

CHEW BEFORE YOU SWALLOW
Marketers Young Lions Finland 2018
K Group & Helsingin Sanomat, Media Literacy

Helsingin Sanomat is the largest daily paper in the Nordic region and it offers not only reliable news, but also a variety of content, especially covering lifestyle, science, culture and society. K Group is a Finnish trading sector pioneer that has been selected as the most sustainable trading sector company in the world¹. Corporate responsibility is a strategic choice for K Group and integrated in day-to-day activities.

CONSUMER INSIGHT AND PROBLEM STATEMENT

43 % of Finns think they encounter untrue news weekly². False news spreads rapidly in online media because anyone can publish and share content. According to research, false news spreads more than the truth because humans, not robots, are more likely to spread it³.

A substantial part of misinformation is related to healthy diet and food products. This has led to a situation where especially young Finns feel it is difficult to find, evaluate and understand information related to healthy diet and well-being⁴. This can be highly detrimental to one's health, if people make food choices based on misinformation.

CAMPAIGN DESCRIPTION – CHEW BEFORE YOU SWALLOW

K Group wants to improve media and health literacy skills of the Finnish people. The primary objective of this campaign is to raise people's interest towards fact-based information.

As a contribution to media literacy improvement, K Group will build Nutrition Fact Bar on K-Ruoka.fi website and K-Ruoka mobile application. Consumers can find content based on K Group's own data (online & offline) and the content is curated by K Group's product research with the help of national health authorities. On Facebook, people can ask K-Ruoka Messenger chatbot if the news articles related to healthy diet or food products, are based on facts.

TIMELINE OF THE CAMPAIGN:

Phase 1: Increase awareness of misinformation and raise interest towards fact-based content by using 5-10 influencers and native advertising. Launch of K-Ruoka Messenger chatbot. Strong paid and own media presence.

Phase 2: Retargeting with K-Ruoka app install message for those who have not downloaded K-Ruoka mobile app yet.

TARGET GROUP	CAMPAIGN CHANNELS	TARGETS AND KPIS
18-44 years old Finns active in social media: <ul style="list-style-type: none"> Possible to use segmentation based on 1st, 2nd, and 3rd party data 	Own: K-Ruoka.fi, Pirkka magazine, K-Ruoka magazine, in-store, K-Ruoka mobile app, targeted e-mail Paid: Influencers, Sanoma, social media, SEM Earned: Press coverage and social media mentions	<ul style="list-style-type: none"> Improve K Group's image as a trustworthy grocery trader (Kantar TNS brand tracking) 200 000 users for K-Ruoka Messenger chatbot during the campaign period 20 000 new K-Ruoka mobile app downloads Mentions in press and social media

DELIVERABLES	STONE OF VOICE
<ul style="list-style-type: none"> Campaign visuals and creative plan taking into account all channels used Search engine optimized content creation for Nutrition Fact Bar Complete plan for influencer marketing Media plan including budget allocation and metrics for each paid channel 	<ul style="list-style-type: none"> K is genuine and talk to its customers as a friend. Campaign TOV: modern, human, smart, not boring nor preaching, can be funny, gives new perspectives that create discussion.

¹ Corporate Knights (2018). Global 100.

² Medialiitto (2017). "Valeuutitutkimus 2017", Research: Tietoykkönen.

³ Soroush Vosoughi, Deb Roy and Sinan Aral (9.3.2018). "The spread of true and false news online", *Science*, Vol. 359 (Iss. 6380), pp. 1146–1151.

⁴ Hirvonen, Noora (2015). Health information matters: everyday health information literacy and behavior in relation to health behavior and physical health among young men, *Acta Universitatis Ouluensis. B, Humaniora*, 133.