




FRENCH		GERMAN	
FR	Eng Backtranslation	Visual	Copy
Flight Dates: 11/4-12/31 Budget: 50K		Flight Dates: 11/4-12/31 Budget: 50K	
Privacy/security (creative/arty) > with NA blur image		Privacy	
For Paid Banner		Copy on image Nichts zu verbergen, aber viel zu schützen. Nothing to hide. But a lot to protect.	
Copy on image FR copy: Données en spectacle Protégez votre vie privée. Installez Mozilla VPN. EN: Data on show/on display Protect your privacy. Install Mozilla VPN		Primary text: Verschleierte deinen Standort und schützte deine Identität im Web mit Mozillas Virtuellem Privaten Netzwerk.	
	<p>Primary text (125): Masquez votre emplacement et protégez votre identité sur le web avec le réseau privé virtuel de Mozilla. [Disguise your location and protect your identity on the web with Mozilla's Virtual Private Network.]</p> <p>HL (40): La sécurité emportée partout avec vous [Privacy taken with you everywhere]</p> <p>Description (30): -50% sur l'abonnement d'un an [Save 50% by subscribing for a year]</p> <p>CTA: Télécharger [Download]</p> <p>Explanation This expression means to give a spectacle of oneself, but the words for 'give' and for 'data' are the same, so it means to make a spectacle of your data Data is on the 'hidden' part of the face, spectacle on the other part. With VPN your data is hidden, without it it's shown to everyone.</p>		<p>Descr.: Disguise your location and protect your identity on the web with Mozilla's Virtual Private Network.</p> <p>HL: Überall online. Immer geschützt. Descr.: Hol dir jetzt Mozilla VPN Descr.: Jetzt 50% im Jahresabo sparen CTA: Download</p> <p>HL: Online anywhere. Protected everywhere. Descr.: Get Mozilla VPN now CTA: Download</p>
	<p>Geos: FR Targeting: Age: 25 - 55 People Who Match: Interests: Virtual private network, Business travel, Work From Home, tech, Business Traveller, Application streaming or Technology Behaviors: Frequent Travelers or Frequent international travelers Live Date: Budget:</p>		<p>Geos: DE Targeting: Age: 25 - 55 People Who Match: Interests: Virtual private network, Business travel, Work From Home, tech, Business Traveller, Application streaming or Technology Behaviors: Frequent Travelers or Frequent international travelers</p>
Freedom/Exploration (inspirational/lifestyle) > lifestyle photography		Freedom/Exploration	
Copy on image FR copy: Sortez des lieux communs EN: Get out from common places		Copy on image Relaxed ins Web #vPNlife Relaxed into the web #vPNlife	
	<p>Primary text: Explorez plus. Inquiétez-vous moins. Naviguez de manière sécurisée depuis plus de 30 pays avec Mozilla VPN. [Explore more. Worry Less. Browse safely from more than 30 countries with Mozilla VPN]</p> <p>HL: La sécurité emportée partout avec vous [Privacy taken with you everywhere]</p> <p>Description: -50% sur l'abonnement d'un an [Save 50% by subscribing for a year]</p> <p>Another expression. I think in German you also say "Gemeinplatz", so this is using this expression to say "Get out of the common places. Browse from more than 30 countries with Mozilla VPN" > Explore new things</p>		<p>Primary text: Weniger Sorgen. Mehr Abenteuer. Mit Mozilla VPN schützt du deine Verbindung ins Web, egal wo du bist.</p> <p>Less worries. More adventures. With Mozilla VPN, you protect your connection to the web no matter where you are.</p> <p>HL: Überall online. Immer geschützt. Descr.: Hol dir jetzt Mozilla VPN CTA: Download</p> <p>HL: Online anywhere. Protected everywhere. Descr.: Get Mozilla VPN now CTA: Download</p>
	<p>Geos: FR Targeting: Age: 25 - 55 People Who Match: Interests: Virtual private network, Business travel, Work From Home, tech, Business Traveller, Application streaming or Technology Behaviors: Frequent Travelers or Frequent international travelers</p>		<p>Geos: DE Targeting: Age: 25 - 55 People Who Match: Interests: Virtual private network, Business travel, Work From Home, tech, Business Traveller, Application streaming or Technology Behaviors: Frequent Travelers or Frequent international travelers</p>
Brand trust (maybe "backed by a non profit)		Brand trust (maybe "backed by a non profit)	
Copy on image FR copy: Le VPN de Mozilla EN The VPN of Mozilla		Copy on image Das VPN von Mozilla The VPN from Mozilla	
	<p>Primary text: Pas n'importe quel VPN. Installez le réseau privé virtuel de la marque qui se bat pour votre vie privée depuis 20 ans. [Not just any VPN. Install the virtual private network from the brand that has been fighting for your privacy for 20 years.]</p> <p>HL: La sécurité emportée partout avec vous [Privacy taken with you everywhere]</p> <p>Description: -50% sur l'abonnement d'un an [Save 50% by subscribing for a year]</p> <p>CTA: Télécharger [Download]</p>		<p>Primary text: Nicht irgendein VPN. Hol dir dein VPN von Mozilla, dem Unternehmen, das seit 20 Jahren für Privatsphäre steht.</p> <p>Not just any VPN. Get your VPN from Mozilla, the company that stands for privacy for 20 years.</p> <p>HL: Überall online. Immer geschützt. Descr.: Hol dir jetzt Mozilla VPN CTA: Download</p> <p>HL: Online anywhere. Protected everywhere. Descr.: Get Mozilla VPN now CTA: Download</p>
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Product features		Product features	
<p>Copy on image FR copy: Ne laissez personne vous ralentir Aucune restriction de bande passante avec nos serveurs Wireguard® EN Don't let anyone slow you down</p>		<p>Copy on image Schnell und sicher ins Web. Fast and secure into the web</p>	
	<p>Primary text: Connectez-vous à 400 serveurs dans 30 pays. Sécurisé, rapide et fiable - sur n'importe quel appareil, où que vous soyez. [Connect to 400 servers in 30 countries. Secure, fast & reliable - on any device, wherever you are.]</p> <p>HL: La sécurité emportée partout avec vous [Privacy taken with you everywhere]</p> <p>Description: -50% sur l'abonnement d'un an [Save 50% by subscribing for a year]</p> <p>CTA: Télécharger [Download]</p>		<p>Primary text: Verbinde dich mit über 400 Servern in mehr als 30 Ländern. Sicher, schnell & zuverlässig - auf jedem Gerät, egal wo du bist.</p> <p>Connect to over 400 servers in more than 30 countries. Secure, fast & reliable - on any device, wherever you are.</p> <p>HL: Überall online. Immer geschützt. Descr.: Hol dir jetzt Mozilla VPN CTA: Download</p> <p>HL: Online anywhere. Protected everywhere.. Descr.: Get Mozilla VPN now CTA: Download</p>
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