

Did
you check
your **source**?



Fake information is **70 %** most likely to be tweeted and spread than the truthful news
The novelty value of truthful news is considered lower than the fake news
43 % claim they face weekly online news that are not strictly truthful

Fake information



Can affect to opinions
and expectations of facts.

Can start crucial crisis
and increase anger towards
society or other people.

A person's hands are shown holding a dark-colored smartphone. The background is a blurred indoor setting with a patterned surface. The text is overlaid on the left side of the image.

WHAT

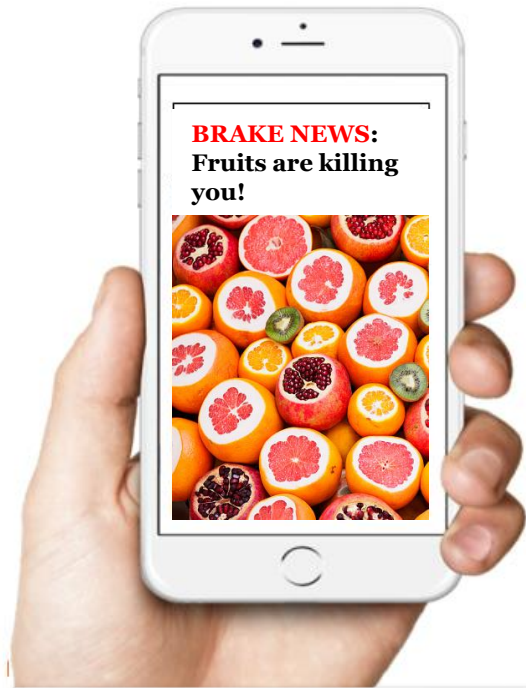
Motivate the people to check the source behind the online content

HOW

Raise the awareness of fake information in radical way

WHY

To understand consequences and differences between fake information and quality journalism



PERUSTETTU VUONNA 1809

HELSINGIN SANOMAT

1200500

times fake news has been commented, shared, posted or read in online.

Did you check your **source**?

Helsinki

100 OHJEKIRJA

Ne jotka oli hiipparissa, miten meni? Löysittekö jemmat? 4

30m 6 erittäin lähellä

Tähän aikaan on jotenki tosi hiljasta jodelissa 1

39m 3 lähellä

Enää 1152 tuntia joulun! 🤖 T. Pukki 31

41m 1 erittäin lähellä

T. Läpi 6

erittäin lähellä



Mixing messages with headlines and photos

DOMESTIC:
**Cleaning operations of
Baltic Sea are useless –**
check how much you
support for nothing!



Targeting in online different kind of contents with radical headlines and mixing photos with it.

We want people to be shocked with “can’t be true”-moment. Content is placed in between **articles, online videos** (Ruutu and HS video networks) and in **social media**.

The headlines in banners and in videos is targeted to specific group with radical/shocking message. By clicking the content it will transfer to **Helsingin Sanomat-campaign site**.

In this way we attract people to pay attention of the source.

HS

Source: Agency proprietary consumer and media study 2016 (n =1,167)

89% of target group (A18-44, who are social media activates) prefer mobile when using internet, 62 % of TG share content with their friends

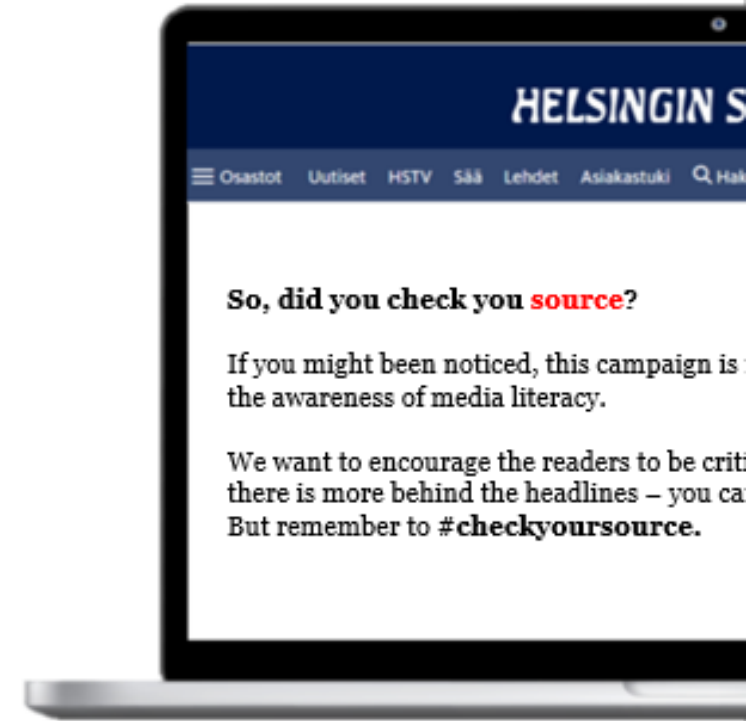
Campaign site is informing visitor more deeply about media literacy and source critic, while surfing on internet.

We are taking over at Musiikkitalo's outdoor screen with **digital calculator**. It calculates all the fake news that have been read, shared, commented or liked in online. The calculator collects the data about fake news from Sanoma's own data base and media partners.

The same calculator is live in the campaign site. At the end of the campaign we publish the total amount of calculator at the **front page** of Helsingin Sanomat -newspaper.

Radio co-operation with Radio Suomipop to activate and reach more wider in our target group. Influencers of the radio channel will discuss about the topic also in their social media profiles.

All these elements increases the awareness of media literacy and the motivation behind publishing fake news without forgetting the importance of checking your source.





New Engagement

Beside of traditional medias we are testing the potential of our target group in Jodel, as they are active chatters in messenger services. Jodel can reach the younger target group: 18-25 years old.

We want to encourage chattering about the campaign in natural platform for younger target group without censored content. We also appreciate the anonymous of users.

Keep the conversation flowing and pick the insights straight from posts.

Example from our jodel: "MP, musiikkitalon laskuri on pelottava?"

*79% of our TG favorite social activity is to chat in messenger services, TG is more social than average, 42% from our TG likes to share their opinions and attend to online conversations in social media

NOVEMBER - DECEMBER

Teasing

- SOME
- Starting with OLV (Ruutu and HS video network)

Launch

- Campaign site
- Outdoor calculator
- Continuing with OLV
- Co-operation with Radio Suomipop
- Continuing SOME
- Taking over Jodel

Final

- Front page of HS
- Continuing with Jodel

HS

BUDGET SPLIT OF MEDIA PLAN:

Sanoma 400 000€

- Online video (Ruutu & HS)
- Display
- Print
- Radio Suomipop
- All the production cost of materials includes

Social Media 65 000€

- Facebook
- Instagram
- Jodel
- Twitter

Outdoor 35 000€

- All the production cost includes

TOTAL 500 000€

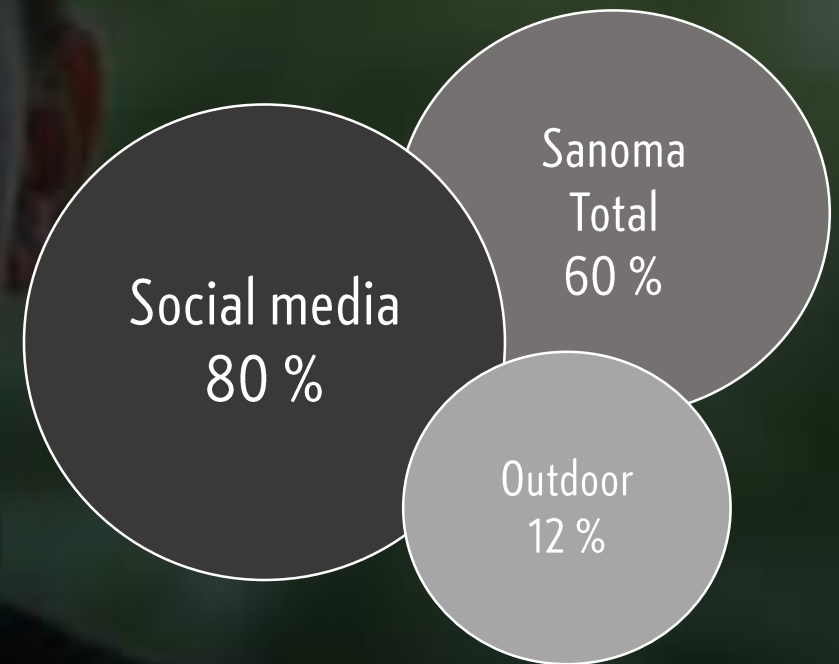
High reach in target group per media

Campaign will reach the target group and all the others with different media contexts.
Sanoma Total includes all the medias planned in campaign.

40 Estimated posts in Jodel

15 Posts from radio influencers in social media profiles

1 055 000 the total contacts of campaign reach



OUTCOME

1. High reach and earned media visibility in total campaign in effectively.
2. Strong increase in awareness of media literacy and source critics.
3. Awakening the conversation about motives behind publishing false information with the radical visuals in campaign.
4. Pioneering new media platform and supporting the advertising in unexpected way.
5. Gives to Helsingin Sanomat an opportunity to take a leading role as quality journalism publisher and supporter.

Check Your **Source**.

