



THE WORLD IS BEYOND THE HEADLINES.

&



KNOW WHOSE LIPS TO TRUST



TRUSTED FINNISH BRANDS TOGETHER FOR MEDIA LITERACY



THE WORLD IS BEYOND THE HEADLINES.

- The **largest** daily in the Nordics
- Offers **reliable information** and new perspectives that help readers form their own opinions about important topics
- A **forerunner** to digital journalism



- Lumene is the **leading** Finnish beauty brand
- Awarded **the most trusted** brand in color cosmetics in Finland for already 17 times
- Launched in 2017, Nordic Girl! By Lumene brand is targeted to **social media natives**

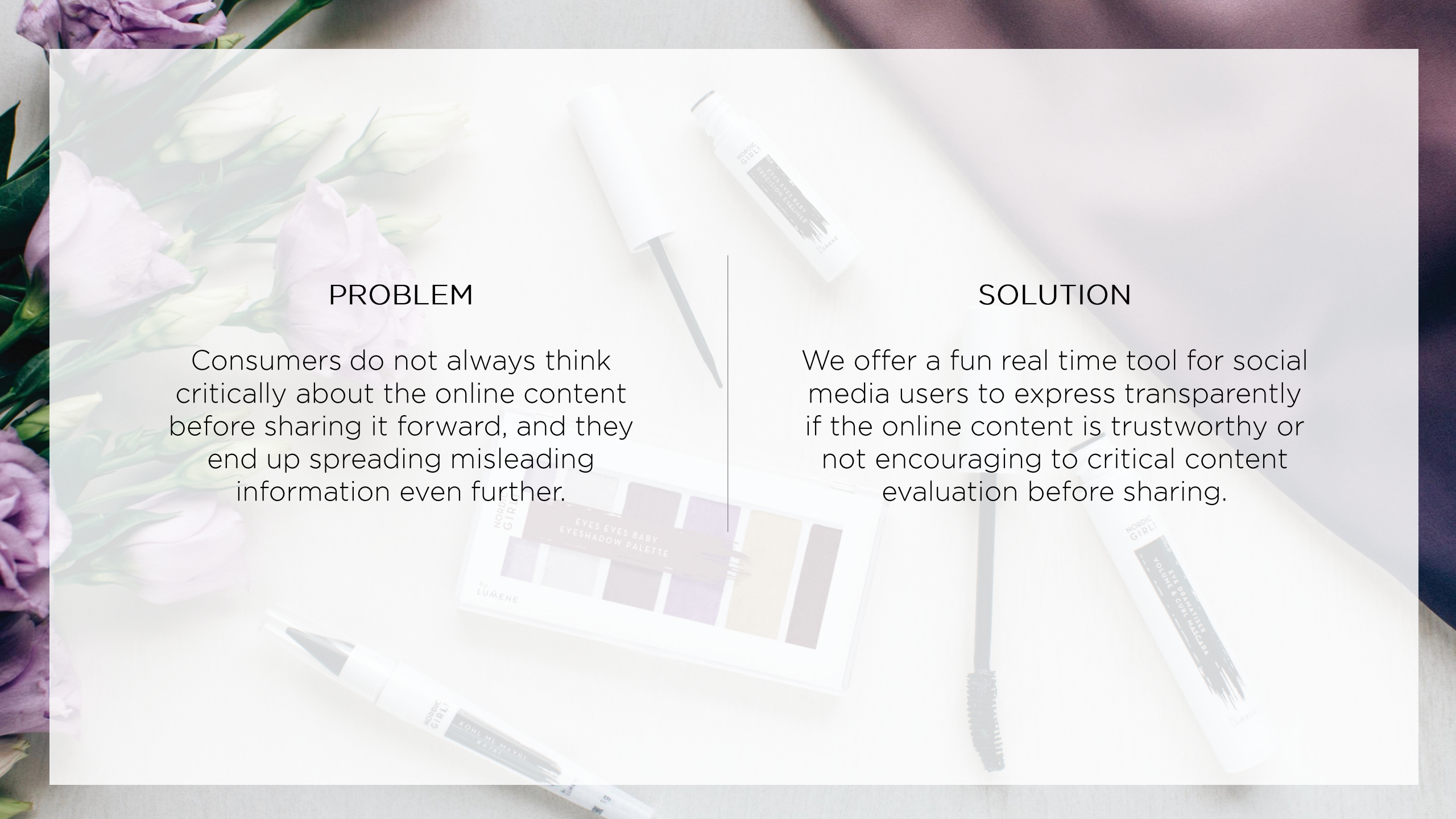
FALSE NEWS SPREAD FASTER

“

False news stories were 70% more likely to be re-tweeted than true stories. The most popular false news could reach 100 times more people than true stories.

”

Journal of Science 2018

The background of the slide features a collection of makeup products from the brand 'Nordic Girl' by Lumene, including an eyeshadow palette, a mascara, a lip gloss, and a concealer, arranged on a light-colored surface. To the left, there are several light pink and yellow flowers. The entire scene is overlaid with a semi-transparent white box containing text.

PROBLEM

Consumers do not always think critically about the online content before sharing it forward, and they end up spreading misleading information even further.

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.

CAMPAIGN THAT ENGAGES

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

- Launch of green Born to Shine lipstick and re-pack of existing red lipstick
- Influencers spread the green lip trend
- A green lipstick filter is created on social media for those who don't use lipstick

Phase 2. Campaign launch

- We showcase how fast trends and ideas can spread on Internet – even made-up ones
- In social media channels, the users can vote the reliability of the online content with created lip-shaped emojis similar to Facebook like button

Phase 3. Conducting a survey

- Measuring if people started to evaluate critically
 - online content
 - the source

#greenlipsforhonesty





NORDIC GIRL! NOVELTIES BORN TO SHINE CREAMY LIPSTICK



Available in August 2018

1 new shade

Repack for an existing red shade

100 % vegan

Classic creamy lipstick, intense colour

CAMPAIGN OBJECTIVES



PRIMARY:

- Encourage people to evaluate critically
 - online content (30 % of the target group)
 - the source (20 % of the target group)
- Communicate in social media the reliability of online content

SECONDARY:

- Enhance the image of HS and Lumene as reliable brands
- Increase the sales of Nordic Girl!
 - Lipsticks +20 %
 - Full range +10 %
- Increase the awareness of Nordic Girl! brand

WHAT WE EXPECT FROM YOU

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

DELIVERABLES

Assets:

- Detailed omnichannel communication plan
- Campaign visual identity
- New pack design for the two lipsticks
- Beauty visual & creative pack shot for phase 1
- Social media buttons & emojis
- Survey planning & execution for phase 3

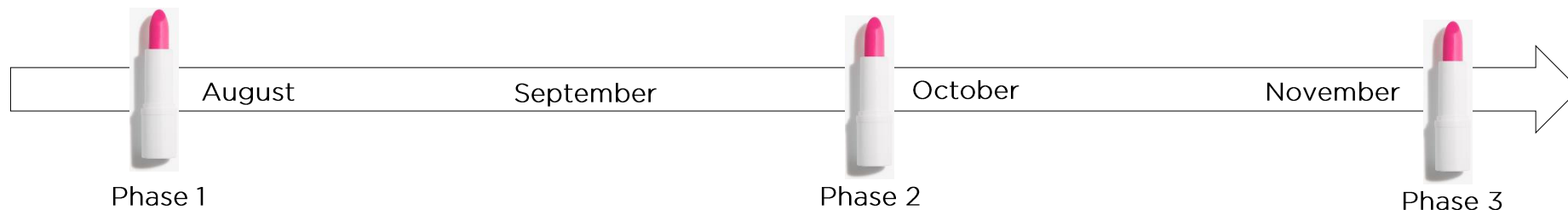
Tone of voice:

- Phase 1: bold, modern, funny, inspiring & engaging
- Phase 2: bold, modern, can be funny, creates discussion & direct

CAMPAIGN CHANNELS

- **Owned:** Lumene Facebook & newsletter, Nordic Girl! Instagram, POS, LinkedIn
- **Paid:** 80 % Sanoma, 20 % other channels (emphasize on social media)
- **Earned:** Blogs & vlogs, social media channels, print

CAMPAIGN TIMELINE





A CAMPAIGN THAT BENEFITS US ALL

HELSINGIN SANOMAT

- ✓ Percieved as national media literacy skills educator
- ✓ Enhanced position as reliable source of information
- ✓ Built brand awarness among young consumers in a surprising and inspiring way
- ✓ Engaging social media users in a modern way

NORDIC GIRL! BY LUMENE

- ✓ Increased brand awareness for the Nordic Girl! by Lumene brand in relevant target groups
- ✓ Enhanced position as reliable and honest brand
- ✓ Increased sales on lipsticks as well as the entire Nordic Girl! assortment

CONSUMERS

- ✓ Advanced media literacy skills
- ✓ A tool to evaluate online content reliability fast
- ✓ Awakened by the ways they're influenced through media
- ✓ Get involved in the development of transparent online content in a fun and inspiring way



WEAR GREEN &
KNOW WHOSE
LIPS TO TRUST

#greenlipsforhonesty

