

**HS HOA**X

**ONE FAKE ARTICLE  
TO END THEM ALL.**

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**THE WORLD IS BEYOND THE HEADLINES.**

# *Campaign Summary*

Our campaign targets to raise awareness of the importance of media literacy. It is essential for a civilised society and democracy. That's something worth fighting for.

We target the 18 to 44-year-old social media actives. Digital channels are ideal for our needs. To really affect our target group, we need to play the game by their rules. We need to be bold and raise their interest in ways that will challenge our values. To demonstrate the importance of media literacy, we will send out one false article. One false article in order to raise discussion about the motives behind online content.

We do this to demonstrate how rapidly fake news spread in the era of social media. We gather the data and compare it to the mediocre of normal journalistic content. This survey will act as the corner stone of the social debate around media literacy in our society.

# BACKGROUND



False information travels **6 times faster**  
than the truth on social media.



# CREATIVE INSIGHT



The power of social media lies in share ability. Our core **target group** is the people who are **active in social media**.

So **we need to play the game by their rules**.

And we will play it so that they will never ever want to be fooled again.



**Tone of action:**

Courageous & meaningful with a hint of humour.

# SOLUTION



The greatest *media hoax* of our time *which will spark social debate around media literacy in our society.*



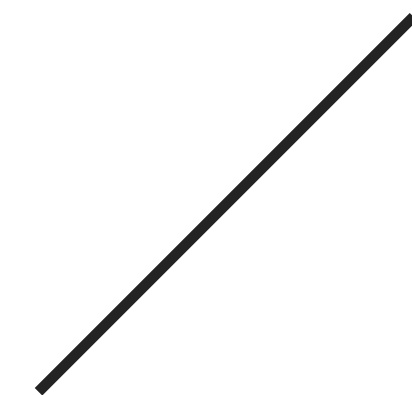
# 01

## Creating the fake article

Together with the editorial representatives of Helsingin Sanomat, we create **one fake article** so juicy that it will spread fast and far.

After we have formed a radical story from a current topic, we will share it in our Facebook and Twitter and push it to our target group with sponsored posts.

*Example of the article: "Rigged elections in Finland - Russia involved"*



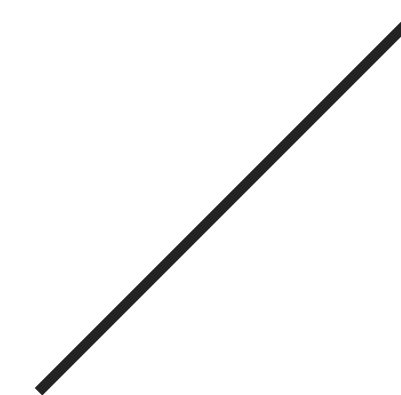
# 02

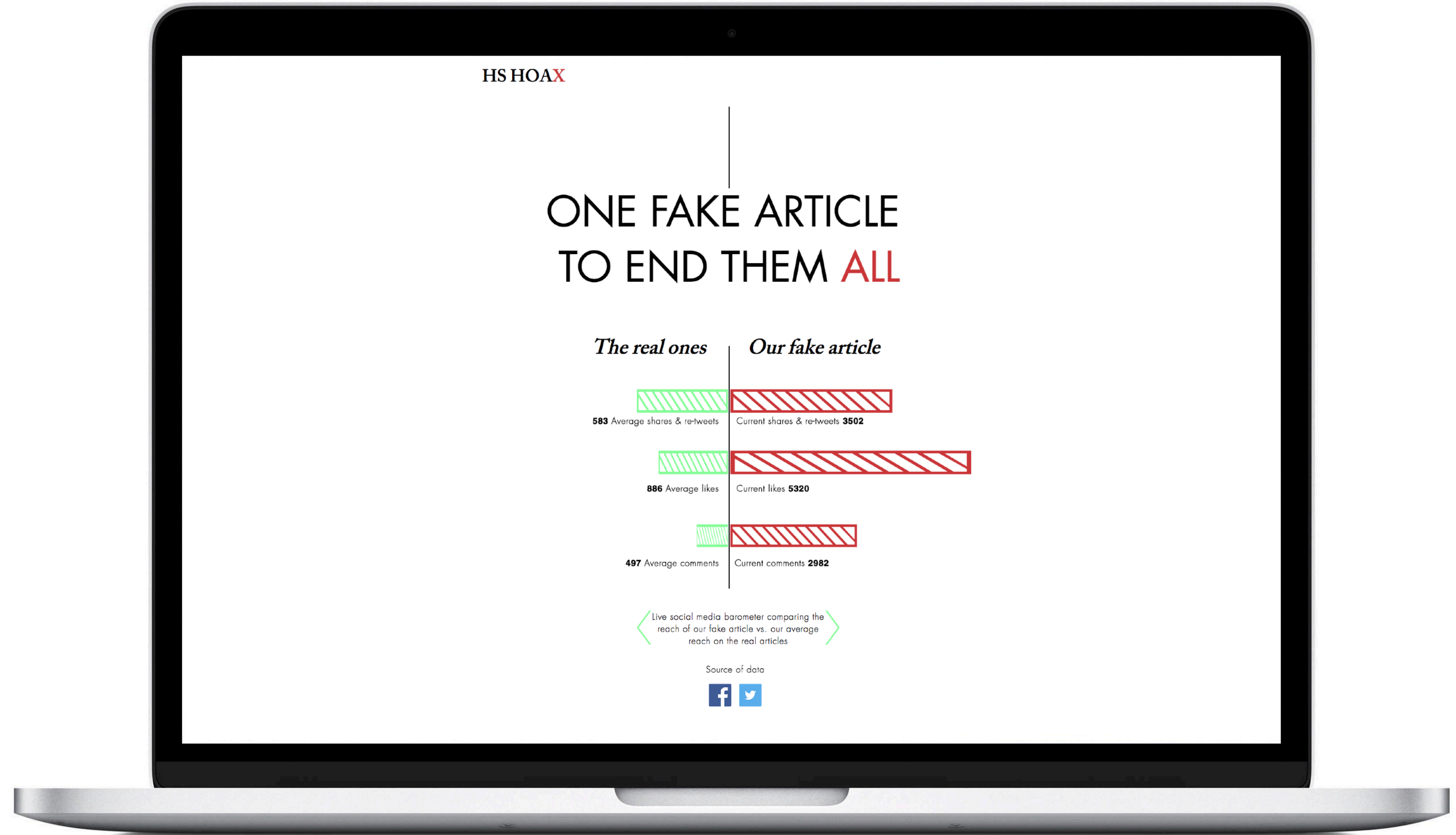
Collecting data to  
the survey site

Our survey site acts as the **backbone of our campaign**. In this site, we collect the data of our fake article and compare it to the average data of a true story.

We collect data such as total shares, likes and comments.

Site also includes general content around the subject of false information and fake news.







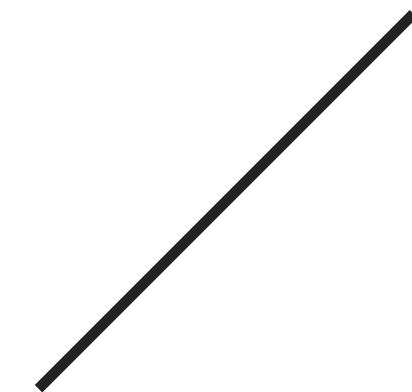
# 03

## Revealing the hoax

After our article has reached its peak in shares and stopped spreading, we will reveal our **hoax** and launch our campaign.

We'll send a direct **apology** message to every person who got involved with our article telling them that this article was a hoax and grant them a 3 months free digital access to [HS.fi](https://www.hs.fi).

Also, our print and film campaign starts on the same day with an official apology of the one fake article.





## facebook Messenger

**HS Helsingin Sanomat** 25/09, 14:30  
Hey Donny

**Donny** 25/09, 14:30  
Hello... What is this?

**HS Helsingin Sanomat** 25/09, 14:32  
Sorry, we trolled you with the article about rigged election. This was our first and last fake news article to end them all. As an apology here is a 3 months access for our digital magazine so that you don't make the same mistake ever again.

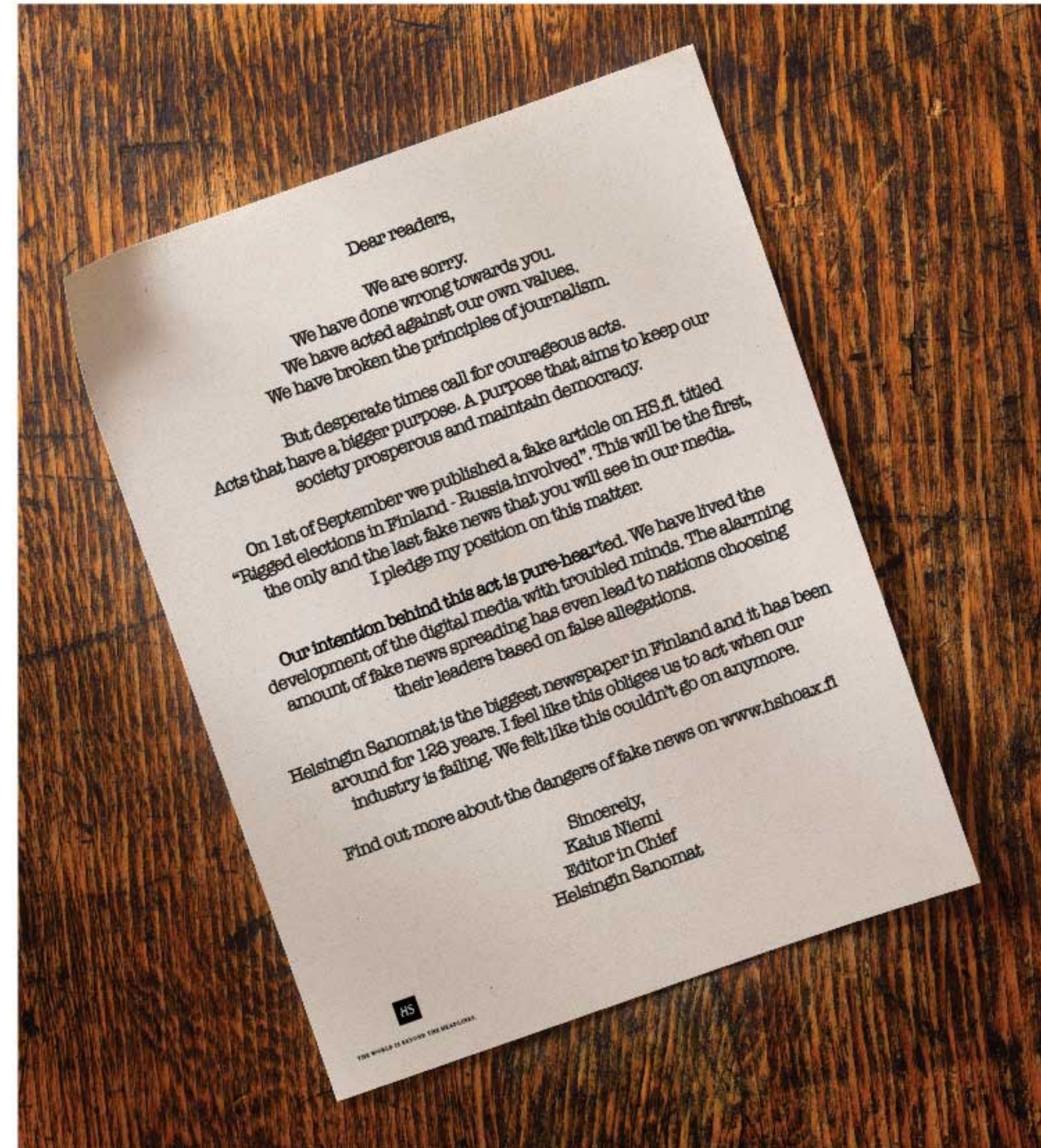
**Donny** 25/09, 14:35  
???? I'm speechless.

**HS Helsingin Sanomat** 25/09, 14:37  
We did this to raise awareness of the importance of media literacy in our society. Media literacy is essential for a civilised society and democracy. Thats is something worth fighting for!  
Go ahead and visit our survey site [www.hshoax.fi](http://www.hshoax.fi), to find more info about our act and the fake news in general.

AI chatbot message



# HELSINGIN SANOMAT

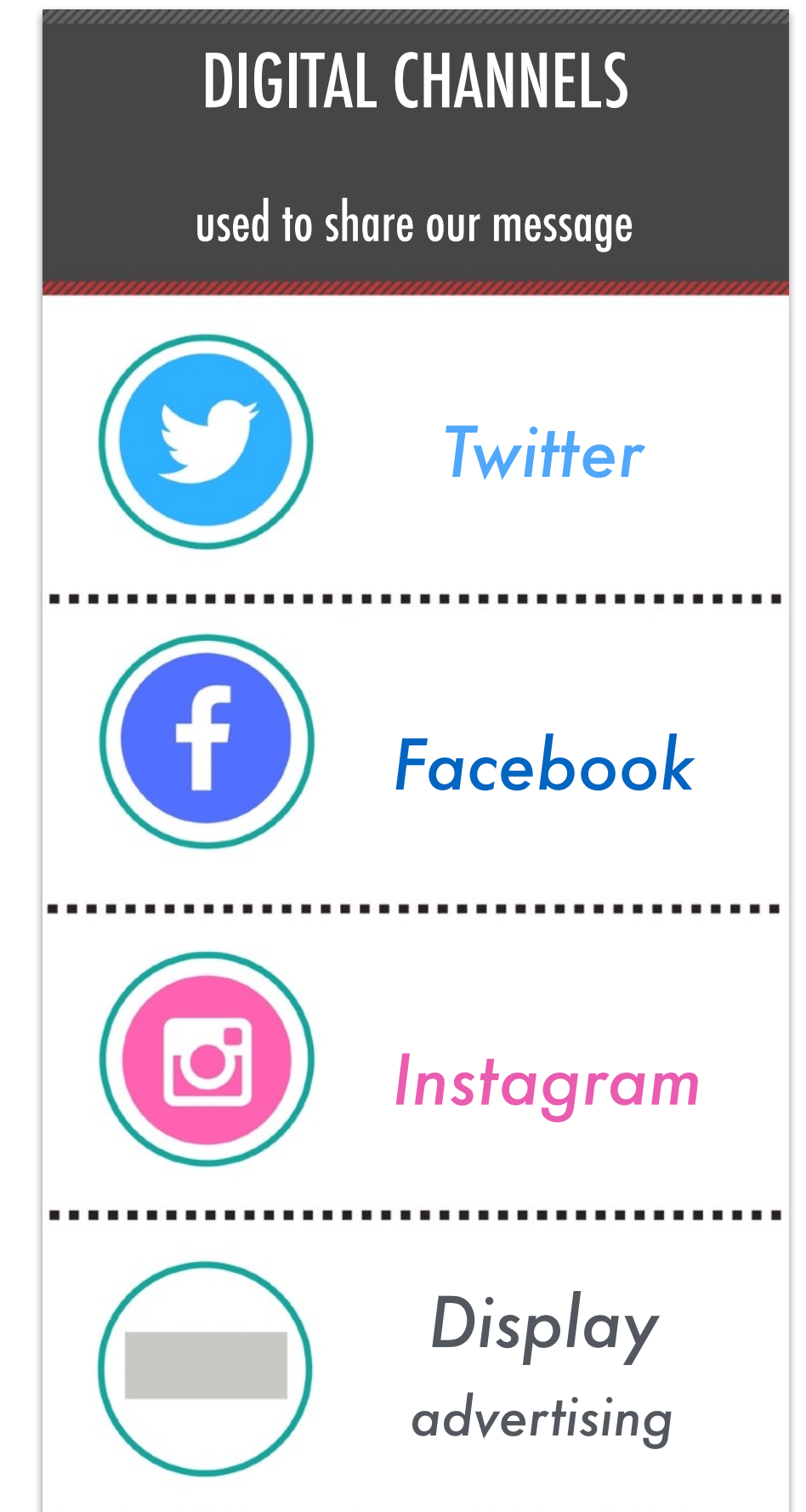


# 04

Raising social  
debate

We will use the data gathered from the survey as our content in **digital media**. And to add more interest, we use well known characters linked to fake news with a humorous twist.

All the content will be stamped with our campaign hashtag **#hshoax** to drive conversation.



Media literacy is essential for our society and democracy.  
Our survey demonstrates how rapidly the fake news are spreading.  
Check your facts, before you act.

**Fake news travel  
6 times faster  
in social media.**

**HS HOA X**

hshoax.fi - The greatest media hoax of our time.  
#hshoax

Katso lisää

👍❤️😱 269

8 kommenttia 27 jakoa  
31 t. näyttökertaa

**Fake news are  
tweeted 70% more  
than the real ones.**

**HS HOA X**

**HS**

Twiitit 60,1 t. Seuratut 2 297 Seuraajat 267 t. Tykkäykset 342 Listat 6

Seuraa

Helsingin Sanomat @hsfi  
Paras tapa kokea HS - lataa uusi sovellus.  
Helsingin Sanomat, Helsinki  
hs.fi

Twiitit Twiitit ja vastaukset Media

Helsingin Sanomat @hsfi · 23 min  
Entinen kaksoisagentti Sergei Skripal saattoi saada hermomyrkyn pizzariassa

Uusia seurattavia · Päivitä · Näytä kaikki

Ilta-Sanomat @iltasano...  
Seuraa

Talouselämä @talouselama...  
Seuraa

**One fake article  
2 670 000 people  
impacted.**

**HS HOA X**

AMPparit.com Uutiset TV Sää Suomen reaaliaikaisin uutishaku: Hae uutisia Su 11.3. +1 °C Helsinki

Tummat värät

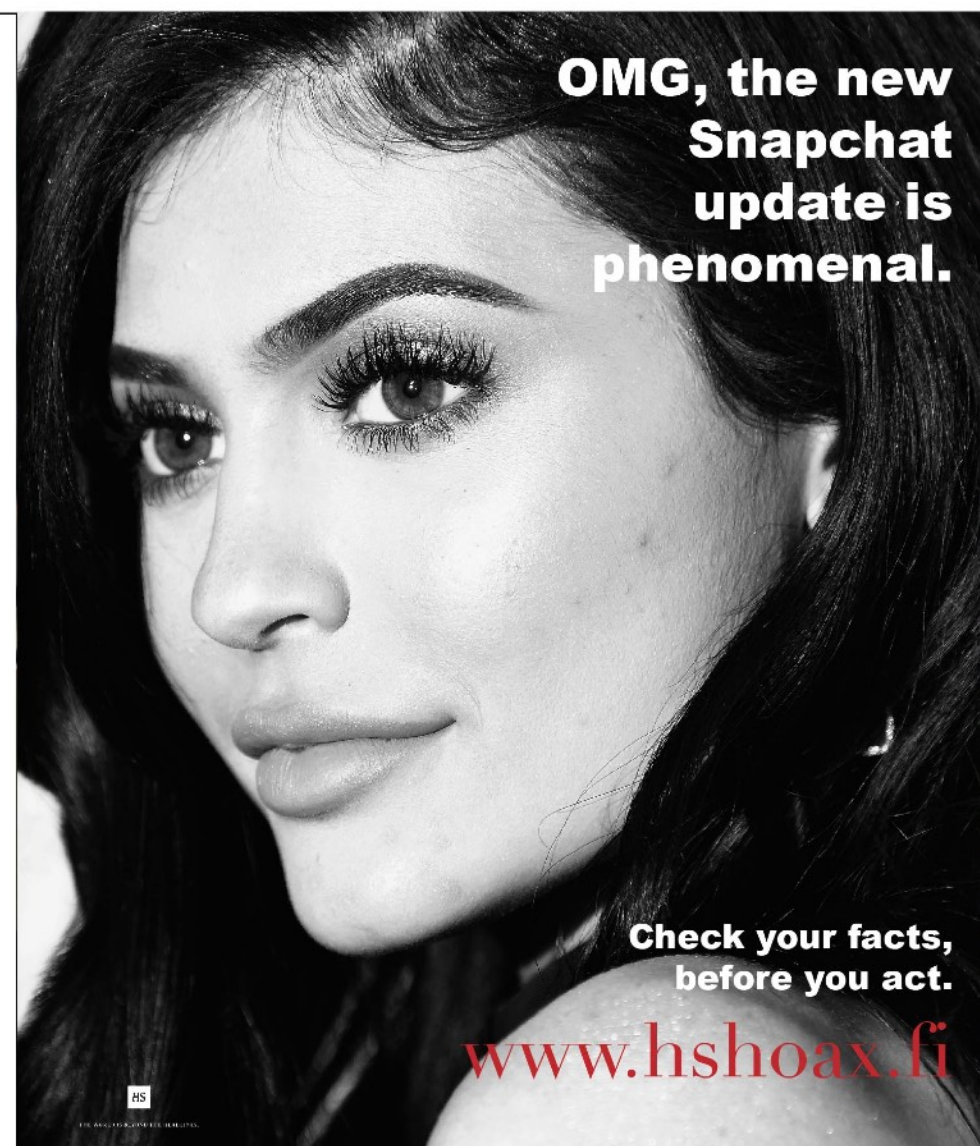
Etusivu Näytä 1 uusi juttu

Hondan testit sujuivat lähes täydellisesti – yksi asia jäi kuitenkin huolestuttamaan  
SuomiF1 | Formula 1 12:21 -0 +0

KuPS:sta tuttu uusiseelantilaispelaaja palaa Suomeen  
SuomiFutis | Veikkausliiga 12:20 -0 +0

Nousussa

#eelitolvanen #laurimarkkanen  
#petermadsen  
#prinsessamadeleine #trump



OMG, the new Snapchat update is phenomenal.

Check your facts, before you act.

www.hshoax.fi

## Kiina poisti presidentin virkakausien rajoituksen Noin 3000 edustajaa äänesti, kaksi vastusti



### NÄITÄ LUETAAN!

JUURI NYT PÄIVÄ VIIKKO

1. Kimi Räikkönen julkaisi harvinaisen kuvan: koko perhe koolla huppeassa yksityiskoneessa – Robin, 3, ja Rianna, 10 kk, veikeinä 11:13
2. Mies teki vaimolta salaa testamentin 150 000 euron potista – vaimo turvautui härskiin temppuun 8:35



## Yhdestä illasta sai alkunsa virheliike: Eläkeläispariskunta menetti 9000 euroa "taivaan tuuliin"



8:25 Pohjanmaalainen eläkeläispariskunta osti kymmenisen vuotta sitten Talvivaaran osakkeita yhteensä noin 9 000 euron edestä. Miehen mukaan pankin sijoittajaillassa yhtiötä keuhuttiin vuolaasti. [Lue lisää](#)



### TALOUSSANOMAT TUOREIMMAT

2 TUNTIA SITTEN

8:25 Yhdestä illasta sai alkunsa virheliike: Eläkeläispariskunta menetti 9 000 euroa "taivaan tuuliin"

4 TUNTIA SITTEN

4:54 Kiinan kauppaministeri: Kauppasota olisi katastrofi

12 TUNTIA SITTEN

19:03 "Ratkaisu on näköpiirissä" – TVO kommentoi Le Monden tietoja Olkiluodon miljoonakorvauksista

18:14 EU:n kauppakomissaari: Yhdysvaltain tuontitullien ehtoihin ei vielä selvää vastausta

14:05 EU:n asemaan Trumpin tullipäätöksen suhteen odotetaan tänään lisäselvyyttä: "Olisi aika dramaattista"

24 TUNTIA SITTEN

10:37 Erikoinen ilmiö piinaa kauppiaita: arkinen tuote katoaa hyllyistä – "Mitkään Pirkka-terät eivät kelpaa"

8:15 Palkka jopa yli 2 000 e/työvuoro – päivystävää lääkäreitä metsästetään joskus huippupalkalla

20:13 Presidentti Niinistö: Kauppasota Yhdysvaltoja vastaan olisi Suomelle erittäin vahingollinen

18:05 Ruotsalainen eläkeyhtiö aikoo äänestää Nordean pääkonttorisiertoa vastaan

## Global warming has stopped.



Check your facts, before you act.

www.hshoax.fi



2 PÄIVÄÄ SITTEEN • NÄYTÄ KÄÄNNÖS



HS - Helsingin Sanomat Sponsoroitu



Lue lisää

# CAMPAIGN RESULTS

01

Creating the article

02

Collecting data

03

Revealing the hoax

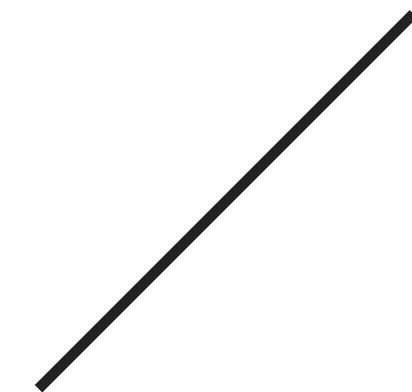
04

Raising social debate

Our campaign is courageous, surprising and acts as an awakener for the whole industry. The hoax article by Helsingin Sanomat will most definitely raise social debate throughout our society.

It is one **brilliant act with a higher purpose** from a respected media in a modern world to stay current, get the attention of our target group and take the thought leadership in this crucial topic.

The total coverage in digital media and in other channels will be so wide that we are positive the clients expectations will be exceeded not only locally but globally as well.



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TO END THEM ALL.**

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