iANIMAL – USING VIRTUAL REALITY TO INCREASE PLANT-BASED EATING

CAN 360 VIRTUAL REALITY HELP YOUR ORGANIZATION CHANGE BEHAVIOR?

Caryn Ginsberg
Strategic Visualyst
Priority Ventures Group

May 16, 2017
iANIMAL – USING VIRTUAL REALITY TO INCREASE PLANT-BASED EATING
Can 360 virtual reality help your organization change behavior?

- What new benefits could 360 bring?
- How will you reach your target audience?
- What is the overall program/strategy?
- Can you provide the right support?
- How will you ensure return on investment?
ADOPTION
ADOPTION

FUR

TESTING
ADOPTION
FUR
TESTING
SEA WORLD
ANIMALS KILLED ANNUALLY - U.S.

Shelters 3-4MM
ANIMALS KILLED ANNUALLY - U.S.

Shelters
3-4MM

Labs
100MM
ANIMALS KILLED ANNUALLY - U.S.

- 3000 X shelters
- > 250,000 in 15 minutes
- Does not include fish

All #s are estimates

Shelters 3-4MM
Labs 100MM

Food 9+ BILLION
LEAFLETING
LEAFLETING

ONLINE VIDEO / FACEBOOK ADS

1 IN 25 VIEWERS WINS MOVIE TICKETS!

WE DECIDE THE FATE OF 10 BILLION LIVES EACH YEAR

RECENT WINNERS

<table>
<thead>
<tr>
<th>Name</th>
<th>Location</th>
<th>Time Ago</th>
</tr>
</thead>
<tbody>
<tr>
<td>Danielle</td>
<td>West Allis, WI</td>
<td>2 weeks ago</td>
</tr>
<tr>
<td>Allyson</td>
<td>San Diego, CA</td>
<td>3 weeks ago</td>
</tr>
<tr>
<td>Skye</td>
<td>Claremont, CA</td>
<td>7 weeks ago</td>
</tr>
<tr>
<td>Ryan</td>
<td>Crystal Lake, IL</td>
<td>8 weeks ago</td>
</tr>
<tr>
<td>Karen</td>
<td>Gainesville, TX</td>
<td>9 weeks ago</td>
</tr>
<tr>
<td>Elena</td>
<td>Corcoran, CA</td>
<td>12 weeks ago</td>
</tr>
</tbody>
</table>
LEAFLETING

ONLINE VIDEO / FACEBOOK ADS

PAY-PER-VIEW

1 IN 25 VIEWERS WINS MOVIE TICKETS!

WE DECIDE THE FATE OF 10 BILLION LIVES EACH YEAR

RECENT WINNERS

<table>
<thead>
<tr>
<th>Name</th>
<th>Location</th>
<th>Weeks Ago</th>
</tr>
</thead>
<tbody>
<tr>
<td>Danielle</td>
<td>West Allis, WI</td>
<td>2 weeks</td>
</tr>
<tr>
<td>Allyson</td>
<td>San Diego, CA</td>
<td>3 weeks</td>
</tr>
<tr>
<td>Skye</td>
<td>Claremont, CA</td>
<td>7 weeks</td>
</tr>
<tr>
<td>Ryan</td>
<td>Crystal Lake, IL</td>
<td>8 weeks</td>
</tr>
<tr>
<td>Karen</td>
<td>Gainesville, TX</td>
<td>9 weeks</td>
</tr>
<tr>
<td>Elena</td>
<td>Corcoran, CA</td>
<td>12 weeks</td>
</tr>
</tbody>
</table>

WATCH A 4-MINUTE VIDEO
VIRTUAL REALITY WILL SHOW YOU WHAT THE MEAT INDUSTRY DOESN'T WANT YOU TO SEE.

iAnimal.uk
CAN 360 VIRTUAL REALITY HELP YOUR ORGANIZATION CHANGE BEHAVIOR?

- What new benefits could 360 bring?
- How will you reach your target audience?
- What is the overall program/strategy?
- Can you provide the right support?
- How will you ensure return on investment?
Factory farm operators believe that the less Americans know about what goes on behind their closed doors, the better for the industry.

- New York Times editorial
2012 Revenue

Tyson $33B

JBS $31B

Cargill $18B

Smithfield $13B

Sysco $12B

$107B

Source: Food Business News, Ad Age, Guidestar
<table>
<thead>
<tr>
<th>Company</th>
<th>2012 Revenue</th>
<th>2014 U.S. Measured-Media Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tyson</td>
<td>$33B</td>
<td>$935MM</td>
</tr>
<tr>
<td>JBS</td>
<td>$31B</td>
<td>$284MM</td>
</tr>
<tr>
<td>Cargill</td>
<td>$18B</td>
<td>$252MM</td>
</tr>
<tr>
<td>Smithfield</td>
<td>$13B</td>
<td>$237MM</td>
</tr>
<tr>
<td>Sysco</td>
<td>$12B</td>
<td>$207MM</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$107B</strong></td>
<td><strong>$2B</strong></td>
</tr>
</tbody>
</table>

Source: Food Business News, Ad Age, Guidestar
<table>
<thead>
<tr>
<th>Company</th>
<th>2012 Revenue</th>
<th>2014 U.S. Measured-Media Spend</th>
<th>Revenue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tyson</td>
<td>$33B</td>
<td>$935MM</td>
<td>$194MM*</td>
</tr>
<tr>
<td>JBS</td>
<td>$31B</td>
<td>$284MM</td>
<td>$73MM*</td>
</tr>
<tr>
<td>Cargill</td>
<td>$18B</td>
<td>$252MM</td>
<td>$16MM</td>
</tr>
<tr>
<td>Smithfield</td>
<td>$13B</td>
<td>$237MM</td>
<td>$15MM</td>
</tr>
<tr>
<td>Sysco</td>
<td>$12B</td>
<td>$207MM</td>
<td>$7MM</td>
</tr>
<tr>
<td></td>
<td>$107B</td>
<td></td>
<td>$0.3B</td>
</tr>
</tbody>
</table>

*Budget for ALL animal issues.

Source: Food Business News, Ad Age, Guidestar
Something extra-powerful comes across in VR. The heightened visual closeness brings about heightened emotional attunement and, thus, the true extent of the cruelty to individual, sentient animals.

- Barbara J. King, retired anthropology professor, College of William and Mary (NPR.org)
We must not refuse to see with our eyes what they must endure with their bodies.

- Gretchen Wyler
CAN YOU IMAGINE WHAT IT WOULD BE LIKE TO SUDDENLY BE TRANSPORTED INTO A FACTORY FARM?
CAN 360 VIRTUAL REALITY HELP YOUR ORGANIZATION CHANGE BEHAVIOR?

- What new benefits could 360 bring?
- How will you reach your target audience?
- What is the overall program/strategy?
- Can you provide the right support?
- How will you ensure return on investment?
INFLUENTIALS
• ENTERTAINMENT
• GOVERNMENT
• MEDIA
CAN 360 VIRTUAL REALITY HELP YOUR ORGANIZATION CHANGE BEHAVIOR?

- What new benefits could 360 bring?
- How will you reach your target audience?
- What is the overall program/strategy?
- Can you provide the right support?
- How will you ensure return on investment?
5,760
PEOPLE HAVE ALREADY PLEDGED TO HELP ANIMALS.
WILL YOU JOIN US?

YOU CHOOSE!

YES, I WANT TO REDUCE THE AMOUNT OF ANIMAL PRODUCTS IN MY DIET

YES, I WANT TO ELIMINATE ANIMAL PRODUCTS FROM MY DIET
MEAT-FREE MEALS: DELICIOUS AND CONVENIENT

Replacing the meat with something better can be fun and delicious. You can still enjoy the foods and flavors you already love - and try some new ones.

You already eat a lot of meat-free food. So keep filling your plate with foods you know and love!

Good simple breakfast choices include bagels with cream cheese, fruit smoothies, cereal or granola with almond milk, toast with jelly and fresh fruit.

Familiar lunch and dinner options include a juicy veggie burger with fries, savory vegetable curry and rice, delicious pasta with tomato sauce, stir fried vegetables over noodles, creamy mashed potatoes or tasty falafel with hummus.

You can also substitute and replace meat for plant-based meats. There are so many mouth-watering options now that you’ll wish you had tried them before! They are also very convenient; you will be able to prepare them in minutes!

MAKE A DIFFERENCE

Why Millions of People are Changing What they Eat

You can find great recipes at EnjoyVeg.com
Hi << Test First Name >>,

Did you know that chickens are the most consumed animals in the United States? Every year, billions of them are killed for food. Eating chicken causes enormous suffering, which is why I decided to begin my veg journey by ditching it.

This was also a healthy decision for me, given that chicken is one of the biggest sources of saturated fat and has high levels of cancer-causing chemicals such as arsenic.

And when you reduce the amount of chicken you eat, or stop eating it altogether, you don’t have to sacrifice taste!

In addition to tasty chicken substitutes you can also use everyday ingredients in place of it. Some great simple alternatives are spicy buffalo cauliflower wings, chickpea “chicken” salad, tofu nuggets and many more.

In almost every grocery store you can find meat-free alternatives to your favorite poultry products.

Here are some of my favorites veggie chicken products you should try:

1. **Sweet And Tangy Barbecue Chick’n Wings by Gardelina**

2. **Grilled Chicken-Free Strips by Beyond Meat**
I just wanted to let you know I have made a full transition to veganism! It is the best thing I have ever done. I could not be happier to be living a vegan lifestyle.

Thank you so much for all the emails with tips! I'd love to continue receiving them :)

Try different brands and flavors to see which ones you like best.

These are our favourite ones!
HOW TO EAT VEGAN AT TACO BELL
CAN 360 VIRTUAL REALITY HELP YOUR ORGANIZATION CHANGE BEHAVIOR?

- What new benefits could 360 bring?
- How will you reach your target audience?
- What is the overall program/strategy?
- Can you provide the right support?
- How will you ensure return on investment?
• More than a week of staff training
• On-site volunteer training
• Quiet time for viewers to transition
• Q&A and help as needed
CAN 360 VIRTUAL REALITY HELP YOUR ORGANIZATION CHANGE BEHAVIOR?

- What new benefits could 360 bring?
- How will you reach your target audience?
- What is the overall program/strategy?
- Can you provide the right support?
- How will you ensure return on investment?
• Content cost varies with length, source and in-house vs. outsourced production
  - $10,000-$25,000 as example
• Headsets $13-$3,000
  - iAnimal headset + phone + headphones = ~$700
    ✓ Samsung Gear VR headset
    ✓ Samsung S7 phone
    ✓ Over-the-ear headphones
• Software $10,000+
• Distribution (events, marketing, etc.)

Source: Blue Label Labs, Animal Equality
~70%+ pledge to reduce or eliminate animal products.
~70%+ pledge to reduce or eliminate animal products.

“Eating animal products contributes to the suffering of animals.”

“It is important to minimize the amount of animal products a person consumes.”
**REDUCTION IN SELF-REPORTED CONSUMPTION OF PORK**

(including bacon, ham, pork chops, etc.)

U.S. campuses at the time of the intervention fall 2016 and 30 days later
34% follow-up completion rate

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Reporting Fewer Servings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Control Group</td>
<td>23</td>
<td>17%</td>
</tr>
<tr>
<td>2-D Video Group</td>
<td>28</td>
<td>32%</td>
</tr>
<tr>
<td>360 Experience</td>
<td>24</td>
<td>42%</td>
</tr>
</tbody>
</table>
HUMANE EDUCATION PRESENTATION PILOT

Meet the Animals

- Intelligence and personality
- High school and middle school students
- ~20 teachers, 40/50 sessions
- Spring 2017
Teacher feedback:

The presentation was already great but the VR portion made it awesome!
The presentation was already great but the VR portion made it awesome!

The kids were so excited, and even some of my other students from other classes came in to try the VR.
HUMANE EDUCATION PRESENTATION PILOT

The presentation was already great but the VR portion made it awesome!

The kids were so excited, and even some of my other students from other classes came in to try the VR.

It knocked it out of the park. The kids went wild.

Teacher feedback:
If slaughterhouses had glass walls, everyone would be a vegetarian.

- Sir Paul McCartney
CAN 360 VIRTUAL REALITY HELP YOUR ORGANIZATION CHANGE BEHAVIOR?

- What new benefits could 360 bring?
- How will you reach your target audience?
- What is the overall program/strategy?
- Can you provide the right support?
- How will you ensure return on investment?
Reasons for Avoiding Meat

**ANIMALS**
- Primary: 30%
- Contributing: 65%
- Most compelling for retention

**HEALTH**
- 20%
- 55%

**ENVIRONMENT**
- Source: Faunalytics
Human Behaviour Change for Animals

http://www.hbcanimalwelfare.com
SEE FOR YOURSELF
ianimal360.com
iAnimal cards with phone

Ontdek hier wat de industrie voor ons verbergt.
Caryn Ginsberg
Strategic Visualyst
Priority Ventures Group
http://priorityventures.com
cginsberg@priorityventures.com
703.524.0024

Dane Charbonneau
Campaigns Manager
Animal Equality
http://animalequality.org
danec@animalequality.org