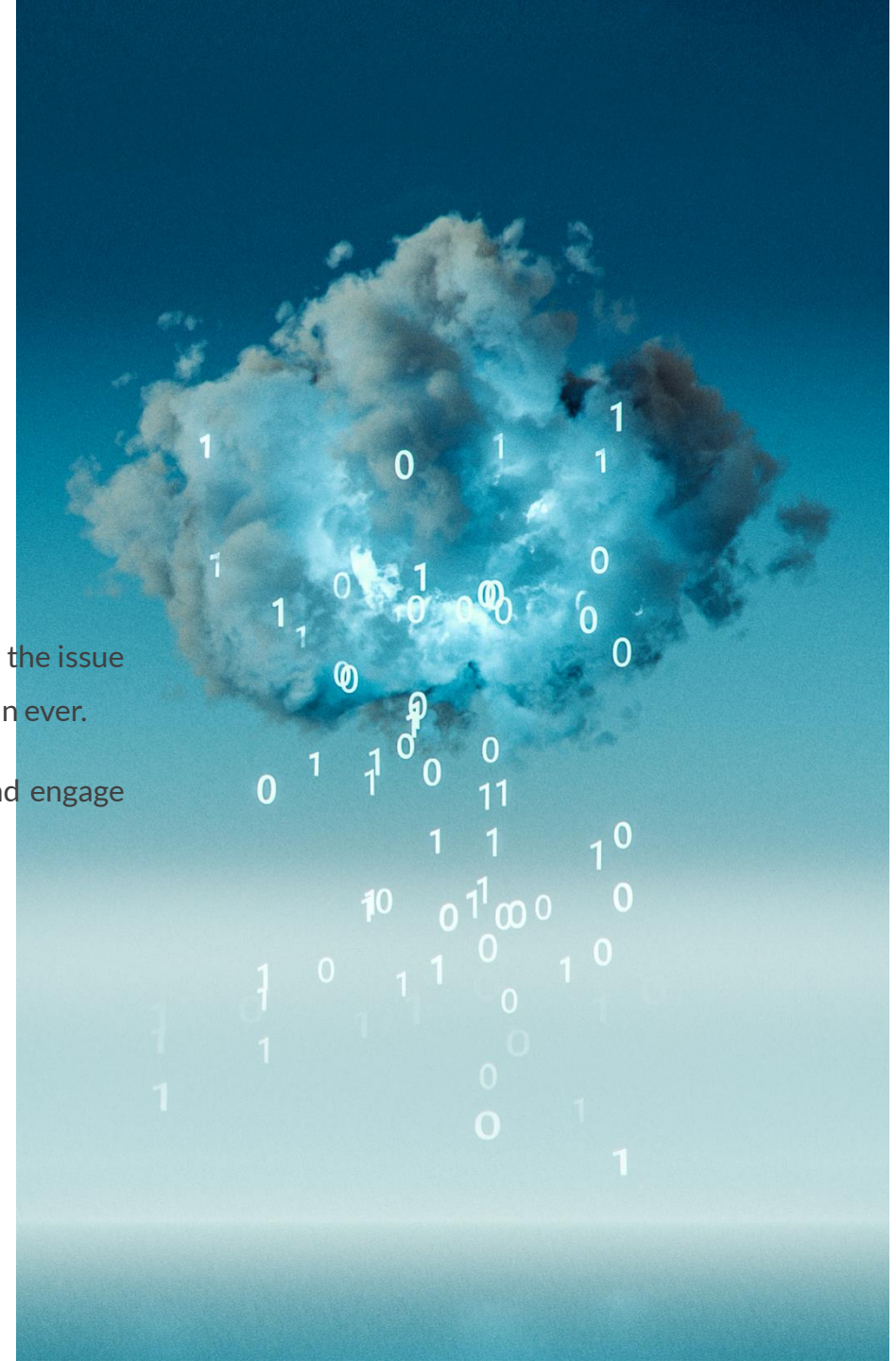


# Challenge

In the era of digital boom while more than a half of life is moving online, the issue of finding the place where you would feel safe becomes more urgent than ever.

Let's tell people that we are doing our best to create such a place. And engage them to join our move for the healthy internet environment.

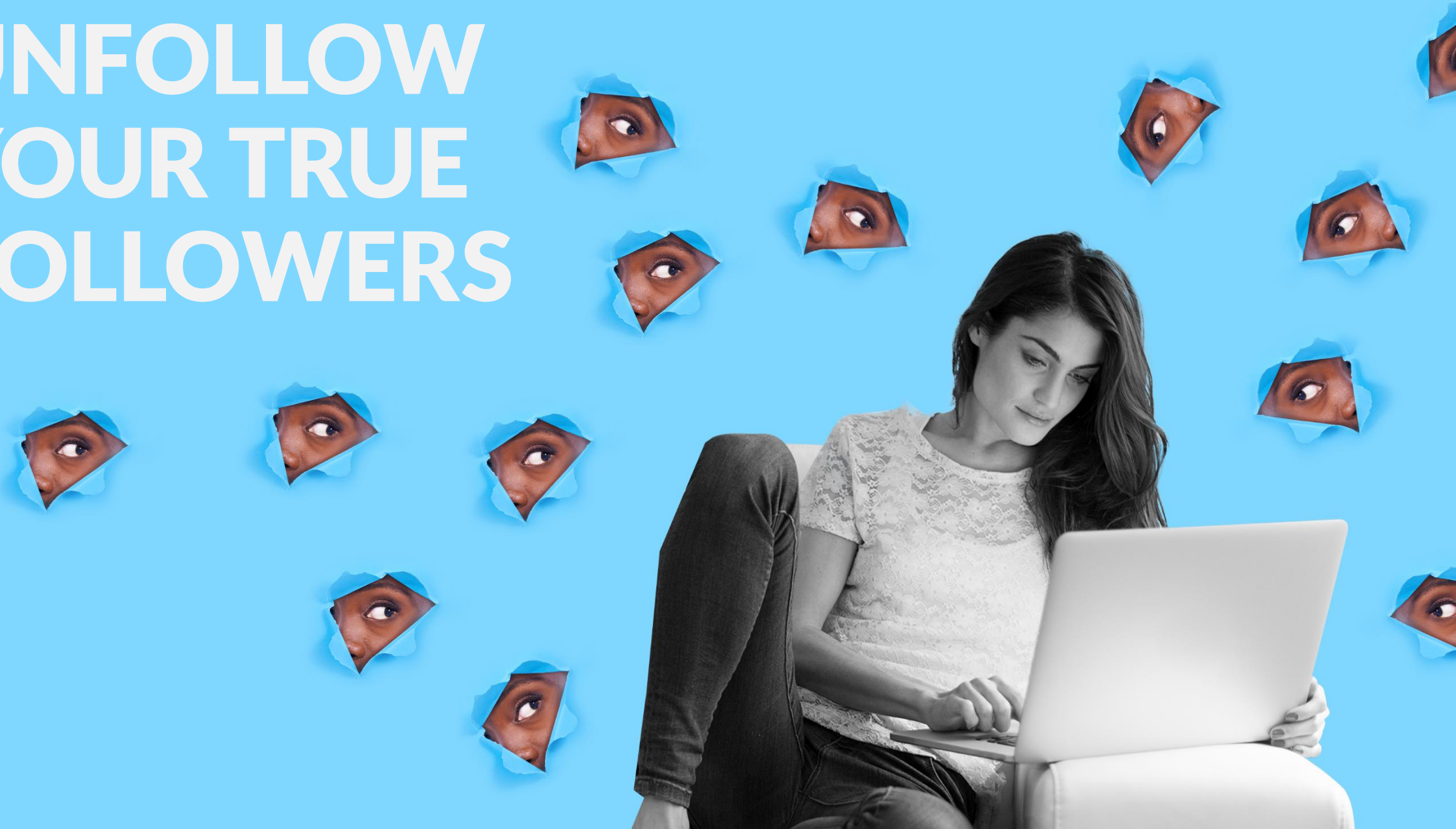


# Background

What do our customers have in common? All of them are active users of social networks especially Facebook. But taking to account latest Facebook scandals around privacy their authority was severely undermined.

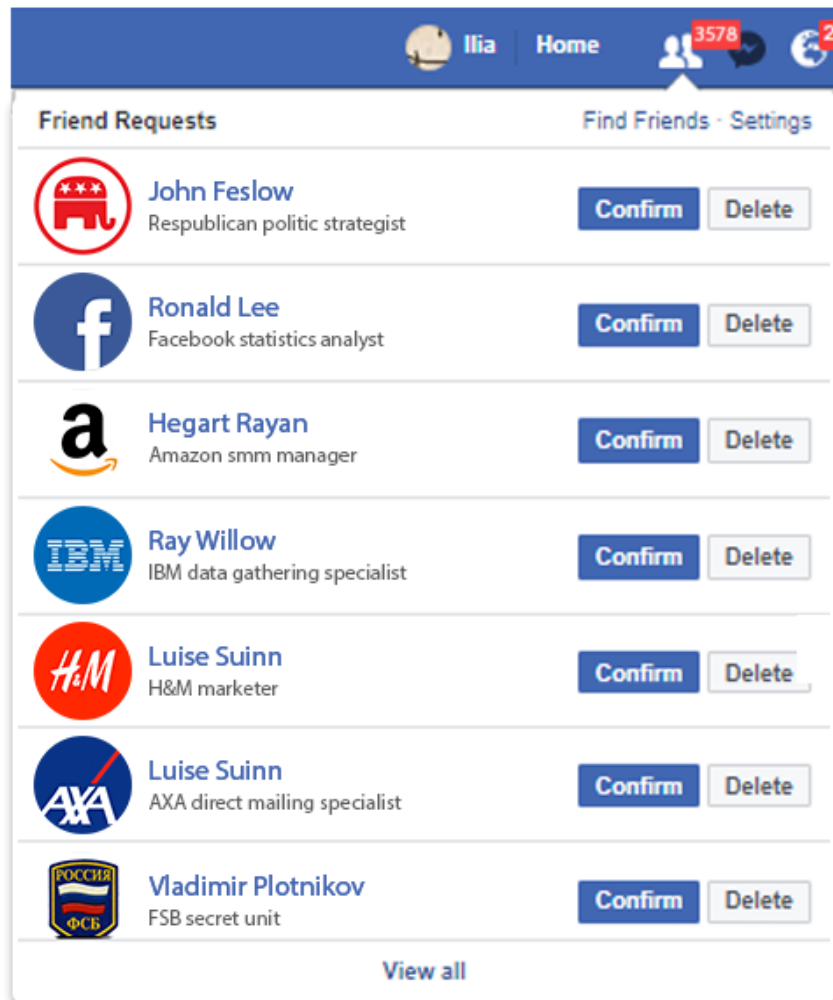


# UNFOLLOW YOUR TRUE FOLLOWERS



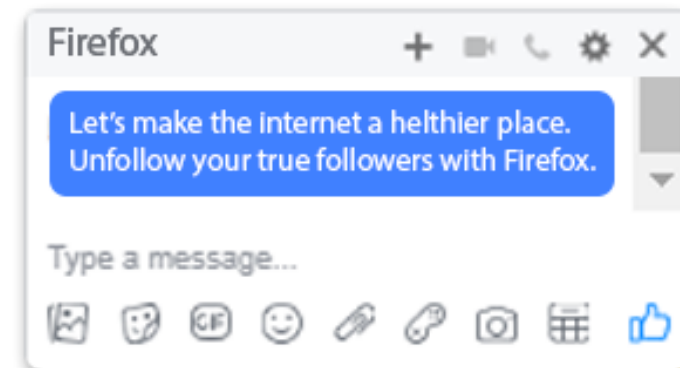
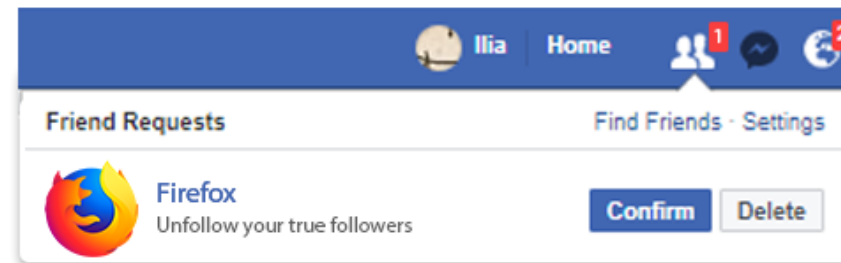


**How does it work?**



## 1 step

Create plenty of bot pages in the fb and start following all to our own users, thus revealing who actually monitors their online life day after day (from H&M smm specialist to political organizations)



## 2 step

Unfollow all users offering our (Firefox) friendship instead with the message:  
LET'S MAKE THE INTERNET A HELTHIER PLACE


# Why does it work?

More than 2,2 billion\* active users and about 3 million\*\* likes every minute

Easy scaled without large resources accumulated

\* <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>

\*\* <https://rb.ru/analytics/na-facebook/>



**Found a partner without finding  
one and turned his weakness  
in our strength**

# Summary

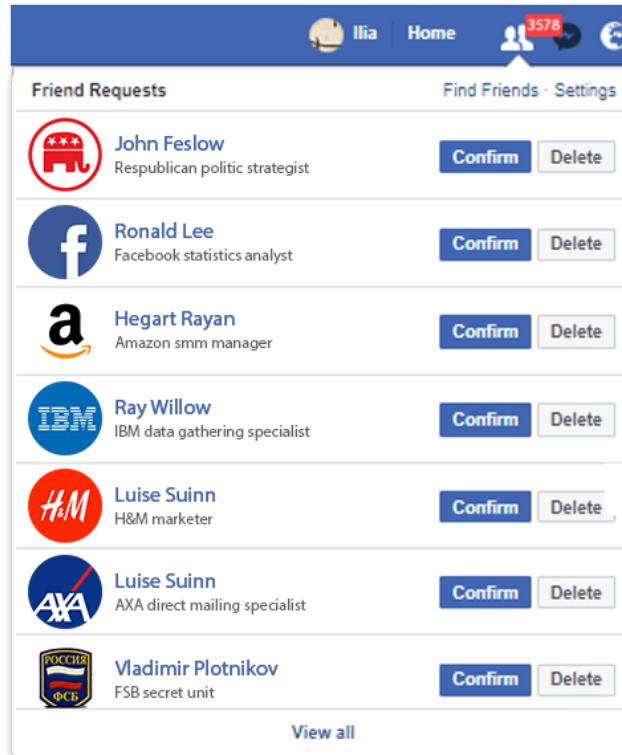
## Challenge

Inform people about our products and importance of the healthy environment issue in the internet.

## Background

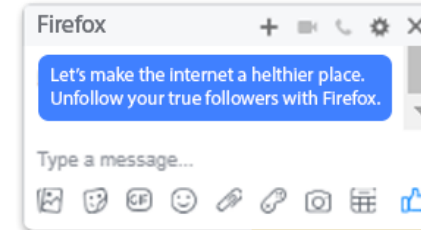
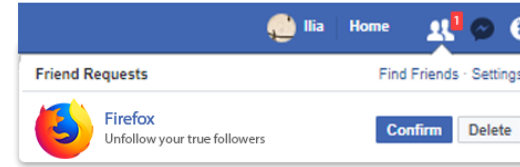
What do our customers have in common? All of them are active users of social networks especially Facebook. But taking to account latest Facebook scandals around privacy their authority was severely undermined.

## How does it work?



1 step

Create plenty of bot pages in the fb and start following all to our own users, thus revealing who actually monitors their online life day after day (from H&M smm specialist to political organizations)



2 step

Unfollow all users offering our (Firefox) friendship instead with the message:

LET'S MAKE THE INTERNET A HEALTHIER PLACE

## Why does it work?

More than 2,2 billion\* active users and about 3 million\* likes every minute

Easy scaled without large resources accumulated

Found a partner without finding one and turned his weakness in our strength