



No nonsense.



# DID YOU KNOW?

69% of Finns trust the newsmedia which they are following.\*

BUT

Should they?

## CAMPAIGN SUMMARY

The easy access to all types of information and sharing tools is causing a continuous confusion over what's true or false in the digital space. Spreading fake news and stories have become business as usual.

Problem:  
How to find the **truth** in the era of fake news?

*No nonsense* digital campaign aims to reveal how easy it is to publish faulty information in medias and as a solution, provide a transparent way for users to see and learn how information is gathered and converted into news articles.

## CAMPAIGN INSIGHT

Only profound, well - justified and well documented information is journalism that has a foothold in the future. It also includes the opening of work processes. *How* the information has been obtained and *who* is responsible for it.

Accordingly to the campaign name, the project is focusing on providing *no nonsense* and giving critical information needed to spot the fake from the truth.

As most of Finns read news daily, the most genius element of this particular campaign is its *accessibility*.

## OUR SOLUTION

With a web full of faulty and distorted content, we feel that there should be a way for users to learn what content and sources they can trust.

By taking an striking visual approach, the core message of *no nonsense* is about shedding light on how journalists compile an article and how information was gathered, in order to boost confidence in reporters and build trust of the local news media.

Solution:  
To carry out a lighthearted campaign concept to convey a serious subject.

# OUR APPROACH



STEP 1

## SOCIAL MEDIA

Using social media posts for creating **awareness**. The aim is to challenge users to think twice about the content they consume. Social media acts as a teaser for the next campaign phase.



STEP 2

## SITE TAKEOVER

Waking strong **emotions** in readers by taking over Helsingin Sanomat for one day with *fake news*. The campaign will not be revealed until the next day - telling that yesterdays news were actually fake.

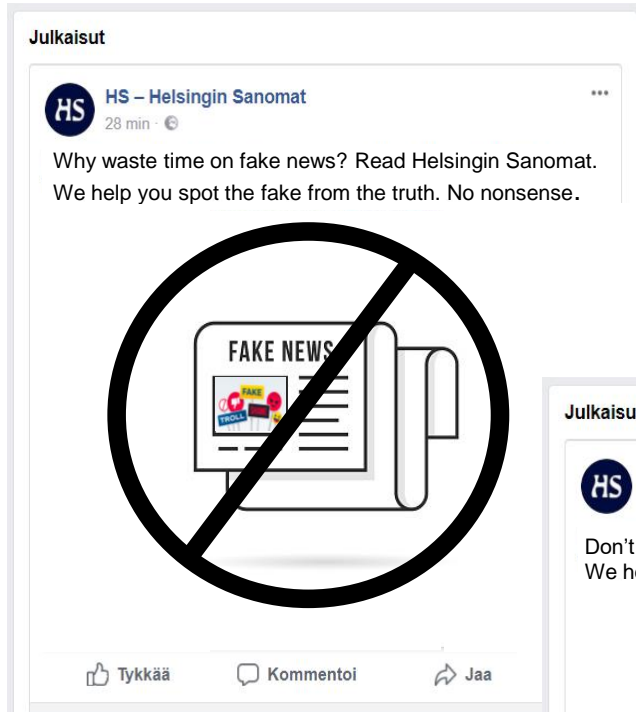


STEP 3

## CHATBOT LAUNCH

Launching the main feature of the campaign. Chatbots in HS.fi - **educating** users that are engaging with the content of the site with personalized messages.

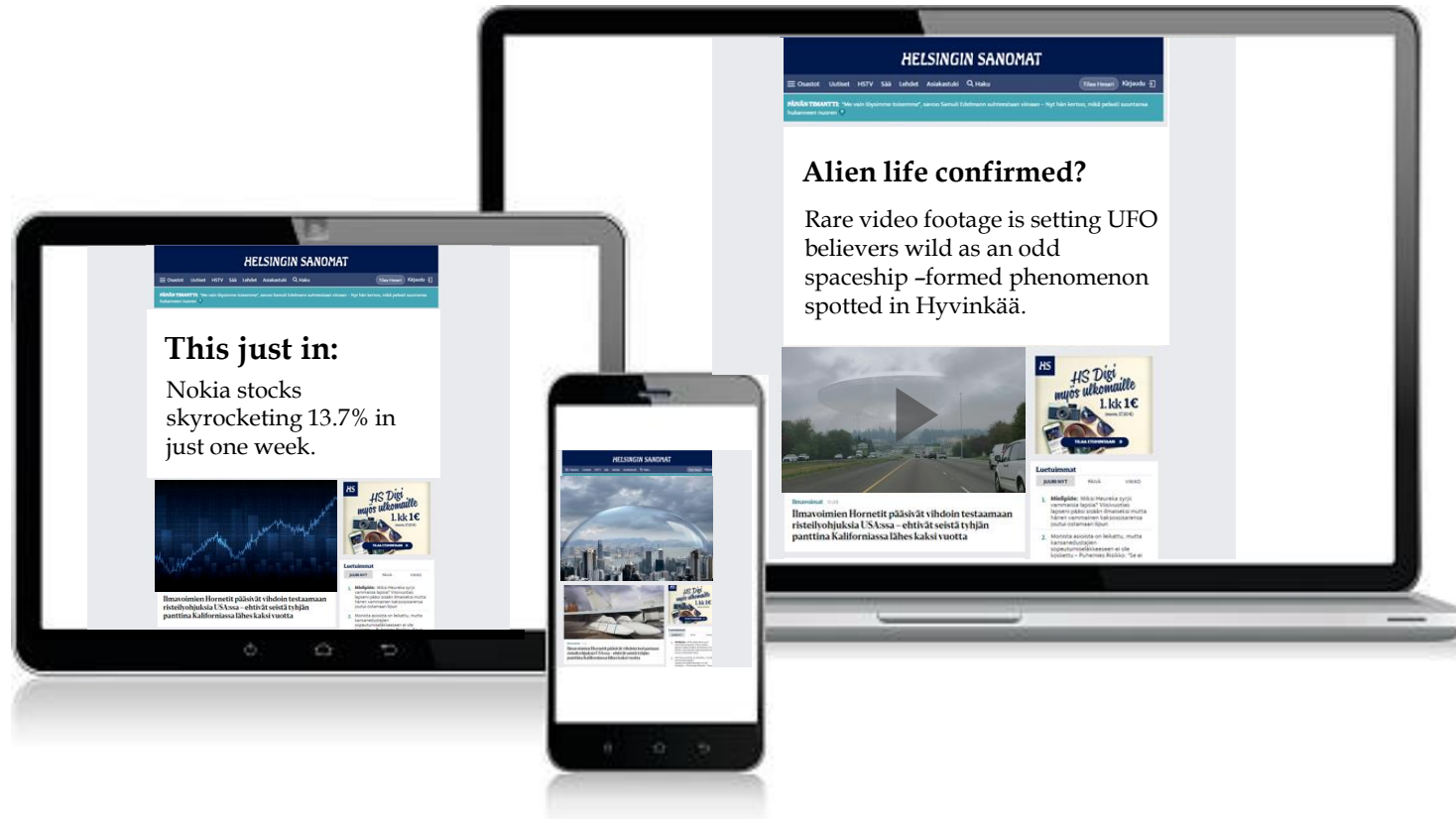
# CREATIVE INSIGHT



As almost 50% of Finns read their news mainly from social media\*, we approach the audience with short and strong messages within social media, raising the question of *why waste time on fake news? And should you believe everything you read?*

\*Viestintäalan tutkimussäätiö ja Tampereen Yliopisto,  
Reuters Institute Digital News Report: Uutismedia verkossa 2017

# CREATIVE INSIGHT



By turning HS.fi into fake news for one day, Helsingin Sanomat wants readers to understand that faking is easy in today's digital world. On the following day, the escapade is being revealed with a big takeover format.

Sulje mainos X

**HELSINGIN SANOMAT**

**DID YOU  
FALL FOR  
YESTERDAYS  
NEWS?**

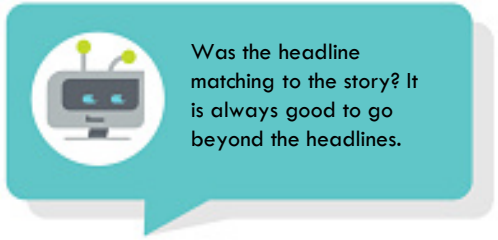
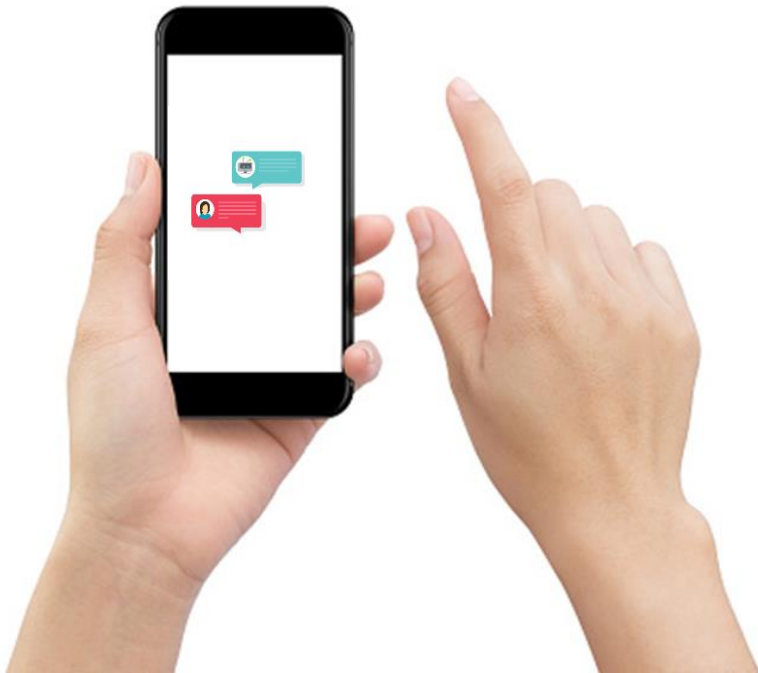
Let us help you spot the  
fake from the truth >>

Sulje mainos X

# CREATIVE INSIGHT

Taking the step towards interactive communication is what needs to be done with chatbots being part of future communication\*. That is exactly what *no nonsense* is all about. Engaging with the audience through personalized messages, using chatbots.

By sharing the expertise on journalistic practices and helping the audience to read with a more skeptical eye, the campaign is gaining the asset that is valued the most – *trust*.





**I MAY NOT BE PERFECT, BUT AT LEAST I AM NOT  
FAKE.**



No nonsense.