S4 Appendix

Images showing additional details of three points of influence for the *They’re Calling on You* campaign.

Fig. S1. Two ‘inside zoo’ points of influence were keeper talks (A) and static displays at the entrance/exit of Melbourne Zoo (B).

Fig. S2. A *Herald Sun* newspaper promotion advertisement on June 10, 2011, the day before this ‘outside zoo’ points of influence was launched.