

**TAKE RESPONSIBILITY OF
WHAT YOU SHARE**

Creative Insight

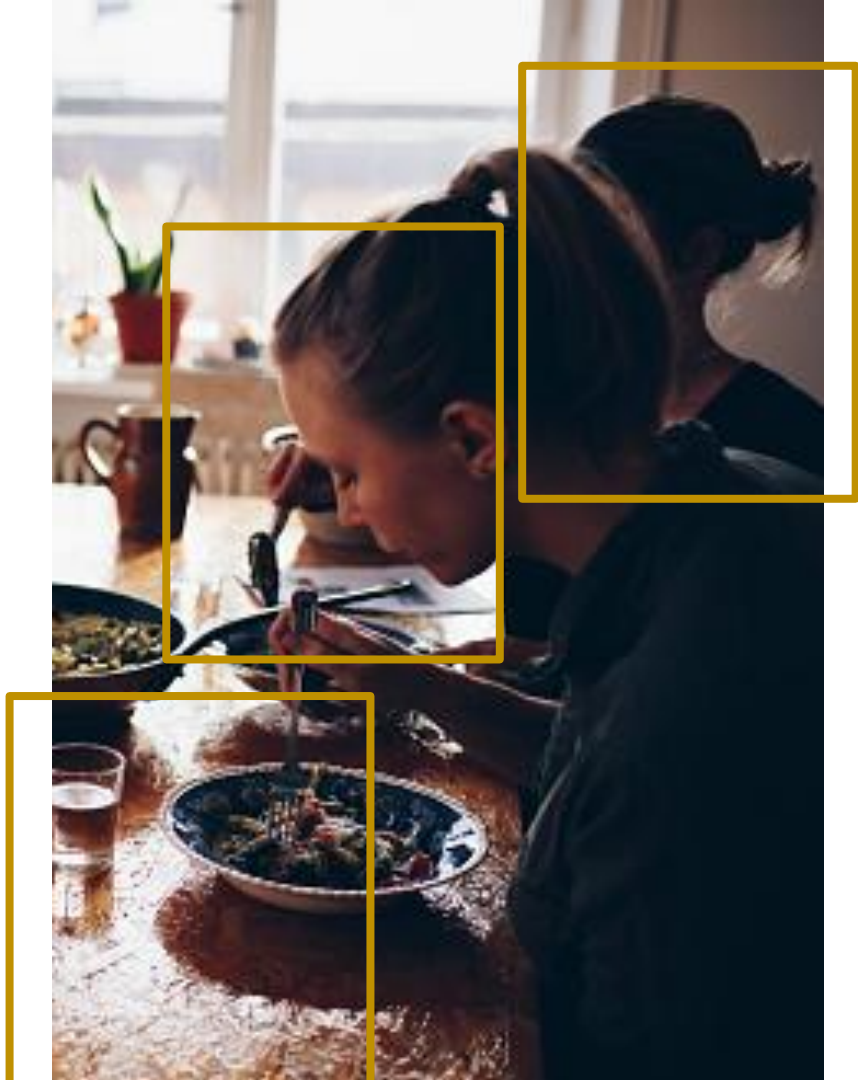
BREAKING BUBBLES?

Every one of us has an audience and live in a bubble. You might not be able to break the bubble but

you should take responsibility of what you share in your bubble.

(even if you trust your friends do you trust the people who create the content that your friends share?)

Helsingin Sanomat wants to have an impact and it truly has. However, it should take a position as a leader in spreading truthful information.



Campaign Summary

IN SHORT

STARTING POINT

We can not break the bubbles and stop people creating shareable content.

We can make people think if the source of information is reliable.



HOW WE DO IT?

Informative landing page + articles about the subject

Thought-provoking display ads, social media ads and influencer collabs

MEDIA BUDGET

400,000 € Sanoma media with -50 % gross prices

100,000 € external media



THE OUTCOME

Prove that HS is transparent and trustworthy

30% of the target group states the campaign made them think more about the motives behind online content (about 600,000 people)

20% of the target group states the campaign made them more critical of the source (about 400,000 people)

INFLUENCERS PROVOKE DISCUSSION ABOUT MEDIA LITERACY

- Blog posts about bloggers' own experiences on the subject
- Tricking audience in YouTube to prove a point

ARTICLES GIVE INFORMATION

HS writes about the subject during campaign. The articles will be shared on the campaign site.

Sanoma influencers

YouTube Influencers

HS articles

CAMPAIGN PAGE PROVES HS IS TRANSPARENT

All traffic is finally led here. Neutral information that proves that HS is transparent and interested in leading the way.

Campaign site

Targeted display advertising Sanoma

Targeted Social media advertising Facebook

Targeted Social media advertising YouTube

ADVERTISING PROVOKES INTEREST

Super targeted advertising covering the whole target group.

CAMPAIGN SITE

Insight on How Helsingin Sanomat Journalists Works

Mini documentary: The writing and research process behind an article

Articles about media literature

“What does HS not write about? Tell us!”

HELSINGIN SANOMAT

Tilaa Hesari Kirjautu

EMME JAA JUORUJA

Lähdekirittisyyden on journalismin perusta. Lupaamme olla jatkossakin turvasatama oikealle tiedolle ja teemme työstämme entistä läpinäkyvämpää.

Helsingin Sanomat toimitus

HELSINGIN SANOMAT

SUNNUNTAI 21.12.

HS TV

Kuka saa lahjat?

Näin tehtiin Brothers Christmas -artikkeli

FACE NEWS **FACTS**

Suomalaiset uskovat liian helposti näkemyksiään vahvistavaan tietoon, sanoo alkuisien medialukutaidon oppaan toimittaja

Sosiaalisen median jätki ja perinteinen media alkavat yhdessä seuloa valeutisia

Informaatio sodassa media on osa konfliktia

Ilmianna uutisihe

Jääkö jokin aihe tai näkemys mielestäsi pimentoon? Kerro meille unohtunut tai sivuutettu uutisaihe.

OSASTO

Kaikki

Lähetä

GEO AND THEME TARGETED ADS

Display Ads All Over The Internet.

Lähde: Vauva.fi:n keskustelupalsta

Lappilaiset ovat tyylittömämpiä kuin muut suomalaiset

Lähde: Vauva.fi:n keskustelupalsta

Helsinkiläiset ovat tyylittömämpiä kuin muut suomalaiset

Link to the campaign site

**AINA LÄHDE
EI OLE NÄKYVISSÄ**

OTA VASTUU SIITÄ MITÄ JAAT

HS

Geo and theme targeted display ads for different kinds of audiences. The headlines are fake and sources are not reliable.

Lähde: Jodel

Tunnettu tubettaja laihtui syömällä kiviä

Lähde: Saaran äiti

Kukaan ei halua asua Kampissa!

**AINA LÄHDE
EI OLE NÄKYVISSÄ**

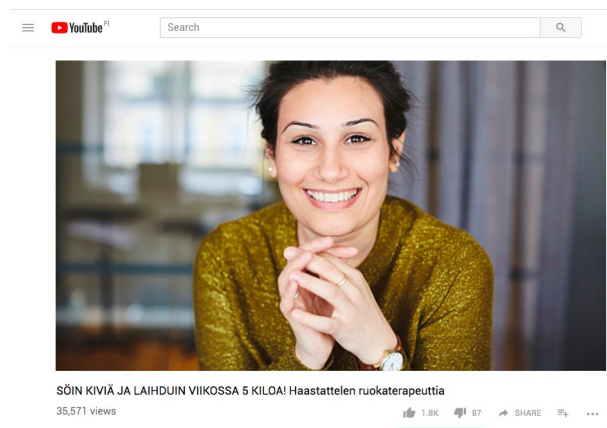
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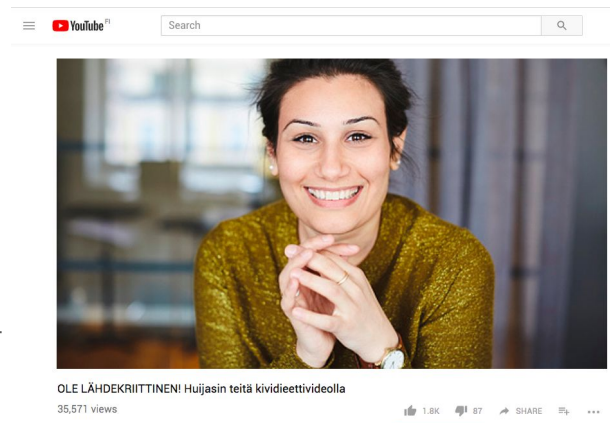
YOUTUBER COLLAB

Making People Wake Up

“I ate stones and lost 5 kg! Interviewing a food specialist”



“Be critical! I fooled you with a stone diet”



THE RESULTS

The campaign makes 18–44 yo social media using consumers think and discuss two things:

- 1. HS is a trustworthy media***
- 2. Do not believe everything: even your friend can share something that is not true***