# # P I E C E O F F A K E

AT THE MOMENT, THERE IS LITTLE TO NO DISCUSSION AROUND THE SUBJECT OF FAKE NEWS IN FINLAND.\* EVEN THOUGH NEWSPAPERS ARE WRITING ABOUT THE SUBJECT, PEOPLE ARE NOT TALKING ABOUT IT.

THIS IS WHAT CAMPAIGN #PIECEOFFAKE AIMS TO CHANGE.

CAMPAIGN IS STRONGLY BASED ON ACTIVATING PEOPLE. INSTEAD OF JUST TELLING ABOUT THE SUBJECT, THIS CAMPAIGN ENGAGES PEOPLE TO TAKE PART.

#### THE MAIN ELEMENT OF THE CAMPAIGN IS ONLINE TEST, WHICH MEASURES SOCIAL MEDIA BEHAVIOUR AND MEDIA LITERACY.

## TEST IS PROMOTED BY USING DISPLAY ADVERTISING, AUGMENTED REALITY (HS ADVERTISEMENT) AND SOCIAL MEDIA CHANNELS (FACEBOOK, TWITTER AND INSTAGRAM).

## CAMPAIGN LEANS STRONGLY ON SELECTED, CHARISMATIC SOCIAL INFLUENCERS, WHO HAVE SOMETHING HEAVY TO SAY ABOUT FAKE INFORMATION.

CAMPAIGN IS INTEGRATED AROUND THE HASHTAG #PIECEOFFAKE, WHICH GATHERS THE SOCIAL MEDIA DISCUSSIONS.

#### CREATIVE INSIGHT

## THE INFORMATION AROUND US DETERMINES OUR **WORLD**. WORLD AROUND US DETERMINES OUR **THOUGHTS**. OUR THOUGHTS DETERMINE **WHO WE ARE**.

## WHEN THE INFORMATION AROUND US IS FAKE, OUR WORLD BECOMES BIASED AND SO BECOMES OUR THOUGHTS.

#### CREATIVE INSIGHT

#### WE FACE BIASED THOUGHTS **ALL THE TIME** IN SOCIAL MEDIA.

#### WE ALSO SHARE THEM EASILY.\*

## WITHOUT EVEN NOTICING, WE ARE ADDING PIECES TO THE PHENOMENON OF FAKE REALITY.

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\*THE SPREAD OF TRUE AND FALSE NEWS ONLINE, SCIENCE 09 MAR 2018

#### CREATIVE INSIGHT

#### ARE **YOU** BUILDING AND SPREADING THE FAKE REALITY?

#### **ARE YOU A PIECE OF FAKE?**

#### **#PIECEOFFAKE**

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## ONLINE TEST: ARE YOU A PIECE OF FAKE?

TEST IS BASED ON THE SOCIAL MEDIA BEHAVIOUR AND FUNDAMENTALS OF MEDIA LITERACY. DO YOU EVER POST COMMENTS THAT YOU WOULD NOT SAY IN PERSON? HOW OFTEN DO YOU READ THE NEWS BEFORE SHARING?

> TEST ALSO ANALYZES TRUSTWORTHY OF THE LATEST LINKS YOU HAVE SHARED.

TEST RESULT WILL SHOW THE PERCENTAGE HOW FAKE YOU ARE, WHICH CAN BE SHARED IN SOCIAL MEDIA #PIECEOFFAKE



## INFLUENCER COLLAB

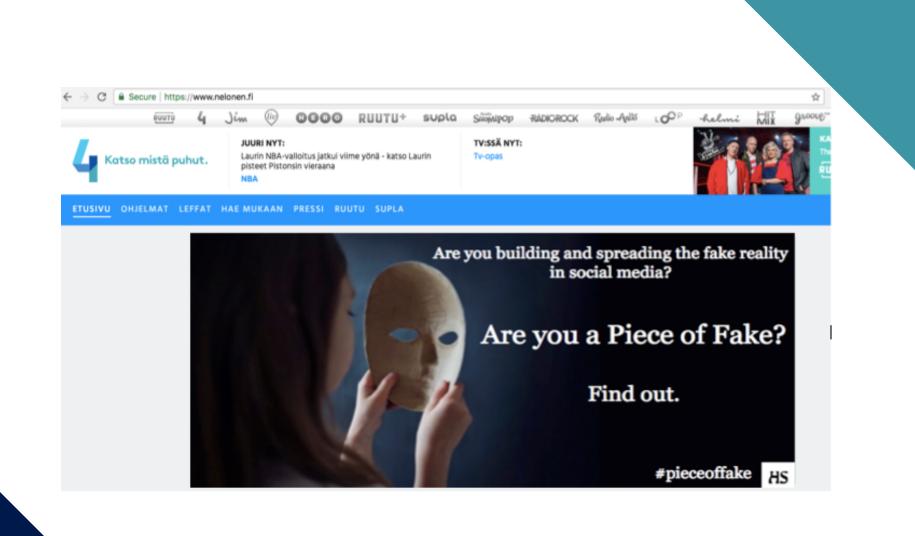
CHOSEN INFLUENCERS WILL SHARE THEIR EXPERIENCES AND PERSPECTIVES OF FAKE NEWS. THEY WILL ENCOURAGE PEOPLE TO BE CRITICAL AND THINK TWICE BEFORE ATTENDING TO CONVERSATIONS.

INFLUENCERS WILL SHARE THEIR OWN TEST RESULT AND CHALLENGE PEOPLE TO TEST THEIR AMOUNT OF FAKENESS AND USE #PEACEOFFAKE WHEN THEY SPOT SOME DISTURBING DISCUSSION IN SOCIAL MEDIA.

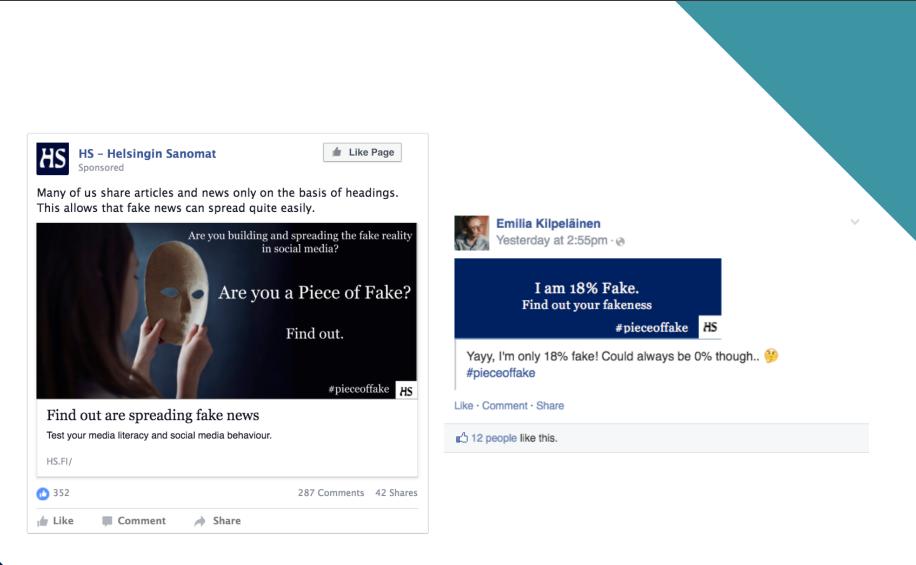
INFLUENCERS WILL PROVOKE DISCUSSION HOW COMMON FAKE NEWS ARE AND POINT OUT THE REASONS BEHIND THEM.

IN THE END, WE ALL ARE RESPONSIBLE.

#### IMAGE SUMMARY: DISPLAY



#### IMAGE SUMMARY: FACEBOOK



#### IMAGE SUMMARY: INSTAGRAM





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#### • 1537 likes

I have lately faced quite a lot of hate speech regarding asylum seekers. Most of the given arguments are not the truth. Please think, what kind of thoughts you share in your social network, every message feeds the hatred. Test your social media behavioirs and media litearacy in a test of HS. Link in bio. Don't be a #pieceoffake



cyberalma 23 hours





#### 1032 likes

Are people talking sh\*t about you in social media? Same here, but you know what, they're just fakes, trying to make themselves look better and boost their teeny tiny egos. #pieceoffake

#### IMAGE SUMMARY: AR



**#PIECEOFFAKE CAMPAIGN SOLVES THE CLIENT'S PROBLEM BY** 

1. USING INNOVATIVE DIGITAL MARKETING SOLUTIONS **TO REACH** THE ACTIVE SOCIAL MEDIA USERS BETWEEN AGE 18-44

2. ENCOURAGING **DISCUSSION** USING FRESH APPROACH TO ADDRESS THE SERIOUS PROBLEM OF INCREASED AMOUNT OF FAKE NEWS

3. RAISING **AWARENESS** OF EVERY INDIVIDUAL'S RESPONSIBILITY IN SOCIAL MEDIA

4. AWAKENING **EMOTIONS** REGARDING CONSEQUENCES OF THE FAKE NEWS

5. **EDUCATING** INDIVIDUALS TO RECOGNIZE FAKE NEWS AND SHARE THE KNOWLEDGE