

FAKE OR 100 % AUTHENTIC?

1. CAMPAIGN DESCRIPTION

Helsingin Sanomat is a trusted and traditional 128-years old newspaper with a long heritage among Finnish consumers. HS wants to look into the future by being a forerunner in digital journalism, through its multiple digital channels. There for it is important to refresh the brand among the younger audience.

Turun Sinappia is a celebrating its 70-year-old heritage in 2018. Mustard is as important to the Finnish consumers as summer cottages and saunas. The TS brand is loved among the consumers who know and appreciate its long tradition.

In this digital age, it's easy to publish and encounter misleading information online. HS sees it's important to emphasize Media Literacy and to **increase awareness of fake information** and the variety of motives behind it. HS wants to represent trustworthy digital journalism and offer reliable information to all its consumers.

With this campaign we want to help HS, to attract **18-44 years old active social media users** to think more critically about the source and the motives behind online content. As well as to see TS as an authentic mustard brand and HS as a reliable source of information and to trust on both of these brands when looking for authenticity.

Both TS and HS need to adjust their tones of voice to attract consumers of today, to be relevant in the years to come.

2. CAMPAIGN CHANNELS

The campaign timeline is from April 2nd to the end of April.

The 1st of April each news media publishes their own April fools' day news. Our campaign starts on April 2nd with a compilation of those news on the front page of HS.fi with a top headline "If every day was April fools' day".

On the same date, we launch a competition for HS readers. During the week, HS.fi publishes "fake news" with e.g. overly subjective viewpoint on the hot topics and manipulated pictures about the things that didn't happen. The winner of the contest will be drawn from the participants who have spotted all the fake news articles.

To make the target group think about the motives behind the online content, we also produce video content for Sanoma in-stream and out-stream media. We want to target the users on computer and mobile devices. The videos will be shown between Sanoma digital content (articles) and in Ruutu.

As we want to target the consumers active in social media, we will use Facebook and Instagram advertising with both still and video content. About 72 % of the target group (18-44 y. o.) uses Facebook at least daily. 44 % of the target group uses Instagram at least daily, but the corresponding percentage amongst the younger, 18-24 y. o., consumers in the target group is even 68 %. Moreover, the daily usage of Instagram has been growing heavily, + 1000 bps, from 2016 to 2017. (*)

*Source: DNA Research: Digitaaliset elämäntavat / yhteenveto medialle. Published online June 9th 2017. Available on:

https://corporate.dna.fi/documents/94506/930199/DNA+Digitutkimus+2017_raportti+medialle_somebarometri.pdf/c903996e-d8c4-39dd-8ecd-75c5e50ee485