

**WELCOME TO THE  
FIVE SECOND  
WORLD**

Misleading information and fake content is limiting, altering and censoring information.

The motivation behind this is to promote personal agenda or to damage an agency, entity or person.

It is not a new thing. Throughout history we can see a lot of people with great ideas that ended up being not so great.

Unfortunately we have only seen this when it has been too late.

## INSIGHT

People believe in fake content because it fits their personal world view and strengthens their current beliefs.

It is easy to trust information when it suits your beliefs.

In the age of skimming and selective attention we have become even more confirmation biased.

62% don't even read past the headline before forming an opinion about it and sharing it online. In fact, the less people read, the more willing they are to share it.

## SOLUTION

We know that truth takes time and a fake news only takes a second.

Still we create our truth in a split second.

We are ready to share it with a click of a button without questioning the source.

We are basing our beliefs of the truth and our world view purely on quick first impressions.

We don't give ourselves the time to see the world behind the headlines.

## IDEA

What would the world look like if the medias started acting in line with the current consumer behaviour and only show the first glimpses of facts?

We will limit, sensor and alter Sanoma content to show the problem in practice. We'll partner with Google and Facebook to empty their content. People realize the value of things when those are taken away from you.

## EXECUTION

The campaign execution is divided into two burst:

1. The Bang effect – Create the moment and shock the people for a day with the multichannel and medium approach by limiting the amount of information people see, hear and find. Concept: *The 5 second world* .
2. Move from awarness to engagement by altering the news based on data fuelled insights of the consumers behaviour. Showcase the motivations behind fake content and how easy it is to alter the truth. Concept: *The one click fact*.

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## IMPLEMENTATION - THE 5 SECOND WORLD



### OFFLINE & ONLINE VIDEO

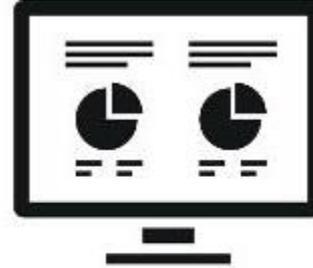
Only the first 5 seconds of the Sanoma's TV and VOD series and clips are shown.



### AUDIO & PRINT

The Sanoma's radio channels play only the first 5 seconds of the new hits.

Text after the abstract will be turned into "*Lorem Ipsum*" in Iltasanomat, Helsingin Sanomat and the weekly magazines.



### DIGITAL

Sanoma news content are limited to only the headline and abstract level.



### PARTNERS – FACEBOOK & GOOGLE

Only one search result will appear in Google asking you what if this is what our world would look like? Facebook and Instagram will only show the first post and everything below that will be disappear.

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## IMPLEMENTATION - THE ONE CLICK FACT



### THE SOCIAL MEDIA ASPECT

Fake news filter for IG story and Snapchat that will encourage people to raise awareness about the issue among their peers.



### THE FACT FILTER

Readers are given an option to alter the original Sanoma news content based on their behavioural data. By each click the facts are changed in real time.

Showing how the misleading view of the world and information is only a click away.



### REALLY BUTTON

The “Really?” pop-up will appear when you click the share button and give you a another second to think if you have enough knowledge to share it.

Based on Sanoma’s data to calculate how long a person has spent engaging with the information before sharing or posting the news. Communicating the time difference on creating the context versus the time reader has spent on it.

## SUMMARY

In today's world we are given everything. All of the world's data and information is just a click away.

We are so used to having it all, it has changed how we consume it. We have moved from spending a lot of time with a limited amount of information to spending a limited time with a lot of information. How can we see what is true and what is not, if we are not even paying attention to it long enough?

The overbearing teaching tone-of-voice is not the way to go. No one wants to be judged. Instead it is vital to create a personal moment that hits home to make a change.

What would the world look like if the media started acting in line with the current consumer behaviour and only showed the first glimpses of facts? People realize the value of things when those are taken away from them. Show this in a relatable way and with familiar platforms.

Limit, censor and alter Sanoma content to show the problem in practice.

Partner with Google and FB & IG, Snapchat to maximise the impact and show **the importance of real information.**