

## STAY AWAKE – TAKE A BREAK

Marketers Young Lions Finland 2018

Paulig & Helsingin Sanomat

Helsingin Sanomat is the largest daily in the Nordic region and a forerunner to subscribable digital journalism. Paulig is the largest coffee house of Finland with strong focus on sustainable development and has over 140 years of experience in creating meaningful coffee moments. With HS's 128 years of experience in investigative journalism and Paulig's expertise in environmental issues, the duo makes a perfect match to win the battle against fake news!

### CAMPAIGN DESCRIPTION

#### THE PREMISE:

As a result of global warming, the area for coffee farming will be reduced by 50 per cent by 2050. Seeing this, Paulig stands for the bright future of coffee. However, the ever increasing amount of fake news regarding global warming undermines the impact of climate change in consumers' minds.

#### THE INSIGHT:

Average Finn uses social media 270 minutes per week\* The same people maintain the misleading information, since fake news are actually spread by humans, not bots.\*\* Statutory coffee breaks are an opportune time to be exposed to fake news but at the same time an opportunity to report them.

#### THE IDEA: STAY AWAKE – TAKE A BREAK

We encourage people to take a break from fake news by using their statutory coffee break to make a change. We invite people to share the dubious information they have encountered in social media about climate change through our campaign site.

By analysing the shared information, the experts from Paulig & HS will repeal the most common misbeliefs about climate change in Finland.

**PRIMARY OBJECTIVE:** Raise awareness of the amount of fake information online regarding climate change.

**SECONDARY OBJECTIVE:** Promote the Paulig's image as a forerunner in sustainability among our target group.

**TARGET GROUP:** Employed active social media users aged 18-44 years

**BUDGET:** Planning and production: 200 000 €, Annual media budget: 500 000 €, 80% Sanoma media with - 50% gross prices, 20% external media

### CAMPAIGN CHANNELS

The campaign will be launched in three phases. Each phase will have its own hero content which promotes a different key message. In first phase we will ignite discussion and raise the interest and awareness regarding fake information and motives behind it. In the second, engagement phase, we invite people to submit dubious information through our campaign site. The last phase focuses on revealing the truth behind the misinformation gathered by the consumers.

**TIMELINE:** October- December 2018

#### CHANNELS:

- *Brand Equity Media:* Strong focus on online: online Tv, display (data-driven & contextual), YouTube, SEM
- *Own Media:* Own social media channels (sufficient reach acquired via paid visibility)
- *Earned Media:* National press and social media coverage

**KPI'S:**

- Noticed and appreciated by the target audience (Ad recall > 40 %<sup>\*\*\*</sup>)
- Mentions of #stayawake in press and social media
- Submissions through campaign site

In order to achieve our goals we invite you to come up with bold and eye-catching creative idea which promotes and motivates people to participate. The tone of voice is human, smart and inspiring.

**DELIVERABLES:**

Bold and smart overall concept including following elements	Online-driven touchpoint strategy
<ul style="list-style-type: none"><li>• Campaign mechanic and motivating engagement idea</li><li>• Key campaign visuals</li><li>• Structure and layout for the campaign site</li><li>• Materials based on touchpoint strategy</li></ul>	<ul style="list-style-type: none"><li>• Focus on impact and engagement – strongly linked to creative idea</li><li>• Target-group driven</li></ul>

\*Vizeum CCS (2016)

\*\*MIT Media Lab (2018)

\*\*\* Data source: campaign studies