

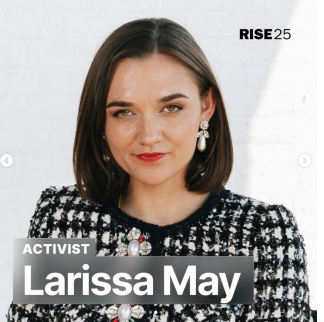
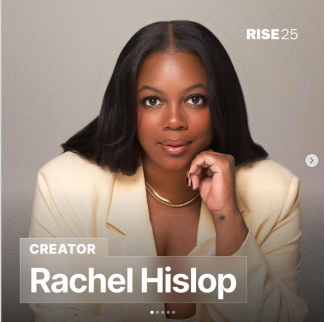
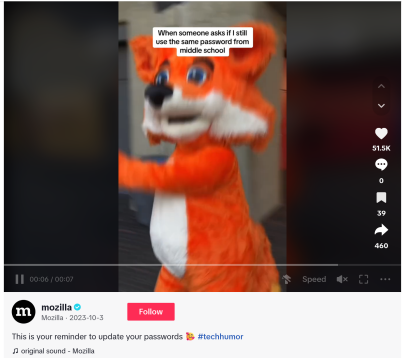
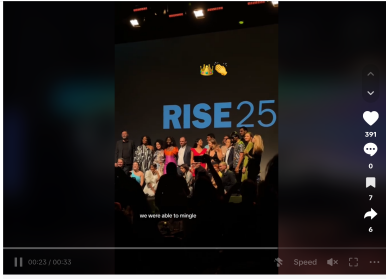


<b>Meta</b>								
Targeting	25-44, United States, Tech interests							
Dates	06/01 - 07/20							
Budget	\$18,000							
Meta Placements (boosted organic posts)								
	Post 1 (in-feed post)	Post 2 (in-feed post)	Post 3 (in-feed post)	Post 4 (in-feed post)	Post 5 (IG stories)	Post 6 (IG stories)	Post 7 (feed + story placements)	
Meta Placements (boosted organic posts)								
<b>TikTok</b>								
Targeting	25-34, 35-44, 45-54, content creators/video creators							
Dates	06/01 - 07/20							
Budget	\$5,000							
TikTok Placements (boosted organic posts)								
	Post 1	Post 2	Post 3	Post 4				
TikTok Placements (boosted organic posts)								
<b>Reddit</b>								
Targeting	Lifestyle, Business, Tech, Wellness, etc.							
Dates	07/13-07/20							
Budget	\$10,000.00 (total budget, awaiting final cost)							
Reddit Placements								
Series of 4 posts divided into carousels								

<b>META</b>				
Targeting	25-44; United States; Tech interests			
Dates	10/18-11/12			
Budget:	\$15,000			
<b>Meta Placements (boosted organic posts)</b>				
Copy	<p>Meet the winners of Mozilla's Rise25 awards These are the creators, builders, activists, advocates and artists who are reclaiming an internet that is open, accessible and meaningful to us all.</p> <p>Watch live on our YouTube channel as we celebrate the internet and honor these individuals. Featured here</p>			
Image Carosel				
<b>TikTok</b>				
Targeting	25-34, 35-44, 45-54; content creators/video creators			
Dates	10/18-11/12			
Budget:	\$15,000			
<b>TikTok Placements (boosted organic posts)</b>				
Post 1				

Post 2

Search




mozilla Mozilla · 2023-10-16 Follow

Rise25 award show was a success! 🎉 We had the best time celebrating and getting to know these amazing people ❤️ #ivlog #mozilla

🎵 Don't Know 'Til I Hear of It

Post 3

Search



mozilla Mozilla · 2023-10-12 Follow

AI voice replicas in iOS 17? Apple's latest iPhone software can use AI to clone your voice and have it say things over your phone's speaker, over FaceTime calls or weather apps like Carrot


🎵 Astro Beat - Staycee

Post 4

Part of our Mozilla Museum

The OG Firefox Phone

do you remember this? 🤔



mozilla Mozilla · 2023-9-22 Follow

Who remembers the Firefox phone? 📱 #firefoxOS #tech

🎵 GASLIGHT - Disco Lines Remix - NJL

Post 5

Search

mozilla

Follow

Mozilla · 2023 · 8-17

The ultimate tool for learning how to program or code 📺 #mozilla #techtips

2 Standout · Kid Dean