

A high-contrast, black and white close-up photograph of an elephant's skin. The texture is highly detailed, showing deep, vertical ridges and smaller, horizontal wrinkles that create a complex, almost geometric pattern. The lighting emphasizes the rough, scaly nature of the skin.

#JOINTHEHERD

**USING MARKETING TO FIGHT THE IVORY
TRADE,
AND WINNING.**

WILDAID

GREY
london

USING MARKETING TO FIGHT THE IVORY TRADE, AND WINNING.

EXECUTIVE SUMMARY

The ivory trade is worth \$10 billion/year, ranking alongside drugs, arms and human trafficking as one of the world's most lucrative trades.

By 2015, the slaughter of Elephants for their ivory had taken them near the tipping point into extinction.

Grey London partnered with NGO WildAid to make a definitive difference, fast. Our contribution was to bring the mindset and techniques of modern mass marketing to a group of disparate, small and field-focused conservationists.

A new, global campaign changed the focus - getting the ivory trade banned.

The idea was #JoinTheHerd.

It united disparate NGOs, global influencers and the mass public.

One global pressure group. One campaign. One agenda. One hashtag.

Now, with the scale to be heard.

Despite zero marketing or media budget, the message spread virally: 2 billion people were reached, 500 million included in a virtual supporters' network, 3 million took action. We evidenced that support to legislators – in public, in person, and in numbers.

In 9 months a UN Resolution to close the ivory trade was agreed. By the end of 2016, even China – the world's biggest ivory market - announced its timetable for a total ban on the trade.

The Elephant has been given a lifeline. Here's how it happened.



#JOINTHEHERD

2015 Countdown to extinction

Hunted for their ivory, only 425,000 elephants survived. More were being killed than born: the tipping point into extinction.

Conservationists were trying approaches from anti-poaching to education.

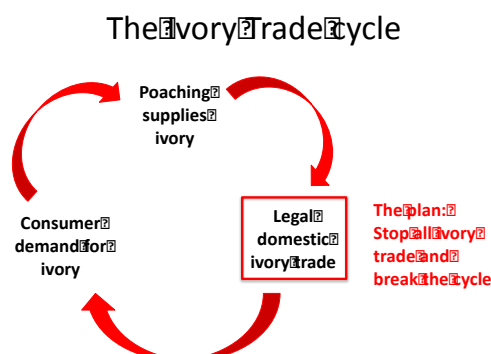
Focus on distribution: stop the trade

Having been involved in a Chinese consumer campaign with NGO WildAid in 2014, Grey saw that campaigns weren't working fast enough.

We proposed a new direction: the only fast way to save the Elephant was to stop all trade in ivory.

International trade was banned, but critical countries allowed domestic trade. This was a massive loophole through which ivory flowed. Experiments with regulated trade had failed, only increasing the kill rate.

Unusually, marketing would focus on destroying distribution, not building it.



But only legislators could make it happen

Our audience was MEPs, MPs, members of governments and the UN – only they had the power to sign legislation banning ivory trade.

Legislators needed to see scale and clear demands

Legislators face thousands of issues. Take Andrea Leadsom, the British Secretary of State for Dept. of Environment, Food and Rural Affairs. She had responsibility for elephant legislation, as well as all 24,307 endangered species, agricultural subsidies post-Brexit and more.

Legislators need to see:

- Scale: huge numbers of voters supporting an issue
- Clear demands: what action is needed? Is there a consensus that this is the right action?





The campaign objective & timing

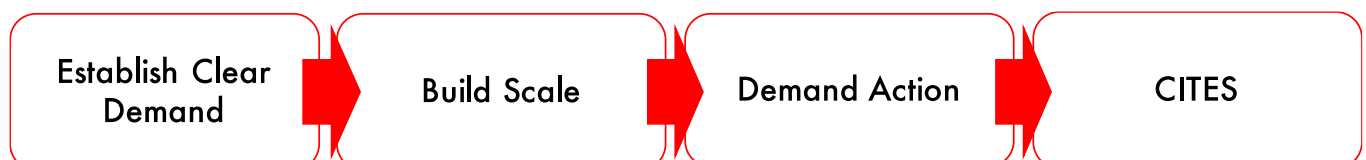
CITES 2016 was our end goal:

CITES is a 3-yearly UN meeting of 183 countries where decisions are made about endangered species. A UN resolution against the trade at CITES would force domestic bans.

But Elephants weren't the priority - previous high was 9th on the agenda.

CITES was in September. We had 9 months to make it their priority.

This gave us our strategic plan:



The problem – no scale, no clear demands

Hundreds of NGOs were involved.

Many were small, local and focused on conservation. They lacked global political capabilities to lobby the UN and National governments.

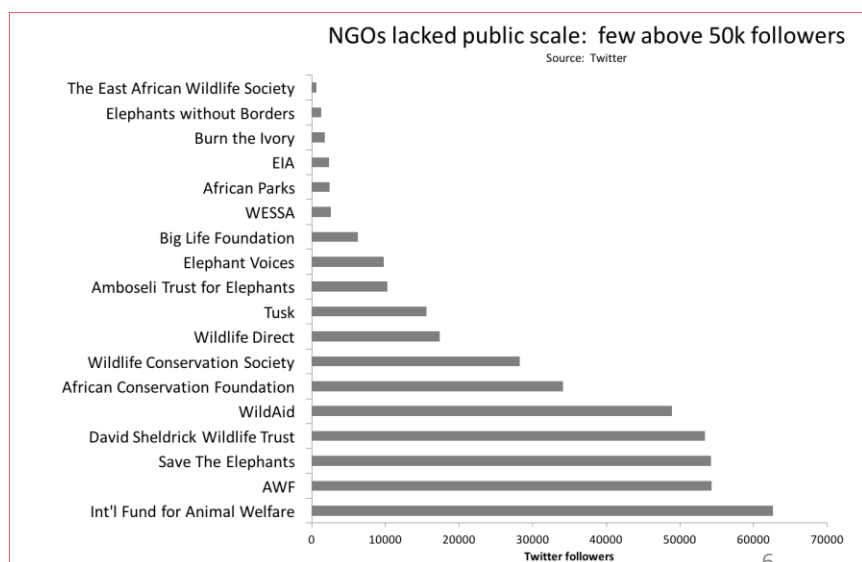
No scale: few had more than 50,000 social media followers. Not mainstream or noisy enough to get the ear of a foreign government.

No clear demands: they didn't work together. Every NGO had their own leadership, agenda, and funding to promote.

As a result, legislators either ignored recommendations or lacked clear action to take.



Images: Examples of campaigning logos and hashtags used in 2015



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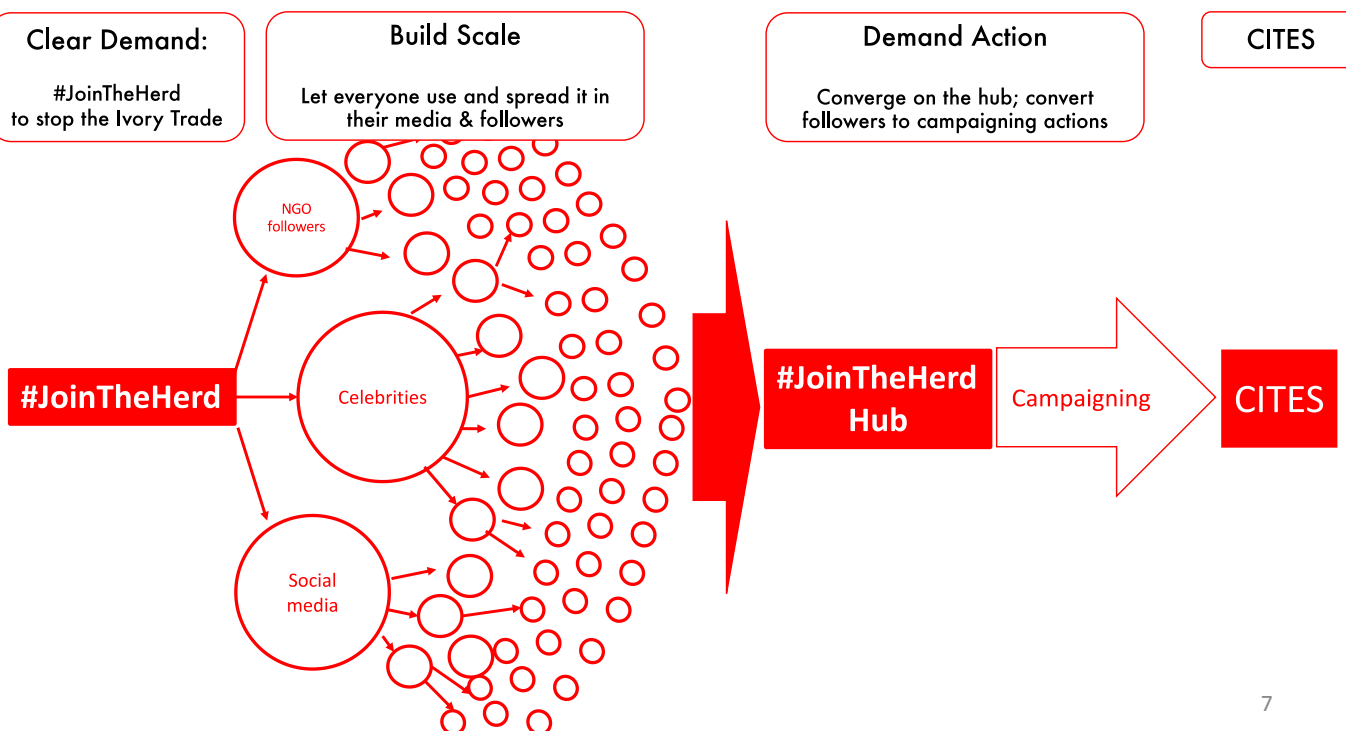
NGOs needed a global unifier...

... someone neutral, with convening power. With WildAid's support, we stepped forward.

Our solution: #JoinTheHerd - a virtual campaign and organisation for all

#JoinTheHerd is a line, hashtag and online platform enabling everyone to come together and stop the trade.

- A simple statement of unity behind a clear demand.
- Any NGO or individual could use it - keeping autonomy but being part of a larger virtual whole.
- A central online campaign hub collected contacts, coordinating and building collective pressure.



Stage 1. Build scale and a database

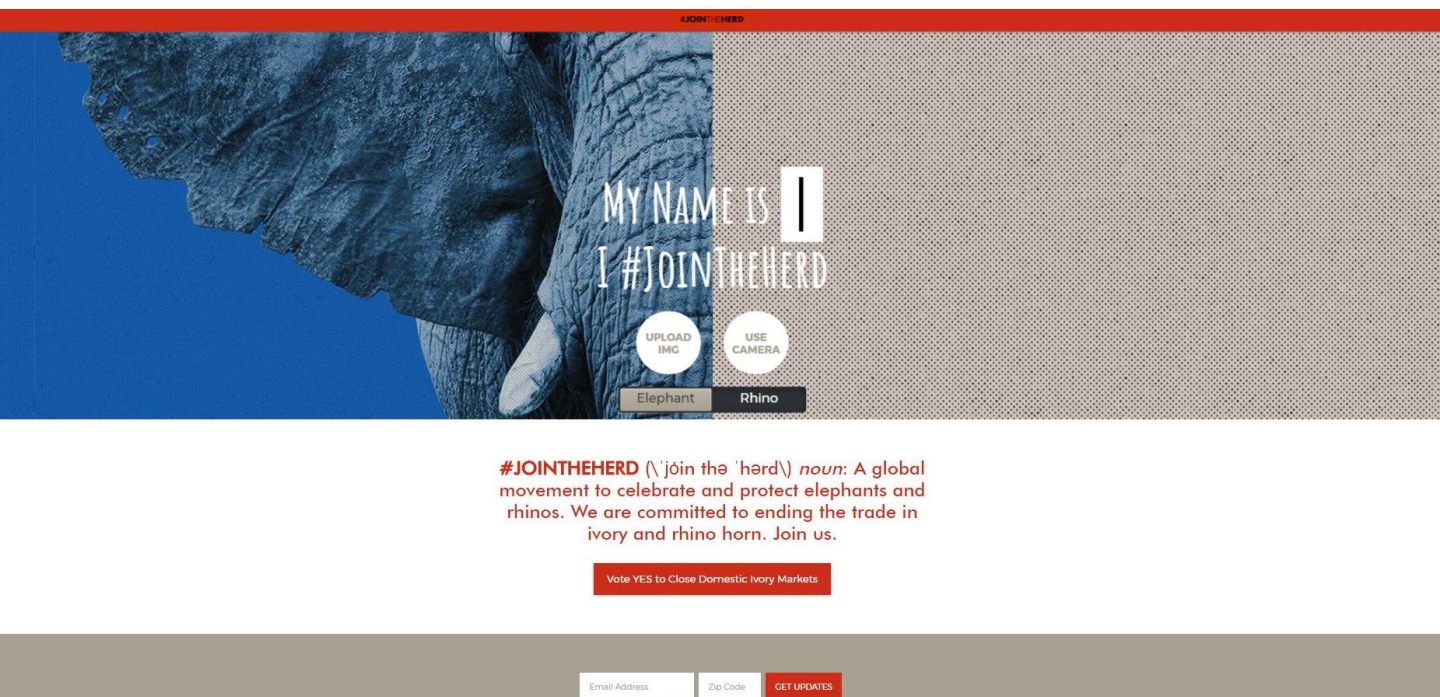
First, we simply invited people to #JoinTheHerd to stop the ivory trade.

For the more active, we offered campaigning tools (overleaf)

Campaign Images to post in their social media:

- An “elephant selfie” creator, linked to social media
- Shareable images
- Advice on how to contact your own network
- Ivory Free pledge sign up
- Tool to create your own poster
- Link to WildAid main site for deeper involvement

Campaign landing page with Elephant Selfie creator:



7 WAYS TO #JOINTTHEHERD

Share the Campaign on Social Media

Show your support with Africa as they protect elephants from illegal ivory poaching. Share this on World Wildlife Day and during this Year of the Elephant. Make this the year that more elephants are born than killed by poachers.

OVER THE NEXT FOUR HOURS, ELEPHANT POPULATIONS HAVE DECREASED 95%.

爱非洲 爱大象

WILDAID

IF POACHERS STOPPED FOR ONE DAY, WE COULD SAVE 1000 ELEPHANTS. IF WE STOPPED FOR ONE DAY, WE COULD SAVE 1000 ELEPHANTS.

爱非洲 爱大象

WILDAID

IN SOUTH AFRICA, ELEPHANT POPULATIONS HAVE INCREASED 10% IN THE PAST FIVE YEARS.

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#JOINTTHEHERD

Ask your friends and family to #JoinTheHerd

We've made significant progress in the past year to stop the ivory trade - thanks in part to people around the world speaking out and encouraging friends and family never to buy or accept ivory. This destructive trade can only be ended if it can no longer operate in the shadows. So create your own "herd" with your social media friends and followers! Let's make this a worldwide phenomenon.

Sign the pledge and be #ivoryfree

Launched in 2014, the Ivory Free movement has featured world wildlife ambassadors from The Duke of Cambridge (Prince William) to Yao Ming and Lupita Nyong'o.

I PLEDGE TO JOIN WITH OTHERS AROUND THE GLOBE TO NEVER BUY OR ACCEPT IVORY.

I PLEDGE TO SPREAD THE WORD TO SAVE AFRICA'S REMAINING ELEPHANTS.

I PLEDGE TO SUPPORT GOVERNMENT ACTIONS TO END THE IVORY TRADE.

I PLEDGE TO BE PART OF THE SOLUTION.

I PLEDGE TO LIVE IVORY FREE.

First Name

Last Name

Zip

Country

Year of Birth

Email

☐ I agree to receive more information from WildAid and Ivory Free in accordance with the Privacy Policy

SUBMIT

#JOINTTHEHERD

Create a 'Year of the Elephant Poster' and Display It Proudly

From schoolkids to professional graphic artists, elephant lovers everywhere are joining the herd by creating their "Year of the Elephant" images. Click here to download an elephant template to design, and check out the inspiring work of contributing artists, courtesy of Grey London.

CREATE YOURS

and mail it to communications@wildaid.org

7. Be a Voice for Change

It's the ivory trade's legal in your state or country? You may be surprised. Luckily, there are people just like you working to change laws and stop the ivory trade that perpetuates the elephant poaching crisis. What are your ideas? What are you doing to save elephants?

As the 'Year of the Elephant' unfolds, this site will become a center for resources to complement the online grassroots work of our fellow wildlife advocates. For more information, visit WildAid.org.

WILDAID

Campaign webpage with shareable images, advice on how to share the campaign on social, Ivory Free pledge sign-up, tool to create your own poster, link to WildAid main site for deeper involvement.

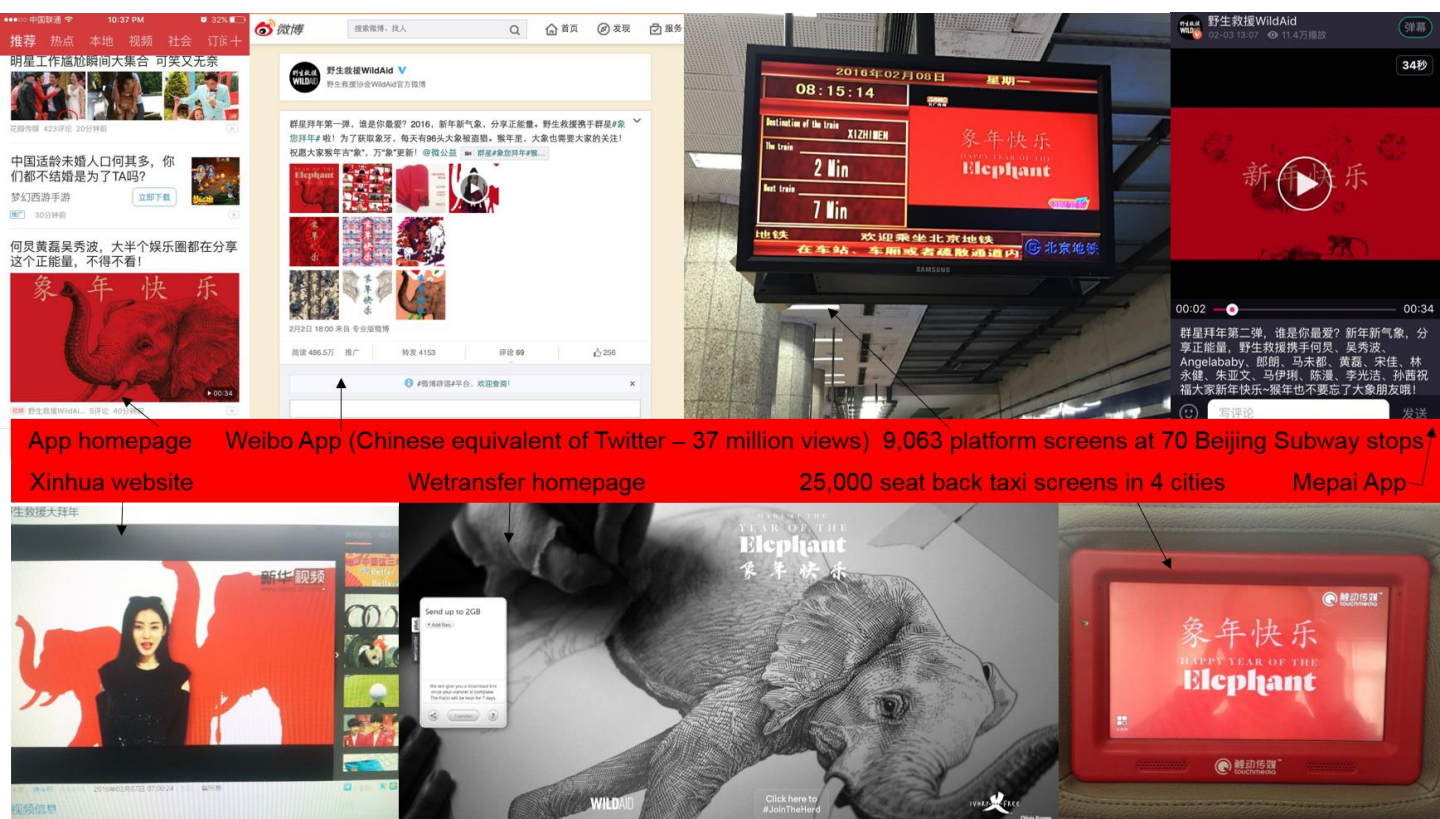
Media: Promoting in cultural moments

We had only a little donated Chinese and Kenyan media - so got unpaid attention via celebrity allies in cultural moments.

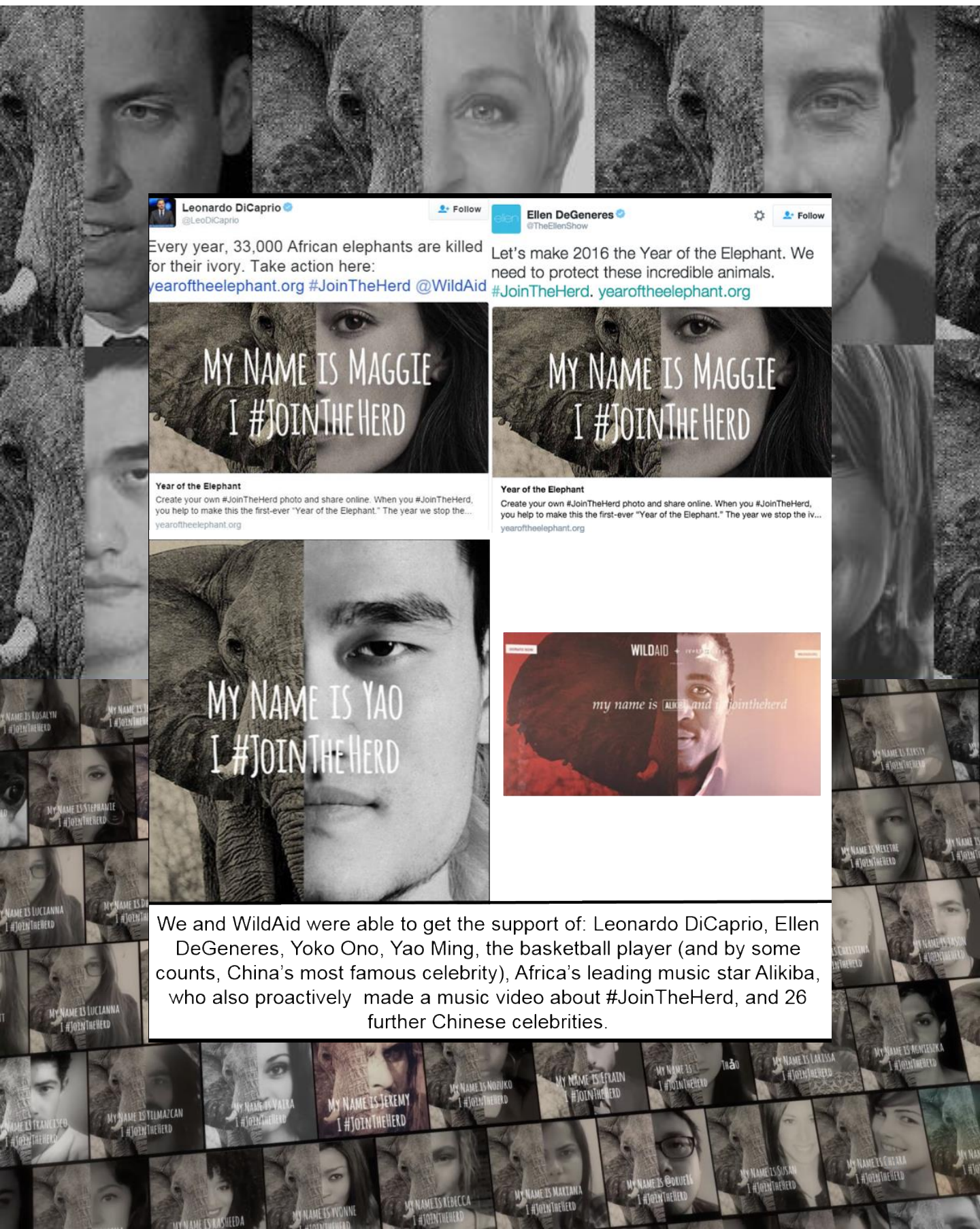
Cultural Moment 1: Chinese New Year (February 2016), Year of the Elephant

China is ivory's biggest market and Chinese New Year its biggest cultural event. Each New Year celebrates an associated animal - 2016 was "Year of the Monkey".

We hijacked it, asking supporters to make 2016 "Year of the Elephant" - the year we stopped the ivory trade.



At the same time, celebrities launched The Elephant selfie and invited everyone to join the herd.



Most importantly, NGOs rated Chinese New Year the most successful public Ivory campaign ever:

- 310m impressions globally, in just 2 weeks
- First legislative impact: New York Governor Mario Cuomo reinforces anti ivory trade legislation:



Andrew Cuomo ✓
@NYGovCuomo



Follow

We took a stand against illegal ivory trade in NY: on.ny.gov/1UYLhAk. Now let's help @WildAid make 2016 the year of the elephant.



Governor Cuomo Signs New Law to Combat Illegal Ivory Tr...

Law Dedicated to the Late DEC Lt. John Fitzpatrick Establishes Tougher Penalties to Prevent Illegal Sales, Barter or Purchase of Ivory Articles

governor.ny.gov

RETWEETS

6

LIKES

5



6:58 AM - 9 Feb 2016



Reply to @NYGovCuomo @WildAid



Brian Lee Henderson @scapesrus · 2m
[@NYGovCuomo](#) [@WildAid](#) 10-4



brooklyn9 @moneorange · 1m
[@NYGovCuomo](#) [@WildAid](#) thank you! only elephants need ivory 🐘❤️



#JOINTHEHERD

Image: Key early NGO coalition partners NGOs

Success attracted a coalition of NGOs.

"#JoinTheHerd and Grey formed a powerful brand under which NGOs and the public could amplify their shared voices in the fight to save elephants. #JoinTheHerd was and continues to be a clarion call for legislative change to close domestic ivory markets. By growing public awareness and engagement and recruiting celebrity support, it piled pressure on"

- Alexander Rhodes, CEO of Stop Ivory.

The Giant's Club Summit April 2016 – major step forward in the coalition as it becomes a #JoinTheHerd event

Hosted by the President of Kenya, the Giant's Club Summit brought major African leaders together to decide the Resolution to be proposed at CITES.

Co-organizer Evgeny Lebedev owned UK media outlets. Seeing our success, he appointed us the global media partner, to bring China, celebrities and mass campaigning.

Suddenly #JoinTheHerd was at the heart of the debate and had the ear of key legislators and global broadcast media.



Images show (clockwise from top left):

- social posts key visual inviting to attend the Giant's Club Summit by following our social channels¹⁴
- tweet - Lebedev & Liz Hurley holding giant #JTH hashtag

Cultural Moment two: Kenya's Ivory Burn April 2016

Concluding the Giant's Club Summit, the Kenyan Government showed its support by burning its stocks of Ivory – 105 tonnes.

We took it from a spectacle to a global campaigning event.

- Ivory Burn Invite Gif and e-direct mail
- Influencer outreach - social posts of teaser film and livestream
- 200,000 WPP employees used to send out messages
- livestream at the event
- broadcast into China via Weibo/WeChat & the NetEase platform
- broadcast promoted onto the world's largest digital screen (in Shanghai)
- broadcast to the rest of the world via Periscope, Twitter's livestreaming app



Broadcast promoted live on Shanghai's Bund Building



Influence outreach - social posts inviting people to JoinTheHerd



Teaser film inviting people to witness the burn



Gif telling people to watch live on Periscope



#JOINTHEHERD

SUMMARY OF ACHIEVEMENT: RECRUIT AND BUILD PHASE

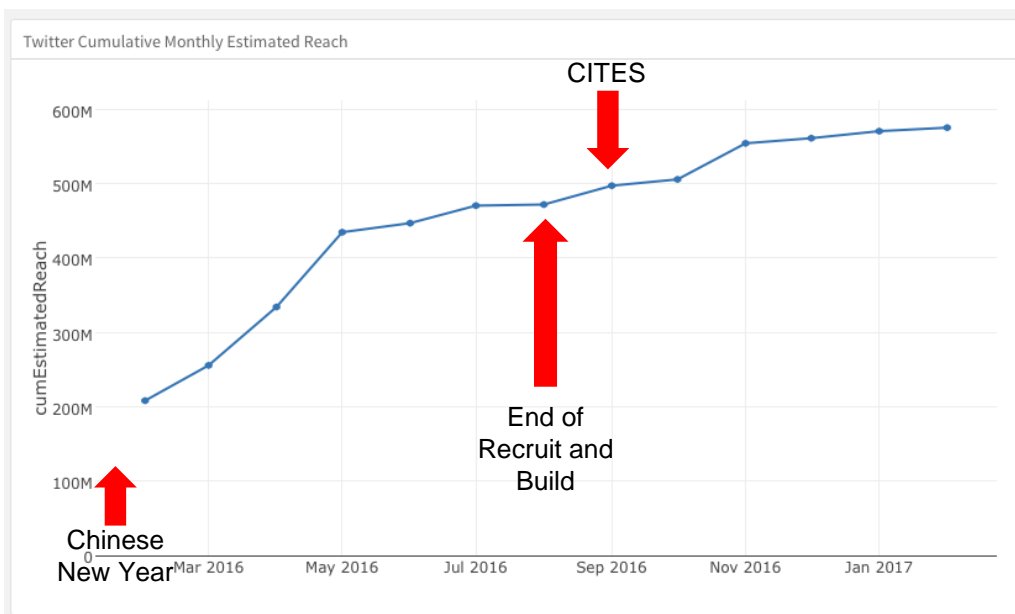
We started with a disparate landscape of NGOs, campaigns without scale or clear demands. By the end of this phase, we had:

- A single shared campaign facing the world's legislators with a clear, deliverable action
- A virtual network reaching an audience of 500 million people, or 7% of the world's population – (via supporters' social channels)
- 2bn further broadcast media impressions (source: Meltwater)

Now, we could pressure legislators.

Twitter reach over the course of the campaign:

Source: Crimson Hexagon





#JOINTHEHERD

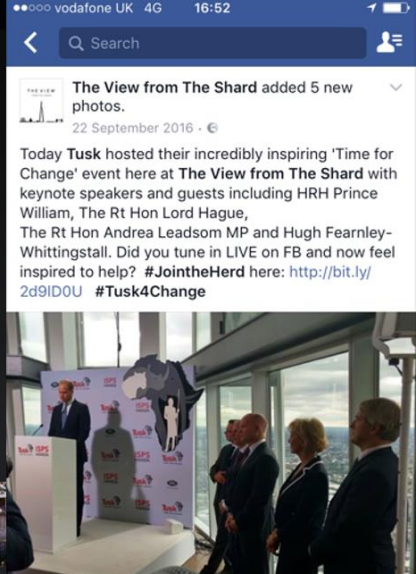
Stage 2: Demanding action in the week before CITES

By now #JoinTheHerd was ubiquitous - used in 91% of 45m Elephant/Ivory Twitter impressions around CITES.

(Source: Crimson Hexagon)

We will illustrate through 4 examples:

- TUSK event
- Global Marches
- #JoinTheHerd WildAid campaigning
- TNS survey evidencing scale of support



London: Prince William, William Hague, Hugh Fernley-Whittingstall with UK CITES representative Andrea Leadsom

#JOINTHEHERD

1. TUSK #JoinTheHerd events

#JoinTheHerd partner TUSK organized events in London, Johannesburg and Japan, with legislators to win support.

It was covered live in global media and we worked the digital/ social channels, e.g. livestreaming.



Significant support from Kensington Palace



Andrea Leadsom, Prince William, Lord Hague and Charlie Mayhew at TUSK event in London



John Scanlon, Secretary General of CITES, addressing Tusk event in Johannesburg



#JOINTHEHERD



3. #JoinTheHerd WildAid activity

We re-engaged our supporters with new hub features:

- A simple vote to stop the trade - 3.1m voted
- Shared a Call To Action film
- A new feature that enabled direct pre-written tweets to world leaders.
- UK residents could email their MP a letter directly from the website – triggering 2642 letters

#JOINTHEHERD (ˈjɒ in thə ˈhɜrd) *noun*: A global movement to celebrate and protect elephants and rhinos. We are committed to ending the trade in ivory and rhino horn. Join us.

Vote YES to Close Domestic Ivory Markets

#JOINTHEHERD

ONE
THING
WE
ALL
AGREE
ON

THANK YOU FOR JOINING THE HERD
AND VOTING TO END THE IVORY TRADE

3 1 1 4 0 4 1

VOTES TO END THE IVORY TRADE

Date: Feb 10, 2017 12:25 GMT

Rt. Hon. Cheryl Gillan MP



Thomas M Duddridge
Coleshill Lodge
Village Road
Coleshill
Aston
Bucks
HP7 0LQ

19 October 2016

Dear Rt. Hon. Duddridge

Thank you for contacting me about the plight of the elephant and the ivory trade.

Like you, I am seriously concerned about the effect of illegal poaching and ivory trafficking on the long-term prospects for the survival of the elephant.

Just how seriously the Government takes this issue was demonstrated when it hosted and led the London Conference on Wildlife Trafficking. Over 40 countries adopted the London Declaration in an effort to save iconic species, including elephants, from being poached to the brink of extinction. The Buckingham Palace Declaration followed with a range of commitments to help the private sector tackle this illegal trade. The UK has also made available £13 million for various projects through the Illegal Wildlife Trade Challenge Fund, and is training rangers in Gabon, home of Africa's largest population of forest elephants, to combat poaching.

The UK does not permit trade in raw ivory tusks of any age, and is pressing for this approach to be taken internationally. The Government has also announced plans to ban sales of modern-day ivory, which will put the UK's rules on ivory sales among the toughest in the world. I am delighted that at its most recent conference in Johannesburg, the Convention on International Trade in Endangered Species (CITES) adopted a proposal calling for the closure of all domestic ivory markets.

In addition to the issues in Africa, Ministers also recognise the growing threats to the Asian elephant from the illegal trade in live animals, fed by demand from the tourist and entertainment industries. The UK has also been working through CITES to increase protections worldwide.

I hope this reassures you that the UK remains committed to protecting elephants worldwide. Thank you again for taking the time to contact me.

Tel: 020 7219 4061 Fax: 020 7219 2762
Email: gillan@parliament.uk
Website: www.cheryl-gillan.co.uk

2. Ask World Leaders to #JoinTheHerd

Help us grow the herd to 1 million people. Tweet at world leaders and decisions makers to #JoinTheHerd using our tweet tool. We've made significant progress in the past year to stop the ivory trade. Ask world leaders to speak out and encourage their communities to never buy or accept ivory.

TWEET AT WORLD LEADERS

You can invite influencers to #JoinTheHerd, and support world leaders and decision makers working to make a difference for elephants. Start by tweeting any or all of the leaders below.



@POTUS
BARACK OBAMA
President of the United States



@AbeShinzo
SHINZO ABE
Prime Minister of Japan



@UN_Spokesperson
BAN KI-MOON
UN Secretary General



@theresa_may
THERESA MAY
Prime Minister of the United Kingdom



@HillaryClinton
HILLARY CLINTON
US Presidential Candidate / Former Secretary of State



@JunckerEU
JEAN-CLAUDE JUNCKER
President of the EU Commission



@TranDaiQuang
TRAN DAI QUANG
President of Vietnam



@SAPresident
JACOB G. ZUMA
President of South Africa



@JohnKerry
JOHN KERRY
U.S. Secretary of State



@KensingtonRoyal
PRINCE WILLIAM
Duke of Cambridge



@KagutaMuseveni
YOWERI MUSEVENI
President of Uganda



@fhollande
FRANÇOIS HOLLANDE
President of France

TELL YOUR MP TO STOP THE IVORY TRADE

The global trade in ivory fuels the killing of elephants. Only 425,000 African elephants remain in the wild today and every year around 30,000 elephants are slaughtered for their ivory – one every 15 minutes.

Protecting elephants depends on all governments across the world taking action to stop the ivory trade.

While other countries are moving forward with market closure commitments, the UK domestic ivory market still exists. It acts as a cover for the illegal trade in ivory, and contributes to the poaching and killing of elephants.

In September the UK Government announced plans to restrict the sale of some ivory in the UK. This announcement falls short of what is needed to honor previous commitments. It does not cover products from before 1947, which makes up the majority of ivory on sale in the UK – and therefore will not substantially reduce the amount on sale in Britain.

The UK Government must stop the continued trade in ivory products. Only by closing the market in its entirety can the UK meet its international commitments and play its part in protecting the African elephant. Will you contact your Member of Parliament to urge them to support shutting down the ivory market to save elephants?

First Name*

Surname*

Email Address*

Address*

Postcode*

Send Email



Emily Thornberry
Labour MP for Wellingborough
@EmilyThornberry | EmilyThornberry



Ms Florence MacKenzie
168 Elmure Street
London
N1 3AL

Our Ref: FIEMACK82017/02163926

22 September 2016

Dear Ms MacKenzie

Thank you for contacting me about the ivory trade and the UK's pledge to close its domestic ivory market.

I was interested to read your views on this matter and I share your concerns about the number of elephants dying each year in order to keep the ivory trade going. I agree that the UK should close its domestic ivory market so I was pleased to hear that the Environment Secretary, Andrea Leadsom, announced yesterday that she will go ahead with plans for a ban on sales of modern day ivory.

The Government has confirmed that they will back global action to end elephant poaching and that the Environment Minister, Theresa Coffey, will be attending the meeting in Johannesburg later this month. I welcome this news and I will support the Government in their efforts to take decisive action on this issue.

I understand that the Government plans to consult on plans for the ban early next year and that views from all relevant stakeholders, including conservationists and traders, will be considered as part of the process.

I hope this information is useful. If there are any further points you would like to raise with me about this or any other matter, please feel free to get in touch again. I am always happy to hear from my constituents.

Best wishes

Emily Thornberry

Emily Thornberry MP
Wellingborough South and Finesborough
www.emilythornberry.com

ON YOUR SIDE

Emily Thornberry MP, House of Commons, London SW1A 0AA
Email: emilythornberry@parliament.uk website: www.emilythornberry.com
020 7219 4061 (020) 7687 4587 Monday, Tuesday and Thursday 2-5pm
Fax: (020) 7687 4587

4. TNS survey:

#JoinTheHerd was always about building 2 things:

- Scale: overwhelming, undeniable public support
- Clear demand: presenting the world's legislators with a clear, deliverable action

In case legislators hadn't seen this yet, we measured them both, in a global TNS poll - the biggest ever survey of attitudes to the Ivory trade.

We presented 2 key points for legislators:

1. Overwhelming worldwide support behind the demand to stop the trade: around 80% globally
2. Most people thought the trade was already banned – making it problematic for legislators to do anything other than support the ban.

We made sure legislators, media and public saw this by:

- Giving it in person to UK MPs and DEFRA . This data has been quoted by MPs in Parliament to this day (see end section)
- Sent out by all partners to our virtual network
- Emailed to our databases
- Sent to broadcast media
- At CITES itself, the survey was physically handed out to attendees, presented at side events and displayed on poster sites.

#JOINTHEHERD RESULTS

WORLDWIDE PUBLIC SUPPORT FOR THE CLOSURE OF ALL IVORY MARKETS

A recent global survey has revealed for the first time the full extent of the disagreement with the buying and selling of ivory. An overwhelming majority of the public are against ivory trade, and want their government to support the closure of ivory markets worldwide.

Survey commissioned by WildAid, Stop Ivory, Tusk, BIA, ZSL, Global March for Elephants and Rhinos, conducted by TNS 8-12 September 2016. Sample sizes: France 1018, Germany 1025, Italy 1050, Spain 1029, Sweden 1009, UK 1044, Netherlands 1012, Canada 1010, USA 1013, Australia 1020 Questions: Do you agree or disagree with the buying and selling of ivory around the world? Would you be in favour or against your Government supporting the closure of all ivory markets around the world?

% OF ADULTS WHO DISAGREE WITH THE BUYING AND SELLING OF IVORY AROUND THE WORLD



GLOBAL AVG. 82%

% OF ADULTS WHO WOULD BE IN FAVOUR OF THEIR GOVERNMENT SUPPORTING THE CLOSURE OF ALL IVORY MARKETS AROUND THE WORLD



GLOBAL AVG. 80%

#JOINTHEHERD

#JOINTHEHERD RESULTS

FALSE ASSUMPTION ON A GLOBAL SCALE THAT THE IVORY TRADE IS ALREADY ILLEGAL

A recent global survey has uncovered the widespread lack of public awareness that ivory trade is legal in their country. The vast majority (78% of 10,230 people surveyed in 10 countries) think it is already illegal. Once they are told the truth, the public want to see change.

Survey commissioned by WildAid, Stop Ivory, Tusk, BIA, ZSL, Global March for Elephants and Rhinos, conducted by TNS 8-12 September 2016. Sample sizes: France 1018, Germany 1025, Italy 1050, Spain 1029, Sweden 1009, UK 1044, Netherlands 1012, Canada 1010, USA 1013, Australia 1020 Questions: Do you think it is legal or illegal to sell ivory in your country? It is in fact legal to buy and sell ivory products in your country. Do you think the buying and selling of ivory in your country should be banned?

% OF ADULTS WHO THINK IT IS ALREADY ILLEGAL TO SELL IVORY IN THEIR COUNTRY



GLOBAL AVG. 78%

% WHEN TOLD THE IVORY TRADE IS LEGAL IN THEIR COUNTRY, ADULTS WHO THINK IT SHOULD BE BANNED



GLOBAL AVG. 85%

SUMMARY OF ACHIEVEMENTS: CAMPAIGNING PHASE

#JoinTheHerd had focused, unified and magnified the movement to stop the Ivory Trade and save the Elephant:

At Scale:

- 45 million twitter impressions over CITES

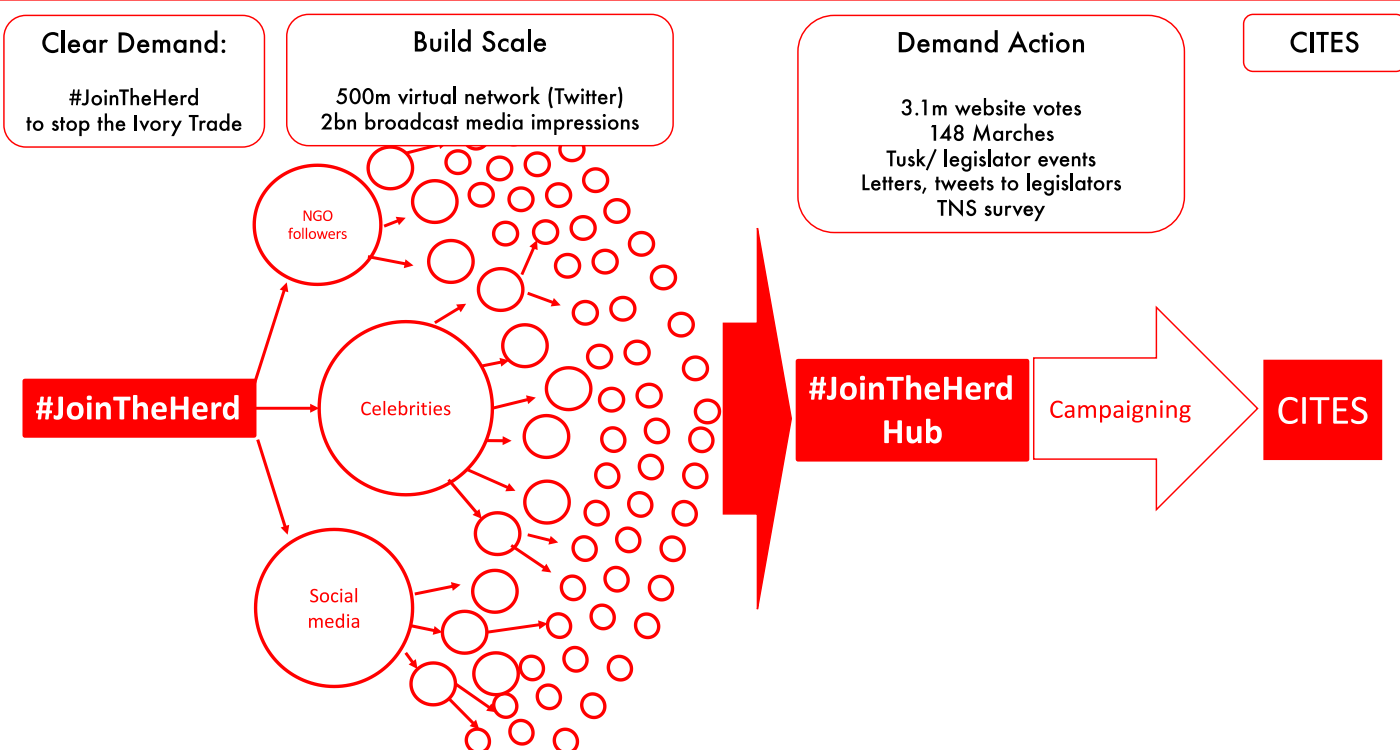
With Unity:

- 91% of the 45m twitter impressions used #JoinTheHerd
- Our own WildAid originated activity was 19% of the 45m impressions, but the rest using #JoinTheHerd were others'

Clear demand:

- The survey showed irrefutable proof of public support for the aim

SUMMARY OF ALL ACHIEVEMENTS UP TO CITES:



Stage 3: Legislators at Cites ban the trade, 24 September – 6 October 2016

Thanks to the pressure, Elephants became no.1 on the agenda at CITES, for the first time.

4 Resolutions committed member states to banning the Ivory Trade:

1. To continue the international ban on ivory trade
2. That domestic ivory markets should urgently be closed, finally ending all ivory trade
3. That consideration of any mechanism to reopen trade should be discontinued
4. That South Africa, Namibia and Zimbabwe should not be allowed to sell ivory despite being listed separately

We also saw demand fall - a welcome and hoped-for knock-on effect of the ban: by November 2016, the price of Ivory dropped by half - attributed to a fall in demand, as Ivory became socially unacceptable.

And then, on 30 December 2016, China announced its timetable to end domestic ivory trade by the end of 2017.

There could be no better end to the Year of the Elephant.

Footnote: Ivory price source [Huffington Post](#)

#JOINTHEHERD





#JOINTHEHERD

How do we know #JoinTheHerd made the difference?

We want to be careful about over claim. Many people have devoted their entire lives to making this happen. There are many factors. But we believe that #JoinTheHerd played a decisive role in pushing it over the line. Why?

We were the largest public campaign on the Ivory Issue

Public support is crucial to getting legislative change in democratic nations. (And governments with other systems responded to pressures too – e.g. by wishing to be seen as responsible members of the International community).

#JoinTheHerd was the largest public anti-Ivory campaign.

[source: crimson hexagon analytics]

Today, the United States has taken a lead on closing loopholes that enable the illegal ivory trade, which kills **33,000 elephants** every year. —Peter Knights, CEO of WildAid

#JOINTHEHERD

Direct evidence of legislators

While legislators quite properly avoid using our hashtag, our materials and campaigns have clearly affected them, as they have been used to make the point, e.g. in UK Parliamentary debate about implementing a total UK ivory ban:

*'It is clear that the public support further action, as is demonstrated by more than **107,000 people—2,000 just over the weekend—signing the petition** and therefore triggering the debate, which is the second on this subject in two months. **Further research carried out by TNS in September 2016 found that 85% of the public think that buying and selling ivory in the UK should be banned.***

Luke Hall, UK MP quoted in Hansard, Parliamentary Debate on Ivory, 6 Feb 2017

JOIN THE HERD AND SUPPORT THE
IVORY BAN DEBATE
3pm MONDAY 6th FEBRUARY WESTMINISTER

STOP IVORY

United Nations

ivory

BORN FREE

Action For Elephants UK

Labour Animal Rights Group

UK Labour Party Animal Rights Group endorses “Join the herd”

And the experts in the field told us it made the difference

".. as CITES approached, in commissioning the largest ever survey into public opinion of the ivory trade, Grey gave us concrete proof of the overwhelming public support for the closure of ivory markets right across Europe. Being able to articulate the weight of this public opinion is critical and it simply can't be ignored."

- Alexander Rhodes, CEO of Stop Ivory

'CITES 2016 was critical in the fight to save elephants. It only comes round every three years and by 2019 we will have passed the point of no return. We desperately needed a win. #JoinTheHerd succeeded in a way no campaign had before, sewing together a patchwork quilt of groups and messages to create a single, powerful voice. It helped ensure that by the time CITES came around, the world was watching and waiting to see how politicians would act. Elephants were justifiably high up the agenda and their fate could no longer be sealed by compromise deals. #JoinTheHerd made sure decision-makers were held to account and gave us all a common weapon to fight back with.'

- Mary Rice, Executive Director, EIA
(Environmental Investigation Agency)

"#JoinTheHerd played a lead role in elevating the plight of the elephants to a zeitgeist topic in 2016. An organised social campaign, it helped push the issue to the top of the news agenda, forcing people in power to pay attention. Crucially, countries such as China began to see their unwavering support in the ivory market as a huge liability."

- Andrew Harmon, Communications Director of WildAid