

A man in a dark suit and white shirt is shown in profile, gesturing with his hands as if speaking or presenting. The image is overlaid with a semi-transparent dark blue filter. The text "WE ARE BLIND." is centered over the image, with "WE ARE" in white and "BLIND." in a light blue color.

WE ARE BLIND.

CAMPAIGN GOAL

IS TO INCREASE THE UNDERSTANDING OF HOW EASY IT IS TO PUBLISH FAKE INFORMATION.



OBJECTIVE 1

Should state that the campaign made them more critical of their source.



OBJECTIVE 2

Should state that the campaign made them more aware of the motives behind fake news.

OUR TARGET GROUP CONSIST OF ACTIVE SOCIAL MEDIA USERS BETWEEN THE AGE OF 18 AND 44.

OVERALL WE NEED TO BE BOLD, DIRECT AND WILLING TO CREATE SOMETHING ENTIRELY NEW

CAMPAIGN INSIGHTS

TO SUPPORT OUR UNDERSTANDING OF THE TARGET GROUP AND FAKE NEWS IN GENERAL

>90%

OF TARGET GROUP USES INTERNET TO
CONSUME DIGITAL MEDIA DAILY

75%

OF TARGET GROUP BELIEVES
THEY CAN IDENTIFY FAKE NEWS

6x

BUT AT THE SAME TIME FAKE
NEWS SPREAD FASTER THAN REAL NEWS

**SINCE FAKE NEWS CAN LOOK HIGHLY CREDIBLE, THE TARGET GROUP MAY BE OVER
ESTIMATING THEIR CAPABILITY TO IDENTIFY THEM. WE'RE GOING TO FIND OUT BY HOW MUCH.**

Sources:

Vosoughi, S. – Roy, D. – Aral, S. (2018) The spread of true and false news online. *Science*, Vol. 359 (6380), s. 1146–1151.

Herranen, T. (2017) *Valeutistutkimus 2017*. Medialiitto, Tietoykkönen.

Suomen virallinen tilasto (SVT): Väestön tieto- ja viestintätekniikan käyttö. ISSN=2341-8699. 13 2017, 1. Internetin käytön yleisyys, useus ja yleisimmät käyttötarkoitukset . Helsinki: Tilastokeskus [referenced: 10.3.2018].

SINCE DOMESTIC MEDIA IS HIGH IN TRUST

MOST PEOPLE HAVE THEIR GUARD DOWN WHEN THEY ARE CONSUMING IT

APPROXIMATELY ONLY

14%

OF THE TARGET GROUP BELIEVES THAT THERE ARE LOTS OF FAKE NEWS IN DOMESTIC NEWSPAPER BASED MEDIA



THIS MEANS THAT

86%

OF THE TARGET GROUP WOULD NOT BE HIGHLY GUARDED AGAINST FAKE NEWS IN DOMESTIC MEDIA

DOMESTIC MEDIA IS THE PERFECT ENVIRONMENT TO TEST HOW WELL THE TARGET GROUP CAN IDENTIFY CREDIBLE LOOKING FAKE CONTENT WHEN THEY ARE OFF GUARD.

Sources: Herranen, T. (2017) *Valeutistutkimus 2017*. Medialiitto, Tietoykkönen.

THE SOLUTION IS SIMPLE

AND IT'S ONLY GOING TO REQUIRE THREE PHASES

Prepare

(Phase 1)

We will research how many can actually recognize fake news when their guard is down?

Shock

(Phase 2)

Let the world know the truth. It will be surprising and shocking to most people.

Influence

(Phase 3)

Once the perfect moment has been created, we will influence our target group in order to reach our goals.

THE ROAD TO SUCCESS LIES IN BUILDING THE MOMENT BEFORE TRYING TO INFLUENCE

PHASE 1 – HARVESTING THE DATA

TO FIGURE OUT HOW MANY PEOPLE CAN TRULY IDENTIFY FAKE NEWS

- 1 Team up with is.fi for massive data collection capabilities.
- 2 Silently implement a series of fake articles into hs.fi & is.fi for a period of one week.
- 3 Technically ensure that the implemented articles stay on top of the website feeds constantly.
- 4 Prompt the readers to express their thoughts if the article they read was fake or not. This will appear in fake and real articles.
- 5 Statistically evaluate how many can tell the difference between fake news and real news. Finally publish the results into a dedicated website section in hs.fi.



Research statistics & goals:

Is.fi weekly users: 2 million & hs.fi weekly users: 1,5 million - source: TNS Metrics.

Goal for user participation with tactical prompt request is set to 30%. This makes the potential size of N over 750.000.

PHASE 2 – ESCALATING THE FINDINGS

IN ORDER TO CREATE A SHOCK, ENGAGE THE TARGET AUDIENCE AND GENERATE OVERALL BUZZ

STEP 1 – BUYING MEDIA

GOALS: REACH & AWARENESS

We'll distribute the research results in high reach media channels with a very direct angle. We go out with HS front page and then support with Sanoma digital & Facebook.

HELSINGIN SANOMAT

64%

Shocking discovery!
Of Finnish population cannot identify fake news. Based on research of 750k Finns conducted by HS.

STEP 2 - BORROWING MEDIA

GOALS: ENGAGEMENT & CONVERSATION

We'll partner with influencers, who can engage their audiences about the importance of media literacy. This will generate engagement through conversation.

SOCIAL MEDIA INFLUENCERS

ATHLETE INFLUENCERS

CELEBRITY INFLUENCERS

STEP 3 - EARNING MEDIA

GOALS: FURTHER REACH & BUZZ

Once we've generated enough awareness and engagement, other parties will pick up on the topic as well. This grants us with intense amounts of earned media.

WRITTEN ARTICLES

MENTIONS ON RADIO SHOWS

SECTIONS IN TV NEWS

PHASE 3 – TIEING IT TOGETHER

WITH POWERFUL VIDEOS, WHEN WE'VE FIRST MANAGE THE BUILD THE PERFECT MOMENT

In 2016 the Finnish government updated our study curriculum to include media literacy. This is was a fantastic update, but there is still work to be done...

Fake news motives we will address:

War

Racism

Trolling

Commercial

Politics

POINTS WE'RE GOING TO HIGHLIGHT

1

Positive changes that the Finnish government made in 2016 regarding media literacy & study curriculum.

2

Remind people that the issue is not only related to young kids but older people (age 18-44) as well – backed up by our research insights.

3

Highlight the potential motives behind manipulated information or content.

WE WILL DISTRIBUTE THE VIDEOS WITH

TV

YouTube

Ruutu

Ruutu
network

CAMPAIGN MEDIAPLAN

CAREFULLY CRAFTED TO ENSURE CAMPAIGN SUCCESS IN EACH PHASE

Week 1	Week 2	Week 3 - 4	
Phase 1 - data	Phase 2 - quick media	Phase 3 - impact media	Lastly
Research 10.000 €	Sanoma print 50.000 €	TV 175.000 €	Post campaign measuring of results 10.000 €
	Sanoma digital 50.000 €	Ruutu 75.000 €	
	Influencer collaboration 50.000 €	YouTube 30.000 €	
	Facebook 20.000 €	Ruutu network 30.000 €	

Keys to success:

Gather shocking data → Build the moment → Exploit the moment = 500.000 €



IN THE END IT IS VERY SIMPLE

THE NEXT TIME YOU'RE READING SOMETHING – JUST ASK YOURSELF:

“ IS THIS REALLY VALID? ”

DON'T BE BLIND.