

**KNOW WHOSE LIPS TO TRUST**  
**Young Lions Finland 2018 / Marketers**  
**Helsingin Sanomat & Nordic Girl! by Lumene**

Helsingin Sanomat is the largest daily in the Nordics and a forerunner to digital journalism offering reliable information and new perspectives that help readers form their own opinion about important topics. Lumene is the leading and trusted Finnish beauty brand with over 45 years of experience. Launched in 2017, Nordic Girl! By Lumene brand is targeted for younger and trendy consumers.

**CAMPAIGN DESCRIPTION**

**Problem:** It is very easy to publish and encounter misleading information. Consumers do not always think critically about the online content before sharing it forward, and they end up spreading false information.

**Solution:** We offer a fun real time tool for social media users to express transparently if the online content is trustworthy or not encouraging to critical content evaluation before sharing.

Phase 1 August: Creating a made-up trend: green lips

We start by launching a new green Born to Shine lipstick shade (and re-packing an existing red one) in our trendy Nordic Girl! by Lumene make-up collection. Supporting the launch, we collaborate with influencers relevant to our target group to spread green lip trend in social media as fast as possible through inspiring content. People who don't wear lipstick can use green lip filters created for social media channels.

Phase 2 October: Launching the tool

Once the trend is established, we run a campaign showcasing how fast trends and ideas can spread on Internet – even made-up ones. Simultaneously we launch a tool in social media channels where the users can vote with two created lip shaped emojis that are transformed also into a Facebook like button to evaluate the reliability of the content. If the reader considers the content reliable, she/he votes real time with green lips. In contrary if the content is considered misleading, the reader votes with red lips.

Phase 3 December: Campaign evaluation

Conducting a survey to find out how well the primary objectives specified below were met.

**CAMPAIGN CHANNELS**

**Target group:** Finnish aged 18-44

**Budget:** Planning & production: 100 000 € Media: 500 000 €

| DELIVERABLES   | CAMPAIGN CHANNELS   | OBJECTIVES   |
|--|---|--|
| <p><b>Assets:</b></p> <ul style="list-style-type: none"> <li>Detailed omnichannel communication plan</li> <li>Campaign visual identity</li> <li>Pack design for the lipstick</li> <li>Beauty visual &amp; creative pack shot for phase 1</li> <li>Social media buttons, emojis and filters</li> <li>Survey planning &amp; execution for phase 3</li> </ul> <p><b>Tone of voice:</b></p> <ul style="list-style-type: none"> <li>Phase 1: bold, modern, funny, inspiring, engaging</li> <li>Phase 2: can be funny, direct, bold, modern, creates discussion</li> </ul> | <p><b>Owned:</b> Lumene Facebook &amp; newsletter, Nordic Girl! Instagram, POS, LinkedIn</p> <p><b>Paid:</b> 80 % Sanoma, 20 % other channels, with an emphasize on social media &amp; influencers in the phase 1</p> <p><b>Earned:</b> Blogs &amp; vlogs, social media channels, print</p> | <p><b>Primary:</b> Encourage people to evaluate critically online content (30 % of the target group) and the source (20 % of the target group), and communicate in social media whether they think it is trustworthy or not.</p> <p><b>Secondary:</b> Emphasize the position of Helsingin Sanomat and Lumene as trustworthy brands even further and increase the sales of Nordic Girl! Lipsticks by 20 % and full range sales by 10 % and increase the awareness of Nordic Girl! brand</p> |