

HEADLINES THAT DIDN'T HAPPEN



THE WORLD IS BEYOND THE HEADLINES.

CAMPAIGN SUMMARY

Less than half of people click on the sources provided in social media tweets, caring more about the headline than the what's beyond.

"Headlines that didn't happen" highlights the importance of digital literacy by showing how easy it is to create fake news, as well as what can happen if you don't check your sources.

The campaign leverages Sanoma's nationwide reach to raise awareness of digital literacy, starting on September 8th, the international literacy day.

INSIGHT

Young consumers increasingly read their news on mobile devices and 82% state that online channels, such as social media, are their number one source for news.

In addition, around 74% of the target group state they pay attention to outdoor marketing on a weekly basis. They are also more open to receive advertising through outdoor marketing, meaning the advertising does not feel pushed upon them.

By publishing catchy content in the channels to which they pay the most attention, and in which they are open to receive news, our campaign will have the biggest impact.

SOLUTION

Our campaign will use digital outdoor marketing and social media to raise awareness of fake news.

Eye-catching headlines on Facebook and Instagram will direct the reader to hs.fi where a message about digital literacy reaches them.

Outdoor digital marketing billboards and special HS Instagram filters will put the viewer in the focus of the story, and encourage them to raise awareness



HOW IT WORKS



THE WORLD IS BEYOND THE HEADLINES.

EXCITE

with eye-catching headlines

Social media and digital outdoor marketing catch people's attention

ENGAGE

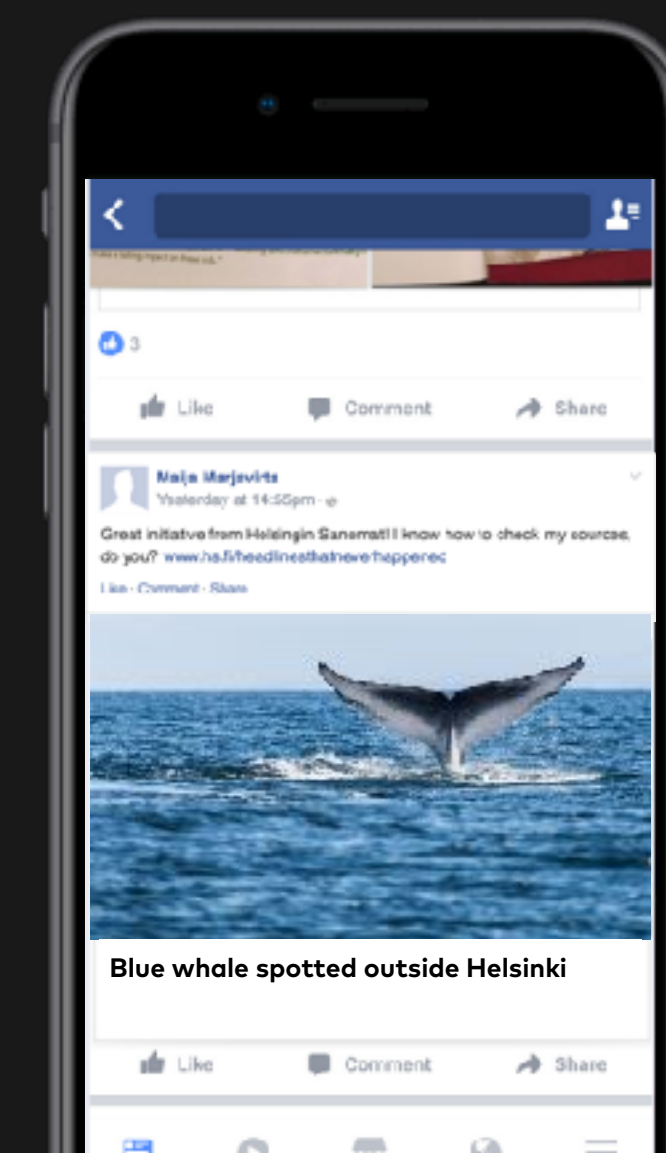
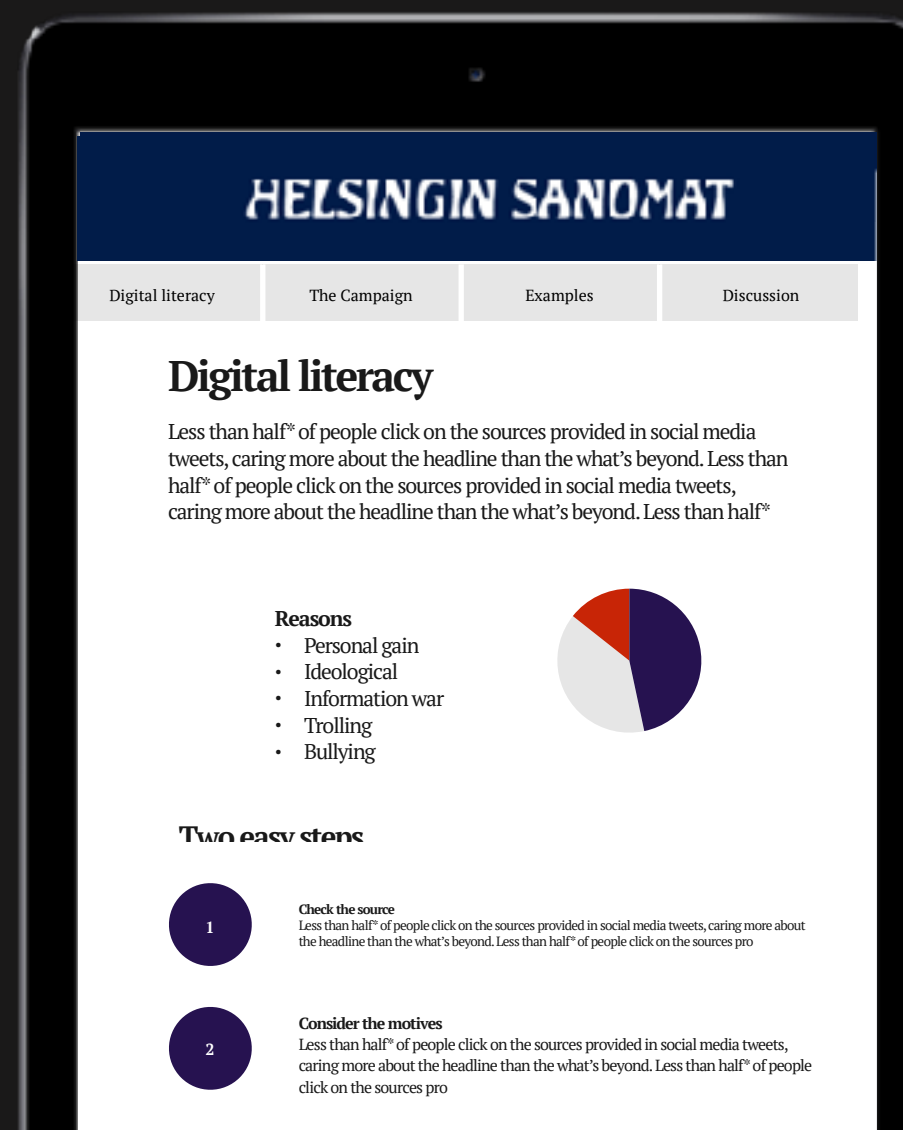
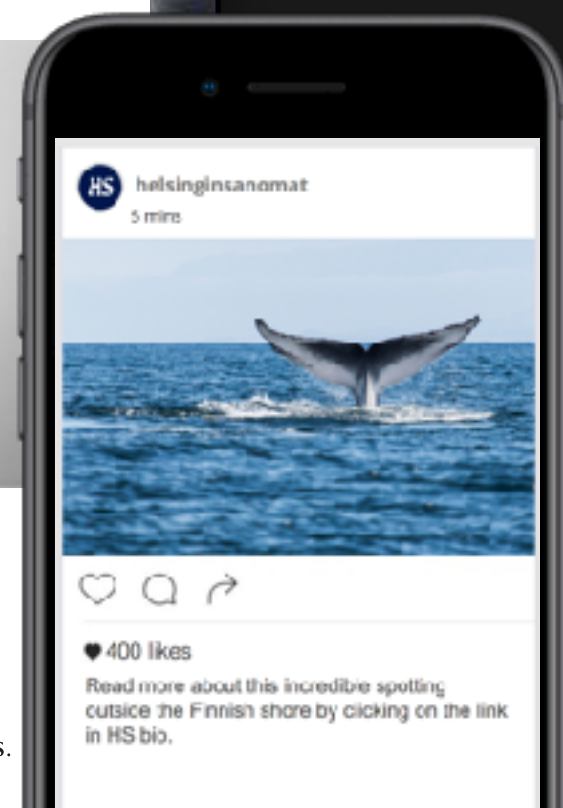
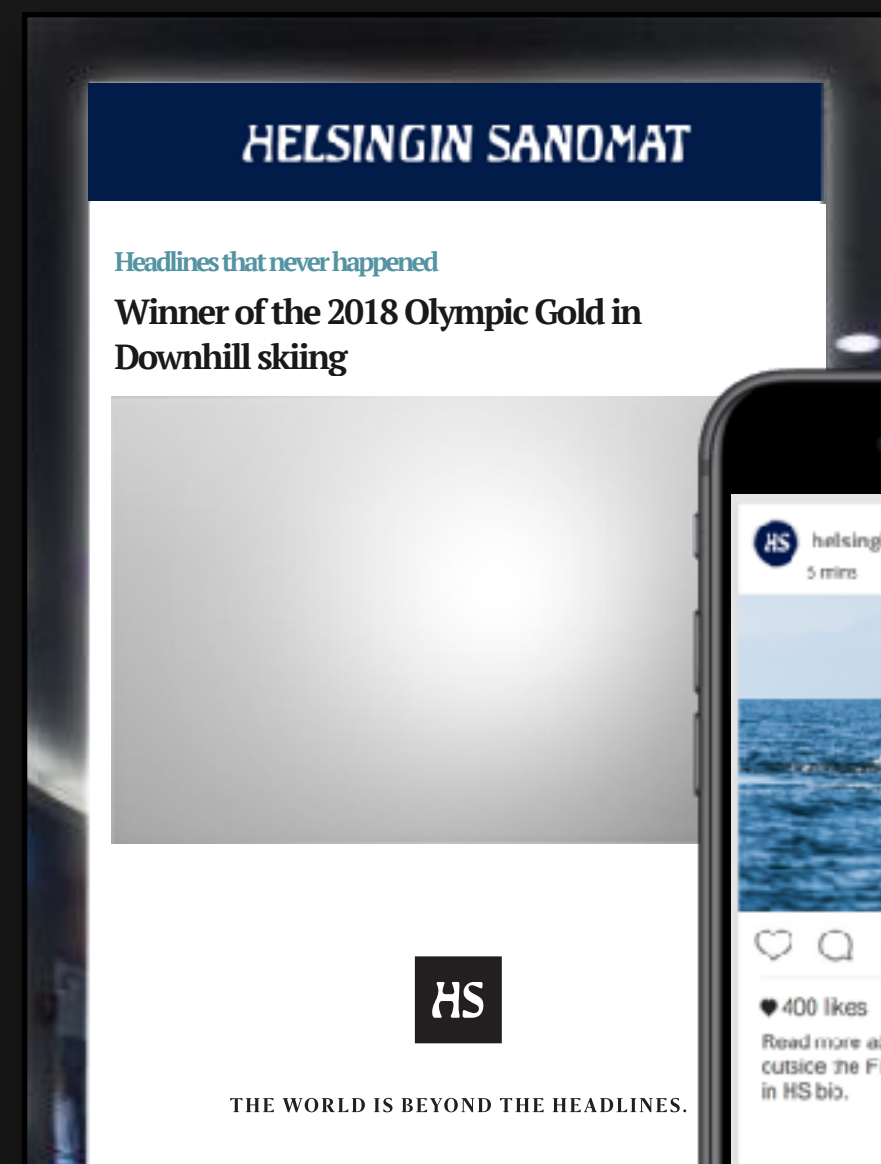
with insightful content

Insightful content on hs.fi lets them learn more about digital literacy

SHARE

To raise awareness of the issue

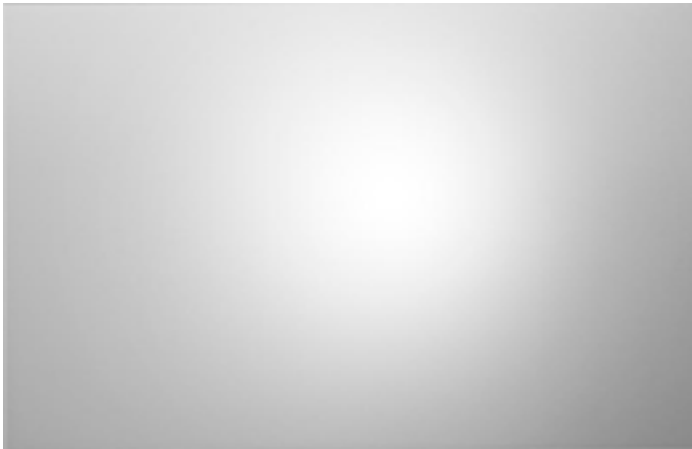
Readers are encouraged to share the "headlines" as well as the Instagram filters and outdoor marketing stories, in which they are the focus of the news.



HELSINGIN SANOMAT

Headlines that never happened

Winner of the 2018 Olympic Gold in Downhill skiing



HS

THE WORLD IS BEYOND THE HEADLINES.

JCDecaux

HELSINGIN SANOMAT

Creating fake news has never been easier.

Sometimes the motives aren't nice.

Remember to be critical of your sources.

We are.


Learn more about digital literacy at www.helsinginsanomat.com/headlineshatdidnt happen

HS

THE WORLD IS BEYOND THE HEADLINES.

JCDecaux

HS helsinginsanomat
5 mins



♥ 400 likes

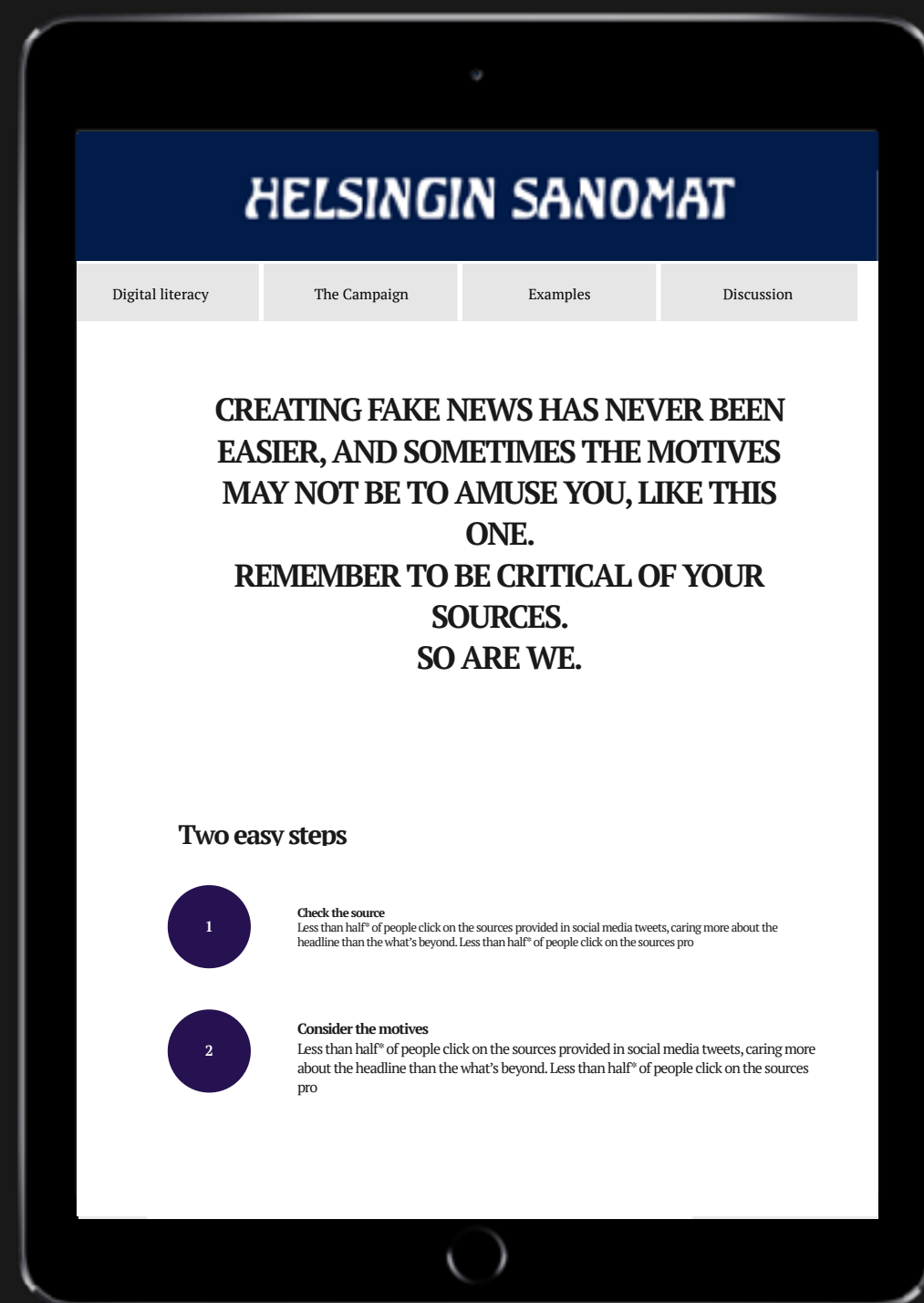
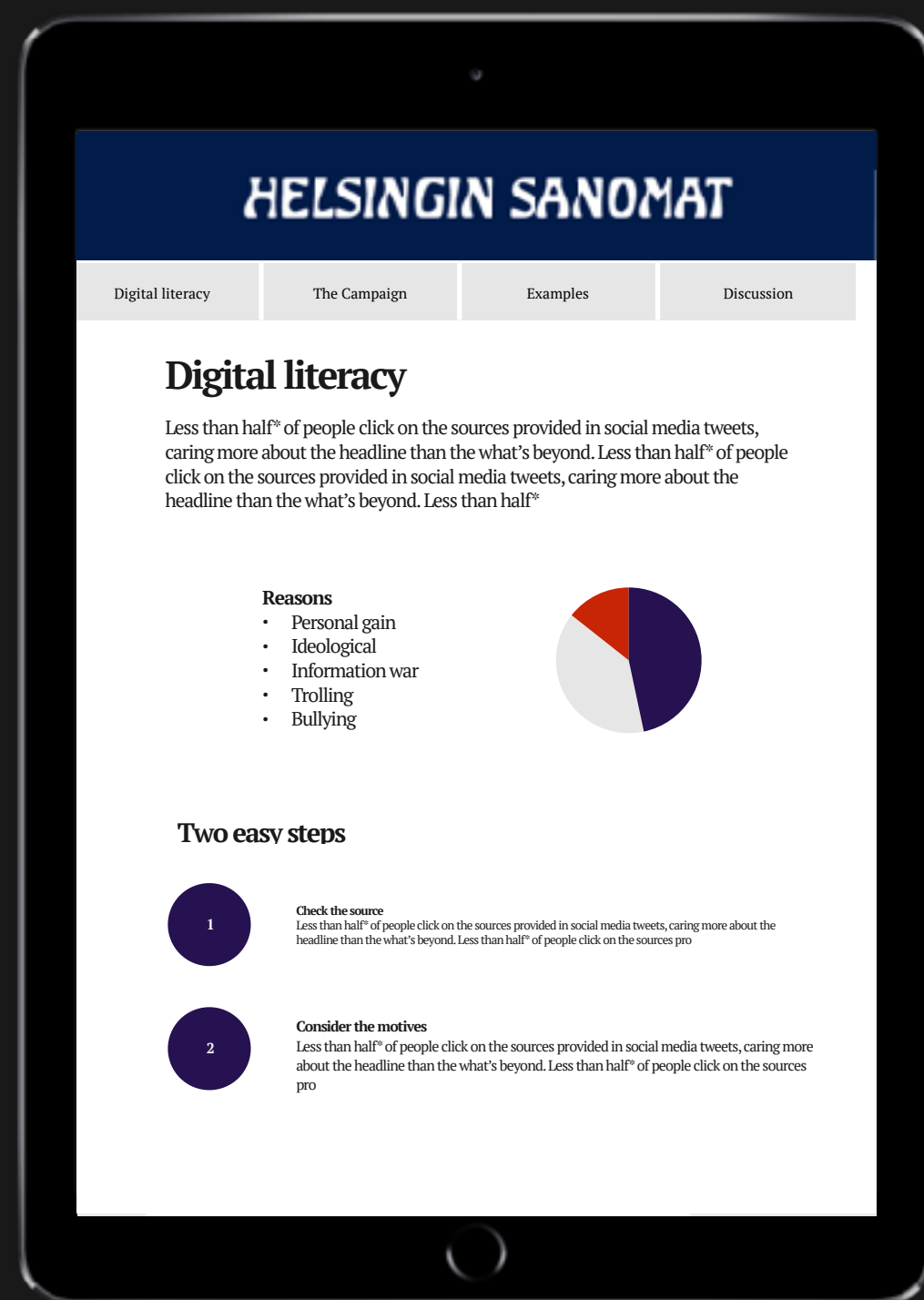
Read more about this incredible spotting outside the Finnish shore by clicking on the link in HS bio.

EXCITE

Social medial and outdoor digital marketing catch the attention of newsreaders —via Facebook and Instagram posts, Instagram Stories and digital signage. The social media campaign excites readers with too good to be true headlines while the outdoor digital marketing uses new technology to put the viewer in the focus of the story.

HS

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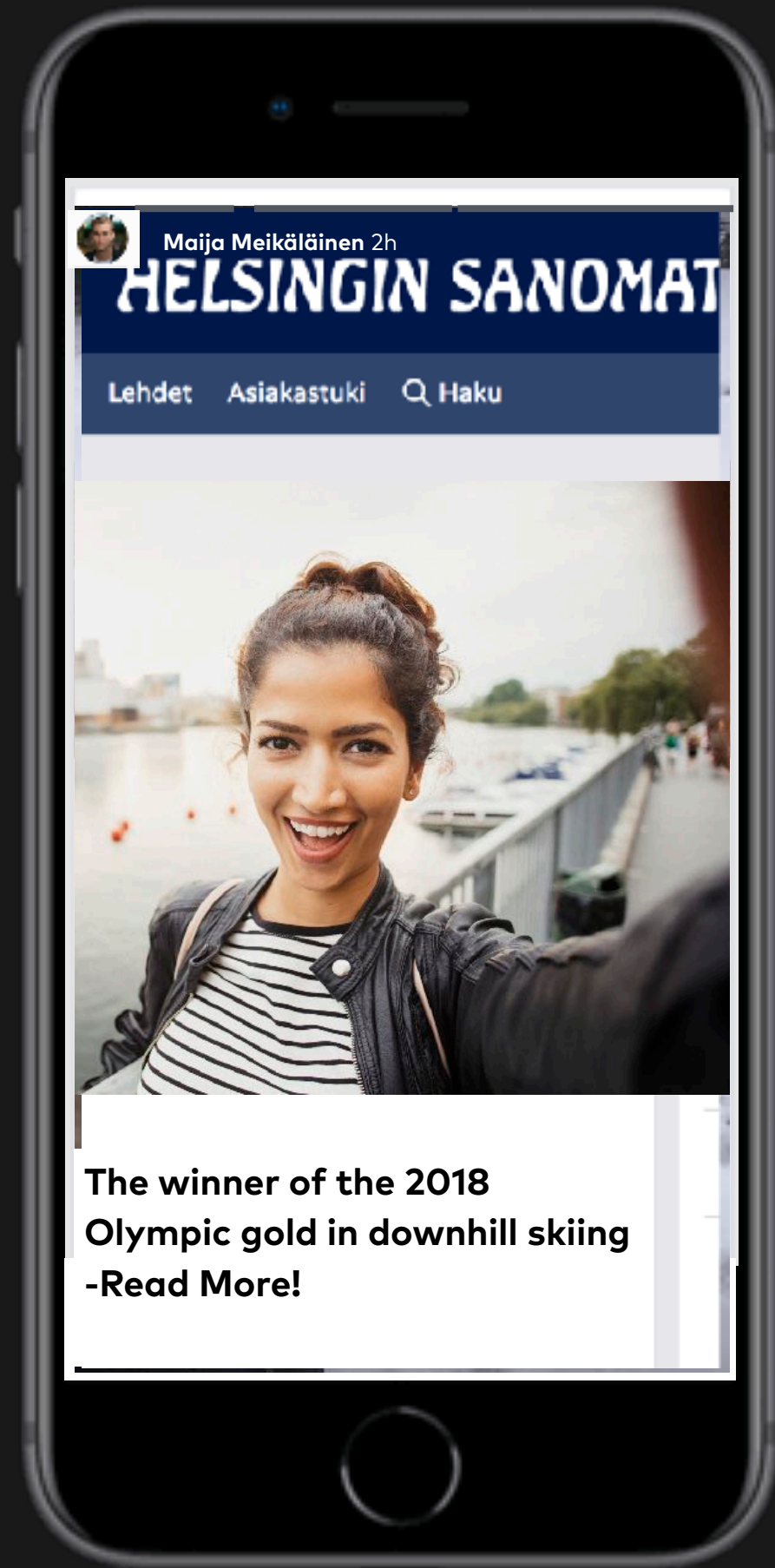
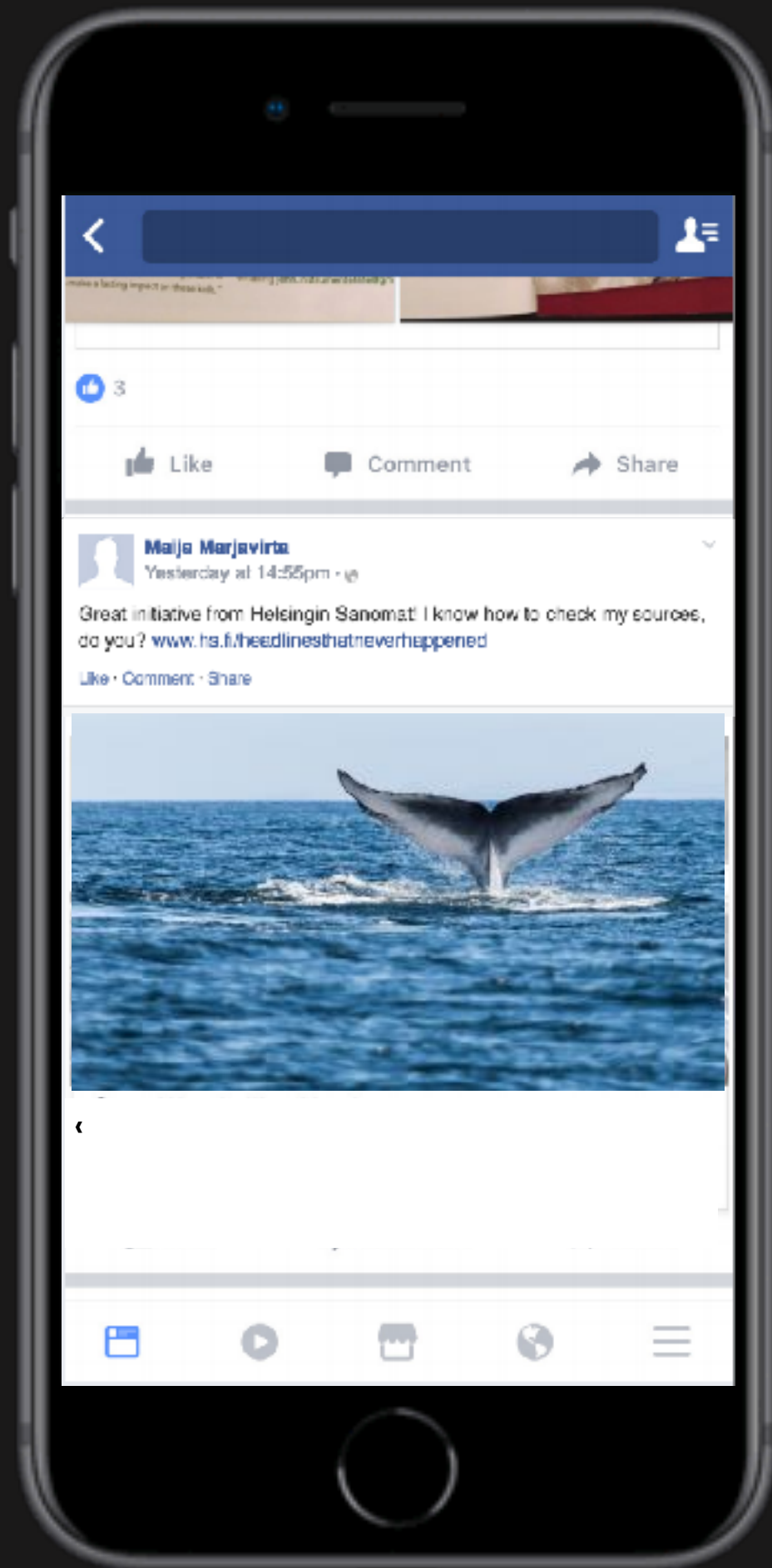


ENGAGE

A section of Helsingin Sanomat's webpage will be dedicated to the campaign, stating HS standpoint on fake information and highlighting awareness of the importance of digital literacy.



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← Own camera connected to the filter

SHARE

Viewers of the campaign are encouraged to share stories generated with outdoor digital marketing, as well as the social media campaign headlines to create awareness of the problem. There will also be a special Instagram HS article filter that puts the user into the focus of the article in style of the outdoor digital billboards, and engages the user to share it to create awareness.



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