

A close-up photograph of three young women. The woman in the center has short blonde hair and is looking directly at the camera with a serious expression. She is wearing a white t-shirt and large silver hoop earrings. To her left, a woman with dark hair is looking slightly to the side. To her right, a woman with blonde hair is looking off-camera. The background is a plain, light-colored wall.

# #CHECKTHESOURCE

HS

THE WORLD IS BEYOND THE HEADLINES.

*Dove*  


# PROBLEM



Misleading news and info is increasing exponentially, especially online.  
Fact and fake get easily mixed as people forget to check the source.



# INSIGHT



Fake information has consequences on real people's lives as their side of the story is left unheard. Therefore, it is important 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

# #CHECKTHESOURCE RANGE BY DOVE

SHOWING THE OTHER SIDE OF THE STORY

Misinformation  
Dove's side of the story



# CAMPAIGN LOGIC

## THEME

Telling the other side of the story not covered in fake news & encouraging people to report suspicious news using #checkthesource

## HOW

Campaign faces, new Dove products and a group of social media influencers all share their side of the story through different channels and encourage people to act against fake news by writing the hashtag whenever encountering suspicious news online.

## VOICE

Emotionally appealing, modern, smart, not preaching

## TARGET

18-44 y.o. SoMe actives



Campaign ads on social media & HS Digital Channels



Dove's new product line: #checkthesource

Seeing #checkthesource on social media and in earned press / WOM



AWARENESS

**Social media influencers'** videos and posts about launch event & their own experiences of misinformation



**Campaign videos:** People telling their side of the story



INTEREST

ENGAGEMENT



#checkthesource campaign site with all the hashtagged news

CTA: write hashtag #checkthesource on suspicious news on SoMe





# BRAND MATCH

HS and Dove – both for realness!

HS

THE WORLD IS BEYOND THE HEADLINES.

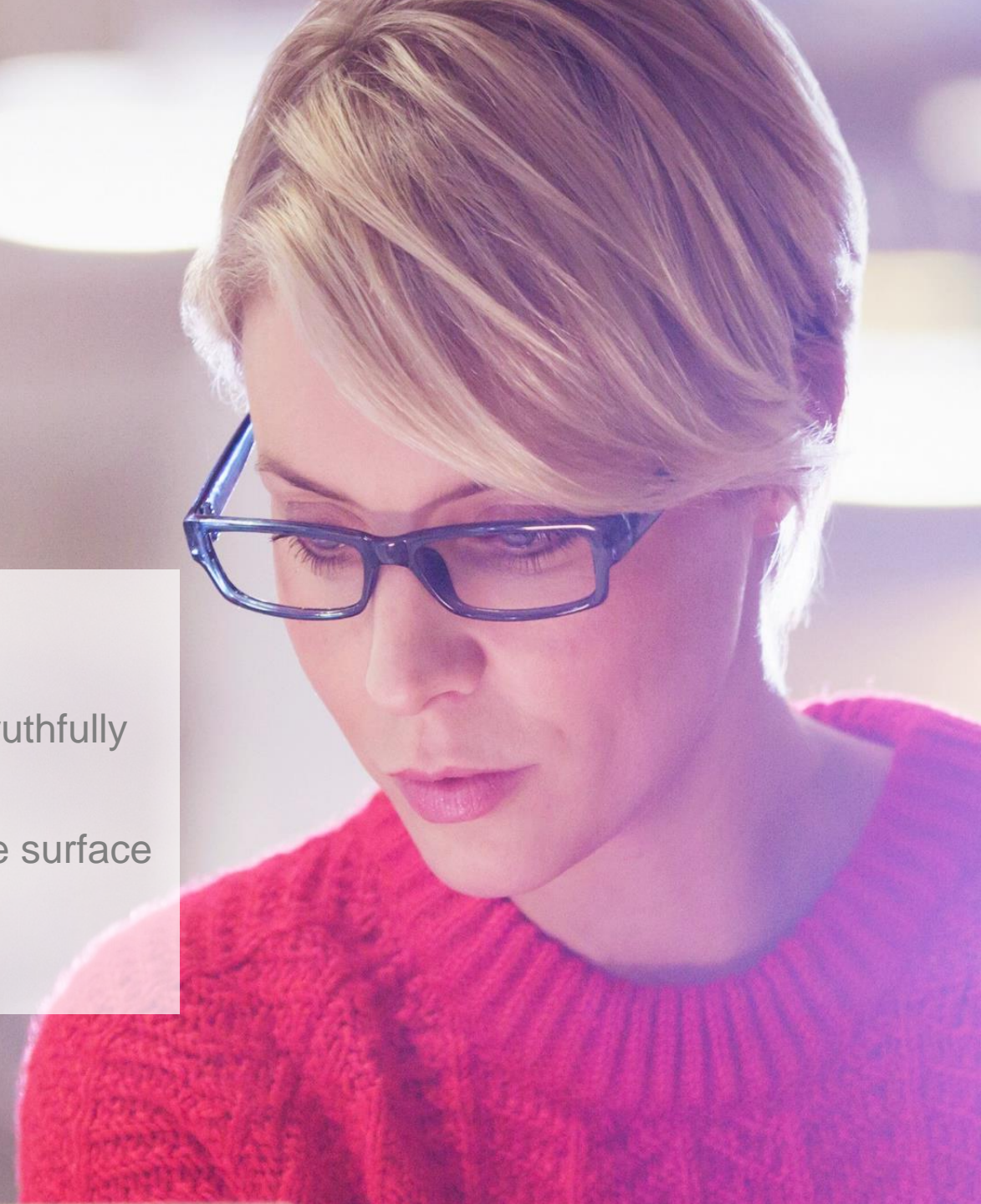


News delivered truthfully

Beauty portrayed truthfully

World is beyond the titles

Beauty is beyond the surface





# EXECUTION

## MAIN CHANNELS

## DELIVERABLES

### **Paid:**

- Sanoma media
- Social media influencer co-op
- Social media (FB, YouTube, LinkedIn, Instagram)

### **Own:**

- #checkthesource campaign site
- Dove product range, website, SoMe
- HS SoMe

### **Earned:**

- WOM especially on social media

- Creative concept
- Key messages
- Campaign assets, idea and production  
videos and still assets  
campaign site,  
product packaging
- Influencer asset kit and guidelines
- Communication plan

## TIMELINE





# GOALS

## GOALS

## KPI'S

Increase awareness of misinformation & mindfulness of the source

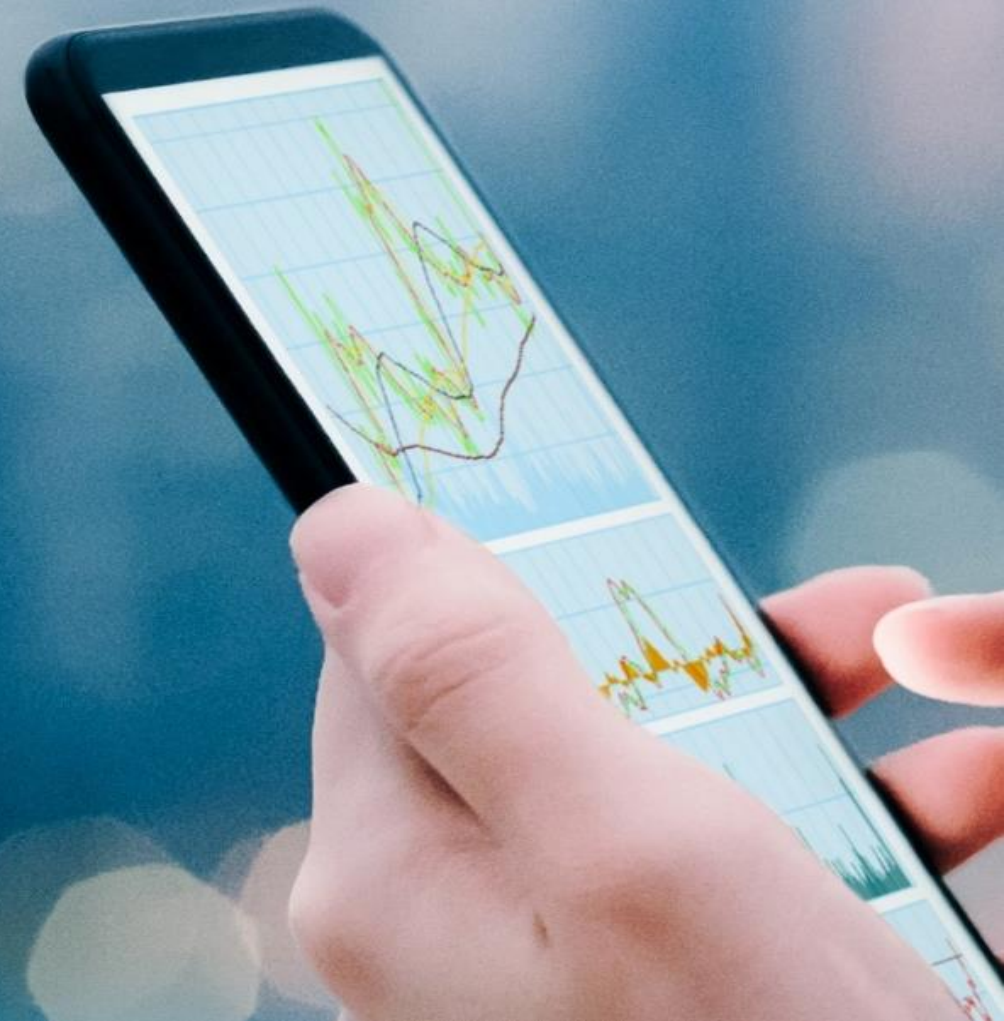
- 30% of target group stating campaign made them think about motives
- 20% of target group stating they are more critical of the source
- 50% reach of campaign & influencer videos and photos

Engage people to act against misinformation

- 5% of target group used #checkthesource in SoMe

Strengthen brand image of Dove & HS

- + 10% in selected brand health attributes vs YA
- + 5% Dove sales and HS subscriptions





SUMMARY

# BENEFITS

PEOPLE

- Increased awareness of misinformation & mindfulness of source
- Easier to identify suspicious information online
- Part of movement that strives for common good

HS

- HS brand strengthened as the credible news media
- People's increased mindfulness of the source
- Increased subscriptions

DOVE

- Dove brand strengthened as the advocate of realness
- Increased sales of Dove products

