

# The Web Experience



## Task

**Demonstrate to Conscious Choosers that when you use Firefox, you make the Internet a healthier place for yourself and generations to come.**



## Insight

**Conscious Choosers seek purpose from brands and see the companies they use as a badge that represents their values.**

**However, the choice of browser is rarely a statement. The choice is driven by things like features, speed, or habit – if you even bother to change the default browser.**

**Firefox has a clear purpose. To communicate it to Conscious Choosers, we need to act bold.**



# Strategy



Online



Real world



Own media



Reach, influence, scale



Push



Pull

Idea

# A night at the Web



x



**Building the human experience of the Internet**

## Execution

### 1. Build the human experience of the Internet.

#### Research

How healthy  
of a place is  
the Internet?

#### Build

Recreate the world  
of the Internet into  
an apartment.

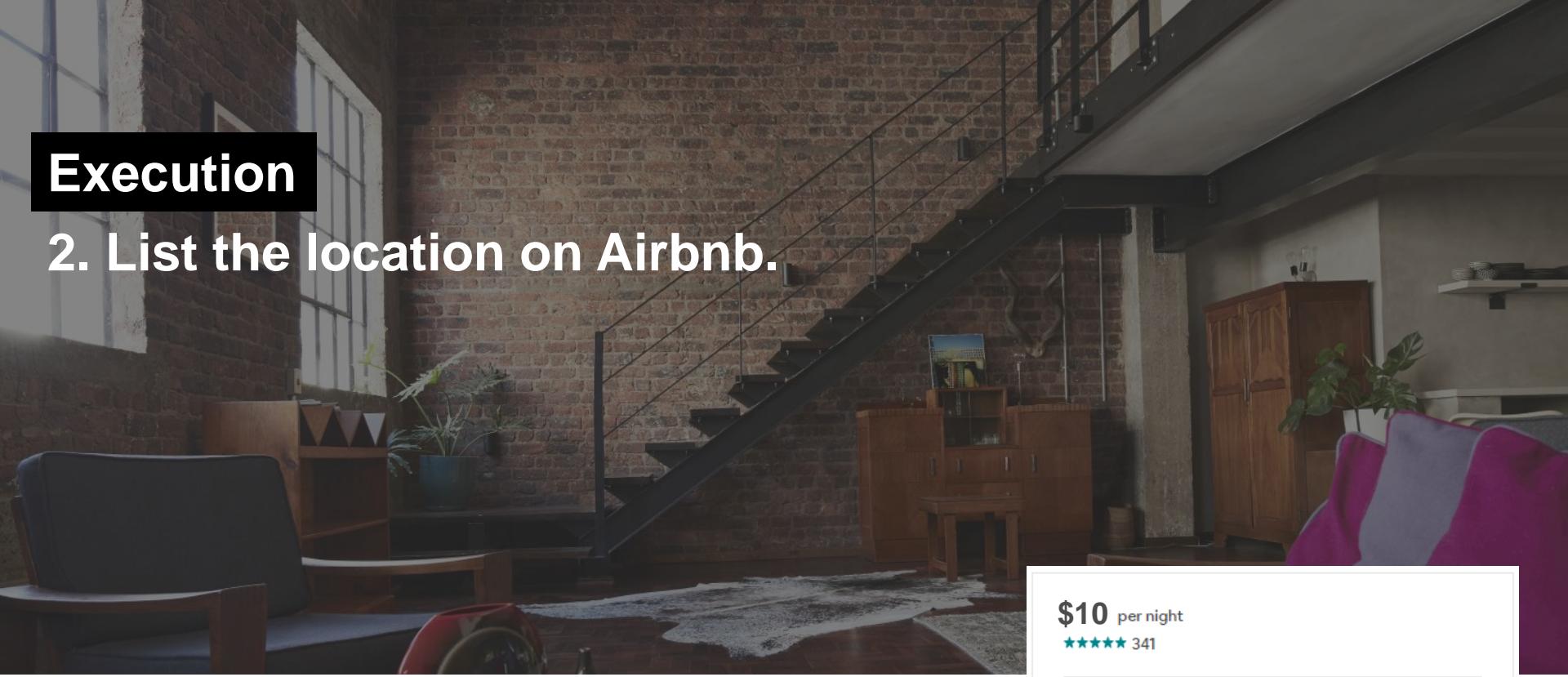
#### Experience

69 % safe  
61 % private  
80 % affordable  
27 % misinformation  
31 % diverse



# Execution

## 2. List the location on Airbnb.



Firefox

### The Web

San Francisco, CA



Entire home/apt



2 Guests



1 Bedroom



1 Bed

\$10 per night

★★★★★ 341

Dates

Check In

→ Check Out

Request to Book

# Execution

## 3. Invite the Frightful Five leaders to stay a night.

Search the Web

→

HIGHLIGHTS ▾

Dear Jeff, Tim, Satya, Sundar, and Mark,

You are warmly invited to stay a night at the Web – a lovely studio apartment, guaranteed to give you a night to remember.

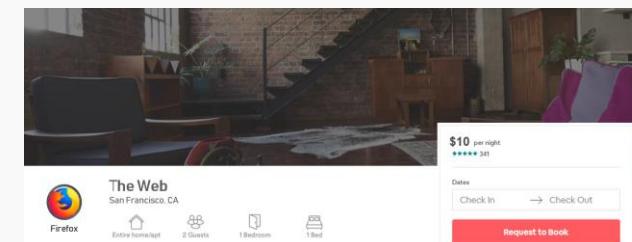
The Web is our recreation of the human experience of the Internet as a whole. The design of the location draws on a wide body of research, ranging from privacy to connectivity, to online harassment and safety.

By creating the Web, we want to encourage a broader understanding of how the problems facing the global Internet relate to one another, and to shine a light what we can do to make the ecosystem healthier.

We can change the Internet for the better. This invitation is a call to action for you to take on this challenge.

With best regards,

Firefox & Airbnb



# Measuring success

Paid

Building the location

**150 guests staying**

Owned / Shared

Location listed on Airbnb

**48M monthly visits**

Reach on Firefox start page

**25M monthly users**

Earned

Media coverage

**100+ countries**

