


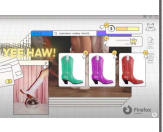




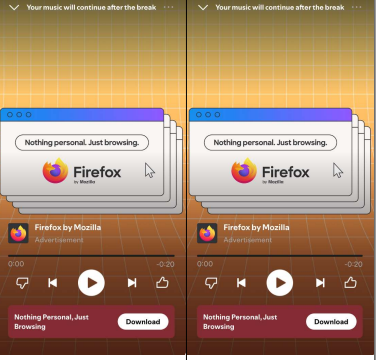
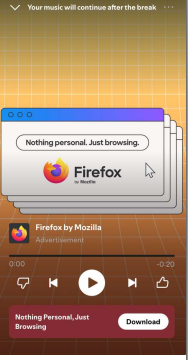
Platform Meta												
Targeting Adults 18 - 34												
Dates August 14 - December 25												
Budget: \$350,000												
Ads	Gig, Static	Goals, Static	Moves, Static	Plant, Static	Tagonly, Static	Watch, Static	Dark 6s	Orange 6s	White 6s	Dating 6s	Dating 15s	Dating 30s
Primary Copy	We don't need to know — or want to know — all that much about you.	Shouldn't there be a way to explore the internet without giving up your personal data? Yeah, we agree.	We really don't need to know your business. But good luck out there.	No offense, but we think you should keep your private data to yourself.	We're just not that interested in your personal data.	With all due respect, we assume your online whereabouts are pretty dull.	We don't need to know you ordered toilet paper for next-day delivery, then read an article about that one celebrity couple.	Other browsers follow you around. We think there are better ways to make a living.	Not knowing too much about you is our whole thing. We're sure you're great, though.	Keep your private data to yourself. Seriously, we don't want it.	Other browsers can see your go-to moves. That's not really our thing.	Simply put, we're just not that interested in your data.
Headline	Firefox - a browser without tradeoffs	Firefox - a browser without tradeoffs	Firefox - a browser without tradeoffs	Firefox - a browser without tradeoffs	Firefox - a browser without tradeoffs	Firefox - a browser without tradeoffs	Firefox - a browser without tradeoffs	Firefox - a browser without tradeoffs	Firefox - a browser without tradeoffs	Firefox - a browser without tradeoffs	Firefox - a browser without tradeoffs	Firefox - a browser without tradeoffs
Description	Check Out Firefox	Check Out Firefox	Check Out Firefox	Check Out Firefox	Check Out Firefox	Check Out Firefox	Check Out Firefox	Check Out Firefox	Check Out Firefox	Check Out Firefox	Check Out Firefox	Check Out Firefox
CTA	Download	Download	Download	Download	Download	Download	Download	Download	Download	Download	Download	Download

Platform Meta												
Targeting Adults 18 - 27						Targeting Adults 28 - 36						
Dates June 18 - July 14												
Budget: \$50,000												
Ads	Topical High	Snark Mid	Snark High	Snark Low	Topical Low	Topical Mid	Topical High	Snark Mid	Snark High	Snark Low	Topical Low	Topical Mid
Primary Copy	Shouldn't there be a way to explore the internet without giving up your personal data? Yeah, we agree						Shouldn't there be a way to explore the internet without giving up your personal data? Yeah, we agree					
Headline	Fire - a browser without tradeoffs						Fire - a browser without tradeoffs					
Description	Check Out Firefox						Check Out Firefox					
CTA	Download						Download					

Platform YouTube			
Targeting Adults 18-24 Geo: Chicago Contextual and Behavioral: Competitive Browsers, GenZ social apps, tech, music enthusiasts, gamers, audio streamers, Chicago music and food festival			
Dates Aug 19 - Dec 25			
Budget: \$385,000			
Ads	Dating 6s	Dating 15s	Tag Only 30s
CTA	-	-	-
Headline	-	-	-

Platform MP Realtime					
Targeting Geo: Chicago Adults 18-24 Interest: Gaming, fashion, sports Exclude: Firefox User			Geo: Chicago ROC Gaming inkl. Twitch		
Dates August 22 - December 25			Time Period 1: August 26 - Sept 27 Time Period 2: November 25 - December 25		
Budget: \$450,000			\$75,000		
White, Static	Black, Static	Dating 15s	Tag only 30s	White, Static	Black, Static

Ads						
CTA	Download Firefox	Download Firefox	Download Firefox	Download Firefox	Download Firefox	Download Firefox

Platform	Spotify			
Targeting	Always On: 1P Demo Targeting: A18-34 1P Geotargeting: Chicago, IL	September (Food) 1P Demo Targeting: A18-34 1P Geotargeting: Chicago, IL 1P Interests: Cooking, Health & Lifestyle, Partying, Podcasts, Travel	Holiday: 1P Demo Targeting: A18-34 1P Geotargeting: Chicago, IL 1P Interests: Cooking, Health & Lifestyle, Partying, Podcasts, Travel	Holiday: 1P Demo Targeting: A18-34 1P Geotargeting: Chicago, IL 1P Playlists: Holidays, Dinner, Cooking, Party, Travel
Dates	Sept 2 - Dec 25	Sept 1 - 20	Nov 1 - Dec 25	Nov 1 - Dec 25
Budget:	\$317,500	\$7,500	\$45,000	\$5,000
Ads			TBC	TBC
CTA	Download	Download	TBC	TBC