



# 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



**Make awareness to  
Conscious Choosers.**

**A simple tweet.**

## PARTNERS



**Global & local with  
our philosophy.**

**A simple conversation.**

## REAL ACTION



**Really use data for good.**

**News and actions are  
our branded content**



# Data donor day



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give value to data for good

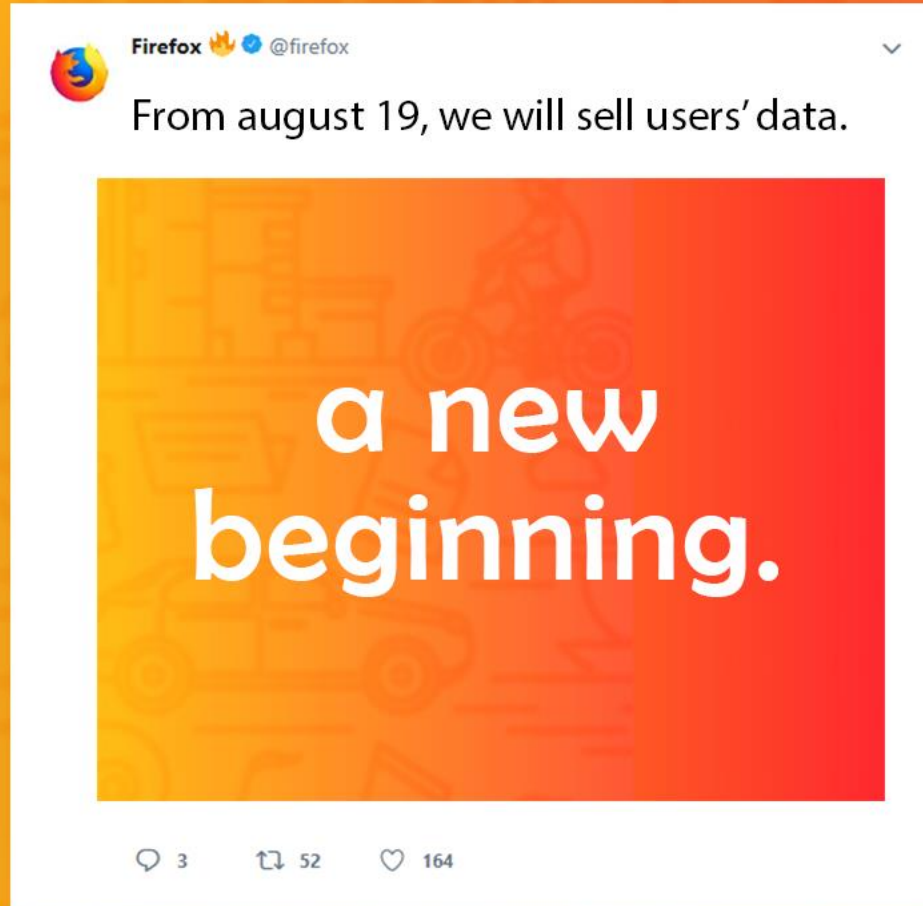
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**August 19**



# Kick off with simple tweets.

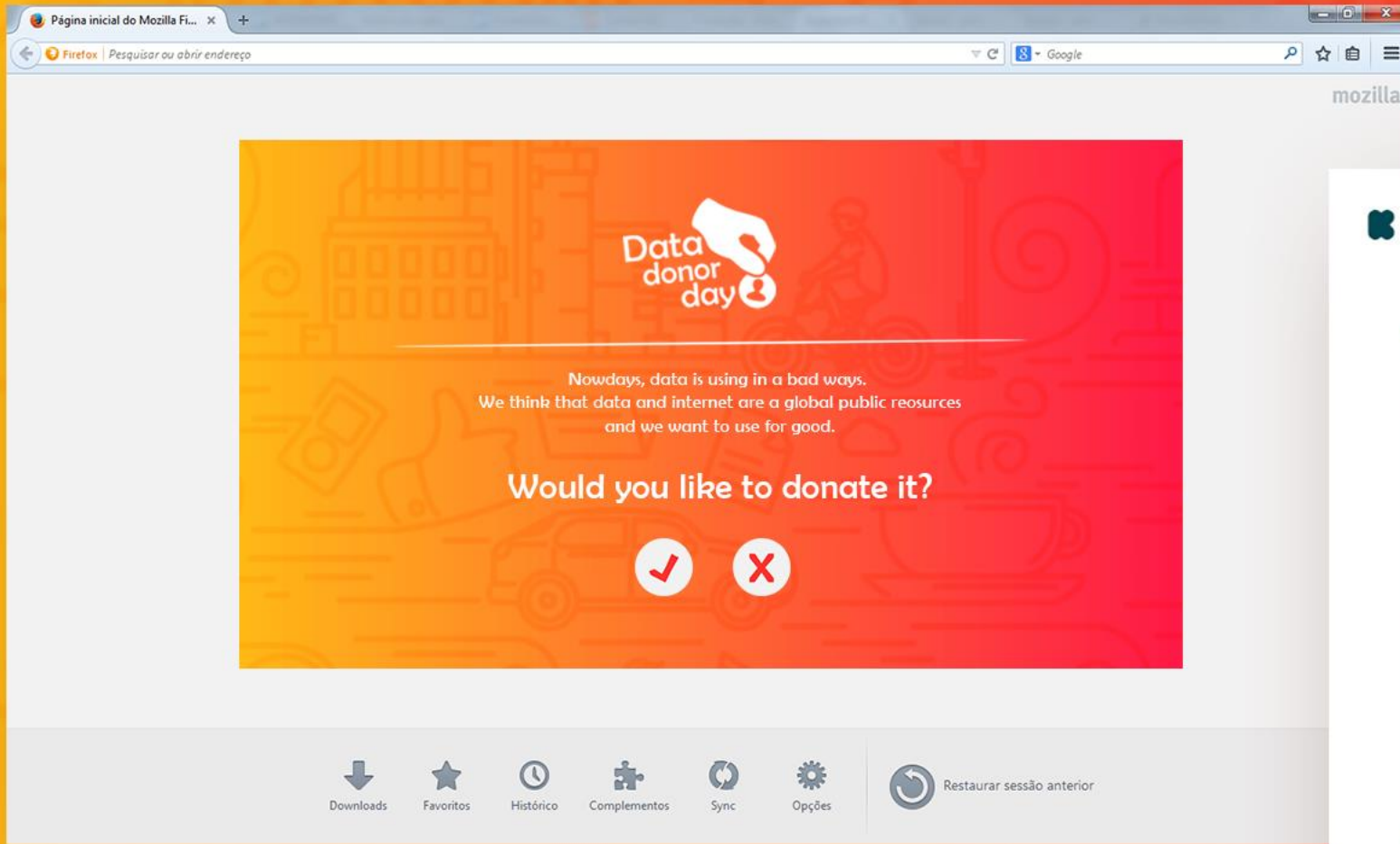
1



2



# Donate in our platform and share.



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

**A better  
education**

**A better  
connectivity**

**A better  
technology**



**Budget:**

**100,000 USD**

**Paid – 70%**

**-Ads on digital**

**3 millions of impressions**

**-Partners**

**Owned / Shared – 30%**

**-Firefox Quantum 170 millions of impressions**

**-People**

**Earned**

**-News of data helping**



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

