

# #questionit



## Campaign Summary

Have you ever wondered if the grass really is greener on the other side of the fence or why Runeberg's cake recipe is one of a kind? #questionit campaign is a modern way to encourage people to evaluate information and motives more critically. The campaign doesn't just inform about the harm of fake news and motives behind them - it encourages people to question conventions and other things in everyday life which will start important conversation around different topics.

#questionit campaign starts when HS publishes intentionally written fake news by itself which draw attention widely right from the start. Several months long campaign consists of various parts which maintains the interest throughout the campaign. The campaign is easy to recognize because of the hashtag #questionit.

## Creative Insight

Lying and manipulation are not acceptable behaviour in our society - why should it be online? False information and fake news try to manipulate us every day. We should question it! According to the recent survey it seems that we are actually quite rarely questioning things: by MIT, false information is retweeted 70% likely than the truth\*. We want to encourage people to question things in their normal lives, because it's the key to spot the difference between false and true. In the world full of content it's crucial to be able to recognise false information and motives behind it. Questioning makes people think and prevents them to consider everything as truth. Campaign gives an opportunity to freely question different things in life - even Helsingin Sanomat contents. But that's what opens discussion right?

\* <https://www.hs.fi/tiede/art-2000006598286.html>



## Solution

The campaign kicks off with intentionally written fake news articles published by HS itself. At the same time bus stop advertising starts.

Next day HS publishes an comprehensive article about fake news and motives behind them and also explains the mysterious articles of the previous day. They were published to spread the knowledge that we're surrounded by false information.

#questionit Instagram and Twitter accounts publish content under the hashtag and repost user generated content to open discussion about topics that should be questioned.

In every month during the campaign HS publishes The Question of the Month article about most trending topics.

The campaign ends on April Fools' Day which is a common day to publish fake news. The Last Question of the Month article summarizes campaign with a thought that questioning is relevant not just 1st of April but also every single day.

## And this is how you rock it:

1.11.2018  
the campaign begins

2.11.

Helsingin Sanomat releases fake news!

Bus stop ads appear on the streets all around in Finland



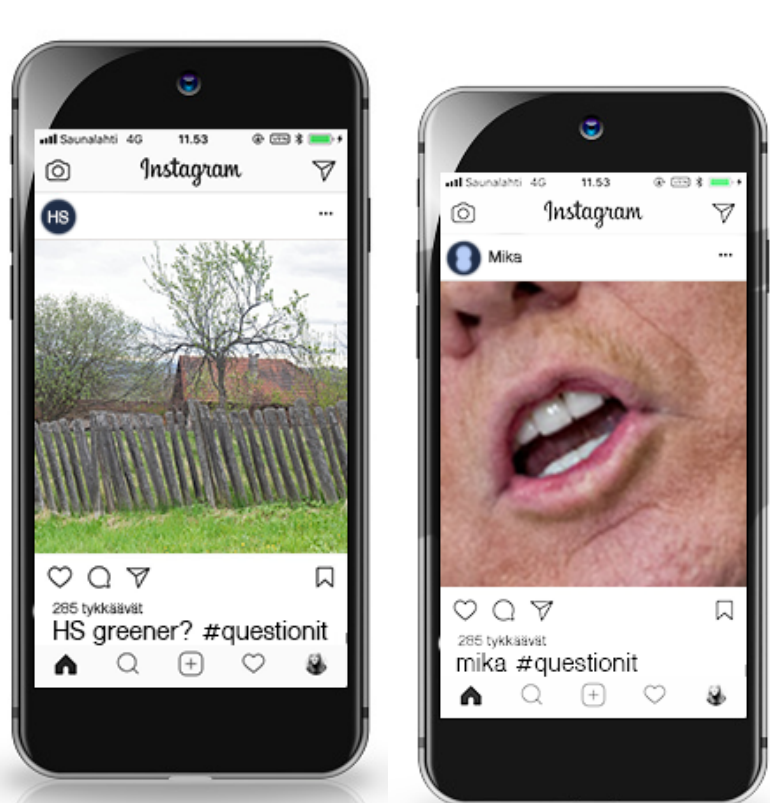
Helsingin Sanomat releases the explaining and informational article about fake news and motives behind them.

30.11.

31.12.

The Question of the month

In instagram pictures can start conversations even if only #questionit is added.

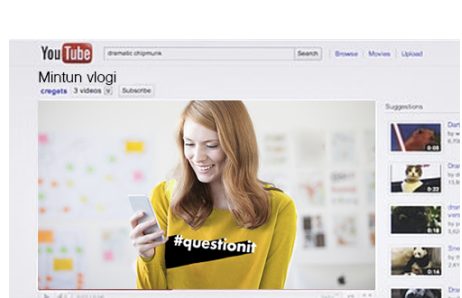


The Question of the month is released in the beginning of every month during the campaign.

The Question of the month

30.1.2019

Spin-off products invoke especially the younger audience for instance when vloggers market the campaign by showing products in their own use.



Twitter is an easy platform to open discussions.



28.2.

The Question of the month

The last Question of the month releases in April Fools' day. The article reminds that it's not only one day in a year when you should #questionit.

1.4.2019  
the last day of the campaign

#questionit