

WINDOW TO REALITY

Introduction

Internet is full of trash pretending to be real news and it has become more difficult to recognize fake news. It is crucial to help people to be more critical of the source and understand the motives behind the content. Helsingin Sanomat is the high-quality Finnish newspaper, which aims to offer reliable information and new perspectives that help readers form their own opinion about important topics. Ben & Jerry's is not just an ice cream brand, its social mission is to make the world a better place by speaking out on society's most important issues.

Campaign description

News spread easily on social media, especially among active social media consumers. Thereby it is crucial to recognize trustworthy content from trash. However, most people find it difficult to evaluate the reliability of the content. The aim of this campaign is to prove consumers how easy it is to create and share manipulated content in social media, and thus make them more critical about the source of information.

As a response to the poor media literacy, we want to encourage consumers to produce fake content to social media by themselves to see how easy it is to produce manipulated content. In order to do that we launch "Window to reality" -app by Ben & Jerry's, which utilizes augmented reality to manipulate the picture based on the filter chosen by consumer. This allows consumers to create different realities of their life through manipulated pictures. App is linked to popular social media platforms, in which people can share it easily. Sharing the picture creates a link that directs followers back to the app to see the reality behind the picture.

As a result, consumers will get more comprehensive understanding of the large amount of misleading content in social media. Using the app and sharing manipulated pictures in a funny tone increases their media literacy skills. With improved media literacy skills, they have more critical approach to evaluate the shared content online.

Campaign channels

We combine different channels to reach the target audience, which are around 18-44 years old consumers active in social media. Campaign starts with activating consumers by using influencer marketing, print and digital media, and Ben & Jerry's social media channels. The role of the influencers is to encourage consumers to participate the campaign and act as a role model. Social media is used to promote campaign as well as to produce content. Lastly, the role of print and digital media is to share the awareness of media literacy and message of the campaign. Use of campaign hashtag (#windowtoreality) is also highly recommended to consumers participating the campaign in order to spread the awareness widely.

CHANNELS	THE ROLE	MEDIA TYPE
Window to reality -app	Material for the campaign	Owned
Social media	Material sharing platform and place to spread awareness	Earned
Influencer marketing	Activating consumers	Paid
Print and digital media/Sanoma	Promoting the message	Paid/Owned
Ben & Jerry's social media	Promoting the app	Owned

Budget: Annual media budget is 500 000€, which is mainly used to build the app and create the buzz around the designated phenomenon.