

The background is a black and white photograph of a protest. A person in a dark hoodie stands on a rooftop or ledge, holding a lit flare that emits a thick plume of white smoke. The smoke drifts across the scene. In the background, a cityscape is visible, including a prominent domed building, likely a state capitol, and various other buildings and utility poles. The overall atmosphere is one of civil unrest.

# REAL FAKE NEWS

HS hires a genuine fake news author

# Insight

Our target group cares about social issues but they don't want to be preached to. People in general don't appreciate scare tactics nor that they are underestimated. People are genuinely good at detecting unauthentic content. People engage with content that is not driven by the profit motive.

As a media company with long traditions and truth at the core of communications HS can't demonstrate the effectiveness of fake news as HS. They need someone to do it for them.

Finns love when foreigners speak about Finland. Finns themselves have a great sense for self-irony.

According to MIT study fake news penetrate deeper into social network than the truth.

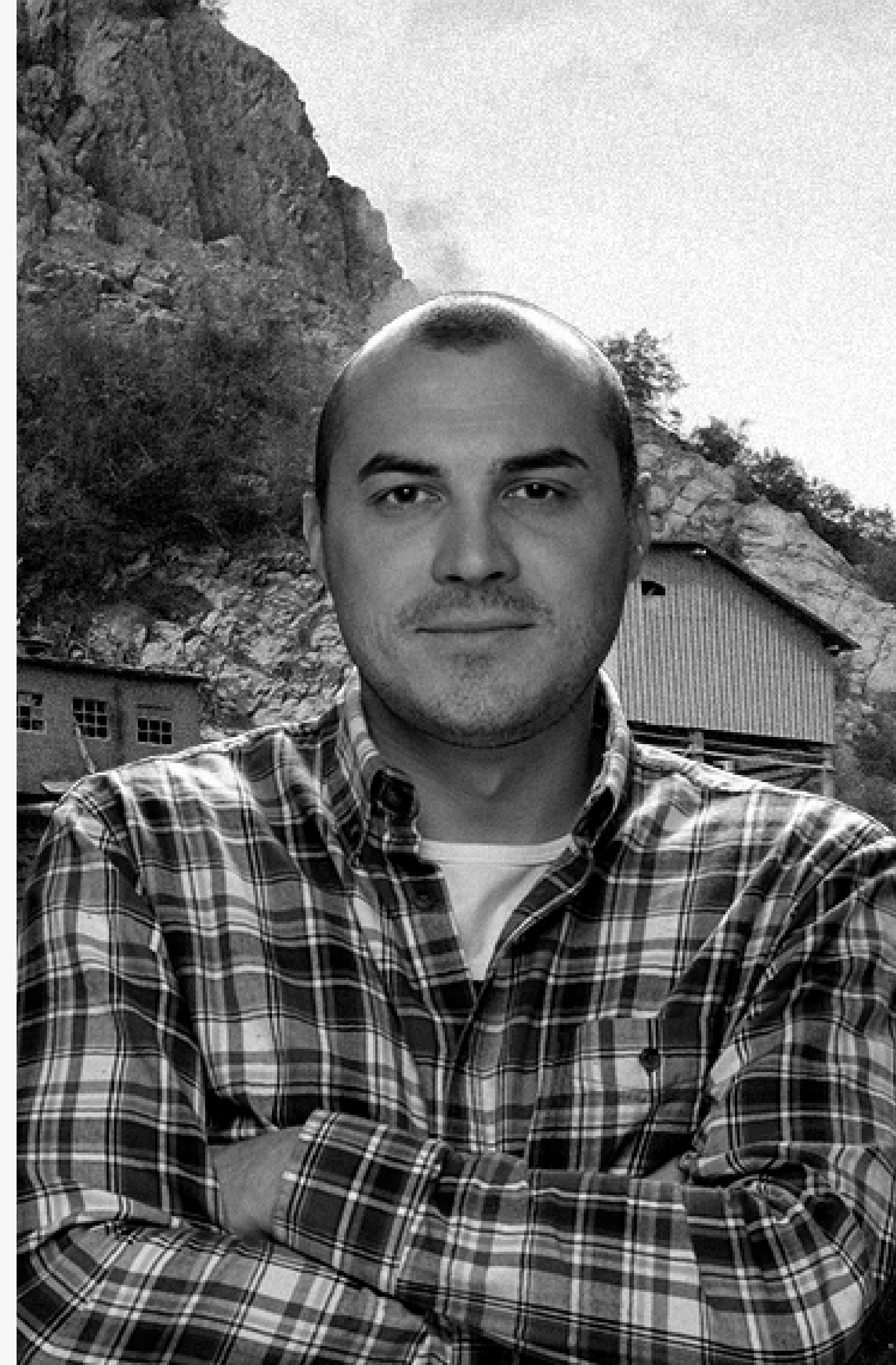
# Campaign summary

Who speaks better about fake news than the fake news author himself? This is why HS hires a real fake news author. We want to be authentic and human and as HS can't publish fake news themselves we create social media channels where the author can. This is the story of him and thousands of others like him.

We call him Boris.

Boris creates fake news about Finland but the link with HS and Boris remains a secret. After three months, in the big reveal of the true purpose of the campaign, HS presents the exposure data of the fake news (number of articles, clicks, impressions, ad revenue etc.) proving that reading and sharing fake news is a true problem.

The fake news live in Facebook. Boris' story is told in Instagram and on a campaign site. Boris is an absurd and engaging character who makes articles that retain the Finnish audience.



# Solution to the brief

*The primary channels for the campaign are:*

## **Facebook / @CNBSNews**

CNBS news is a “clone site” of CNBC (or any other made up fake news organisation can be used here) and it is used to post news so they would seem like real ones. Just like real fake news do.

## **Instagram / @Borisnews**

Instagram is the channel where Boris tells his human story and shares tips and techniques (AI face recognition, fake news generators and such...) to educate people how fake news are made.

## **Campaign site / [www.borisnews.fi](http://www.borisnews.fi)**

Campaign site works as a content Hub for Boris' fake news. The site also provides information how the fake news are done. After true identity of Boris is revealed site turns into a campaign site for HS and provides education and journalistic view on fake news.

## **Fake news author aka Boris**

Boris is an actual person who has appeared on HS articles about fake news factories previously. HS hires him for the campaign.

# Answer to the question

By creating a likable social media personality we can talk to people without seeming obnoxious or self-obsessed – It is key that we are not blaming anyone.

We are going to give HS a voice with which they can speak about and demonstrate the problem.

**We are using different channels to complete different tasks;**

- Facebook is used to grab attention and the fake news are made visible.
- The campaign site is used to present the issue and introduce Boris
- Instagram is the channel where the issue is “humanized” and the story of Boris deepened.

Borisnews will give the issue of fake news an unique and easily recognizable face and raise the overall awareness of intentional misinforming for profit.

With the big reveal and the evidence presented the existance of the problem becomes concrete and undisputable.

DECKING

# Campaign execution

NEWS

# FACEBOOK FEED

**CNBS News**  
Today at 19:33 · 🌐

Finland does not exist? According to a recent study, Finland is a conspiracy theory created by the Japanese.  
[See translation](#)



Like Comment Share  
3.675

Write something...

**CNBS News**  
Today at 19:33 · 🌐

Finland wins Olympic gold by unfairly. The winning Finn is in suspected of actually being equipped with robotic legs.  
[See translation](#)



Like Comment Share  
3.675

Write something...

**CNBS News**  
Today at 19:33 · 🌐

A Finnish town "Kuopajarvi" has elected a dog for their new mayor. The ruff will start his job this May.  
[See translation](#)



Like Comment Share  
3.675

Write something...

**CNBS News**  
Today at 19:33 · 🌐

According to a recent study by RVS, Santa claus is actually from Sweden, not Finland.  
[See translation](#)



Like Comment Share  
3.675

Write something...

**BORISNEWS  
CAMPAIGN SITE**



**START OF THE CAMPAIGN**

**3 MOTNHS OF POSTS**


**THE BIG REVEAL**

# INSTAGRAM FEED

Company 19:33

Instagram

**Borisnews**  
Vladistroja >



Instagram interaction icons: heart, comment, share

394 likes

**Borisnews** My name is Boris and I create fake news for a living. Follow my feed to learn how to easy it is. #borisnews  
[view all 12 comments](#)

Company 19:33

Instagram

**Borisnews**  
Vladistroja >



\*AI GENERATED FOOTAGE

Instagram interaction icons: heart, comment, share

394 likes

**Borisnews** LOL! Take a look at this video on how easy it is to rig facial patterns and create fake speech. Read more at website! #borisnews  
[view all 12 comments](#)

Company 19:33

Instagram

**Borisnews**  
Vladistroja >



Instagram interaction icons: heart, comment, share


394 likes

**Borisnews** God I hate when this happens! #mynewbmw #why #borisnews

Company 19:33

Instagram

**Borisnews**  
Vladistroja >



www.borisnews.com

LIVE

BREAKING NEWS

LAURI MARKKANEN INJURED

19:44 LAURI MARKKANEN LEAVES GAME AFTER SERIOUS INJURY

download Post to Facebook Post to Twitter Post to Tumblr Upload to Imgur

Instagram interaction icons: heart, comment, share

912 likes

**Borisnews** I've using this super easy to use fake news generator for months now! Link and more on my website. #borisnews  
[view all 9 comments](#)

START OF THE CAMPAIGN

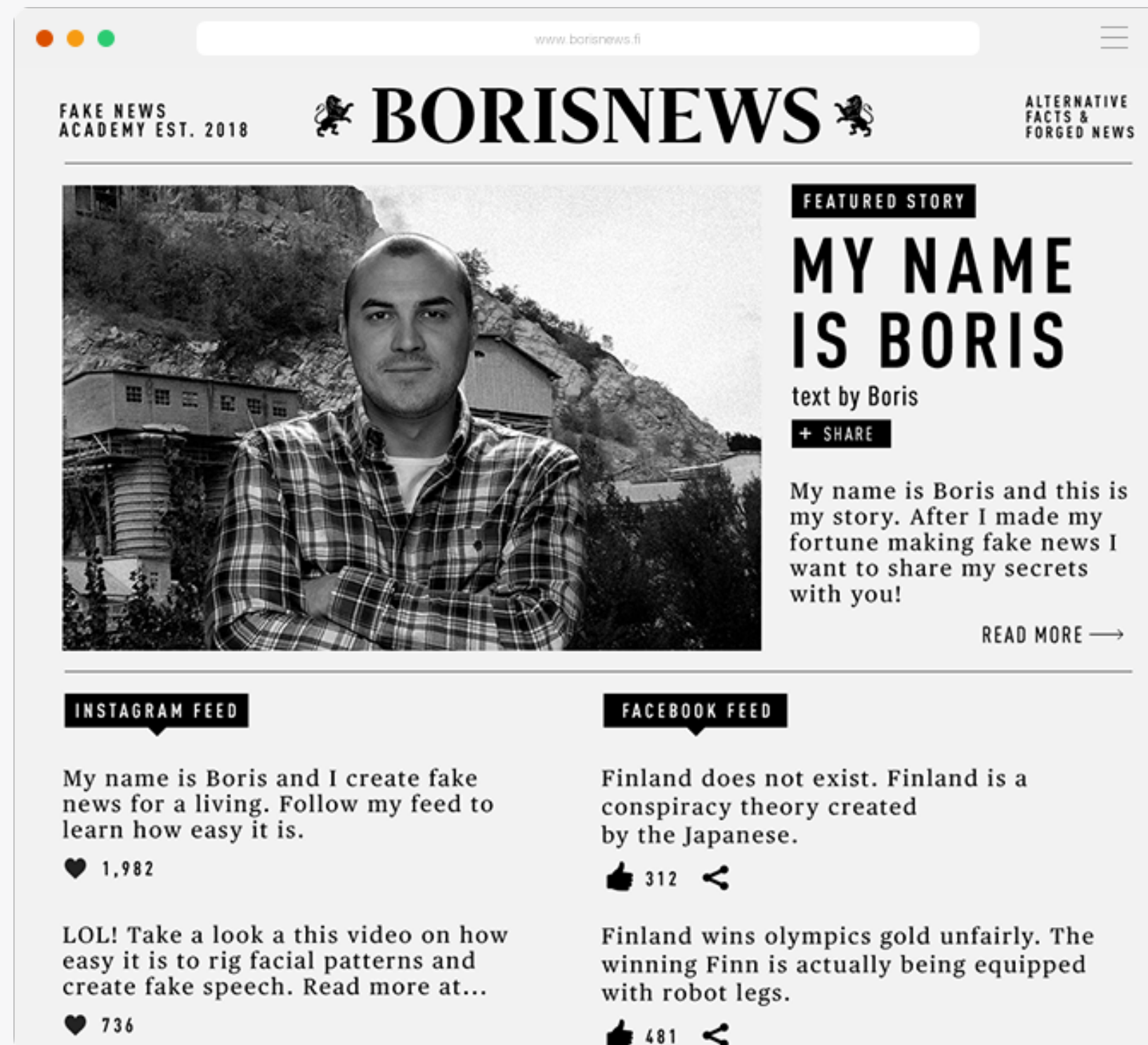
3 MOTNHS OF POSTS

THE BIG REVEAL



## SITE DURING THE CAMPAIGN

Site tells the Story of Boris told by himself. It collects the fake news he has forged and instagram updates.



## AFTER THE REVEAL

Borisnews page becomes campaign site by HS. It keeps on telling the story of Boris from a journalistic perspective.

