

SEARCH FOR SAFETY

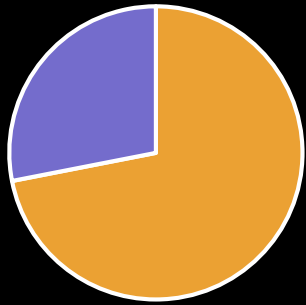


THE CHALLENGE

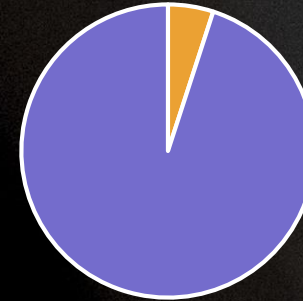
Raise awareness for Firefox as the place to be for a healthy internet, improve perception and increase download intent

| THE PRIVACY PARADOX

We are aware of privacy issues and full of the best intentions,
yet our actions are not aligned with our attitudes.



According to 74% of the Americans being
in control of who can get information
about them is 'very important'
(Times 2017)



After the Cambridge Analytica scandal, 5% of
the American Facebook Users (temporarily)
stopped using the social network
(Statista 2018)



| THE DIFFERENT REALITIES



The consequences of (not) having privacy differs around the globe.

In fact, 23% of the world's population has no say in how they are governed and face severe consequences if they try to exercise their most basic (digital) rights.

(source: [Freedomhouse.org](https://freedomhouse.org))

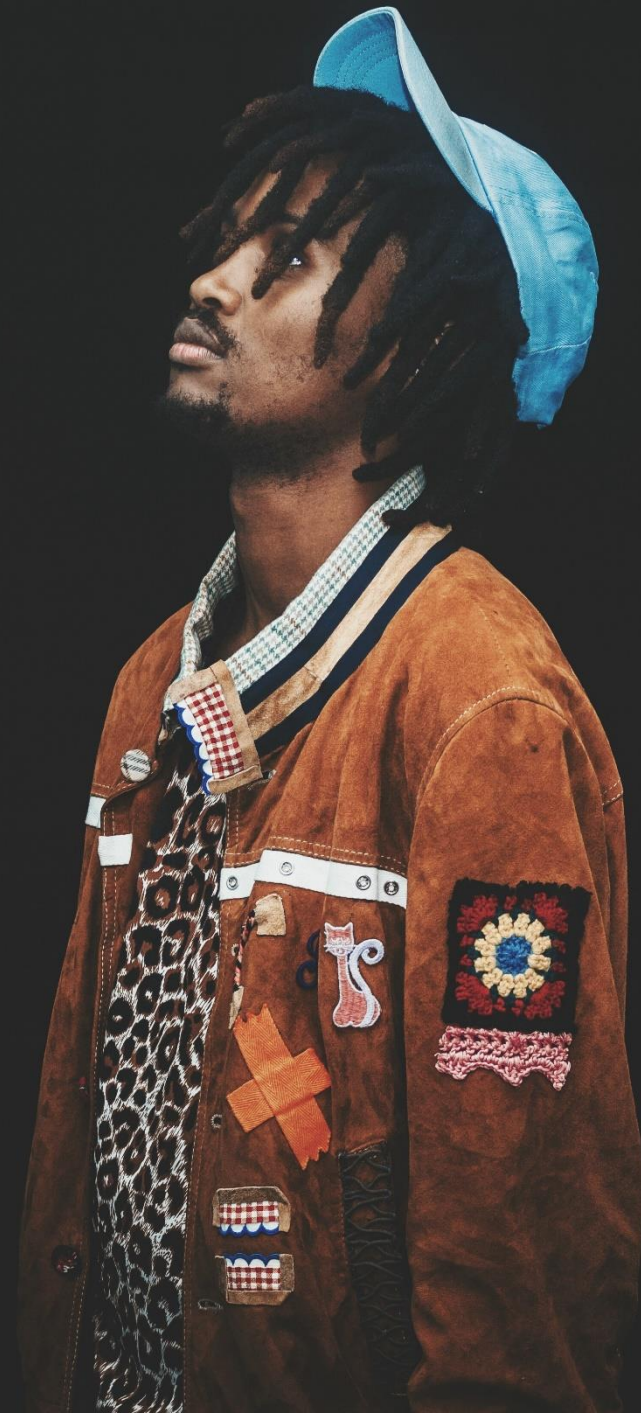
For most in the western world it's a matter of advertising, for others, safe internet can be a matter of life & death.



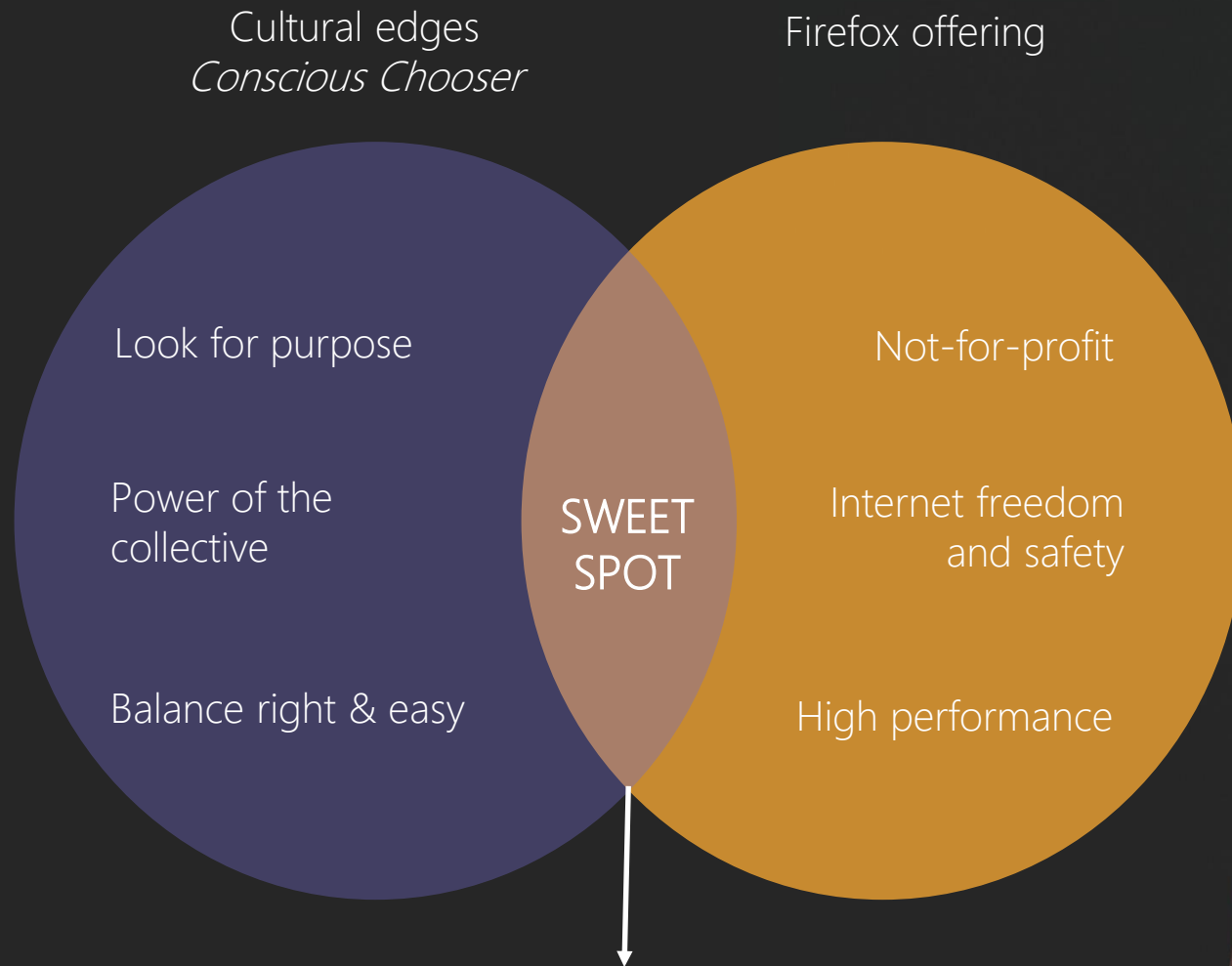
CONSCIOUS CHOOSERS

Community-minded, driven by their personal values to take action, and these values influence the products and services they use and the organizations they support
(Mozilla 2018)

They believe in the power of the collective and that their influence can go beyond just their own personal buying power, to impact other's decisions and the world around them
(Mozilla 2018)



THE FIREFOX SWEETSPOT

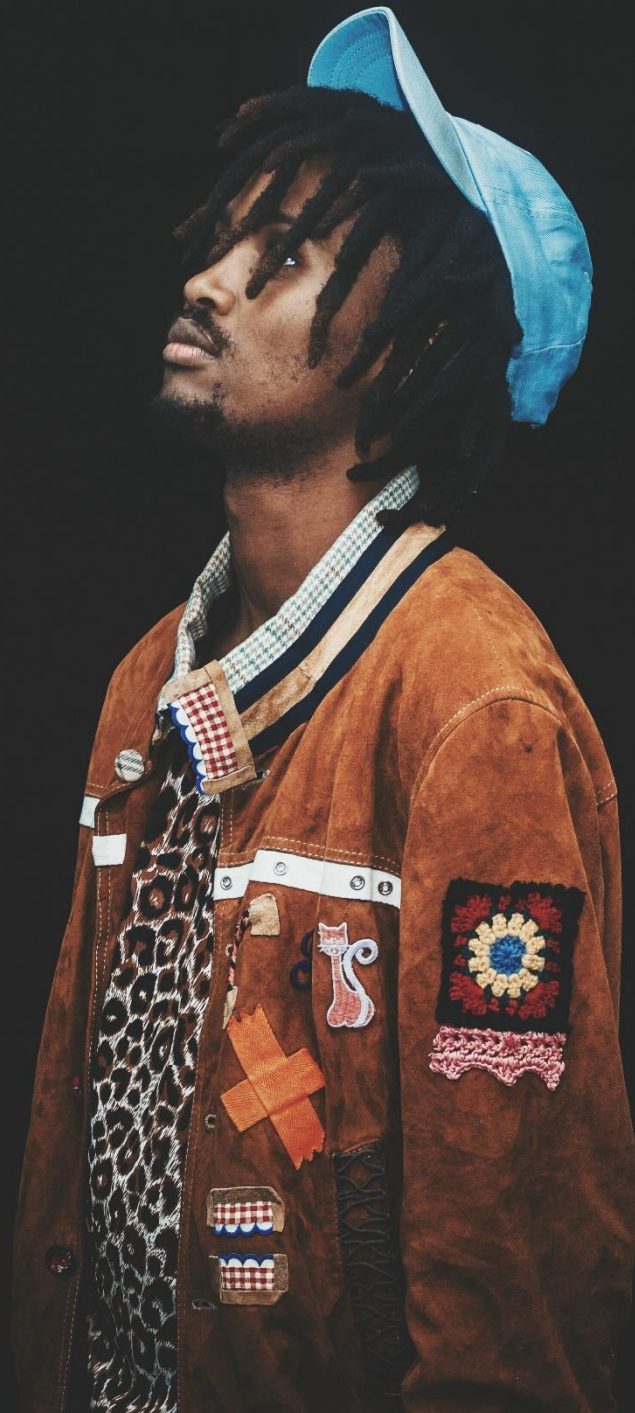


SEARCH FOR SAFETY

A way to actually help others, by simply using a web browser. Firefox, in a sense, operates as the digital Robin Hood.

Receiving royalties from search engines and reinvesting in a safe and healthy internet. For ourselves, and for those who need it the most.

You search safely, and support those who search for safety.

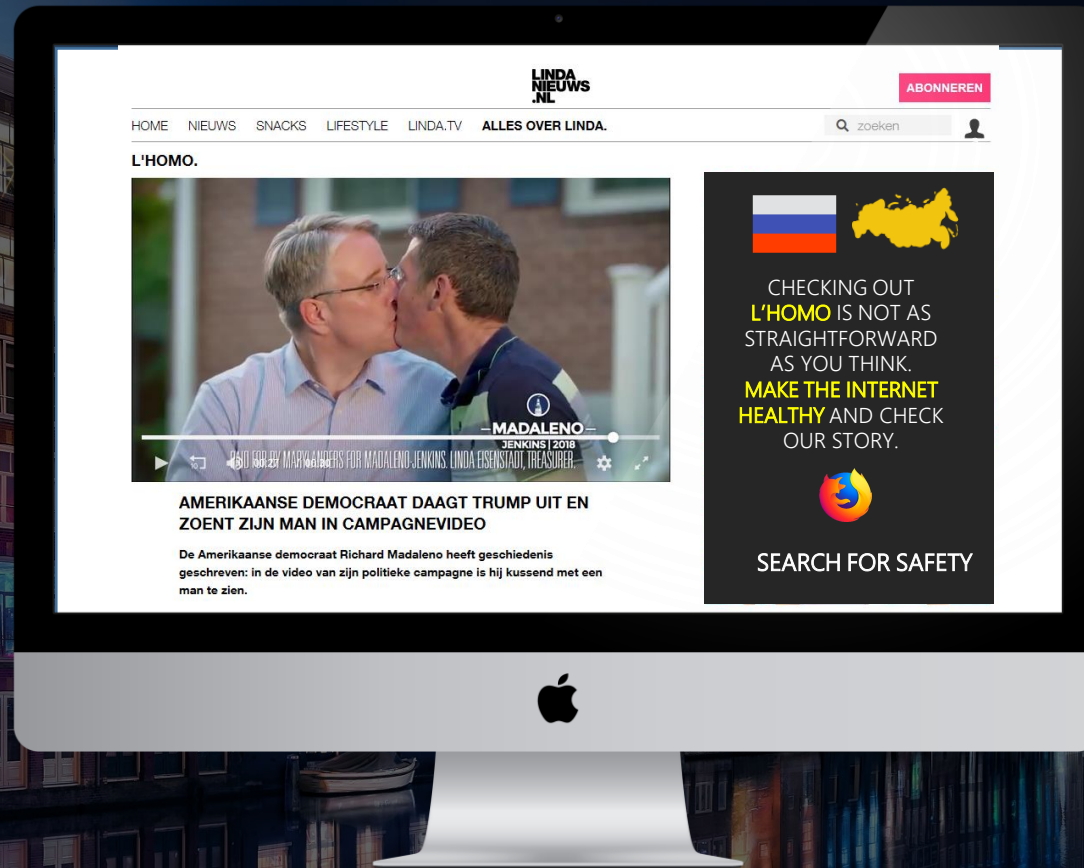


THE KICK-OFF & CHANNELS



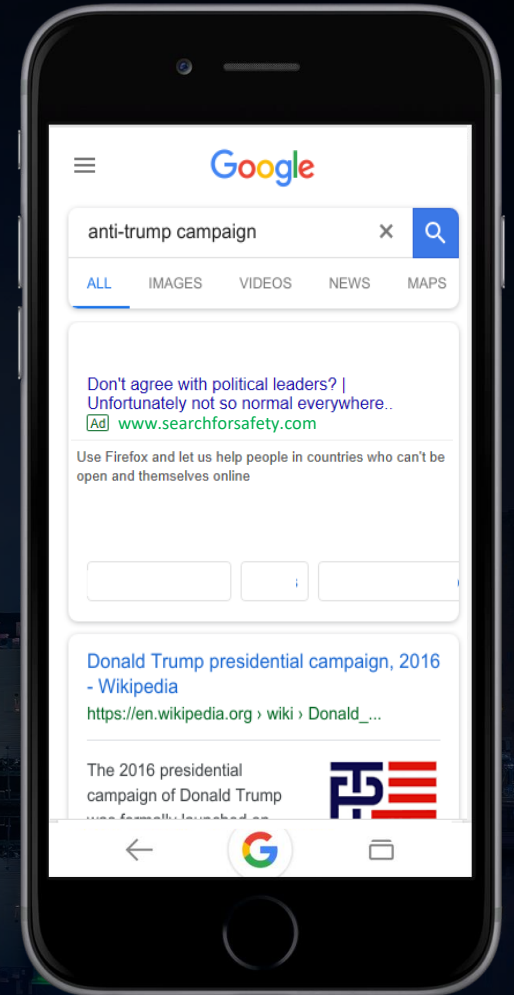
OOH KICK-OFF

Amsterdam Gay-pride
July 28th – August 5th



DIGITAL BANNERING

Benelux
Augustus - October



SEARCH

Benelux
Augustus - October



THE PARTERSHIP & CONTENT

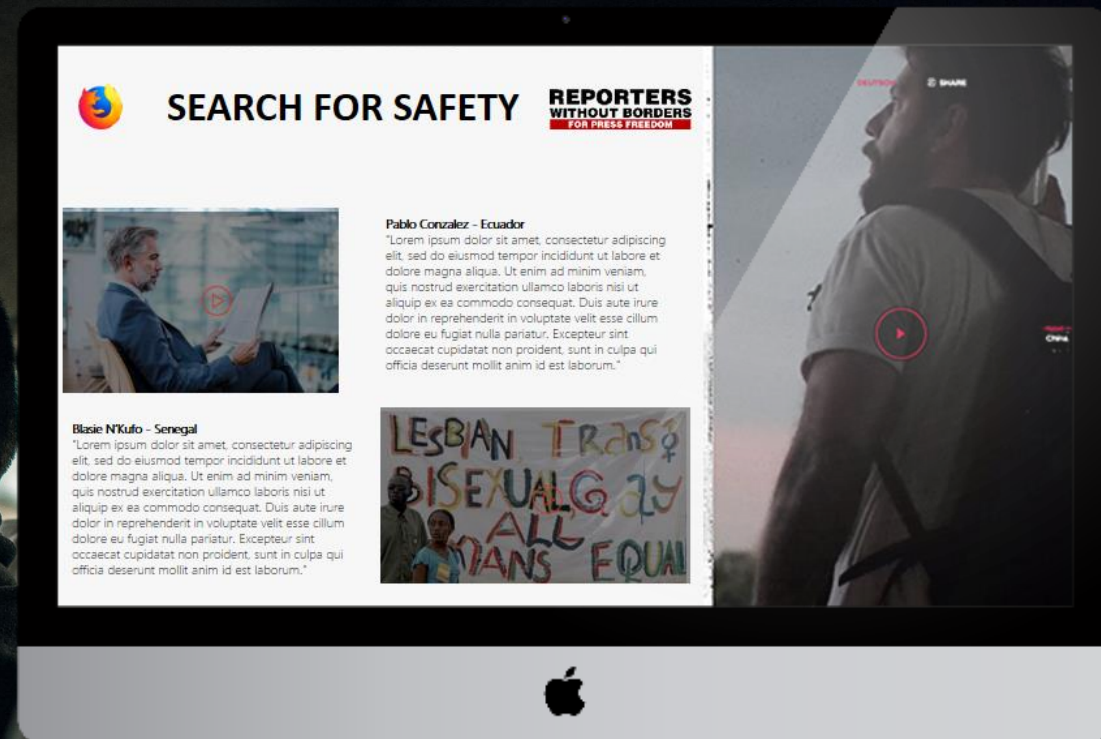
REPORTERS
WITHOUT BORDERS
FOR PRESS FREEDOM

Partner with **Reporters without Borders (RSF)**, to make *search for safety* tangible.

Content platform – in collaboration with the reporters from RSF- their local heroes, fighting for a healthy local environment.

Provide help the Firefox browser, with digital tooling, as well as with consulting services.

One can only effectively raise its voice, if others are free to listen.



Firefox

Mozilla Foundation
<https://www.mozilla.org/firefox>

Go to download



Conscious Choosers



Audience psychographic:

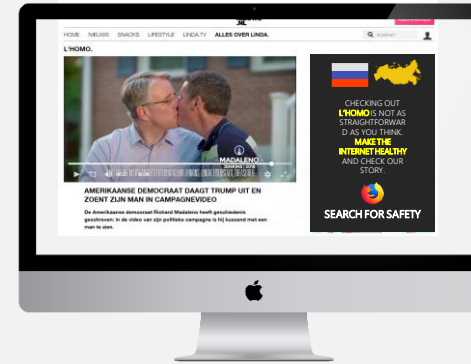
- Look for purpose
- Power of the collective
- Balance right & easy

Creative Insight



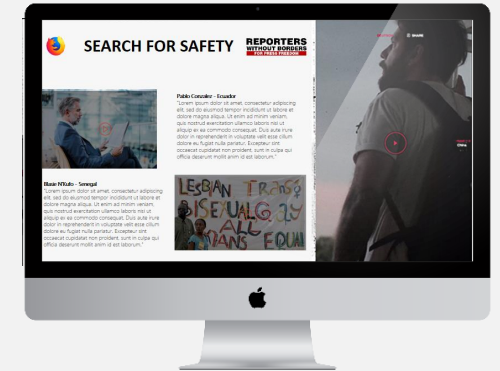
Receiving a well targeted advertisement, is simply not too alarming when it comes to privacy. Yet the audience seeks a bigger purpose

The Campaign



By confronting the audience with their own (digital) behavior and real-life stories, we provide concrete and engaging means to raise awareness and download intent to support the Firefox philosophy

The Partnership



Providing a content platform to share reporter portraits with a broader audience, while supporting the local heroes with our digital know-how

OOH advertising



Display bannering



Search advertising



Content platform



August

September

October

November

€30.000

550.000 reach

€50.000

2.000.000 reach

€20.000

40.000 clicks

Sponsorship



WHY THIS WILL WORK

Perfect fit with
Conscious
Choosers

Unique and
unmatchable
trait for
competitors

Sustainable
positioning rather
than a one-off
campaign

