Background



# PERSONAL DATA IS A NEW TYPE OF VALUE THAT SHOULD BE PROTECTED.

HOW DO PEOPLE PROTECT THEIR VALUES? THEY INSURE IT.

BUT TRADITIONAL INSURANCE PRODUCTS DON'T PROTECT INDIVIDUALS FROM INTERNET-BASED RISK.





on the croisette at Cannes Lions @mtuohy



В ответ @mtuohy @ventskevich

So there are many conscious choosers who don't 1). Know that they need to protect their data online (eg privacy) and 2). know that Firefox is how they could do that

🚯 Перевести твит

22:46 - 18 июн. 2018 г.





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Turn Firefox into cyber-insurance tool protecting personal data.

When you download Firefox you automatically insure your personal data up to \$100 000



Execution

AT AIRPORT PEOPLE THINK ABOUT SECURITY AINSURANCE OF THEIR LIVES.

BUT UNFORTUNATELY THEY DON'T THINK ABOUT THE PROTECTION OF THEIR PERSONAL DATA.



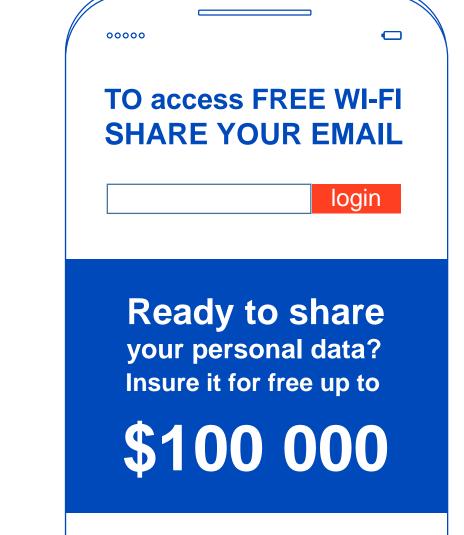


People use public&free WIFI while staying in the airport transit area and waiting for the flight.

To access WIFI people are ready to share practically any kind of their personal information: email, phone number, nationality, point of destination, etc.

Background

AT THE MOMENT WHEN A PERSON HAS FILLED THE WIFI ACCESS FORM AND IS ABOUT TO SHARE THE PERSONAL DATA WE'LL SUGGEST TO INSURE IT WITH FIREFOX.







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# **10** THE BIGGEST AIRPORTS IN THE WORLD SERVE **750** 000 000 OF TRAVELERS.

SO THE SUGGESTED COMMUNICATION WILL REACH APPROXIMATELY 2 000 000 TRAVELERS A DAY. Timeline



## STRATEGY/

Personal data is new kind of value to insure. But there isn't widely available cyber-insurance products.

#### BUDGET/////

Insurance coverage up to \$100 000 Media placement at WIFI access screen in airports

#### **IDEA**//

Firefox protects and insures personal data of its users up to \$100 000.

### EXECUTION///

To get access to free WIFI in the airport transit area people are have to share personal data. At the moment about to share it we'll suggest to protect and insure personal data with Firefox.

#### MESSAGE////

Ready to share personal? Insure it for free up to \$100 000! TIMING////

All year round