

FAKING THE FAKE NEWS

# SUOMEN UUTISSANOMAT

MAKING PEOPLE SEE THAT FAKING NEWS IS EASIER THAN MAKING NEWS.

HS

THE WORLD IS BEYOND THE HEADLINES.



## C A M P A I G N S U M M A R Y

The campaign “**Suomen Uutissanomat - Faking the fake news**” makes people see faking news is easier than making news. It’s about catching the target group as they encounter fake news by creating ones by ourselves.

We’ll create a fictional fake news media – Suomen Uutissanomat – that publishes sensational clickbait news with manipulated photos in various channels. As people open the link instead of article page they’ll land on HS site that reveals the news were fake.

A video shows people how the photo was manipulated, headlines were written and what kind of motives are behind this kind of “news”. The site shows 20 fake news with case studies. The goal is to educate people to become more critical about the origins and motives of news so we’ll encourage people to share these fake news with friends. Let’s see if they’ll fall for it and learn about the importance of the source.

# CREATIVE INSIGHT

People glimpse news with such pace in social media that the ability to see the truth beyond the surface is poor. Fake news with sensational headlines and impactful emotional images spread 70% more likely than average content.\* Fake news can be used to mislead people to embrace false information and to affect their view on world.

With the technology of today it's easy for anyone to create credible fake news and unnoticeable photo manipulations. It's even easier than creating actual news articles. The better people know why and how fake news are created the more critical and media literate people become.

\*The Spread of True and False Information Online  
9.3.2018 Science mag, Research: MIT Media Lab

# SOLUTION TO THE BRIEF 1 / 3



We'll create our own fake news account – Suomen Uutissanomat in Instagram and Facebook. The clickbait “news” posted and sponsored in social media channels are made appealing with manipulated photos and false headlines to get people to open them. As people open the link they are directed to Helsingin Sanomat campaign site where the truth will be revealed.

SU Suomen Uutissanomat  
Sponsoroitu ·

Tykkää sivusta

BREAKING NEWS: Rejected immigrants riot at the Finnish parliament house. See the shocking images!

**REJECTED IMMIGRANTS RIOT  
AT THE FINNISH PARLIAMENT HOUSE**

Immigrants burn Finnish flags

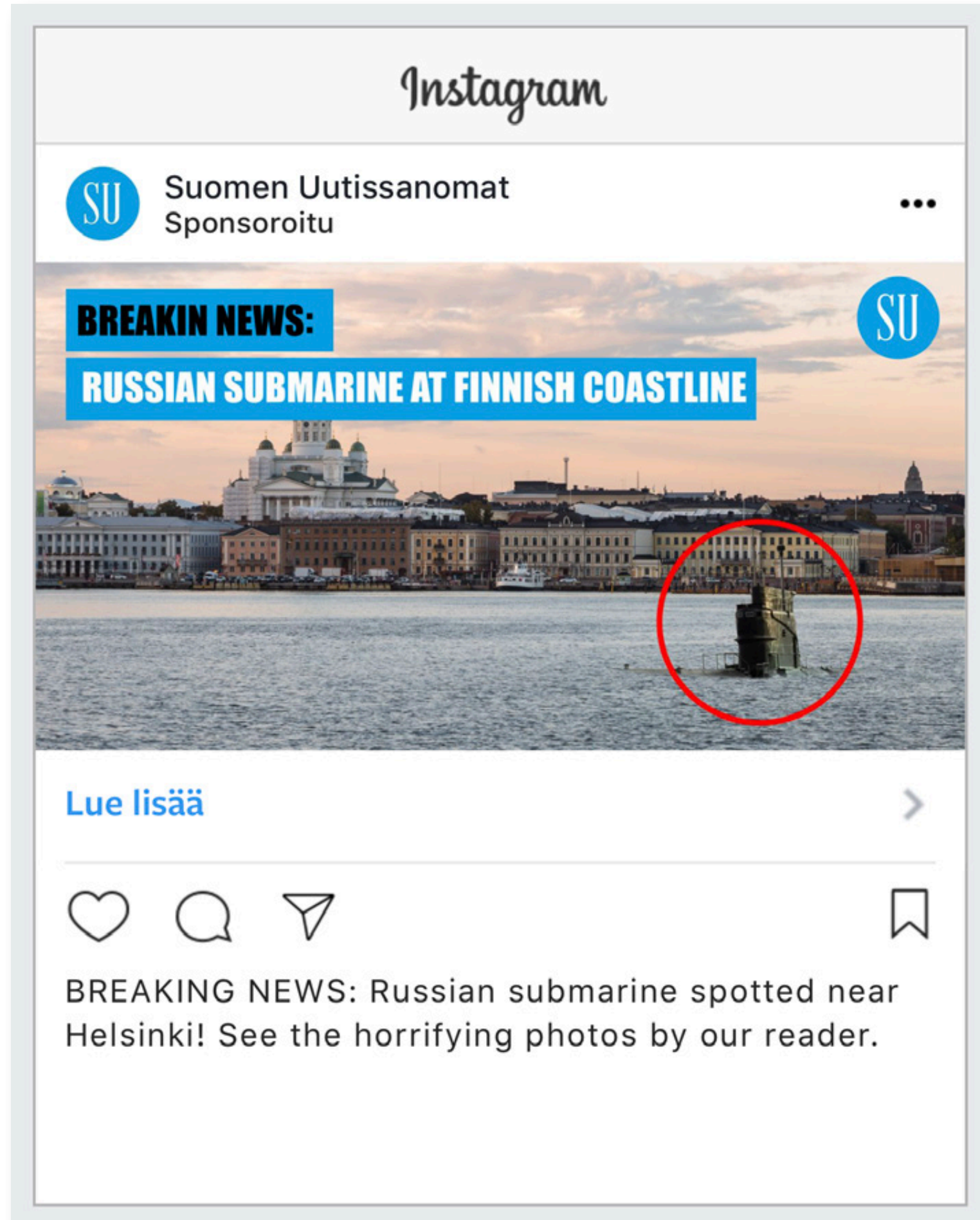
Find the latest breaking news and information on the top stories, weather, business, politics, and more.

SUOMENUUTISSANOMAT.FI

Tykkää Kommentoi Jaa



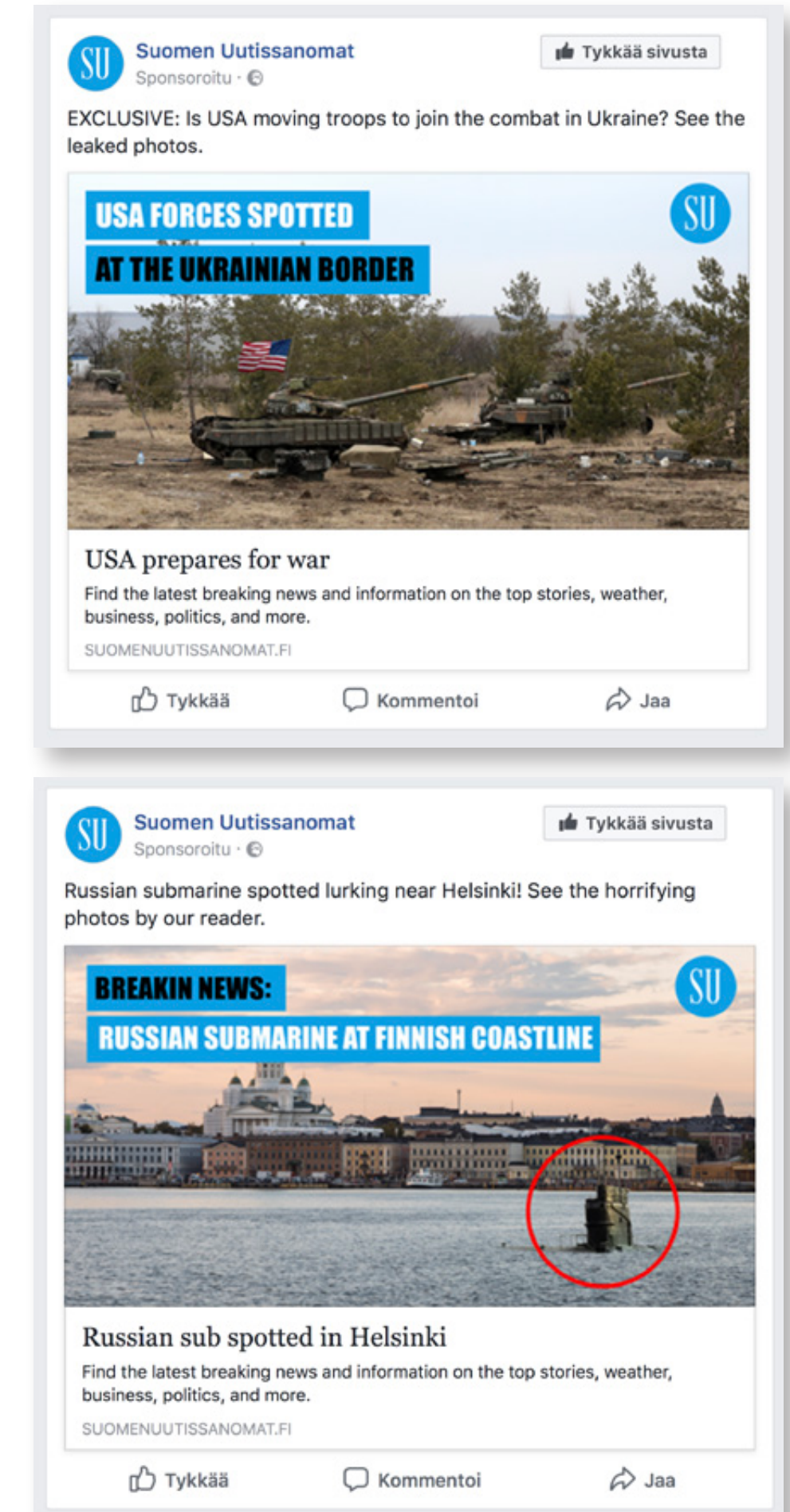
# SOLUTION TO THE BRIEF 1 / 3



Instagram sponsored



Insta stories



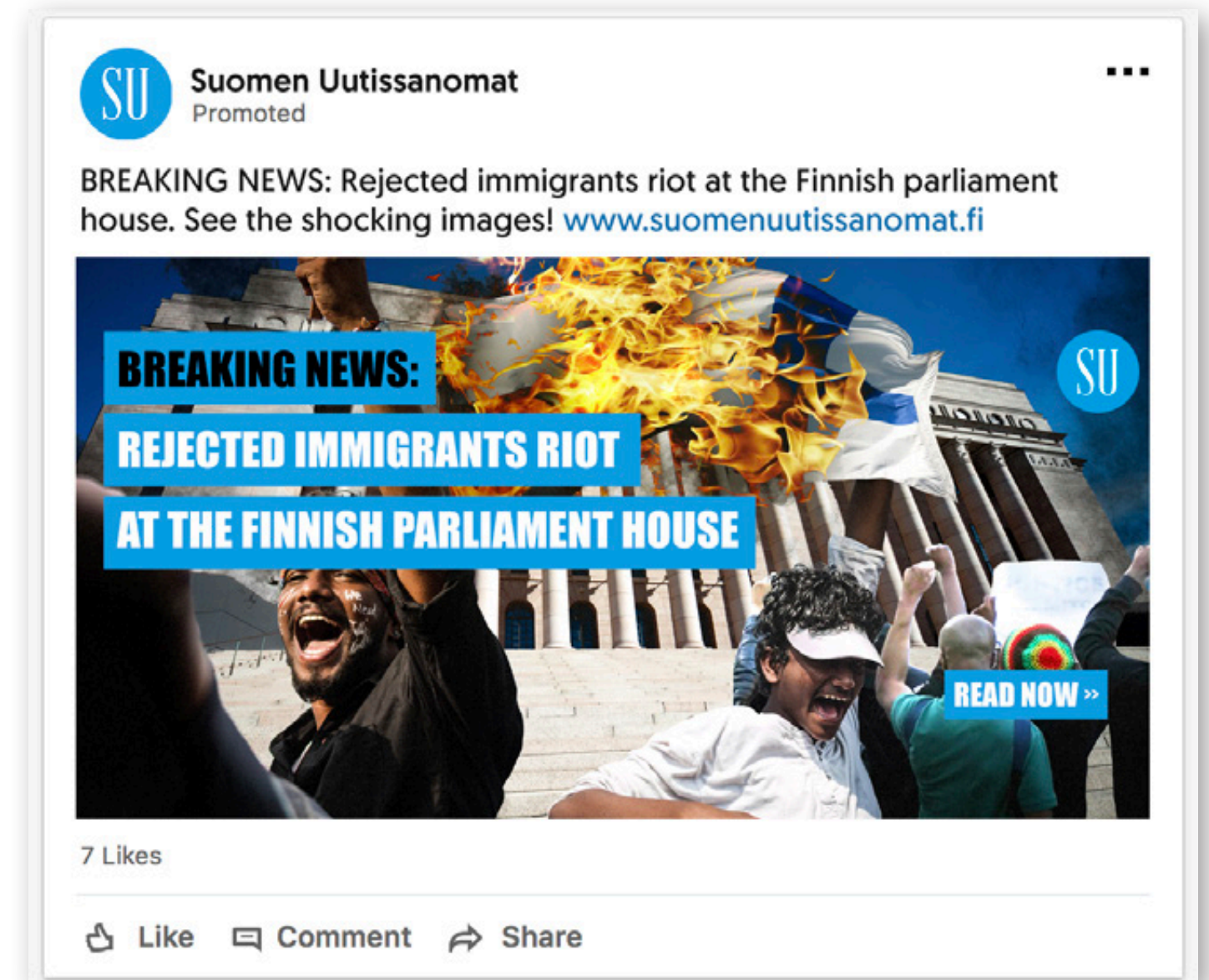
Facebook sponsored



# SOLUTION TO THE BRIEF 1 / 3



Own paid channels



LinkedIn sponsored



**HELINGIN SANOMAT**

Osastot Uutiset HSTV Sää Lehdet Asiakastuki Haku

## FAKING NEWS IS EASIER THAN MAKING NEWS

**SUOMEN UUTISSANOMAT** is a fictional fake news media created by HS.

We wanted to show that with the technology of today it's easy for anyone to create credible fake news and unnoticeable photo manipulations.

Remember to check the sources and be critical of what you're reading.

**See the fake news cases and learn to become more media literate.**

**REJECTED IMMIGRANTS RIOT AT THE FINNISH PARLIAMENT HOUSE**

Racism is like poison to healthy society. See how the truth can be manipulated.

Racism Political Fear Nationalism

**BREAKING NEWS: RUSSIAN SUBMARINE AT FINNISH COASTLINE**

Information war can cause national crises. Find out how false information spreads.

Political War Foreign affairs Chaos

**USA FORCES SPOTTED AT THE UKRAINIAN BORDER**

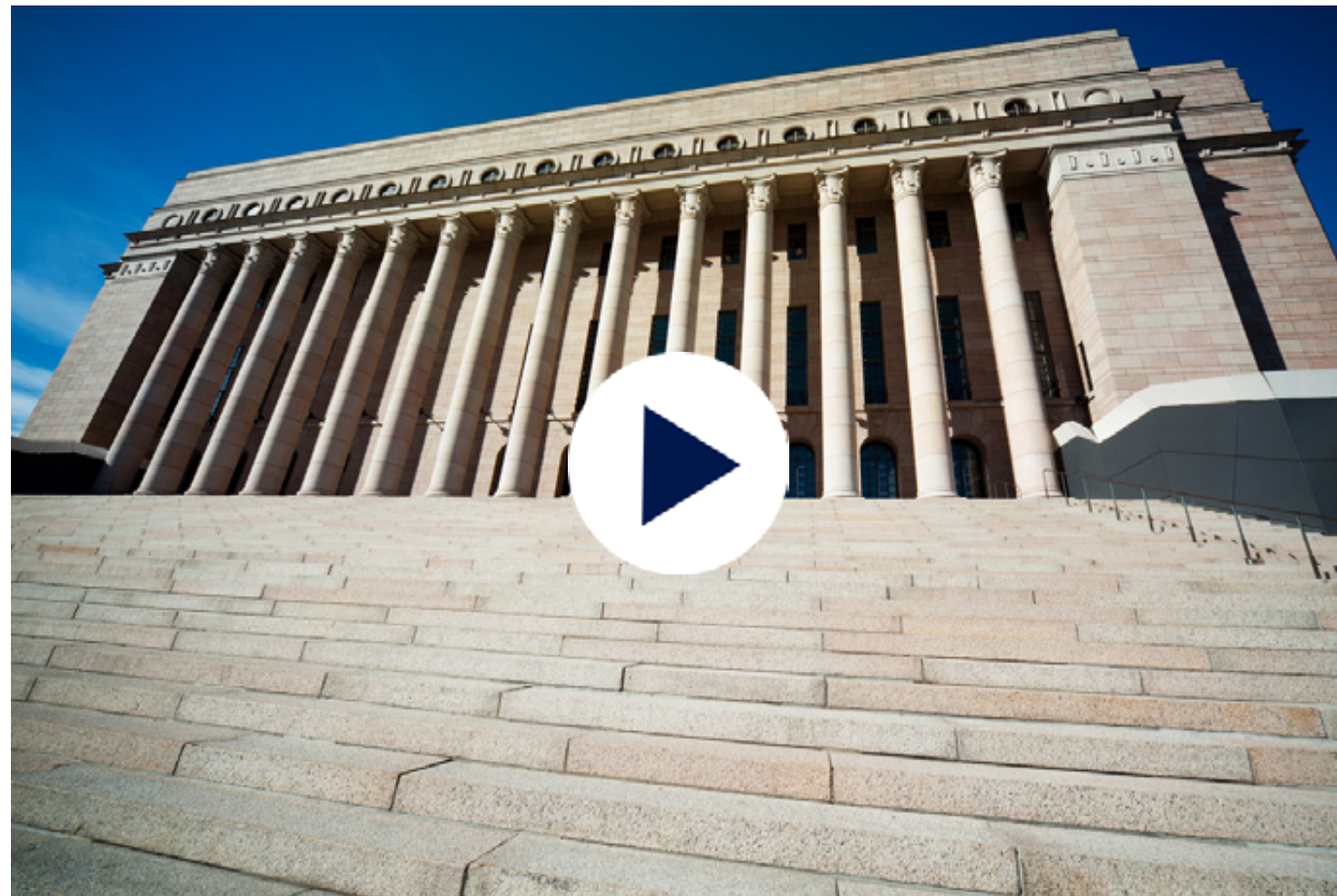
Imposter news spread 70% more likely than real news. See how this fake was done.

Political War Crimean crisis Terror

On the HS website people see the truth behind the news they clicked. A fast forward video shows how the article image was manipulated from many unrelated pictures and how the headline was formed. Our goal is to educate people media literacy so we explain typical motives and goals behind similar fake news with infographics.



# SOLUTION TO THE BRIEF 2 / 3



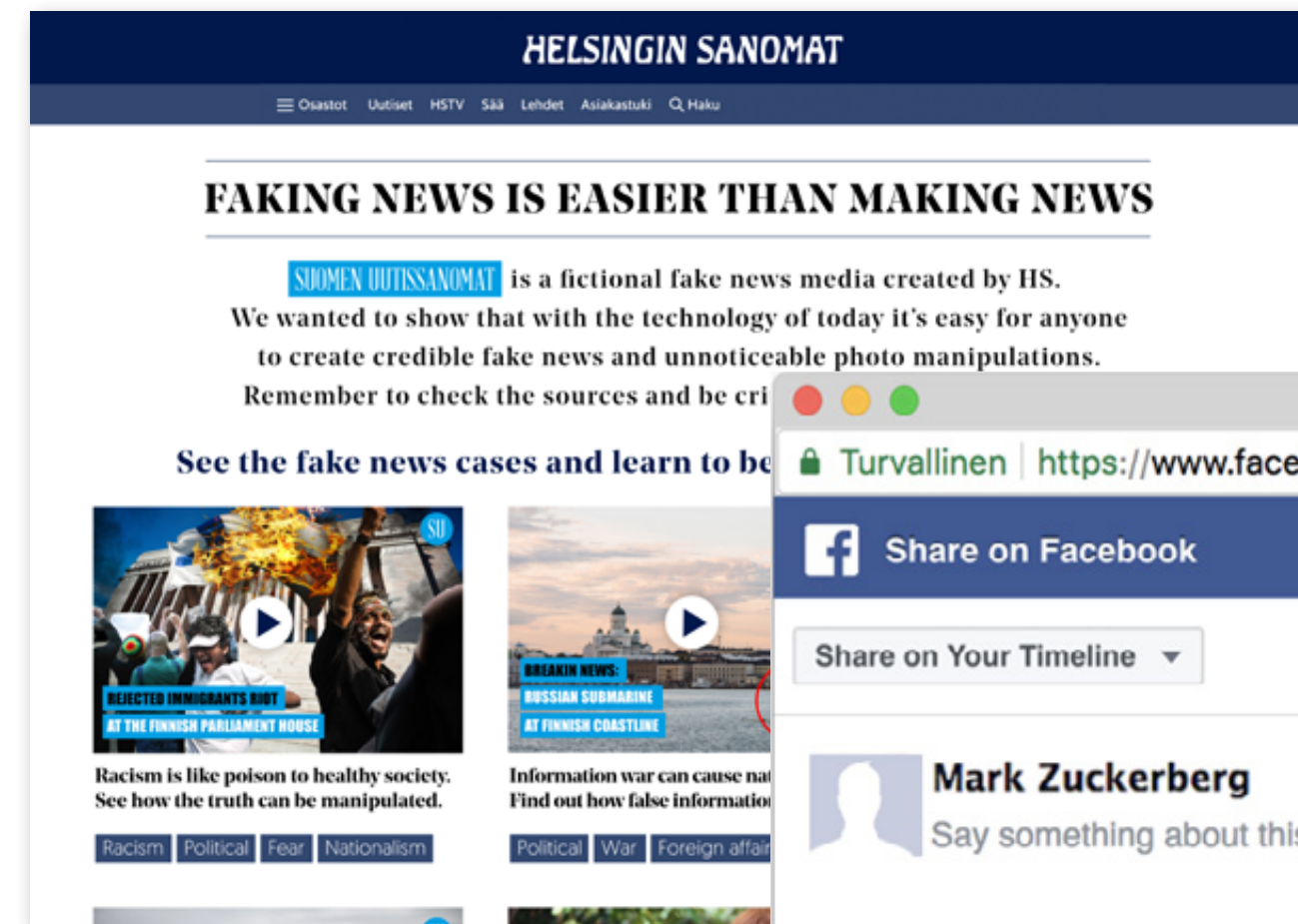
Making of video how the fake news were created and photos manipulated.



# SOLUTION TO THE BRIEF 3 / 3



The site presents a variety of fake news and case studies how the news were made. To make the content contagious and reach more people we encourage people to share the fake news with their friends.







# HOW DOES OUR CAMPAIGN WORK AND SOLVE CLIENTS PROBLEMS?

The campaign uses existing social media channels where our target group is active. We take advantage of people's habits of consuming content in social media and adjust the solution to be relevant in the context. The creative solution doesn't preach but makes the audience understand the importance of reliable sources through action. The element of surprise creates impact as the target group faces the message with one's pants down.

First we get people's attention then immediately present our message with interesting content (how fake news are made). After the strong message we provide people the information how to tell the difference between fake and real news. We harness the contacted people to forward the content to their friends.

The goal is to make the target group think by themselves. This will happen only if they see in practice how easy it is to create fake news.



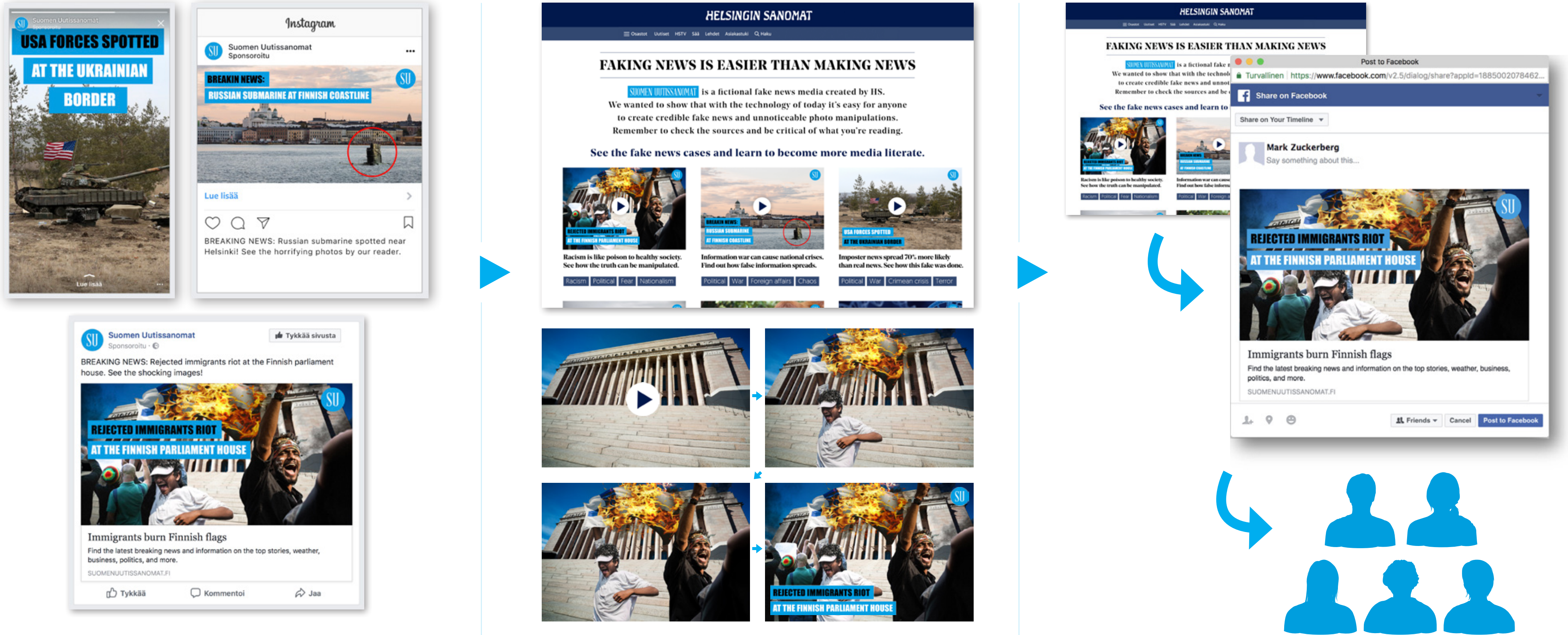
# IMAGE SUMMARY

# FAKING THE FAKE NEWS



# SUOMEN UUTISSANOMAT

MAKING PEOPLE SEE THAT FAKING NEWS IS EASIER THAN MAKING NEWS.



ATTENTION

EDUCATE

ACTIVATE