Platform	Meta											
Targeting		dults 4-34. Chicaeo (+50mi) Illinois										
Dates	August 15 - December 25											
Budget:	40,000											
	Gig, Static	Goals, Static	Moves, Static	Plant, Static	Tagonly, Static	Watch, Static	Dark 6s	Orange 6s	White 6s	Dating 6s	Dating 15s	Dating 30s
Ads	How you got your next gig is your business.	Other browsers can see your #goals. Not us.	Other browsers can see your go-to moves. That's not ready our thing. (I was not became or a variety of the control of the con	How you keep your plant alive is between you and your plant.	miningsmad Advisoring if Firefox	We've got better things to do than watch you watch stuff	Not that interested in your data	Not that interested in your data	No offense, but we have no idea so you		400	
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.	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 no that interested in your data.
Headline	Firefox - a browser	Firefox - a browser	Firefox - a browser	Firefox - a browser	Firefox - a browser	Firefox - a browser	Firefox - a browser	Firefox - a browser	Firefox - a browser	Firefox - a browser	Firefox - a browser	Firefox - a browser
	without tradeoffs	without tradeoffs	without tradeoffs	without tradeoffs	without tradeoffs	without tradeoffs	without tradeoffs	without tradeoffs	without tradeoffs	without tradeoffs	without tradeoffs	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
Ads	Wed rather fold a fitted sheet than follow you around online	Fitted Sheet 15s We'd rather fold a fitted sheet than follow you around ordine	Basket 10s	Plants 6s We don't need to know plant affirmations		Bigfoot 6s	Bigfoot 15s	Julia 20s	Johnny 20s	Bag 12s		
Primary Copy	No offense, but Firefox thinks you should keep your personal data to yourself.	No offense, but Firefox thinks you should keep your personal data to yourself.	We've lost count of all the things we'd rather do than follow you around online.	affirmation we'd tell you	You are more than your data is the kind of affirmation we'd tell you if we knew all that much about you.	We don't need that much personal info to be fast and dependable. Guess that makes us pretty private, too.	We don't need that much personal info to be fast and dependable. Guess that makes us pretty private, too.	We really can't stress this enough — we don't want to know where you go online.	Get a browser that doesn't give you the creeps.(And helps you block cookies.)	Don't take this the wrong way, but we're just not that interested in what you're doing online.		
Headline	Fast. Reliable. PRIVATE.	Fast. Reliable. PRIVATE.	Fast. Reliable. PRIVATE.	Fast. Reliable. PRIVATE.	Fast. Reliable. PRIVATE.	Fast. Reliable. PRIVATE.	Fast. Reliable. PRIVATE.	Fast. Reliable. PRIVATE.	Fast. Reliable. PRIVATE.	Fast. Reliable. PRIVATE.		
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	1	
CTA	Learn More	Learn More	Learn More	Learn More	Learn More	Learn More	Learn More	Learn More	Learn More	Learn More	1	
		•	+	•	•	+		•	-	•	-	

Platform	Meta Influencer											
Targeting	Adults 18 - 34, Chicago (+25mi)											
Dates	October 3 - November 14											
Budget:	\$150,000											
Ads	Shenny Visuals CLEARNUCRE	Julia Hagen	HOW IT STARTED	JohnnyViti Carousel © LEARN MORE	Johnny Viti	Bored in Chicago	Crappy Cake Art Four Properties is continued in the continue of the continue	Natasha Caudil Figure 20 Company	Natasha Caudil Carousel Guess where we're browsing with Girefox today? Findants GLEARN MORE			
Primary Copy	We don't need to know how you found your perfect spot to get your shot (but thanks for the tour @shennyvisuals). We're just a fast, private browser that doesn't need to know you to protect you. See what it's like to use a browser without tradeoffs — with Firefox.	Not judging you because we don't know you. We're just a fast, private browser helping you chase your dreams—hotdogs or otherwise. See what it's like to use a browser without tradeoffs — with Firefox.	about you to be a fast and private browser. That being said we do hope to see @juliahagen art in	Look up all of @johnnyviti's fave Chicago spots without being followed around online. How? By using a browser that's not interested in your personal data. aSee what it's like to use a browser without tradeoffs — with Firefox.	We don't recommend throwing peanuts at tourists, but we DO recommend using a browser that isn't interested in your personal data. (And for a laugh, we'll always recommend @johnnyviti.) See what it's like to use a browser without tradeoffs — with Firefox.	We don't need to know about all your secret spots — online or IRL. We just want to help you get there. (Though we'll ALWAYS take rees like these from @bored in Chicago.) See what it's like to use a browser without tradeoffs — with Firefox.	of our whole thing. So whatever it is you do online — even researching secret places	We don't need to know how you find your inspiration — we're just happy to help you get there. (We'd also be happy to spend some time on the lakefront, taking in this view — great ree, @inatashacaudill!) Try a browser without tradeoffs — with Firefox.				
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			
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			
CTA	Learn More	Learn More	Learn More	Learn More	Learn More	Learn More	Learn More	Learn More	Learn More			
JIA	Learn More	Lean More	Learn More	Learn More	Lean More	Learn More	Lean More	Lean More	Learn More			