

THIS IS HOW  
ADVERTISING  
WILL  
FAKE NEWS  
ONCE AND FOR ALL.

**Fakesflagged**

**NOT TRUE**



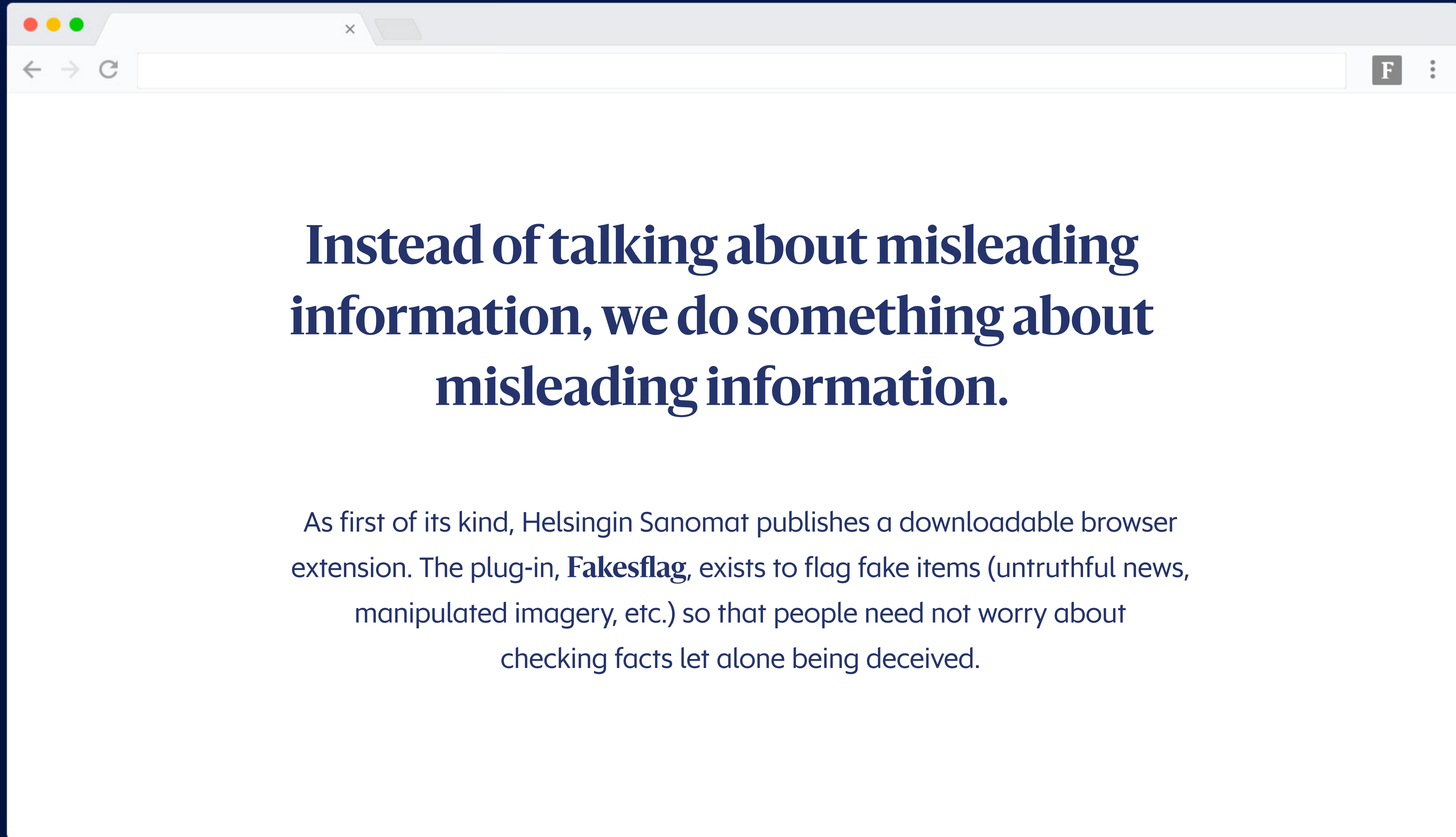
**Falsehood flies, and the truth  
comes limping after it.**

Jonathan Swift, 1710

This quote from over 300 years ago has never been as truthful and relevant as it is today. We live in an era where every bit of information is always at our finger tips, and absorbed at a pace that doesn't leave room for questioning and filtering.

We're already seeing severe consequences. And asking for people to read slower and put effort into fact-checking is no way to end them.

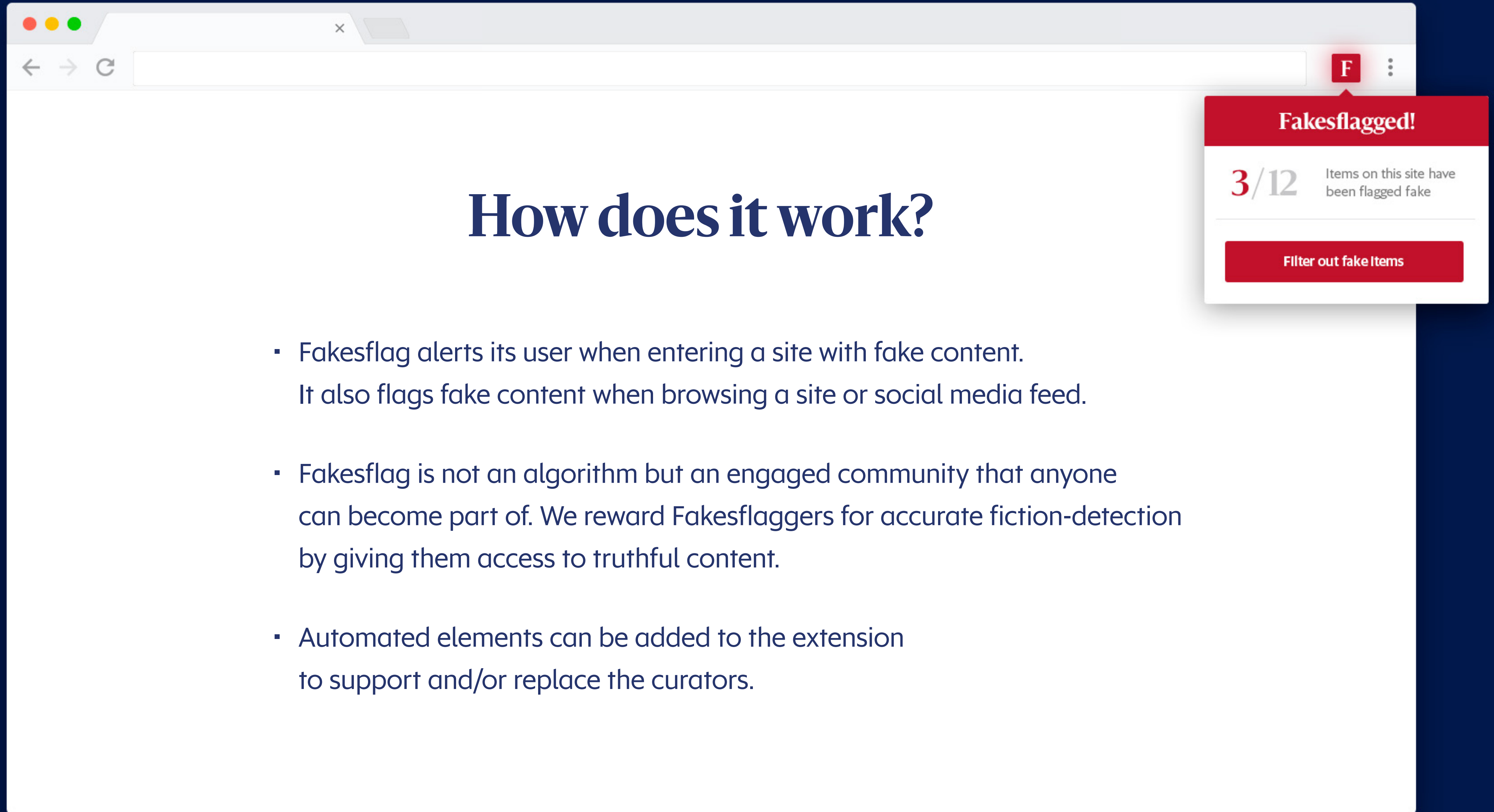
## SOLUTION



**Instead of talking about misleading information, we do something about misleading information.**

As first of its kind, Helsingin Sanomat publishes a downloadable browser extension. The plug-in, **Fakesflag**, exists to flag fake items (untruthful news, manipulated imagery, etc.) so that people need not worry about checking facts let alone being deceived.

## SOLUTION



The screenshot shows a web browser window with a white background. In the center, the text "How does it work?" is displayed in a large, dark blue serif font. To the right, a red notification box with a white border is overlaid on the page. The notification box has a red header with the text "Fakesflagged!" in white. Below the header, the text "3/12 Items on this site have been flagged fake" is shown in a dark blue serif font. At the bottom of the notification box, there is a red button with the text "Filter out fake Items" in white. The browser's address bar and navigation icons are visible at the top of the window.

# How does it work?

- Fakesflag alerts its user when entering a site with fake content. It also flags fake content when browsing a site or social media feed.
- Fakesflag is not an algorithm but an engaged community that anyone can become part of. We reward Fakesflaggers for accurate fiction-detection by giving them access to truthful content.
- Automated elements can be added to the extension to support and/or replace the curators.

CAMPAIGN

# Sanoma media



Fakesflag will be launched and advertised throughout the Sanoma network. Dynamic display advertising generates real-time fake news snippets and combines them with the total sum of fake news flagged.

Earned media will support the launch with HS editorial content on data about already-flagged fake news and a light survey on how Finnish people have shown interest towards content curating.



## CAMPAIGN



## Paid social

We'll keep people up to speed with an engaging, light-hearted Instagram Stories series. Every day we challenge them to identify whether a news headline, photograph or video clip is real or fake.

The poll-induced uncertainty is a strong CTA to start using Fakesflag.



# Social presence

A simple bot posts images of all our identified and verified fake news on **@Fakesflag** social media accounts.

This way, anyone can share the posts to people who spread fake news and don't know of Fakesflagging yet. And share their own flaggings to brag.





**Launching and promoting Fakesflag provides Helsingin Sanomat an interesting, novel way to own the discussion on misleading information. "Never getting fakesflagged" is a strong promise for Helsingin Sanomat – one that its audience will both value and be able to monitor.**

**SUMMARY**



THANK  
YOU

**Fakesflagged**