

#truthis



# A single title can change the world.

The internet has reshaped the media landscape. Social media news feeds are filled with headlines, which people often share without clicking.

Everyone can spread **information, facts, disinformation.**

What if you never stop to think about the motives behind the news?

Single acts of communication have consequences. A single false statement travels far. Finding trustworthy information is essential for everyone.

# Campaign idea

The goal of the campaign is to display how easy it is to publish and encounter misleading information and the possible effects of sharing disinformation.

The campaign targets consumers active on social media, broadly between 18-44 years old.

The campaign highlights the media's responsibility in presenting information that is truthful. It also seeks to trigger people into considering their ability to read beyond headlines and pay attention to the context of the content - along with possible motives of the source. The goal is to also stir discussion around the quality of journalism and how it can be identified.

With the campaign, Helsingin Sanomat wants to be seen as a trustworthy and esteemed provider of news. The topic is important to society, and the subjects provided in the examples carry particular social weight.

Using the same photo in different contexts distorts the original meaning.

"Expenses of youth marginalization escalate in 2017"

"Bombings increase death toll to 50,000"



What is the truth?  
#truthis

HS

THE WORLD IS BEYOND THE HEADLINES.

Using fake facts  
twists reality.

"Family flees home  
in Mexico  
earthquake."



"Family flees home in  
California  
earthquake."



Do you question what you see?  
#truthis

HS

THE WORLD IS BEYOND THE HEADLINES.



Spreading fake news impacts everyone.

"Pandas part of a secret trade deal between China and Finland"



"Baby panda born in Ähtäri Zoo"



Falsehood spreads like wildfire.  
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HS

THE WORLD IS BEYOND THE HEADLINES.

what I know

tied to ideology

**the truth is**

my experience

created by me and you

Sometimes the truth is  
several clicks away.  
Sometimes fiction is one  
click away.

We are all responsible  
for the truth we create  
for ourselves and  
others.

It starts with something  
small. What we publish  
can be shared and re-  
shared, and the end  
result is out of our  
hands.

# The truth is

my experience

#truthis

HS

THE WORLD IS BEYOND THE HEADLINES.

# The truth is

created by me

#truthis

HS

THE WORLD IS BEYOND THE HEADLINES.



# Fake or fact? The truth lies somewhere in between.

The campaign makes people think about what they read and post. Anyone can edit photos and videos and post them online. Anyone can pass them on.

**Misuse of photos and wording can have economic, social, political, ideological and ethical effects.**

**#truthis**



The campaign reaches the target audience through multiple channels: digital, print and Outdoor Advertising.

# Media plan

- Social media advertising (~ EUR 40,000)
- Print ads in Helsingin Sanomat (~ EUR 230,000)
- Advertising on Sanoma's digital channels (~ EUR 170,000)
- National Outdoor Advertising (~ EUR 60,000)

Helsingin Sanomat will ensure that the campaign is distributed widely across different media and in a format tailored to each channel. The content will be displayed on selected social media, including Facebook, Instagram and Twitter. The hashtag supports the campaign on social media and allows to measure discussion.

In addition to advertisements, the campaign includes high-quality HSTV videos and articles on the newspaper's own publication channels, revealing in-depth knowledge and data from Helsingin Sanomat. Highlights of the editorial content will be included in advertising.

Helsingin Sanomat wants to show that in **all types of content**, it acts as a pioneer in transparency and accuracy.