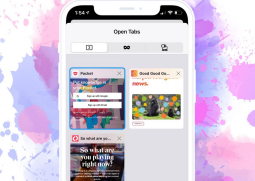



English	
US	Flight Dates: 11/8-12/31 Budget: \$75K
<p align="center">Targeting Segment 1</p>	<p align="center">Location - Living In: United States Age: 25 - 34 People Who Match:</p> <p align="center">Interests: Community issues, Social movement, Volunteering, Sustainability, Social equality, Activism, Social justice, Public administration, Philanthropy, Public policy, Charity and causes, Speaker (politics), Social change, Politics or Politician Behaviors: Likely engagement with US political content (liberal)</p>
<p align="center">Targeting Segment 2</p>	<p align="center">Location - Living In: United States Age: 25 - 54 People Who Match:</p> <p align="center">Interests: Internet privacy, Internet security, Network security, Data security, Computer security, Smart Technologies, Internet safety, Information security, Emerging technologies, Privacy, Digital transformation, Digital Trends, Smart device or Technology Behaviors: Technology early adopters Parents: New Parents (0-12 months), Parents with toddlers (01-02 years) , Parents with preschoolers (03-05 years) , Parents with early school-age children (06-08 years) , Parents with teenagers (13-17 years) or Parents with preteens (09-12 years)</p>
<p align="center">Copy on image EN copy: Shortcut the internet with Firefox</p>	
<p>Shortcut the internet with Firefox</p> 	<p>Primary text (125): See your open tabs, bookmarks & favorite sites all in one place—and get to the parts of the internet you care about faster.</p> <p>HL (19): Get the new Firefox Description (29): Fast and fiercely independent</p> <p>CTA: Download</p>
<p align="center">Copy on image EN copy: Go bold</p>	
<p>Go bold</p> 	<p>Primary text (125): See your open tabs, bookmarks & favorite sites all in one place—and get to the parts of the internet you care about faster.</p> <p>HL (19): Get the new Firefox Description (29): Fast and fiercely independent</p> <p>CTA: Download</p>

Copy on image
EN copy: Get back to your good ideas

**Get back to your
good ideas**



Primary text (114): See all your open tabs intuitively grouped together by topic—so you can always pick up right where you left off.

HL (19): Get the new Firefox
Description (29): Fast and fiercely independent

CTA: Download

Copy on image
EN copy: Go your own way with Firefox
(Version 3A is a farther away image)

**Go your own way
with Firefox**



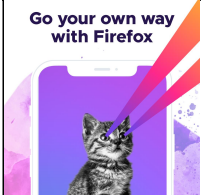
Primary text (71): Tab hoarder? Ad-blocker? Purr-fect gif hunter? You do you—with Firefox.

HL (19): Get the new Firefox
Description (29): Fast and fiercely independent

CTA: Download

Copy on image
EN copy: Go your own way with Firefox
(Version 3B is a closer up image)

**Go your own way
with Firefox**



Primary text (71): Tab hoarder? Ad-blocker? Purr-fect gif hunter? You do you—with Firefox.

HL (19): Get the new Firefox
Description (29): Fast and fiercely independent

CTA: Download