

FAKE OR 100 % AUTHENTIC?

THE WORLD IS BEYOND THE HEADLINES

Young Lions competition 11.3.2018

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THE BRANDS



- Turun Sinappia is a 70-year old brand
- One of the most loved mustard brands in Finland
- Authentic, traditional and strong heritage

- Helsingin Sanomat is 128-years old newspaper
- One of the most reliable media in Finland
- Authentic, traditional and strong heritage



Turun Sinappia will help Helsingin Sanomat to raise concerns on Media Literacy, through its bold and direct tone of voice. Both brands want to build an authentic brand image. On these brand the Finns can trust!

”Kahta en vaihda, ehta sinappi ja ehta journalismi.”
(“There are two things I won’t replace: authentic mustard & authentic journalism.”)

THE AIM OF THE CAMPAIGN

- ✓ Target group: 18-44 years old active social media users
- ✓ Provoke more critical thinking about the source and the motives behind online content.
- ✓ Build the brand image of Turun Sinappia: Authentic mustard brand.
- ✓ Build the brand image of HS: Reliable source of information.
- ✓ Build trust on both of these brands when looking for authenticity.

CAMPAIGN TIMELINE

Digital: HS.fi front page
The launch of the campaign site



Fake news week competition on
HS.fi



Social media campaign,
In-stream & out-stream
video advertising



Post campaign news



April 2nd

April 9th

April 10th

April 30th

PART I: IF EVERY DAY WAS APRIL FOOLS' DAY

Campaign launch: April 2nd

- HS.fi front page ad (6 500 €)
 - a compilation of yesterday's April Fools' news
 - with a top headline "If every day was April Fools' day"
 - To provoke thinking of how easy it is to create credible fake news and spread them around the Internet.



HS

**If every day was
April Fools' day...**



Luetuimmat:

1. Turun Sinappia -jäätelö kaupoissa 2.4.!
2. Suomi ei osallistu jääkiekon MM-kisoihin



PART I: IF EVERY DAY WAS APRIL FOOLS' DAY

- Clicking the ad directs to the campaign page including
 - Information about the media literacy competition "This is what you saw yesterday. Keep your eyes open for the coming week..."
 - Background of the campaign, the concerns of Helsingin Sanomat on media literacy and the importance of the topic.
- Media Literacy competition for HS readers
 - For one week Helsingin Sanomat publishes fake news on HS.fi. The point is to see how quickly these news go viral and how many people recognizes them as fake news.
 - The winner will be drawn from the participants who have spotted all the fake articles on HS.fi during the week.
 - The winner gets free year of Sanoma digital content and a trip to "where the mustard seeds grow" (i.e. Canada).
- After the campaign week, HS publishes articles about media literacy and reveals the fake news.



PART II: THE WORLD IS BEYOND THE HEADLINES

HS

- In-stream and out-stream video campaign on Sanoma media (50 000 €)
- To make the target group think more about the motives behind the online content and show how easy it is to manipulate them.
- Several video ads will be produced following the same structure:
 - First camera zoomed in to the news topic. Newsreader's voice reporting in the background. Then the camera zooms out revealing the scale of the event. The voice of newsreader fades out. Finally, the logos and slogans of HS and TS pop to the screen while HS theme melody is played on the background.

Screen 1



Screen 2

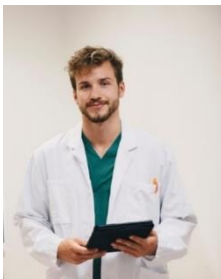


Screen 3



PART III: FAKE OR 100% AUTHENTIC

- Facebook & Instagram advertising (50 000 €)
- Provocative pictures making target group think the authenticity
- Picture ads: more humorous, targeted to younger consumers asking if the picture is fake or “100 % authentic” (as Turun Sinappia mustard is).
- Videos ads: the same as used in Sanoma in-stream and out-stream media.



HS



HS – Helsingin Sanomat



FEIKKI VAI

100%
EHTA



HS – Helsingin Sanomat



FEIKKI VAI

100%
EHTA



SUMMARY

- Spirit of campaign: Bold, daring, modern, open-minded, surprising
- Time: April
- Budget: ~110 000 €
- Target audience: 18-44 years old Finns active in social media
- Main KPIs:
 - 30 % of the target group states the campaign made them think more about the motives behind online content.
 - 20 % of the target group states the campaign made them more critical of the source.
 - Positive impact on Turun Sinappia brand equity and increase in sales among the target group.
 - Positive impact on Helsingin Sanomat brand loyalty and increase in sales among the target group.
- Main channels: HS.fi, in-stream & out-stream video on Sanoma network, Social media (Facebook and Instagram advertising)