

insight.

Even though we nowadays hear a lot about media literacy, it seems that people don't understand the meaning and importance of it. We think that too big amount of media literacy talk leans on preaching, intimidation and dramatization. In the era of internet, people are interested in funny and light stuff like memes and cat videos. Why not talk about media literacy the way that it really catches an media users eye?

With HS's campaign we want to make it simple to understand. Campaign reflect media literacy to a very popular children's game called Chinese whispers (*rikkinäinen puhelin* in Finnish). In media, just like in the game, the facts change when they travel through media and different platforms.

In the campaign all the materials represents a cheerful style and the advertising leans on the Chinese whispers metaphor. The campaign is easy for the eye. With its bright colors, funny themes and simple graphics it stand out and it's entertaining to watch. In the marketing materials HS uses pictures like cat jumping on computers keyboard to illustrate that you don't know who's writing all the 'facts' behind screens. We think that it's a good thing to stay far from preaching attitude and keep materials a bit funny, interesting and welcoming.

The slogan *Facts change in Chinese whispers. Remember the name of the game.* reminds people that even though they remember the rules in children's game, they seem to forget them in 'the game of media.'

