

Using marketing & engagement strategies to achieve conservation goals



Presented by SCB's
Conservation Marketing &
Engagement Working Group



August 14, 2019

Today's topics

- Defining conservation marketing & the role it plays
- Conservation marketing & engagement in action
- About the working group
- Opportunities to learn more
- Q&A



Specialize in designing behavior change communication strategies for conservation.

Independent since 2016.

Joined ConsMark board in 2017.

Worked at Rare for 9 years.

Worked at commercial ad agencies for 9 years.



About me

Brooke Tully
ConsMark President, 2019
Trainer & Consultant @
brooketully.com



What exactly is conservation marketing?

Applying marketing and audience engagement strategies, concepts and techniques to shape behaviors to help achieve conservation goals.

Social
Marketing

Behavioral
Economics

Environmental
Education

Conservation
Psychology

Social & BC
Comms.

SciCom

Commercial
Marketing



Shout-out to our SSWG peeps!!!



How it helps achieve conservation goals

Marketing & engagement to shape behaviors

Decreasing & removing barriers to change

Increasing motivators and intentions

Creating buzz and social pressure

Exploring choice architecture, nudges & prompts

Securing stakeholder participation, involvement & buy-in



Behavior Change Goals

Reduce/eliminate unsustainable harvesting, hunting, fishing, livestock mgmt

Reduce, reuse, recycle

Increase sustainable use of natural resources

Reporting, compliance, enforcement, policy change



Conservation Goals

Increase population sizes of flora and fauna

Preserve and replenish habitats & ecosystems

Stabilize and increase health of natural resources



Understand Audiences

Who they are & why
they do current
behaviors



Identify Motivators

Strategies most likely
to motivate change



Communication Methods

How, where & when
to reach and engage
audiences



Empower change

Make it socially
acceptable and even
cool to do.

How it helps achieve behavior change goals



What conservation marketing is NOT

NOT manipulation

NOT sleazy

NOT false advertising

NOT sales



Why marketing & engagement techniques are needed

Conservation programs face multiple challenges engaging audiences and achieving behavior change

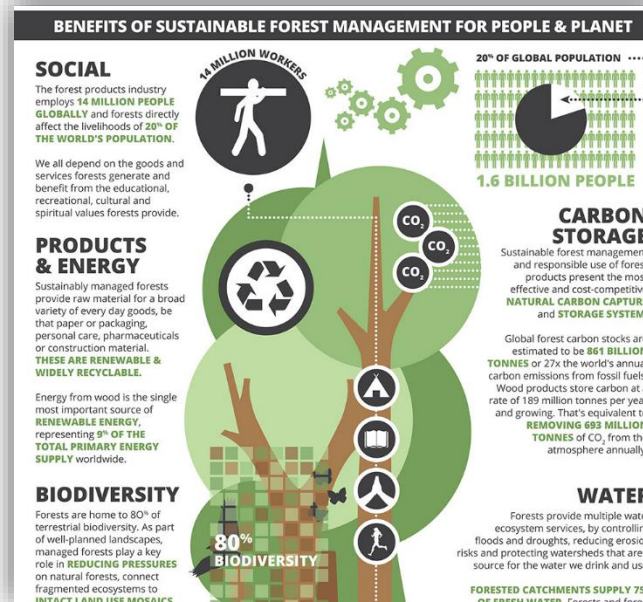
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Human behavior is complex, and change isn't a linear approach



2

Traditional approaches are not producing desired change



3

Increased competition for time, attention & money

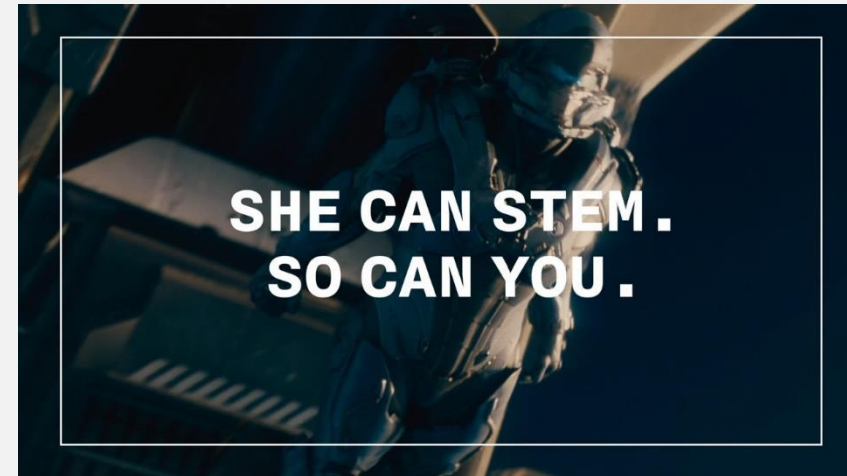


Other fields apply these strategies & techniques as well

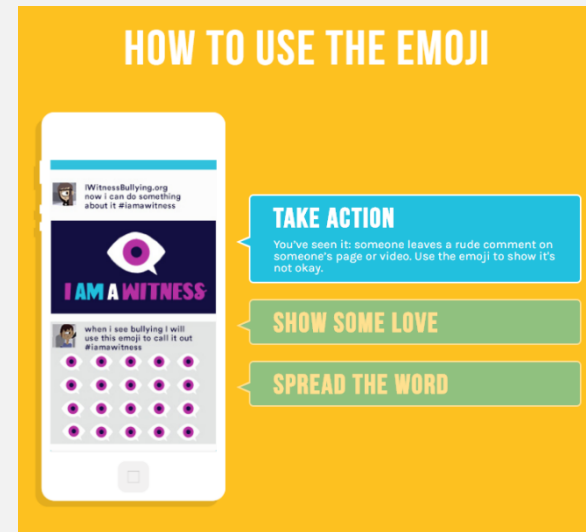
Improving Personal Health



Education & Equity



Safe Driving & Traffic Law Compliance



Bully Prevention, Kindness & Inclusion





Conservation Marketing & Engagement **IN ACTION**

Examples from 2018
ICMEC presenters



Community campaigns to shift behaviors

Blowing Bubbles to Save Seabirds

by Zoos Victoria

- Balloons are one of the top 3 most harmful pollutants threatening marine wildlife.
- Balloons continue to get released (or they escape) from outdoor events & celebrations.
- Introducing alternative behavior = bubbles, not balloons.



ZOOS
VICTORIA



Public commitment



More than 80% of baby seabirds on Lord Howe Island have ingested rubbish, with balloons and their attachments one of the most identifiable items.

We love balloons but when they're used outdoors, they can end up in waterways and oceans around Australia, harming precious wildlife.

140,191
people have already shown their support for wildlife

Please help. Add your name below as a promise to replace balloons outdoors with wildlife-friendly alternatives, like bubbles.

First Name

Postcode

Sign up to the Zoos Victoria e-News.

Your name may appear on our website. [View Privacy Policy.](#)

MAKE THE PROMISE >

Alvin

Alvin

Charlotte



Results to-date

And additional community campaigns @ zoo.org.au/fighting-extinction



Publicity

82 media stories
Positive social media engagement



Action

Increase in balloon litter pick-ups by orgs and community groups.

250+ official balloon smart supporters



Intention

140,000 pledges to not use balloons at future events.



Games that engage, educate & create connections

Survive the Sound

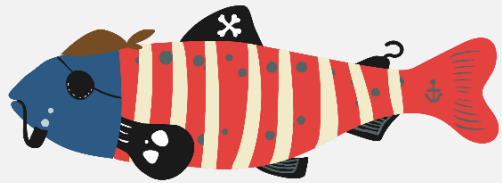
by Long Live the Kings

- Free, interactive online game
- Follow your favorite fish character migrate through Puget Sound.
- Uses real data from tracking devices to show routes, obstacles and mortality rates.
- Develops a deeper connection to local environment, encouraging players to take action.

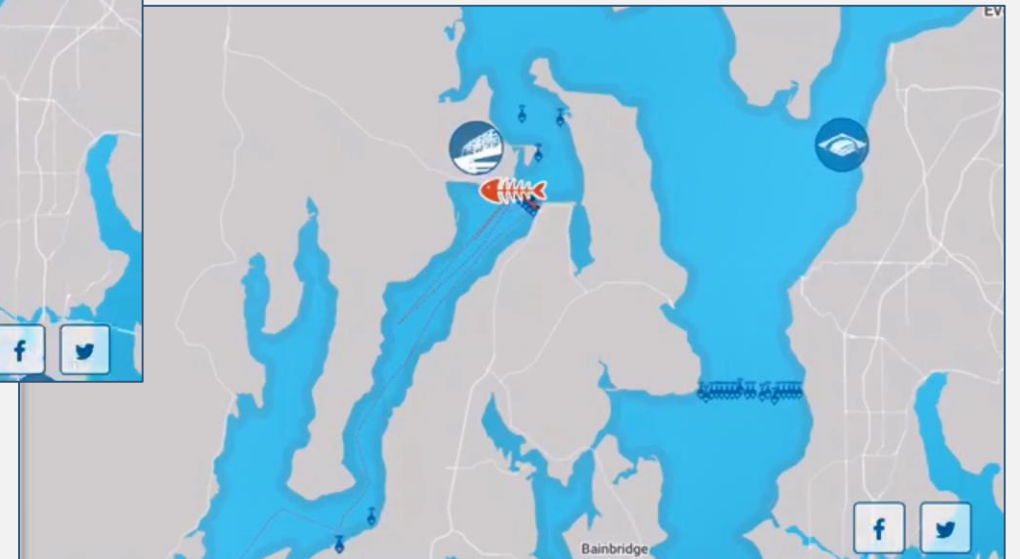
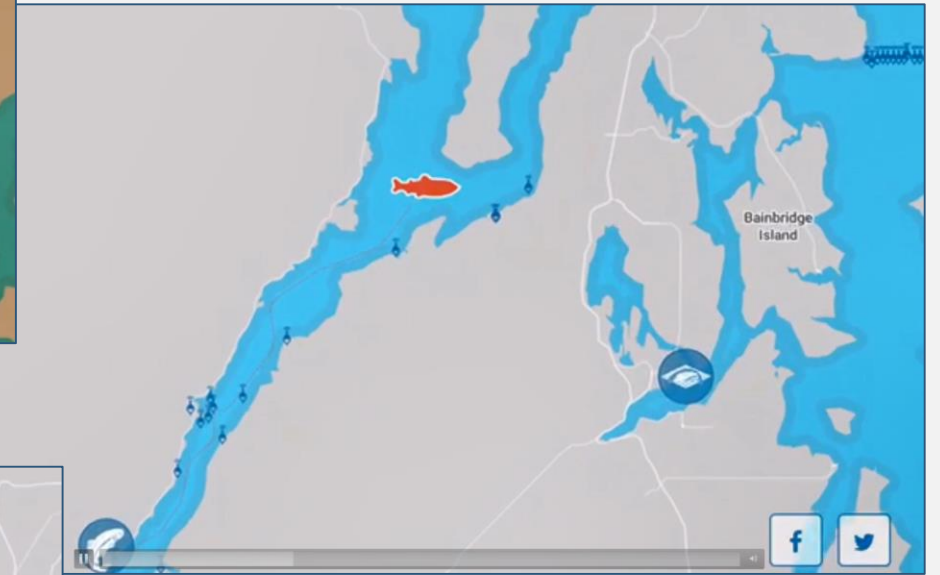


SURVIVE the SOUND

Ready, Set, Migrate!



Sammy



Metrics from this year



7,400

Game participants this year

Nearly 2,000 were educators who can reach up to 200,000 students.

87%

More likely to take additional action after having participated (of 299 respondents)

Actions include:

- Talk to children about salmon
- Volunteer or donate
- Contact elected official
- Change daily routine

Check out their sites at survivethesound.org and l1tk.org



Marketing responsible tourism activities

Whale SENSE

by NOAA Fisheries, WDC, National Marine Sanctuaries

- Challenges with compliance and enforcement of safe distances and speeds from whale watch operators.
- Obstacles of establishing trust with government agency.
- Pressure from tourists to have the best “show” possible for their money.

Goals = Build trust with industry; raise standards for whale watch operators; make responsible viewing desirable for tourists.



Audience Research

- In depth understanding on audience segments & main concerns
- Such as apprehension around informing passengers of watching guidelines

Stakeholder involvement

- Developed program with inputs from owners, captains and naturalists.
- Ensured issue was characterized accurately and would be practical for adoption.

Independent brand

- Partners forego own brands for one that is unique and new.
- Helps with shared ownership with stakeholders and reduction of “baggage”.



Results to-date



Network growth

10 years strong and going.

From 3 to 16 participants in Atlantic region (~50% of larger vessel fleets).

From 5 to 16 in Alaska region.

Word-of-mouth and social proof/competition helped growth.



Engagement

2k+ Facebook followers.

Photo contests = high reach & engagement.

Website traffic = 7k+ views of participants page and hundreds of click-thrus to their sites.

Greater communication between captains, naturalists & tourists.



Collaboration

Increase in entanglement reports.

Increased cooperation across companies.

Check out their site at whalesense.org



Shifting consumption patterns



A behavior change campaign to reduce bushmeat consumption in Republic of Congo

by Wildlife Conservation Society

Long-term goal: Decrease threats to wildlife population in Central Africa by decreasing demand for bushmeat as a source of protein.

Part of **multi-pronged effort** that includes enforcement, regulatory approaches, livelihood support, wildlife management and protected areas, and more.



Audience Research

- Who is eating bushmeat and how often do they eat it?
- Why do they choose bushmeat over other options (including more important proteins)?

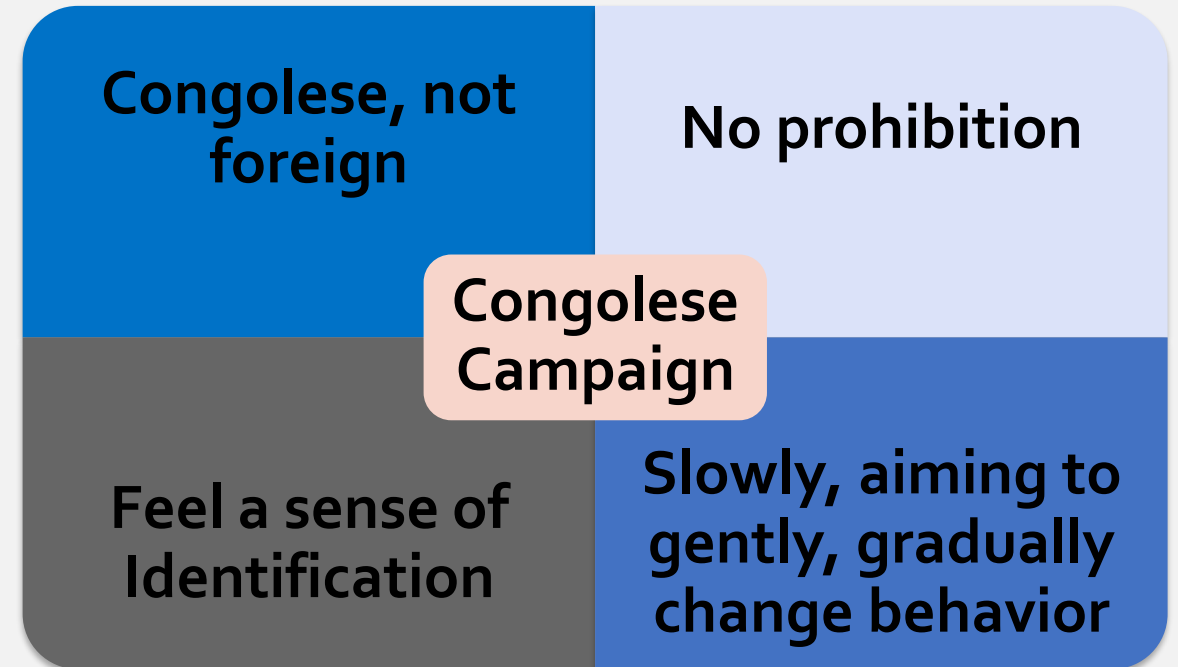
Consumer & Cultural Context

- Understanding Congolese identity and how it's shifting.
- Shifting perceptions around what is most common and normal to eat (or not eat).

Brand Promise & Tone

- Be welcoming, celebratory and modern.
- A Congolese campaign for Congolese with Congolese and to preserve Congolese resources.

Style, Tone, Emotion of the Campaign



Media & Outreach Plan

- High visibility & broad reach: TV, billboards, posters, banners.
- Direct & targeted: brochures, fact sheets, aprons, place mats.



Slogan: Eat less bushmeat in the city

Headline: It's normal not to eat bushmeat in the city



Headline: It's possible to prepare Congolese dishes without bushmeat



Evaluating what works

Measuring Positive Conservation Behavior Change in Zoos & Aquariums

by San Diego Zoo's Institute for Conservation Research

Key research questions:

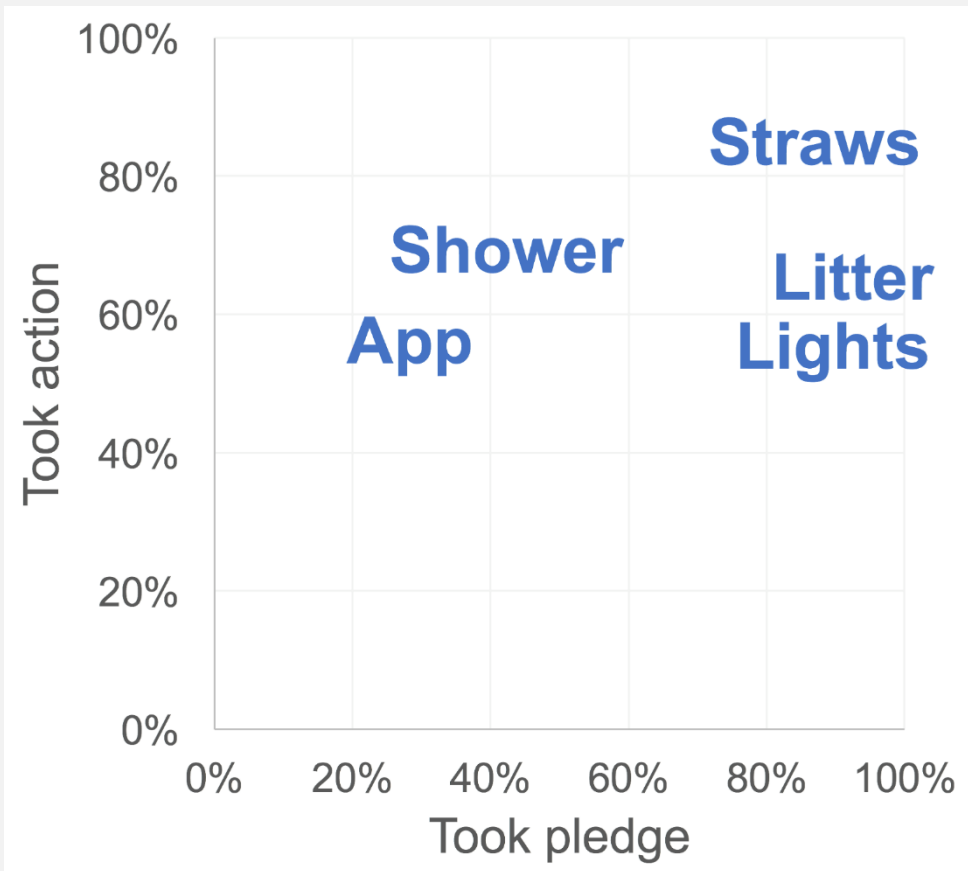
- Are people taking conservation actions after they pledge to do so?
- Does the amount of behavior change depend on which action they pledge to take?
- Does it depend on how the pledge is taken?

SAN DIEGO ZOO
INSTITUTE FOR
CONSERVATION
RESEARCH.

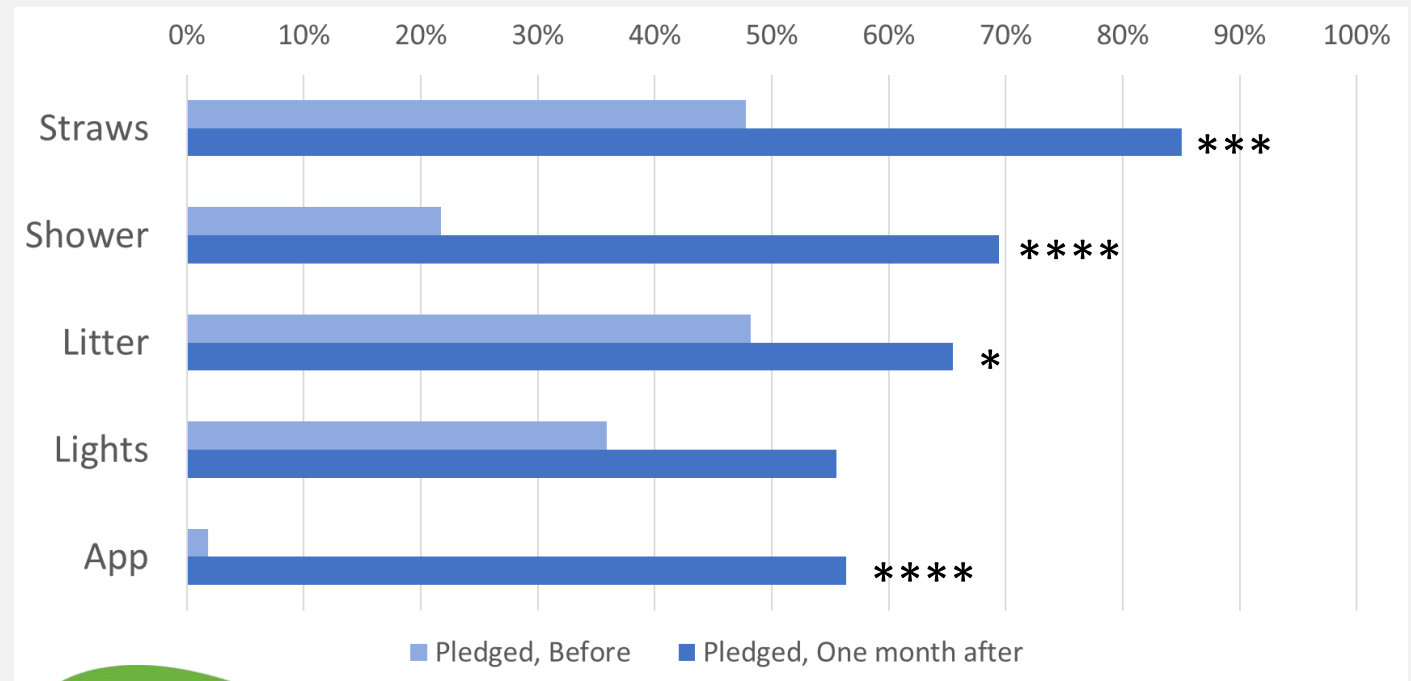


Measuring the pledge action variable

How rate of pledging and rate of behavior change vary per action

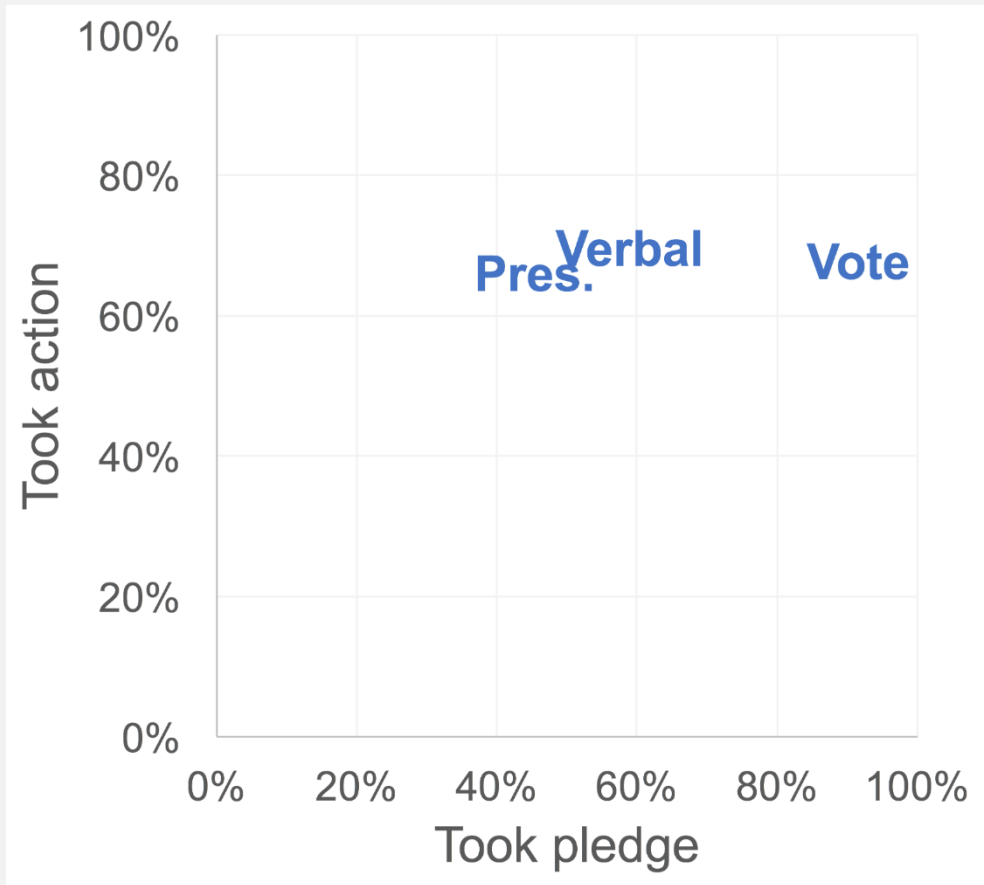


Degree of change among those who pledged.

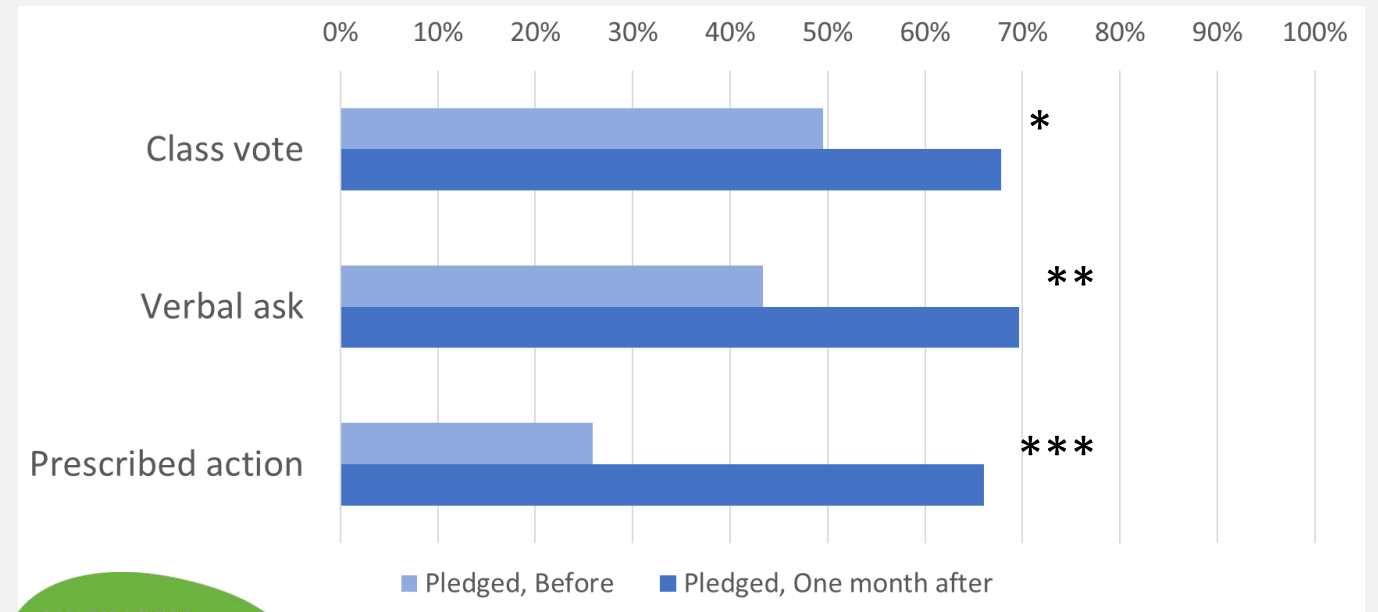


Measuring the presentation type variable

How rate of pledging and rate of behavior change vary by presentation type



Degree of change by presentation type



Thank you
to all our 2018 presenters!





About the ConsMark working group

The group's mission & goals

- Increasingly expose conservation practitioners to the **effective use of marketing techniques and tools**.
- **Share research** into the effectiveness of marketing in achieving conservation goals as part of this effort.
- **Promote opportunities for training** in behavior change, marketing, outreach and engagement, and media relations.
- **Nurture trans-discipline collaborations** (e.g., with artists, musicians, comedians, film makers, public relations experts, social media experts, and advertising agencies).

Meet the team!

Bios and fun facts can be found on consmark.org in the “about us” section.



**Brooke
Tully**

President, 2019
Treasurer, 2017-2018



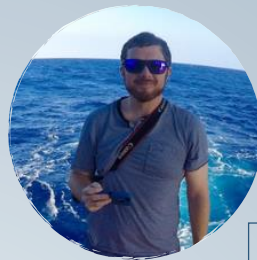
**Lauren
Watkins**

Treasurer, 2019-2020



**Ashley
Sitar**

Vice-president &
President-elect,
2019-2020



**Kevin
Connor**

Communication
Officer, 2019-2020



**Chelsea
Gray**

Secretary, 2018-2019



**Andrew
Wright**

Past-president, 2019
President, 2018
Co-President &
Founder, 2014 - 2017

Comms. Committee

Rosemary Hitchens
Hannah Conduit
Caitlyn Johnstone



What we're up to

Join us to get involved!

Social Media Campaigns

@SCBConsMark

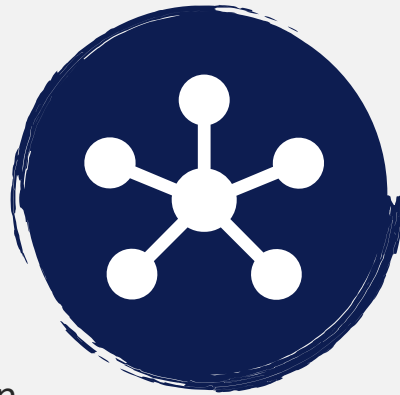
Share Your Conservation Office

Summer Reading List

#30EarthMonthHeroes

#AskConsMarkAnything

MORE TO COME!!



Next Congress: Oct. 2020

Stay tuned to consmark.org as details emerge on location, dates, call for abstracts, etc.

Will be building out conference committees this year. Reach out if you're interested!



Become a WG member

No better time than during your SCB renewal!

Vote, volunteer, chime-in, and more!

Or you can simply donate to us ;-)



Opportunities to learn more

Brooke Tully > Making Moves Online Course
Oct 2019 – register at: brooketully.com/making-moves

SMANA > North American Social Marketing Conference
Ottawa, Oct 2019 – register at: wsmconference.com

World Marine Mammal Conference > Behavior Change
Workshop; Barcelona, Dec 2019 – register at:
wmmconference.org/workshops

Impact by Design > Human Behavior Change Masterclass
Launches Jan 2020 – details at: impactbydesigninc.org

ConsMark > Conservation Marketing & Engagement
Congress; Oct 2020 – details to come at: consmark.org



Thank you!

Burning questions?

Join us for the “after party” at
[#AskConsMarkAnything](#)
on Twitter

We’ll be fielding additional
questions there for the next hour.

Be sure to tag @SCBConsMark and
use the hashtag

