

moz://a

The Reel of Change



The Challenge



To enforce that Mozilla Firefox is the place to be for healthy internet & supports, ensures data safety

The Insight

**Approx.
75% to 80%**
millennials are
conscious choosers
and are concerned
about data misuse

About 79%
millennials are
streaming content
online every year
and are influenced
by pop culture

The Insight

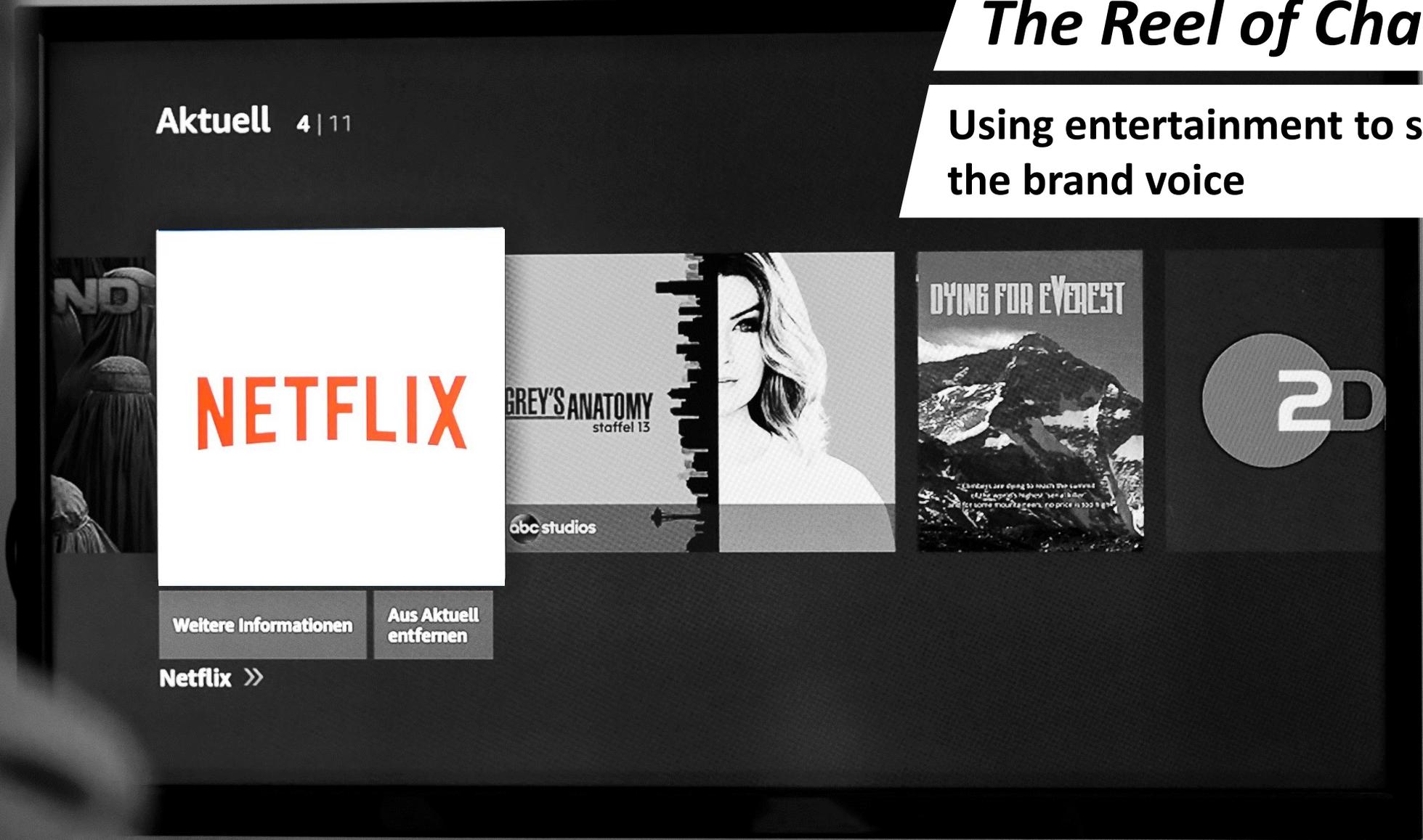
Thus, pop culture is a strong channel to reach these millennials and reinforce the brand values of Mozilla Firefox



The Big Idea

The Reel of Change

Using entertainment to speak
the brand voice



Aktuell 4 | 11

NETFLIX

GREY'S ANATOMY
staffel 13

abc studios

DYING FOR EVEREST

2D

Weitere Informationen

Aus Aktuell
entfernen

Netflix >>

The Strategy

SEE

— Creating a **Netflix film to show** the impact of data abuse and the role of Mozilla Firefox in data safety

THINK

— **Build conversations** through earned media and get millennials to actually think about the cause and brand role

DO

— Induce millennials to **engage with the brand** and converse about its values through a social media movement



How do we do this?

1

Create a *first of its kind* original film on Netflix, starring Jon Bernthal, generating awareness and conversations about the cause and brand



How do we do this?

2

Generate PR conversations about the data issue highlighted in the film and gain media mileage from Netflix's promotion of the show



How do we do this?

3

Use Jon Bernthal and the Netflix celebrity power to initiate a movement against data misuse by other internet giants, driving attention towards Mozilla Firefox's ethical standards

"#BlockTheStalkers, switch to Mozilla Firefox."



The image shows a screenshot of a Twitter profile for Jon Bernthal (@jonnybernthal). At the top is a black and white portrait of Jon Bernthal. Below it is a banner image showing a woman sitting on the ground with a dog. The profile statistics are: 1,924 Tweets, 1,461 Following, 550K Followers, and 2,075 Likes. A tweet from Jon Bernthal, dated June 15, is highlighted with a black border. The tweet text reads: "After working on the film highlighting such a sensitive issue, I am all set to #BlockTheStalkers who misuse my data by shifting to Mozilla Firefox. Change your dp to black to support the cause and switch to @mozillafirefox @netflix". The tweet has 13 replies, 78 retweets, and 941 likes.

Measuring Success

Paid

- Netflix production & celebrity cost **\$100,000**
- Netflix original film reach: est. reach of **125 million subscribers**
- Jon Bernthal social reach: **1.5 Million across social media**
- Sharing film promotion material across Netflix's social channels: est. gross reach of **62 Million followers**

Earned

- Netflix advertising about the film **through traditional media**
- **PR** around the film, the cause of data protection and Mozilla Firefox's ethical practices
- **Organic reach** from the #BlockTheStalkers movement across social channels

