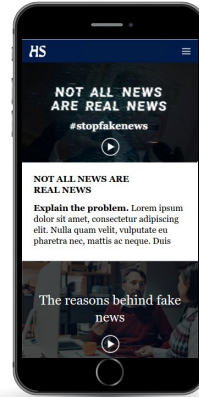
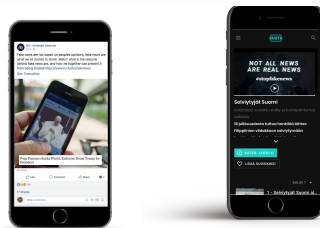


**NOT ALL NEWS
ARE REAL NEWS**

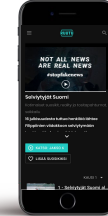
#stopfakenews

HS

Data collection, Optimization & Remarketing



LANDING PAGE



REACH
Approx. 2 million
18 - 44 years old
consumers active in
social media

ENGAGEMENTS
Over 2 million

30%+ of audience
think more about the
motives behind online
content and 20%+ are
more critical of the
source

MEDIA COST
500,000 €



Awareness



Educate



Remind



Result

Campaign Summary

There are many misunderstandings about what fake news is, and how it should be dealt with.

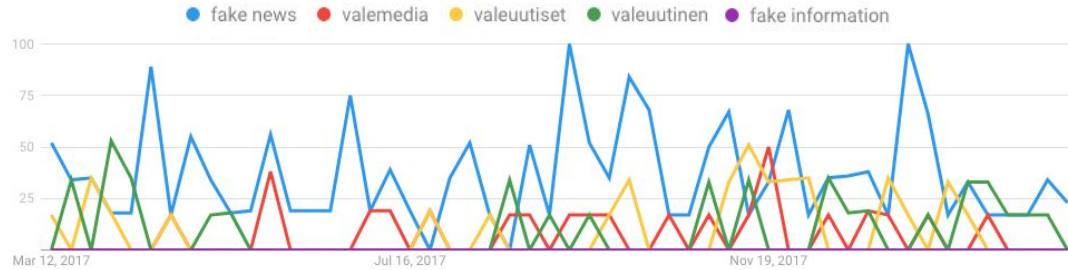
Globally people don't know what they can trust anymore due to fake news outbreaks and some are even starting to question the objectives & trustworthiness of media. Thankfully most finns do still trust the traditional media, and HS is a strong brand.

Our campaign goal is to remind finns of that “**Not all news are real news**” by creating a tough evoking video campaign #**stopfakenews**

together with a landing page that highlights the fake news problems and the solutions to them, all in a easy approachable, engaging & modern way. We will use fake news to grab attention and then activate and educate.

We want to make people think and remember that they have a central role in preventing fake news from spreading, by deciding what information they engage with and share.

INSIGHTS



Keywords	Fake news	Valemedia	Valeuutiset	Valeuutinen	Fake information
Avg. monthly searches	720	260	170	90	10

Terminology

Fake news is a more established word to use.

Est. Audience on Social

Consumers active in social media, broadly between 18 - 44 years old. Total Finnish population in age range approx. 2 million.

Facebook

1,700 K

Instagram

1,100 K

Twitter

176K – 264 K

YouTube

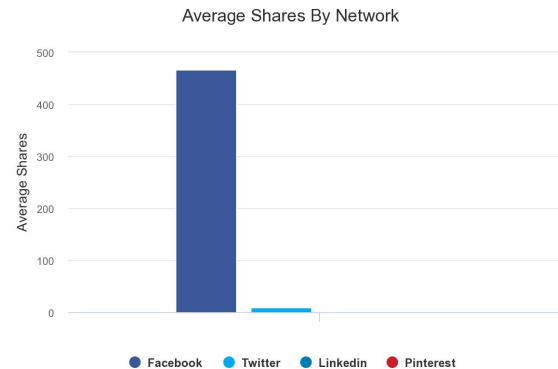
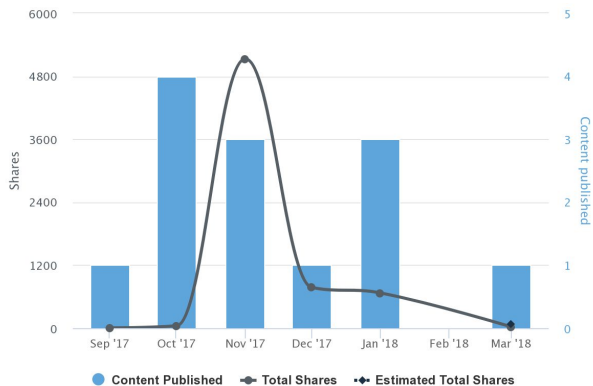
1,000 K+

Snapchat

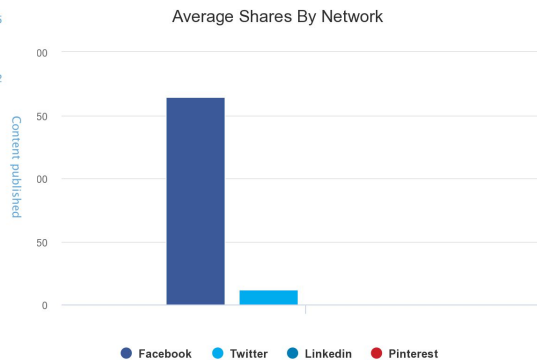
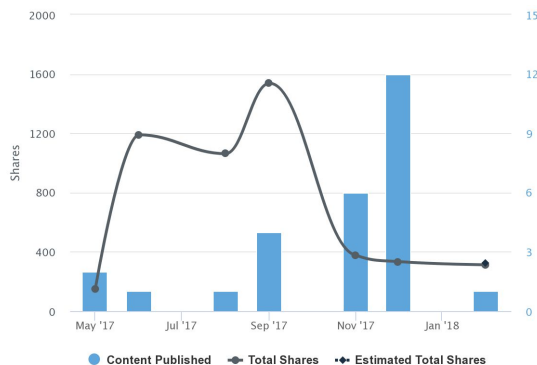
590-700 K

*Reference: Facebook, Twitter, Adwords, Snapchat


Shared content related to Fake news in Finland



Shared content related to Valemedia in Finland



**“Fake news” related searches
on Youtube per month**



8,150



**980x400/
640x360**



1920x1080



1200x1200



Short videos for
Stories & snapchat

1080x920

Video & Mobile

Why video? The audience rather consumes video and sound vs. still images. With videos, we're able to more effectively grab attention and tell the stories. Different video lengths should be tested 15-45 sec.

Mobile first is a must, and is important to create content that fits different platforms.

BROUGHT UP IN CONTENT

Knowledge

Many finns can't identify fake news.

Peoples opinions decide if real or fake

Fake News are what people decide to share

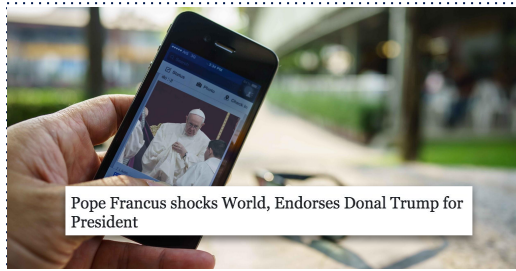
Discussions

Spread of: hoax and the trustworthiness of media

Political: different perspectives and objectiveness of media

SOLUTION

Great content is the key



Pope Francis shocks World, Endorses Donal Trump for President



Did you believe these news?



NOT ALL NEWS ARE REAL NEWS

#stopfakenews



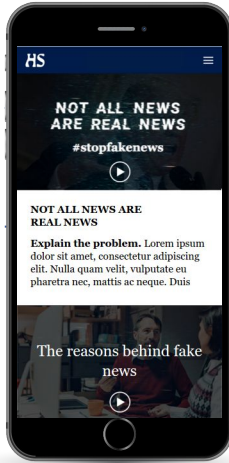
View more
hs.fi/stopfakenews

Versions	
15 sec	1920x1080
20 sec	1200x1200
30 sec	1080x920
45 sec	980x400/640x360
1 min	

Awareness Videos

Multiple versions will be tested with different beginnings of absurd old fake news grabbing attention. Then we ask a question that makes people think and we educate. Videos have a background, conflict, climax and a closure to keep the audience watching.

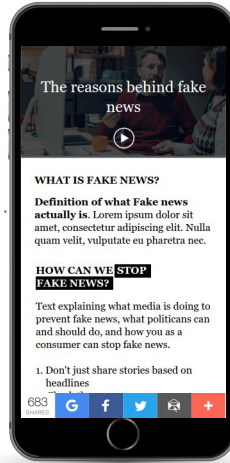
Full video



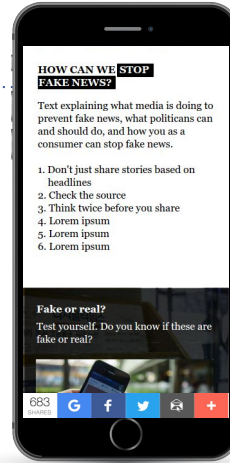
Introducing the problem

Short documentary

Definition

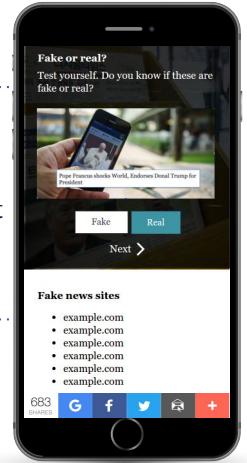


How to stop it



Engaging quiz that let people understand how absurd it can be

100% known fake news sites



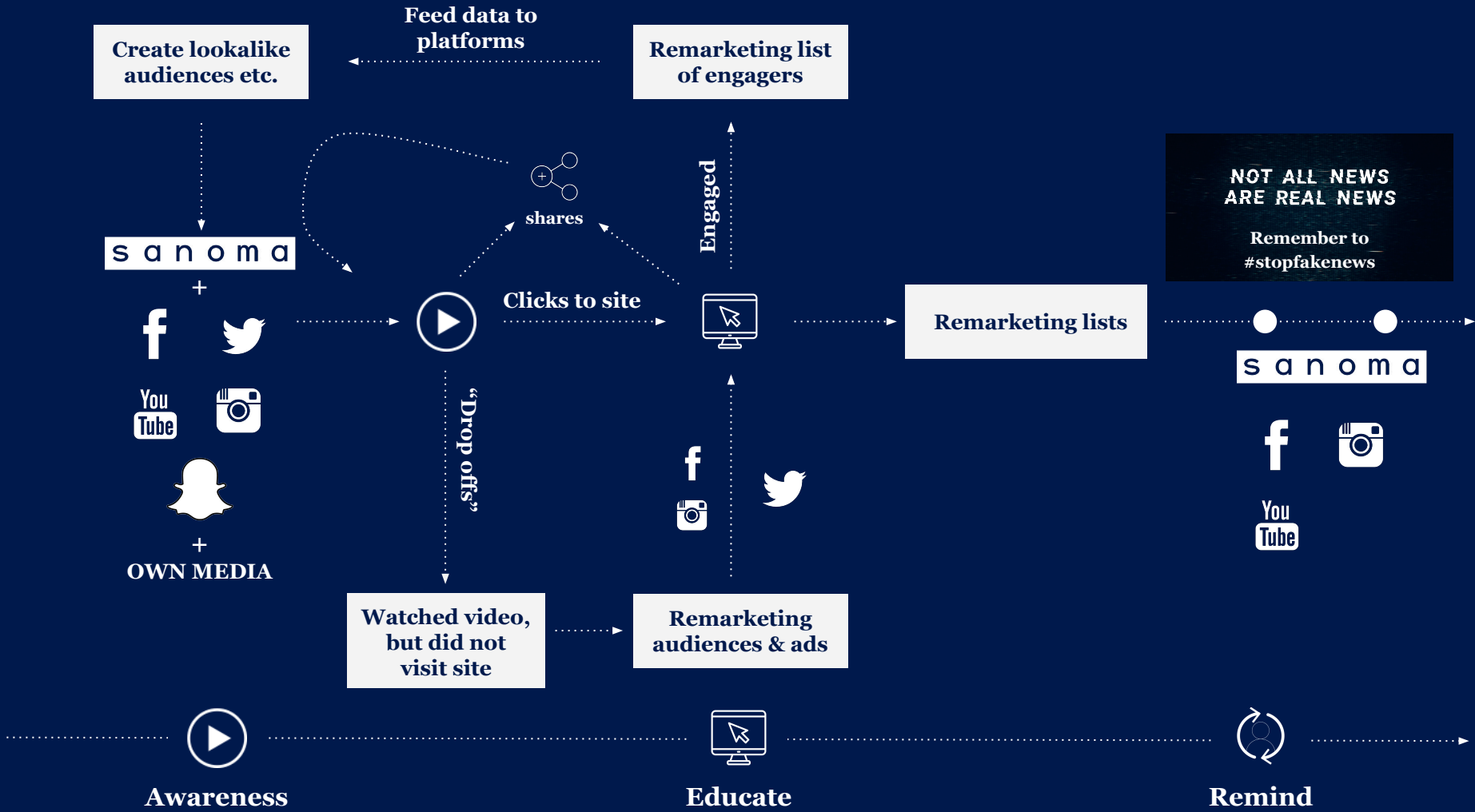
Landing page

On the search engine optimized landing page there is more engaging content that educate the users, like videos about the problems and solutions, quizzes and old fake news. Making the landing page generate awareness through organic traffic also after the campaign ends.

Channels

To get virality Facebook, Twitter and Youtube are the social media channels to focus on. Instagram, Snapchat and Sanoma medias own media channels should be utilized for greater awareness.

We would also do highly target marketing to people that have linked and shared similar sites and content and then take into account filter bubbles and social proof during launch to get extra virality.



Create lookalike audiences etc.

Feed data to platforms

Remarketing list of engagers

sanoma



OWN MEDIA



Watched video, but did not visit site

"Drop offs"



shares

Clicks to site



Engaged

Remarketing audiences & ads



Remarketing lists

NOT ALL NEWS ARE REAL NEWS
Remember to #stopfakenews

sanoma



Awareness

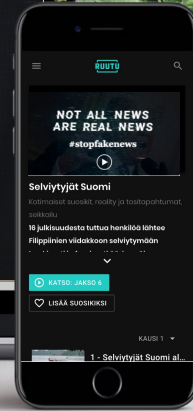
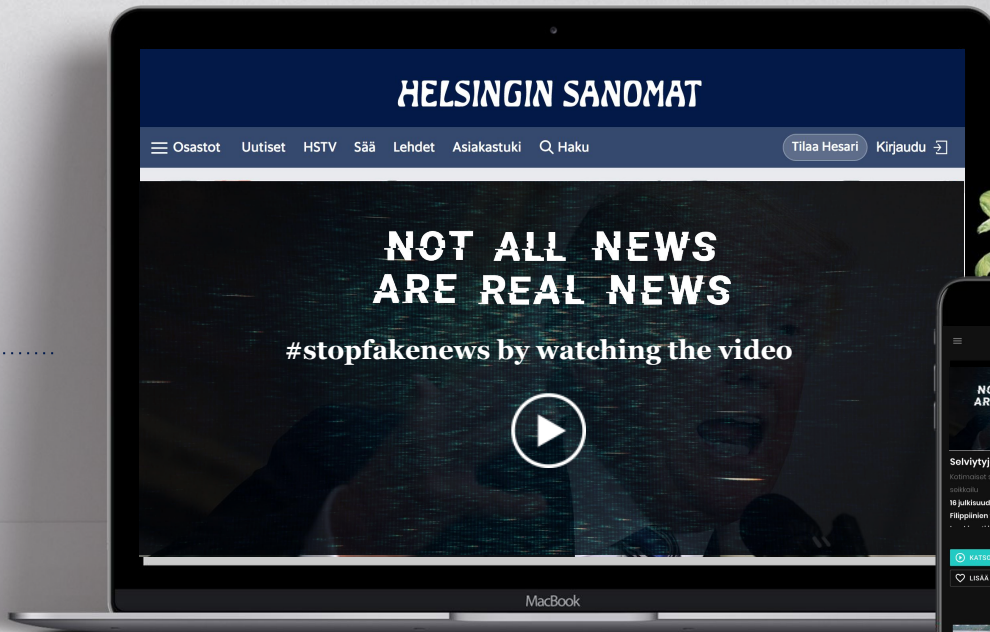


Educate



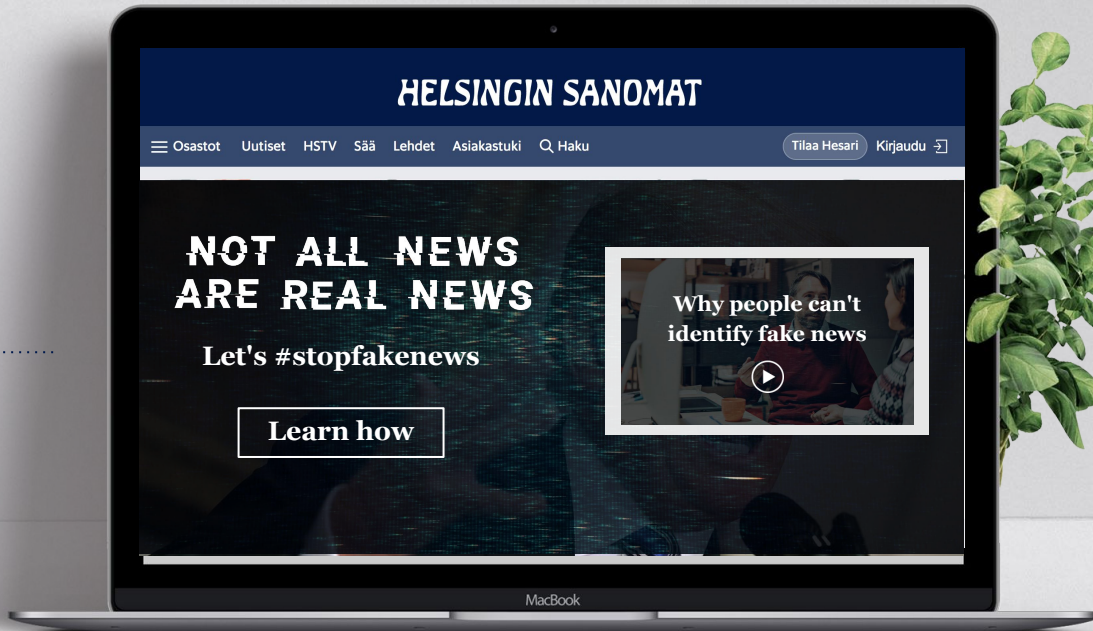
Remind

Video
banner

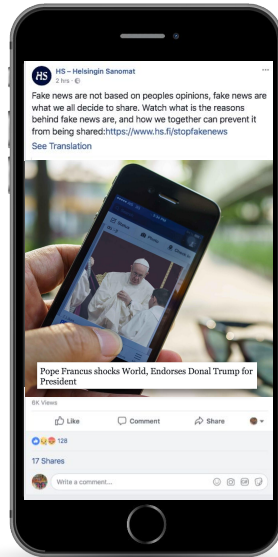


In-stream

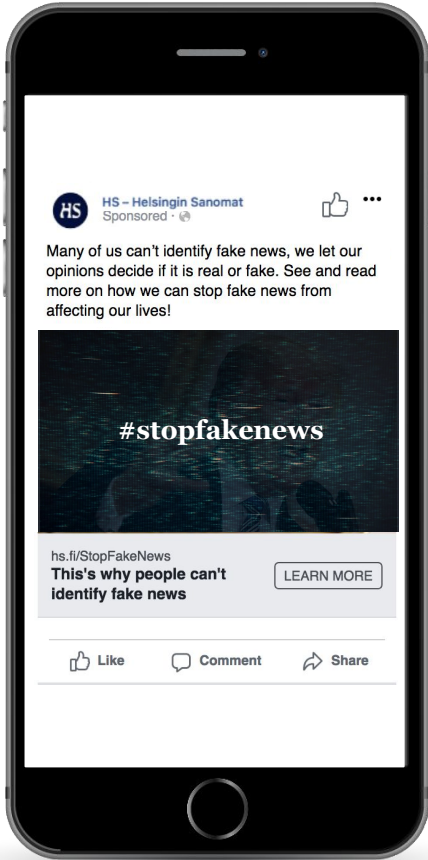
Interactive
Video
banner



**Fb video 1:1
sponsored to target
audience**



Click to website



RESULTS

KPIs & Media plan - Sanoma Media

Channel / Site / Network	Type	Final CPM (discount + age targeting incl.)	Impressions	Budget	Potential Monthly Users Reach*	Weekly Frequency	CTR	Clicks
Sanoma Ruutu Video network	Video, 45 s.	€45.08	1,109,139	€50,000	2,600,000	0.55	0.5 %	5,546
Ilta-Sanomat	Cross-screen banner video	€11.03	4,535,147	€50,000	3,481,145	2.24	0.2 %	9,070
	Article video, max 30 s.	€11.55	2,597,403	€30,000		1.28	0.3 %	7,792
Helsingin Sanomat	Cross-screen banner video	€12.08	4,140,787	€50,000	3,075,435	2.90	0.32%	8,282
	Article video, max 30 s.	€11.55	2,597,403	€30,000		1.82	0.3 %	7,792
Taloussanomat	Cross-screen Video Parade	€14.70	2,040,816	€30,000	1,496,892	2.64	0.2 %	4,082
	Article video, max 30 s.	€15.23	1,313,629	€20,000		1.70	0.3 %	3,941
MeNaiset	Cross-screen banner video	€13.65	1,465,201	€20,000	1,134,255	4.51	0.2 %	2,930
	Article video, max 30 s.	€14.18	1,058,201	€15,000		3.26	0.3 %	3,175
Vauva.fi	Cross-screen banner video	€12.08	1,656,315	€20,000	1,639,319	2.95	0.2 %	3,313
		€12.60	1,190,476	€15,000		2.12	0.3 %	3,571
Digitoday	Cross-screen banner video	€12.60	2,380,952	€30,000	1,009,532	4.16	0.2 %	4,762
KodinKuvalehti	Cross-screen banner video	€14.70	1,360,544	€20,000	621,076	5.97	0.2 %	2,721
	Article video, max 30 s.	€15.23	1,313,629	€20,000		5.76	0.3 %	3,941
TOTAL			28,759,643	€400,000	26,945,893			70,917

Avg. CPV of €0.30 would result in 1,333,333 30 seconds video views

*References: <http://fiam.fi/tulokset/> & <http://tnsmatrix.tns-gallup.fi/public/>

KPIs & Media plan - Social Media

Channel / Site / Network	Potential Reach	CPC	CPV (30 sec)	CTR %	CP1000 people reached	Budget	User Reach	Views	Clicks
Facebook video	1,700,000		€0.09	1.50%	€14.50	€25,000.00	1,700,000	277,778	25,500
Instagram video	1,100,000		€0.13	2%	€11.50	€10,000.00	869,565	76,923	17,391
Twitter	264,000		€0.10	1%	€10.50	€5,000.00	264,000	50,000	2,640
Snapchat	700,000		€0.20	0.90%	€4.10	€5,000.00	700,000	25,000	6,300
Youtube	1 000000		€0.07	0.20%	€7.00	€20,000.00	2,857,143	285,714	5,714
Facebook traffic	1,700,000	€0.25			€17.50	€20,000.00	1,142,857		80,000
Instagram traffic	1,100,000	€0.75			€21.50	€10,000.00	465,116		13,333
Twitter traffic	264,000	€0.35			€7.20	€5,000.00	264,000		14,286
TOTAL					€0.25	€100,000	8,262,681	715,415	165,165

Results

We recommend to start the 1 month campaign latest in October due to higher prices in November - December.

We should reach the whole target audience, with a high frequency of approx. 15-18, which is a bit too high, so in the end you can save some media budget by following up on the results.

Over 2 million engagements on ads in form of clicks to website and 30 second video views, by telling about the campaign on hs.fi and other owned media we can expect a much greater number. We are expecting over 250,000 visits to the landing page.

The reach, engagement and the attention will create awareness for the subject and with these numbers in a combination of great stories and messages you can be sure that it will make the audience think more about the motives behind online content and become more critical of the news source.