

# FAKE NEWS DAY

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THE DAY WHEN PEOPLE  
CAN MEASURE THEIR  
LEVEL OF MEDIA  
LITERACY





DISPLAY ADS TAKEOVER FOR 1 DAY

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# 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





An aerial view of a city skyline, likely Shanghai, featuring the Oriental Pearl Tower and other skyscrapers. A large, semi-transparent circular overlay is positioned on the left side of the image. Inside this circle, the text 'TARGETING THE ADS' is displayed in a bold, black, sans-serif font. Below the title is a horizontal line. Underneath the line, there are two bullet points in a smaller, black, sans-serif font. The background of the entire image is a hazy, golden-hour cityscape with several white speech bubble icons scattered across it, some containing three dots to represent text.

## TARGETING THE ADS

- DISPLAY ADS ARE USED BECAUSE THEY CAN BE TARGETED SO THAT PEOPLE WILL MOVE FROM ONE NEWS ARTICLE TO ANOTHER NOT GETTING THE SAME ARTICLE AGAIN
- AFTER 10 ANSWERS THE RESULTS ARE BEING SHOWN AND PEOPLE WILL GET THEIR MEDIA LITERACY LEVEL



# MEDIAPLAN

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- 1 FULL-PAGE PRINT ADVERTISEMENT
- PAID SOCIAL MEDIA TO BOOST CAMPAIGN
- DIRECTLY BOUGHT DISPLAY ADS

# SHARE IN SOCIAL MEDIA

- ENCOURAGE PEOPLE TO SHARE THEIR RESULTS THROUGH SOCIAL MEDIAS
- USING HASHTAGS
- #FAKENEWSDAY
- #SANOMAFAKENEWSDAY





# PURPOSE

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MEDIA LITERACY SHOULD NOT  
BE TAKEN FOR GRANTED





# RESULTS

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- 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?