

# PAPER FOOLS'

# SUMMARY

**PAPER FOOLS'** is a multi-platform campaign that tackles the problem of our time with a holistic approach: how to remain a credible medium and embrace the media literacy in people at the same time?

We'll be taking over the digital environment, creating activities to increase the overall engagement and using influencers to deepen the thematics. The wide advertising possibilities will be beneficial as well.

**USING 58 % OF THE GIVEN BUDGET,  
WE WILL REACH 3,6 MILLION PEOPLE**

We create a fun phenomenon nationwide that not only increases the media awareness and shares, but also boosts Helsingin Sanomat as a modern, bold and relatable medium and provides data that will be a highly valuable asset for the future purposes as well.

# INSIGHT

## LEARNING MEDIA AWARENESS SHOULDN'T STOP ONCE WE GROW UP

In the constantly changing world bombarded with messages it gets trickier to spot the truth out of the massive load of false. Print news are still seen more credible than the ones in digital. Furthermore, the state-owned entities are recalled more trustworthy over the commercial ones.\*

## WE NEED TO TEACH PEOPLE HOW TO READ DIGITAL NEWS

by giving them confidence when it comes to choosing their sources right and embracing the credibility for Helsingin Sanomat. With this campaign we target adults in order to gain access to the data of their thinking: how do they understand the world of news and motives behind the content?

# FUN BY FOOLING

April Fools' Day is known for giving a socially acceptable reason for the papers to publish fake content in Finland in order to challenge people to spot the imaginary news and entertain in an intelligent way.

## WHAT IF WE TOOK THIS TO THE NEXT LEVEL?

Taking this popular and widely recognized concept and turning it into a campaign,

## PAPER FOOLS',

we create a phenomenon that will engage, increase knowledge and provide valuable data, culminating in February 2019 during the nationwide "Newspaper Week", known as Sanomalehtiviikko.

# WHAT'S HAPPENING?

## **A SERIES OF ARTICLES**

to give an interesting insight and raise constant awareness of the topic.

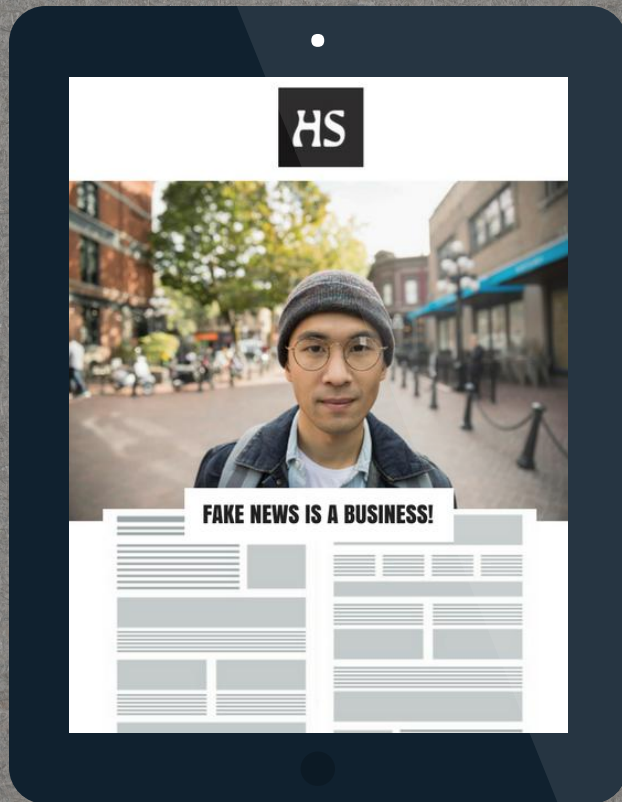
## **ADVERTISING AND CONTENT MARKETING**

by harnessing influencers, paid digital ads and creating a series of fake news and engaging content to direct traffic to the campaign site.

## **TIMELINE**

The campaign starts in November 2018 with the first articles, culminating on the Newspaper Week in February 2019, when the rest of the activities take over the digital channels nationwide.

# WE MAKE THEM READ



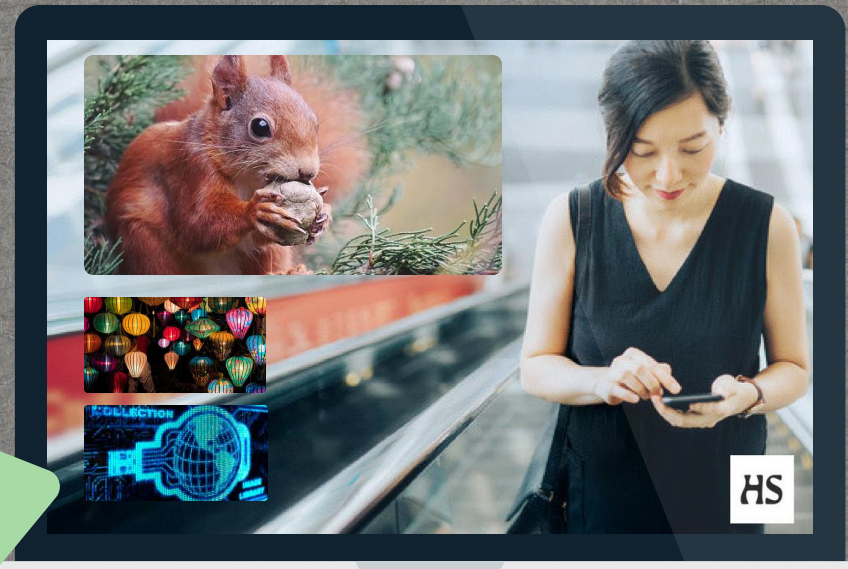
## A SERIES OF ARTICLES TO

- Introduce the thematics in an interesting way
- Create a hot topic for the target group
- Maintain the campaign message

# WE FOOL THEM...

**FAKE NEWS!**

**SHARE AND FOOL FRIENDS!**



**THE CAMPAIGN SITE**

# AND DIRECT THEM...

## DIGITAL ADVERTISING ON SANOMA PLATFORMS

- Performance based display advertising
- In-stream video
- Content marketing
- Sanoma social media (Facebook, Twitter, Instagram)
- Retargeting

## AND WITH INFLUENCERS

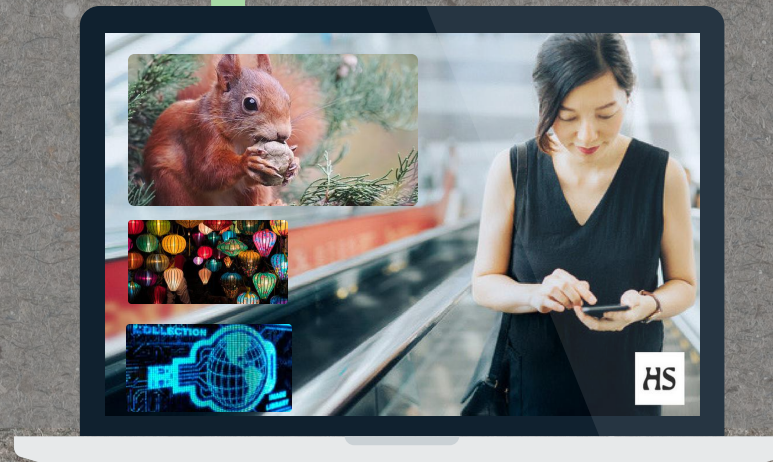
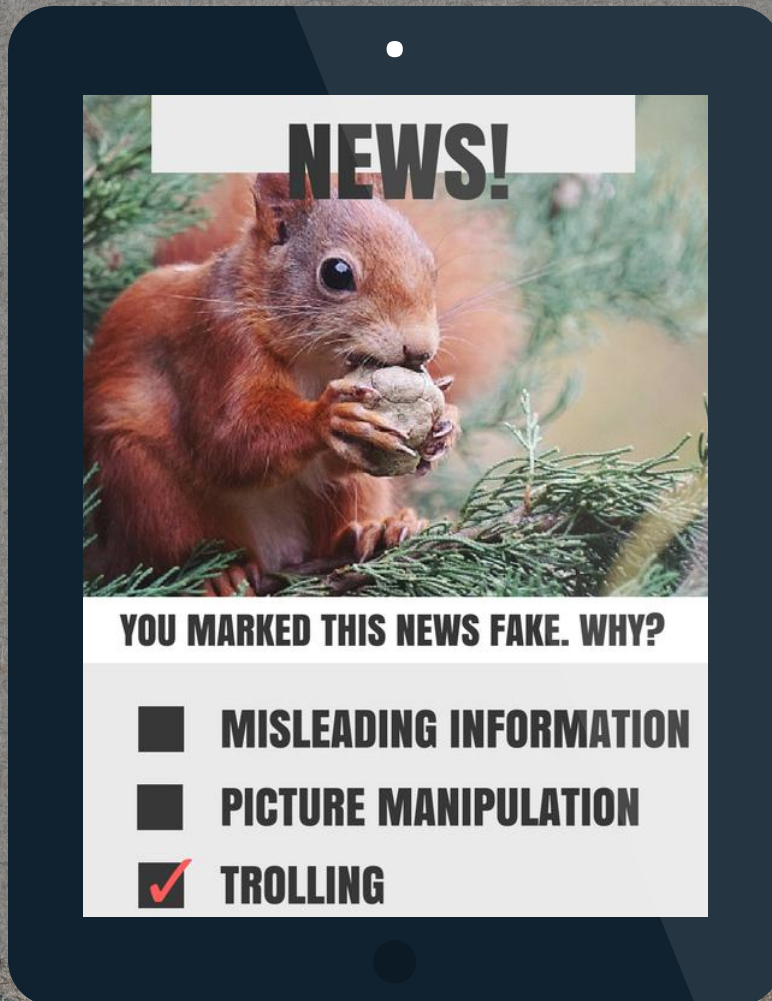
- Influencer marketing with thematic YouTube videos
- Pre-roll and vertical videos (YouTube, Instagram)
- Social media activities (Instagram)



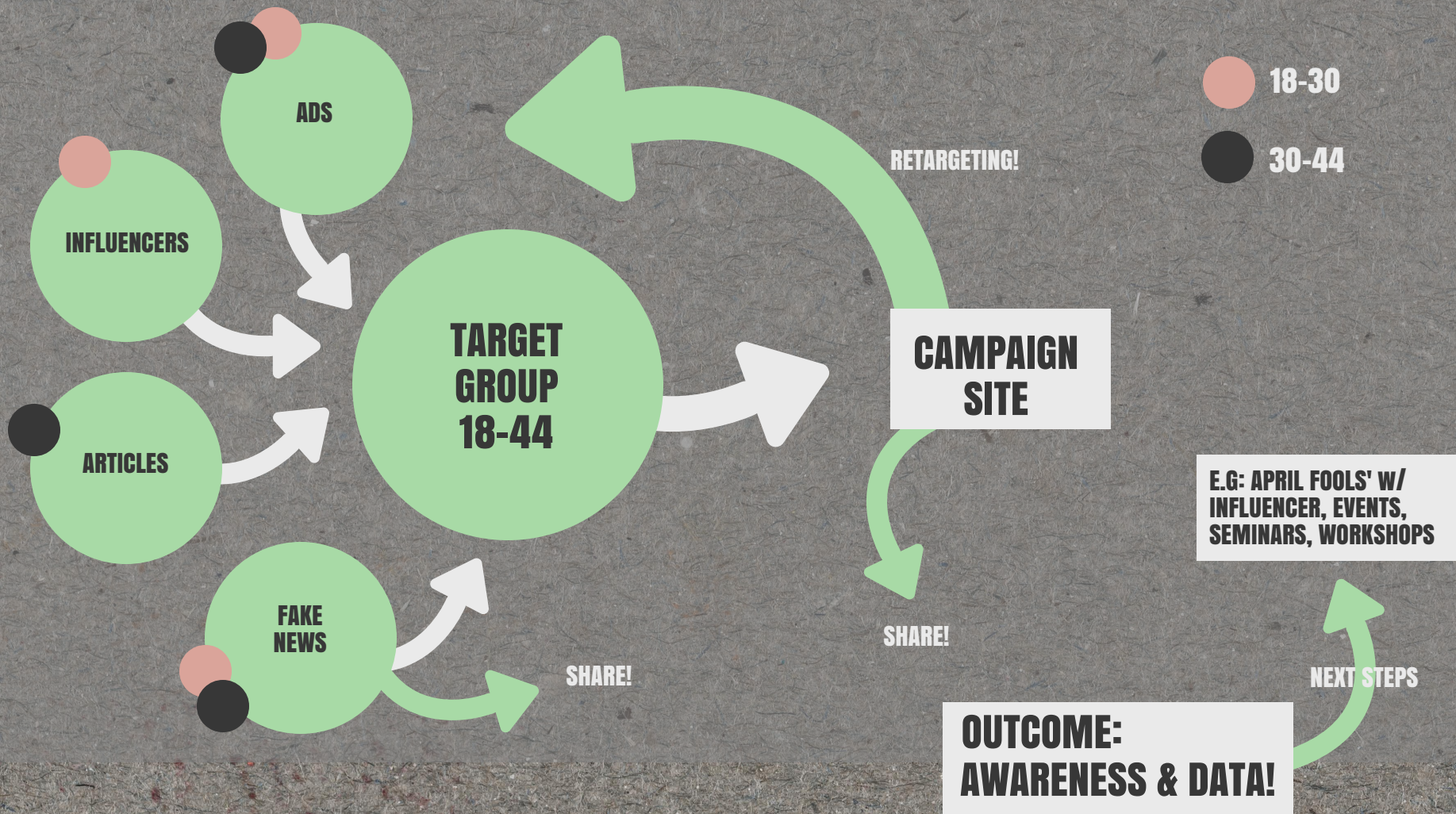


# ...TO THE CAMPAIGN SITE

- ONE WEEK-LENGTH
- ONE TASK PER DAY  
(E.G. FIND THE FAKE OUT OF THREE)
- THE RIGHT ANSWERS AND SHAREABLE RESULTS AT THE END OF THE WEEK



# THE BIG PICTURE



# MONEY WELL SPENT

58 %

**WILL BE USED OUT OF THE ANNUAL BUDGET  
AND THIS WILL BE DIVIDED AS FOLLOWS**

**SANOMA**

66 %

**TARGET GROUP  
REACH ESTIMATED AT**

**2,4 M\***

incl. display and in-stream  
video, content marketing,  
campaign site and retargeting

42 %

**OF THE ANNUAL BUDGET WILL BE SAVED  
FOR THE FURTHER ACTIVITIES IN 2019**

**INFLUENCER  
MARKETING**

34 %

**1,2 M\*\***

incl. YouTube videos, pre-roll &  
vertical video advertising and  
social media activities

\*<https://media.sanoma.fi/kavijaprofillit-online-mobiili-tabletti>

\*\*Estimate is based on a multi channel network's campaign average reach 2017.