

# **LEAN is the new SAFE**

Raising awareness of healthy Internet use

Firefox<sup>®</sup>

South Korea



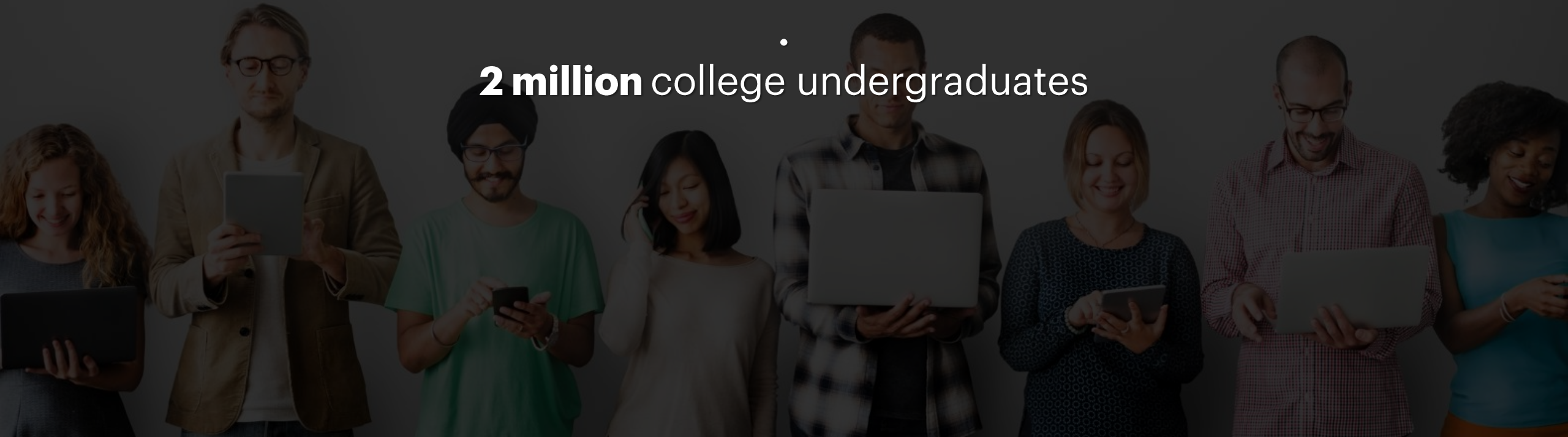


Campaign for

•  
IT powerhouse with the highest  
Internet access rate of **99.5%**

•  
**1.5** out of 100 Firefox users

•  
**2 million** college undergraduates



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**Raising awareness on a new issue  
before narrowed targeting**





## Unhealthy Internet use

Overloaded browser use

Unnecessary installations

Intimate downloads



Your PC needs  
**CLEANING**

Firefox



# **LEAN is the new SAFE**

Clean your PC,  
make it healthy again,  
and promote healthy Internet with  
Firefox

Media Partnership with



Cleantopia

Laundry & dry cleaning franchise

Since 1992  
2,490 stores nationwide  
“Less than \$1 per shirt”



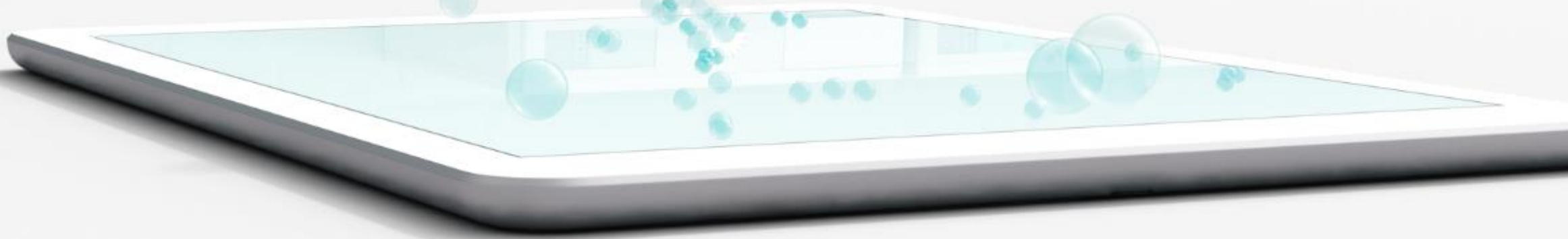
Firefox®

## **LEAN is the new SAFE**

Targeting 3 months of back-to-school season,  
30 stores located near South Korea's major universities  
will execute a temporary PC cleaning service

Anyone can get a free PC cleaning service by a  
volunteered professional technician

With prior consent, technicians will install Firefox  
on the cleaned PCs





Aiming for  
**6,000 Installs,**

30 stores  
80-day campaign  
At least 5 users each day  
Average 50% install rate

Estimated to use  
**\$64,825 +a**

30 stores  
1 technician per store  
4 hour service each day  
\$6.75 minimum wage





**Analog**

meets

**Digital**

**Daily Routine**

meets

**Technology**

**Digital Chaos**

meets

**Firefox**