



PROLOGUE

Fake information is usually associated with fake news where the motives behind are ideological and aim to confirm a certain kind of worldview. However, misinformation is not only limited to fake news. Especially online environments, such as digital marketplaces with numerous weekly visitors, are an appealing platform for scammers to publish fake content. Spreading of misleading information is a serious act against which organisations have set up marketing campaigns as well as educational programs. But will informing people make them understand the consequences of trusting fake information?

CAMPAIGN DESCRIPTION – THINK BEFORE YOU TRUST

It's socially important that people distinguish the right information from the fake one. Helsingin Sanomat carries this out by delivering quality journalism with accurate information and reliable sources. Similarly Oikotie, the leading digital marketplace in Finland, is providing a platform where people can change apartments, jobs or goods trustfully. Fake ads on Oikotie's website harm individuals (phishing of sensitive financial and/or personal information, identity theft or monetary loss), but also damages Oikotie's image as a trustworthy marketplace.

Towards more holistic approach to fake information

75% of Finns trust their abilities to spot fake news¹. Recognising fake content for example in digital marketplaces can be more complex than that because two people who don't know each other are connected² and scams have gotten more sophisticated³.

The primary objective of the campaign is to make people understand the broader concept of fake information. Secondary, the aim is to strengthen trustworthy brand image of both companies, HS and Oikotie.

CAMPAIGN CHANNELS

By exposing people to think they have lost something will create strong emotions such as panic and guilt. Sometimes a mistake made is our best teacher – and a powerful tool in advertising.

Campaign will be executed by showcasing fake content in Oikotie's vertical (e.g., jobs, living, Huuto.net). Oikotie publishes fake ads where imaginary companies are either seeking new employees or searching new tenants. The content will be appealing and convincing, but not suspicious. Once the person has submitted his/her personal information, a pop-up will appear including our key message and statement that HS and Oikotie are engaged in protecting your data but in other websites this could have been a different case.

Campaign timeline: Q4/2018

1. Launch: publishing of fake ads
2. Create phenomenon: "Got fooled?" Activating consumers to spread the awareness of fake ads on their personal social media channels
3. HS takeover: Articles based on data gathered in step 1.
4. The follow-up: Campaign research and required changes for upcoming campaigns

Deliverables

- Campaign visuals
- Content production (see detailed description above)
- Campaign execution plan
- Detailed media plan
- Campaign research

TARGET GROUP	BUDGET & CHANNELS	TONE OF VOICE
<ul style="list-style-type: none"> • Consumers active on social media, broadly between 18–44 year olds • active and passive job seekers and apartment hunters • peer-to-peer marketplace users 	<ul style="list-style-type: none"> • 500 000 € annual media budget divided as follows: • 80% Sanoma Media*: <ul style="list-style-type: none"> • print, digi, display, TV/video • 20% external media: <ul style="list-style-type: none"> • Outdoor advertising • Social media: <ul style="list-style-type: none"> • FB, IG, Twitter, LinkedIn, YouTube • SEM 	<ul style="list-style-type: none"> • Key message: <ul style="list-style-type: none"> • “Think Before You Trust” • Campaign is courageous, so the tone of voice needs to be: <ul style="list-style-type: none"> • direct • modern • human • smart • not boring nor preaching • bold

* with -50% gross prices

Targets & KPIs

- 30% of the target group states the campaign made them think more about the motives behind online content
- 20% of the target group states the campaign made them more critical of the source
 - Measured by campaign research
- Oikotie’s TOM, measured by brand tracking
 - If TOM increases, the other business KPI’s (reach, revenue, turnover) will follow
- Site traffic + 5 %
 - Google Analytics

1 Tietoykkönen. Medialiitto: Valeuutistutkimus. 2017.

2 Classified Intelligence Report, 19:2. February 2018

3 Forbes: 3 Real Estate Scams and How to Avoid Them, by Morgan Brennan, 7/2013