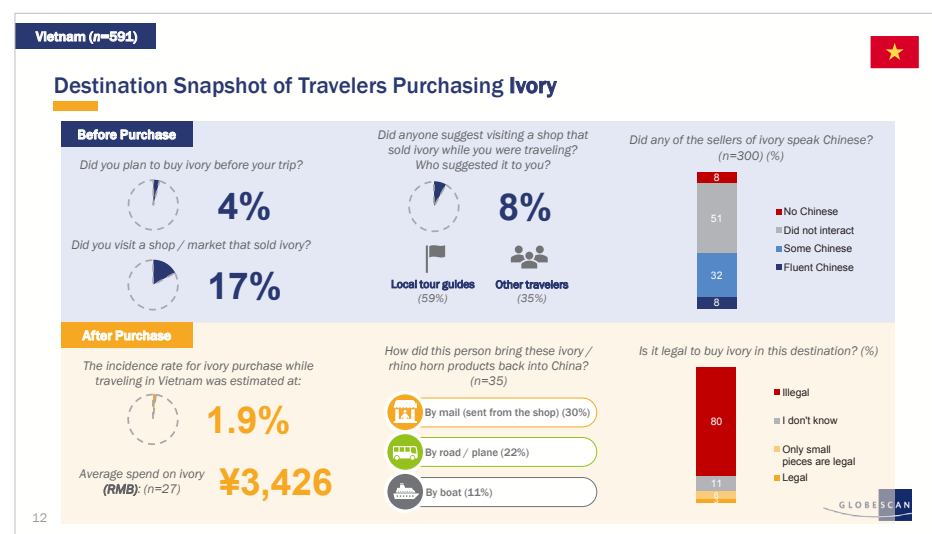
KEY VISUAL DEVELOPMENT

BACKGROUND RESEARCH



Demand Under the Ban - China Ivory Consumption Research 2021, GlobeScan

The illegality of elephant ivory was identified as a significant deterrent to ivory purchase behavior among Chinese consumers¹⁰. Some travelers have an incorrect understanding of Vietnamese regulations regarding ivory, with 20% stating that they either did not know, thought small pieces of ivory were legal, or that ivory was completely legal¹¹. As such, the campaign was designed to raise awareness of the illegality of ivory products among international tourists, with a primary focus on Chinese travelers, visiting Viet Nam to decrease their intentions to purchase ivory while traveling here.



Beyond the Ivory Ban, Research on Chinese Travelers While in Vietnam 2020, GlobeScan

10. GlobeScan. 2021. Demand Under the Ban – China Ivory Consumption Research 2021.

11. GlobeScan. 2020. Beyond the Ivory Ban – Research on Chinese Travelers while in Vietnam.

WWF partnered with Ogilvy Group Viet Nam, in consultation with the Viet Nam CITES Management Authority and the Viet Nam Authority of Tourism, to develop the creative concept for the campaign based on this approach. The concept went through multiple reiterations before a final version was agreed upon by multiple stakeholders.

THE ORIGINAL CONCEPT

Due to ivory's status as a high-value commodity, buyers are naturally curious about the cost of these items. 21% of Chinese travelers planning to buy ivory before their trips considered Viet Nam as an attractive destination due to cheaper prices¹².

The original concept took this idea by disguising as an advertisement for ivory products, utilizing beautiful imagery of ivory products to draw the viewers' attention. The message "Ivory. At what price?" intended to draw the curiosity of potential buyers about the costs of these products. The "real" consequences were revealed in the price tag showing legal punishments for buying ivory in Viet Nam.



Demo image from development process with Ogilvy Vietnam

12. GlobeScan. 2020. Beyond the Ivory Ban – Research on Chinese Travelers while in Vietnam.

THE ANIMATED CONCEPT

After several rounds of consultation with relevant stakeholders (including Ogilvy, the CITES MA, the Viet Nam Authority of Tourism, and WWF project teams), it was decided that the original concept might have the unintended effect of reinforcing the perception that ivory was beautiful and desirable.

To still utilize the attention-grabbing power of ivory products while also minimizing the glorification of their values, the legal consequences would need to be portrayed in a more dramatic way. The following concept was then divided into two sections:

- The first scene would show a close-up of an ivory product to draw in the attention of viewers. Shadow lines were cast over the products, giving the impression of a sophisticated jewelry advertisement.
- The second scene would zoom out to show a person behind bars with a price tag similar to the original concept, directly conveying the legal punishments for buying ivory illegally.



Demo image from development process with Ogilvy Vietnam

THE FINAL CONCEPT

Based on feedback from the Viet Nam CITES MA, the key message also took a more direct approach to clearly convey legal information: "Buying / Selling / Possessing ivory are serious crimes in Viet Nam.". The copywrite was displayed in 3 languages: Vietnamese, English and Chinese to reach domestic consumers, Chinese tourists - a key consumer group for ivory products, as well as other international tourists to Viet Nam.

- As bracelets were identified as the more popular ivory product from market observation, the pair of earrings from the previous concept was changed to an ivory bracelet.
- During the second scene, the ivory bracelet would morph into a pair of handcuffs to more directly convey imprisonment.



Demo image from development process with Ogilvy Vietnam

FINAL PRODUCTS

After production, the final versions consisted of a set of animated images adapted to various vertical and horizontal screen sizes, with either a 10-second or 15-second.



The two still scenes of the vertical master visual





The two still scenes of the horizontal master visual

DIGITAL OUT-OF-HOME PLACEMENTS

INTERNATIONAL AIRPORTS

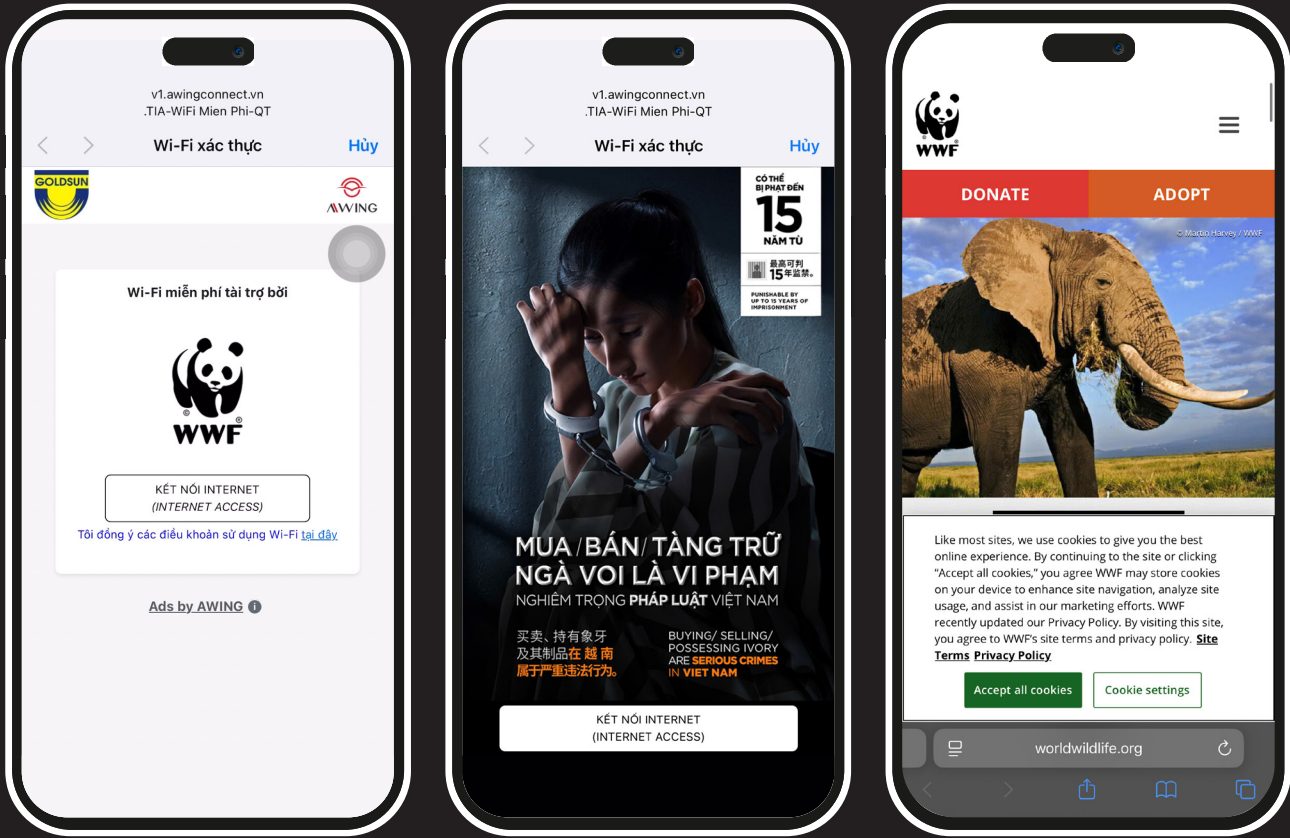


Between January 16th 2025 and March 12th 2025, the key visual was displayed on **328 LED posters** at 14 airports across the country and **8 large LEDs** at Noi Bai, Tan Son Nhat, Da Nang, and Cam Ranh International Airports. The total **estimated daily impressions** (according to Chicilon Media - the media service supplier) was **4,974,425**.

Refer to Appendix A for images of all the displays within airports.

Location	Size	Frequency	Estimated daily impressions (provided by Chicilon Media)
DIGITAL POSTERS			
Tan Son Nhat	75 inch	60 spots / day	997,815
Noi Bai			686,595
Da Nang			356,265
Cam Ranh			204,750
Phu Quoc			65,520
Vinh			54,600
Lien Khuong			51,870
Phu Bai			47,775
Buon Me Thuot			21,840
Can Tho			81,900
Cat Bi			81,900
Pleiku			19,110
Phu Cat			38,220
Chu Lai			21,840
TOTAL			2,729,000
LARGE LEDs			
Noi Bai (Domestic Terminal)	8192*2084 (mm)	240 spots / day	686,595
	1792*9488 (mm)		
Tan Son Nhat (Domestic Terminal)	5376*2560 (mm)		997,815
	9728*2560 (mm)		
Da Nang (Domestic Terminal)	10240*2944 (mm)		356,265
	9984*3072 (mm)		
Cam Ranh (International Terminal)	9984*3072 (mm)		204,750
	5888*2944 (mm)		
TOTAL			2,245,425

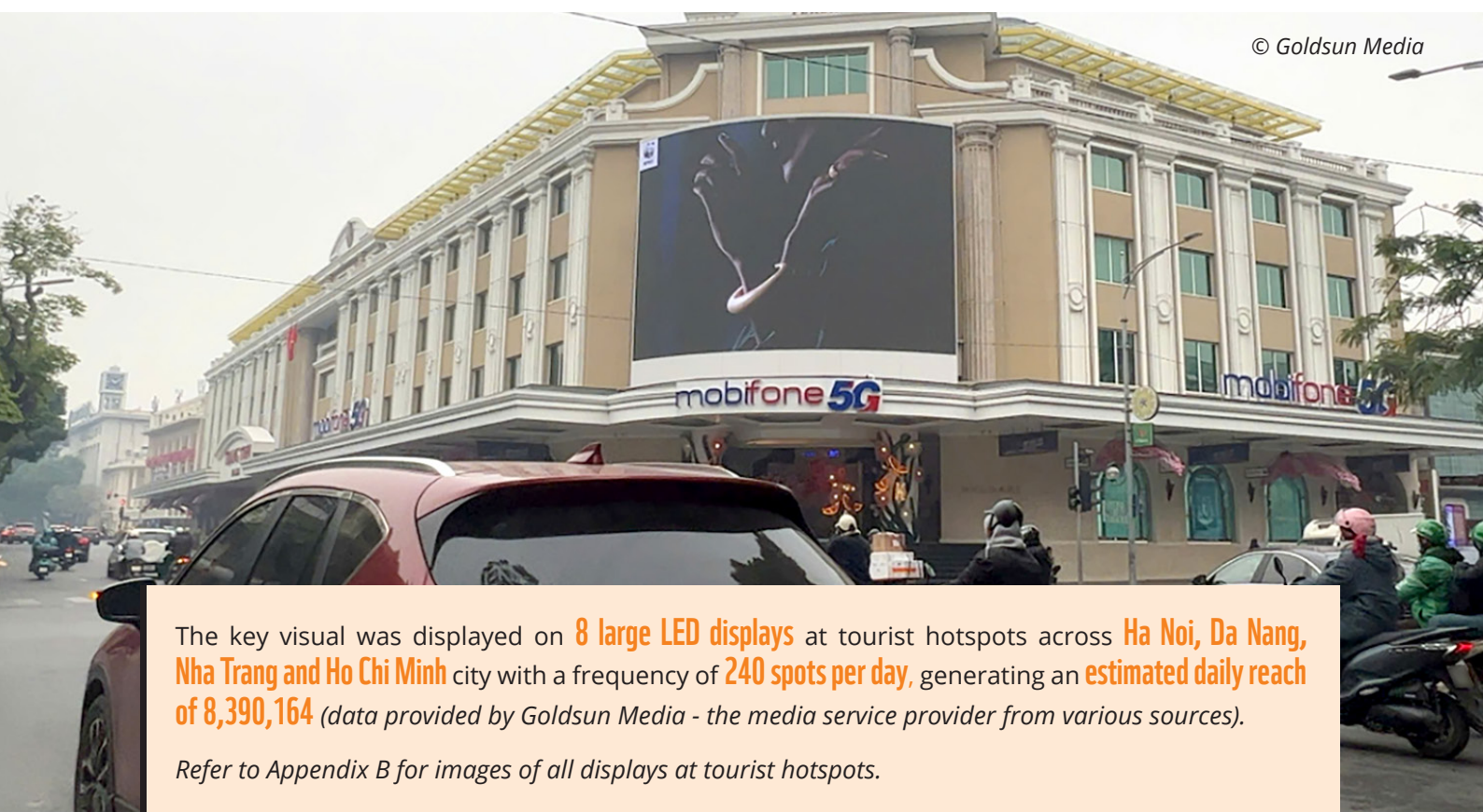
Additionally, the visual was also aired on Noi Bai and Tan Son Nhat International Terminal's wifi marketing systems from February 21st 2025 to March 20th 2025, generating 24,470 impressions and 18,245 clicks to WWF-US's Elephant site.



The Key Visual as shown on Goldsun Media's airport wifi network advertisement (screenshots by GoldSun Media)



TOURIST HOTSPOTS



City	Location	Display Duration	Estimated Daily Reach	Note
Ha Noi	Trang Tien Plaza, Hai Ba Trung - Hang Bai, Hoan Kiem	Jan 21st - Feb 17th	1,702,973	Based on Goldsun Media's Audience Report verified July 2024 by Escom.
Ha Noi	Dai Co Viet - Xa Dan - Le Duan - Giai Phong crossroad	Feb 21st - Mar 20th	1,592,448	Based on Goldsun Media's Audience Report verified July 2024 by Escom.
Ho Chi Minh City	44 Nguyen Hue, District 1	Jan 21st - Feb 17th	1,580,813	Based on Goldsun Media's Audience Report verified July 2024 by Escom.
Ho Chi Minh City	Nguyen Kim Mall, 63-65-67 Tran Hung Dao, District 1	Jan 24th - Feb 20th	1,693,930	Based on Goldsun Media's Audience Report verified July 2024 by Escom.
Ho Chi Minh City	Turtle Lake Roundabout, District 3	Jan 24th - Feb 20th	500,000	Based on Goldsun Media's traffic volume estimation ¹³
Ho Chi Minh City	Bitexco Building Escalator, District 1	Jan 24th - Feb 20th	20,000	Based on Goldsun Media's traffic volume estimation ¹⁴
Da Nang	1 Nguyen Van Linh	Jan 21st - Feb 17th	800,000	Based on Goldsun Media's traffic volume estimation ¹⁵
Nha Trang	44 Tran Phu	Jan 21st - Feb 17th	500,000	Estimated only. No official report was available.
Total			8,390,164	

13,14,15. <https://billboard.goldsungroup.com.vn>



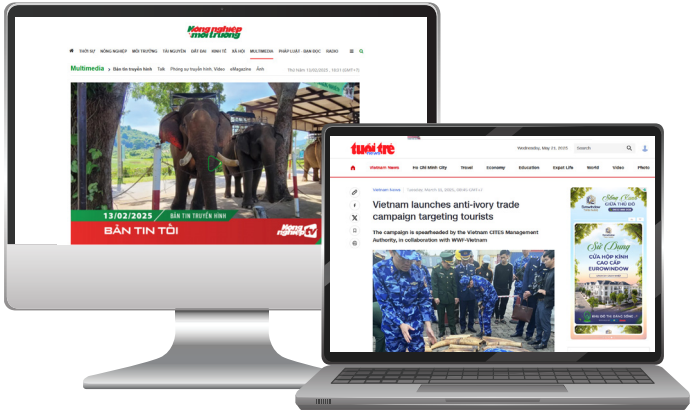
LAUNCHING EVENT

On February 13th 2025, the campaign launching event was held at Ba Vi National Park with 91 participants, including representatives from key stakeholders such as:

- Government agencies under the Ministry of Agriculture and Rural Development such as the CITES Management Authority, Forest Protection Department, and Department of Forestry.
- Tourism government agencies including the Viet Nam National Authority of Tourism, Ha Noi, and Quang Ninh Tourism Department.
- Conservation organizations including IUCN and TRAFFIC.
- National media outlets focusing on environmentalism and agriculture.

Following the event, the campaign received 13 media mentions from various online media outlets:

Media outlet	Article link
Báo Nông nghiệp	https://nongnghiep.vn/video/cham-dut-giao-dich-cac-san-pham-tu-nga-voi-tai-viet-nam-tv421290.html
Báo Nông nghiệp	https://nongnghiep.vn/video/viet-nam-la-diem-nong-buon-lau-nga-voi-lon-nhat-dong-nam-a-tv420986.html
Báo Nông nghiệp	https://nongnghiep.vn/buon-ban-nga-voi-khach-du-lich-tiep-tay-d421113.html
Báo Tuổi trẻ Online	https://tuoitre.vn/mo-chien-dich-truyen-thong-chong-buon-ban-nga-voi-voi-du-khach-20250310110236141.htm
Tạp chí Môi trường	https://tapchimoitruong.vn/su-kien-hoat-dong-27/tet-trong-cay-doi-doi-nho-on-bac-ho-2025-va-chien-dich-truyen-thong-phong-chong-buon-ban-nga-voi-trai-phap-luat-tai-viet-nam-31810
Báo Tài nguyên & Môi trường	https://baotainguyenmoitruong.vn/khoi-dong-du-an-tuyen-truyen-phong-chong-buon-ban-nga-voi-trai-phap-386605.html
Báo Tài nguyên & Môi trường	https://baotainguyenmoitruong.vn/viet-nam-noi-khong-voi-nga-voi-trai-phap-386721.html
Bộ VHTTDL	https://bvhttdl.gov.vn/truyen-thong-nang-cao-nhan-thuc-ve-phong-chong-buon-ban-nga-voi-trai-phap-luat-tai-viet-nam-20250214083024767.htm
Pháp luật Việt Nam	https://baophapluat.vn/phong-chong-buon-ban-nga-voi-trai-phap-can-nhung-giai-phap-dong-bo-post539992.html
Sài Gòn Giải Phóng	https://www.sggp.org.vn/viet-nam-co-luong-nga-voi-bi-bat-giu-nhieu-nhat-dong-nam-a-post781760.html
Vietnam Plus	https://en.vietnamplus.vn/media-campaign-launched-to-combat-illegal-ivory-trade-among-tourists-post311261.vnp
Tuổi Trẻ News	https://tuoitrenews.vn/news/society/20250311/vietnam-launches-antiivory-trade-campaign-targeting-tourists/85141.html
Viet Nam News	https://vietnamnews.vn/environment/1692484/viet-nam-raising-tourists-awareness-about-ivory-trade.html



SOCIAL MEDIA

© Greg Armfield/WWF-UK

In synergy with the OOH display, the social media outreach aims to raise awareness about the illegality and cruelty of the ivory trade among Vietnamese people, further enforcing the perception that buying ivory is a condemnable act. By highlighting the widespread consequences of participating in the ivory trade and law enforcement’s efforts to dismantle the supply chain, the campaign urges viewers to face the urgency and seriousness of the ivory problem.

One key motivation driving the purchase of ivory products is their association with a high social status and wealth. Naturally, the cost of such products will be a point of curiosity for a lot of people, including both those intending to buy and onlookers. The campaign utilized this curiosity to draw attention to the posts and associate the cost of ivory with its social, ethical, and legal consequences.

Five posts were released on the official WWF-Viet Nam Facebook Page between April 12th 2025 and April 25th 2025 (refer to Appendix C for the full posts), with focuses on various fronts of ivory consumption:

CONTENT DESCRIPTION



POST 1: THE PRICE OF BLOOD IN AFRICA

Illegal ivory trade brings about a cycle of violence in Africa where the lives of elephants and forest rangers are lost in the battle against poachers.



(Animated Version)

POST 2: KEY VISUAL PROMOTION

WWF-Viet Nam and the CITES MA launched a communication campaign to raise awareness among tourists of the illegality of ivory in Viet Nam.



POST 3: THE PRICE OF IMPRISONMENT

Many criminals have received the high penalty of up to 15 years of imprisonment for smuggling ivory into Viet Nam. A serious crime deserves a serious punishment under the watchful eye of the law.



POST 4: THE PRICE OF FINANCIAL PUNISHMENT

Behind every piece of ivory is the burden of financial punishment. Possessing less than 0,3 kilogram of ivory is punishable by up to 210 million VND. The maximum fine can go up to 15 billion VND, along with the risk of imprisonment.



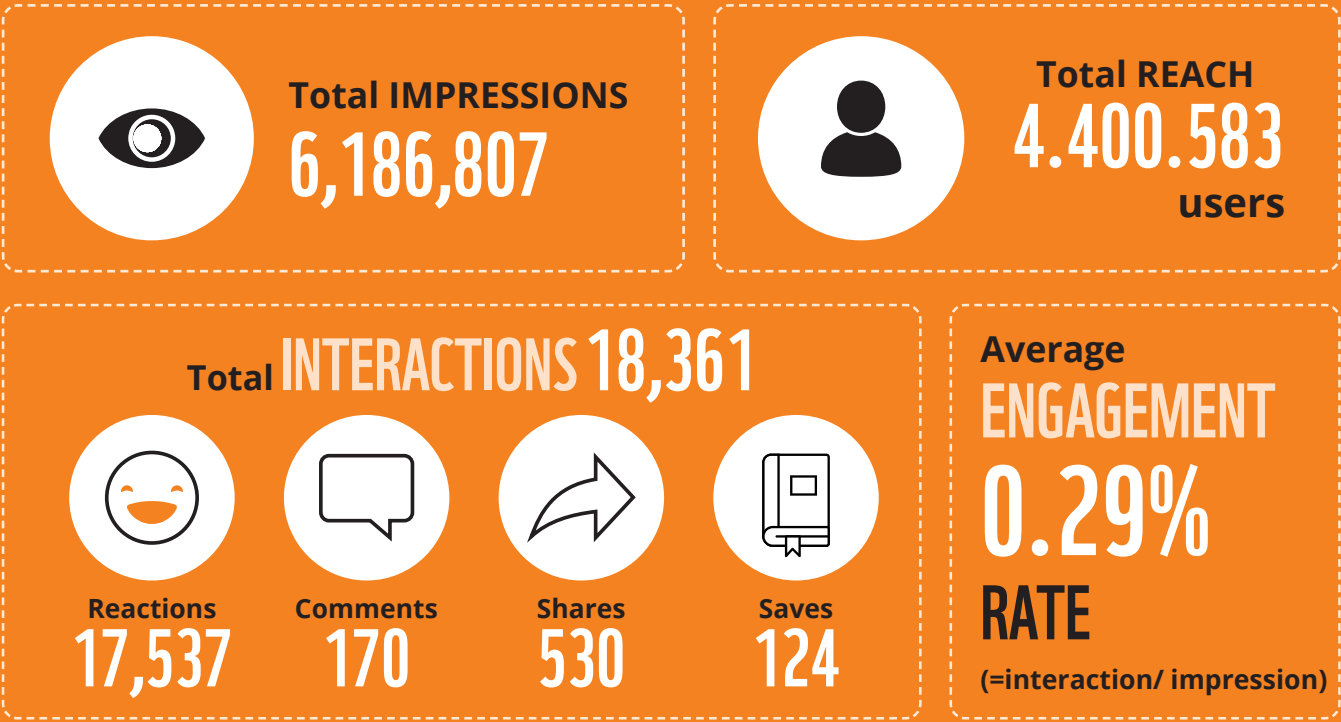
POST 5: THE PRICE OF THE FUTURE

Elephants are a major part of our global ecosystem, a system that has seen rapid calamities, natural disasters, epidemics and is reaching an irreversible tipping point. Would you buy a piece of ivory now for the next generation to suffer?

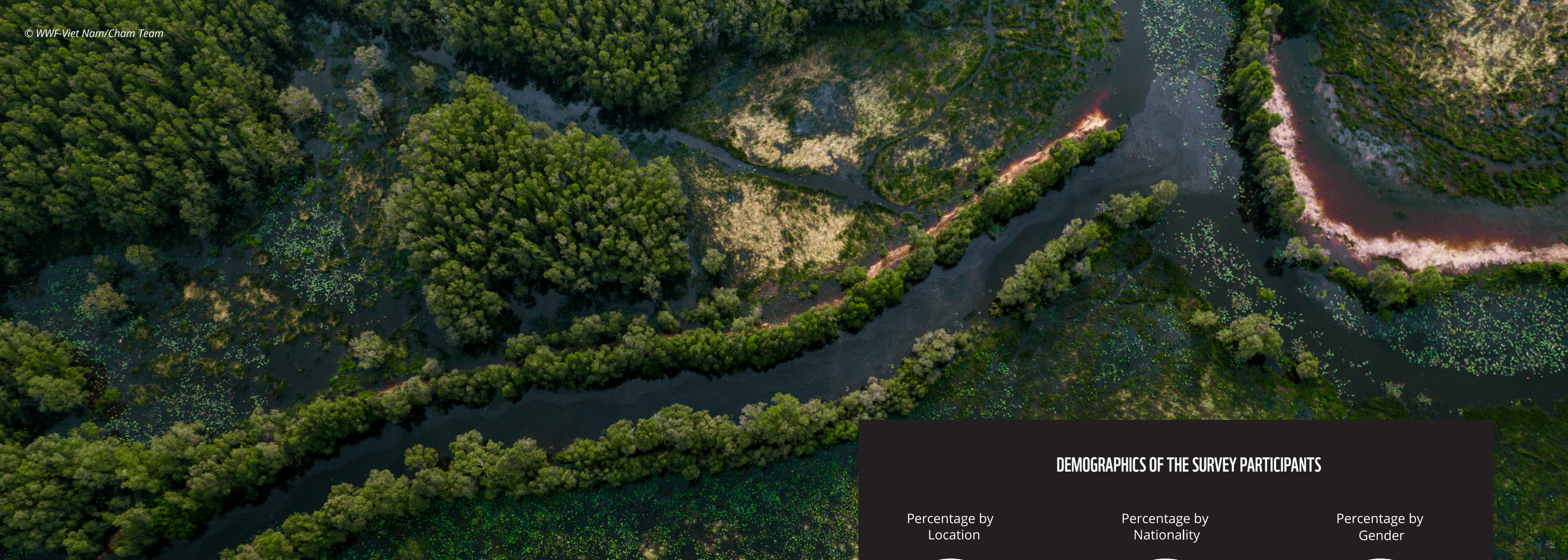
The campaign leveraged Meta Advertising to boost engagement for the posts among two groups of target audiences:

- Group 1 - Those with interest in Environmentalism, Science, Animal Rescue, Ecology, Animal Rights, Forest Ecosystem, Animal Adoption
- Group 2 - Mass audience

IN SUMMARY, THE SOCIAL MEDIA OUTREACH HAS ACHIEVED:



(Refer to Appendix D to see individual post performance)



CAMPAIGN EVALUATION SURVEY

METHODOLOGY

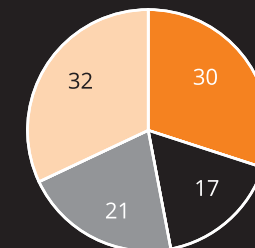
An evaluation survey was conducted in the project regions to determine the campaign's impact. Additionally, the survey would also provide further insights into the attitudes and demand for ivory among international tourists to Viet Nam, informing future interventions.

In the quantitative survey, the sample consisted of international tourists speaking either English or Chinese and traveling in Viet Nam at the four project regions: Hanoi, Da Nang, Nha Trang, and Ho Chi Minh City. The tourist surveys were conducted from February 24 to March 9, 2025 in these four destinations. By filling out the questionnaire in person, a total of 248 valid questionnaires were collected for the analysis.

In the qualitative analysis, short in-person interviews were conducted with two tour guides (one Chinese-speaking guide and one English-speaking guide), and one tourist. The aim was to generate more insights behind the quantitative findings and to gather additional evidence for recommendations to improve the communication campaign.

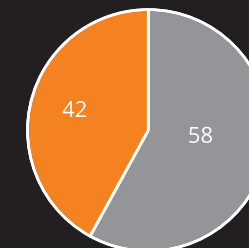
DEMOGRAPHICS OF THE SURVEY PARTICIPANTS

Percentage by Location



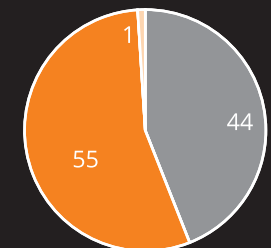
■ Hanoi ■ Da Nang
■ Nha Trang ■ Ho Chi Minh City

Percentage by Nationality



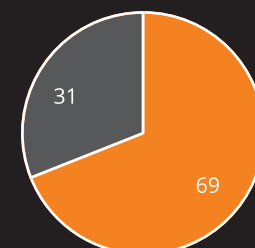
■ China ■ Others

Percentage by Gender



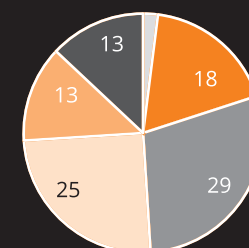
■ Male ■ Female ■ Others

Percentage by Language Used



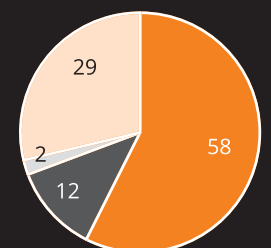
■ Chinese ■ English

Percentage by Age



■ Under 18 ■ 18-25 ■ 26-35
■ 36-45 ■ 46-55 ■ Over 55

Percentage by Education level

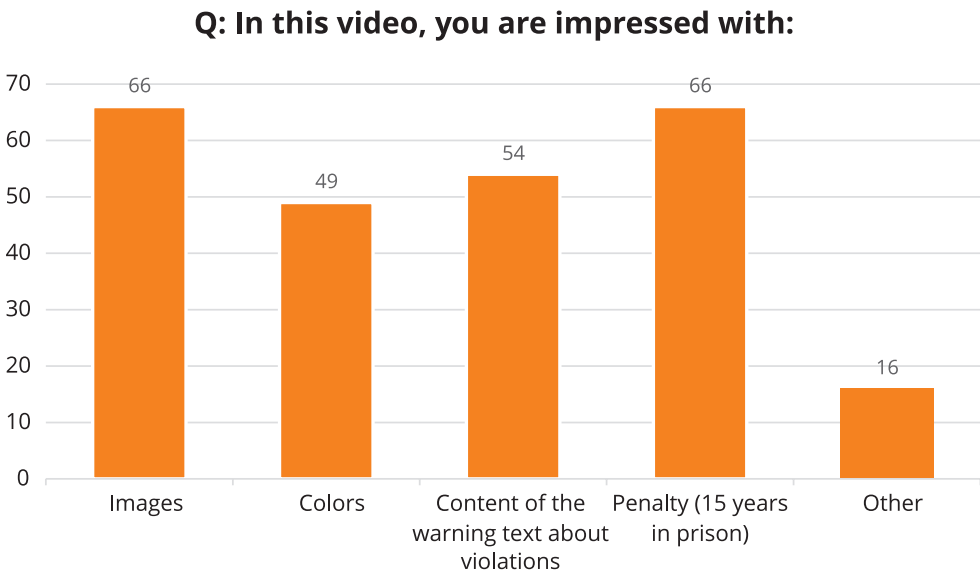


■ Highschool or Below ■ Postgraduate
■ Graduate ■ Others

RECEPTION AND RECALL OF THE MESSAGE

Only 3 out of 248 surveyed tourists reported having randomly encountered the message - an extremely small proportion that does not allow for representativeness. This may be because the survey missed the Lunar New Year period with high tourist traffic and was conducted after some of the displays within the cities had stopped airing. To gather data on message reception and recall for analysis, 134 tourists were shown the campaign's key visual by the survey staff before responding to the questionnaire. Along with data from the 3 tourists having randomly encountered the message, the analysis thus used data from a total sample size of 137.

Overall, the key visual left a strong impression and proved to be clear and useful for most tourists surveyed. Among all the elements within the visual, viewers were most impressed with the imagery and 15-year imprisonment penalty displayed.



TOURISTS' RECEPTION AND IMPRESSIONS OF THE COMMUNICATION MESSAGE

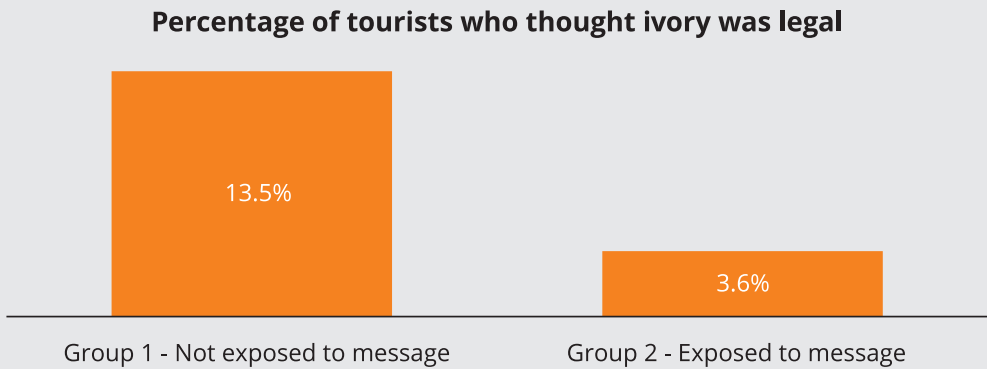
Unit: %

Evaluated criteria	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
The communicated message left a strong impression	46.0	24.8	19.7	6.6	2.9
The communicated message was clear	43.1	27.7	14.6	9.5	5.1
The communicated message was very useful	46.7	30.7	17.5	3.6	1.5
The communicated message had sufficient info	37.2	27.0	25.5	6.6	3.6

POTENTIAL CHANGES IN TOURISTS' AWARENESS, INTENTION TO PURCHASE

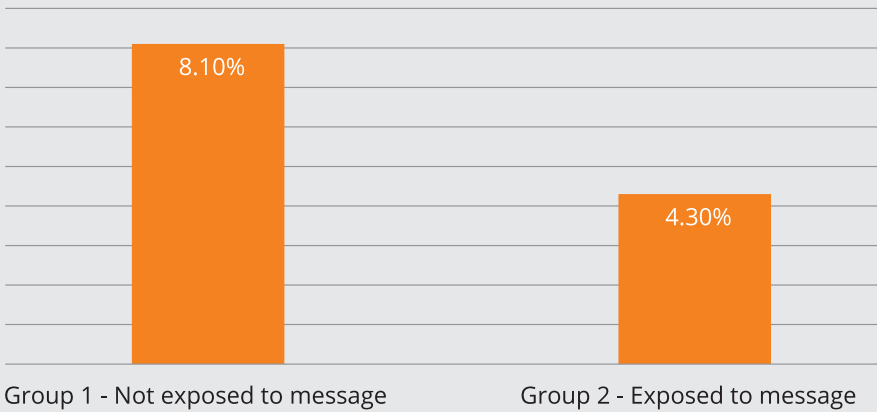
A comparative analysis was conducted to evaluate the campaign's impact on tourists' awareness, intention and behavior regarding ivory purchase:

- Group 1 consisted of 111 tourists who did not watch the campaign message.
- Group 2 consisted of 137 tourists who had seen the WWF campaign message (either by chance or were willing to watch the video at the time of the survey).



Impact on awareness: Results indicated that the message was able to increase travelers' awareness of the illegality of ivory in Viet Nam, as only 3.6% of Group 2, who was exposed to the message, thought ivory was legal compared to 13.5% for Group 1, who were not exposed.

Percentage of tourists who intended to buy ivory souvenirs



Impact on intention to purchase: The message had a significant impact on intention to purchase, as only 4.3% of Group 2, who were exposed to the message, intended to buy ivory souvenirs in the future compared to 8.1% for Group 1, who were not exposed.

Refer to Appendix E for the full comparison



LESSONS LEARNED & RECOMMENDATIONS

1. THE IMPORTANCE OF PARTNERSHIPS AND CONSULTATION

In order to maximize a campaign's resources and impact, it is essential to nurture collaborative relationships with key media, creative and governmental partners.

Development of the key visual was driven by collaboration with Ogilvy Group Vietnam through their pro bono creative service, and further fortified through consultation with CITES Viet Nam and the Viet Nam National Authority of Tourism. Due to the campaign's transnational nature, feedback from offices in the WWF Network proved vital in enhancing the campaign's visual design, cultural sensitivity and translation accuracy. All of this collaboration resulted in a set of key visuals that conveyed the intended message clearly, effectively, and left a strong impact on viewers.

Additionally, the campaign received generous support from OOH media providers to expand coverage within the limited resources. Close partnership with the private sector remains highly beneficial for any communication initiative.



RECOMMENDATION: It is essential to continue fostering mutually beneficial relationships with the private sector and government agencies. In an increasingly competitive media landscape, partnership is key in driving communication impact with limited resources.

2. THE EFFECTIVENESS OF DIGITAL OOH COMMUNICATION

Even though the display of the communication message on large OOH displays was visually impressive, it was also costly and had relatively low exposure.

Despite the communication message being broadcast at high-traffic tourist locations including airports and popular attractions in four cities, field observations by the evaluation consultant indicated limited visibility. According to these observations, the message appeared only once every eight minutes. Moreover, it was shown on only some, rather than all, advertising screens at the airports. This low frequency and limited placement likely hindered its ability to effectively reach a large volume of tourists. Additionally, visitors may have been preoccupied with other concerns, such as managing their luggage or focusing on the attractions, making them less likely to notice the message.



RECOMMENDATION: Future campaigns can consider utilizing channels that could capture tourists' full attention more directly, such as tour guides, tour buses, ticket booth or queuing line at tourist attractions, travel information sites, service booking sites, ride-hailing applications,... Careful planning with tourism service providers can allow the message to be displayed at the right times and from the right sources, such as during the introduction section by tour guides. Strong long-term partnerships with both the tourism businesses and tourism authorities can allow these channels to be substantially more cost-effective and impactful. Additionally, this approach

can also be combined with traditional OOH placements for maximum synergy to both visually impress and directly connect with the audience.

3. LIMITATIONS OF SOCIAL MEDIA ADVERTISING AGAINST ILLEGAL WILDLIFE TRADE

Social media advertising remains a powerful tool to reach a large group of people. However, many important keywords must be avoided to ensure continual advertising for content on illegal wildlife trade.

Facebook's algorithm is designed to detect and potentially ban certain keywords associated with elephant ivory to curb illegal wildlife trade on the platform. However, this system may also falsely identify posts under this campaign as promotion of ivory, which can lead to rejected ad buys or even account suspension. For example, specific amounts of money (such as the financial punishment level), words related to selling or spirituality, mention of violence were all flagged during content development. For many cases, omission of these words may make the content less direct, memorable, and accurate. Particularly, it was not advisable to promote the campaign key visual through Facebook advertising due to the texts embedded in the picture directly referring to buying and selling ivory. While appealing the ban may resolve the issue, it would also delay the project implementation and pose suspension risk for the page.



RECOMMENDATION: For future campaigns, particularly those about preventing illegal wildlife trade on social media platforms, careful consideration must be taken when building the key message right from the beginning to avoid being flagged by advertising algorithms. WWF should also advocate with Meta, and potentially other social media platforms, to revise their algorithm or develop specific policies to avoid falsely banning advertised content against illegal wildlife trade.

4. THE CONTINUING DEMAND FOR IVORY

The campaign evaluation report revealed a worrying reality of the continuing demand for ivory among international tourists to Viet Nam.

A substantial portion of the tourists surveyed associated elephant ivory with superior quality (30%), luck (15%), health (12%) and high social status (19%). More alarmingly, some tourists claimed to have the means to buy ivory (18%) and believed ivory was legal (8%), not risky to obtain (8%) and not difficult to find in Viet Nam (9%). The intention, willingness and desire to buy ivory persisted, especially among those who were not exposed to the campaign's visual.



RECOMMENDATION: This indicates a gap in tourist's awareness and law enforcement capacity, signifying the need for further interventions potentially targeting drivers other than legality to prevent ivory purchase.

APPENDICES

APPENDIX A: IMAGES OF THE KEY VISUAL AS DISPLAYED AT AIRPORTS



TAN SON NHAT



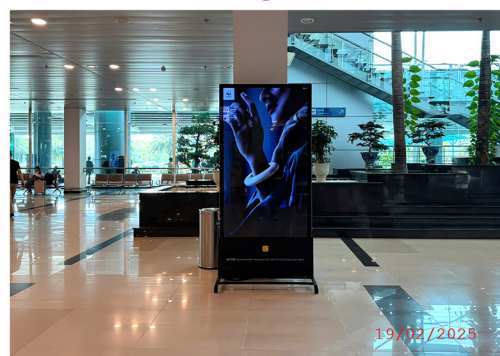
DA NANG



PHU QUOC



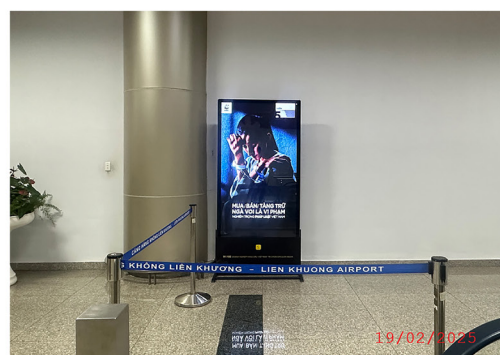
CAM RANH



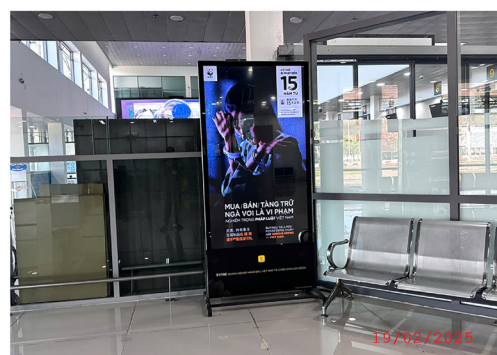
CAN THO



CHU LAI



LIEN KHUONG



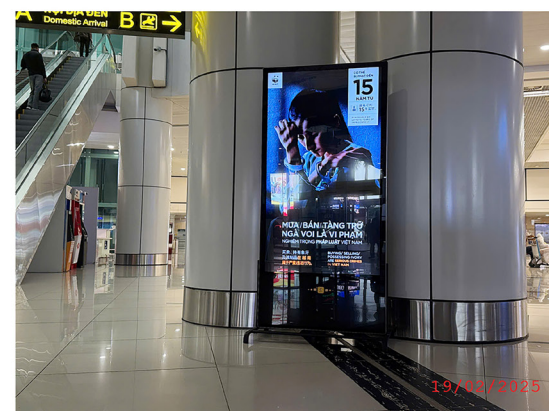
PLEIKU



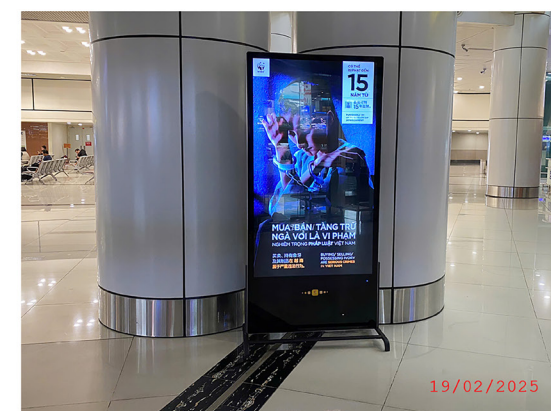
CAT BI



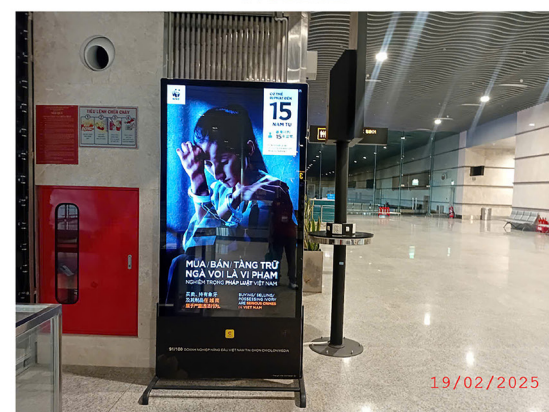
CAI BI



NOI BAI



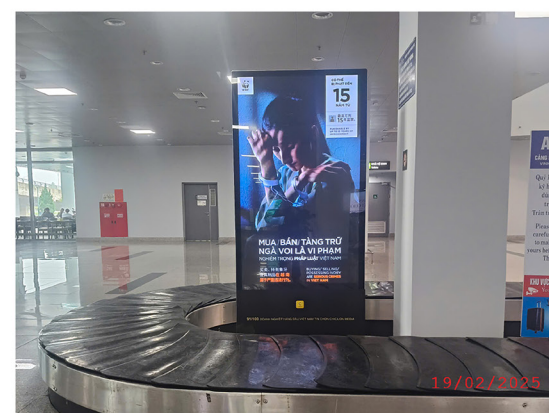
NOI BAI



PHU BAI



PHU BAI

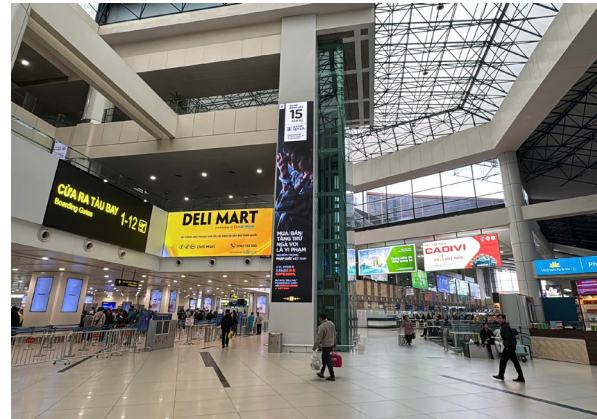


VINH



VINH

The Key Visual as displayed on the digital poster network (photos by Chicilon Media)



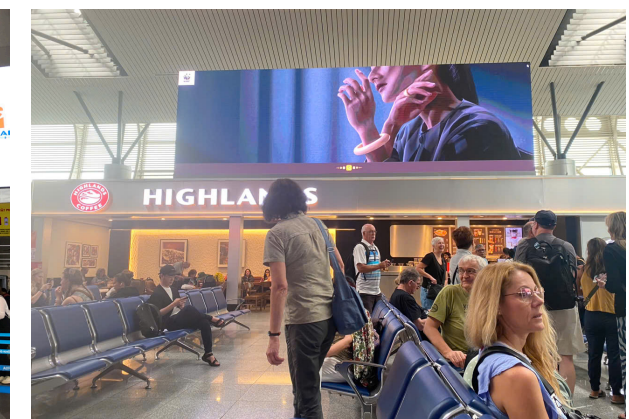
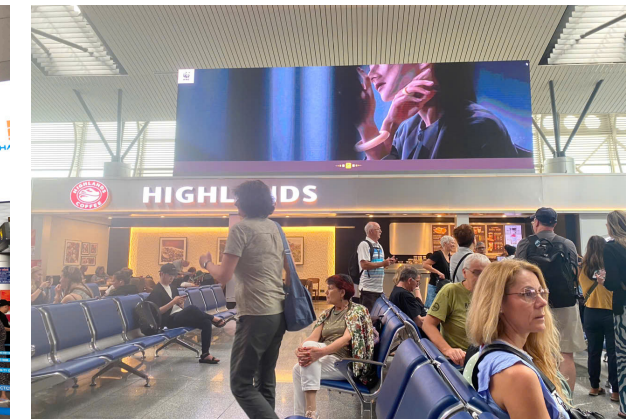
The Key Visual as displayed in Noi Bai International Airport (photo by Chicilon Media)



The Key Visual as displayed in Cam Ranh International Airport (photo by Chicilon Media)

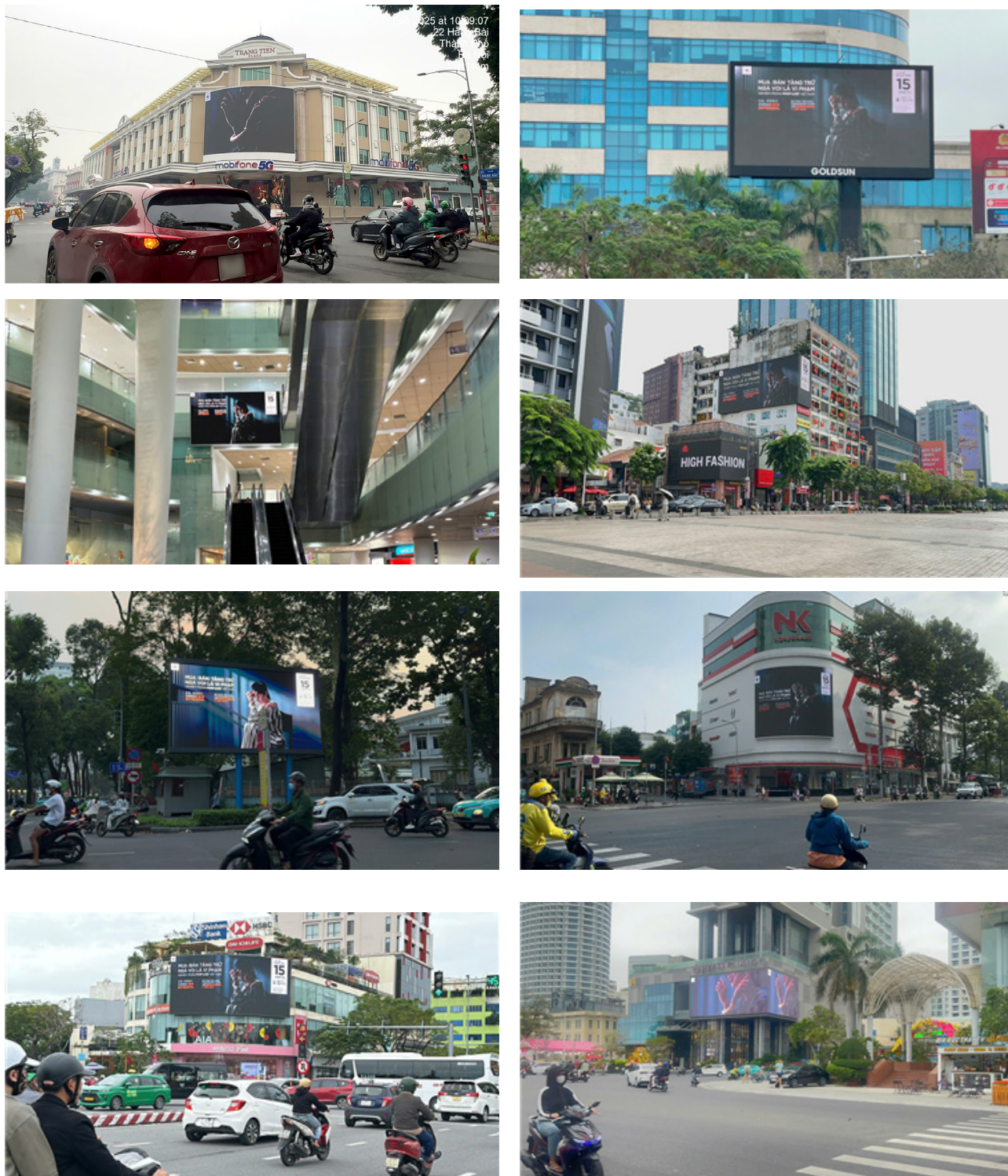


The Key Visual as displayed in Tan Son Nhat International Airport (photo by Chicilon Media)



The Key Visual as displayed in Da Nang International Airport (photo by Chicilon Media)

APPENDIX B: THE KEY VISUAL AS DISPLAYED ON LARGE LEDS AT TOURISM HOTSPOTS



The Key visual as displayed on 8 different OOH screens across Ha Noi, Ho Chi Minh City, Nha Trang, and Da Nang (photos by Goldsun Media)

APPENDIX C: SOCIAL MEDIA POSTS CAPTIONS AND PICTURES

POST 1: THE PRICE OF BLOOD IN AFRICA

Link: <https://www.facebook.com/share/p/1BYcWGRwHY/>



DO YOU KNOW THE REAL PRICE OF ELEPHANT IVORY?¹⁶

Despite its white color, ivory hides a dark truth that is often forgotten.

For two decades, tons of ivory have been transported by underground organizations in Viet Nam from Africa to Asia. The huge profits from the transaction have caused transnational gangs to use any means to seize the alluring “white gold”.

But what profit is worth the lives of innocent creatures and humans?

African elephants are being wiped out at a terrifying rate: every year, 20,000 individuals fall because of bottomless greed (1). Dispersed elephant herds and lost baby elephants are no longer a distant prospect, but a painful reality that happens every day across Africa.

On the front lines, hundreds of rangers are putting aside their personal happiness for the sake of conservation. But for hunters, they are just an obstacle to be eliminated. In 2022, more than 100 rangers died while protecting conservation centers in Africa. In the past 10 years, that number has reached 565 people (2).

Each loss is a wake-up call about the value of life.

Do not trade innocent lives for personal gain!

Trading and transporting ivory will have serious consequences for everyone!

#WWFVietnam #Giamcaungavoi

[comment]

According to WWF statistics: <https://www.worldwildlife.org/species/elephant>

According to International Ranger Federation and Game Rangers' Association of Africa's statistics in 2022: <https://www.gameranger.org/all-media/media-releases.html>

16. The original caption was in Vietnamese, and had been translated to English for this report. See the original caption on WWF-Viet Nam's Facebook page

POST 2: KEY VISUAL PROMOTION

Link: <https://www.facebook.com/share/v/16GeNjciA9/>



IVORY - THE PRICE TO PAY

(Animated Version)

The demand for ivory products is the main cause of the elephant slaughter in Africa.

Vietnam is considered the most prominent transit point in the global ivory supply chain, accounting for 34% of the total volume of imported ivory detected (1). Ivory shipments illegally transported to Viet Nam will be transferred to other consuming countries. A portion is kept in Viet Nam to be processed into products and traded domestically, serving domestic demand and foreign tourists (2).

Many tourists have incorrect legal knowledge when they think that buying ivory in Viet Nam is completely legal. Furthermore, some foreign tourists also consider Viet Nam an attractive destination to buy ivory because of its availability, high quality, low price, etc. (3)

To address this situation, WWF-Viet Nam coordinated with the CITES Management Authority Viet Nam (with financial support from WWF-US) to carry out a communication campaign to raise awareness about preventing illegal ivory trade in tourist cities in Viet Nam.

With the message “Buying / Selling / Possesing ivory are serious crimes in Viet Nam”, the campaign affirms that violations related to ivory will always be monitored and strictly handled by the law.

Don't trade your money, freedom and morality for a piece of jewelry. Say no to ivory!

#WWFVietnam #Giamcaungavoi

[comment]

Source:

ETIS ivory seizure statistics: <https://cites.org/sites/default/files/documents/COP/19/agenda/E-CoP19-66-06.pdf>

Viet Nam ivory market report: <https://www.traffic.org/publications/reports/from-tusk-to-trinket/>

Chinese tourists' demand for ivory products report: <https://globescan.com/2020/10/28/ivory-consumption-among-chinese-travelers-preparing-post-covid-tourism/>

Campaign details: https://vietnam.panda.org/our_news_vn/latest_updates_vn/?390576/phat-dong-chien-dich-phong-chong-buon-ban-nga-voi-trai-phap-luat

POST 3: THE PRICE OF IMPRISONMENT

Link: <https://www.facebook.com/share/p/187gfs6AmM/>



IVORY TRAFFICKING - PAYING THE PRICE BEFORE THE LAW

All violations related to ivory will always be closely monitored and severely handled by Vietnamese law.

In 2024, a defendant received a 10-year sentence for “Violating regulations on the protection of endangered, precious and rare animals”. 615kg of ivory and cow horns were confiscated and accompanied by the expensive price of years in prison.

In 2023, the “director” of a ghost company transporting ivory from Africa to Viet Nam was caught. Both violating the protection of endangered animals and using tricks to deceive customs, the defendant had to pay the price with a 13-year sentence (2).

In 2020, four people received a total of 48 years in prison for the profit from 204kg of ivory (3). The so-called “super-profitable” industry has become a path to the bar.

These are just a few of the dozens of cases of ivory law violations that are regularly detected and handled by authorities. According to Vietnamese law, these violations can face penalties of up to 15 years.

Don't trade your future for a piece of ivory!

#WWFVietnam #Giamcaungavoi

[comment]

Read the full story of each case at:

- (1) <https://vov.vn/phap-luat/bi-tuyen-phat-10-nam-tu-vi-buon-lau-hon-nua-tan-nga-voi-post1108743.vov>
- (2) <https://tuoitre.vn/lanh-13-nam-tu-vi-lap-cong-ty-ma-de-nhap-nga-voi-sung-te-giac-tu-chau-phi-ve-viet-nam-20230221135050826.htm>
- (3) <https://dantri.com.vn/phap-luat/48-nam-tu-cho-4-doi-tuong-vi-pham-lien-quan-den-dong-vat-hoang-da-20200716203535435.htm>

POST 4: THE PRICE OF LEGAL PUNISHMENT

Link: <https://www.facebook.com/share/p/16Bjb7zBvy/>



IVORY STORAGE - PAY A THOUSAND PRICES

Behind the value of ivory are expensive legal burdens.

Vietnamese law has very clear sanctions for acts of ivory storage. Even with a small amount of evidence, violators can receive heavy fines. The investment intended to bring wealth, but only leads to loss of property and reputation.

Remember, regardless of trading or owning ivory, every individual is subject to strict supervision and deterrence by the law.

Don't pay a heavy price for a piece of ivory!

#WWFVietnam #Giamcaungavoi

[comment]

Depending on the amount of ivory that the individual holds, from 0.3kg to less than 2kg, the fine will range from 180 million VND to 360 million VND.

If you possess more than 2kg of ivory, the maximum fine will be up to 15 billion VND. In case of multiple offenses or organized crime, you can be imprisoned for up to 15 years.

For more information about the Decree, please visit:

<https://thuvienphapluat.vn/chinh-sach-phap-luat-moi/vn/thong-bao-van-ban-moi/email/23652/mua-ban-trai-phep-nga-voi-bi-phat-den-360-trieu-dong>

POST 5: THE PRICE OF THE FUTURE

Link: <https://www.facebook.com/share/p/19kZHuAec4/>



ONE IVORY BUYER - THE WHOLE PLANET PAY THE PRICE

Elephants are an irreplaceable pillar of the natural ecosystem. Their large size and habits have a profound impact on the environment and the survival of many other species.

- When moving, African forest elephants trample and remove low-canopy trees, creating conditions for the growth of tall trees. These large trees have a better ability to absorb carbon, contributing to increased adaptability to climate change.
- Elephants create paths and gaps in the forest, knocking down trees to open up abundant food sources, creating favorable habitats for other species.
- Elephant footprints form rainwater holes - oases that nourish small creatures during dry periods.
- Elephant dung supports the germination and dispersal of nearly 30% of plant species in Central Africa, and is home to millions of insects and invertebrates.

From 1970 to 2019, the number of natural disasters has increased fivefold, causing huge human and property losses. According to United Nations statistics, pollution, epidemics and other environmental factors are estimated to take 13 million lives each year.

Natural ecosystems, including human habitats, are on the brink of collapse. In that ecosystem, Elephants play a large role in ensuring an increasingly fragile balance.

Protecting elephants is protecting our own future!

Say no to ivory and protect our own lives!

#WWFVietnam #Giamcaungavoi

[comment]

Sources:

- (1) Effects of elephants on ecosystems and biodiversity: https://www.researchgate.net/publication/40802632_Effects_of_elephants_on_ecosystems_and_biodiversity
- (2) The significance of elephants, WWF: <https://www.worldwildlife.org/species/elephant>
- (3) The impact of elephants on the carbon absorption capacity of forests: <https://www.nature.com/articles/s41561-019-0395-6>
- (4) World Meteorological Organization's report on natural disasters: <https://library.wmo.int/idurl/4/57564>
- (5) Consequences of climate change according to the United Nations: <https://www.un.org/en/climatechange/science/key-findings>

APPENDIX D: SOCIAL MEDIA PERFORMANCE METRICS

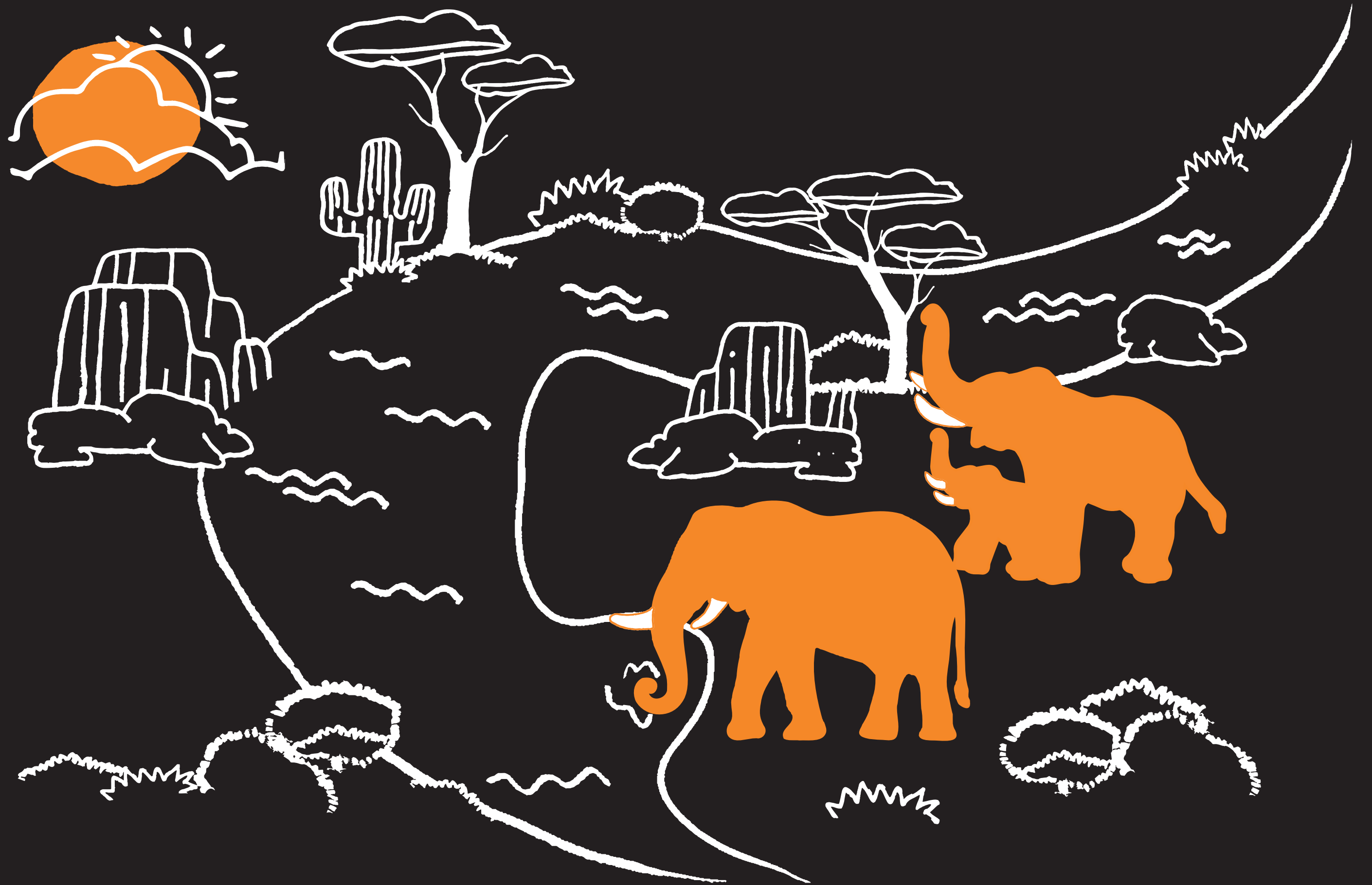
SOCIAL MEDIA PERFORMANCE METRICS¹⁴

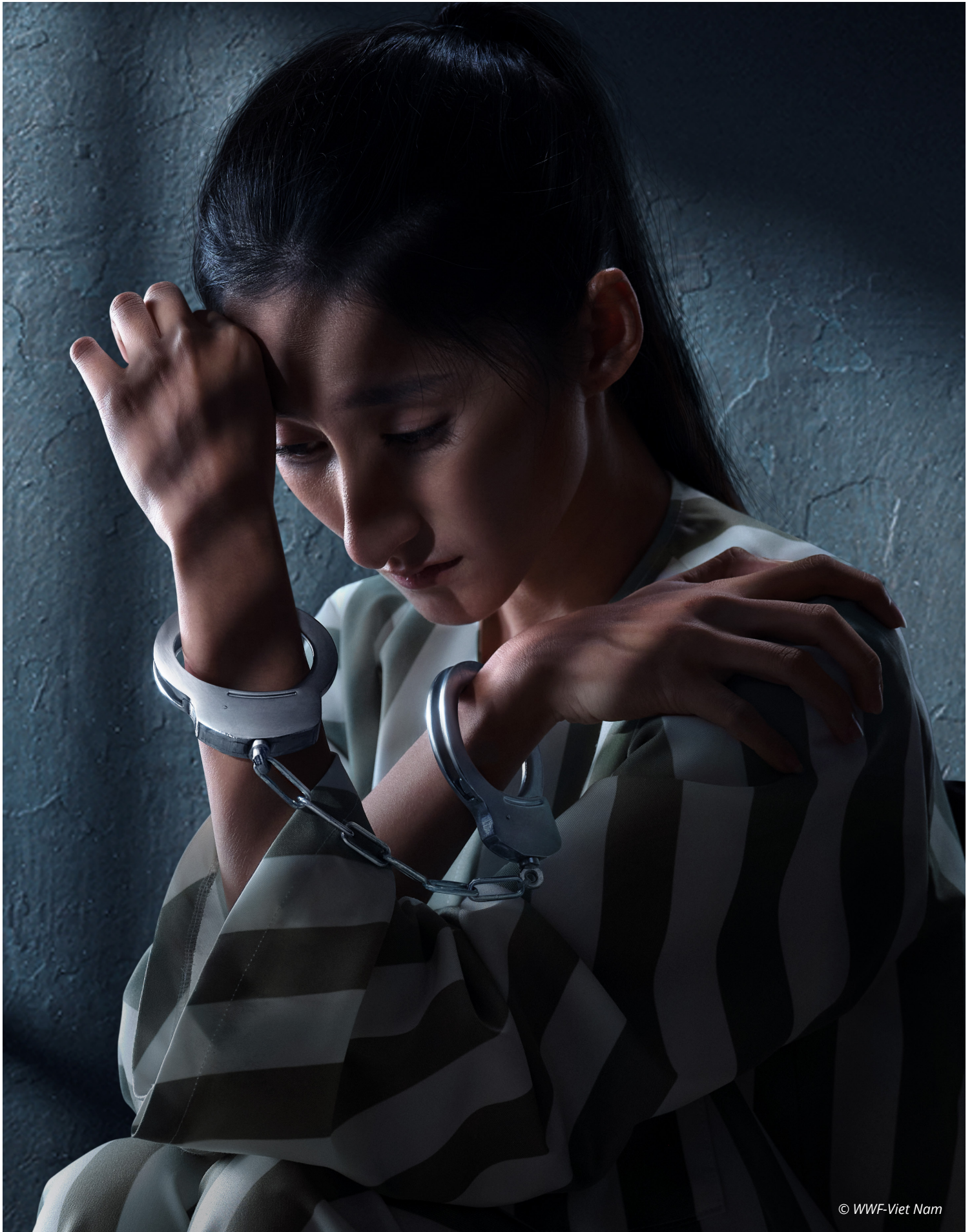
POST	VIEW / IMPRESSION		REACH		REACTION		COMMENT		SHARE		SAVE	
	Organic	Paid	Total	Paid	Organic	Paid	Organic	Paid	Organic	Paid	Organic	Paid
in AfricaPost 1 - The price of blood	717	3,650,077	2,517,134	2,342,157	485	7,758	11	53	60	125	0	72
Post 2 - Key Visual Promotion	5,661	0	2,997	0	77	0	1	0	7	0	1	0
Post 3 - The price of imprisonment	213	2,351,646	1,748,523	1,483,753	0	5,576	4	42	13	68	0	11
Post 4 - The price of financial punishment	186	30,439	22,273	19,683	35	978	0	20	5	30	0	5
Post 5 - The price of the future	40,376	107,492	109,656	14,886	1,277	1,351	20	19	193	29	19	16

17. Data was recorded from Social Media Agency's Ad Report and Page Metrics on May 8th

APPENDIX E: COMPARISON OF TOURISTS’ AWARENESS AND INTENTION TOWARDS IVORY PRODUCTS

Evaluated Criteria	% Agree	
	Group 1	Group 2
Awareness and personal beliefs		
Ivory products are of higher quality than products made from other materials	31.1	29.7
Ivory products bring good luck to the user	15.4	15.3
Ivory products bring health to the user	14.4	10.2
Ivory products demonstrate the user’s status	18.0	19.7
Taking ivory does not affect the life of an elephant	13.5	8.7
Consuming ivory products does not break the law	13.5	3.6
Ivory products are not difficult to find for purchase in Viet Nam	9.0	8.7
Consuming ivory products does not involve many risks	9.9	7.3
Intention to buy		
You intend to buy ivory souvenirs	8.1	4.3
You might use ivory souvenirs	11.7	10.2
You hope to buy ivory souvenirs	8.1	5.6
You are willing to buy ivory souvenirs	10.2	8.1





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