



THE WORLD IS BEYOND THE HEADLINES.

SAVE THE PLANET.
DON'T BELIEVE TRUMP.



BACKGROUND



40% ENCOUNTER
FAKE NEWS DAILY

ONE OF THE BIGGEST FAKE NEWS
THEME IS

**CLIMATE
CHANGE**

10% OF FINNISH PEOPLE AND
25% OF ALL PEOPLE
DO NOT BELIEVE CLIMATE
CHANGE IS TRUE

**RELEVANT TOPIC THAT
INTERESTS
THE TARGET GROUP**



**STORYTELLING TO MAKE
THE MESSAGE IMPACTFUL**

INSIGHTS

**INVOLVE
TO TAKE ACTIONS**

WE WANT TO HELP CONSUMERS TO MAKE SUSTAINABLE CHOICES THROUGH UNDERSTANDING THE FAKE NEWS IMPACT

STORY TELLING OF CONCRETE
CLIMATE CHANGE EFFECTS

1

ARTICLES

AWAKE PEOPLE TO UNDERSTAND THEIR
OWN EFFECTS IN CLIMATE CHANGE

2

GROCERY CARBON
FOOTPRINT TEST



3

SAVE THE PLANET

GROCERY BOX



**HELPING
CONSUMERS TO
MAKE SUSTAINABLE
CHOICES DAILY**

EXAMPLES OF PRODUCTS & MESSAGES



**PLANT BASED FOOD LEAVES A
SMALLER CARBON FOOTPRINT**



**DECREASES PLASTIC WASTE
THROUGH EFFICIENT DETERGENT**



**LOWER PLANTATION WATER USAGE
THROUGH TARGETED WATERING SYSTEMS**



**FAIR TRADE ENABLES ACTIONS
TAKEN AGAINST CLIMATE CHANGE**



TARGET GROUP

**18-44 YEARS OLD
SOCIAL MEDIA USERS**

**ANSWER TARGET GROUP NEEDS
LAUNCHING 3 KIND OF BOXES**

- **SINGLES**
- **COUPLES**
- **FAMILIES**





BENEFITS

HELSINGIN SANOMAT

- ENABLER OF PEOPLE ACTING AGAINST TOP FAKE NEWS THEME: CLIMATE CHANGE
- FORERUNNER IN DISCUSSIONS OF FAKE NEWS IMPACTS

MANUFACTURER

- EXECUTION OF SUSTAINABLE LIVING PLAN IN A SYSTEMATIC WAY
- SHARE THE SUSTAINABLE BRAND STORIES

TARGET GROUP

- INCREASE KNOWLEDGE OF FAKE INFO IMPACT ON CLIMATE CHANGE
- EASENESS OF MAKING THE SUSTAINABLE CHOICES



DELIVERABLES

MEDIA CHANNEL PLAN

SET OF STORIES

**GROCERY CARBON
FOOTPRINT TEST**

**A CREATIVE CONCEPT FOR
THE GROCERY BOX**

CHANNEL STRATEGY, BUDGET & TIMING

400K€ TO SANOMA MEDIA CHANNELS
- **MOBILE, TV, OOH, RADIO**

**50€ FOR BOX EXECUTION IN BIG
RETAILER MEDIA**

50K€ PRODUCTION

1 MONTH CAMPAIGN Q4/2018



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FIGHTING AGAINST THE FAKE NEWS WITH THE GROCERY BOX