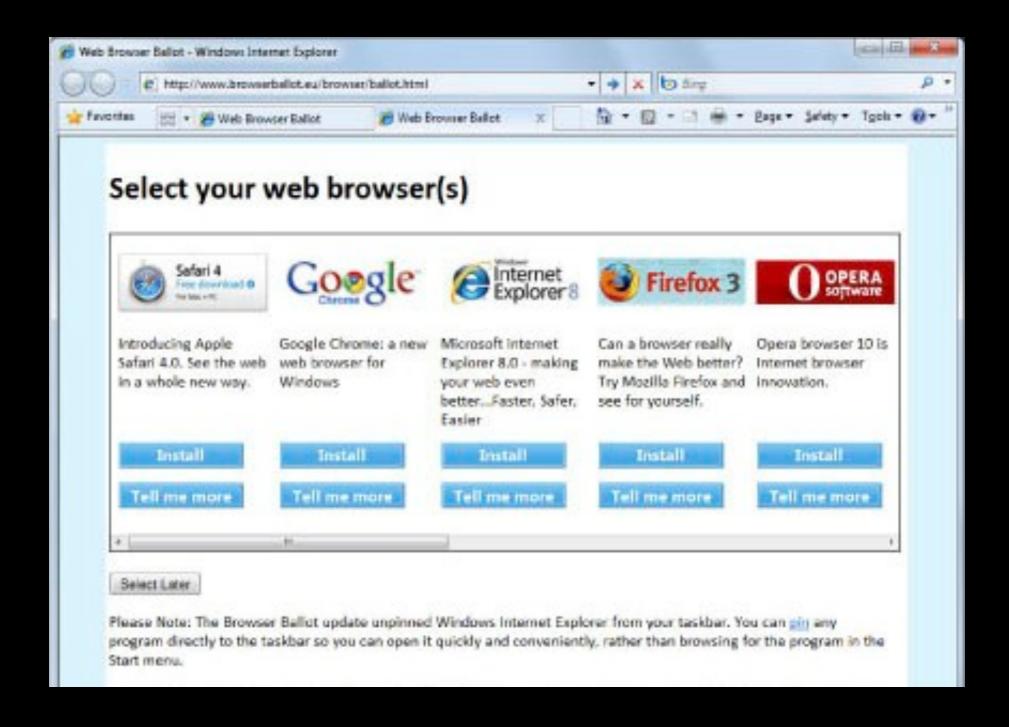
"Choose"

EU Browser Ballot Campaign

Browser Ballot



Browser user reality

Apathy rules...

Goal

Make people aware of browser choice and why it's important

Strategy

- Follow our mission: We're not touting a product, we're helping people take control over their experience online, and be who they want to be
- Let each locale participate in a way which is right for them

How do we get there?

- ▶ Educate: Ballot and browser choice
- Illustrate: Conscious decision making
- Demonstrate: Benefits of the browser
 - & the web
- ▶ Participate: Get involved & help others choose

We're successful when...

- Accelerated awareness, interest and understanding of Browser Choice
- Increased engagement with key influencers and web users on Browser Choice
- >50% in Browser Ballot make a choice fully aware of alternatives and their merits

Questions?

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