



FOR-ALL

FIREFOX FOR ALL

moz://a

THE OBJECTIVE

Get more people to choose Mozilla Firefox over other internet browsers by driving perceptions and demonstrating that Firefox makes the internet a healthier place.

THE CHALLENGE

Getting people to change their entrenched internet behavior is hard.

Just talking about our brand ethos and proof points eg. clever, quick, alert, untamed won't be enough

We need a strategy that will truly connect with consumers and give them a reason to change.

WHO IS **OUR AUDIENCE?**

Conscious choosers, they are advocates of social change.

By highlighting that Firefox develops performance technology with purpose, we can appeal to their beliefs/values and maximize relevance.

OUR INSIGHTS

Information should not be about the 'have' or 'have not's'. It should be free for everyone.

The largest barrier to internet access in the developing world currently is not device accessibility, but data accessibility.

THE STRATEGY

Give people a tangible reason to choose Mozilla Firefox over other browsers.

Bring the brand ethos 'Open by Design' to life, giving all Firefox users the chance to easily promote digital equality and information beyond borders by opening up internet access around the globe.

THE IDEA



FOR-ALL

An open source broadband data repository and sharing system.

FOR-ALL would be built as a Firefox add-on, enabling users to donate leftover or set levels of data each month.

The data would be delivered to a data repository available for 3rd world countries to then use, promoting digital equality and the internet as a global public resource.

THE EXECUTION



In true Firefox style the development of FOR-ALL would be open sourced to ensure the development is a collaboration.

To help promote the build, an open letter calling developers would be published to drive mass awareness of the initiative and encourage contribution to the development.

This would generate talkability and earned coverage of the FOR-ALL initiative that would reach our core audience of conscious choosers.

We would then partner with UNESCO to donate the first block of data which would be promoted through owned channels and earned media.

AMPLIFYING THE IDEA

DEVELOPMENT

30% of the total campaign budget would be used to fund the development of the FOR-ALL add-on

PAID

An open letter to developers would be published in key environments that share similar values (ie. The Guardian) and on mass reach platforms to encourage developers to contribute to the build and to raise awareness of the Firefox FOR-ALL initiative.

70% of the total budget would sit against this.

EARNED

Utilize earned media to create a groundswell and drive mass awareness of FOR-ALL, overtime generating data donors.

The earned media would continue post launch (Aug-Oct) as the donated data begins to create success stories - starting with UNESCO.

OWNED

Leverage the strong Firefox brand platforms and engage our social audience to act as campaign advocates.

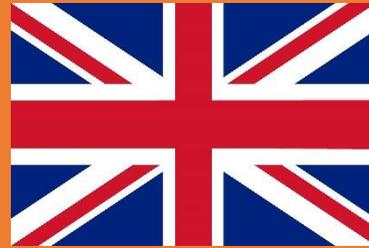
Tap into existing partner relationships to help raise awareness of the Firefox FOR-ALL initiative.

THE RESULTS



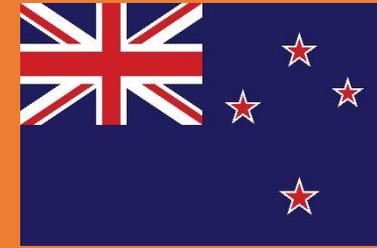
254 million internet users

58.4 million conscious
choosers



53.6 million internet users

12.3 million conscious
choosers



4.04 million internet users

0.9 million conscious
choosers



If we could convince **3%** (71.6m) of all conscious choosers from 3 key developed Nations to donate only **5%** of their average monthly data usage (535MB) this would equate to **38.3m GB** to 3rd world Nations each month.

This is enough data for **19.1m** people in 3rd world countries to have ample access to the internet **every month.**

THE SUMMARY

OBJECTIVE

Get more people to choose Mozilla Firefox by driving perceptions and demonstrating that Firefox makes the internet a healthier place.

CHALLENGE

Getting conscious choosers to change their entrenched internet behavior is hard.

INSIGHT

Information should be free for everyone.
The largest barrier to internet access in the developing world currently is not device accessibility, but data accessibility.

STRATEGY

Bring the brand ethos 'Open by Design' to life, by opening up internet access around the globe.

IDEA

FOR-ALL.

An open source broadband data repository and sharing system built as a Firefox add-on, enabling users to donate leftover or set levels of data each month.

EXECUTION

Open call for developers to take part in the build of the FOR-ALL add-on, driving mass awareness of the initiative and encouraging data donations post launch.

AMPLIFY

Initial \$100k investment would fund/launch the development of FOR-ALL. The initiative tells a powerful story of information for all, generating mass PR and talkability.

RESULTS

Our initial estimates foresee data donations allowing over **19.1m** people in 3rd world countries ample access to the internet **every month**. Proving to all conscious choosers that Firefox truly uses technology for good.