

**CHEW  
BEFORE  
YOU SWALLOW**





# INSIGHT

**49 % of Finns think they encounter untrue news weekly<sup>1</sup>. A substantial part of false news is related to wellbeing, healthy diet and food products.**

**Misinformation spreads rapidly in online media because anyone can publish and share content.**

**Additionally, false news spreads more than the truth because humans, not robots, are more likely to spread it<sup>2</sup>.**

<sup>1</sup>Medialiitto (2017)

<sup>2</sup>Science (2018)



**False news and misinformation spread like wildfire.**

**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-being<sup>3</sup>. This can be highly detrimental to one's health, if the he/she makes food choices based on misinformation.**

<sup>3</sup> Hirvonen (2015)

K Group's mission is to create  
welfare responsibly for all society.

Through the campaign  
**CHEW BEFORE YOU SWALLOW,**  
K Group aims to raise people's  
interest towards fact-based  
information.

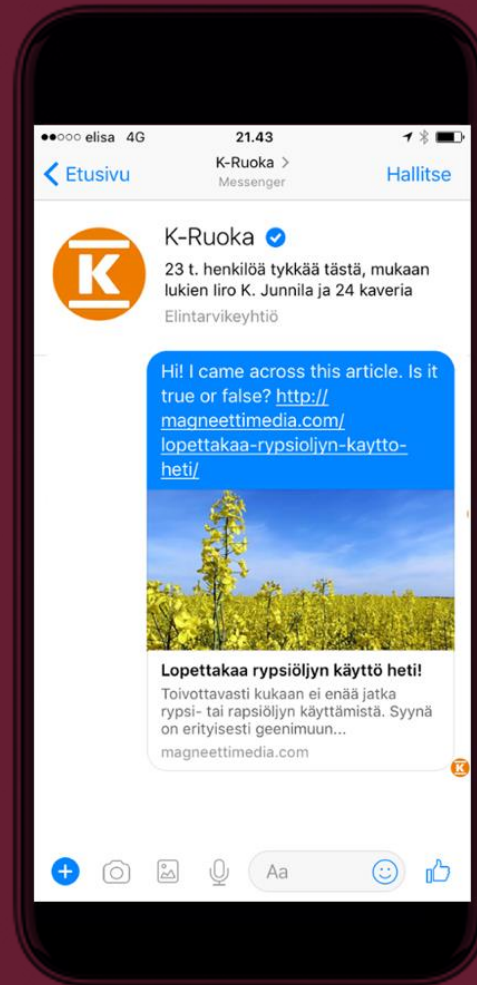




For K Group, CSR is actions. Therefore, K Group will build a AI-powered chatbot, which will help Facebook users to check the authenticity of news.

1.

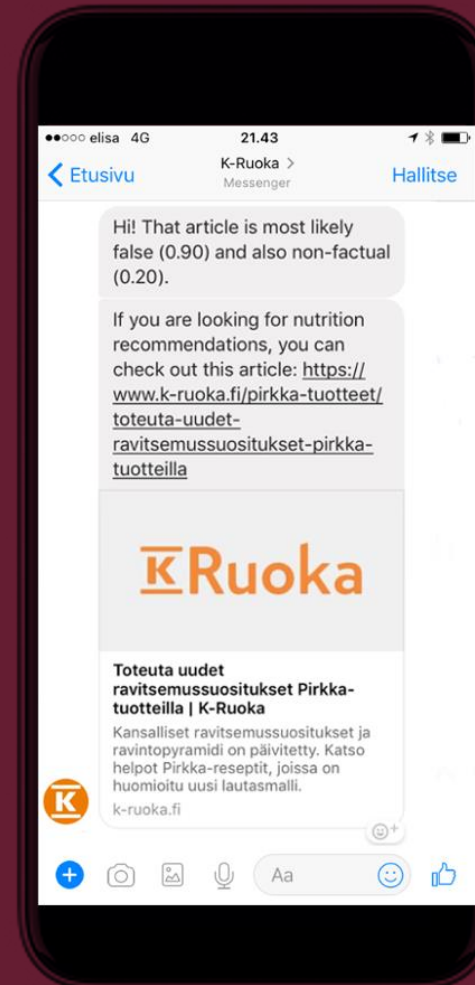
Facebook users can check the authenticity of wellbeing-related news by entering the URL of the news they would like to check.



2.

The chatbot will check the authenticity and truthfulness of the article by using hundreds of different sources.

Additionally, the chatbot will provide relevant content about wellbeing. The suggestions use AI as a leverage.



The suggested articles are retrieved from K-Ruoka Nutrition Fact Bar\*.

In order to help consumers to find trustworthy and fact-based information, K Group will build a content hub Nutrition Fact Bar, that is easily accessible in K-Ruoka.fi and in K-Ruoka mobile app.

The published themes are based on K Group's own data (online & offline) and the content is curated by K Group's own product researchers and professional content creators with the help of health authorities.



\*Fact Bar (Faktabaari) is a Finnish factchecking service bringing accuracy to the public election debates.





**THE WORLD**  
is beyond **HEADLINES**  
and **WELLBEING**  
is beyond **DIETS.**

# Campaign execution plan

08-09/2018

10/2018

11/2018

## PREPARATIONS

## PHASE 1

## PHASE 2

OWN

- Building the content hub K-Ruoka Nutrition Fact Bar in K Group's own media (K-Ruoka.fi and K-Ruoka mobile app).
- The content is based on K Group's own data (online & offline) and it will be curated by K Group's product researchers with the help of national health authorities.

- Launching K-Ruoka Nutrition Fact Bar content hub and K-Ruoka Messenger chatbot.

- In-store marketing: custom printed receipts, shopping carts, checkout dividers etc.
- Targeted e-mail advertising.
- Targeted in-app advertising.

PAID

- Using 5-10 influencers who tell their stories about how they digest news they encounter in online media.
- Informative yet entertaining advertising (preferably native ads) in Sanoma media.

- Re-targeting with K-Ruoka app install message for those, who have not downloaded it yet.

EARNED

- Preparation of three press releases about media literacy amongst young Finns.

- Publishing the first two press releases.

- Publishing the third press release.

TARGET GROUP

18-44 years old Finns who are active in social media

TONE OF VOICE

K is genuine and talks to its customers as a friend. The campaign should look and feel modern, human, smart, not boring nor preaching. It can be funny and should give new perspectives that create discussion.



## DELIVERABLES

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

## TARGETS and KPIs

Improve K Group's image as a trustworthy grocery trader

200 000 unique K-ruoka Messenger chatbot users during the campaign period

20 000 new K-Ruoka mobile app downloads

Mentions in press and social media



# **REAL INFORMATION**

**is everyman's right.**

**While Helsingin Sanomat is creating awareness of false news, we, as K Group want to contribute by raising Finns' interest towards accurate and fact-based wellbeing information.**

**So that every Finn would chew before they swallow.**

