

CAMPAIGN DESCRIPTION

Problem: Misleading news and information is increasing exponentially, especially online – fake news are 70% more likely to be re-tweeted than true stories. Facts and misinformation get easily mixed as people forget to check the source.

Insight: What people often forget is that misinformation has consequences on real people’s lives as their side of the story is left unheard. Therefore, it is crucial to check the source before you believe it.

Solution: #CHECKTHESOURCE movement against misinformation. Giving voice to real people by telling their side of the story not covered in fake news and encouraging people act against misinformation.

Campaign logic:

- Telling the other side of the story:
 - People affected by fake news/misinformation tell their side of the story through campaign videos / still ads
 - Dove’s side of the story told through the new #CheckTheSource range (e.g ~~Dove uses animal testing~~ vs. Dove hates animal testing)
 - SoMe influencers’ content of their own experiences
- Activating people to act against misinformation:
 - People encouraged to write #checkthesource on suspicious news and info online
 - Campaign site gathers all hashtagged news

Objectives:

- Increase awareness of misinformation & mindfulness of source
- Engage people to act against misinformation
- Improved Dove&HS brand images & sales

Brands: Dove and HS both believe in realness. HS delivers news truthfully – Dove portrays beauty truthfully, through real women. HS shows the “world beyond the titles” – Dove believes that beauty is beyond the surface. Therefore, the two brands are a perfect team to fight misinformation.

Target group: 18-44-year-olds SoMe-actives

CAMPAIGN CHANNELS

We want you to create a bold, emotionally appealing, modern and smart campaign that without preaching shows the other side of the story behind fake news. The story of those, who have been left unheard. These can be celebrities or regular people/entities and their stories can include social media bullying, racism or misinformation about other topics. The campaign creators should have the credibility to tell these stories - in the style of Meeri Koutaniemi / Viivi Huuska. In addition, a group of social media influencers (vloggers, bloggers, twitterists, instagramers) are recruited to share how misinformation has touched their lives. Another important channel for spreading the message is the packaging of the new Dove product range.

The campaign should activate the target group to help solve the problem by writing #checkthesource whenever encountering misinformation. This will again raise awareness and social media buzz. The posts will be gathered to a campaign site to highlight the extent of misinformation online.

Paid channels	Own channels	Earned channels
<ul style="list-style-type: none"> • Sanoma media • Social media influencer co-op • Social media 	<ul style="list-style-type: none"> • Campaign site • Dove product range, SoMe • HS SoMe 	<ul style="list-style-type: none"> • WOM • Press mentions

Deliverables	KPI’s
<ul style="list-style-type: none"> • Creative concept • Key messages • Campaign assets (videos and still assets, product packaging, campaign site) • Influencer asset kit and guidelines • Communication plan 	<ul style="list-style-type: none"> • 30% of TA think about motives • 20% more critical of source • 50% reach • 5% of TA used #checkthesource • +10% selected brand attributes vs YA • +5% sales for Dove and subscription for HS

Budget: 500k€ (media)

TIMINGS:	➤ Brief 4/18	➤ Debrief: 5/18	➤ Creation: 6-9/18	➤ Live: 10/18	➤ Follow up: 11/18
-----------------	--------------	-----------------	--------------------	---------------	--------------------