

MEDIA COMPETITION

DEFINE THE BRAND PROGRAMS AND MEDIA PARTNERSHIPS THAT WILL DEMONSTRATE TO OUR TARGET AUDIENCE *WHEN YOU USE FIREFOX YOU MAKE THE INTERNET A HEALTHIER PLACE FOR YOURSELF AND GENERATIONS TO COME.*

BACKGROUND

Mozilla's mission is to ensure the Internet is a global public resource, open and accessible to all. The products we make are our tools for social change.

That is why we made our browser, Firefox, to be a door to a healthy internet— one that doesn't depend on keeping people addicted to thrive.

Firefox has easy-to-use tools (like tracking protection) to guard peoples' privacy and does not sell peoples' data for advertising.

In November of 2017 Firefox made significant performance gains with the launch of Firefox Quantum and now fulfils the promise of performance and purpose.

All of our code is open source, so people can take it to make the web better. Our foundation invests in a network of tomorrow's leaders, who use data for good.

TARGET AUDIENCE

We're focussed on Conscious Choosers – people who make decisions based on their values and beliefs.

CC's stay informed about politics and current events, and they are involved in causes they care about. They value equality and that value extends to their belief that the Internet should be equally accessible to all people, and all content should be accessible. Conscious choosers are willing to spend extra time and effort researching the best choice for themselves, and are open to paying additional costs if necessary.

THE CHALLENGE

As society grapples with the effects of digital addiction, online hate speech and the digital spread of misinformation, people are waking up to the idea that not all technology is "for good".

Firefox has always protected individuals' rights online— fighting for user control, privacy and security without compromising performance. Large technology companies like Facebook, Amazon, Microsoft and Google understand the growing trend of digital health and will be encroaching on our messaging territory.

We need to make sure our audience knows Firefox is the place to be for a healthy internet.

We want to do this with creative ideas and bold acts.

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WHAT'S ESSENTIAL?

As a not-for-profit we cannot be seen as bi-partisan. This means no partnerships with political organizations.

When people use Firefox we want them to feel efficient, safe, in control and that we are protecting them.

Giving money away is not enough. We need ingenious media partner ideas that garner reach and scale. The idea and channels should be appropriate to reach Conscious Choosers.

WHAT TO CONSIDER

KPI: Increase in Firefox awareness, perception & intent to download the desktop and mobile products.

Budget: \$100,000 USD

Timing: August–October, targeting the back to school period where many people are buying new PC and mobile devices.

Firefox is CLEVER: Firefox anticipates user needs and delights them with unexpected features, experiences, content, design and tone.

Firefox is QUICK: Firefox sprints to stay ahead of trends and is quick to get out of the user's way.

Firefox is ALERT: Firefox is awake to opportunities and threats.

Firefox is UNTAMED: Firefox challenges the status quo and taunts the titans.