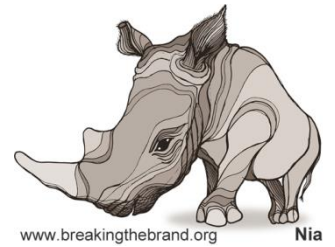


MEDIA RELEASE

06/10/2014



AUSSIES USE PSYCHOLOGY, RESEARCH AND ADVERTISING TO SAVE AFRICA'S RHINOS

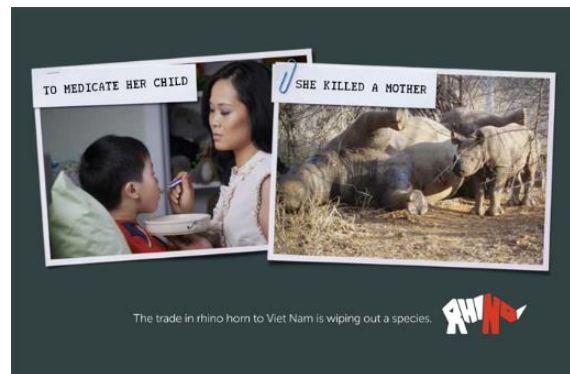
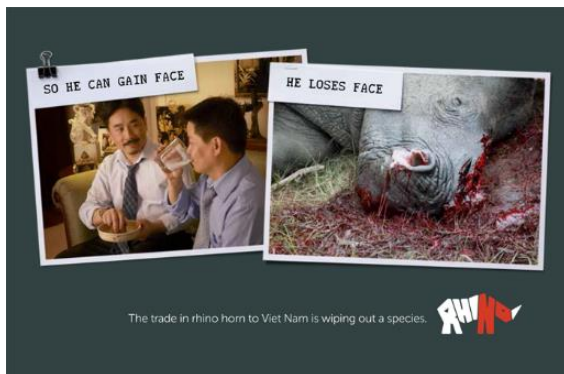
A group led by Australian based behavioral change coaches has employed market research and profiling to create a radical new advertising campaign to stop the illegal rhino horn trade in Vietnam. Currently, rhinos are killed for a useless detox drink, needless business gifts and ineffective health supplements.

Breaking the Brand, set out to understand why people used rhino horn, and then set about building a campaign that attacks demand and changes buyers' behavior. This pilot campaign was launched in Viet Nam on 15th September 2014

These adverts were created to target the two motivators to stop buying rhino horn the users expressed when interviewed: namely if using negatively impacts my status or negatively impacts my health or the health of my family/colleagues/friends.

“The new campaign aims to tarnish the status of rhino horn users and increase awareness that the horns have adverse effects on health,” Lynn Johnson, Founder of Breaking the Brand said.

The risk of using rhino horn is also a fact, rhinos in several South African locations have had their horns infused with a drug that causes diarrhea and nausea. “There is little point in poisoning rhino horns if the target market isn't aware of it.” Lynn said.



Breaking The Brand raised \$30K to place 19 adverts in three key business and the top selling women's magazines; including 2 consecutive months in Heritage, the magazine of Viet Nam Airlines.



Launch Advert: 15th September - Investment Bridge, a weekly magazine targeted at businessmen; circulation of 65,000.



Advert 3: 19th September - Saigon Business Weekend, a weekly magazine targeted at businesspeople; circulation of 30,000.



Advert 4: 22nd September – Viet Nam’s bestselling women’s magazine; circulation 100,000



Advert 5: 22nd September - magazine details as launch advert



Advert 7: 29th September - magazine details as advert 4

The final advert in our pilot campaign will be published on 1st December 2014.

In the two weeks since the launch we have had some great feedback from fellow rhino conservation groups and other supporters. Here is a good example of the type of emails we received: *“Congratulations on the launch of your advertising campaign. As an academic interested in consumer studies, I have always been a strong supporter of marketing initiatives that directly target the end-user, and surprised*

that there are not more organisations such as yours that prioritise a consumer-oriented strategy in tackling the rhino horn problem. I think that your current campaign strikes a good balance between awareness, education, stigmatisation, shock and emotional response. Something that has been lacking, in my opinion, in many of the other campaigns that seem to broadly focus on general education and awareness”.

We have also had some great feedback from Vu Thi Quyen, Executive director and Founder of Education for Nature in Viet Nam: *“I often use your work as good examples for our staff in the office. I love your messaging style as you keep things simple but very creative at the same time. I believe that your messaging works well for Vietnamese.”*

At the moment we are monitoring our pilot campaign and heading off to Viet Nam to get firsthand feedback on the campaign.

We will use everything we have learned as we prepare the follow-up campaign for Lunar New Year. Rhino horn use and gifts spike during Lunar New Year, so we are very keen to have an updated campaign ready for January.

Breaking the Brand needs to raise \$250,000 to run advertisements in airport lounges and business media in Vietnam throughout 2014/2015. To donate, visit <http://www.givenow.com.au/savefoundationniasfriends> or www.breakingthebrand.org.

Media Contact: Lynn Johnson - 0418 124 660 – lynn@breakingthebrand.org