



Truth behind the headlines

There is no such thing as objective truth when it comes to news. Many people don't really think about the source of their news. People need to be awakened to notice the bubbles they are living in. We want to make people aware of their filtered reality.

Nobody admits that they read or believe fake news. But still, fake information is 70 % more likely to be retweeted than truth and clickbait headlines spread in social media.

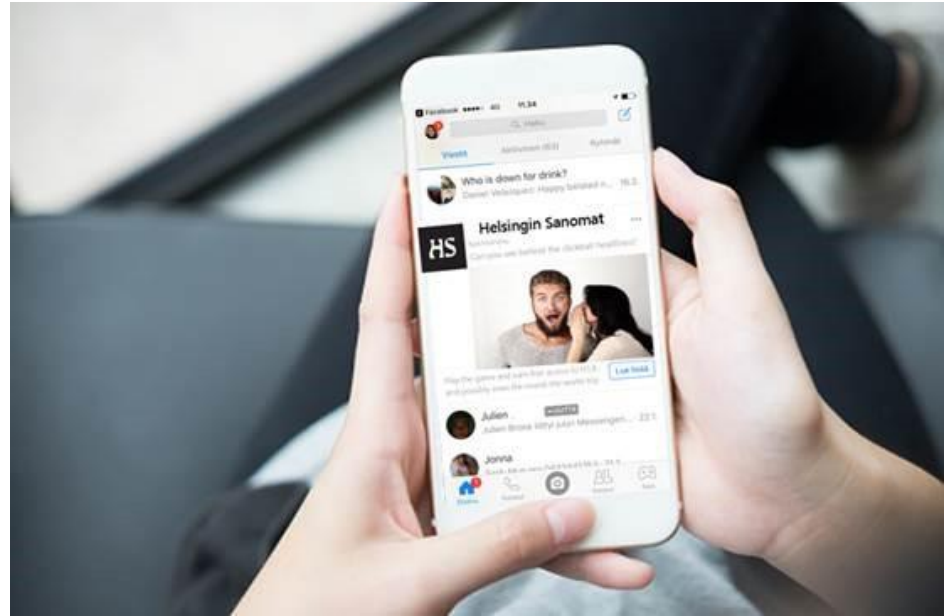
Our idea is to illustrate how it is not easy to tell whether the information is true or false, especially in the context of clickbait. At the same time, the idea respects the earlier brand message:



THE WORLD IS BEYOND THE HEADLINES.

Finnish mobile users spend more time on social media compared to news apps and Facebook is the biggest app in Finland.

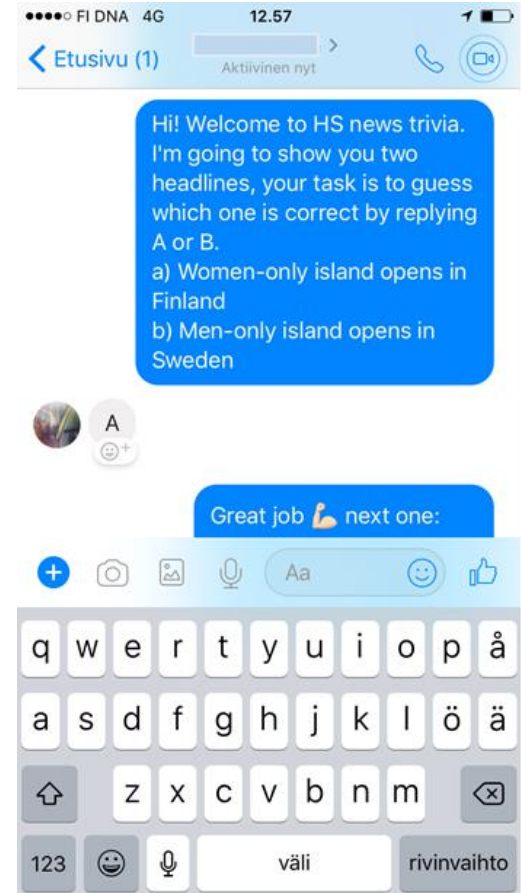
By meeting our target group in Facebook Messenger we are interactive in the instant messaging app which is considered the most intimate and personal way in our mobile communication.



We will create the classic news trivia in Facebook Messenger.

In the trivia, two headlines are shown to the users and they should guess which one is true. After three correct answers, HS offers free access to HS.fi for one month and at the end of the campaign, one lucky user wins a round-the-world trip for two.

The users answering wrong will receive the following message: *Oops! Did you notice, it is not so easy to see behind the clickbait. The world is beyond the headlines, learn more at HS.fi*



Media plan

Launch campaign in November 2018 which is followed by always-on digital visibility. Mass media to build awareness and reach. Digital to encourage the participation in news trivia.

Sanoma media 400 000 €

- HS Multichannel frontpage 50 000 €
- Nelonen Total TV 200 000 €
- Nelonen Radio Velho spot campaign 50 000 €
- Digital 100 000 €
 - Sanoma RON; mobile and desktop advertising, data-targeting for A18-44
 - Ruutu Premium video-advertising
 - Native advertising e.g. interactive article

External media 100 000 €

- Facebook (incl. Messenger and Instagram) 40 000 €
- Other social media (Twitter, YouTube, Snapchat) 30 000 €
- Influencers 20 000 €
- SEM 10 000 €




Tuoreimmat Päivän lehti Läheta vihje tai kuva Yhteystiedot Älypää Akkälähdöt Työpaikat TV-ohjelmat

ILTA-SANOMAT Suomen suurin uutismedia Lauantai 10.3.2018 Aurora, Aura New York 14:00 LÄMÄTTEEN 5° FORECA 5°

ETUSIVU UUTISET VIHDE URHEILU TALOUS LIFESTYLE SÄÄ ISTV DIGI AUTOT LEHTI

Can you see behind the clickbait headlines?




HS Take the quiz!

JUURI NYT: Hän on hauskin! Tanhupallo voitti Putouksen sketsihahmokilpailun

Murhenävtelmä I anissa

Video 15 & 30 sec

Can you see behind the clickbait headlines?



HS Take the quiz!

Kuppliat kuntoon, Jyrki Sukula! - Kausi 4 - Jaks 5 - Ravintola Maja, Hämeenlinna

Chromecast ja Airplay
Pöytälaulun laulu
Profielähtötoissa TV-ruudulle Apple

LUE LISÄÄ

News trivia revealed the truth behind the clickbait headlines



300 000 users
participating the news
trivia in Facebook
Messenger

85 %
reach in A18-44

30 %
of the target group states
the campaign increased
their awareness of clickbait
offering misleading
information

