

NONSENSE

Research - Spring 2018

Hearing - Chainsaw cutting off the horn - Stampede of rhinos running from poachers - Shuffling sounds of the black market

The International Rhino Foundation

Redefining the Client's

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Problem and Messaging
- 25 year old foundation.
- We have contributed more than \$20 million
to worldwide rhino conservation over the past
decade. Through grants and field programs,
we have funded rhino conservation efforts in
10 countries, focusing on scientific research,
anti-poaching, habitat conservation, captive
breeding, environmental education, and demand reduction. mand reduction. - Founded in response to intense poaching of Zimbabwe's black rhinos in the early '90s, IRF helped to virtually eliminate the threat and stabilize the population. To this day, we support conservation programs in Zimbabwe that have secured 90% of the country's rhinos.

The Service Benefits In exervice Benefits
In response to the global crisis in rhino conservation, the International Rhino Foundation protects particularly threatened rhino populations in the wild, while also supporting applied research that can help to improve the chances for

search that can help to improve the chances for long-term survival of all rhino species. We have already made great strides in preventing further declines of these magnificent animals and turning rhino population trends around in the areas in which we work.

- IRF puts its limited resources towards field programs in Asia and Africa targeting the rhino species most in need of and most appropriate for intensive protection and management. The Actions of the Sercive (Action Verbs)
Preserving
Protecting
Teaching

Reaching Serving Volunteering Caring Watching Waiting

- Blood dripping from the rhino's face - A rhino without a horn looks odd - Rehabilitators that help the rhinos get better

The Sensory Responses or Actions

- Rough body of a rhino Multiple Intellegence Domains Linguistic
- They advertise they're non-profit very clearly on the internet. They explain the different regions of the world with the rhinos that need help and explain what each redion does and why it

helps. Logical-Mathematical Logical-Matmematical

On the website, there are countless graphics of ratios between rhino lossage, time and money. Even just seraching on the internet or on pinreset, there are hundreds of different graphics explaining the numbers behind the rhino conservation.

Musical
-No music found on website unless in youtube or facebook videos explaining the cause.
Bodily-Kinesthetic
- They use volunteers (people's bodies) to physically be there for the rhinos - This website is so easy to navigate, all the information is exactly where you'd expect it to be.

Emotional Domains Head - People in different countries believe the rhino horn holds special properties for medicains. They also sometimes view the rhino horn more vauable than gold on the black market. This is why thino pe why rhino poaching is on a rise since 1970 and even more since 2007. Rhino horns are made out of the same materials are finger nails and

hair is. It's just in a different form. Why do people see the need for them other than wealth and helaing? They are pratically useless. Sriving this information across the world could help save these poor defensless creatures from extinction.

Heart
- The majority of the world doesn't want to slowly
watch the gental giants (unless provoked) become extinct. It's the population that doesn't see
them as creatures, but objects that we need to
worry about. That's why it's a good idea to fund
non-profits like this one, they are for the prosprofits further of the prince, that can proefull be here. perous future of the rhinos, that can hopefully be reached with our help. - People's gut feeling tells them that killing ani-

mals for glory, especially endangered animals, is very selfish and odesn't help our envirnoment what so ever. Semiotics Signs
- A whole rhino body Symbols - Rhino horn

- Detachment



WILL SOMEONE PAY ATTENTION NOW?

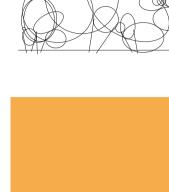
Conceptual Strategy: Omission and Submission

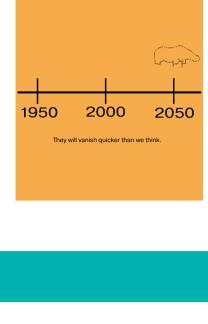


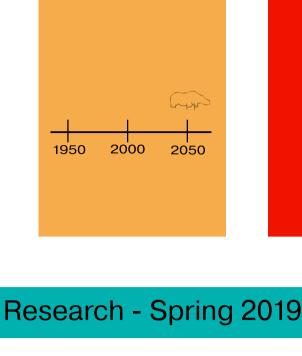














Copy: The word rhino also has the word "no" in it. Suggests to stop hurting and killing rhinos for unimportant gain.



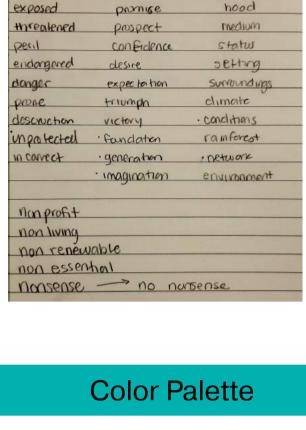
Nonsense / No Nonsense

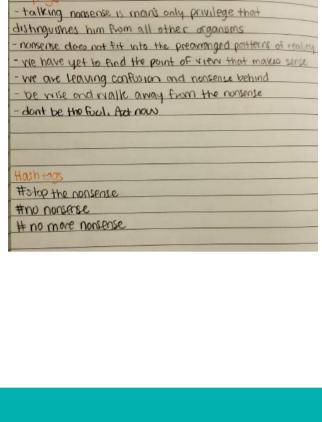
Word listing at hazard jungle 3001

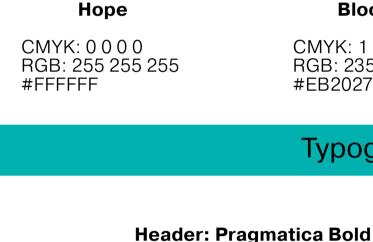
Phino, Dingo, Bonobo

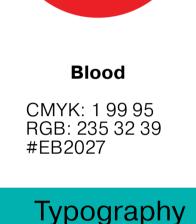


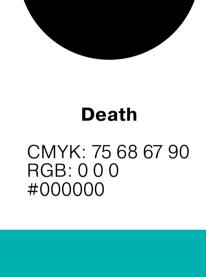
Partfolio - Phino Add Campaign











Paragraph: Pragmatica Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn

Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

MOUNTAIN

PLOVER

Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

1234567890

Animal Exploration

MOUNTAIN PLOVER

NN

NN

RHINO

SN°WY OWL

SNOWY

OWL

Yangtze Finless Porpoise SAVANAH DEER

BOTTLE-NOSED

DOLPHIN

SHARK FIN

SHARK FIN

Eastern Lowland Gorilla

Yellowin Tuna



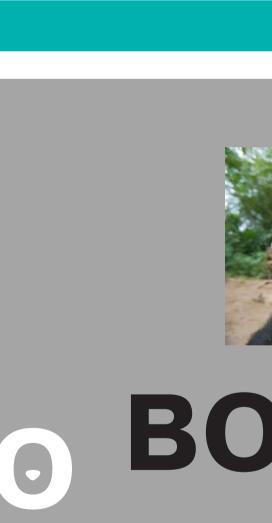
For five years, African rhinos have

per day. Overall, two-thirds of the

world's five rhino species could be

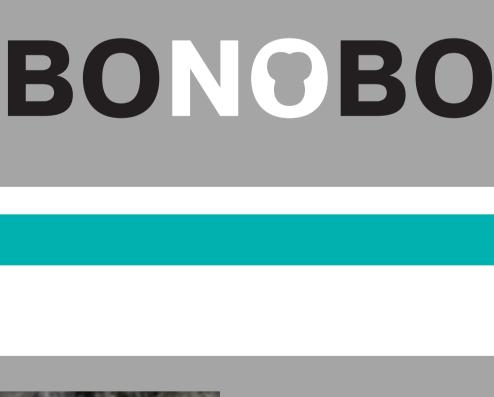
been poached at a rate of three

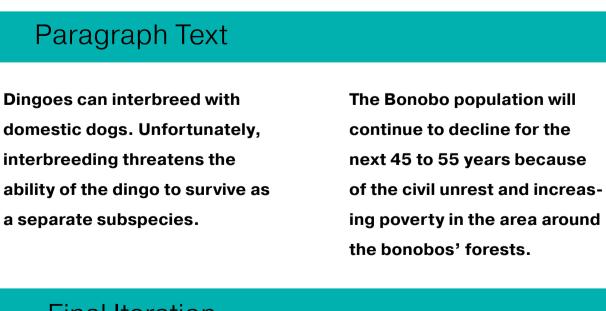
lost in our lifetime.



OH KILLER

WHALE





nononsense.org

For five years, African rhinos have been poached at a rate of three per day. Overall, two-thirds of the world's five rhino species could be lost

in our lifetime.

Final Iteration

RHINO

RHNO