

CAMPAIGN DESCRIPTION

Brief Young Lions Marketers 2018

Background

As Finland’s most read paper with the widest digital media coverage, Helsingin Sanomat wants to take the leading role in fighting against fake news and in increasing people’s knowledge to spot false information.

Climate change is one of the hot topics in fake news, and especially after the election of the US President Trump, the false information regarding climate change have started to appear in mass and social media.

One of the largest causes of climate change is grocery business according eco index. Groceries also represent 25%* of people’s annual income, and therefore are a relevant theme for the target group.

The insight

In order to reach impact, the campaign topic needs to be relatable. The campaign should create commitment by using stories of real-life situations. It should involve the target group (18-44-year old social media users) by showing the effects of false information on climate change and provide a tool to take action in order to reach change in behavior.

Save the Planet, don’t believe Trump – campaign idea

Helsingin Sanomat collaboration campaign with grocery manufacturer consists of the three blocks:

- 1) Storytelling of real-life situations what would have happened if companies would have not taken action on climate change
- 2) A test showing the impact of one person to climate change
- 3) Save The Planet – grocery box including only sustainable products and the explanation of the sustainability. Three kinds of boxes for different domestic groups (single, couple, family)

CAMPAIGN CHANNELS

Campaign targets to increase the awareness of the ease to publish fake news. Target is measured through four KPI’S:

1. 30% of the target group states the campaign made them think more about the motives behind online content
2. 20% of the target group states the campaign made them more critical of the source
3. 5000 sold Save the planet grocery boxes from the retailers during the first month of campaign, 25 000 sold boxes in 2019
4. 100 000 carbon footprint tests

Deliverables	Sanoma media channel split	Retailers’ media channel split	Planning & production
1. Media execution proposal supporting reaching the target group 2. A set of stories on fake news impact on climate change 3. Create a grocery carbon footprint test for social media users 4. A creative concept including visualisation for Save the Planet – grocery box, which should be linked into all campaign content	<ul style="list-style-type: none"> • 50% mobile • 30% TV • 20% radio • 10% OOH Budget 400k€ with a discount Sanoma media channels HS channels -50%	<ul style="list-style-type: none"> • 50% K-Ruoka mobile • 50% Foodie mobile For e-commerce, blogs and social media. Budget 50k€	Budget 50k€

Tone of campaign should be bold, direct and modern, but not preaching. Campaign should create discussions. Campaign is planned to last one month in Q4.

*Kuluttajabarometri 2016, tilastokeskus