



THE WORLD IS BEYOND THE HEADLINES.



## CAMPAIGN DESCRIPTION

Turun Sinappia is an iconic Finnish mustard brand dating to 1948 – turning 70 years in 2018. It's loved by Finns for its upstanding personality, humorous communication and slogan "Two things I won't change." Helsingin Sanomat is the largest daily newspaper in the Nordics, reaching 2M consumers daily, known for its quality "Diamond" articles.

### Insight

Traditionally, Finns respect authorities, like traditional media. However, the disruption of media has enabled everyone to publish anything, anytime – and that's deteriorating media literacy skills. People live in their own ideological bubbles and believe & share content that supports their own views. We need to shake up Finns and make them more aware of their media skills.

### Audience

Finns aged 18-44 active in social media.

## Recognize the Diamond | Two things I won't change

### CAMPAIGN IDEA

- *Disrupt*: Showcasing current HS topics and fake news side by side, to demonstrate the difference between objective views vs. biased ideas.
- Tagline: Recognize the Diamond (reference to HS Diamond articles). Together Against Fake Information. With signature 'Two things I won't change. One is quality journalism'.
- Driving awareness of source critique but also quality & trustworthiness of both HS & TS
- *Engage*: Encouraging people to take part in online conversation

### STORE:

- Launch Turun Sinappia 'Diamond – Authentic & Strong' 70 years variant to raise awareness of the campaign
- On-pack communication about campaign & media literacy
- By buying TS 'Diamond' you get 1 month of free digital subscription to HS

### Tone of voice

Direct, surprising, bold – and with a humorous undertone.

## CAMPAIGN CHANNELS

### Deliverables

- Concept and visual identity (incl. new pack visual)
- POS comms for TS & HS digital partnership
- Strong, ultra-current DOOH, banner and print assets with contextual relevance no matter the channel, that are quick to modify and produce for a rapid reaction (digital banner, social media, HSMetro)
- 30" radio spot with the distinct TS man voice
- Create social media content (Twitter, IG/FB) that reveals and explains fake news in e.g. short videos to drive engagement & create conversation.

### Execution

Launch TS promotional variant & in POS communicating the campaign idea in September 2018. For massive impact, continue in October with disruptive, simple yet engaging visuals that translate to digital & print assets, driving awareness and reach. Being contextually relevant and commenting current topics is everything, so planning for agility is a must. Strengthen the media mix with a distinctive radio spot that continues the humorous undertone of voice of the campaign. Media split is 80% Sanoma channels, 20% external media.

### Budget

Concept, creative work and production 120k€, media 380k€. TS will fund POS.



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## KPIs

- **Reach & Engage:** 85% of the target audience reached at least once; # online conversations
- **Business objective:** >200 000 TS promotional SKUs sold during campaign time, +2% MS growth, HS paid subscriptions +5%, +30% free subscription conversion
- **Marketing objective:**
  - Turun Sinappia: improved brand engagement & conviction
  - Helsingin Sanomat: most reliable news media
- **Social objective:** Increased awareness of the importance of source critique & motives understanding in the times of fake news.