

Turun Sinappia & HS



Turun
Sinappia



HS



**'TWO THINGS I
WON'T CHANGE.'**



INSIGHT: "I trust written word online like I have always trusted the traditional written word."

Audience:
Finns
18-44



DISRUPTION OF MEDIA
Anyone can publish anything,
anytime



IDEOLOGICAL BUBBLES
43% say they encounter fake
news at least weekly*

CAMPAIGN IDEA: DISRUPTION & ENGAGEMENT

DISRUPT

Showcase current HS topics and fake news side by side: objective vs. biased



Tagline: 'Recognize the Diamond.
Together Against Fake Information.'

SIGNATURE

**Two things I won't change.
One is quality journalism.**



HS

ENGAGE

Continue the conversation online in HS social media

THE PRODUCT: TURUN SINAPPIA 'DIAMOND'

Authentic & Strong 70 years celebration variant

Story on-pack about the Finnish upstandingness, history and the importance of being authentic – and linking to media & media literacy

'Authentic & Strong' variant name communicating values we want to emphasize



Product name Diamond as the link to HS Diamond articles

POS
HS Digi partnership



Buy one Turun Sinappia 'Diamond', get 1 month of HS Digi subscription for free

DELIVERABLES: CREATIVES & ASSETS



Pack
& POS
Comms

AWARENESS



DOOH,
Banner
& Print
assets

AWARENESS

CONCEPT
&
VISUAL IDENTITY



30''
Radio
Spot

AWARENESS

Tone of Voice:
✓ Direct
✓ Surprising
✓ Bold
✓ With a humorous
undertone



HS
Social
Media

ENGAGEMENT

DELIVERABLES: MEDIA & TIMINGS

CAMPAIGN OBJECTIVE

Make target group more aware of motives behind online content
Make target group more aware of source critique

KEY MESSAGE

Recognize the Diamond. Together against fake information.

ROLE OF COMMS

Interruption content
Role of Communications: Impacting

TIMINGS

Launch TS Diamond variant + POS in Sep 2018
DOOH, Banner, Print & Radio in Oct 2018
Ongoing engagement in social media

BUDGET & KPI'S

BUDGET:

120k€:

- ✓ Concept
- ✓ Creative work
- ✓ Production

380k€:

- ✓ Media (80% Sanoma, 20% external media)

Turun Sinappia will fund POS

KPI's:

Reach & Engage:

- 85% of target audience reached at least once
- # online conversations around campaign

Business objective:

- >200k TS Diamond SKU's sold
- +2% TS market share growth
- 30% HS digi subscription conversion
- +5% HS paid digi subscriptions

Marketing objective:



Improved brand engagement & conviction

HS Most reliable news media

Social objective:

- Increased awareness of the importance of source critique & motives behind online content

SUMMARY

DELIVERABLES

Concept & Visual Identity (incl. pack design)
Media Activation Campaign

BUDGET

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OTHER REMARKS

The campaign is a partnership between Helsingin Sanomat and Turun Sinappia – ensure a clear image of both parties

Turun
Sinappia



& HS

**Two things I won't change.
One is working until the last minute.**