

## Terms of Reference

### *Influencer Engagement and Behavior Change in Rhino Horn Consumption*

Project: Rhino horn demand reduction campaign in Viet Nam

Location: Viet Nam

Duration: Nov 2024 – April 2025

#### 1. Background

Humane Society International (HSI), a US-based NGO has its mission to animal protection and improve animal welfare. HSI works for the benefit of all types of animals, including wildlife, farm, and companion animals.

HSI started operating in Viet Nam in 2013. The office is in Hanoi to coordinate the implementation of four main programs in the country, including Animals Disaster Response, Companion Animals and Engagement, Farm Animal Protection and Wildlife.

Considerable efforts have been devoted to reducing the demand for rhino horn in Vietnam. In 2015, the Government of Vietnam increased sanctions on the illegal trade and use of rhino horns. Like other NGOs working in Viet Nam, China, and Southeast Asia, Humane Society International via implementing a variety of campaigns, has been trying to reach and raise awareness of Vietnamese consumers about Africa's rhino poaching crisis and the uselessness of rhino horn in medications.

Since 2020, HSI has been broadcast a television commercial (TVC), titled "When I Grow Up" on all Vietnam Airlines (VNA) flights, in all the premium lounges at the airports across the country for 6-8 months each year and via social media, such as relevant Facebook Fanpages. By reaching the targeted demographic of mostly affluent air travelers with our tailored campaign messages, we expect to achieve results on demand-reduction of illegal wildlife products.

#### 2. Rationale

The recent surveys on rhino horn/ivory consumption have revealed that people used rhino horn for several purposes, principally as **a medicine** (*hangovers, cancers and improve general health*) **and as a status symbol** (*educated, wealthy and powerful*). Furthermore, those consumers have blind belief can be described as cold-hearted wealthy people who are also knowledgeable and can change regulation and/or they are patients and/or closed relatives of the patients who suffers cancers (all types) and/or Cirrhosis/liver cirrhosis. Another fact was found that consumers preferred wild rhino horn over farmed rhino horn<sup>1</sup>. There are several reasons preventing those target consumers from changing their behavior/actions although they may fully understand both legal reasons and companionship animals/reasons.

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<sup>1</sup> [We asked people in Vietnam why they use rhino horn. Here's what they said \(theconversation.com\)](https://theconversation.com)

Our current HSI project has three main components, including airing the 15s TVC on all Vietnam Airline flight screens; running the 30 and 60s TVC versions on several million follower- business FB fanpages and HSI VN FB fanpage respectively and changing consumption behavior of the target audience via several selected influencers. The third component aims to determine several potential influencers (in different working sectors) who may significantly affect the target audience in several ways. Once these potential influencers are determined, the project team will work closely with them to discuss and agree on which approaches/tools and messages should be used to push/shape/change the behaviors of the target “die-hard” consumers.

### 3. Objectives:

This assignment aims to communicate with the target consumers directly. HSI Wildlife Program would like to invite interested service provider to develop a brief concept note to determine and reach several potential influencers (*in different sectors, not in one specific sector*) who can influence on the “die-hard” consumers of rhino horns, including showing several indicators to demonstrate that they are able to influence to “die-hard” consumers behavior. The selection of the service provider is based on creative and feasible quality of the proposed concept notes mentioned above.

The successor is expected to do the following tasks:

- To produce a package of innovative/out of the box products targeting the rhino horn consumers and how to “transfer” the project messages to become the selected influencers’ messages. The selected influencers are trustworthy persons in one specific sector; they may reword our behavior-change messages in their own voices/knowledge to urge the behavior/action changes of the target consumers.
- To work closely with selected influencers to keep the messages/or the messages’ stories as “hot”/inspired as much as possible to “die-hard” consumers to ensure the target consumers change their behaviors.

### 4. Expected Outputs and Timeline

The below expected outputs can be discussed clearly once the service provider are shortlisted.

- **Creative concept notes:** Propose several concept notes or interventions which should be inspiring and enabling driven the target audience’s opinion before actually changing their behaviors and/or actions. In each concept, it is necessary to (i) determine a number of influencers and how and why you choose those influencers; (ii) clearly describe the role of each potential influencers and (iii) plan a road map to show why and how those potential influencers should support each other during the campaign period.
- **Tools and potential materials to assist potential influencers for boosting change of behaviors and actions of target rhino horn consumers:** Develop strategic story boards for each potential influencer. Find a way to reach out and persuade potential influencers to join this dream project.
- **Implementation course:** Plan, manage and support the selected influencers to post/disseminate the approved storyboards timely according to the project timeline. It’s note

that the communication channels between the potential influencers and the target consumers should be made after the concept note is approved.

- **Rhino horn demand reduction messages:** The rhino horn demand reduction campaign messages (must include our HSI's TVC preferable message "Ngung su dung sung te giac") should be discussed with potential influencers to be tailored and wisely "transferred" into the working sector's languages to ensure the target audience receives them and then gradually changes their mindset of consumption.
- **A campaign/component report** with in-depth analysis, including but not limited to audience reactions, message recall, and the above-mentioned campaign ratios. The materials and report should be in both Vietnamese and English, with Vietnamese as the primary language.

##### **5. Requirement of this short-term position:**

###### **KNOWLEDGE AND EXPERTISE:**

- Have a good understanding of Rhino horn consumption and trade situation in Viet Nam. Understand insights into different types of Rhino horn consumers/users/buyers and their motivations.
- Possess an excellent understanding of the social-cultural and political structure/sensitivities in Vietnam. Preferably have a wide social network and know the top influencers in several target working sectors.
- Knowledgeable about social marketing approaches on the theme of wild meat, wildlife, or biodiversity conservation is a plus.

###### **EDUCATION EXPERIENCE AND CAPABILITIES**

- At least a bachelor's degree in one of the following sectors: communication, biology, ecology, or an animal welfare-related field, or equivalent work experience preferred.
- At least 5 -7 years of experience in branding recognition and development of creative concepts, development and implementation of social and commercial marketing strategies, event planning, and implementation.
- Proven strong experience in implementing digital and large-scale commercial and social marketing campaigns.
- Capable of connecting target Key Opinion Leaders/Influencers for the campaign.
- Ability to work in basic English is a must. Strong written and verbal communication skills and professionalism with email communications.
- Strong interpersonal skills are necessary.
- Experience working with program or project management, government, and international agencies, the NGO sector, organized groups, and communities is an advantage.
- Experience in animal welfare, farm animals, companion animals, and/or wildlife issues is an advantage.

- Attention to detail and commitment to excellence demonstrated by the delivery of quality and timely outcomes.
- Basic analytic, organizational, and project management skills. Demonstrated attention to detail and ability to work well in teams.

Interested Consultants / Consultancies are invited to send Proposals and CV to [maitn@hsi.org](mailto:maitn@hsi.org) no later than **5 pm Hanoi time, 15 October 2024**. Please indicate in the subject “**{RHDR Campaign} Influencer Engagement and Behavior Change in Rhino Horn Consumption**”.

Proposals will be assessed as they are received. We thank all applicants, however, only those making the shortlist will be contacted.