

FIRST OF ALL

Due to the hectic nature of today's world, the overall usage of media is getting more and more busy and active. Alongside with people's attention span getting shorter, publications and references are fact-checked to even lesser extent, which leads to content with factual errors and references that are not relevant in the context.

ONE CHALLENGE

The way things are reported and expressed is giving hard times to people's media literacy.

"Clickbaits", misleading headlines and abbreviations bring people in, simultaneously giving false impressions of the matter. This, together with the shortening attention span, makes it hard for people to objectively assess the origin of the story without prejudice.

Moreover, the growing amount of news sources, their availability and the ease of their usage, obscure the position of major medias. Convenience has a worrying tendency to run over people's ability to evaluate media sources.

SERIOUS INSIGHT

Media literacy is a matter of trustworthiness and people's ability to objectively evaluate media sources. In today's Western world, it is easy to do what is convenient and trust what is available. There is only one way to improve people's media literacy skills; to make them believe they can do better.

OUR CREATIVE IDEA

We decided to launch a new way to improve people's ability to evaluate and assess media sources and utilize credibility gap as our advantage. We think that people underestimate their capabilities in the context of critical evaluation.

Let's bridge the credibility gap with empowering people to demand what belongs to them:

Fight for your right to get it right.

WHAT WOULD WE DO?

To get the maximum reach and improve the awareness of the matter, we decided to make the most of every digital, treat them as individual sources and deploy our message utilizing the idiosyncrasies of each channel.



Landing page

Fight for your right to get it right.

We know that you're on the edge of closing this page because of your ridiculously short attention span. But please, this is important: you have the right to know the truth.

We at Helsingin Sanomat take truthful information seriously. Like, really seriously.

We are even going so far that we made a campaign that feasts with false information one can see in the media and internet. By doing this, we hope that more people will understand the value behind well-written and consistent data and recognize, when information might be false and untrue.

Let's bridge **the credibility gap** with empowering people to demand what belongs to them.



THE WORLD IS BEYOND THE HEADLINES.

Truthful information



About being "right"



How to use sources correctly



Our false social media experiment

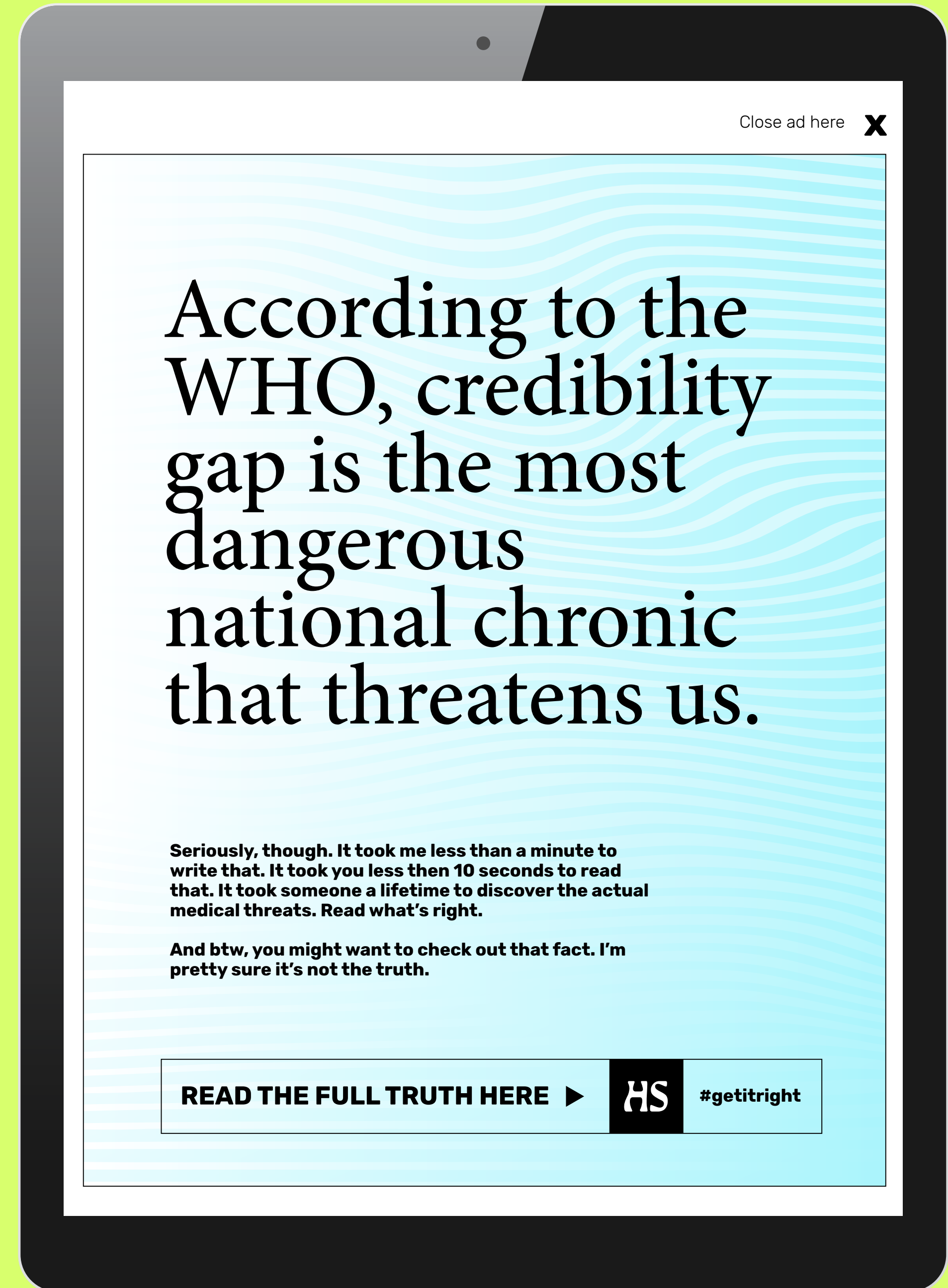
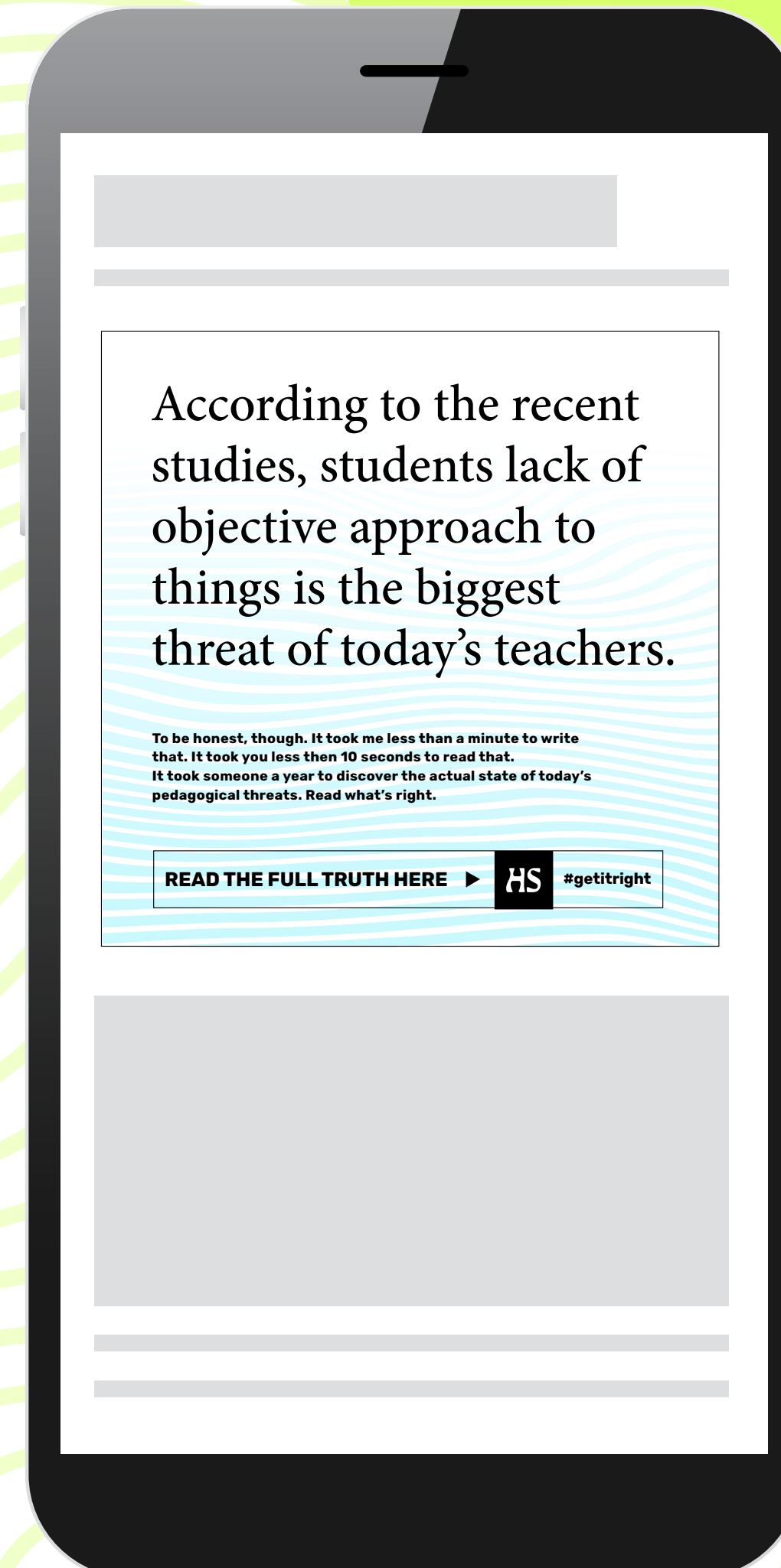


The purpose of the landing page is to collect all the necessary information regarding media literacy and express the mission of our campaign.

The body text of the mobile banner:

To be honest, though.
It took me less than a minute to write that.
It took you less than 10 seconds to read that.
It took someone a year to discover the actual state of today's pedagogical threats. Read what's right.

Digital banner marketing



In our social media channels we **decided to use a series of twofold content.** The first post tells a short story without representing any references and calls for people to share it. In the other one, HS, slightly sarcastically, congratulates all the ones that have shared the previous post and demonstrates how quickly false information can be spread. The purpose of the demonstration is **to remind people to do fact-checking and empower them to critically evaluate the messages they receive every day.** The previous post is always targeted at the ones that have reacted to the first one with media choices.

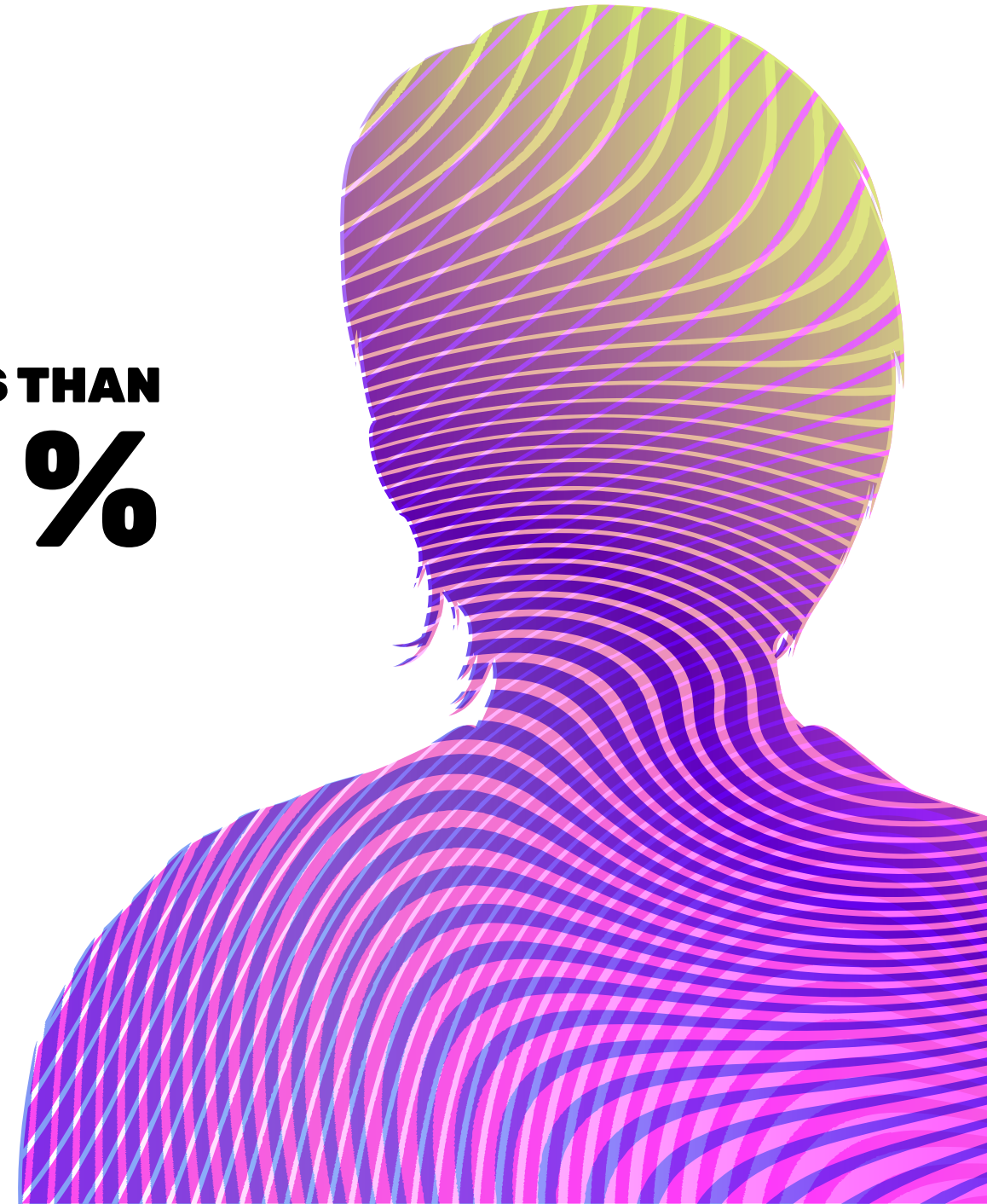
Social media campaign

HS

HS Helsingin Sanomat
10 March at 23:05

The recent study shows that less than 5% of the average and low-willed standing individual mammals have the skill to scrutinize the enormous quota of data in their daily life. Share this post to get a chance to win free HS Digi subscription! We are giving out 10 free subscriptions to the luckiest of you. Read about the topic here: www.hs.fi/credibilitygap/truestorybro **#HS #Truestory #getitright**

**LESS THAN
5%**



HS Helsingin Sanomat
10 March at 23:05

Congratulations. It took you about 10 seconds to enhance the globalization of the credibility gap as you shared our post without reading the source.

..now, can you also tell your followers that the truth is out there and it is actually researched? Pretty please? Some of you will get the subscription though. Just so you would avoid fake news in the future.
#HS #CredibilityGap #Truestory #getitright



As part of the campaign **we decided to utilize celebrities and social media influencers to help us reach our younger target audience** and to give tools for younger people to improve and practice their media literacy skills.

For this we asked for several social media influencers **to post fake news somewhere in their social media profiles** and give their fans a task to spot them. The fastest user to spot the news will be awarded with a yearlong subscription of HS digi.

In order to make it more purposeful, the fake news stories are not too easily available or found and thus the users have to spend time critically evaluating information and searching for correct data.

Virtual PR-stunt

HS



Random social influencer

10 March at 14:07

Did you see this? This happened in Helsinki, Finland last week. There was a task force that put up the whole event with the help of scientists. My brave pup flew above the city! So proud. No dog has ever been to space, maybe he'll be the first one... [#Truestory](#) [#pupperino](#) [#pawsinthesky](#)



   198k likes

1,1m views

How the campaign goes in media



DIGITAL BANNER ADVERTISING

To attract the attention of the target audience with a vast reach at Sanoma's biggest news media sites. The objective is to drive traffic to the landing page.

SOCIAL MEDIA

To create more phenomenal, even viral, content with striving for engagement in all major social channels (FB, Twitter, Instagram, LinkedIn).

VIRTUAL PR-STUNT

To gain conspicuousness among the younger part of the target audience and to state the campaign objective in an educative way.

LANDING PAGE

Own media that collects all the leads and explains the background of the campaign more thoroughly.

