HEADLINES THAT DIDN’T HAPPEN

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 but the viewer in the focus of the story, and encourage them to raise awareness.
HOW IT WORKS

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.

Digital literacy

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

Reasons

• Personal gain
• Ideological
• Information war
• Trolling
• Bullying

Two easy steps

Check the source

Consider the motives

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

Examples

Winner of the 2018 Olympic Gold in Downhill skiing

Headlines that never happened

Blue whale spotted outside Helsinki
Winner of the 2018 Olympic Gold in Downhill skiing

Headlines that never happened

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/headlinesthatdidnthappen

The world is beyond the headlines.

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.
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.
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.
Creating fake news has never been easier.

Sometimes the motives aren’t nice.

Remember to be critical of your sources.

We are.