

Young Lions Finland 2018: The Brief

Client: Media Literacy and Helsingin Sanomat

Theme: Increasing awareness of fake information and the motives behind it

Target group: Consumers active in social media, broadly between 18-44 years old

Annual media budget: 500 000€, 80% Sanoma media with -50% gross prices, 20% external media

Goal: Increasing understanding of how easy it is to publish and encounter misleading information for different kinds of motives like information war, elections, racism, political agenda or commercial purposes by video manipulation, picture manipulation, trolling, bullying etc.

The work should include:

- 1) Crystallized insight on how HS should talk about fake information (like fake news) in HS advertising, and
- 2) A proposal for a campaign execution

Targeted impact:

- 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

Tone of voice and spirit of the campaign:

- Direct
- Modern
- Human
- Smart
- Not boring, not preaching
- Can be funny
- New perspectives that create discussion
- Bold

About us:

Helsingin Sanomat is the largest daily in the Nordic region and a forerunner to subscribable digital journalism. The HS unique journalism features in print, online, smartphones and tablets. Helsingin Sanomat reaches almost 2 million Finns through different channels every week.

In advertising HS uses the phrase “Mailma on otsikoiden takana”, “The world is behind the headlines”. HS is far more than just screaming headlines: it offers reliable information and new perspectives that help readers form their own opinion about important topics.

HS offers reliable news, but also a broad variety of content, especially covering lifestyle, science, culture and society. This content includes relevant information, intellectual entertainment and useful tips.