

## SUPPLEMENTAL INFORMATION

**Table S1** Semi-structured interview guide user for practitioner involved in demand reduction campaigns for elephant ivory and rhino horn in China and Vietnam

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<b>Organizational position</b>
<ul style="list-style-type: none"><li>• Aims of the organization to ensure it has a biodiversity conservation focus</li><li>• Role of interviewee in the organisation</li><li>• Past demand reduction activities in the context of wildlife trade, in particular rhino horn or elephant ivory in China or Vietnam</li></ul>
<b>Adherence to social marketing benchmarks</b>
<ul style="list-style-type: none"><li>• Setting of goals for target behaviours</li><li>• Selection of the target audience</li><li>• Use of behavioural theories in campaign design</li><li>• Capture and use of actionable audience insights</li><li>• Framing and communicating ‘benefits’ and ‘costs’ of desired behaviour</li><li>• Considering and assessing the role of ‘competition’ (for time, attention and inclination to act)</li><li>• Segmenting the target audience into groups</li><li>• Considering a mix of marketing methods</li></ul>
<b>Implementation challenges and opportunities</b>
<ul style="list-style-type: none"><li>• Describing key campaign successes</li><li>• Describing key campaign challenges</li><li>• Opportunities and challenges of implementing a social marketing approach to demand reduction of ivory and rhino horn in China and Viet Nam</li></ul>

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**Table S2** Definition of levels used for analysis of compliance with the Social Marketing benchmarks defined by the UK’s National Social Marketing Centre

<b>Criteria</b>	<b>No evidence</b>	<b>Some evidence</b>	<b>Substantial evidence</b>
<b>Customer Orientation</b>	No evidence of research to ascertain customer habits, preferences and aspirations.	Some customer research is evident. This may be at a ‘general public’ level, or consider limited information on one of; habits, preferences and aspirations.	Evidence of significant research into customer habits, preferences and aspirations, drawing on proprietary and/or external sources.
<b>Behaviour</b>	No specific behavioural outcome is stated. No analysis of either current or desired behaviour is evident.	Evidence of some behavioural analysis for either current or desired behaviour.	Behavioural analysis evident for both current and desired behaviours. Actionable, and measureable goals are evident.
<b>Theory</b>	No specific behavioural theory is considered.	Limited reference in the design approach to relevant theory of behaviour, or change. Evidence of one theory applied toward multiple customer segments.	Significant elements of campaign design are built upon theory of behaviour, and/or theory of change. May be used in different combinations according to different customer segments.
<b>Insight</b>	No evidence of a researched understanding of what ‘moves and motivates’ the customer.	Evidence of actionable insights that focus on the priority areas that ‘move and motivate’ toward desired behaviour.	Significant evidence of actionable insights drawn from research, which are targeted toward specific customer segments. Does not take a ‘one size fits all’ approach.
<b>Exchange</b>	No analysis of the ‘cost’ (Financial, Social, Physical, Time) of the desired behaviour. No evidence of incentives	Some evidence of analysis, of both actual and perceived costs against actual and perceived benefits of	Evidence of targeted use of incentives and disincentives built upon analysis of the segment’s perception of ‘cost’ vs ‘benefit’ of desired

	and/or disincentives.	desired behaviour.	behaviour.
<b>Competition</b>	No evidence of analysis toward understanding what competes against the desired behaviour (Social, Psychological, Time, Financial)	Evidence of some competition analysis. May be focused on either internal or external factors, and/or focused on broad customer groups.	Evidence of understanding both internal and external factors of competition in campaign design. Segmented strategies to minimise 'distractions' evident.
<b>Segmentation</b>	No evidence of specific identification of different customer groups. Approach may be toward 'the general public'.	Limited segmentation is evident, based upon demographic measures, or very broad groups.	Specific segmentation is evident, which effectively targets segments in the most appropriate ways according to identified insights.
<b>Methods mix</b>	No 'mix' of Product, Price, Place and Promotion is evident. Design focuses on no more than one method.	More than one method is evident, and may be used across multiple segments.	Multiple methods are evident, and may be used in different combinations according to different customer segments.

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**Table S3** Organizations found to have conducted demand reduction campaigns for consumers of elephant ivory and rhino horn in Vietnam from 2005 to 2015

<b>Organisation</b>	<b>Geographic focus</b>	<b>Thematic focus</b>	<b>Participation</b>
Breaking the Brand	Viet Nam	Wildlife trade	Accepted
Clinton Global Initiative	Global	International development	No response
Conservation International	Global	Biodiversity conservation	No response
Coalition Against Wildlife Trafficking	Global	Wildlife trade	No response
Education for Nature Viet Nam	Viet Nam	Biodiversity conservation	Accepted
Freeland	Asia	Wildlife trade	Declined
Human Society International	Global	Animal welfare	No response
International Fund for Animal Welfare	Global	Animal welfare	Accepted
Investec	Global	Asset Management	Declined
Rattle the Cage Productions	Asia	Wildlife trade	No response
Royal Foundation	Global	Public Health and Biodiversity conservation	Accepted
The Nature Conservancy	Global	Biodiversity conservation	No response
TRAFFIC	Global	Wildlife trade	Accepted
World Conservation Society	Global	Biodiversity conservation	Declined
Stop Ivory	Global	Wildlife trade	No response
WildAct	Viet Nam	Wildlife trade	Accepted
Wildaid	Asia	Wildlife trade	Accepted
Wilderness Foundation	Viet Nam	Biodiversity conservation	No response