

**FAKE NEWS CAN CHANGE THE WORLD**

**Will it change  
your future?**

**HS**

THE WORLD IS BEYOND THE HEADLINES.

**OVER 230 000 UNDER 45 YEAR OLD FINNS HAVE SHARED  
FAKE NEWS ON PURPOSE OR BY ACCIDENT**

**Do you recognize fake news  
from the real ones?**

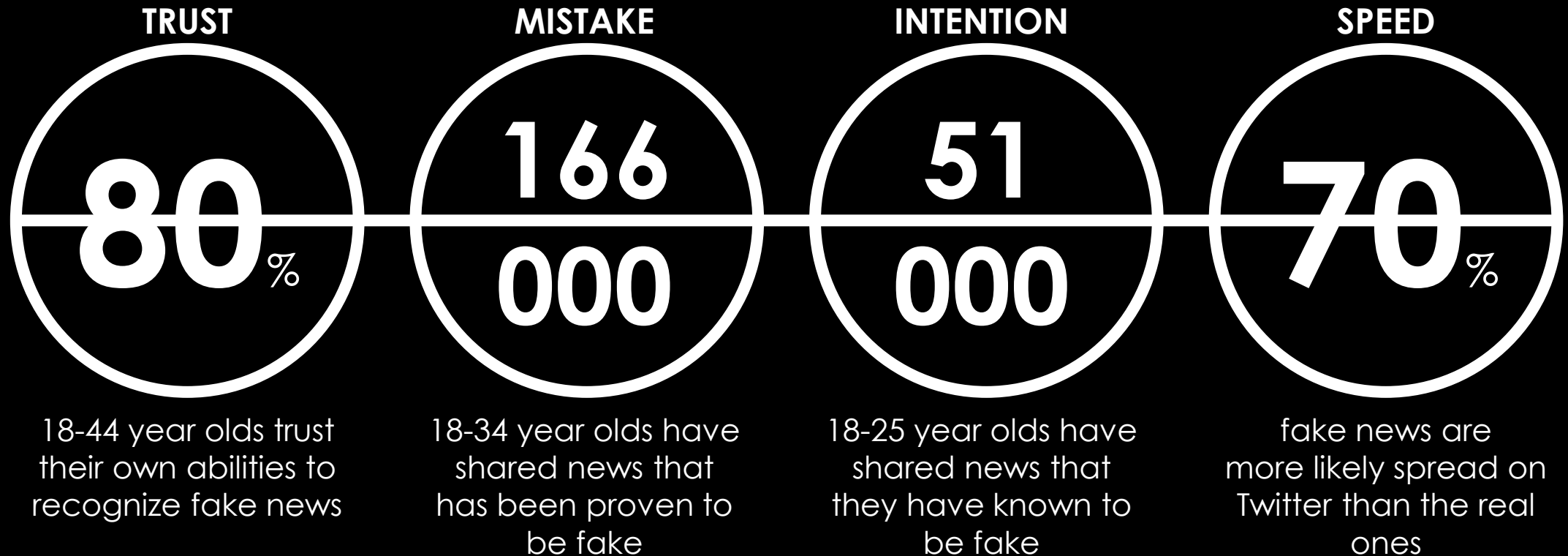
We must awake the target group by showing  
the consequences of fake information.

Source: Fake News Research 2017, Medialitto

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# DO FINNS HAVE TOO MUCH FAITH IN THEMSELVES?

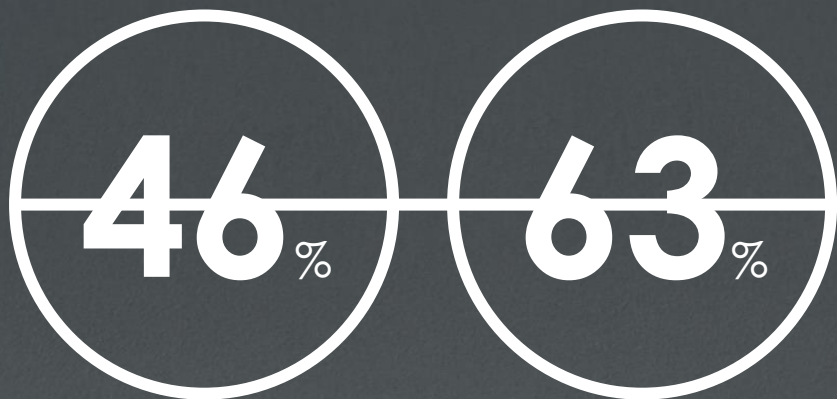


Source: Fake News Research 2017, Medialitto & Fake News, MIT 2018



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## THE SITUATION IN UNDER 25 IS MOST ALARMING



18-24 year olds bump  
into fake news every  
week  
(29 % in average)

say shared comments  
and articles affect their  
opinions



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- ✓ Their confidence in spotting fake news is high but actions prove the other direction
  - Primary target group: 18-24 year olds
  - Secondary target group: 25-44 year olds
- ✓ We show the consequences of fake news by using examples relevant for different target groups
- ✓ Using familiar media for the different groups we can focus the message even though we are using mass media

Source: Fake News Research 2017, Medialiitto & TNS  
Mind\_Monitor Media report 2017 & TNS Atlas H1/2017

# CAMPAIGN STRATEGY

The campaign touches the audience by using emotional examples close to each group in form of visual and audio visual means to maximize effectiveness

KPI: Attitude change

## Awareness

Mass media is used for reaching the whole audience in different channels

With large mass media actions we raise the subject into a hot topic

KPI: Reach and attention value

## Activation

By activating the primary target group on social media via influencers and native advertising we deepen the message

We make the audience consider the effects on a personal level

KPI: Filter usage

## Long Term Effect

HS emphasizes the importance of source by launching a "quality stamp" for trusted media

KPI: Worldwide spread



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## MULTI CHANNEL LAUNCH

# Fake news can change the world

To ensure the target impacts we evoke the audience to question their media literacy.

We make the audience think about their role in spreading the fake information by showing consequences of real situations.



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PERUSTETTU  VUONNA 1889

# HELSINGIN SANOMAT

Torstaina 8. maaliskuuta 2018 Viikko 10. N:o 65 (42755). Irtonumero 4,00 €, kotiin tilattuna alk. 1,24 €/pv (12 kk:n jatkuva tilaus).

72 sivua



**Smallpox epidemic is close - Herd immunity below the critical limit**



**Vaccines cause long-term side effects on immunity system**

**Do you recognize fake news from the real ones?**

**Fake news can rewrite your children's future**



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Answer: Vaccine does not cause effects on immunity system

## ACTIVATE PRIMARY TARGET GROUP

# Deepen impact in social media

Campaign spreads to social media in the form of fake news filter.

Everyone can pretend to be the victim of fake news and see how it could affect the individual's life.

We will harness social influencers to spread the message



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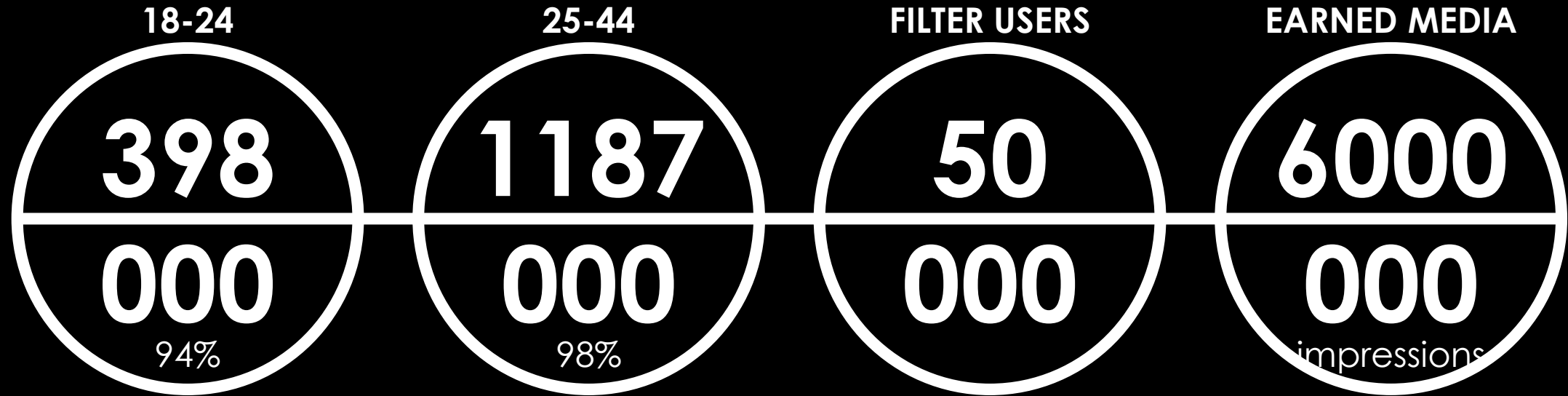
CHANNEL	ROLE / AUDIENCE	BUDGET / TIME	DESCRIPTION
Online video	Awareness / Primary	45 000 € / 4 weeks (30% external)	Reach mainly primary target group in a natural media environment
Social media	Activation / Primary	25 000 € / 4 weeks (external)	Activate target group by filters and promoted posts
Native advertising	Activation / Secondary	40 000 € / 2 weeks	Interactive article in HS.fi and Menaiset.fi stating the effects of fake news
Display advertising	Awareness / Both	60 000 € / 4 weeks	Different messages targeted by age groups using relevant message
TV	Awareness / Both	150 000 € / 4 weeks	Reach target group 15-34 year olds + spill over
Print	Awareness / Secondary	110 000 € / 4 weeks	Multichannel newsmedia packages and magazine spreads to reach the older end of secondary target group
Outdoor	Awareness & activation / Both	50 000 € / 1 week (external)	Interactive outdoor advertising in citizen crossing points
Influencers	Activation / Primary	10 000 € / 2 weeks (external)	Harness influencers to spread the message about fake news using social media filters
Research	Long term effect / Both	10 000 €	Sanoma Suomitutka research: Before and after the campaign to measure the target impacts
Quality stamp	Long term effect / Both	0 €	HS launches a quality stamp for trusted media content



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# REACHING EVERY ONE IN THE TARGET GROUP AND AFFECTING THEIR MINDSET



Source: TNS Atlas H1/2017



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**CHALLENGE:**

**"INTERNET IS FULL OF ALL SORTS OF  
GARBAGE DISGUISED AS NEWS"**

**- KAIUS NIEMI**

**GOAL:**

**WE EVOKE TARGET AUDIENCE TO QUESTION THE MOTIVES BEHIND FAKE NEWS  
AND THE SOURCE OF INFORMATION**

**HOW:**

**WE MAKE THE AUDIENCE FACE THE CONSEQUENCES OF FAKE NEWS USING  
REAL LIFE EXAMPLES IN CREATIVES. TARGET GROUP IS ACTIVATED TO THINK  
ABOUT THEIR OWN RESPONSIBILITIES AS INFORMATION CONSUMERS.**

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