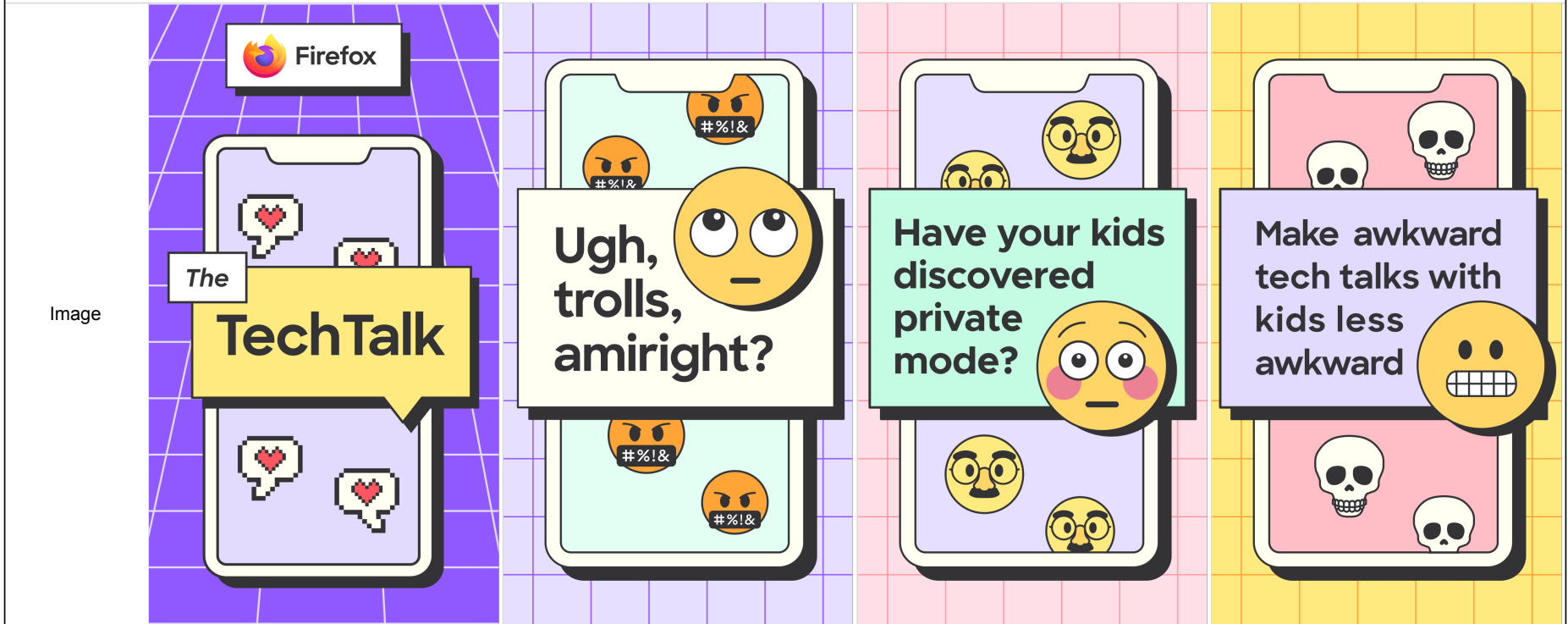


Meta				
Targeting	Location - living in: Canada or United States Age:25 - 54 Exclude: Interests: Mozilla or Firefox Include: People who match: Interests: family films, Walt Disney Pictures, Internet privacy, Data security, Popular culture, Kids (film), Computer security, The Walt Disney Company, Smart Technologies, Walt Disney, Walt Disney Parks and Resorts, Child care, Walt Disney Animation Studios, Information security, Emerging technologies, Children's clothing, Kids, Digital transformation, Digital Trends, Walt Disney World, Smart device, Theme parks or Technology -- And -- must also match: Parents with kids ages 3-26 years			
Dates	09/05 - 10/24			
Budget:	\$550,000			

Feed				
Headline	It's time for the Tech Talk			
Description	Get tips from Firefox			
Text	Have a kid with a phone? It's never too early to talk about being safe online. Firefox has tips to start the conversation.	Check out ways to help your kid handle haters and avoid troll-like tendencies with Firefox's guide to talking online safety.	Don't panic. This is what The Tech Talk is for. Let Firefox help with this handy guide.	Not sure where to start when it comes to talking online safety with your kids? That's where Firefox comes in.
Image				

Stories



Image

In Feed Video

Headline

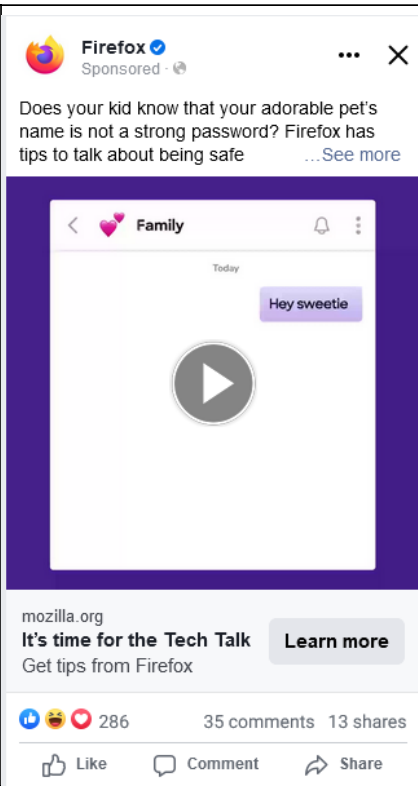
It's time for the Tech Talk

Description

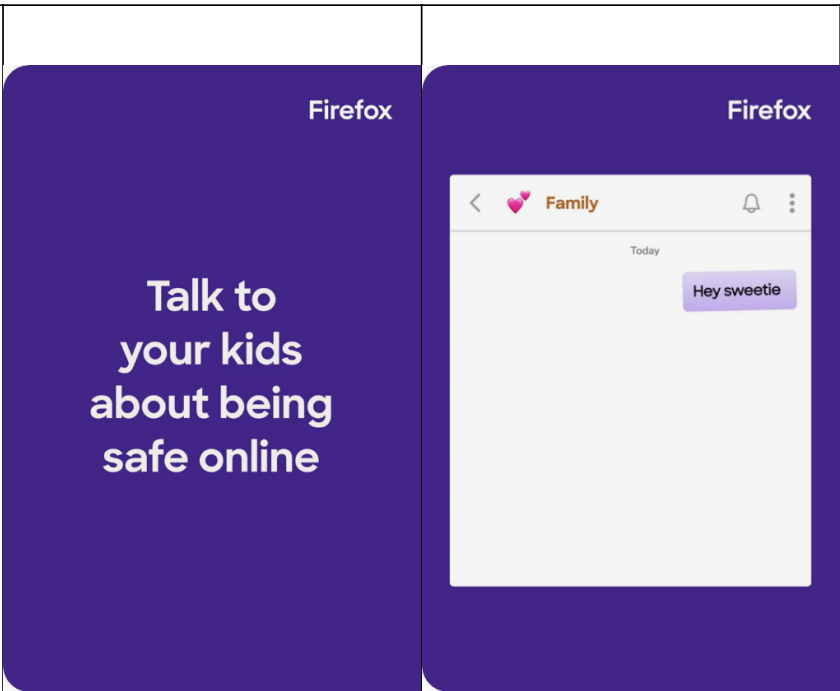
Get tips from Firefox

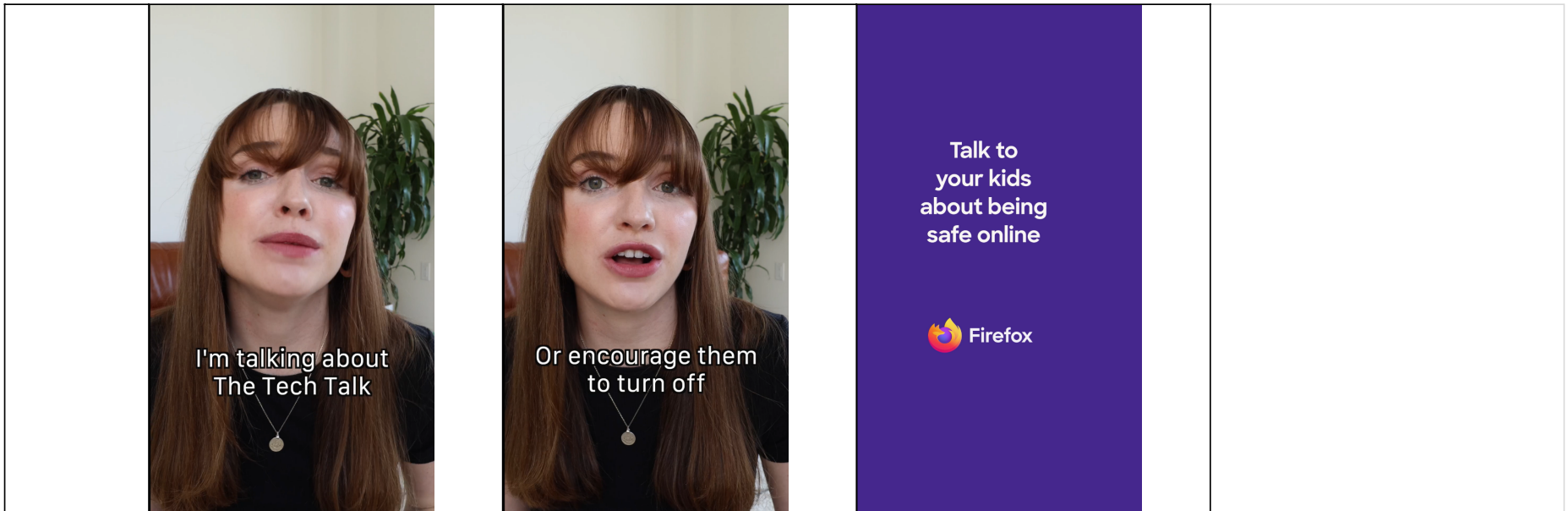
Text

Does your kid know that your adorable pet's name is not a strong password? Firefox has tips to talk about being safe online with minimal cringe.

Video				
Pinterest				
Targeting	Location - living in: Canada or United States Age:25 - 49 Interest categories: Parenting, Children's Fashion, Children Health, Family Meal Planning; AND Keywords: kids online safety act, digital literacy, internet safety facts, internet privacy, websites for kids, android parental controls, iphone parental controls, online privacy protection, screen time rules, screen time checklist, house rules for kids, apps, school apps, parenting hacks, back to school ideas, school lunch ideas, middle school outfit inspiration, etc.			
Dates	09/05 - 10/10			
Budget:	\$150,000			

Static Pin	
Text	Parenting an online kid is hard. Firefox can help. We've got tips to help make talking to your kids about online safety fun — er, well — at least slightly less awkward. Check out The Tech Talk, presented by Firefox, to get the conversation started. firefox.com/family
Call to Action	Visit Site
Image	
Standard width video	
Text	Does your kid know that your pet's name — adorable as it may be — is not a strong password? Firefox has tips to talk about being safe online with minimal cringe, from making strong passwords to tackling trolls on the internet. Check out The Tech Talk to get pointers on how to get the conversation started. firefox.com/family
CTA	Visit site

Video				
TikTok				
Targeting	Location - living in: Canada or United States Age:25 - 54 Category: Baby, Kids & Maternity Interests & Keywords: Parenting, Parents and children, For Parents, Parental Guidance, Mom Life, For Mom, Busy Moms, Mommy & Me, Mothers, For Mothers, Fathers, Fatherhood, Father, Back to school, backpacks, primary school, middle school, junior high school, home school, school supplies, learning tools, learning games			
Dates	09/12 - 10/10			
Budget:	\$350,000			
Copy	It's time to talk to your kids about being safe online. Firefox has tips to start the conversation.			



YouTube

Youtube

Targeting	Location - living in: Canada or United States	
Segment 1	Demographic	M/F Ages 25-44 Parents
Segment 2	Affinity	Family Focused Family Movie Fans
Segment 3	In-Market	Children's Apparel
Segment 4	Topic	Parenting Family Family Travel Family-Oriented Games Family-Oriented TV Family Films
Segment 5	Topic w/ Demo	Web Browsers

Segment 6	Topic w/ Demo	Laptop and notebooks Computer peripherals Computer security Desktop computers Computer hardware Computer component Computer drives and storage
Segment 7	Topic w/ Demo	Computer Security
Dates	09/12 - 10/10	
Budget:	\$250,000	
Placements:	Skippable in-stream ad	
	Bumper ad	

VIDEO LINKS	Format
https://youtu.be/eGpltroWY3E	30 sec 16x9
https://youtube.com/shorts/4C7xNsleHIQ	30 sec 1x1
https://youtu.be/IO7N8JLGEU0	15 sec 16x9
https://youtu.be/r8YfJuqRr3A	10 sec 16x9
https://youtube.com/shorts/EW9Tim4qcRc	10 sec 1x1
https://youtu.be/Ci3DV10Z99c	6 sec 16x9
https://youtube.com/shorts/1Wyweepv_0U	6 sec 1x1

Connected TV

connected TV

Targeting	Location - living in: Canada or United States Family-entertainment content on leading Live TV and VOD publishers
Platforms	Hulu, Discovery Networks, Peacock, Roku
Dates	09/05 - 10/23
Budget:	\$700,000



Family



Today

Hey sweetie

Dad needs your password
to check something

never gonna happen