

The task

Demonstrate that when you use Firefox you make the internet a healthier place for everyone.

Insight

Conscious Choosers believe in causes, not in brands.

And that is why we will break our own brand borders to give value to data: We will sell user's data.



Strategy

PR

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Make awareness to Conscious Choosers.

A simple tweet.

PARTNERS

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Global & local with our philosophy.

A simple conversation.

REAL ACTION

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Really use data for good.

News and actions are our branded content



Data babases

give value to data for good

August 19

Kick off with simple tweets.



Firefox 🖖 📀 @firefox

From august 19, we will sell users' data.

a new beginning.

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V

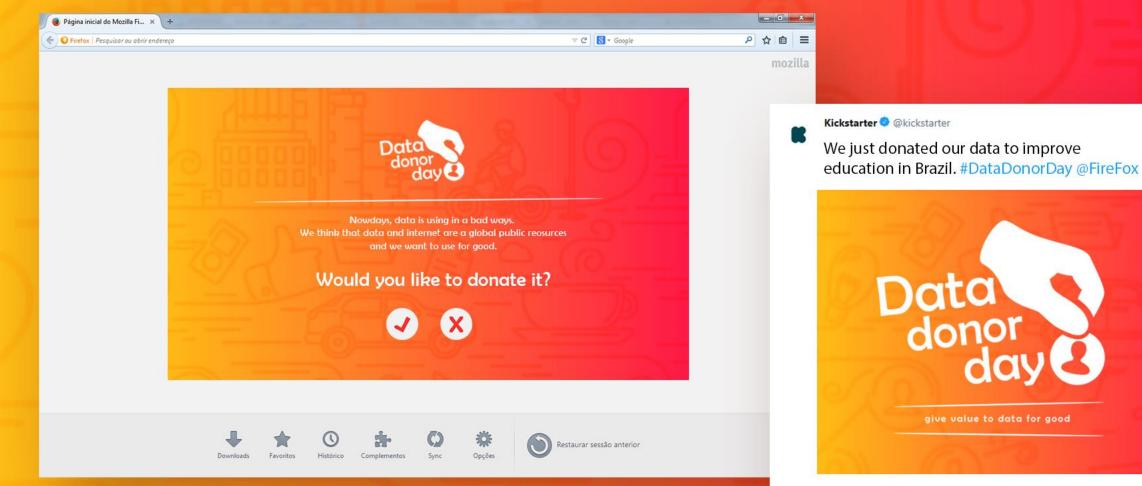
Firefox 🖖 🥝 @firefox

Yes, we will sell data, but for good. Introduce Data Donor Day on august 19, world humanitarian day, and give value to data for a better internet for everyone.

V



Donate in our platform and share.



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The money raised with data selling will be used for impulsing:

A better education A better connectivity A better technology **Paid – 70%** 100,000 USD -Ads on digital **3 millions of impressions** -Partners **Owned / Shared – 30%** -Firefox Quantum 170 millions of impressions -People Earned -News of data helping

Budget:



With this idea we demonstrate that data, powered by users, can do internet a healthy place for all, and why not, a better world.