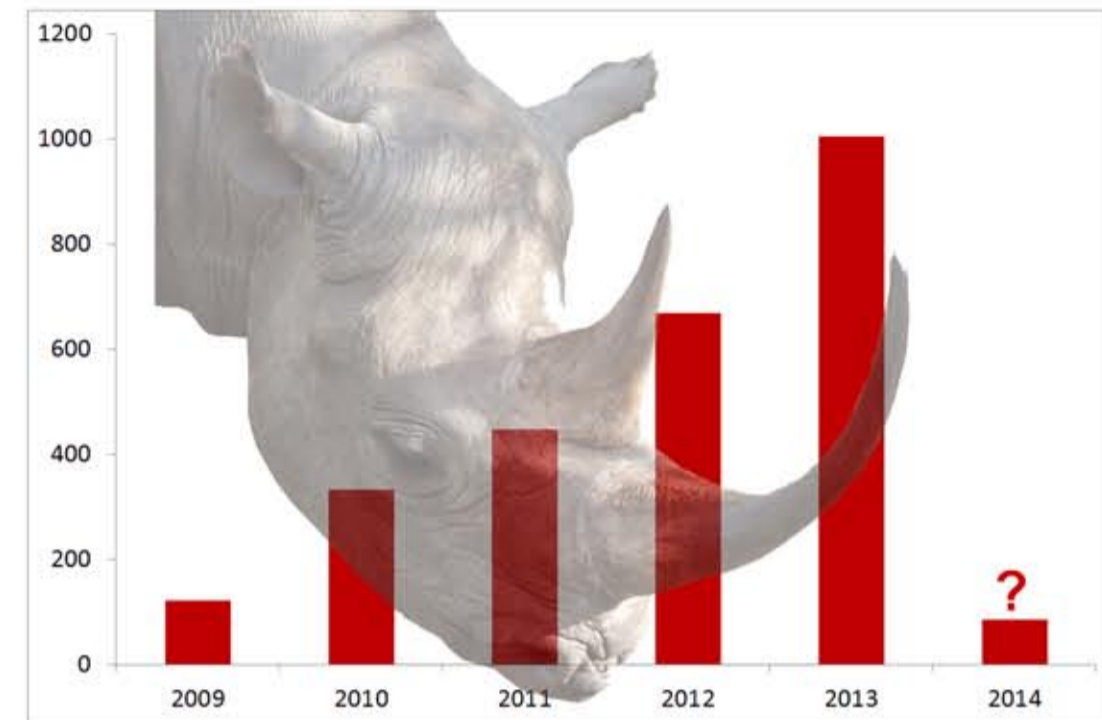
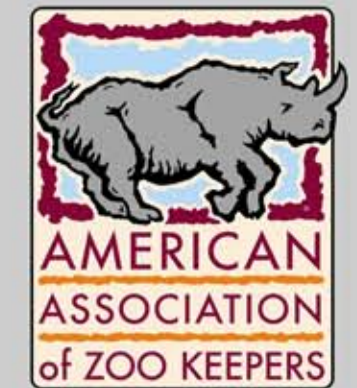


# Animating the power of choice

RhiNOremedy



## The tragic facts

**Poaching is increasing**  
South Africa lost 2,575 rhinos to poachers in 5 years (2009-2013)

Rhinos, Elephants, Tigers, Bears and all species in demand for trade are under increased threat

Species populations fluctuate in response to a plethora of threats. **Direct demand** from humans is an **acute threat** with **severe impacts**

One part of the battle: **Demand Reduction**

Crux: **Consumers hold the power**

## Reducing demand is possible

There are current and past successes. New demands, new markets and new people, means new efforts are needed today.



## Be Powerful

### An Animation 2014

**Aim:** to help raise the profile of the negative impact of buying rhino horn, by harnessing the **power of positive messaging** and the **positive impact of deciding not to buy**

Some thinking!

**Visual emphasis** - no words, no symbols, music, and only 'Be Powerful' as text

Simple colour palette with **yellow** (regal, powerful, precious) as a key highlight

No geographical reference and no blame or negativity, **focus is on positive impact**

By RhiNOremedy in collaboration with Chengdu Panda Base (education), China, funded by the American Association of Zookeepers and animated by Microcosm



1. The character is confident and happy. The story begins in a city-scape, with our character looking to shop...



2. The shop worker produces the 'product' on the list.

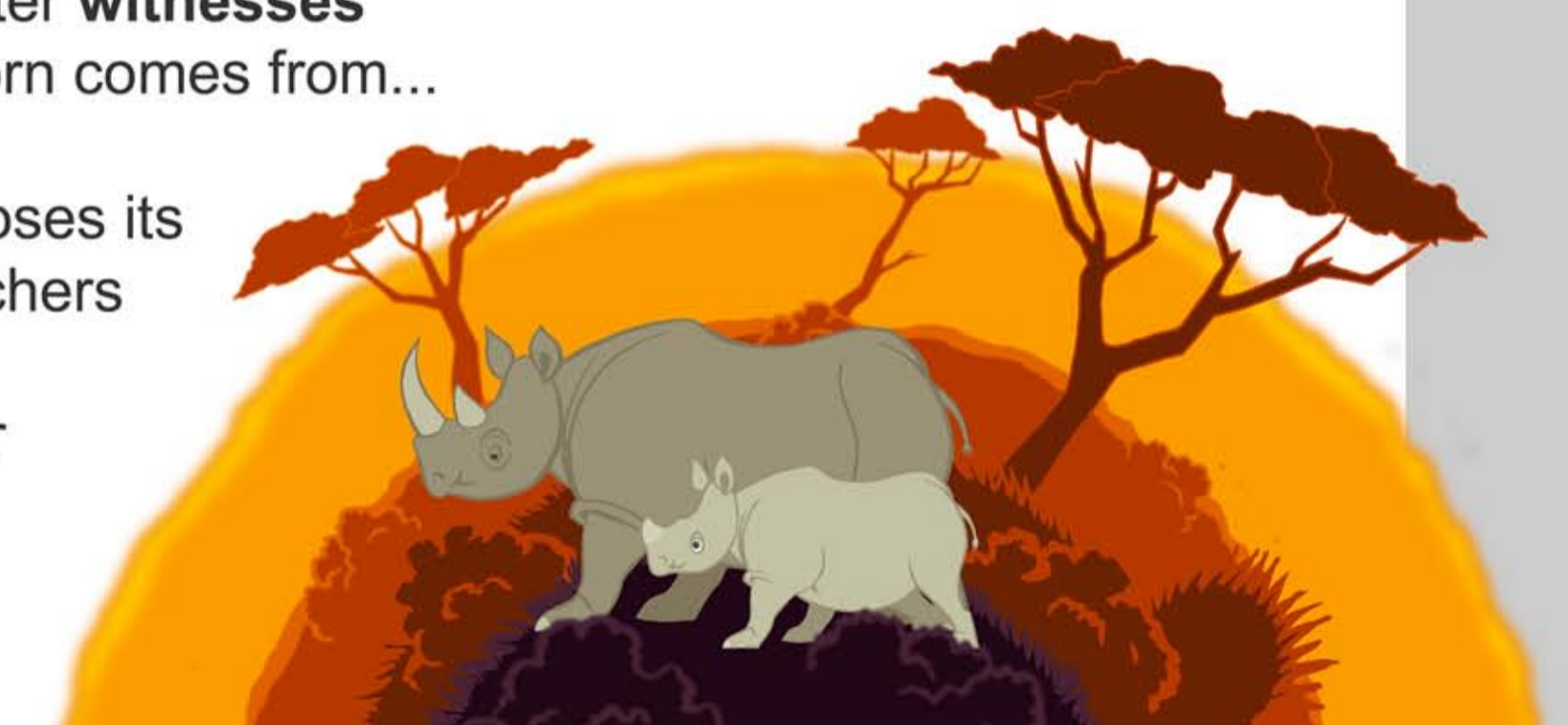
It contains rhino horn



3. The character witnesses where rhino horn comes from...

...a rhino calf loses its mother to poachers

...the character is horrified



4. The product is refused...an alternative is purchased

5. The character feels proud and powerful... the rhinos are safe because of the decision not to buy

our character changes from grey-scale to colour

End message: Be Powerful



Contributing to demand reduction efforts

**A simple but powerful message**

**Be powerful: know your impacts, decide not to buy, secure their future**



Working to tackle illegal trade in endangered species  
HMRC XT37329 [www.rhinoremedy.org](http://www.rhinoremedy.org) [info@rhinoremedy.org](mailto:info@rhinoremedy.org)

传出正能量