## WINDOW TO REALITY

MARINAN





THE WORLD IS BEYOND THE HEADLINES.



Makes the world a better place by speaking out on society's most important issues





THE WORLD IS BEYOND THE HEADLINES.

Offers reliable information and new perspectives about society's important topics



#### BACKGROUND

Spreading and creating misleading content is easy online

Criticality towards online content is lacking OUR SOLUTION: WINDOW TO REALITY APP

And the Real Property in the Local Division of the

#### **HOW IT WORKS?**

Augmented reality camera shows different looks to the reality

Manipulated pictures are shared in social media Followers are directed through the link to see the real picture

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First we get people to use the app.

With the app, people upload manipulated pictures and spread the word with the hashtag #WindowToReality

As a result consumers will get more comprehensive understanding of large amount of misleading content in social media

#### **CAMPAIGN OVERVIEW**

**Target group:** Consumers active in social media, broadly between 18-44 years old

## CAMPAIGN OBJECTIVES

Evoke discussion about the trustworthiness of online content

Visualize how easy it is to manipulate content online

Increase consumers criticalism towards online content





### TARGETED IMPACT

30% of the target group states the campaign made them think more about the motives behind online content

20% of the target group states the campaign made them more critical of the source

#### **MEDIA CHANNELS**

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Window to reality -app

Social media

Material sharing platform and place to spread awareness

**ROLE IN THE CAMPAIGN** 

Material for the campaign

Activating consumers

#### Print and digital media

Influencer marketing

Promoting the message

### WHY THIS WORKS?

App is easy to use

Effective media channels

Instead of resticting fake content, consumers are encouraged to produce and share manipulated content

Spreading pictures and message of the campaign is fun Tone of the campaign is modern