

Media literacy is generally on a good level in Finland.*

If we really are that competent, why is there still so much primitive frenzy in social media?

*KAVI/The Finnish Media Education Authority
https://kavi.fi/sites/default/files/documents/mil_in_finland.pdf

Social media is the wild west of the modern era.

There is no sheriff to curate the content. And that is how it is supposed to be, as it is a democratic and global platform for people to interact and consume content. Along with benefits comes responsibility. People have to take responsibility for their actions which culminates in **critical thinking**.

The lack of critical thinking makes people ignorant.

Ignorance leads to mayhem. How to guide people through the wilderness?

Audiences like to be entertained, not pitched.*

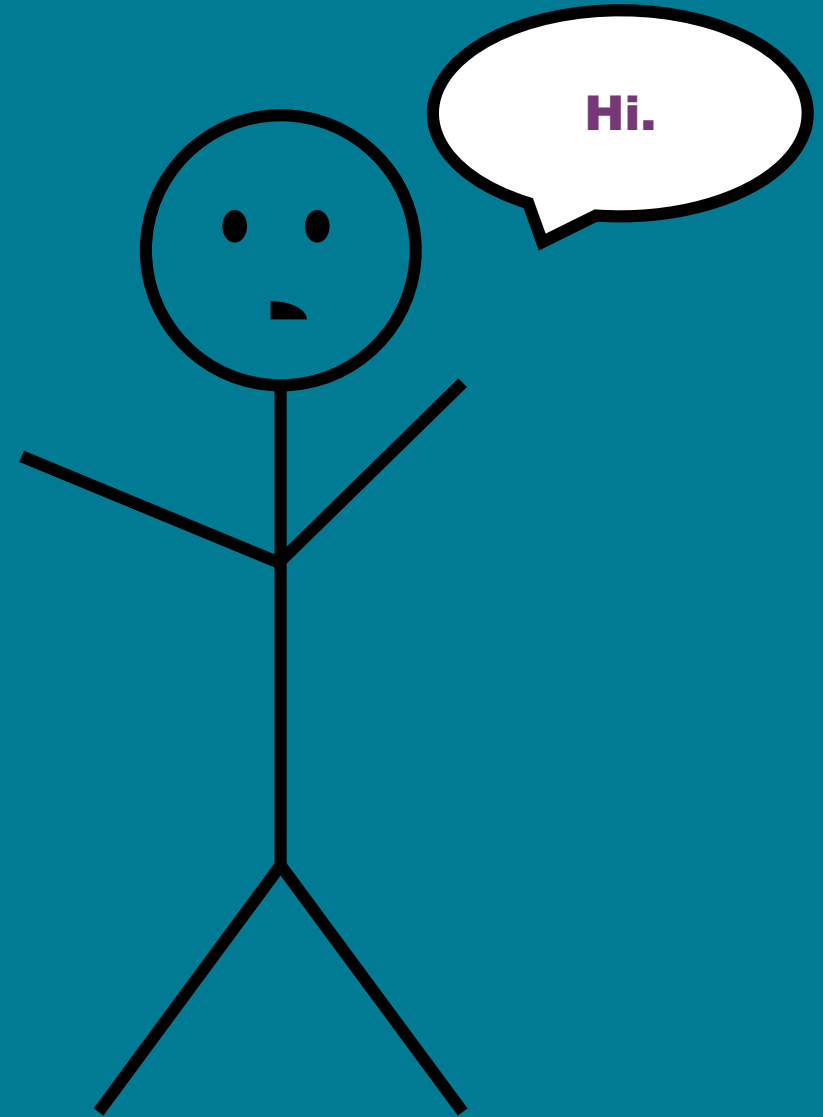
People will pay more attention to humorous advertising than factual, opening themselves up to be influenced.

*Mark Levit, Partner at Partners & Levit Advertising, Prof. Of Marketing at NYU
<https://www.experience.com/advice/careers/professions/humor-in-advertising/>

Meet Bill.

Funny in an ironical way.

Already a phenomenon in social media.



Comics unite people of every age.

We will launch a new comic on HS that is both entertaining and educating. Bill is one of us, exploring the depths of the ocean of social media. Bill shows us how to act like a critical thinker when encountering fake news, suspicious content or a troll.

The comic reacts to current topics and daily phenomena such as social media rage.

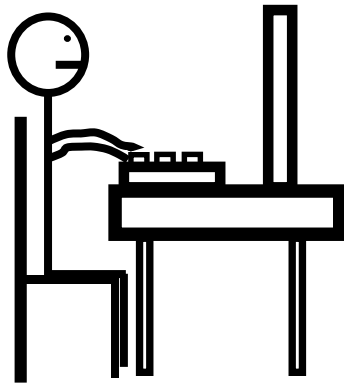
This is Bill.

**Bill sees a nutty
claim on
Facebook.**

**He doesn't share it
before verifying it.**

Bill is smart.

Be like Bill.



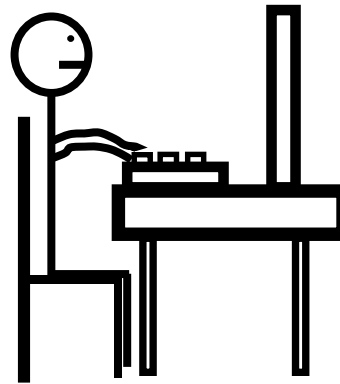
This is Bill.

**Bill doesn't know
about politics.**

**Bill reads about it
first.**

Bill is smart.

Be like Bill.



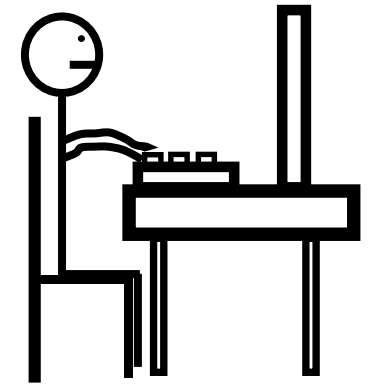
This is Bill.

**Bill shares
something that's
not true. He
causes a social
media storm.**

**Bill understands
he was wrong and
apologizes.**

Bill is smart.

Be like Bill.



Endless possibilities to support paid advertising.

Weekly comic in multichannel HS reacting to current topics. Online generator on HS.fi for consumers to create their own comic meme and share it in social media. Comic exhibition at Sanomatalo. Collaboration with The Finnish Comics Society.

Annual budget and media.

Budget share is allocated accordingly: 20% launch, 40% reactive bursts and 40% baseline.

100 000 €

Social media

Facebook
Instagram
Twitter
Snapchat

350 000 €

National online*

CPM display
Data-driven display
Native

40 000 €

Offline event

Exhibition
PR + promo

0 €

Earned & Owned

WOM
PR

* Sanoma Online Network

This is Bill.

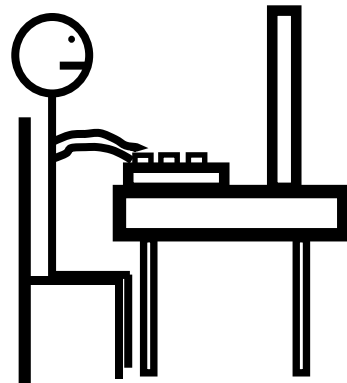
Bill is on the internet.

Bill sees something that offends him.

Bill moves on.

Bill is smart.

Be like Bill.



Smart.

Witty.

Memorable.

Contemporary.