

ALL FACT UP. |

We are said to live in the post-truth era. That whole sentence would've made absolutely no sense even five years ago. How did we get here and how did opinions turn into newsworthy facts? Sadly we can't undo this development, but we sure can educate and enlighten people about who to trust without sounding condescending in a world that moves at a million tweets a minute.

Helsingin Sanomat has a proven track record of journalistic integrity spanning back 128 years. Now, maybe more than ever it's time for us to act as a beacon of knowledge.

Our digital campaign will harness the journalistic power of HS for use within people's everyday lives driving forward a change in attitudes and increasing the general level of sorely lacked source criticism.



CREATIVE INSIGHT. |

When opinions are sold as facts, it's worth fact checking yourself before wrecking yourself. Our digital campaign will make everyone remember that there is no media more trustworthy than Helsingin Sanomat, the most prestigious news outlet in Finland.

As we now get the majority of our news through social media and the internet in general, it's gotten easy to embrace fake news that pander to your specific worldview. Also, there hasn't been **an effortless way to see if something you're sharing is actually true** and coming from a reputable news source or if it's just a purpose built troll factory hoax.

Our campaign removes the borders between journalism and everyday life. No matter if your motive is to challenge, question, justify or provoke, our campaign makes it all possible.

The truth is our weapon. Get **#allfactup** with us.

Example 1: Twitter



Retweeted



@

· 6. maalisk.

Williams star transferring mid-season to bitter rival. [@AllFactUp](#), is this really happening??



OUR SOLUTION. |

All Fact Up is a **real-time team of social media fact checkers** from Helsingin Sanomat at your service. So when the next wave of fake news hits, you'll be armed with actual knowledge.

The team will work on people's enquiries during the campaign period. People can simply tag an article on social media with the **@allfactup** handle. The team will then get to work fact checking the given article.

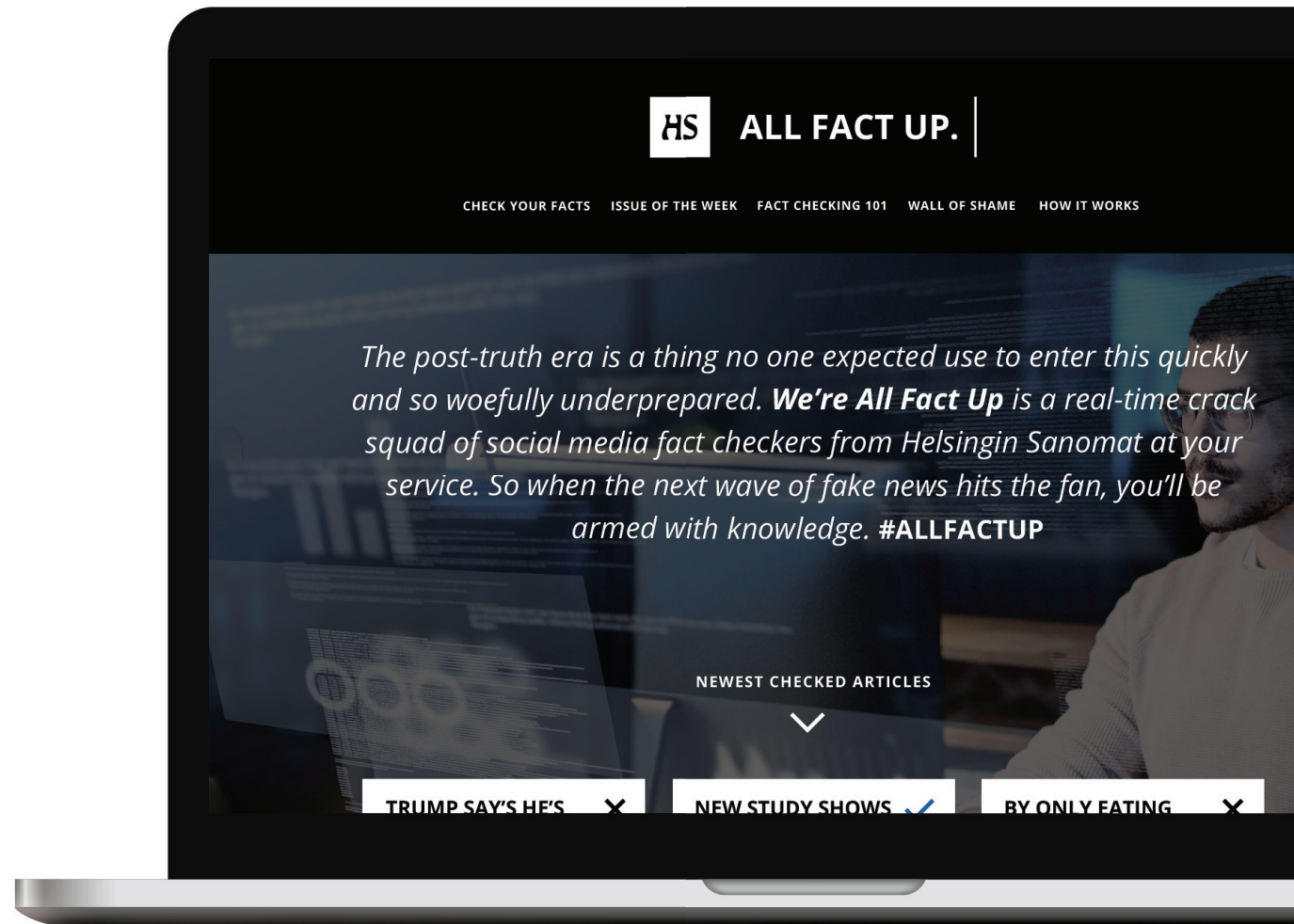
In addition to simply being on call on social media channels (Facebook and Twitter), we will create a landing page and display ads for the campaign.

The landing page will:

- Distribute information about recent fake news
- Teaching people to be critical with their sources
- Shine spotlight on other trustworthy news outlets
- Dissect a chosen "post of the week" in more detail
- Spark further discussion

It's a highly interactive campaign with a lot of potential for meaningful earned visibility.

Example 2: Landing page



WHY IT WORKS. |

To be honest, we feel that the traditional media and news outlets have been too slow to adapt to the turmoil in the field. Some have even been downright stubborn and kept themselves on their pedestal, refusing to be more relatable to the consumer even during times as extraordinary as these.

Our campaign appeals to the general public by serving them directly and removing any unnecessary elitist stigma from Helsingin Sanomat, which can be described as Finland's answer to the New York Times. Getting closer to the so called everyman and being directly available to help with modern news also gives a great opportunity to educate and open eyes that have formerly been shut to certain affairs.

This campaign will surely generate discussion, both positive and negative but that's exactly how progress is ultimately reached.

Example 3: Facebook

December 12, 2017 · 11

Oh my god check this out!!!11

BREAKING NEWS!!

You can now become smarter - With surgery! [Watch More](#)

862,442 Views

added a new video.
December 12, 2017 · 11

You can now become smarter - With surgery! The Totally Legit Chronicles reports.

Like Comment Share

Hmmmmmmmmmm this sounds too good to be true...
Right @AllFactUp?
Like · Reply · 12w

Write a comment...

IMAGE SUMMARY.

Retweeted
@ [redacted] · 6. maalisk.
Williams star transferring mid-season to bitter rival. @AllFactUp, is this really happening??



4 retweets 4 likes

December 12, 2017 · [redacted]

Oh my god check this out!!!!1

You can now become smarter - With surgery! [Watch More](#)

862,442 Views

[redacted] added a new video.
December 12, 2017 · [redacted]

You can now become smarter - With surgery! The Totally Legit Chronicles reports.

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