



*ī* - PLEDGE



## WHAT IS THE PROBLEM?

Conscious choosers who make purchase decisions based on their values and beliefs are hesitating to go for Firefox since they yet rotating between Firefox and other search engines.

## WHAT IS THE INSIGHT?

❖ Target Audience - Conscious Choosers

They are unaware about the performance and purpose features of the Firefox along with the Strong **Healthy Internet** that they have build around the product and some never bother being tracked.

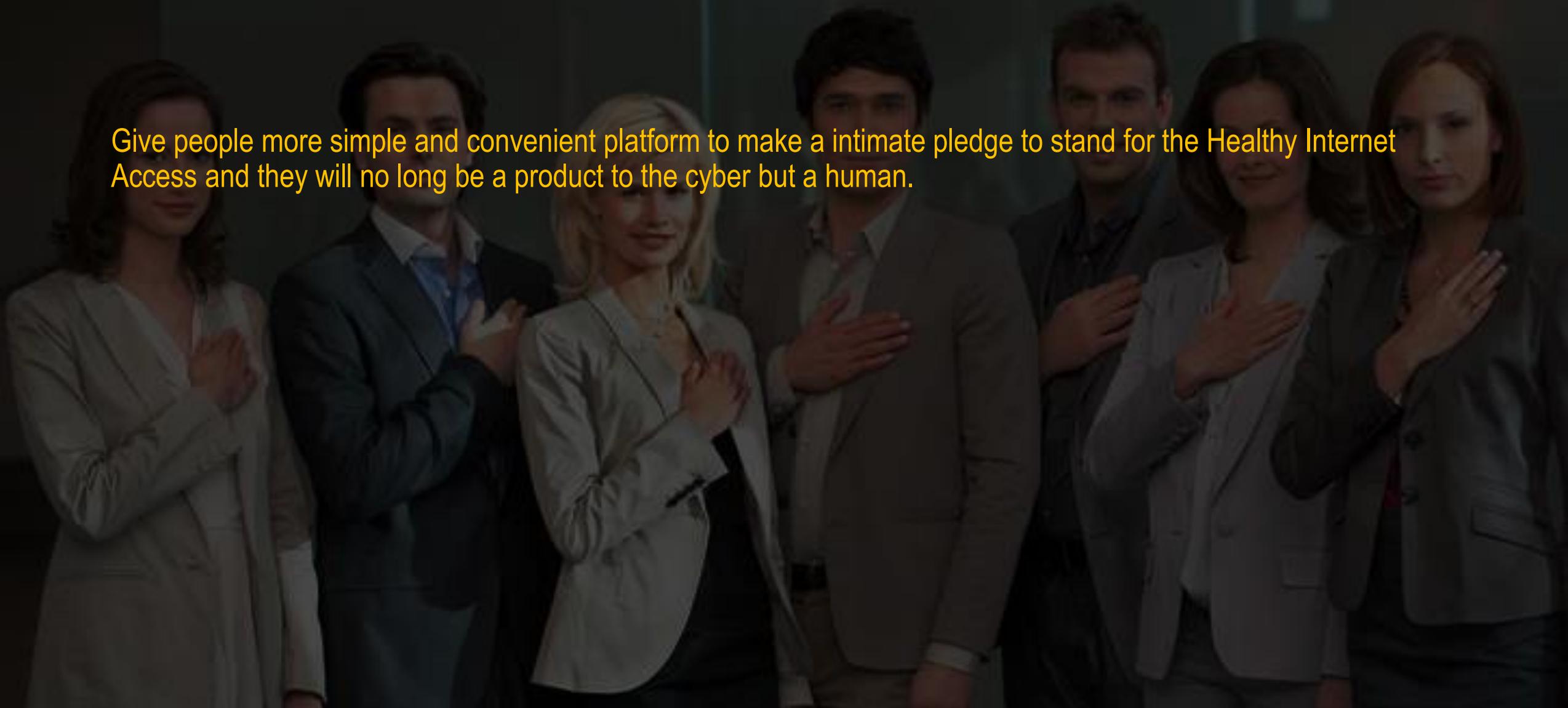
## SO THE OBJECTIVE WILL BE

Create strong loyalty among people towards the **healthy internet** access and make people aware about it through Mozilla.



# STRATEGY

Give people more simple and convenient platform to make a intimate pledge to stand for the Healthy Internet Access and they will no long be a product to the cyber but a human.





**BIG IDEA**

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# EXECUTION – STAGE 1

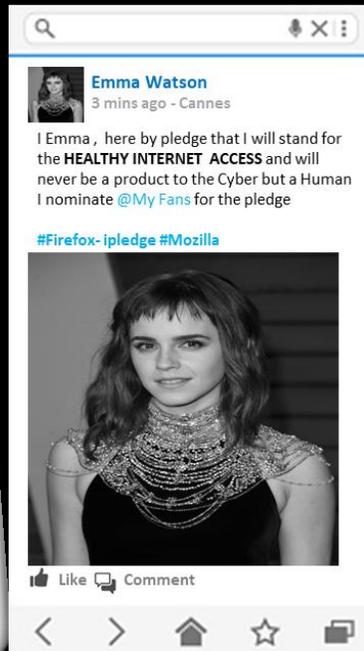
i-pledge teaser campaign will be starting by creating a curiosity about the campaign while giving an understanding and education about the importance of Healthy Internet





# EXECUTION – STAGE 2

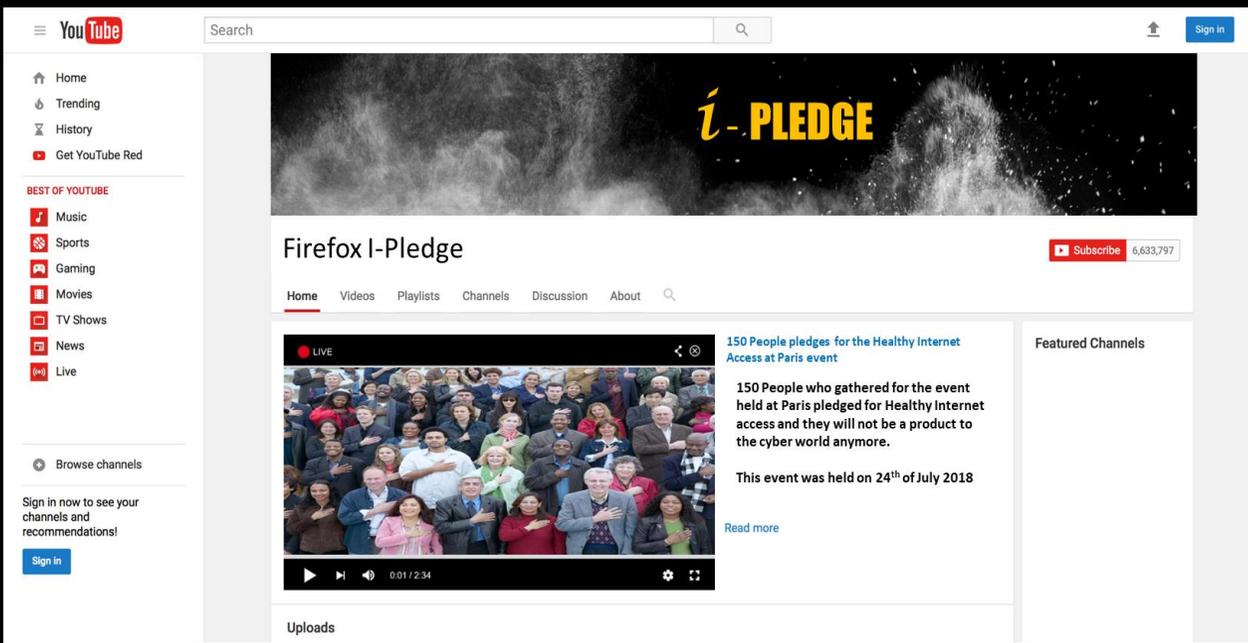
During the stage 2 we will start the Firefox i-pledge campaign with the world famous icons who can influence general public to join to stand for the HEALTHY INTERNET ACCESS with them.





# EXECUTION – STAGE 3

During the stage 3 we will make the general public to post their pledge nominating another person who will follow the pledge. And will carry on to college level ( ground Level).





# MESSURING SUCCESS

- Paid Media - TV / Print / OOH / Social media boosting / YouTube.
  - Estimated budget : 100,000\$
- Earned
  - 2 mn i-pledges from general public on social media.
  - 1 mn subscribers on i-pledge YouTube channel.
  - 2 mn followers on Facebook and Twitter.



August  
(40,000\$)

People who are unaware about the Healthy internet and importance of it and never bothered being tracked.



Teaser campaign about the i-pledge to create a curiosity among people and educate about the importance on **Healthy Internet**

September  
(45,000\$)

People who became completely aware about the Healthy internet and its essentiality to the society



Dragging the social influences and leaders to make the i-pledge inviting the general public to join with them to stand for **Healthy Internet**

October  
(15,000\$)

People who consciously engage to the i-pledge by understanding its importance of it when doing the purchase decision



No Dead ends.  
Publish and take the campaign into ground level through college