

**FINNNS
ARE THE MOST
DISHONEST
PEOPLE.**



CHALLENGE:

We need to improve media literacy amongst the Finnish media consumers between 18-44.

Consumers need to be more aware how unknown parties try to influence them. They need to pay more attention about the hidden motives and to learn evaluate the sources.

SOLUTION:

Shake them to wake them.

“Finns are the most honest people”
is something we all agree and identify ourselves.

We have a good reputation around the world. Honesty and reliability is build in the Finnish culture. Finland is an upright nation with the history of paying our reparations, taking care of each other with good social care and the freedom of the press.

We keep our promises and we pay our taxes. Lying and letting a fellow citizen down is a shameful thing.



STRATEGY:

Institutional media in Finland represents the truth and honest mass communication. Today, each individual is media. Individuals, together with traditional media – print, television, radio or multi-channel media – work together against fake news.

Together we are responsible what we read, like and share. Equality, independence and education system are examples why the Finns are proud of their country. Literacy rate in Finland is 100%* but we can't honestly say the same about our media literacy rate.

Together we need to learn to recognize reliable sources, understand what might be the hidden agendas and evaluate the trustworthiness.

RECOGNIZE, UNDERSTAND AND EVALUATE.

* WorldAtlas 2017



HELSINGIN SANOMAT

TO CREATE, ONE MUST FIRST DESTROY

One Sunday morning each Finn's illusion will be crushed when they wake-up to fake news. The campaign will be launched on the cover page of Helsingin Sanomat, delivered to every household. Charging against something sacred is a wake-up call for all of us.

Comprehensive article about fake news – what they are, what they do and how to recognize them – is published on the paper.

FINNS ARE THE MOST DISHONEST PEOPLE.

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FAKE NEWS ON SOCIAL MEDIA

Similar article will be launched also as Helsingin Sanomat online news with the addition of a video. It seems as an ordinary HSTV video.

As the video goes on, it is revealed that it is actually AI enhanced photo realistic, voice synthesized and the agenda is not what expected – it is fake news.

It is a test of readers' media literacy. How many people will share the article without actually knowing what it is about?



HS – Helsingin Sanomat

29 min · 🌐

The HS logo is displayed in the top left corner of a video player. The video player itself shows a close-up, black and white photograph of an elderly man's face, looking slightly to the right with a serious expression. The lighting is dramatic, highlighting the texture of his skin and the lines around his eyes.

Finns are the most dishonest people.

HS.FI



LEGACY OF THE CAMPAIGN - DOOMSDAY CLOCK OF OUR GENERATION

Finland as a leading country of press freedom and high standards of journalism, Helsinki would be the right place for real time fake news counter – The Doomsday Clock of our generation. The counter runs real time, keeping the issue on peoples mind every day.

REAL TIME FAKE NEWS COUNTER

A large, illuminated billboard is mounted on a building facade at night. The billboard is white with black text. The background shows a city street with cars and buildings.

**REAL TIME
FAKE NEWS
COUNTER**

256,996

A vertical, illuminated billboard stands on a city sidewalk at night. The billboard is white with black text. The background shows a street with cars and buildings.

**FAKE NEWS
COUNTER
397,899**

A billboard is located in a subway station. The billboard is white with black text. The background shows the interior of a subway station with a train and people.

48,896
FAKE NEWS TODAY

BUDGET

HELSINGIN SANOMAT	OUTDOOR ADVERTISING
<p>PRINT Cover page Delivery to each household in Finland Public distribution in all big cities</p> <p>ONLINE Video production Social media boost for the online article</p>	<p>Real time fake news counter</p> <p>Event advertisement – public transportation, sport events and movie theaters</p>
TOTAL 80%	20%

ANNUAL MEDIA BUDGET EUR 500,000

1.

WAKE-UP

CALL REACHES EVERY
HOUSEHOLD IN
FINLAND.

2.

ACTION

FAKE ONLINE NEWS
SPREADING ON
SOCIAL MEDIA.

WILL YOU SHARE IT
BEFORE YOU SEE IT?

3.

LEGACY

FAKE NEWS COUNTER
TICKING ON THE WALL
OF SANOMATALO.

THE ISSUE IS VISIBLE
EVERY DAY.

WHY IT WORKS?

Reach of the campaign is nationwide.
It is brave, bold and provocative.
It raises emotion.

WE MEASURE:

Public discussion.
Social media engagement.
Traffic on Helsingin Sanomat webpage.