

C O L O R I N G T H E

T R U T H

HS

INSIGHT

Biggest difference between fake news and journalism is how much they appreciate truth and facts. Fake medias are telling lies and coloring the truth* all the time when pushing their agenda. And people are too eager to share those news.

I D E A

Helsingin Sanomat will make a statement through
all the digital channels asking people to join us:
Truth shouldn't be colored, let's stop it.

HS

H O W

Helsingin Sanomat will let people **literally color the truth**,
and ask them to share colored truth for the last time.

HS

EXAMPLES

On Instagram Stories & Snapchat we will activate our target group to color the truth on the platform. And we ask them to share the colored truth for the last time with campaign hashtag: #lastcoloredtruth



HS

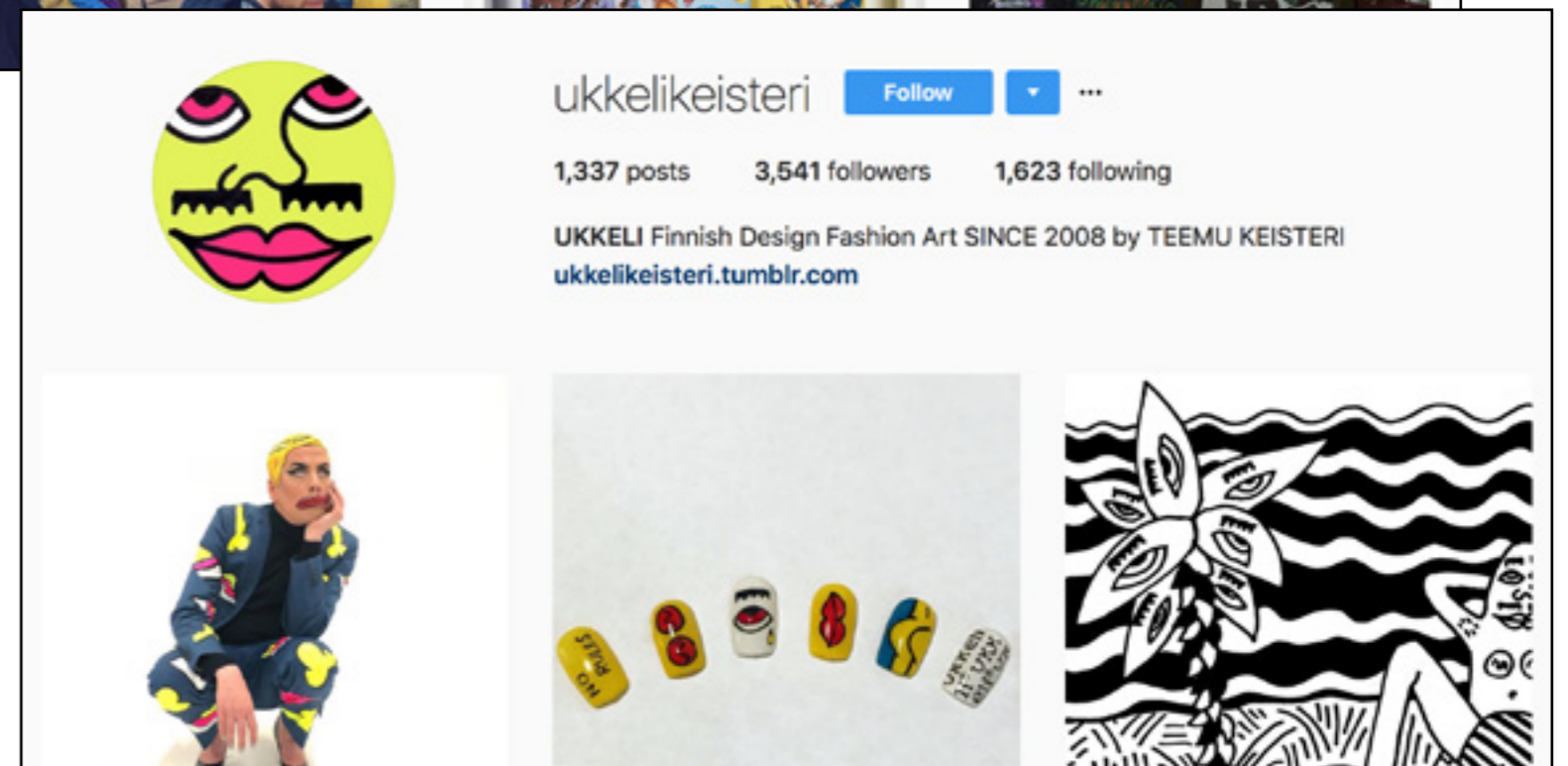
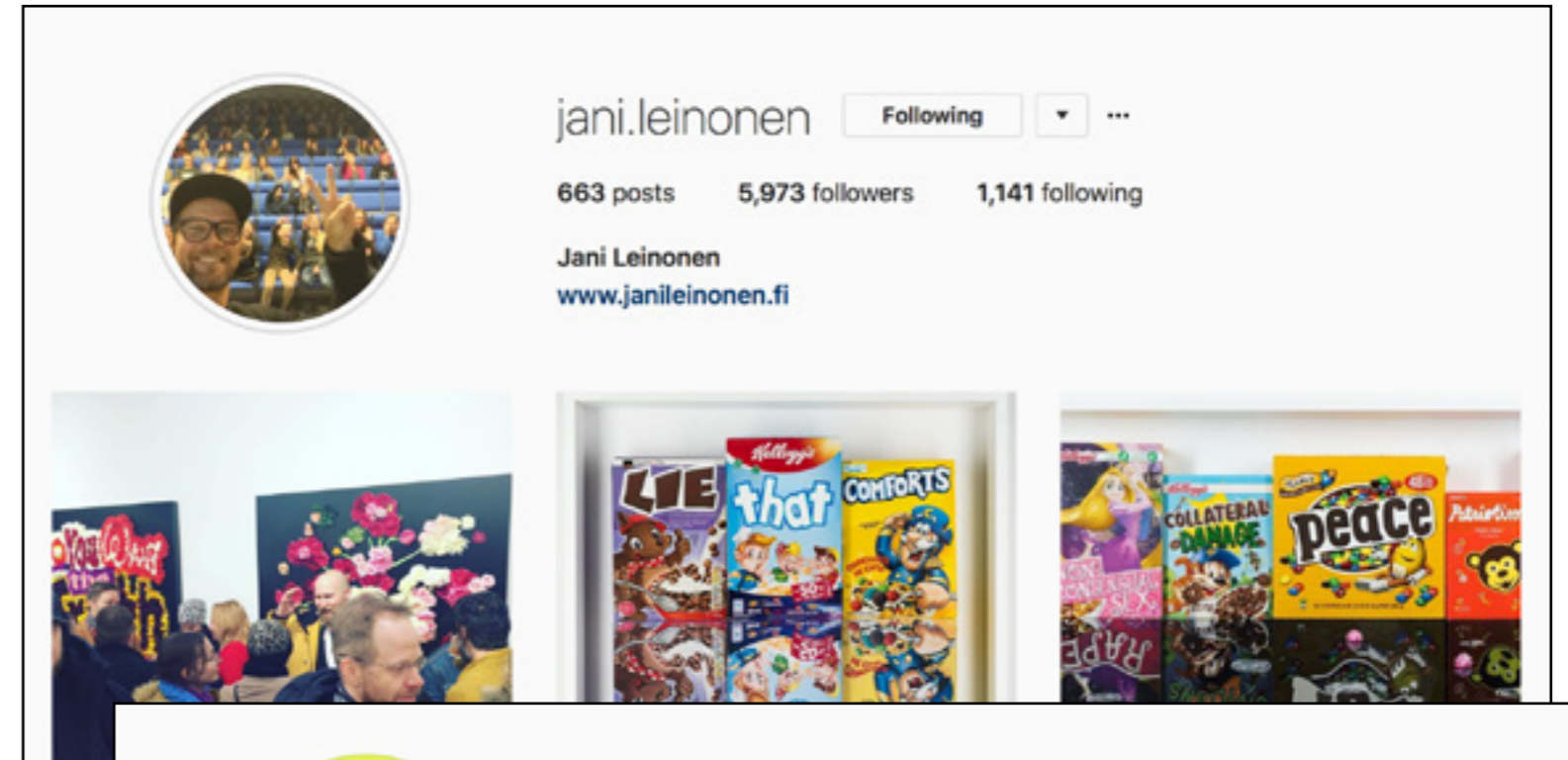
EXAMPLES

Same thing can be done straight from banners where we give our users link to share their colored truths on any social media channel.



E X A M P L E S

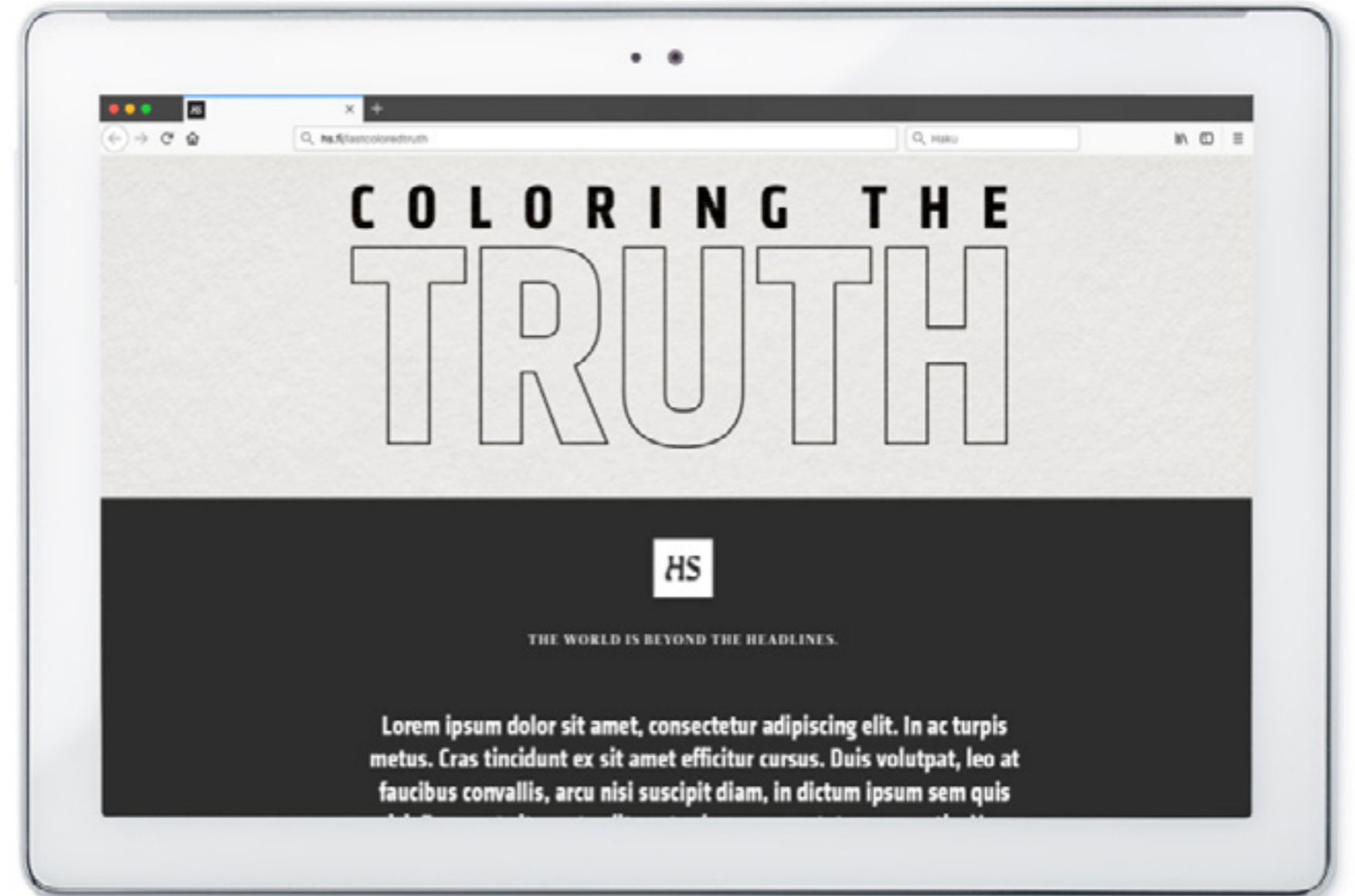
We also ask well known visual artists that are active in social media to join the campaign. HS shares the art in various platforms from Facebook to Instagram with campaign message: **These are the only colored truths we will ever share. Do the same.**



EXAMPLES

All the campaign content will be collected on a campaign page that includes more information about fake news and fact checking.

The campaign gives possibility to react light and funny way when ever someone is sharing fake news online.
Just share the link:
hs.fi/coloringtruth



EXAMPLES

WHY

Helsingin Sanomat and ordinary finnish people
needs easy and funny way to communicate
together against fake news.

OTHERS MIGHT COLOR THE

TRUTH

WE WILL NOT

HS