

# Junk News Challenge

## Campaign summary and goals

The Junk News Challenge campaign that talks about the importance of recognizing fake news from the endless offering of information, with a fun and understandable comparison to junk food.

The goal for this campaign is to make people understand how important it is to stop and evaluate what is being offered to them.

# Written submission

# Creative insight

We live in a world of infinite deluge of junk information. It's easy to manufacture and quick to buy, that's why it's served around almost every corner of social media.

Because of the continuous flood of information, we don't take time to dig deeper and learn who produced it, and why.

Consuming it is unhealthy both for us and society.

# Solution

In this campaign we compare fake information to junk food. Both are available everywhere easy and fast. It's difficult to tell, who the manufacturer is and what they've put into the product. And they both are very unhealthy to the consumers and society.

Explaining fake news through junk food makes it easier to the consumer to understand what it's all about. It also makes the subject more approachable when we don't e.g. show scary war pictures.

We go to the channels in which the youth spend their time, we speak their language and create content that actually is interesting to them.

We create a social media challenge to raise awareness about fake news and information.

# How will it work?

Together with social media influencers from different age groups, we create a social media challenge to increase awareness on fake information and news and how important it is to recognize it. We start by creating hype around this challenge.

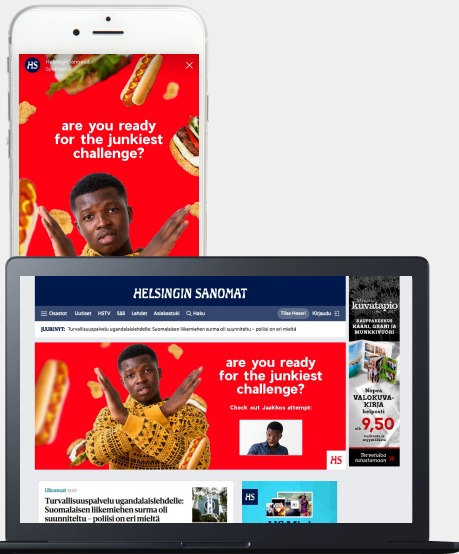
When we have the audience, we teach them how important it is to keep your well being in check, by comparing how fake information is like junk food.

To engage people, we participate them to be content creators, creating stories about their (hilarious or dramatic) encounters with fake news.

We reward people by raffling out annual subscriptions to Helsingin Sanomat.

# Roadmap and execution

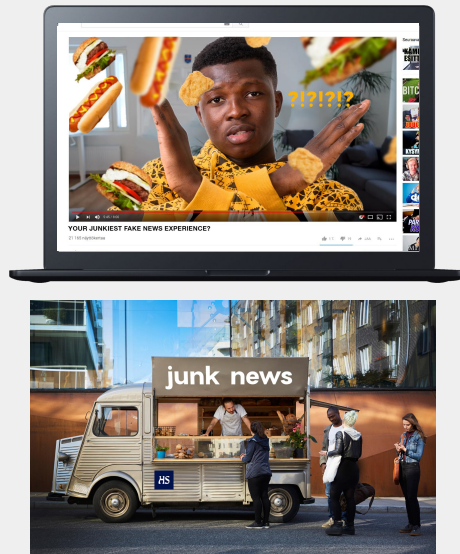
**Step 1:**  
We direct people to explore the challenge.



Creating awareness about the new trending challenge.

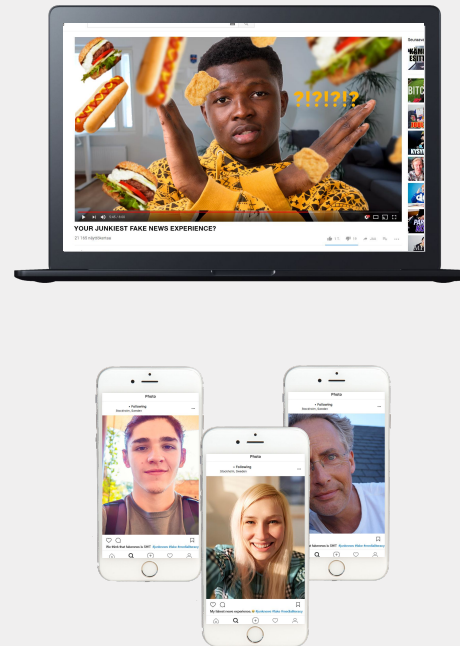
By using known social media influencers from different age groups.

**Step 2:**  
Influencers introduce the challenge by vlogging. They visit a (stunt) junk news/food stand that explains why people should care about fake information.



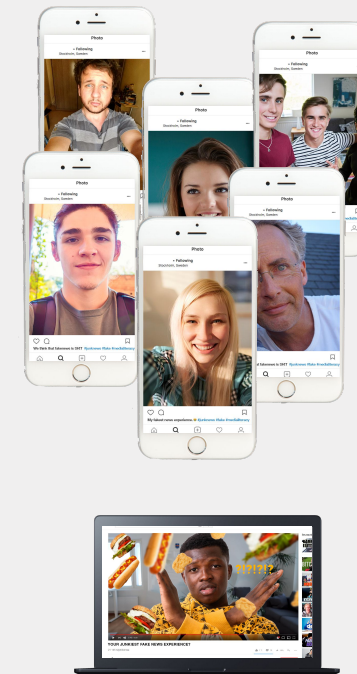
Teaching through content that speaks in your language.

**Step 3:**  
Influencers engage people to join the challenge and participate in the contest.



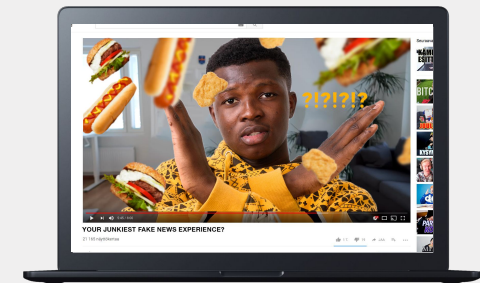
Engaging people to participate and share their content via social media and win a prize.

**Step 4:**  
People share their experiences about fake news. Influencers are actively keeping up with the audience.



Waiting while people **submit, share and discuss** around the topic. Making sure audience is still active.

**Step 5:**  
Influencers will go through the best content in their channels, reveal the winners and emphasize the subject.



Free subscription to HS for a year for the selected winners.

Other smaller prizes?

Connecting with the audience, announcing the winner and **emphasizing how important the topic is. Showing that HS cares for your wellbeing.**

# Stunt: Fake Newsstand

Fake Newsstand is a food truck pop-up restaurant selling burgers and other junk food, wrapped in a paper full of fake news from social media.

During the campaign the Newsstand travels to the biggest cities of Finland and feeds people with not only junk food but free copies of Helsingin Sanomat.

Influencers who participate the challenge visit the Newsstand in their vlogs.



**Thank you**