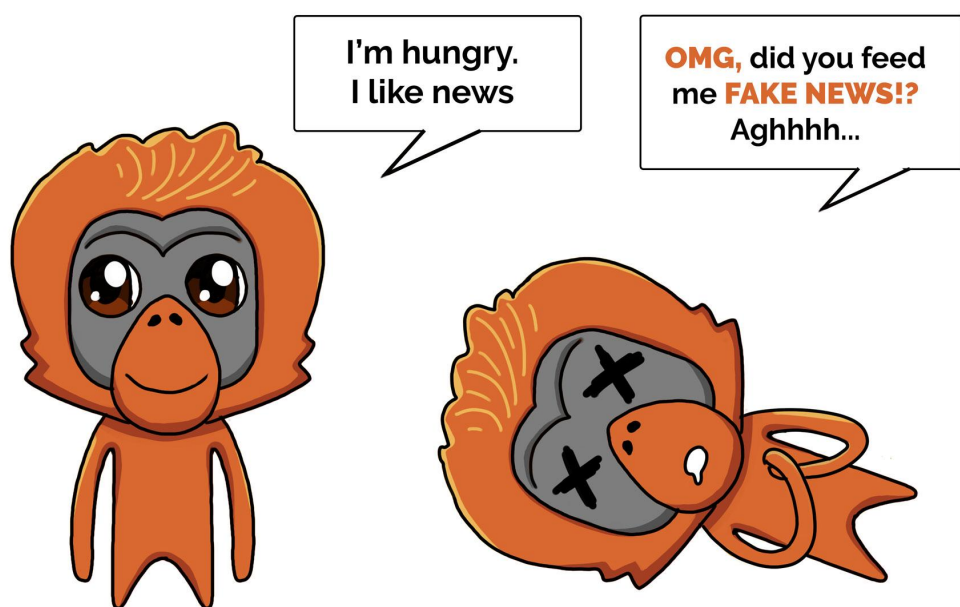


ORANGE – The News Tamagotchi



Would you swallow a bite of an orange, if you didn't know its source?

Yep, that should be the case with news as well.

The idea is to make the viewer think about the motives and possibility of misleading information in the news through the association of him or her eating it.

As we cannot eat the news, we created Orange, an online Tamagotchi who lives in the News Jungle chewing up browsing histories. You can feed your browsing history to Orange on newsjungle.fi.

Orange portrays emotions based on the browsing history fed to him - from feeling fantastic to nearly facing death. You are asked to share Orange's condition with your friends and download "Newsjungle" browser plug-in to feed Orange every page you visit.

Orange's existence is advertised on social media and Sanoma's display network, so the campaign can also reach the audience, which is not actively taking part.

From Creative Insight

Would you swallow anything, if you didn't know its source?

Yep, that's what I thought too.

Essentially, in this campaign, we are illustrating the same issue in media consumption.

"What would happen, if all the news sites you visited was the food you ate?"

To Solution

We designed a "News Tamagotchi Orange" who lives in the News Jungle.

On the www.newsjungle.fi site you can:

- 1) feed your browsing history to him,
- 2) see his reactions
- 3) challenge your friends to feed him and even
- 4) download Orange browser plug-in to feed all the sites you visit in real time.

And How it Works

This campaign illustrates the risk of digesting online news as facts in a clear, relatable and effortless way:

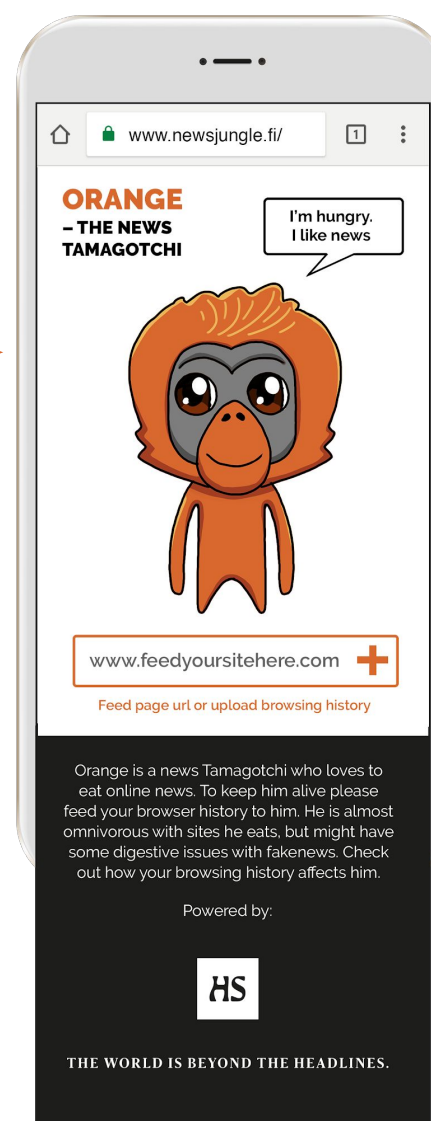
- 1) See ads on the Internet and social media, or
- 2) check your own media consumption once, or
- 3) participate continuously and download the plug-in.

Regardless the level of your participation the campaign always underlines the doubts about misleading information and motives behind the headlines.

Example advertisement



Newsjungle.fi site



Share & download function

