

PRICELESS

PRIVACY



BACK GROUND 2018

2018th has already full of different event around personal data: juicy *scandal* with Cambridge Analytica & Facebook, new Europe regulation GDPR



TA

...We call this group of people that have the core **millennial** mindset the “conscious chooser.”
...They believe the products and services they use can be a reflection of their own personal values.

Jascha Kaykas-Wolff
Chief Marketing Officer (Mozilla Firefox)



“I guess my data to be used but I don’t care about that until it starts to touch my privacy.”

INSIGHT



:DEA

To help people realize how much the internet knows about them and how cheap their privacy costs

moz://a

Mozilla Firefox of those browsers that doesn't sell your data. It is the browser you can trust.

PERSONALIZED

OLV

How not to screw up at Cannes Lions?

Your privacy was sold for 0.005\$

FIRE IT!

0:02 / 1:44

TRIGGER

User looks for something in
Google Search



ENGINE

Dynamics video with simple visual
+ user's search request



FIRE

Personalized video for each user
with private data

DIGITAL

MIRROR

Donated 200\$ to ecological organization

Has a child

Divorced

Likes Justin Bieber

Sympathetic to Trump

32 years old

Has 20 photos with her cats

Katy

Works at the school



Your privacy was sold for 1\$

Fire it!

TRIGGER

Getting closer to digital wall



ENGINE

Cooperation with cities
WI-FI networks with lots
of authorized users. Data
extension with external
DMPs.



FIRE

Each new step along
the wall reveals
private data

LANDING PAGE

No one knows but everyone knows

Millions of gigabytes of private data are processed and used by different commercial companies every second

In average advertisers pay for your data only 30\$ per year and know about you:



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Divorced Likes Justin Bieber

Sympathetic to Trump

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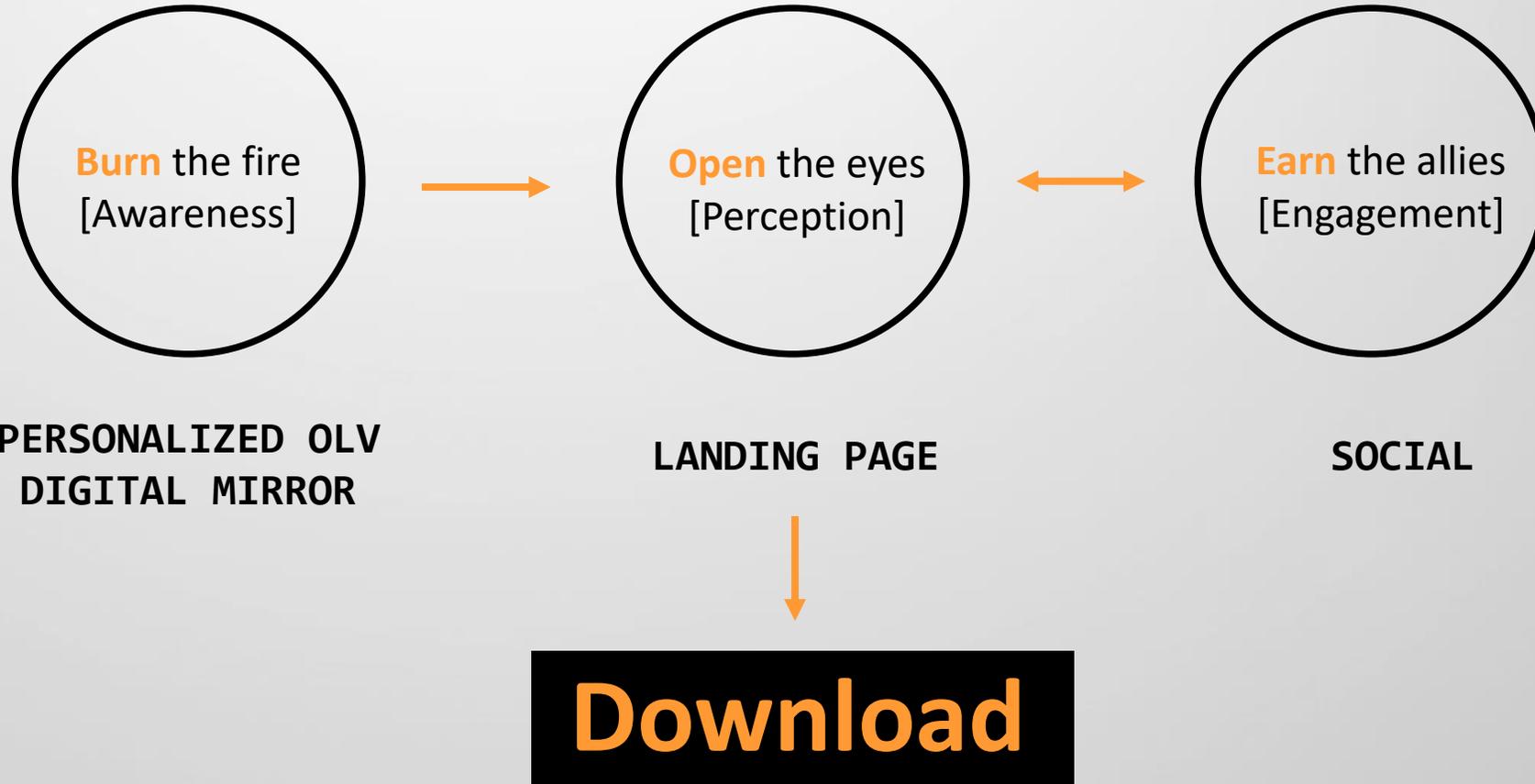
Katy Works at the school

Fire it!

If you don't want to be sold in the future Mozilla Firefox are provide your privacy

Download Firefox

ECOSYSTEM



REASON

TO BELIEVE



Hitting a nerve
Personal & Scalable
Strong brand
differentiation

TIMING

