

The Situation

In an effort to curb the demand for endangered wildlife products in China, **international NGO WildAid** launched a campaign featuring over 50 Asian and Western celebrities delivering the core message: 'When the Buying Stops, the Killing Can Too.' One component of the campaign (featuring basketball star Yao Ming) focused particularly on the issue of shark finning. It aimed to encourage wealthy urban consumers to stop eating shark fin soup by highlighting the cruel practice of shark finning as well as the devastating consequences it has on the shark populations and the wider ecosystem.

In 2010, GfK NOP was commissioned to conduct some research in order to assess the impact of the 'shark fin' campaign.

The Approach

We used a mixed quantitative/qualitative approach: the quantitative research aimed to get an unambiguous picture of how impactful the campaign was in terms of cut through but also in terms of persuasion, while the qualitative approach aimed to get an in-depth read on opinion leaders' views and how they might be helping shape other people's attitudes and behaviour.

In total, we conducted 1,000 face-to-face computer-assisted interviews with wealthy urban dwellers in the cities of Beijing, Shanghai and Guangzhou, and 12 in-depth face-to-face interviews with opinion leaders in Beijing.

The outcome

The research findings showed that the 'shark fin' campaign cut through and resonated well with its target audience in that it was seen as engaging and informative. Most importantly, the campaign appeared to be highly persuasive, with around 8 in 10 saying that the ads made them want to reduce/stop eating shark fin soup.

These findings were used to help WildAid's fundraising efforts and help shape future communications.

Isabelle Samuel
Associate Director
Isabelle.Samuel@gfk.com
GfK NOP Social
+44 (0)20 7890 9424