

THE BATTLE FOR A HEALTHIER INTERNET IS BEING HELD BETWEEN CONSUMERS AND ORGANIZATIONS ://

Each year more and more people are getting concerned about their online privacy, while trust in brands and organizations is at an all time low

A CRITICAL AND COMPLEX BATTLE

HIGH CONCERN



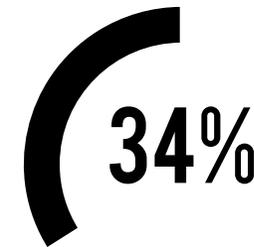
of people are more concerned about their online privacy than about losing their personal income



ANXIETY



LOW UNDERSTANDING



Only 34% of people understand what they can do about their data privacy or know about regulations such as GDPR

OPPORTUNITY

Simplifying the problem to increase awareness, relevance and action towards online privacy solutions and the role of Firefox in this battle



**SIMPLICITY IS CHANGING THE
ABSTRACT INTO SOMETHING
REAL AND RELATABLE ://**

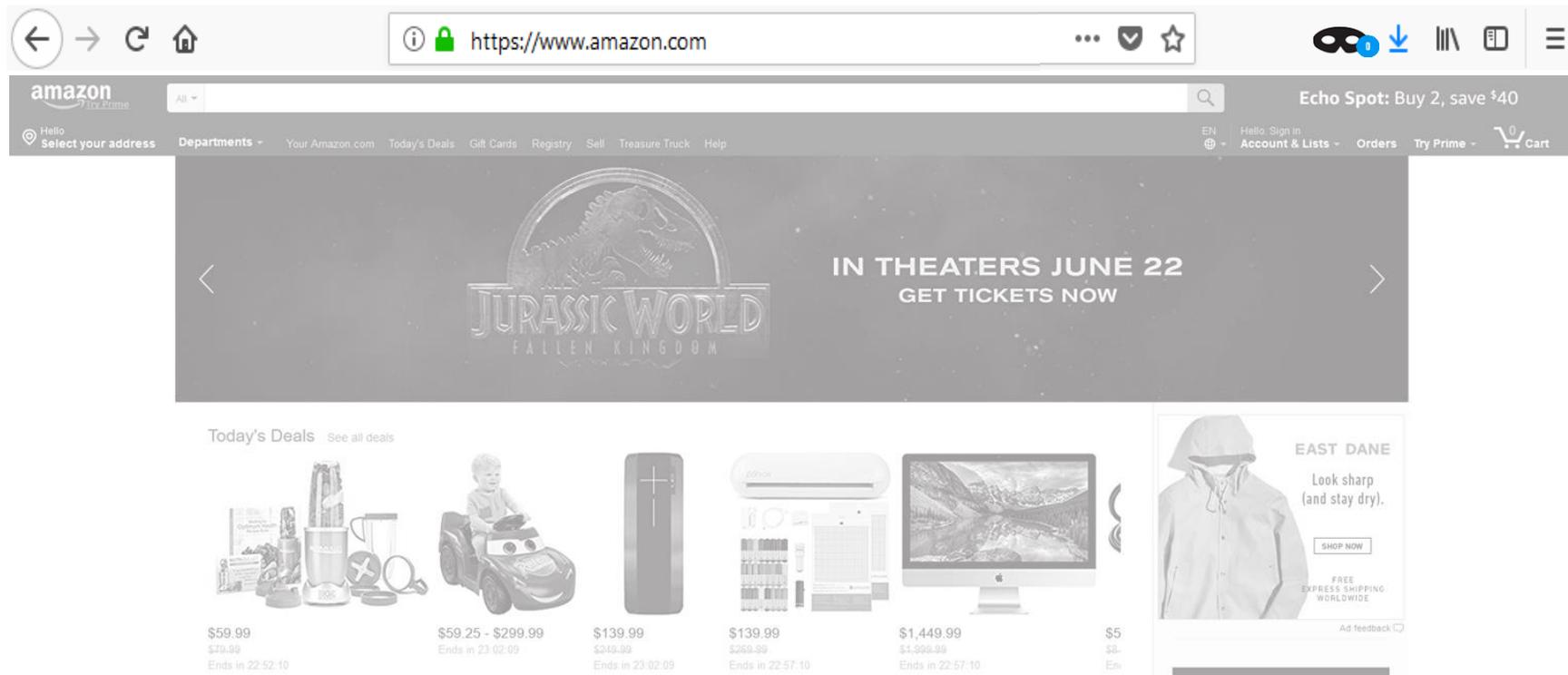
The complexity of this mission is clearly designed for someone with a special force to bring people together. We need a hero...



A MASKED HERO TO PROTECT OUR DATA...

THROUGH A PLUGIN

Firefox will create a simple tool to visualize and control your personal data. This masked plugin will let users decide what they share and who they share it with. It will raise the bar of privacy control for all browsers and highlight how Firefox stands out among the rest.



AND A...REVOLUCIÓN

The plugin is the spark and we want to start a fire. The mask will be the symbol of a revolution. A movement whose hero, El Zorro, is in all of us. #GETMASKED to protect your data.

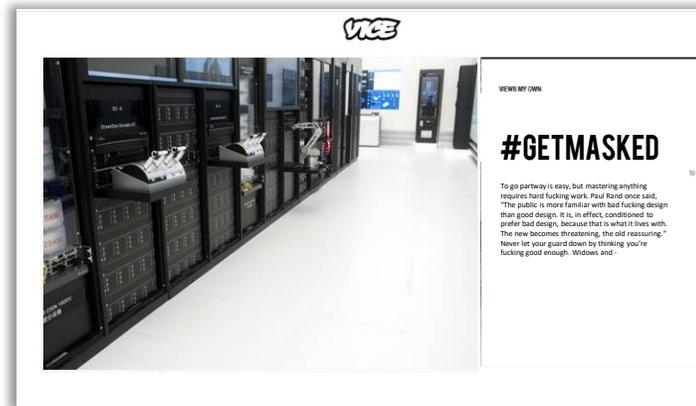
ON THE STREETS

In public transport, offices or commercial areas. We will spread the Zorro mask through free newspapers and Guerrilla, asking people and volunteers to join and use Firefox plugin.



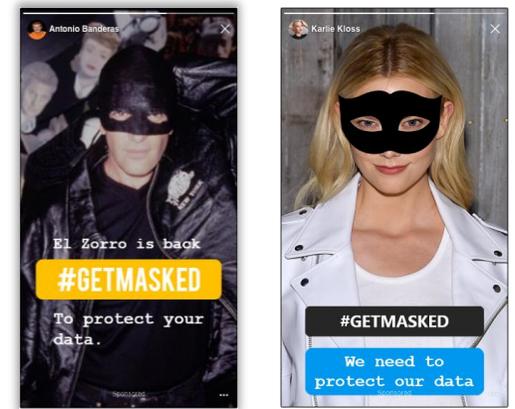
ON DIGITAL

In media aimed at the conscious choosers. We will use VICE as a platform for awareness, creating content about the #GETMASKED movement.



ON CULTURE

In social events, protest or rallies. We will ask all of our conscious choosers to go to the streets and their profiles masked as El Zorro to increase the movement's awareness.



COMMUNICATIONS PLAN

Privacy concerns are widespread. We aim for global awareness, so we need global partners. We have chosen media that speaks right to the conscious choosers but has the potential to reach a wider and global audience.

AUGUST

PR Release



Teaser "El Zorro is back"



Teaser "El Zorro is back"

SEPTEMBER

Product and Media activations



\$ 2.000 + \$ 5.000

Plugin development + Guerrilla marketing through Mozilla's volunteers



\$ 25.000

Free newspapers campaign distributed in public transport in NY, LND, MAD, DF & TOK



\$ 38.000

Content related to the revolution and Firefox's solution



\$ 30.000

#Getmasked campaign through micro influencers all over the world finishing with the Halloween movement



**BUT IT SHOULD BE MUCH
MORE://**

Data protection and online privacy are a real concern, so they should not only be taken seriously by companies, but also by governments. Firefox will lit the spark for a movement that will grow into something bigger. #GETMASKED is the beginning of a real change in privacy policies all over the world.

#GETMASKED

TO PROTECT YOUR DATA 

#GETMASKED

OR HOW TO START A REVOLUTION TO PROTECT YOUR DATA



1 USERS VS CORPS: THE PRIVACY BATTLE

People are more concerned about their online privacy each passing year, while trust in brands and organizations is at an all time low

68%

of people are more concerned about their online privacy than losing their income

34%

Understand about data functioning regulation and privacy issues

HIGH CONCERN + LOW AWARENESS = ANXIETY

2 THE OPPORTUNITY

Simplifying the problem to increase awareness, relevance and action towards online privacy solutions and the role of Firefox

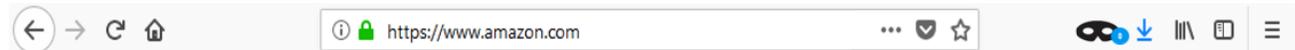
**SIMPLICITY IS CHANGING THE
ABSTRACT INTO SOMETHING
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4 THE IDEA: A MASKED HERO TO PROTECT OUR DATA

We will use a relatable icon, Zorro's mask, to start a revolution to help users protect their data. Our idea is based on a simple visualization and control system (a plugin) and communications revolution to start the conversation about data protection with Firefox as the main speaker for the cause.

5 THE TOOL: A SIMPLE VISUALIZATION AND CONTROL SYSTEM

Firefox will create a simple tool to visualize and control your personal data. This masked plugin will let users decide what they share and who they share it with. It will raise the bar of privacy control for all browsers and highlight how Firefox stands out among the rest.



6 THE REVOLUCIÓN: A MOVEMENT TO PROTECT YOUR DATA

The plugin is the spark and we want to start a fire. The mask will be the symbol of the revolution. A movement whose hero, El Zorro, is in all of us. #GETMASKED to protect your data

- Guerrilla marketing: printed press and on the streets
- Media partnership with Vice
- Generate a real movement on data protection with influencers

6 THE DREAM: FIREFOX AS THE VOICE FOR A REAL POLICY ON DATA PROTECTION