Turun & Sinappia





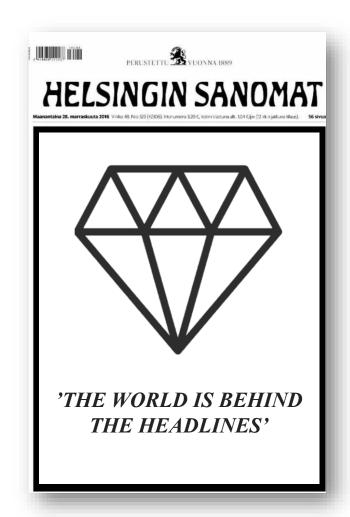
Turun Sinappia



HS



'TWO THINGS I WON'T CHANGE.



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

DISRUPTION OF MEDIA

Anyone can publish anything, anytime



IDEOLOGICAL BUBBLES

43% say they encounter fake news at least weekly*

Audience:

Finns

18-44

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.





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 upstandiness, 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





CONCEPT &
WISUAL IDENTITY



Tone of Voice:

- ✓ Direct
- ✓ Surprising
 - √ Bold
- ✓ With a humorous undertone



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

Reach & Engage:

- 85% of target audience reached at least
- # 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:

Turun Sinappia 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

120k€: Concept, creative work, production 380k€: Media (80% Sanoma, 20% external media) Turun Sinappia will fund POS

TIMINGS

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DOOH, Banner, Print & Radio in Oct 2018
Ongoing engagement in social media

OTHER REMARKS

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



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