


Reddit	
Targeting	A18+ broad US
start date	10/25
end date	11/12
Budget:	\$55,000

	Creative	Post copy
Post 1		<p>Hello fellow humans, Mozilla's award-winning podcast, IRL, is back with a season all about how to put people over profit in AI. Because contrary to what trillion-dollar companies want us to believe: there's no AI without humans, and nothing about the future is inevitable. IRLpodcast.org</p>

Post 2



Hello fellow humans, Mozilla's award-winning podcast, IRL, is back with a season all about how to put people over profit in AI. Because contrary to what trillion-dollar companies want us to believe: there's no AI without humans, and nothing about the future is inevitable. IRLpodcast.org

Post 3



Follow us (we won't follow you)! Mozilla's award-winning podcast, IRL, is back for a seventh season. Join host Bridget Todd, as she hears from technologists and policymakers from around the world who are reclaiming AI for people over profit. IRLpodcast.org

Programmatic (LiveIntent, NYT, Spotify)

Targeting Opinion Leaders
 Region: United States: Washington DC, New York, San Francisco Bay Area
 Start Date 10/24
 End Date 11/20

Budget: \$125,000

Placements

The advertisement features a vibrant background with binary code (0s and 1s) in shades of blue, green, and pink. On the left, the 'moz://a' logo is displayed above the 'IRL' text. Below this is a black button with a play icon and the text 'IRLPODCAST.ORG'. On the right, a stylized robot with a human-like head is holding a tablet. The text 'Follow us, we won't follow you!' is prominently displayed in the center. At the bottom, the text 'IRL Podcast Season 7' is followed by a short description: 'Discover Season 7 of Mozilla's podcast IRL: putting people over profit in AI. IRL is an original podcast from Mozilla, the non-profit behind Firefox.' Below this is the website 'IRLpodcast.org' and a 'Learn more' button.

Audio Script

This podcast is supported by IRL and original podcast from Mozilla. Hi, I'm Bridget Todd. The host of Mozilla's award-winning podcast IRL. Online Life is real life. This season is all about artificial intelligence. There's big money in AI. But what's good for trillion dollar companies isn't necessarily good for the rest of us. Can we reclaim AI to put people over profit? Meet the people building better AI? Listen wherever you get your podcasts or at irlpodcast.org