iEND GAME

SET OF MATERIALS CONTEXTUALIZED FOR ESCAPE ROOM 3

WP2. Identification and creation of contextualized media literacy scenarios

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Title

Set of materials related to media literacy contextualized to each region for escape room 3 (*D2.4*)

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1. Introduction

The present document outlines the materials and hoaxes selected for the implementation of Escape Room 3 in the ENDGAME project (https://endgameproject.github.io). The focus is on advertisement strategies in social media, contextualized for Spain, Finland, and Serbia. The examples selected are based on current trends in each country.

2. Materials and examples by country

This section contains preliminary content for the escape room. The narrative will be centered around a character (a friend of the player) who is being manipulated to buy a product (a tablet) using diverse advertising techniques. The player needs to convince the friend not to fall for the scam and stop them from buying the product. To that end, both the player and the friend access a simulated physical Internet city where they travel through different neighborhoods that illustrate different pillars of advertisement: the URLs of the products, influencer-based advertising, targeted ads, and manipulation techniques. The player needs to gather evidence of how these mechanisms work and put a stop to them to convince the friend not to buy the product. Below, we outline the contents of each puzzle and other aspects of the game contextualized to each country.

Puzzle 1: URL-Land

In the first puzzle, players will analyze different URLs such as the ones included in social media advertisement posts and decide whether they belong to an official website or to a potentially fraudulent site. The links will cover:

- **Common suffixes**
  - Correct: https://www.lunawear.com
  - Incorrect: https://www.lunawear.com-official.shop/
  - Incorrect: https://www.lunawear-dealz.com
- **HTTP vs. HTTPS**
  - Correct: https://theshoefactory.com
  - Incorrect: http://shoefactory.com
  - Incorrect: http://shoefactory.free
- **Phishing attempts**
  - Correct: https://magnumshop.com
  - Incorrect: https://rnagnumshop.com
  - Incorrect: https://magnumshop.com

SPAIN

- **Common suffixes**
  - Correcto: https://modasluna.com
  - Incorrecto: https://com-oficial.tienda
  - Incorrecto: https://modasluna-ofertas.com
- **HTTP vs. HTTPS**
  - Correcto: https://lafabricadecalzado.com
  - Incorrecto: http://lafabricadecalzado.com
  - Incorrecto: http://lafabricadecalzado.gratis
- **Phishing attempts**
  - Correcto: https://moodshop.com
  - Incorrecto: https://rnoodshop.com
  - Incorrecto: https://moodsh0p.com

FINLAND

- **Common suffixes**
  - Oikein: https://www.lunavaatteet.fi
  - Väärin: https://www.lunavaatteet.fi-kauppa.com
  - Väärin: https://www.lunavaatteet-diilit.com
- **HTTP vs. HTTPS**
  - Oikein: https://muotijalkineet.fi
  - Väärin: http://muotijalkineet.fi
  - Väärin: http://muotijalkineet.free
- **Phishing attempts:**
  - Oikein: https://magnumshop.fi
  - Väärin: https://rnagnurmshop.f i
  - Väärin: https://magnumsh0p.fi

SERBIA

- **Common suffixes**
  - Correct: https://www.tehnomarket.rs
  - Incorrect: https://www.tehnomarket-akcija.com
  - Incorrect: https://www.tehnomarket-online.xyz
- **HTTP vs. HTTPS**
  - Correct: https://www.prosport.rs
  - Incorrect: http://www.prosport.rs

    - Incorrect: http://www.prosport.free

- **Phishing attempts**
    - Correct: https://magnumshop.com
    - Incorrect: https://rnagnumshop.com
    - Incorrect: https://magnumshop.com

Checklist

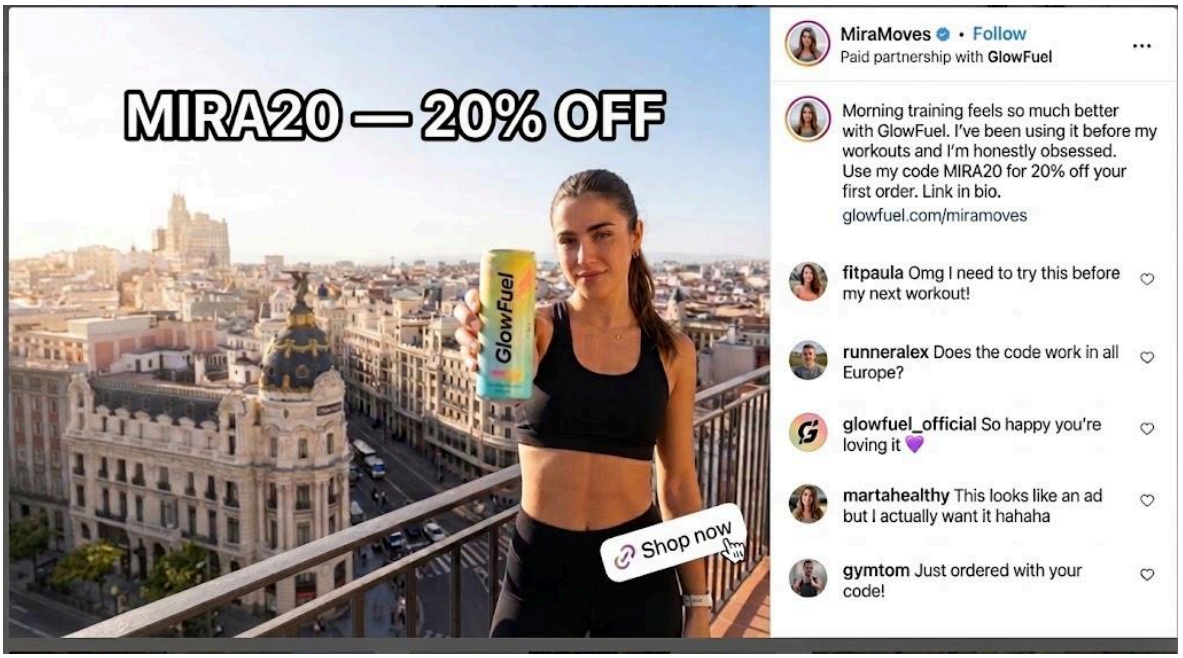
Below is a checklist of characteristics for players to be aware of when judging URLs:

- ☐ Check keywords and domain extensions (TLDs): Look for appended buzzwords (magnumshop-deals.com, magnum-support.com) or unexpected top-level domains (.xyz, .top, .free instead of .com).
- ☐ Check character visual tricks (Typosquatting & Homoglyphs): Kerning/Font visual tricks: rn looking like m (rnagnum vs magnum), vv looking like w, or 1/l/I substitutions. Cyrillic & foreign homoglyphs: Swapping visually identical Unicode characters (like Cyrillic а, е, о, р, с).
- ☐ Check protocol and padlock: HTTP is an immediate red flag, but HTTPS does not necessarily mean a site is safe.

Puzzle 2: Influencer District

In the second puzzle, players will correctly label the advertisement being used by influencers (PAID, COLLAB, GIFTED) and determine whether the products being sold are legitimate.

Profile 1 — PAID



Username:
@MiraMoves

Profile type:
Fitness / lifestyle influencer.

Bio:
"Daily workouts, wellness routines and realistic motivation. Madrid-based. New videos every week."

Profile data:
Followers: 482K | Following: 814 | Posts: 326

Profile picture:
Young woman in sportswear, light background, fitness aesthetic.

Promoted brand:
GlowFuel

Product:
Energy drink / pre-workout drink.

Post caption:
“Morning training feels so much better with GlowFuel. I’ve been using it before my workouts and I’m honestly obsessed. Use my code MIRA20 for 20% off your first order. Link in bio.”

Visual elements of the post:

- Influencer holding a can of GlowFuel.
- Product clearly centered in the image.
- Text on the image: “MIRA20 — 20% OFF”.
- Button or sticker: “Shop now”.
- Visible link in bio.

Comments:

- @fitpaula: “Omg I need to try this before my next workout!”
- @runneralex: “Does the code work in all Europe?”
- @glowfuel_official: “So happy you’re loving it 💜”
- @martahealthy: “This looks like an ad but I actually want it hahaha”
- @gymtom: “Just ordered with your code!”

Profile 2 — GIFTED





Username:
@TechWithLeo

Profile type:
Tech creator / streamer.

Bio:
“Testing gadgets, streaming setups and honest tech reviews. No hype, just real use.”

Profile data:
Followers: 219K | Following: 342 | Posts: 178

Profile picture:
Young man wearing headphones, with a gaming setup in the background.

Promoted brand:
NovaSound

Product:
Wireless headphones.

Post caption:
“NovaSound sent me their new AirBeat headphones to test this week. I’ll use them during tonight’s stream and share my honest thoughts after a few days. Thanks for the PR package!”

Visual elements of the post:

- Open product box.
- Headphones on the table.
- Small sticker: “PR package”.
- No discount code.
- No “shop now”.
- No prominent purchase link.

Comments:

- @streamfan88: “Can you test the mic quality?”
- @novasoundaudio: “Can’t wait to hear your thoughts!”
- @lucagames: “Gifted or sponsored?”
- @TechWithLeo: “Gifted. I’ll still be honest in the review.”
- @setupqueen: “Please compare them with your old headset!”

Profile 3 — COLLAB



Username: @ClaraSees

Profile type: Fashion / Lifestyle influencer.

Bio: "Exploring style and craftsmanship. Minimalist heart, maximalist prints. Norway-based."

Profile data: Followers: 312K Following: 922 Posts: 415

Promoted brand: @The_Local_Stitch

Product: Handmade patchwork quilted jacket.

Post caption: "So incredibly proud to share this collaboration with @The_Local_Stitch. We've been developing this limited-run handmade garment for months. Every piece is unique and supports local artisans. Use code LOCAL_CLARA for 15% off and first access to the drop. Link in bio."

Visual elements of the post: Influencer in a brightly lit craft studio, smiling and wearing a detailed handmade patchwork jacket. She is holding a handwritten note from the artisan. Text on the image: "LIMITED COLLAB — 25 PIECES ONLY". Button or sticker: "Shop now". Small label at the top: "Paid partnership with @The_Local_Stitch". Visible link in bio.

Comments:

- @artisan_wear: "This looks incredible, can't wait to see the details!"
- @needle_ninja: "Is there a waitlist? I need to get one."

- @glowfuel_official: “Obsessed with this texture! So unique 💜” @martahealthy: “Looks like an ad but I love supporting local. Ordering!”
- @gymtom: “Wait, I just ordered the other thing, can I combine? Lol.”

Profile 4 — Nothing



Username: @RealSarahShares

Profile type: Lifestyle / Curator. Curating unique finds and everyday essentials. Local artist supporter. Based in Spain

.**Followers:** 285K | **Following:** 1.1K | **Posts:** 390

Caption

Okay, a mini haul because I was so excited about these discoveries! The ceramics are from a lovely small workshop, and I’m deeply in love with this book. Found some truly great pieces. Everything is genuinely just what I wanted to buy. #legithaul #smallbatch #curatedfinds #SpainFinds

Comments

- **artisan_wear:** Those dishes are gorgeous! Where did you get them?
- **needle_ninja:** Love that scarf. Perfect for autumn.
- **glowfuel_official:** Genuine finds are the best! Looks so cosy. 💜
- **martahealthy:** Finally, an actual haul! I want that plant!
- **gymtom:** Wait, so is it still Spain-based? Need recommendations!

SPAIN

Profile 1 — PUBLI / AD



Username:
@Rmelilla

Profile type:
Influencer de games y estilo de vida.

Bio:
Ahora o nunca.

Profile data:
Seguidores: 1,8 mill./ Seguidos: 402/ Publicaciones: 286

Profile picture:
El influencer, joven, con ropa deportiva, aparece comiendo un paquete de snacks Nachos dentro de una sala de cine. A su lado, una señora (50 años) le hace una señal de silencio con los dedos. El paquete del snack se ve perfectamente: es naranja con su nombre visible. El snack tiene formato “nachos”/triangular.

Promoted brand: Nachos

Product:
Snack crujiente apimentado Nachos.

Post caption:
Me explotaron la cabeza los nuevos @nachos pimientos de padrón. Eso sí, a ver si inventan algún aparatito para disfrazar el croc croc. #nachossinruidoya #spiceandcroc

Elementos visuales de la publicación

- Texto añadido a la foto: ¡CROC! ¡CROC! Y Pimientos de Padrón ¡Pican y crujen!, que indican características del snack
- Producto en primer plano con la marca Nachos en destaque.
- Mención a la marca @nachos en el pie de foto.
- Hashtags relacionados al producto: #nachosinruidoya y #spiceandcroc

Comments:

- @nintengoplay: “Me agarró el antojo. A ver si llega pronto a Argentina”
- @play_ninja: “¿Son muy picantes?”
- @Ana_healthy “¿Y la dieta, qué?”
- @liveandletdie: “Ahora haces publicidad para comida basura? Gran ejemplo para los más jóvenes”
- @Fortnight: “Es Minecrafd 2?”

Profile 2 — REGALO



Username:
@Javicrack

Profile type:
Influencer de tech y gamer

Bio:
“Streamer, gamer, influencer y lo que haga falta”.

Profile data:

Seguidores: 1,4 mill./Seguidos: 98/Publicaciones: 557

Profile picture:
Foto estilo Minecraft.

Promoted brand:
Nova_sound

Product:
Auriculares para gamers AirBeat.

Post caption:
Mirad lo que acaba de llegar a mi casa: los nuevos auriculares AirBeat de @Nova_sound. Los estrenaré hoy durante el streaming y luego os cuento qué me parecieron. Son bonitos, ¿superarán la batalla de hoy?🎮🤦

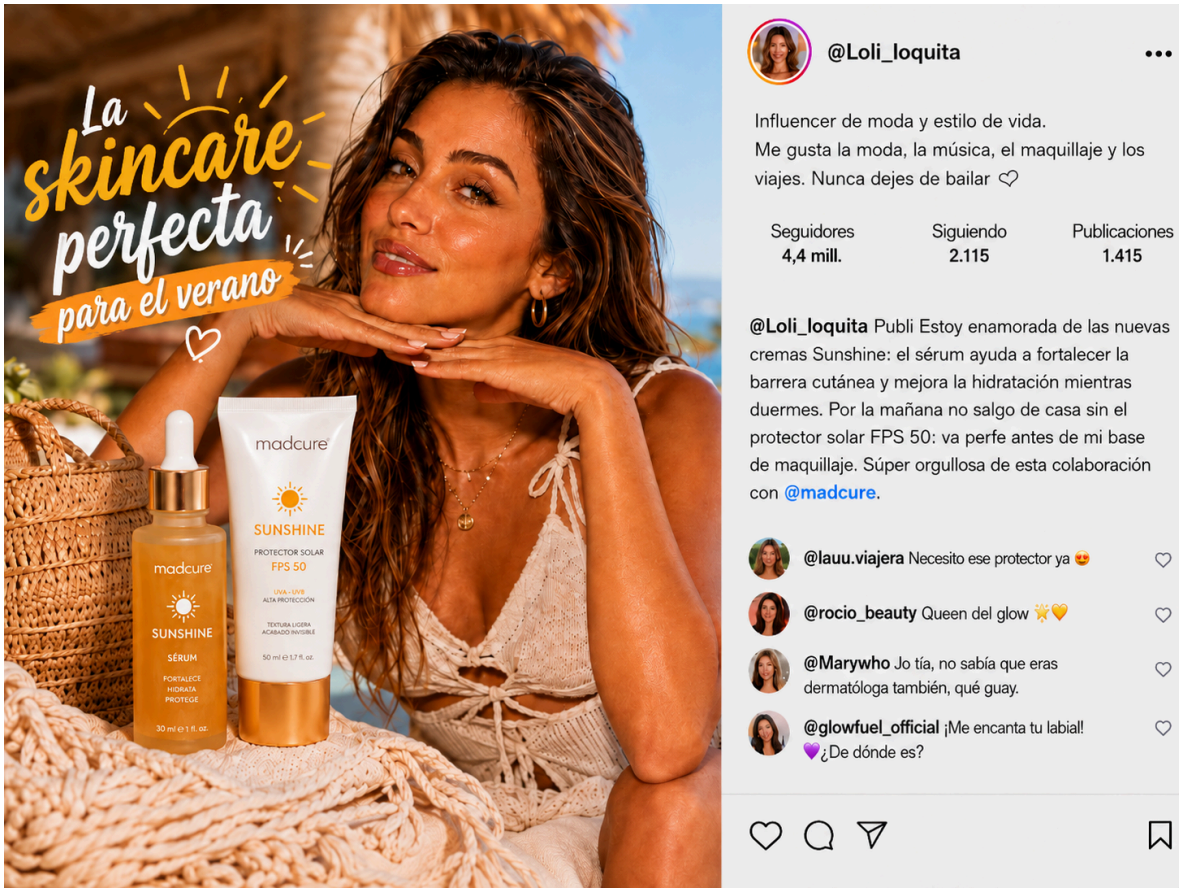
Visual elements of the post:

- Caja del producto abierta.
- Auriculares sobre la mesa.
- Sin código de descuento.
- Sin «comprar ahora».
- Sin enlace de compra destacado.
- Sin indicación de colaboración.

Comments:

- @streamfan55: "¿Puedes testear el micrófono?"
- @needle_ninja: "Me viene de perlas, necesito comprar cascos nuevos"
- @old_gamer: "¿Regalo o patrocinado?"
- @Javicrack: "Regalo. Haré un testeo sincero."

Profile 3 — COLLAB



Username: @Loli_loquita

Profile type: Influencer de moda y estilo de vida.

Bio: “Me gusta la moda, la música, el maquillaje y los viajes. Nunca dejes de bailar <3”

Profile data: Seguidores: 4,4 mill./ Seguidos: 2.115/ Publicaciones: 1.415

Promoted brand: @madcure

Product: Cremas Sunshine: serum + protector solar.

Post caption: Estoy enamorada de las nuevas cremas Sunshine: el serum ayuda a fortalecer la barrera cutánea y mejorar la hidratación mientras duermes. Por la mañana no salgo de casa sin el protector solar, va perfe antes de mi base de maquillaje.

Súper **orgullosa de esta colaboración con** @madcure.

Visual elements of the post:

- Influencer maquillada y bronceada, con un vestido playero y fondo con palmeras y playa. Con las manos debajo del mentón enseñando la cara hermosa después de utilizar las cremas
- En primer plano las dos cremas con la marca visible
- Texto: “La Skincare perfecta para el verano”
- Pie de foto “Súper orgullosa de esta colaboración con @madcure.”

Comments:

- @Maria_river: “¡Qué buena pinta, las probaré que tengo la piel super apagada!”
- @needle_ninja: “Jo tía, no sabía que eras dermatóloga también, qué guay.”
- @glowfuel_official: “¡Me encanta tu labial! 💜¿De dónde es?”
- @martahealthy: “La voy a hacer yo tb! Qué falta me hace!”
- @gymtom: “Te veo ready para el verano, preciosa!”

Profile 4 — NADA



Username: @ChusVidallifestyle Seguidores: 127 mil./Seguidos: 1.200/ Publicaciones:1144

Profile type: Influencer de moda y estilo de vida

Datos del perfil: Seguidores: 127 mil./Seguidos: 1.200/ Publicaciones:1144

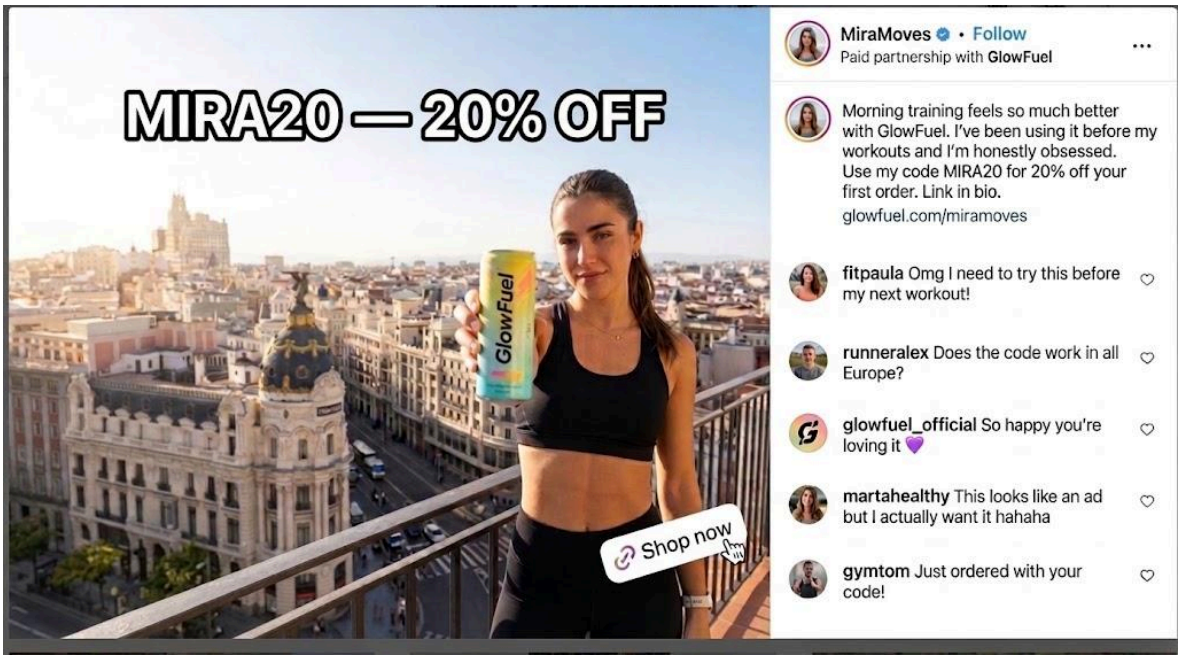
Caption
⚡Haul desde Barcelona⚡Os enseño cositas nuevas que descubrí estos días paseando por la ciudad. El vestido, ideal para esos primeros días de primavera, lo compré en una tienda de segunda mano. También encontré la novela Halo, de Estefania Queen, un must-read (y recomendación de mi amiga @ratadebiblio). Los maceteros los pillé en un pequeño taller cerca de mi casa porque me enamoré de sus colores.❤️❤️

Comments

- **@Lucytrendy:** "¡Precioso el vestido, amiga!"
- **@mamaviajera:** "Estás en Barna? Cafecito pá cuándo?"
- **@home_style:** "Los maceteros son increíbles.. cómo se llama la tienda?"
- **@Lucylee:** "Ya nos contarás qué tal el libro y si lo recomiendas para las más miedosas como yo 🙂) "

FINLAND

Profile 1 — MAKSETTU



Username:
@MiraMoves

Profile type:
Fitness / elämäntapavaikuttaja.

Bio:
“Päivittäinen treeni, terveelliset elämäntavat ja realistinen motivaatio. Helsinkiläinen. Uusia videoidta joka viikko.”

Profile data:
Followers: 482K | Following: 814 | Posts: 326

Profile picture:
Young woman in sportswear, light background, fitness aesthetic.

Promoted brand:
GlowFuel

Product:
Energiajuoma / pre-workout -juoma.

Post caption:
“Aamutreeni tuntuu niin paljon paremmalta GloFuelin avulla! Oon käyttänyt sitä ennen treenejä ja rehellisesti sanottuna oon ihan koukussa. Käytä mun koodia MIRA20 niin saat 20% alennuksen ekasta tarjouksesta! Linkki biossa.”

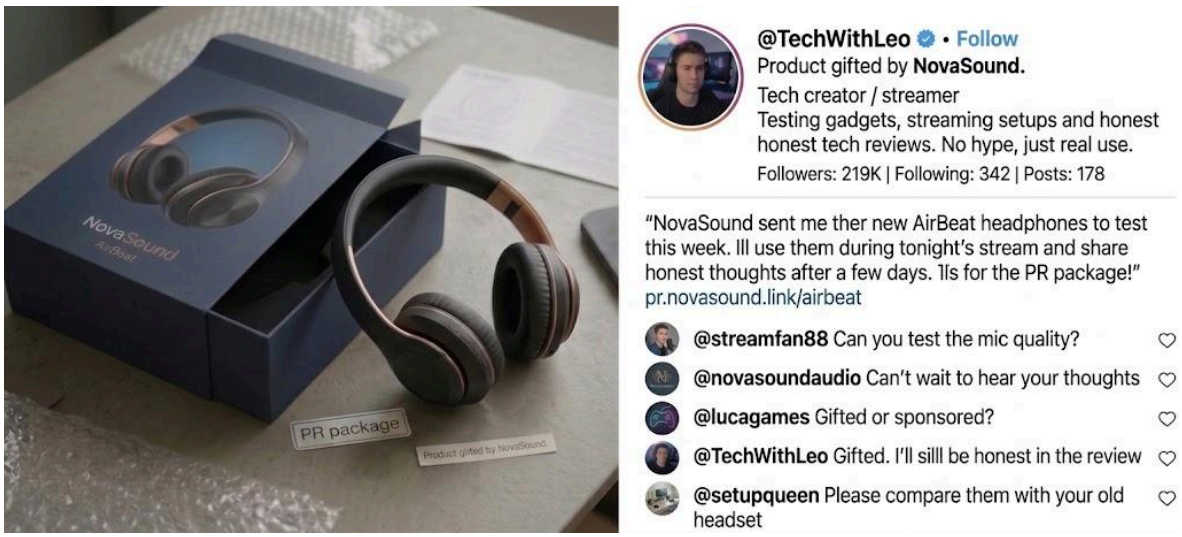
Visual elements of the post:

- Influencer holding a can of GlowFuel.
- Product clearly centered in the image.
- Text on the image: “MIRA20 — 20% OFF”.
- Button or sticker: “Shop now”.
- Visible link in bio.

Comments:

- @fitpaula: “Omg tarviin tän mun seuraavaan treeniin!!”
- @alexjuoksee: “Toimiiko tää alennus Euroopan laajuisesti?”
- @glowfuel_official: “Ihan mahtavaa että tykkäät 💜”
- @marttaterveys: “Näyttää mainokselta mutta haluun tän hahaha”
- @gymtomi: “Just tilasin sun koodilla!”

Profile 2 — LAHJOITETTU



Username:
@TekkiLeo

Profile type:
Tekkisisällöntuottaja / striimaaja.

Bio:
"Laitteiden testausta, striimausviritelmiä ja rehellisiä laitearvioita. Ei hypetystä, vaan oikeaa käyttöä."

Profile data:
Followers: 219K | Following: 342 | Posts: 178

Profile picture:
Young man wearing headphones, with a gaming setup in the background.

Promoted brand:
NovaSound

Product:
Wireless headphones.

Post caption:
"NovaSound lähetti minulle uudet AirBeat-kuulokkeet testattavaksi tällä viikolla. Käytän niitä tämän illan striimissä ja jaan rehelliset ajatukseni parin päivän päästä. Kiitos PR-paketista!"

Visual elements of the post:

- Open product box.

- Headphones on the table.
- Small sticker: “PR package”.
- No discount code.
- No “shop now”.
- No prominent purchase link.

Comments:

- @streamfan88: “Voitko testaa mikin laadun?”
- @novasoundaudio: “Odotamme innolla, mitä pidät!”
- @lukapelit: “Lahjoitettu vai sponsoroitu?”
- @TekkiLeo: “Lahjoitettu. Tulee silti olemaan ihan rehellinen arvio.”
- @setupkuningatar: “Pliis vertaa niitä vanhoihin kuulokkeisiis!”

Profile 3 — YHTEISTYÖ



Username: @KlaraKattoo

Profile type: Muoti & elämäntapavaikuttaja.

Bio: “Etsii tyyliä ja käsityötaitoa. Minimalistin sydän, maksimalistin printit. Asuu Norjassa.”

Profile data: Followers: 312K Following: 922 Posts: 415

Promoted brand: @The_Local_Stitch

Product: Handmade patchwork quilted jacket.

Post caption: “Niin uskomattoman ylpeä saadessani jakaa tämän yhteistyön @The_Local_Stitch :in kanssa. Me olemme kehitelleet tätä rajoitetun erän käsintehtyä vaatetta kuukausia. Jokainen näistä on uniikkikappale ja tukee paikallisia käsityöläisiä. Käytä koodia LOCAL_KLARA niin saat 15% alennuksen ja ekan äksessin kun nää droppaa. Linkki biossa.”

Visual elements of the post: Influencer in a brightly lit craft studio, smiling and wearing a detailed handmade patchwork jacket. She is holding a handwritten note from the artisan. Text on the image: “LIMITED COLLAB — 25 PIECES ONLY”. Button or sticker: “Shop now”. Small label at the top: “Paid partnership with @The_Local_Stitch”. Visible link in bio.

Comments:

- @artisaani_vaatteet: “Tää näyttää ihan uskomattomalta, en malta oottaa että nään detskut!”
- @needle_ninja: “Onks jonotuslistaa? Mun tarvii päästä sinne.”
- @glowfuel_official: “Vitsi mitkä tekstuurit. Niin uniikki 💜”
- @marttaterveys: “Näyttää mainokselta mutta rakastan paikallisten tekijöiden tukemista. Tilaan!”
- @gymtomi: “Venaa, just tilasin sen toisen jutun. Voinko yhdistää? Lol”

Profile 4 — Ei mitään



Username: @SaraJakaa

Profile type: Elämäntapa / Kuraattori. Esittelen uniikkeja löytöjä ja päivittäisen elämän tärkeyksiä. Tukee paikallista taidetta. Asuu Espanjassa.

.**Followers:** 285K | **Following:** 1.1K | **Posts:** 390

Caption

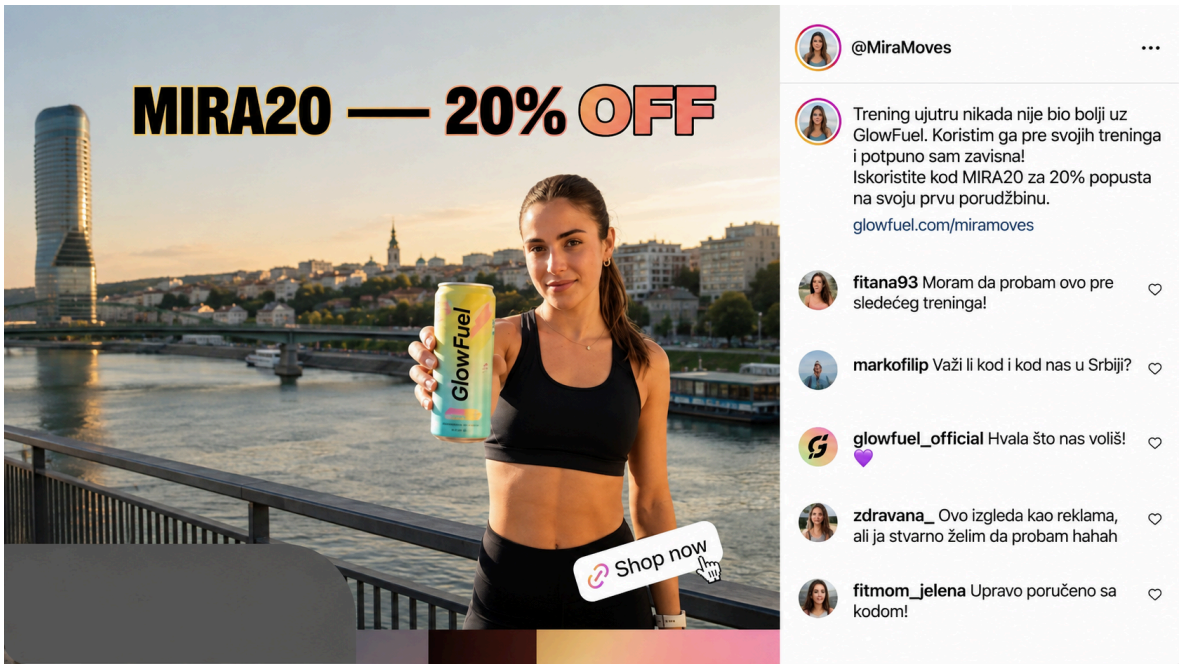
OK, minisatsi koska olin niin innoissani näistä löydöistä! Keramiikka on aivan ihanasta pikkupajasta, ja mä oon rakastunut tähän kirjaan. Löysin jotain ihan huippujuttuja. Kaikki on aidosti just sitä, mitä haluaisinkin ostaa. #legitsatsi #pienierä #kuratoidutlöydöt #löydötespanjasta

Comments

- **artisaani_vaatteet:** Noi astiat on ihanat! Mistä löysit ne?
- **needle_ninja:** Rakastan tota huivia. Ihan täydellinen syksyyn.
- **glowfuel_official:** Aidot löydöt on parhaita! Näyttää tosi ihanalta 💜
- **marttaterveys:** Lopulta, ihan kunnon satsi! Mä haluun ton kasvin
- **gymtomi:** Mitä, siis oot vielä Espanjassa? Haluun vinkkejä!

SERBIA

Profile 1 —PLAĆENI OGLAS



Korisničko ime:
@MiraMoves
Tip profila:
Fitness / lifestyle influenserka.
Biografija:
„Svakodnevni treninzi, wellness rutine i realistična motivacija. Živim u Beogradu. Novi video-snimci svake nedelje."
Podaci o profilu:
Pratioci: 482K | Pratim: 814 | Objave: 326
Profilna fotografija:
Mlada žena u sportskoj odeći, svetla pozadina, fitness estetika.
Promovisani brend:
GlowFuel
Proizvod:
Energetsko piće / napitak za pre treninga.
Opis objave:
„Jutarnji trening je mnogo bolji uz GlowFuel. Koristim ga pre svojih treninga i iskreno sam oduševljena. Iskoristite moj kod MIRA20 za 20% popusta na prvu porudžbinu. Link je u biografiji."
Vizuelni elementi objave:

- Influenserka drži limenku GlowFuel-a.
- Proizvod je jasno u centru fotografije.
- Tekst na fotografiji: „MIRA20 — 20% POPUSTA".
- Dugme ili stikeri: „Kupi sada".
- Mala oznaka na vrhu: „Plaćena saradnja sa GlowFuel".
- Vidljiv link u biografiji.

Komentari:

- @fitpaula: „Omg, moram da probam ovo pre sledećeg treninga!"
- @runneralex: „Da li kod važi u celoj Evropi?"
- @glowfuel_official: „Baš nam je drago što ti se dopada 💜"
- @martahealthy: „Ovo izgleda kao reklama, ali zapravo želim da probam hahaha"
- @gymtom: „Upravo sam naručio uz tvoj kod!"

Profile 2 — GIFTED



Korisničko ime:
@TechWithLeo
Tip profila:
Tech kreator / strimer.
Biografija:
„Testiram gedžete, opremu za strimovanje i dajem iskrene recenzije tehnoloških proizvoda. Bez preuveličavanja, samo stvarno iskustvo korišćenja."
Podaci o profilu:
Pratioci: 219K | Pratim: 342 | Objave: 178
Profilna fotografija:
Mladić koji nosi slušalice, sa gejming opremom u pozadini.
Promovisani brend:
NovaSound
Proizvod:
Bežične slušalice.
Opis objave:

„NovaSound mi je poslao njihove nove AirBeat slušalice da ih testiram ove nedelje. Koristiću ih tokom večerašnjeg strima i podeliti svoje iskreno mišljenje nakon nekoliko dana. Hvala na PR paketu!“

Vizuelni elementi objave:

- Otvorena kutija proizvoda.
- Slušalice na stolu.
- Mali stiker: „PR paket“.
- Bez koda za popust.
- Bez opcije „Kupi sada“.
- Bez istaknutog linka za kupovinu.
- Mali tekst: „Proizvod poklonio NovaSound.“

Komentari:

- @streamfan88: „Možeš li da testiraš kvalitet mikrofona?“
- @novasoundaudio: „Jedva čekamo da čujemo tvoje mišljenje!“
- @lucagames: „Poklon ili sponzorisano?“
- @TechWithLeo: „Poklon. I dalje ću biti iskren u recenziji.“
- @setupqueen: „Molim te, uporedi ih sa svojim starim slušalicama!“

Profile 3 — SARADNJA



Korisničko ime: @ClaraSees

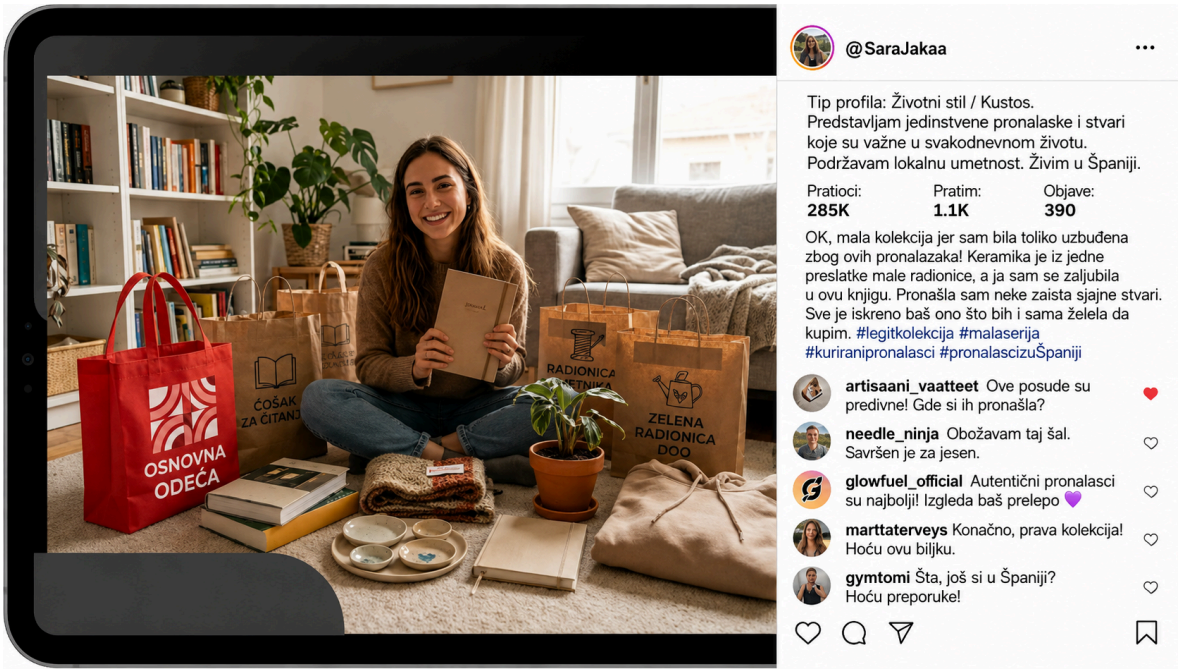
Tip profila: Modni / lifestyle influenser.
Biografija: „Istražujem stil i zanatstvo. Minimalističko srce, maksimalistički printovi. Sa sedištem u Norveškoj."
Podaci o profilu: Pratioci: 312K | Pratim: 922 | Objave: 415
Promovisani brend: @The_Local_Stitch
Proizvod: Ručno izrađena prošivena jakna od patchwork materijala.
Opis objave: „Neverovatno sam ponosna što mogu da podelim ovu saradnju sa @The_Local_Stitch. Mesecima smo razvijali ovaj ručno izrađeni komad iz ograničene serije. Svaki komad je jedinstven i podržava lokalne zanatlije. Iskoristite kod LOCAL_CLARA za 15% popusta i prvi pristup novoj kolekciji. Link je u biografiji."

Vizuelni elementi objave: Influenserka se nalazi u svetlom, dobro osvetljenom studiju za izradu rukotvorina, nasmejana je i nosi detaljno izrađenu ručno rađenu patchwork jaknu. U ruci drži rukom pisanu poruku zanatlije. Tekst na slici: „OGRANIČENA SARADNJA — SAMO 25 KOMADA". Dugme ili stikep: „Kupi odmah". Mala oznaka na vrhu: „Plaćena saradnja sa @The_Local_Stitch". Vidljiv link u biografiji.

Komentari:

- @artisan_wear: „Ovo izgleda neverovatno, jedva čekam da vidim detalje!"
- @needle_ninja: „Da li postoji lista čekanja? Moram da nabavim jednu."
- @glowfuel_official: „Oduševljena sam ovom teksturom! Zaista je jedinstvena 💜"
- @martahealthy: „Izgleda kao reklama, ali volim da podržavam lokalne proizvođače. Naručujem!"
- @gymtom: „Čekaj, upravo sam naručio onu drugu stvar, mogu li da spojim porudžbine? Haha."

Profile 4 — NIŠTA



Korisničko ime: @SaraJakaa
Tip profila: Životni stil / Kustos. Predstavljam jedinstvene pronalaske i stvari koje su važne u svakodnevnom životu. Podržavam lokalnu umetnost. Živim u Srbiji.
.**Pratioci:** 285K | **Pratim:** 1.1K | **Objave:** 390

Opis objave

OK, mala kolekcija jer sam bila toliko uzbuđena zbog ovih pronalazaka! Keramika je iz jedne preslatke male radionice, a ja sam se zaljubila u ovu knjigu. Pronašla sam neke zaista sjajne stvari. Sve je iskreno baš ono što bih i sama želela da kupim. #legitkolekcija #malaserija #kuriranipronalasci #pronalascizuŠpaniji

Komentari

- **artisaani_vaatteet:** Ove posude su predivne! Gde si ih pronašla?
- **needle_ninja:** Obožavam taj šal. Savršen je za jesen.
- **glowfuel_official:** Autentični pronalasci su najbolji! Izgleda baš prelepo 💜
- **marttaterveys:** Konačno, prava kolekcija! Hoću ovu biljku.
- **gymtomi:** Šta, još si u Srbiji? Hoću preporuke!

Checklist

- [ ] For paid partnerships, the brand pays money to the influencer to create specific content under a legal contract.
- [ ] For paid partnerships, the content often uses pre-approved, highly polished brand talking points or explicit marketing briefs.
- [ ] For paid partnerships, you will almost always see explicit "Paid Partnership" platform labels, promo codes, or mandatory ad hashtags like #ad.
- [ ] For collaborations (like a product collab), the influencer actively helps design, co-create, or brand the item itself rather than just acting as an outside reviewer.
- [ ] For collaborations, the focus is heavily on exclusivity, a "limited-run drop," or long-term brand alignment rather than a one-off promotional shoutout.
- [ ] For gifted products, look for soft or passive thank-you phrases like "Thanks to [Brand] for sending this" or emojis like 📦 and 🙏.
- [ ] For gifted products, check if the influencer is showing off an unboxing experience or PR box with no explicit mention of cash compensation or contract obligations.
- [ ] For gifted products, notice if the post lacks tracking affiliate links or personal discount codes, as brands typically send free PR items purely for optional coverage and brand awareness.

Puzzle 3: Profilepolis

In the third puzzle, players must solve a series of equations by adding the correct demographics, interests, and insecurities of social media users that will lead the algorithm to choose an ad they're most likely to click on.

Demographic	Follows / Likes	Insecurities	Targeted Ad
Girl, 13–17	Follows beauty influencers	Insecure about her skin	Miracle skincare cream
Boy, 15–25	Follows fitness influencers	Insecure about being skinny	Muscle-gain supplement
Man, 25–35	Follows tech channels	Worried about going bald	Baldness cream
Woman, 30–45	Follows diet & lifestyle pages	Insecure about her weight	Weight-loss pills

SPAIN

Demographic	Follows / Likes	Insecurities	Targeted Ad
Chica, 13-17	Sigue influencers de belleza	Acomplejada por su piel	Crema milagrosa para cuidado facial
Chico, 15-25	Sigue influencers de estilo de vida y ejercicio	Preocupados por tener un cuerpo fibrado y musculoso	Suplementos de proteina para ganar músculo
Hombre, 25-35	Sigue canales de tecnología	Preocupados por quedarse calvos	Loción anticaída para la calvicie
Mujer, 30-45	Sigue canales de estilo de vida y dieta	Acomplejada por su peso	Pastillas para adelgazar

FINLAND

Demographic	Follows / Likes	Insecurities	Targeted Ad
Tyttö, 13-17	Seuraa kauneusvaikuttajia	Epävarmuuksia oman ihon suhteen	Ihmeitä lupaava ihovoide
Poika, 15-25	Seuraa fitness-vaikuttajia	Kokee itsensä liian ruipeloksi	Lihaskasvua lisäävät ravintolisät
Mies, 25-35	Seuraa teknologiakanavia	On huolissaan kaljuuntumisesta	Kaljuudenestovoide
Nainen, 30-45	Seuraa ruokavalio- ja elämäntapakanavia	On huolissaan omasta painosta	Laihdutustuotteet

SERBIA

Demographic	Follows / Likes	Insecurities	Targeted Ad
Devojka, 13–17 godina	Prati influensere iz oblasti lepote	Nesigurna je zbog izgleda svoje kože	„Čudotvorna“ krema za negu kože
Mladić, 15–25 godina	Prati fitnes influensere	Nesiguran je zbog toga što je mršav	Suplement za povećanje mišićne mase
Muškarac, 25–35 godina	Prati kanale o tehnološkom napretku	Zabrinut je zbog gubitka kose	Krema protiv ćelavosti/Avio karte za Tursku

Checklist

- ☐ For demographic targeting, check if the ad specifically caters to a user's exact age group or gender identity (e.g., teenagers, young men, or women in their 30s).
- ☐ For interest matching, notice if the promoted products align directly with the accounts a user follows or searches for, such as beauty creators, fitness channels, or tech pages.
- ☐ For insecurity targeting, watch for ads promising quick fixes for common body anxieties, such as skin blemishes, being skinny, hair loss, or weight management.
- ☐ For algorithmic activation, look out for "miracle" or quick-fix product claims (like miracle creams, instant muscle supplements, or weight-loss pills) appearing immediately after a user engages with specific content.

Puzzle 4: Manipula-town

In the last puzzle, players must identify manipulation techniques used in social media advertisements. Below, we outline the main techniques and an example ad.

Manipulation Technique	Ad Copy Example
FOMO	**ONLY 3 LEFT IN STOCK!** *Don't miss out!*
SOCIAL PROOF	**Over 2 MILLION people already bought this!** *Join the crowd.*
EXAGGERATION	**Lose 10kg in just 3 DAYS – guaranteed miracle!** *Results not typical.*
INFLUENCER ENDORSEMENT	**As seen on @StarCeleb's page – she LOVES it!** *#ad*
EMOTIONAL APPEAL	**Don't let your family down.** *They deserve better.*
URGENCY	**OFFER ENDS IN 04:59 – buy NOW before it's gone!** *Tick, tock...*

SPAIN

Manipulation Technique	Ad Copy Example
FOMO	**¡SOLO QUEDAN 3 EN STOCK!** *¡Cómpralo ahora!*
PRUEBA SOCIAL	**¡Más de 2 MILLONES de personas ya lo han probado!** *¿Te lo vas a perder?*
EXAGERACIÓN	**Pierde 10 kg en solo 3 DÍAS: ¡resultado garantizado!** *Transforma tu cuerpo y recupera la alegría*
RECOMENDACÓN DE INFLUENCERS	**Si @LoliLoquita lo recomienda, ¿a qué esperas tú para dar el salto?** *#ad*
APELO EMOCIONAL	**Tu mascota siempre está ahí para ti; ahora te toca a ti asegurarte de que nunca le falte una buena comida**
URGENCIA	**Tic-tac, tic-tac ÚLTIMO DÍA DE REBAJAS – ¡Aprovecha los mejores descuentos! ¡Van a volar!**

FINLAND

Manipulation Technique	Ad Copy Example
FOMO	**VAIN 3 JÄLJELLÄ VARASTOSSA!** *Toimi nyt, älä jää paitsi!*
SOSIAALINEN TODISTUS	**Yli 2 MILJOONAA ihmistä on jo ostanut tämän!** *Liity joukkoon!*
LIIOITTELU	**Laihdu 10 kg vain 3 PÄIVÄSSÄ – takuulla yllätyt!** *Tulokset voivat vaihdella.*
INFLUENSSERISUOSITUS	**Kuten nähty @TähtiJulkkiksen sivulla – hän RAKASTAA sitä!** *#mainos*
TUNTEISIIN VETOAMINEN	**Näin hallitset omaa tulevaisuuttasi paremmin – älä ole pettymys omaisillesi!** *He ansaitsevat parempaa*
KIIRE	**TARJOUS PÄÄTTYY 04:59 TUNNIN KULUTTUA – osta NYT ennen kuin se loppuu!** *Tik, tak…*

SERBIA

Manipulation Technique	Ad Copy Example
FOMO	**SAMO JOŠ 3 KOMADA NA STANJU!** Ne propustite priliku!
DRUŠTVENI DOKAZ	**Više od 2 MILIONA ljudi je već kupilo ovaj proizvod!** Pridružite se zajednici zadovoljnih korisnika.
PREUVELIČAVANJE	**Izgubite 10 kg za samo 3 DANA – garantovan čudesni rezultat!** Rezultati nisu tipični za sve korisnike.
PREPORUKA INFLUENSERA	Viđeno na profilu @StarCeleb – ona ga **OBOŽAVA!** #reklama
EMOCIONALNI APEL	**Nemojte razočarati svoju porodicu.** *Oni zaslužuju najbolje*
HITNOST	**PONUDA ISTIČE ZA 04:59 – kupite SADA pre nego što nestane!** *Tik-tak…*

Checklist

- ☐ **FOMO:** Check for lines that flag low stock numbers
- ☐ **SOCIAL PROOF:** Look for massive, unverified group statistics meant to make you join a crowd
- ☐ **EXAGGERATION:** Watch for wild, unrealistic promises followed by tiny disclaimers
- ☐ **INFLUENCER ENDORSEMENT:** Spot celebrity name-drops or tags intended to borrow trust
- ☐ **EMOTIONAL APPEAL:** Notice guilt-tripping language or phrases that target your personal relationships or vulnerable communities
- ☐ **URGENCY:** Scan for ticking countdown timers or aggressive commands to buy immediately