

Meta	
Targeting	Location: Germany Age: 18 - 54 Language: German Exclude: Interests: Mozilla or Firefox People who match: Interests: PGA European Tour, Wii, Major League Soccer, PC Gamer, Adobe Premiere Pro, Visual arts, Sports equipment, Ladies European Tour, Gaming, Final Cut Pro, Graphic design, Digital illustration, National Basketball Association, Adobe After Effects, ATP World Tour, Performing arts, Mobile game, Swimming, Art exhibition, FIFA World Cup, Podcast, Fine art, Major League Baseball, PlayStation, PlayStation Store, Self-employment, PlayStation (console), Badminton, Fashion design, Sports, LPGA International, Xbox Live, MLS Cup, Resort, Adobe Illustrator, Digital art, Adobe Photoshop Lightroom, Image editing, Adobe Photoshop, UEFA Europa League, Street artist, PlayStation Network, Video editing software, Freelancer, Tennis, Cycling, Adobe InDesign, IGN, Final Cut Pro X, Cinematography, Video editing, Film editing, Creative Technology, PC game, Video production, Filmmaking, Gamer, Art film, Video games, Xbox One, Xbox (console) or PlayStation 4
Dates	6/27-8/31
Budget:	\$150,000

Reddit	
Targeting	Location: Germany Interests: Interior & Landscape, Soccer, eSports, PC Games, College Sports, Arts & Crafts, Wrestling, Visuals, Football, Baseball, Track & Field, Consumer Electronics, Basketball, Cycling, Design, Tabletop Games, Hockey, Video Gaming, Fine Art Photography Communities: pcgaming, graphic_design, playstation, photographyprotips, travel, soccer, sports, filmmakers, art, tennis, photography, videoediting, europaleague, adobe, graphicdesigning, worldcup, buildapc, gaming
Dates	6/27-8/31
Budget:	\$90,000

META PLACEMENTS

Headline	Hol dir Firefox			
Description	Challenge the default			
Primary Text	Hast du schon mal darüber nachgedacht, dass jede Werbung hier gleich aussieht? Wir schon. Also hier einfach ein schönes Bild.			
Ads				

REDDIT PLACEMENTS

Headline A	*Das ist Werbung.* Damit andere dich nicht mit nerviger Werbung nerven, zeigen wir dir ein hoffentlich nicht so nerviges Bild. (Hat natürlich absolut nichts damit zu tun, dass wir dich gern dazu bringen würden, Firefox zu nutzen). Challenge the default.			
Headline B	Eine gute und eine schlechte Nachricht. Die schlechte: Das hier ist Werbung. Die gute: Sie führt zu einer Website mit ein paar witzigen Easter Eggs. Challenge the default.			
Ads				