



# How marketing Firefox OS is different (and how you can help)

William Reynolds

MozCamp - Warsaw – September 9, 2012

# Who am I?



William Reynolds

[@dailycavalier](#)

User Engager

# Follow along and take notes

[etherpad.mozilla.org/](https://etherpad.mozilla.org/)

[mozcampeu-marketingfirefoxos](#)

# Overview

- What is Firefox OS?
- How marketing it is different
- How you can help!
- Competitive research
- Unique value proposition
- Positioning

# Firefox OS?

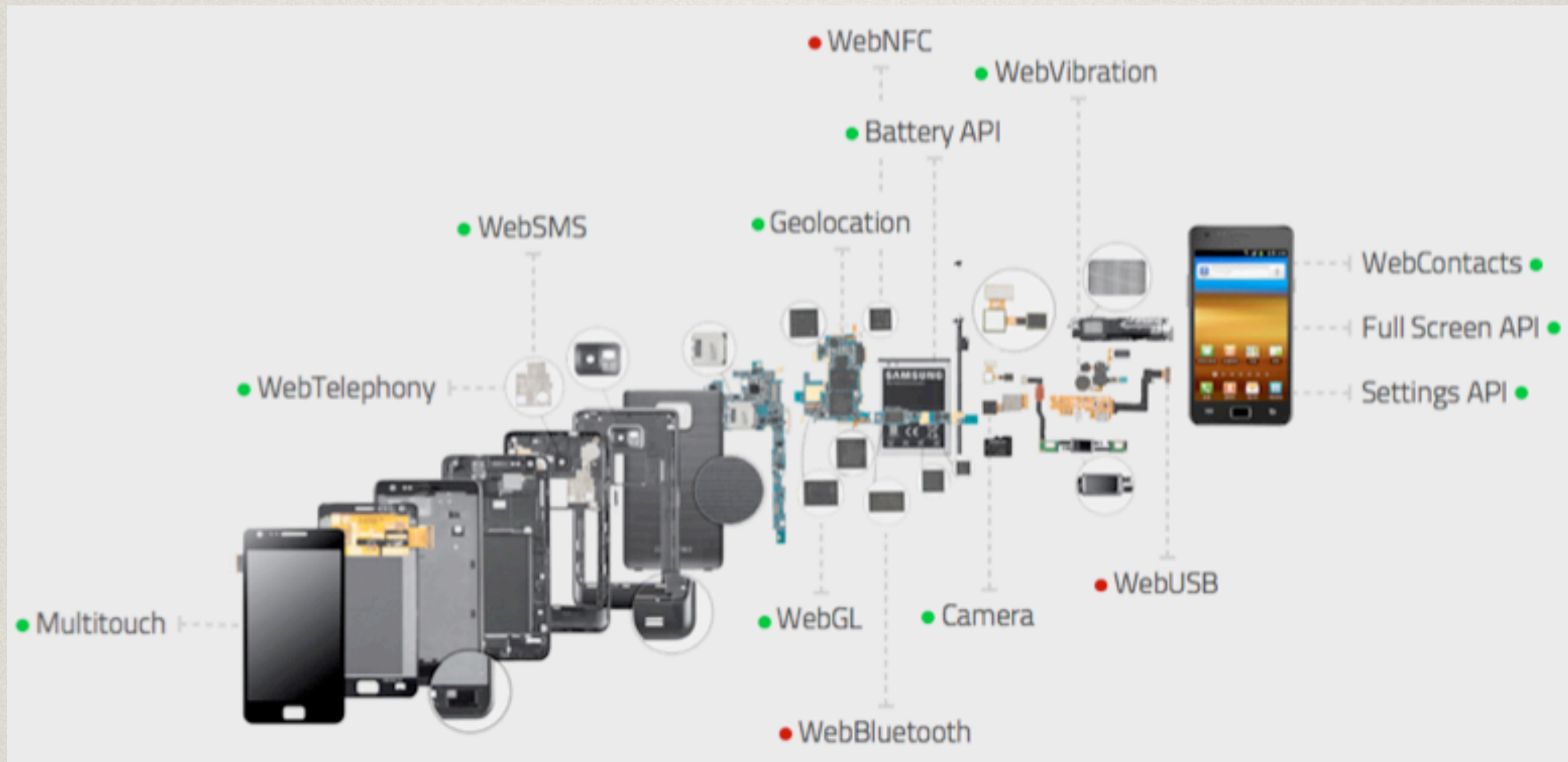
- Platform built entirely using HTML5 & standard Web APIs without the need for an intermediate OS layer
- Complete, standalone operating system for the open Web



# What is the value?

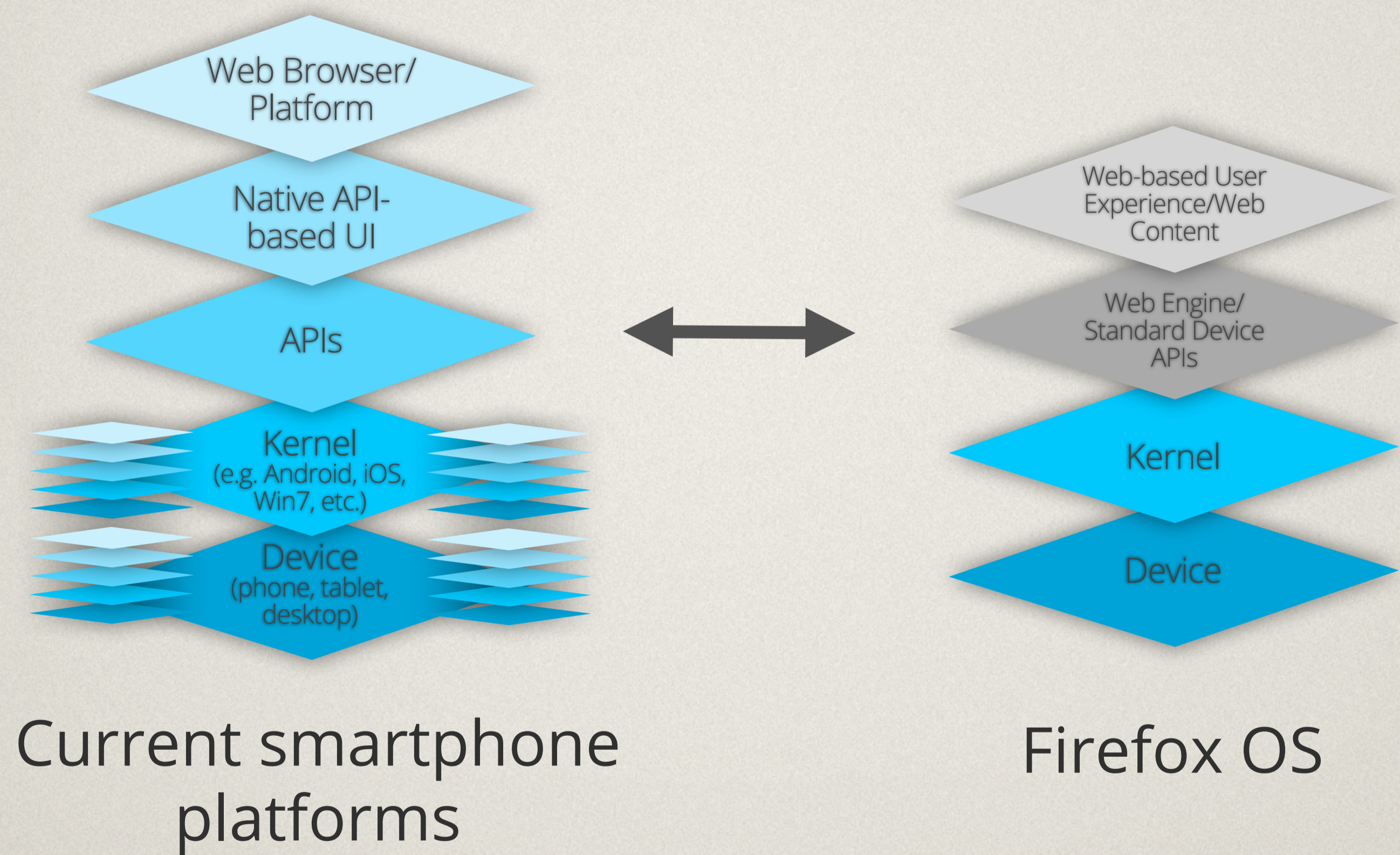
Fast performance,  
even on lower end devices

# Web API work



<http://arewemobileyet.com>

# A simpler, scalable infrastructure



Current smartphone platforms

Firefox OS



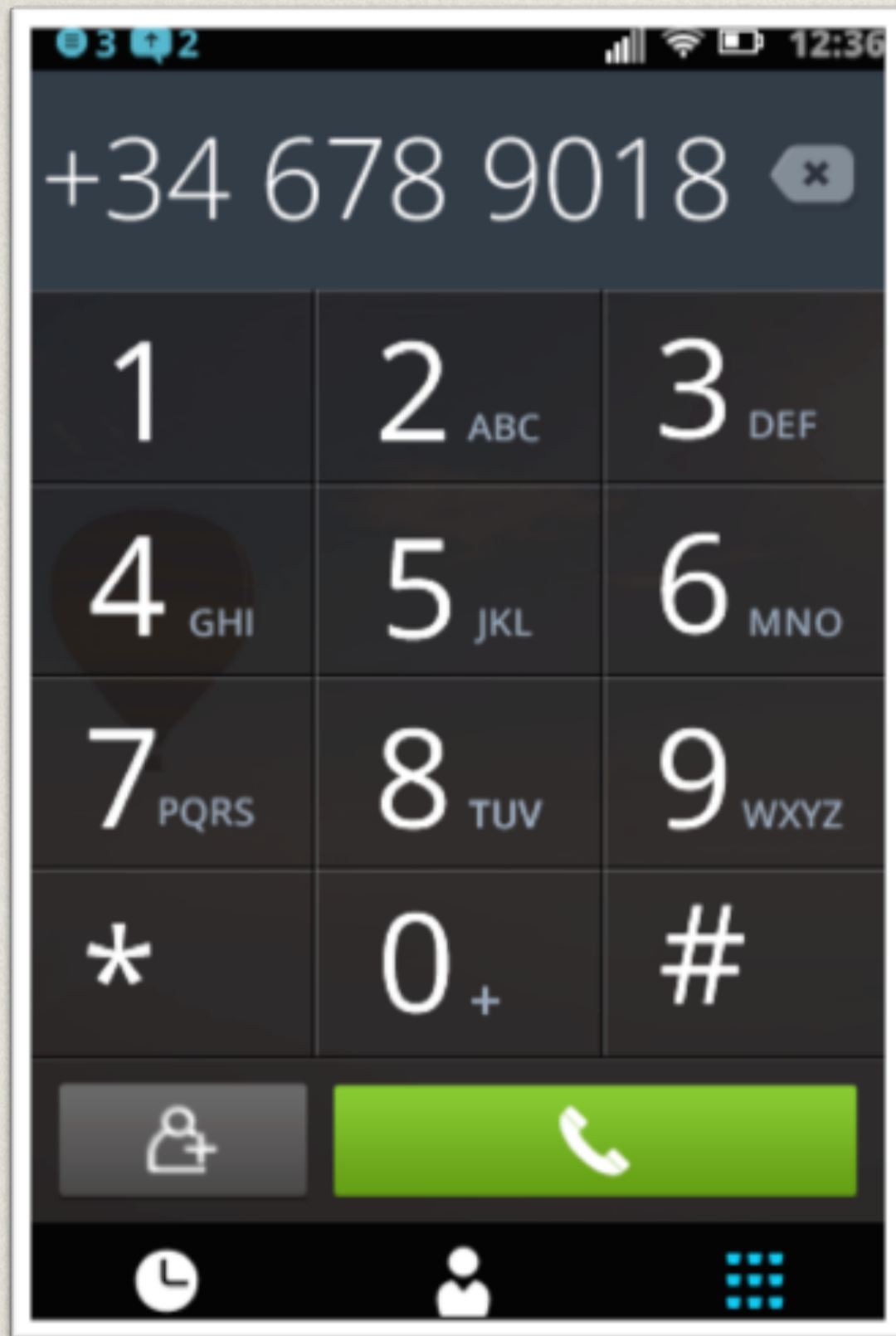
# Firefox OS components



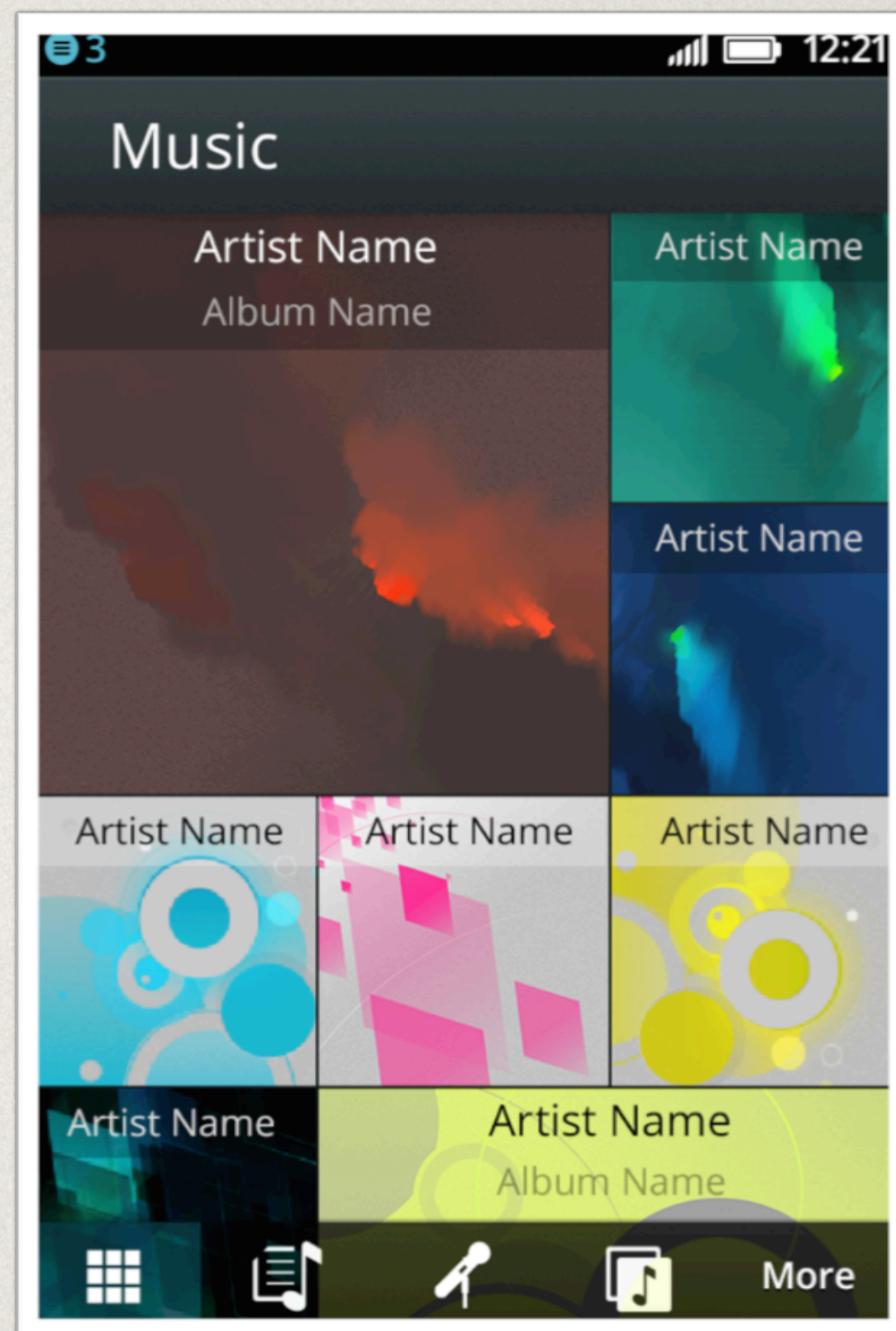
# Interface flexibility



# Firefox OS designs

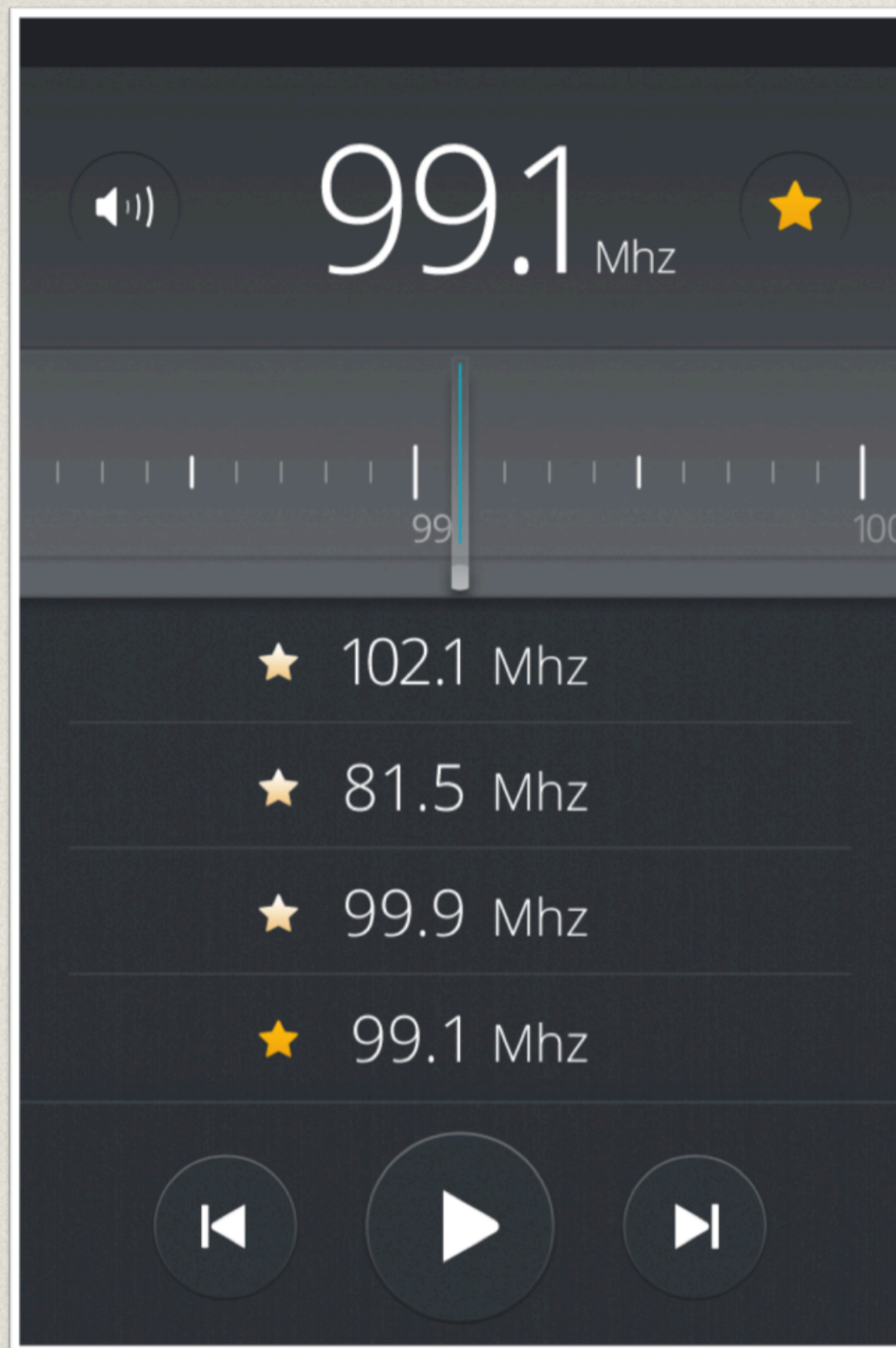


Dialer

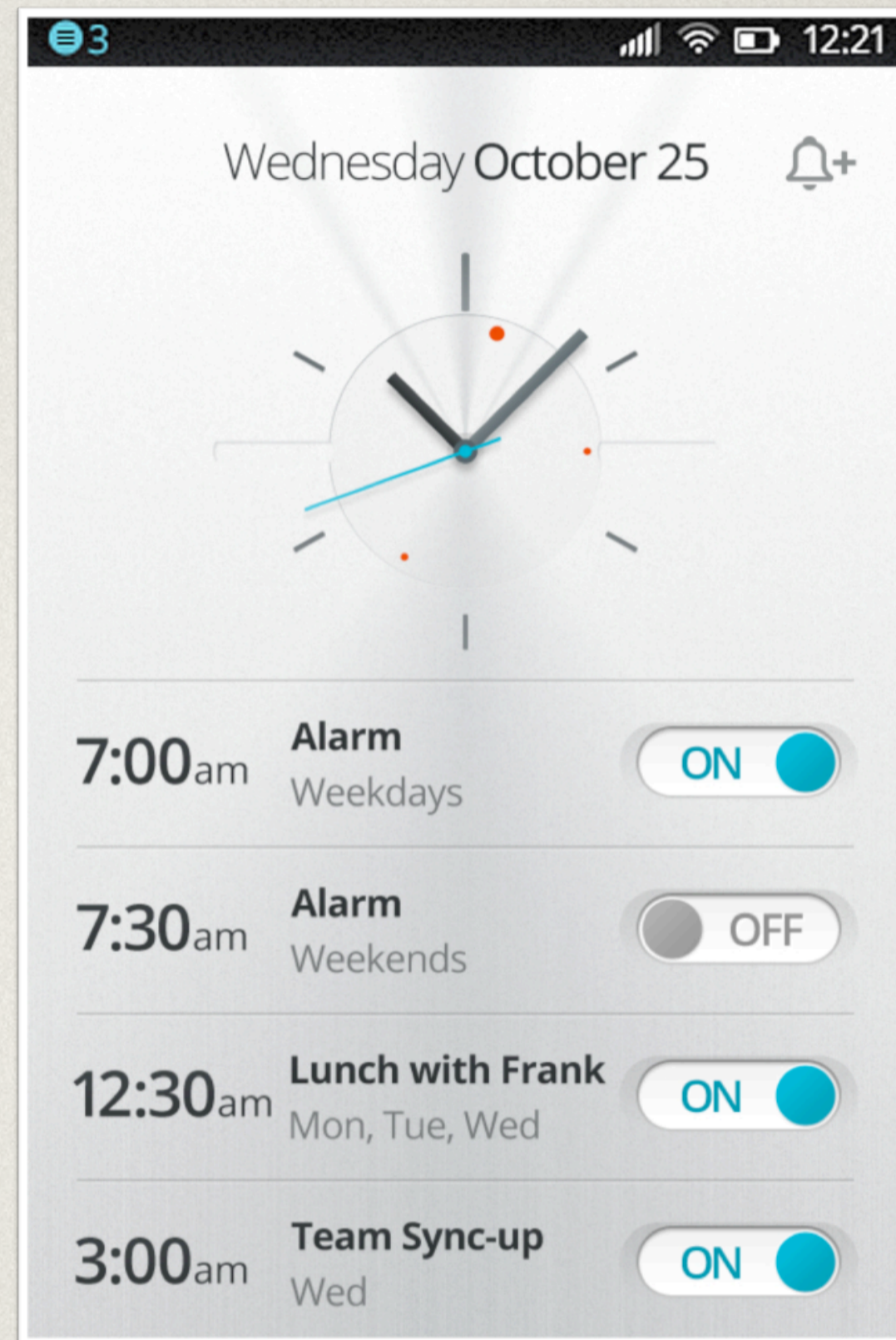


Music

# Firefox OS designs

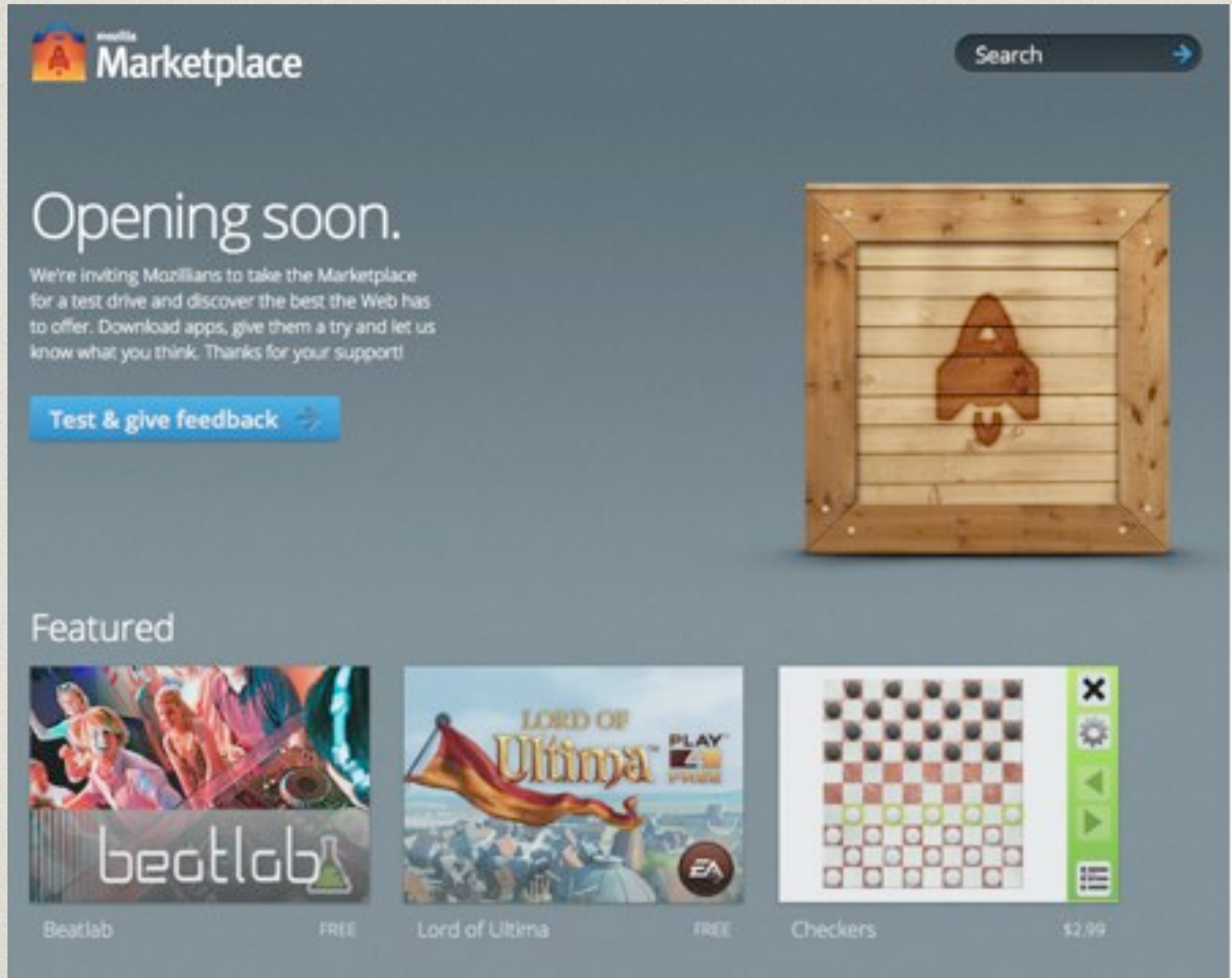


FM Radio



Clock

# Web Apps on the phone



<https://marketplace.mozilla.org/>

# Firefox OS timeline

- Early 2012: Launch initially in select Latin America markets
- Late 2012: Expand into other regions

# In addition to our marketing...

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# We are mozilla

Doing good is part of our code

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...partners will be promoting too



[Photo by Angel Navarrete/Bloomberg](#)



# Working with carriers & OEMs

- Firefox OS will be sold by carriers and in stores
- We'll be working closely with these partners on Firefox OS promotions
- These are new areas for us
  - Packaging
  - In store promotions
  - Advertising

# How you can help

**Research** – Collect and share information about the mobile industry in your region.

- Names and model numbers of top feature phones and bottom smartphones
- Prices, features, and voice/data plans that are available with these phones
- Photos of phone advertisements

# Competitive research

- The mobile industry greatly differs in each region
- We need to research each region to understand competitors and identify how our product fits
- Research helps us customize our strategy for each market

# Competitive research

What is the mobile industry like in your country?

Discussion

# Competitive research

How do you buy a new phone in your country?

Discussion

# Unique value proposition

- Clearly states a specific product benefit
- Strong enough to attract new users
- Why should someone use your product or brand?

Unique value proposition

What value does  
Firefox OS offer to  
people in your country?

Discussion

# Positioning

- Creating an identity in people's minds





# Positioning

How should people  
think about Firefox OS  
in your country?

Discussion

# How you can help

- Sign up to join our market research team
- Research the phone market in your region
- Visit local stores as if you were shopping for a new phone

# Thanks

- William Reynolds

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- Slides

{slidesURL}

