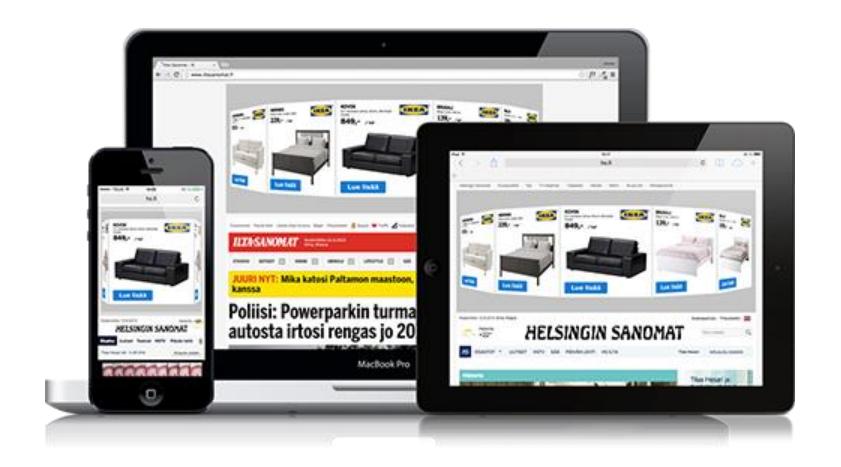
FAKE NEWS DAY



THE DAY WHEN PEOPLE
CAN MEASURE THEIR
LEVEL OF MEDIA
LITERACY

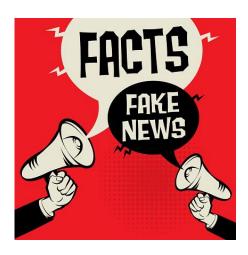




DISPLAY ADS TAKEOVER FOR 1 DAY

NEWS ARTICLES IN DISPLAY AD INVENTORY

- HELSINGIN SANOMAT WILL MAKE VARIOUS CREATIVES WHICH ARE EITHER REAL OR FAKE NEWS ARTICLES
- WHEN PEOPLE ENCOUNTER NEWS ARTICLE IN DISPLAY AD INVENTORY THEY CAN CHOOSE IF THE NEWS ARTICLE IS REAL OR FAKE — RIGHT ANSWER WILL LEAD TO GETTING POINTS
- THE ADS ARE BOUGHT DIRECTLY AND THEY ARE RUNNING THROUGH SANOMA'S DIGITAL PLATFORMS
- PEOPLE MUST EXPLORE SANOMA'S DIGITAL PLATFORMS IN ORDER TO FIND THE NEWS ARTICLES













SHARE IN SOCIAL MEDIA

 ENCOURAGE PEOPLE TO SHARE THEIR RESULTS THROUGH SOCIAL MEDIAS

- USING HASHTAGS
- #FAKENEWSDAY
- #SANOMAFAKENEWSDAY



PURPOSE

MEDIA LITERACY SHOULD NOT BE TAKEN FOR GRANTED



RESULTS

- THE CAMPAIGN WILL HIGHLIGHT IMPORTANCE OF MEDIA LITERACY IN NEWS ARTICLES
- THIS DAY WILL BE REMEMBERED AS SANOMA - FAKE NEWS DAY
- IN THE FUTURE YEARS THIS DAY WILL BE THE DAY THAT EVERYONE IS WAITING TO CHECK THEIR MEDIA LITERACY LEVEL



WHAT IS YOUR LEVEL OF MEDIA LITERACY?