Do you believe your tech idea is the next big thing? Come over to our Innovation Workshop, this Saturday on 8th of April, and pitch your idea at the Mozilla Africa Mradi Innovation Workshop. Starting from 9 am to 5 pm at Eka Hotel Eldoret.

Grants amounting to KES 300,000 are up for grabs!

Have you registered yet? Flight Date: 4th April

Target Demographic: 18-40
Target Audience: Kenyan Tech enthusiasts, Eldoret Town and its environs, Technology, Education, Innovation and Creativity, Business.
Location Demographic: Uasin Gishu County Eldoret

Ads: Promoted Facebook In-Feed Post
Inventory: Mostly mobile and available desktop – Tablet

Budget: $2,800

Brand Safety considerations: Ad should not appear next to negative keywords, political news and affiliations, hazards, health, no ads targeted towards children or children content - Location: Eldoret in Kenya.
Social - Facebook and Instagram (Dark Post)

Image 1 Copy: Experience innovation at firsthand at the mradi innovation challenge

Image 2 Copy: Reserve your seat now by registering below and get ready to be inspired.

PS; Limited slots available!

Register here: https://mozilla.africa/register/

#MozilaAfricaMradi #AfricaMradiInnovationWeek

Flight Date: June 19TH

Target Demographic: 18 - 65

Target Audience: Kenyan tech businesses and corporations, technology, university students, technology adopters etc.

Geographic Demographics: Africa, Western, Middle East and Northern

Ads: Promoted Facebook In Feed Post, promoted stories, and reels

Inventory: Mostly mobile and available desktop, Tablet, etc

Budget: $3500

Brand Safety considerations: Ad should not appear next to negative keywords, political news and affiliations, hazards, health, no ads targeted towards children or children content. Location: Kenya.

Social - Facebook and Instagram (In feed)

Image 1 Copy: Experience innovation at firsthand at the mradi innovation challenge

Image 2 Copy: Reserve your seat now by registering below and get ready to be inspired.

PS; Limited slots available!

Register here: https://mozilla.africa/register/

#MozilaAfricaMradi #AfricaMradiInnovationWeek

Flight Date: 4th April

Target Demographic: 18-40

Target Audience: Kenyan business and corporations, tech innovation University students, start up companies, etc.

Geographic Demographics: Africa, Western, Middle East and Northern

Ads: Promoted Facebook In-Feed Post, promoted stories and reels

Inventory: Mostly mobile and available desktop, Tablet etc

Budget: $5,000

Brand Safety considerations: Ad should not appear next to negative keywords, political news and affiliations, hazards, health, no ads targeted towards children or children content. Location: Kenya.

Social - Facebook and Instagram (In feed posts)

Image 1 Copy: Attention! The Mozilla Innovation Week Tech Challenge is approaching, and we want to hear from you! Do you have innovative tech ideas that can address real-life issues?

Image 2 Copy: We cordially invite you to apply for the Mozilla Innovation Challenge and showcase your idea. Apply now at https://mozilla.africa/startup-application/ for a chance to pitch your idea. Let’s make a difference together! #MozillaInnovationWeek

PS; Limited slots available!

Register here: https://mozilla.africa/register/

Flight Date: 6th May

Target Demographic: 18 - 65

Target Audience: Kenyan tech businesses and corporations, technology, university students, technology adopters etc.

Geographic Demographics: Kenya, Western, Middle East and Northern

Ads: Promoted Facebook In-Feed Post, promoted stories and reels

Inventory: Mostly mobile and available desktop, Tablet, etc

Budget: $4,000

Brand Safety considerations: Ad should not appear next to negative keywords, political news and affiliations, hazards, health, no ads targeted towards children or children content. Location: Kenya.

Programmatic Ads (Eskimi)

Register here: https://mozilla.africa/register/

Flight Date: 17th May

Target Demographic: 18 - 65

Target Audience: Kenyan business and corporations, technology, university students, technology adopters etc.

Geographic Demographics: Kenya, Western, Middle East and Northern

Ads: Banners and Rich Media Ads headers, footers and side bars of targeted websites.

Inventory: Mostly mobile and available desktop, Tablet, etc

Budget: $8,000

Brand Safety considerations: Ad should not appear next to negative keywords, political news and affiliations, hazards, health, no ads targeted towards children or children content. Location: Kenya.