



LITERALLY GOOD

BACKGROUND AND CORE TARGET INSIGHT

Aakkoset, Finland's leading candy bag brand, owns the moments you take for yourself. It is not about crazy munching and sharing like TV Mix or Remix; it is about your own time and doing something you enjoy – let it be reading, playing or just relaxing. Aakkoset brand slogan has always been “literally good”. Due to the RUSH of our target audience, these moments have become rare, and Aakkoset loses relevance to on-the-go options such as chocolate bars or smoothies. We need to remind consumers to enjoy their personal time.

Rush is also the key reason why fake news spread so easily. Our target audience is quick to share the news, instead of reading them. Instant sharing has never been so easy, and the full story behind it gets forgotten. This enables sources of fake news to take advantage of our rush.

Hence, Aakkoset and HS join forces against rush. **We want to help our target group realize that it's literally good to take time for yourself and let the world beyond the headlines come to you.** Target group does not need preaching. Instead, we must be witty to reach same wavelength with them.

CAMPAIGN DESCRIPTION

1. PHASE: We harness HS front page (digital & print) for a “nation-wide test with self-report”. People are invited to time how quickly they can finish a test with 15 simple tasks. The hook is that if people read the whole test before rushing into completing it, they realize that they don't need to do anything. Most people will fall for the trick and start completing instead of reading. This will create discussion how easy it is to lure us when we rush.

2. PHASE: Ambassador videos: Filming famous Finns completing the test and falling for it. Ambassadors should share our values and fit for both brands. On the video, they share their experiences of falling for fake news and what they had learned from it. Important to include Aakkoset in the cozy setting of reading and discussing. Simultaneously, we roll out Aakkoset brand campaign that highlights Aakkoset as the n:o 1 treat for me-moments. We can use the same ambassadors.

CAMPAIGN CHANNELS

	PHASE I	PHASE II	AAKKOSET BRAND CAMPAIGN
Sanoma medias (incl. -50 % gross prices)	HS front page HS.fi 30 000 €	Sanoma programmatic network 50 000 € TV (Nelonen media) 200 000 €	TV (Nelonen media) 90 000 € Sanoma programmatic network 50 000 €
External media		Facebook, IG 80 000 €	
Production	10 000 €	90 000 €	

Deliverables: Bring campaign alive: Help our target group realize that fake news and click baits take advantage of their rush. Key visual identity where Aakkoset and HS own the me-time. Detailed media plan that best drives campaign aims.

Measures of success:

- Statements: it is important to take time for myself instead of rushing; I should think more about motives behind online content; I should be more critical of the source
- Aakkoset brand preference and attributes: meant for me; for my enjoyment, quality, modern, bold
- Helsingin Sanomat brand attributes: bold, trustworthy, quality, modern