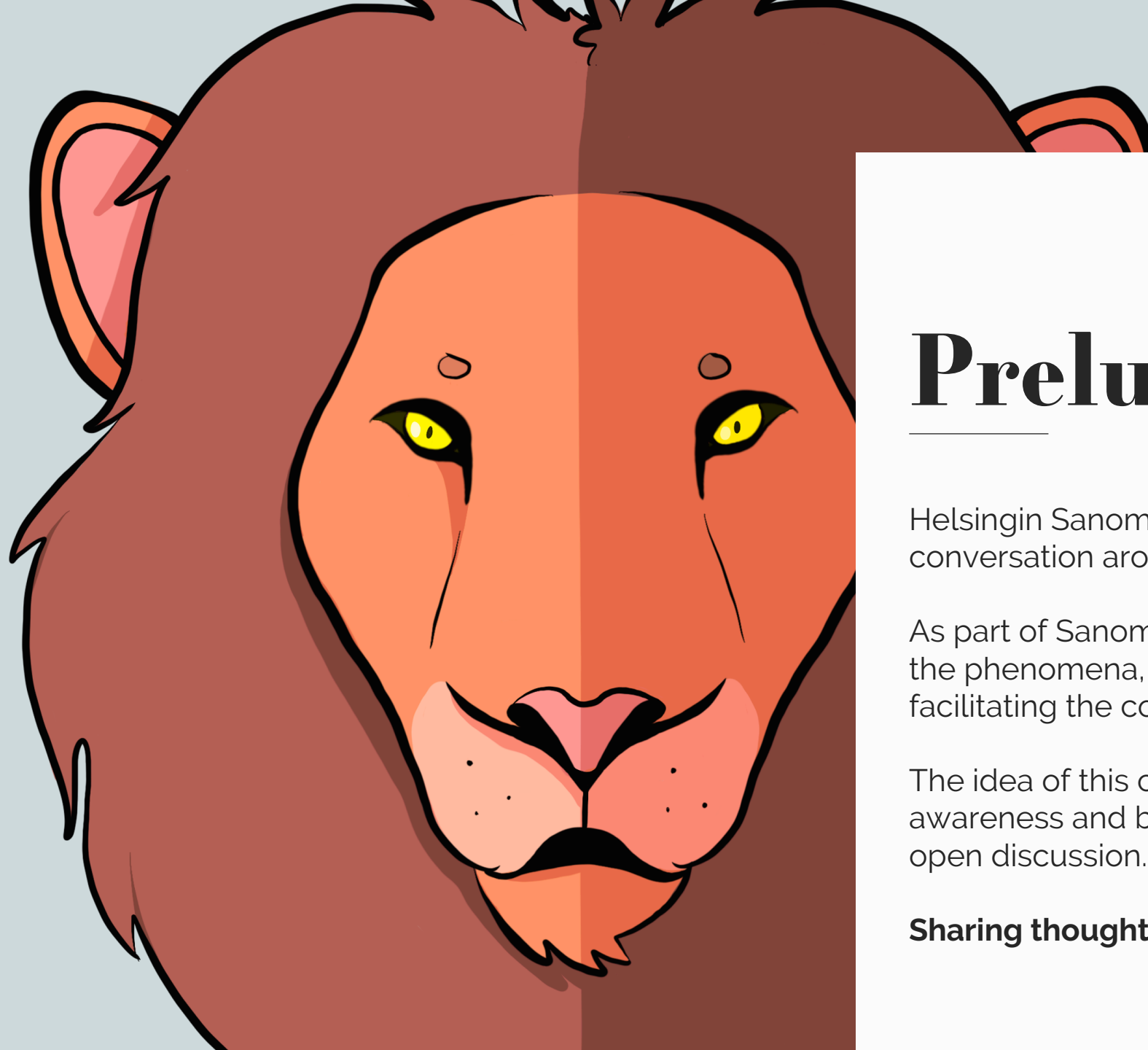


LEIJONAA MÄ METSÄSTÄN

Hunting the lion

HS



Prelude

Helsingin Sanomat should be leading the conversation around fake news.

As part of Sanoma, HS stands in the middle of the phenomena, thus playing a big role in facilitating the conversation around the topic.

The idea of this campaign is to raise awareness and bring people together for an open discussion.

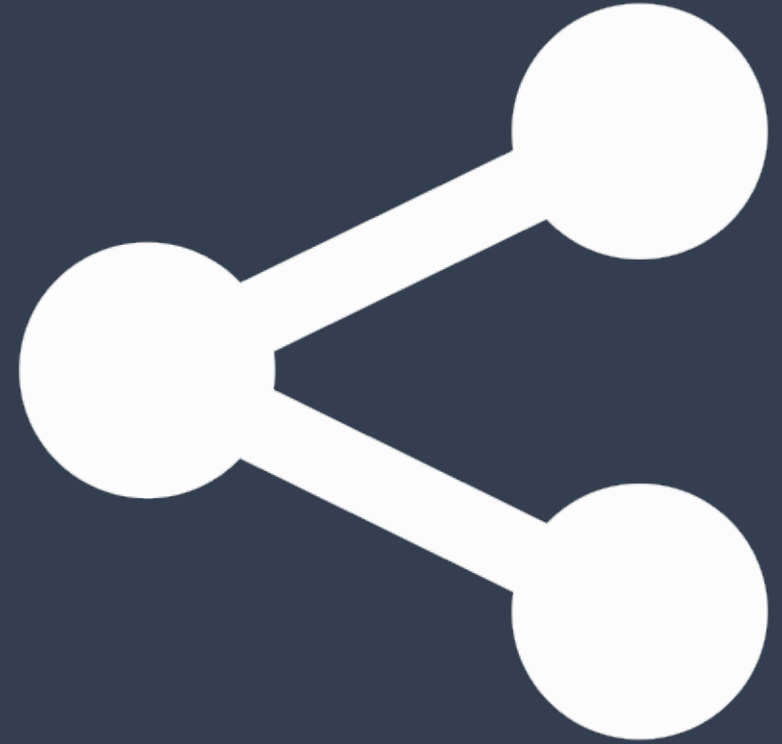
Sharing thoughts instead of dividing people.

In 2016 Columbia University and French National Institute made a study which showed that:

59 %

of links shared on Twitter have never actually been clicked.

= **Many people
share news without
reading them.**



Insight



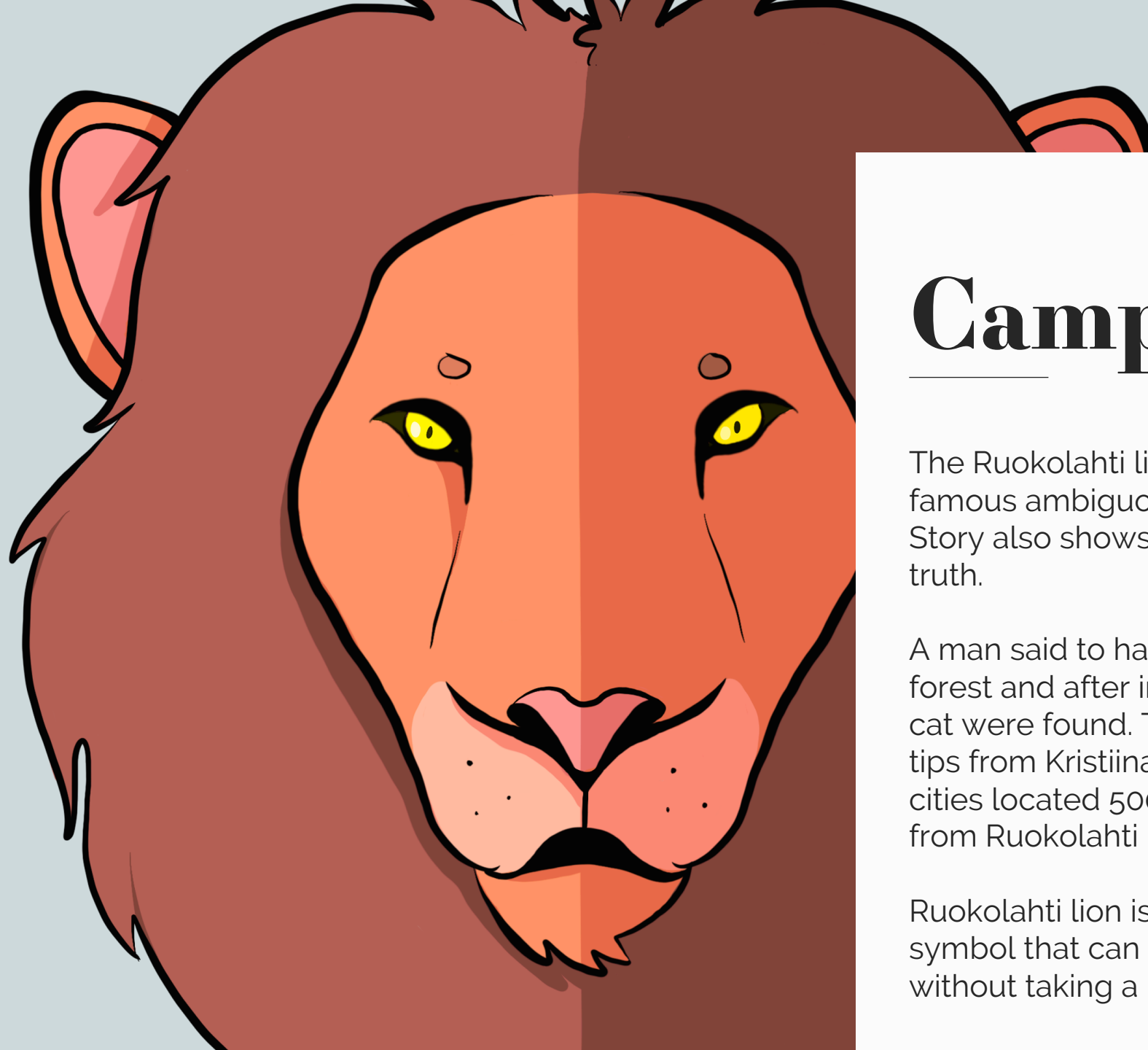
We can make the biggest influence by changing our behaviour as readers, content creators and distributors.

People share speculative and misleading stories without even reading the article. Even if the false information is corrected, the harm is already done.

With this campaign, we want to show people that **sharing and clicking fake news is something that we are all guilty of but also something we can change.**

We create awareness by:

- Stopping people to think just when they're about to click or share posts
- Taking historical fake news and misleading headlines of current topics making them seem absurd in today's share & like context



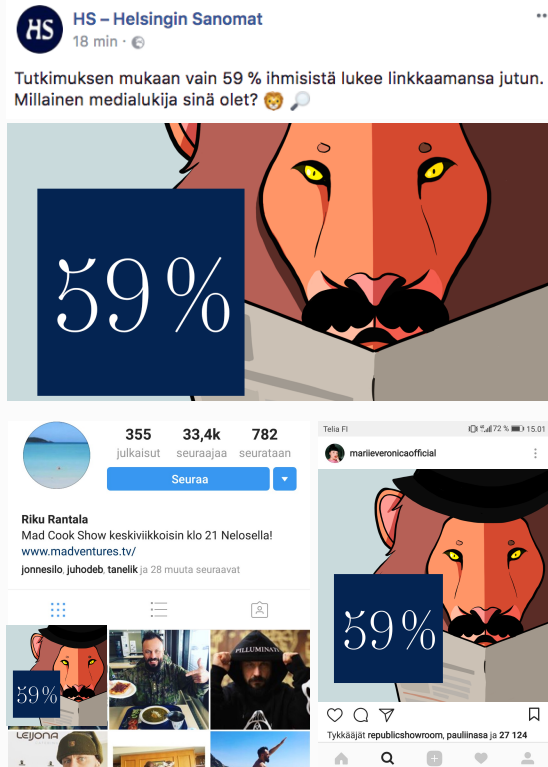
Campaign

The Ruokolahti lion is perhaps the most famous ambiguous news story in Finland. Story also shows that there is no ultimate truth.

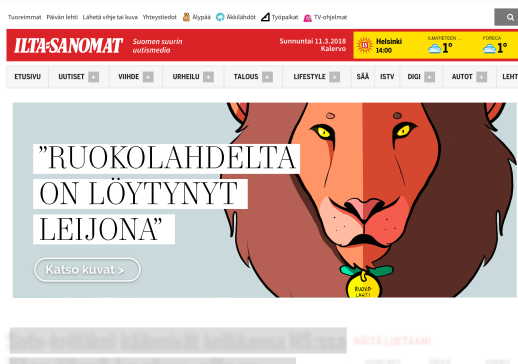
A man said to have seen a lion in Finnish forest and after investigation traces of a large cat were found. This was followed by other tips from Kristiinankaupunki and Ii which are cities located 500 and 540 kilometres away from Ruokolahti in different sides of Finland.

Ruokolahti lion is an optimal, non-political symbol that can be used as an example without taking a political stance.

Phase 1



Phase 2



Solutions

Phase 1: Lion in disguise

- Helsingin Sanomat will create a Facebook launch post with a catch: Behind the link there is not actually an article, but a campaign site
- We team up with influencers such as *Mariieveronica* and *Riku Rantala* to spread the first message in their channels. Influencers are chosen based on their image, values and popularity among the target group.
- The influencers will also be invited into the live debates
- Whoever follows the link into the site will encounter a surprise as the campaign idea is not revealed in the posts

Phase 2: Hunting the lion

- Several ads will be published in Sanoma digital channels, facebook and outdoor digital platforms
- The campaign website will provide information about the threats of fake news through information and debates
- Campaign will encourage people to flag stories with suspicious articles or misleading headlines by using the emoji as tags 🤔🔍 or hashtag [#leijonanmetsastys](#)
- Installed script will collect the tagged content into the campaign site
- Topic will be discussed in a video interview organized by HS

Visuals

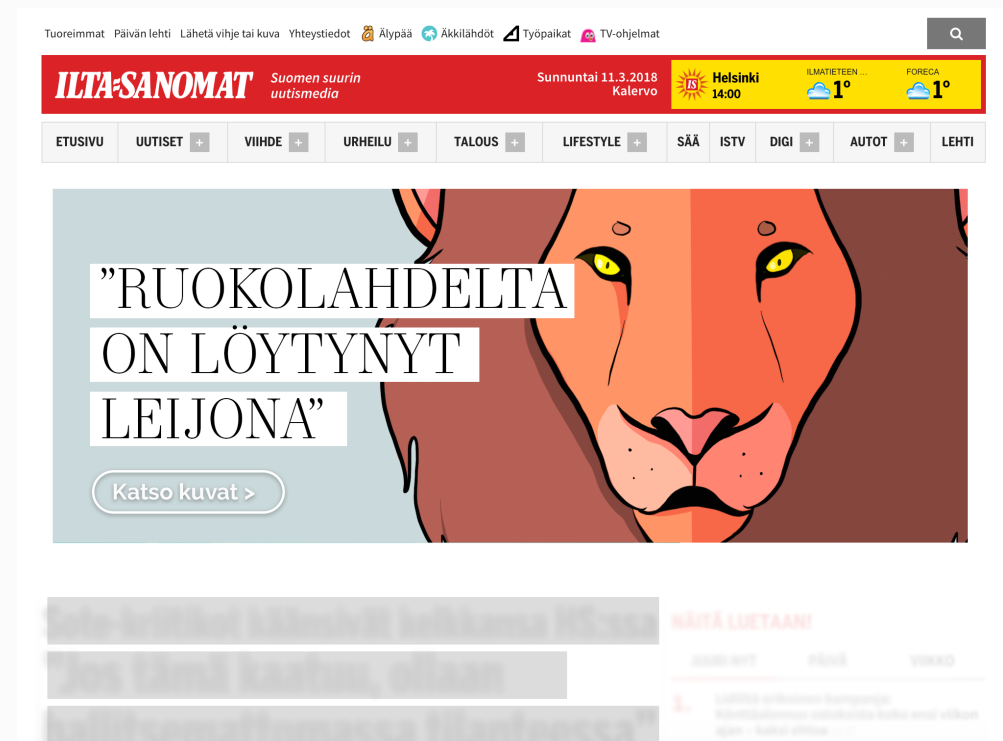
The launch in social media will be followed by an advertising campaign to raise awareness and guide people into the campaign website.

Main advertising channels will be banner ads in the Sanoma platforms, digital outdoor ads and Facebook ads.

We take fake historical news and make them seem absurd in today's share & like context. Other ads also exaggerate some of the more current topics or promote the campaign site.

When someone clicks a headline they will land into a page that clarifies the false headline, explains the possible motives behind it and tells about the purpose of this campaign.

HISTORICAL FAKE NEWS



ADS TO THE CAMPAIGN SITE



MISLEADING HEADLINES

Campaign site

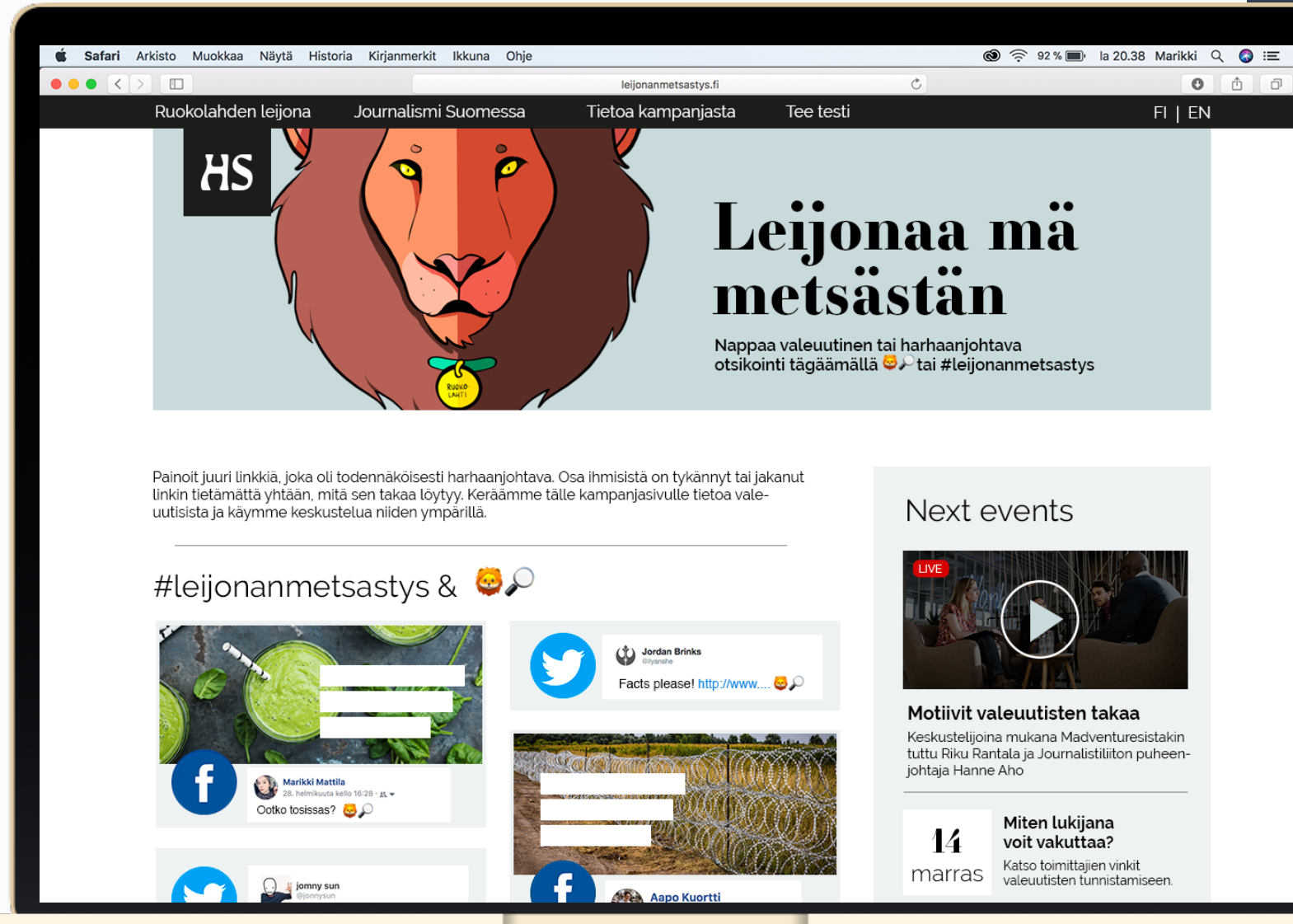
Hunting the lion: we want to activate people and encourage them to flag fake news or misleading information on social media or internet forums.

This can be done with emoji combination 🦁🔍 or hashtag #leijonanmetsastys. Every post with either of these two tag options will appear on the site.

Website will serve as a platform for the debate while also sharing key information about fake news and motives behind them.

Site will host live discussions from Sanoma building with campaign influencers also as guests.

Campaign site will have a test "How do I read my news?" which will expand HS's knowledge of the phenomenon in Finland and spread the message of the campaign when people share the results.



MIETSÄSTYYS- ONNEA!

Happy hunting!

HS