

A close-up photograph of a person's hands. One hand holds a gold-colored credit card, while the other hand is positioned over a dark laptop keyboard, with fingers resting on the keys. The background is blurred.

*Don't pay with your privacy*

*A more tangible way of facing the 'Big Brother'*

moz://a



## // The starting point

### *The intangible meaning of the buttons*

People are conscious in their offline choices, but when it comes to online, they don't perceive the truth behind the "OK" or "I Agree" buttons, and so they share their personal data on the internet without knowing the really impact of that.

### *The real value of the data*

In the online world we only know the tip of the iceberg. For the Big Giants data is the most precious good on their business model. So... Here we find Firefox's uniqueness



# // Insight



So, people don't really understand that

*their personal data*

is used as

*bargaining chip*

to access online information

# // Concept

*Don't pay with your privacy*

*What if the actual currency for the goods you buy become the personal data you share online?  
Would you give it the same?*

# // Idea



## *Data is the currency*

A store where the price of the goods is not money but your personal data

## *Measurable*

The more expensive the good, the more personal is the data you exchange

## *Scale*

Primary consumer goods are essential for all, so we are raising awareness among everyone

*Don't pay with your privacy*

\$ YOUR CHILD PHOTO  
PHONE NUMBER

DON'T PAY  
WITH YOUR  
PRIVACY

## *Media partnership*

Public transports gained a new value in the cities, as more sustainable options among Conscious Choosers. They emerge as strategic media partners to activate the same concept: tickets/pass in exchange of personal data

## *Other activations*

- Find stores/brands with the same values of the Conscious Choosers (eg.: H&M Conscious Collection)
- Airport as the perfect context with healthy internet values: Global, diverse, secure, control
- Branded content, influencers and PR campaign



# // Media Plan

*August*

Awareness

Brand activation: \$ 85k USD

Conversation

Branded content: \$ 15k USD

*October*

*But more than paid, is the earned media and content generated that will measure the success of the campaign*



# // Achievements

## *Intangible > Touchable*

Using the offline world as more understandable language for all, people realize better that the choices they make online can have a tangible impact

## *Goodwill for partners*

Association with the online security issue, brands and media partners will leverage their consumer protection issue

# // The end point

## *Take into action*

Give them a “thinking moment”: people change their passive behavior because they relate to an issue: they become part of the conversation, get involved and contribute actively for Firefox Healthy internet’ cause



People don't really understand that their personal data is used  
as **Bargaining chip** to access online information

If you exchange online info with your personal data without blinking,  
why in the real world you don't do the same?

***Don't pay with your privacy***

***Data is the currency***

Give them a real "thinking moment": people take action because they relate to an issue