GLIMPSE

Activate and boost discussion about fake information amongst the targeted audience

What

Increasing Awareness of fake information

Why

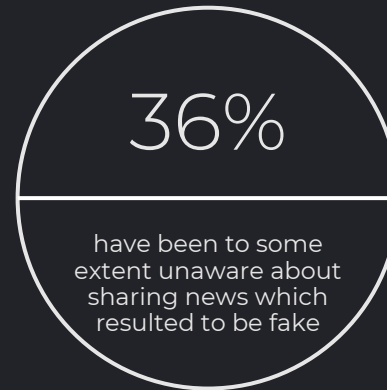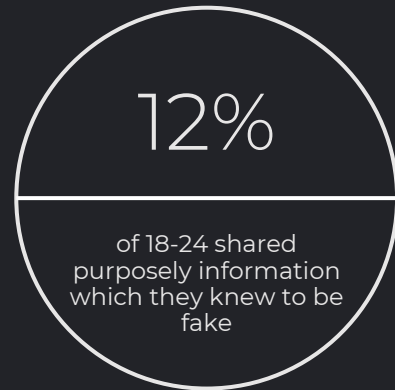Strike hard, right to the consciousness and deepest believes

How

Insights

12%

of 18-24 shared purposely information which they knew to be fake

36%

have been to some extent unaware about sharing news which resulted to be fake

67%

believe that fake news affect Finnish people on their opinions about daily information

drive attention on whole **target group** and especially on **young generation** which represent **our future**

HS

Strategy

EMPATHY

Getting under the skin of our audience, **fueling their emotions**. Young people may be detached from news and information regarding politics and state affairs, but assimilate quickly issues which are close to their daily living.

REALITY

Conveying the message in pure, **authentic** way.

INTERACTIVITY

Individuals will have the opportunity to be a active **part** of the journey.

HS

Concept

18-44 y.o. high index (173) on VoD consumption

18-44 y.o. on social media

48% Connectors

10% Authors

42% Commentators

Mini VoD Series and Social media (Organic and Sponsored content) supported by Traditional media (Radio, Owned media, TV)

HS

Concept

Featuring
Essentially an introvert person, who values her private moments and enjoys her circle of close friends. Her parents are well-known publicly and have an impact in the society (politicians). She is well educated, cheerful and open to experience the new. As most of the peers of her age, she is active on social media.

A cascade of events
It escalates quickly: from eWoM on social media, the lie runs fast across the internet due to dodgy news blog sites which -tempted by her roots and easy revenue- do not verify the source and its validity, spam the fake news and boost its sharing across the internet. The family is under attack. The relationship with her family, is compromised, due to pressure from the public. She feels she made the mistake. Everything is on her shoulder. It's completely her fault. From that moment on, she is alone...

Everything changes
Attending a party with peers, she is having a good and fun night. But everything changes the day after, when she is told that a video clip about her is circulating across her network. When she sees it, she knows right away it does not correspond to the truth. The content looks legit, but it has actually been counterfeit.

Cold finale
After several happenings and events, through investigative journalism, the whole story and insinuation about her are discovered to be fake. however damages have been already done.

HS

Execution

RADIO | ONGOING

- Ongoing throughout the series and after each episode
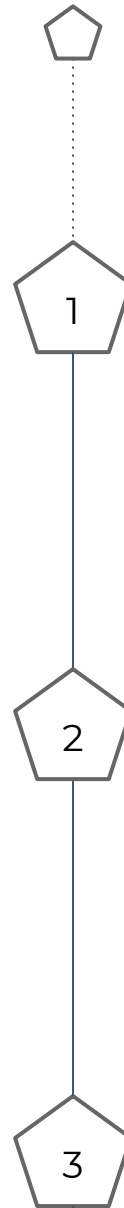- Radio personalities take part of the conversation

SOCIAL MEDIA | ONGOING

The story lives between the episodes
- Our character posts Instagram & Snapchat content showing her mood and emotional development
- The audience can participate by commenting & liking her posts

Facebook
- Mini-series own fan page where content will be published and shared

TEASER CAMPAIGN BEFORE SERIES STARTS

1-2 months
- online video
- facebook sponsored ad
- PR → Series is Interactive
  - Characters have their social media profile live and their profile evolves as the story evolves
  - Audience can be part of the story

1

2

IN BETWEEN EPISODE TWO AND THREE
- Goal: FOMO → Spreading interest on the series, everyone is discussing and sharing their opinions

3

AFTER EPISODE THREE
- Reference to posts and comments which have been published by the audience

HS

Execution

POST | SPONSORED CAMPAIGN

~ 2 month period

TV & Online video and Facebook campaign
- Using clips from the show
- Addressing the importance of quality journalism and source of information

4

5

6

In BETWEEN 4-5 EPISODE

HS reveals the cooperation in making the TV series
- Wish to address the issue of fake information across the audience
- Raising older audience awareness on the topic as well in own media

HS

Summary

1.9M

Users on Target Group
Facebook

79%

HIT ON Target Group
Linear and Online **TV**

650K

Daily active users on
Target Group
Snapchat

Our approach is to present HS as a strong supporter and promising to preserve the quality of content now and in the future.

HS