

In association with

HS

and

OIKOTIE

**THINK BEFORE  
YOU TRUST.**



**THE WORLD IS BEYOND THE HEADLINES.**

*fake*





**BREAKING NEWS**

**MISLEADING  
INFORMATION  
IS NOT LIMITED  
TO FAKE NEWS.**

It is embedded in the  
digitalised structures of  
our modern society.



# THE CHALLENGE

**75 % of Finns trust their abilities to spot fake news<sup>1</sup>**

When it comes to fake content on digital marketplaces, recognising fake from the real becomes more complex.





# THE INSIGHT

Informing people about fake content will only get us to a certain point. 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.



# THE SOLUTION

# THINK BEFORE YOU TRUST



The campaign demonstrates the **scope and impact** of misleading information.

The idea is to create fake ads that will be published on Oikotie's various verticals.

**OIKOTIE**

ASUNNOT

**OIKOTIE**

TYÖPAIKAT

**HUUTO** 



# THE CAMPAIGN ELEMENTS 1/2

## OBJECTIVES

1. To make people understand the broader concept of fake information.
2. To strengthen trustworthy image of both companies, HS and Oikotie.

## TARGETS & KPI'S

- 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 Top of Mind
  - measured by brand tracking
- Oikotie's site traffic
  - + 5 % (GA)

## TARGET GROUP

Consumers active in social media, broadly 18–44 year olds

active and passive job seekers and apartment hunters

peer-to-peer marketplace users



# THE CAMPAIGN ELEMENTS 2/2

## CHANNELS & BUDGET

500 000 € annual  
media budget  
divided as follows:

80% Sanoma Media\*:

- print, digi, display,  
TV/video

20% external media:

- outdoor advertising
- social media:
  - FB, IG, Twitter,
  - LinkedIn,
  - YouTube
- SEM

\* with -50% gross prices

## tone of voice

- Direct
- Modern
- Human
- Smart
- Not boring nor  
preaching
- Bold

## DELIVERABLES

- Campaign visuals
- Content production  
(detailed  
description in the  
brief)
- Campaign  
execution plan
- Detailed media  
plan
- Campaign research



## **1. Campaign launch**

Publishing of fake ads in Oikotie marketplaces (jobs, apartments, [huuto.net](http://huuto.net))

## **2. Create phenomenon**

Got fooled?  
Activating consumers to spread the awareness of fake ads on their personal social media channels.

**THINK BEFORE YOU  
TRUST  
campaign plan**

## **3. HS takeover**

Articles based on data gathered in the first phase.

## **4. The follow-up**

Campaign research and comparison of the objectives.

# THE CAMPAIGN WORKS BECAUSE

Panic. Guilt. Feeling fooled.  
Emotion works when it aids memorability.

Companies together reach a significant amount of people weekly  
– HS 3 million, Oikotie over 1,3 million

## CHALLENGES TO BE CONSIDERED

High reach and frequency in the beginning of the campaign is crucial for the other phases to perform successfully.