

Table S1. Contact details of practitioners responsible for each one of the interventions analysed

Organisations and Practitioners Responsible for Interventions

Organisation	Initiative	Contact	Position	Website
FREELAND	Operation Game Change	Phuong Hoang	Project Coordinator	goo.gl/wRqTL9
TRAFFIC	Chi Campaign	Trinh Nguyen	Demand Reduction Officer	goo.gl/5T0oWK
Education for Nature Vietnam (ENV)	N/A	N/A	N/A	goo.gl/BjMVT1
WWF-Vietnam	Illegal Wildlife Trade Campaign	Van Nguyen Dao Ngoc	Project Manager	goo.gl/su0iB0
Wildlife Conservation Society (WCS)	Trafficking Networks & Government Commitment	Scott Robertson	Country Representative	goo.gl/jtg3Mo
		Thuy Hoang	Program Manager	
		Ha Pham	Policy & Comms Coordinator	
Convention on International Trade in Endangered Species of Wild Fauna and Flora Management Authority (CITES MA)	Awareness Raising Campaign with HSI	Thuong Nguyen	International Cooperation Official Coordinator for Rhino Horn Demand Reduction Campaign	goo.gl/jV2k4a
Humane Society International (HSI)	Awareness Raising Campaign with the CITIES M.A.	Teresa Telecky	Wildlife Department Director	goo.gl/jV2k4a
Wild Act	Various Projects	Trang Nguyen	Founder	goo.gl/f66ZlR
Breaking the Brand	Stop the Demand	Lynn Johnson	Founder	goo.gl/YznKK1
WildAid/CHANGE	“Stop Using Rhino Horn”	Nhi Chau	Program Development Coordinator	goo.gl/hVupk9

Table S2. Summary of different objectives set by the organisations.

Objectives

Interventions	Objective
Intervention 1 (Breaking the Brand)	Change direction of behaviour change campaigns so they focus on rhino horn users.
Intervention 2 (HSI/CITES MA)	Reduce demand for rhino horn in Viet Nam.
Intervention 3 (FREELAND)	Raise awareness, educate, spread the word about the issues with rhino horn use.
Intervention 4 (WWF)	Deliver message that wildlife trade must be considered as a priority to top leaders of the world.
Intervention 5 (TRAFFIC)	Reduce demand for rhino horn by 50% in Viet Nam by 2020.
Intervention 6 (WCS)	Achieve high-level government commitment to illegal wildlife trade.
Intervention 7 (Wild Act)	Raise awareness of rhino horn consumption and get people involved.
Intervention 8 (WildAid/CHANGE)	Raise the profile of rhino horn issue and increase the level of public engagement.

Table S3. Summary of different target audiences.

Target Audiences

Interventions	Target Audience
Intervention 1 (Breaking the Brand)	Business men and women belonging to high income demographic. Determined using TRAFFIC's research.
Intervention 2 (HSI/CITES MA)	Middle-aged women, businesses, scientists and children. Aim to target society at large. Determined using their own research.
Intervention 3 (FREELAND)	Business people, government, potential consumers, middle-aged women. Determined using TRAFFIC's, HSI's, IUCN's and Breaking the Brand's research.
Intervention 4 (WWF)	General public and specifically wealthy people. Determined using their own research.
Intervention 5 (TRAFFIC)	Business men, users who focus on enhancing social status. Determined using their own research.
Intervention 6 (WCS)	Government and policy makers. Following their approach in Viet Nam to tackle illegal wildlife trade.
Intervention 7 (Wild Act)	Children and students. Following their approach to engage young people.
Intervention 8 (WildAid/CHANGE)	Business sector, monks, doctors, children, women and government. Determined from their own research.