



THE WORLD IS BEYOND THE HEADLINES.

**STAY AWAKE
TAKE A BREAK**





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 the 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.



INTRODUCING

STAY AWAKE

TAKE A BREAK

Use your coffee break to make a change!





THE IDEA

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.

TARGET GROUP

- Employed active social media users aged 18-44 years



OBJECTIVES

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

KPI'S

- Campaign noticed and appreciated by the target audience
 - Ad recall TOTAL > 40 %*
- Mentions in press and usage of #stayawake hashtag in social media
- Submissions through campaign site

*Data source: Campaign studies

Tone of voice: not too serious and negative tone - be human, smart and inspiring!



DELIVERABLES

Bold and smart overall concept for "Stay awake – take a break" including following elements:

- Campaign mechanic and motivating engagement idea
- Key campaign visuals
- Structure and layout for the campaign site
- Materials based on touchpoint strategy

Online-driven touchpoint strategy:

- Focus on impact and engagement – strongly linked to creative idea
- Target-group driven

BUDGET

Planning and production: 200 000 €

Annual media budget: 500 000 €, 80% Sanoma media with -50% gross prices, 20% external media



Phasing of the campaign

Concept launch	Engagement phase	The story continues
Ignites discussion and raises the interest of the public October	Active encouragement to visit the campaign site November	Unfolding the facts behind the submitted fake news December

Brand Equity Media

Hero 1

Hero 2

Hero 3

Own Media

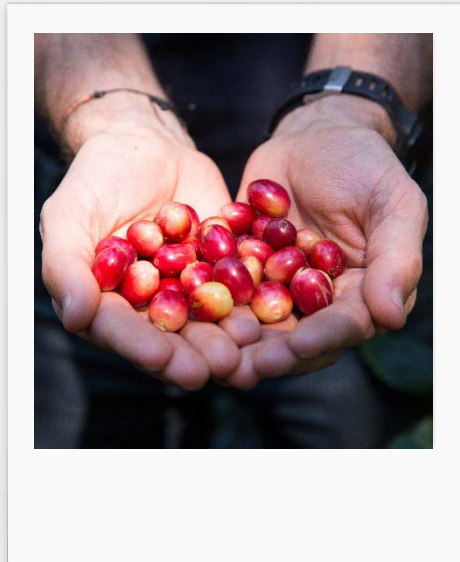
Continuous visibility for campaign content in own channels & other selected touchpoints, sufficient reach acquired via paid visibility

Earned Media

Press coverage
Social media coverage

Social media, UGC

Press coverage, Social media coverage



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!

For the bright future of coffee.

