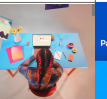
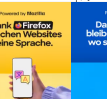
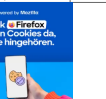


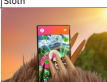
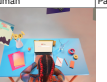
Platform		Meta											
Targeting		Age: 18 -35											
Dates		September - November											
Budget:		DE: \$157,508.31 FR: \$193,648.05											
		Alien (static and dynamic)	Sloth (static and dynamic)	Pinnocchio (dynamic)	Superhero (static and dynamic)	Human (dynamic)	Password (static)	Speed (static)	Translate (static)	Total Cookie Protection (static)	Picture in Picture (static)	PDF (static)	Sync. (static)
English	Ads (German)										-	-	-
	Ads (French)			see above		see above					-	-	-
German	Primary Copy	Book your holiday without cookies tracking you from page to page.	Firefoooooooooo iiiiiiis soooooo faaaaaaast that youuuuuu feelsssss sloooooow.	Firefox keeps prying eyes out of your business, no matter what you're doing.	Choose a browser that protects your privacy, no matter what you do online.	If you're not using Firefox, you may be tracked by third parties. Choose Firefox and protect your privacy.	Firefox allows you to save your passwords for any website.	Firefox now loads YouTube videos faster than ever before.	Translate 16 different languages directly in Firefox.	Firefox blocks third party trackers from following you around. So when you plan a vacation, no other site knows your destination.	-	-	-
	Headline	Make it difficult for trackers	The fastest Firefox	You decide what you share	Private Browsing with Firefox	Make it difficult for trackers	Remember, edit and protect your logins	The fastest Firefox ever	Translate the web in one click	Block third party trackers	-	-	-
	Description	-	-	-	-	-	And sync them across devices	Speed up your internet experience	While protecting your data	Anti-cookies protection	-	-	-
	CTA	Learn More	Learn More	Learn More	Learn More	Learn More	Install Now	Install Now	Install Now	Install Now	-	-	-
French	Primary Copy	Buche deinen Urlaub, ohne dass Cookies dich von Seite zu Seite tracken.	Firefoooooooooo iiiiiiis soooooo schineeeeeeeell, daaaaass duuuuu diiiiiich laaaaaangssaaaam fuuuuuuhist.	Firefox sorgt für weniger Nasen in deinen Angelegenheiten. Ganz egal, was du machst.	Wähle einen Browser, der deine Privatsphäre schützt, egal was du online machst.	Wenn du nicht Firefox nutzt, wirst du vielleicht gerade von Dritten getrackt. Wähl Firefox und schütze deine Privatsphäre	Mit Firefox speicherst du deine Passwörter für sämtliche Websites.	Firefox lädt YouTube Videos jetzt schneller als je zuvor.	Übersetze 16 verschiedene Sprachen direkt in Firefox.	Firefox hält Tracker von Dritten davon ab, dir zu folgen. Wenn du also einen Urlaub planst, weißt keine andere Website, wohin.	-	-	-
	Headline	Mach es Trackern schwer	Der schnellste Firefox	Du bestimmst, was du teilst	Privat Browsen mit Firefox	Mach es Trackern schwer	Logins speichern & schützen	Der schnellste Firefox	Ein Klick übersetzt das Web	Mach es Trackern schwer	-	-	-
	Description	-	-	-	-	-	Über mehrere Geräte hinweg	Schnelleres Browsen	Übersetzungen bleiben lokal	Vollständiger Cookie-Schutz	-	-	-
	CTA	Learn More	Learn More	Learn More	Learn More	Learn More	Install Now	Install Now	Install Now	Install Now	-	-	-
English	Primary Copy	Réserve tes vacances sans que les cookies ne te suivent de site en site.	Firefoooooooooo eeeeeeeest teeeeeeeeelement rapiiiiide queeeeee tuuuu teee sentiraaaaaa lleeeeent.	Firefox te protège, qui que tu sois.	Quoi que tu achètes, ton shopping reste confidentiel.	Il se peut que tu sois suivi par des traqueurs tiers. Choisis Firefox et protège ta vie privée.	Firefox te permet de sauvegarder tes mots de passe, en toute sécurité, pour n'importe quel site.	Avec Firefox, tes vidéos YouTube se chargent encore plus vite.	Traduis 16 langues différentes directement dans Firefox.	Firefox empêche les traqueurs tiers de te suivre partout. Plus aucun autre site ne saura où tu prévois de partir en vacances.	-	-	-
	Headline	Protège ta vie privée	Le Firefox le plus rapide	Décide ce que tu partage	Firefox garde ton shopping privé	Protège ta vie privée	Gère tous tes mots de passe	Firefox, encore plus rapide	Traduis le web en un clic	Bloque les traqueurs tiers	-	-	-
	Description	-	-	-	-	-	Sur tous tes appareils	Accélère ta navigation	En protégeant tes données	Protection anti-cookies	-	-	-
	CTA	Learn More	Learn More	Learn More	Learn More	Learn More	Install Now	Install Now	Install Now	Install Now	-	-	-

Platform		TikTok											
Targeting		Age 18-24, 25-34 Interests & behaviors InterestApparel & AccessoriesHigher EducationBusiness ServicesNews & EntertainmentGamesEnterprise Management TrainingScience & TechnologyPetsTech & ElectronicsBusiness & EconomyCharity & Public WelfareNews & ReadingFinancial ServicesDigital DevicesBusiness & ProductivityYouTubeProfessional services BehaviorCulture & Education & TechnologyTechnology Behavior/Technology & Education Behavior/entrepreneurship#entrepreneur#tiktok											
Dates		September - November											
Budget:		DE: \$77,979.70 FR: \$75,489.63											
		Alien	Sloth	Pinnocchio	Superhero	Human	Password (dynamic)	Speed (dynamic)	Translate (dynamic)	Total Cookie Protection (dynamic)	Picture in Picture	PDF	Sync.
English	Ads (German / French)										-	-	-
	Ads (French)	see above	see above	see above	see above	see above					-	-	-
English	Primary Copy	Book your holiday without cookies tracking you from page to page.	Firefoooooooooo iiiiiiis soooooo faaaaaaast that youuuuuu feelsssss sloooooow.	Firefox keeps prying eyes out of your business, no matter what you're doing.	Choose a browser that protects your privacy, no matter what you do online.	If you're not using Firefox, you might be tracked by third parties. Firefox protects you.	Firefox allows you to save your passwords for any website.	Firefox now loads YouTube videos faster than ever before.	Translate 16 different languages directly in Firefox.	Firefox blocks third party trackers from following you around. So when you plan a vacation, no other site knows your destination.	-	-	-
	Headline	-	-	-	-	-	Remember, edit and protect your logins	The fastest Firefox ever	Translate the web in one click	Block third party trackers	-	-	-
	Description	-	-	-	-	-	And sync them across devices	Speed up your internet experience	While protecting your data	Anti-cookies protection	-	-	-
	CTA	Learn More	Learn More	Learn More	Learn More	Learn More	Install Now	Install Now	Install Now	Install Now	-	-	-

French

French

	September - December											
	Budget: DE: \$163,257.76 FR: \$65,181.42											
	Alien	Sloth	Pinnocchio	Superhero	Human	Password	Speed	Translate	Total Cookie Protection	Picture in Picture	PDF	Sync.
English												
English												
German	Headline	Choose Firefox	Choose Firefox	Choose Firefox	Choose Firefox	Choose Firefox	Thanks to Firefox, you can forget your passwords with peace of mind.	Thanks to Firefox, you'll forget what lagging means.	Thanks to Firefox, webpages speak your language.	Thanks to Firefox, cookies stay where they belong.	Thanks to Firefox, you can "work" and watch TV at the same time.	Thanks to Firefox, you edit PDFs directly inside your browser
German	CTA	-	-	-	-	-	Get Firefox	Get the fastest Firefox ever	Firefox translates pages instantly	Get Firefox	Get Firefox (and watch the series finale)	Get Firefox and edit PDFs
German	Headline	Wähle Firefox	Wähle Firefox	Wähle Firefox	Wähle Firefox	Wähle Firefox	Dank Firefox kannst du ganz entspannt deine Passwörter vergessen.	Dank Firefox vergisst du, was Lag ist.	Dank Firefox sprechen Websites deine Sprache.	Dank Firefox bleiben Cookies da, wo sie hingehören.	Dank Firefox kannst du „arbeiten“ und gleichzeitig Serien gucken.	Dank Firefox hast du Passwörter und Tabs immer dabei.
French	CTA	-	-	-	-	-	Hol dir Firefox	Hol dir den schnellsten Firefox	Firefox übersetzt Websites direkt	Hol dir Firefox	Hol dir Firefox (und guck das Staffelfinale)	Hol dir Firefox und bearbeite PDFs
French	Headline	Choisis Firefox	Choisis Firefox	Choisis Firefox	Choisis Firefox	Choisis Firefox	Grâce à Firefox, tu n'auras plus jamais à retenir tes mots de passe.	Grâce à Firefox, tu vas oublier les pages lentes à charger.	Grâce à Firefox, les pages web parlent ton langage.	Grâce à Firefox, le site n°1 n'a aucune idée de ce que tu fais sur le site n°2.	Grâce à Firefox, tu peux aller productive et moments télé.	Grâce à Firefox, modifie tes PDF directement dans ton navigateur.
French	CTA	-	-	-	-	-	Télécharger Firefox	Firefox, toujours plus rapide	Firefox traduit tes pages web instantanément.	Télécharger Firefox	Télécharger Firefox	Télécharge Firefox et modifie des PDF

	Platform YouTube											
	Targeting Young Principled Trailblazers, All Interest and All Tech											
	Dates September - November											
	Budget: DE: \$217,751.79 FR: \$79,239.98											
	Alien	Sloth	Pinnocchio	Superhero	Human	Password	Speed	Translate	Total Cookie Protection	Picture in Picture	PDF	Sync.
English												
English	Ads (German)											
English	Ads (French)	see above	see above	see above	see above	see above	-	-	-	-	-	-
English	Headline	Choose Firefox	Choose Firefox	Choose Firefox	Choose Firefox	Choose Firefox	-	-	-	-	-	-
German	CTA	Learn More	Learn More	Learn More	Learn More	Learn More	-	-	-	-	-	-
German	Headline	Wähle Firefox	Wähle Firefox	Wähle Firefox	Wähle Firefox	Wähle Firefox	-	-	-	-	-	-
French	CTA	Mehr Infos	Mehr Infos	Mehr Infos	Mehr Infos	Mehr Infos	-	-	-	-	-	-
French	Headline	Choisis Firefox	Choisis Firefox	Choisis Firefox	Choisis Firefox	Choisis Firefox	-	-	-	-	-	-
French	CTA	Découvrir	Découvrir	Découvrir	Découvrir	Découvrir	-	-	-	-	-	-