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.  
Commercial Marketing  
SciCom

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
How it helps achieve behavior change goals

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.
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

1. 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
Only You Can Prevent Wildfires
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.
Balloon smart. Seabird safe.
zoo.org.au/balloons
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.

SPONSOR A FISH, SAVE A SPECIES.

survivethesound.org
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 lltk.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**

- Feel a sense of Identification
- Slowly, aiming to gently, gradually change behavior
- Congolese, not foreign
- No prohibition

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**Congolese 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?
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

- **Class vote**
- **Verbal ask**
- **Prescribed action**
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

Chelsea Gray
Secretary, 2018-2019

Kevin Connor
Communication Officer, 2019-2020

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