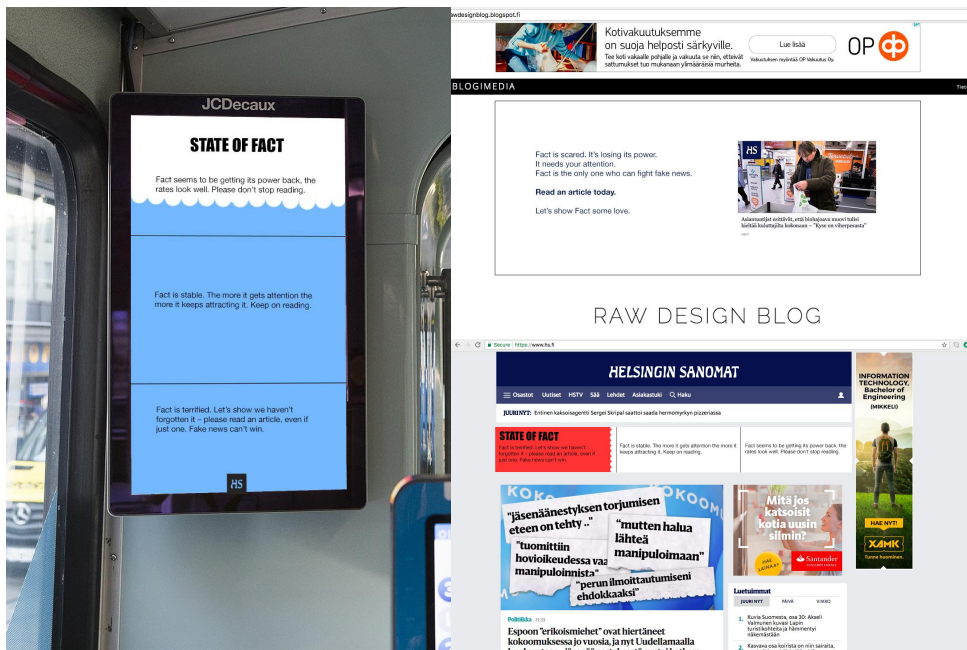


All for Fact.



Campaign summary

Fact needs to get back its credibility, lost as word transformed from pressed to existing online. The stronger the fact, the less dangerous all the false information around us.

We plead people for help. Fact is getting weaker and needs our attention to get its power back. The more people read objective, quality information, the stronger Fact gets. We can't let fake news win.

People will be reminded about the State of Fact on various platforms: DOOH, hyper-targeted banners, and a real-time meter indicating the State of Fact on hs.fi. They will be encouraged to read, even if just one article, to give Fact back its position in the ever growing flood of information.

Creative Insight

There was a time, not that long ago, when Fact lived on printed press. Women and men, trained to go after it, placed it there with expertise and care. There it stood, firm and credible, for anyone to know.

Now we are living the early days of what could lead into a so-called Information Apocalypse, where the information ecosystem around web rewards information that can be both misleading and polarizing, prioritising clicks and shares over quality. With the power of creating information for millions to see within reach for nearly anyone, were it based on Fact or not.

We are really starting to get confused. There's an inflation of information. And Fact is somewhere there, gasping for air.

We need to give Fact attention for it to get its credibility back.

Solution

We will give Fact its credibility back by asking people for help. The more they read Helsingin Sanomat the more attention Fact gets, thus gaining back its position as something people will return to when they need information.

People will be reminded on DOOH-platforms about the current State of Fact (real-time, depending on the relation between the set visitor goal and actual visitors), telling them to go read an article, even just one.

On hyper-targeted banners we will recommend an article based on the user's data and encourage them to go read it.

On hs.fi a meter indicates the State of Fact in real time.

The copy stresses the insight: the more we focus on the Fact, the less the power of the fake. When people know where Fact is, they'll know where to go get it. It's the only one able to beat fake news.

Solving the problem

In the end it comes down to this: the only way to fight fake news is to get objective, quality information its position back. To remind people about the importance of facts – and where to find them.

The serious issue is spelled out in a form of almost one of a story-like. Majority of people are aware of the problem, but might not know what to do about it. So we tell them. Go read an article. Show good journalism some love. Build your reality on facts. Helsingin Sanomat will help you with that.

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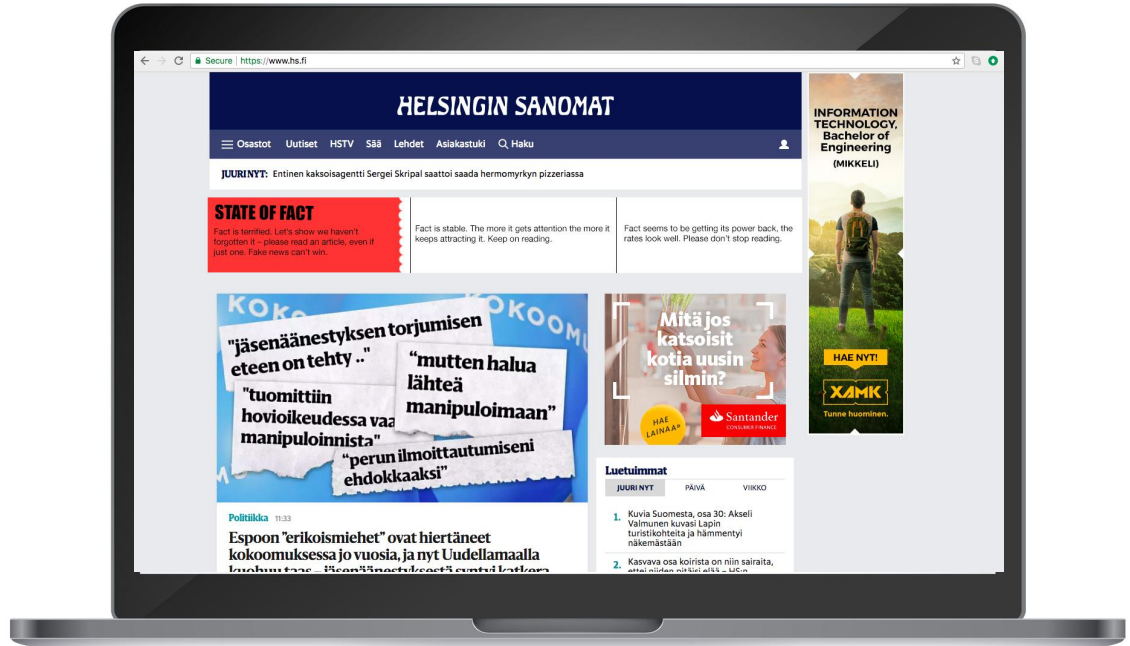
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Hyper-targeted banners



hs.fi



DOOH

