Mozilla +
the **barbarian** group

Firefox 4 Launch Campaign

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August 20, 2010

Hello Again!

We're excited to be working with Mozilla on the launch of Firefox 4.

Strategic Overview

How we've been thinking about designing the perfect campaign.

Two Relevant Groups

There are two huge, relevant groups that we think are super important to the launch of *Firefox 4*.

First, Existing Fans

*The most obvious one. These are the tech-savvy folks that already know about and use **Firefox**. We need to find refreshing ways to remind these people to update their browser and to spread the word to others.*

Then, The New Users.

*The Moms. The Cousins. The largest potential growth area. The big question is, how do you get the message out and create an experience that conveys the qualities that make **Firefox** so special?*

We Need Both.

*Both are important types of users for **Mozilla** to persuade to upgrade or to give **Firefox** a whirl. So, for a campaign, we'll need to design something that engages both.*

All 4 One. One 4 All.

This is the mantra we've been repeating. Firefox is All 4 One, **a collaborative, open-source project**. *Firefox is One 4 All,* **one browser that can do anything you need. And the 4?** *That's just convenient.*

Four (and a Half) Ideas for Firefox 4.

With this strategy in mind, we've dreamed up four (and a half) flavors of campaign ideas that will excite and mobilize these groups in different ways. So let's do this thang.

Idea #1:
Your Internet Picture.

Visualizing the variety of experience on the Internet.

Your Internet Picture

Each person uses the internet differently. The source material is the same, but **each of us experience an Internet as unique as ourselves**. **Firefox** *and* **Mozilla** *stand in preserving that vibrant diversity online. How can we celebrate that, visualize each person's own Internet in a fun, human, shareable way?*

Your Internet Picture

Your Internet Picture is a site we build as a countdown to Launch, *that lets you answer some questions about your Internet habits (or potentially submit your bookmarks) to create a **uniquely generated collection of items that represent <u>Your</u> Internet**.*

WHAT DOES YOUR INTERNET LOOK LIKE?

FIREFOX 4. ONE 4 ALL.

Your Internet Picture

*The image is made up of a collection of objects that represent types of Internet sites - **Binoculars for Search, Money Clip for finance, Camera for Photography sites**, etc.*

Your Internet Picture

* *Once you get on the site and generate your own picture, **it's added to a random gallery of different people's submissions**.*

* *Users can roll over any item to see what it represents, **clicking it would bring up a pretty list of the most popular sites submitted in each category**.*

* *These generated images are **available through a personal URL**, shareable at the point of reception, as well as downloadable in large form.*

Your Internet Picture

* *We launch the site with a good cross-section of visualizations from celebrities, both online and off. People like **Roger Ebert, Sarah Silverman, M. Ward, William Gibson** as well as **Perez Hilton, The Sartorialist, Moot and Cory Doctorow.***

* *Finally, at and after launch we have a single image on the site that has every single object in a single arrangement, so users can see the **hundreds of different possible items that make up the millions of combinations**.*

Why this works:

For our new users, this is a good way to make things concrete about the many different experiences of the web that Firefox stands for. An intelligent selection of special guests can draw them in.

For our existing fans, the data mining and visualization elements of the tool will be something engaging and worth sharing to others.

Idea #2:
A More Perfect Internet

Doing our little part to perfect the internet.

A More Perfect Internet

*Mozilla Firefox is the browser of choice for Internet Culture™. And what better way to celebrate that with **A More Perfect Internet**? The idea is we identify **four to six classic Internet Meme personas** and we improve upon them, helping them to achieve the idealized form they so strive for.*

A More Perfect Internet

✤ *So, for example, we build Tron Guy* **a film-quality suit, rent a Light Cycle, ad shoot some promo posters**.

✤ *We hook up* **Tay Zonday with Rick Rubin** *to produce a hit single.*

✤ *We re-create the hamster dance with* **1000 trained actual hamsters**.

✤ *We set up a meeting between the* **Insane Clown Posse and Stephen Hawking**.

=

A More Perfect Internet

* *The end result of this is not just **perfected Internet collateral** (songs, images, videos), but also **making-of videos**, showing the process.*

* *We put these up on a **Vimeo brand page** (embeddable HTML5!), leading up to the launch of Firefox 4.*

* *Final products live on **AMorePerfectInternet.com**, which ties into the Firefox 4 site.*

Why this works:

*These videos work as a way of **driving traffic towards the launch of Firefox 4**. By piggybacking off the notability of these memes, the goal of the campaign is to mobilizing Firefox's enormous pool of **existing fans to spread the word to everyone else**.*

Idea #3:
Your Perfect Browser

What people need to know is they can have it so much better. They need someone to ask them what they like, and to suggest the solutions.

Your Perfect Browser

One of the great qualities of Firefox is that **it's hugely open ended for customization**. But for new users, it can be **tough to navigate the vast sea of options and extensions**, particularly if you're used to something like IE.

And, if you're experienced, this **personal customization usually happens in a vacuum**, without a way of easily sharing your setup with others.

Your Perfect Browser

*A human, fun recommendation engine meets extension gallery for **Firefox 4**.*

Your Perfect Browser

✤ *The site asks you **a series of questions about yourself**, both about your habits and about your interests.*

✤ *These questions are **sort of like Hunch**: fun to answer and addicting.*

✤ *The engine then generates a custom recommendation on **what you should add to Firefox 4** to get the most out of your style of internet.*

http://hunch.com/teach-hunch-about-you/

Teach Hunch About You Question...

Already have an account? Sign In   f **Login**   t **Sign in**

hunch

Home   **Sign Up**   **Explore** ▾

I'd like a recommendation about…   **Search**

Popular: funny quotes, book, tv shows, dating, cheeses

Teach Hunch About You

Do you live in the suburbs, city or a rural area?

In the suburbs   In a major city   In a rural area

Skip this question

Your answer helps Hunch give you better results. How does this work?
If you've answered enough questions for now, go make a decision.

Done

Your Perfect Browser

* *Potentially, the site generates a download link that is **a package of the recommended plugins, along with Firefox 4.***

* *Additionally, the site allows users the chance to **share their custom configurations**, with comments on why they think their setup is optimal.*

* *When a new user gets a recommendation, they see a **"Users Like You" sidebar** that shows these other users' advice and configurations.*

Why this works:

*Users don't customize because they don't understand how, or they can't find the add-ons that would make their style of Internetting better. **Extensions Galleries only go so far** - you need human guidance and some insight into you.*

Idea #4:
Firefox Launch Brigade

We've got fans. Let's mobilize 'em, get 'em fired up and find new users where they live: on Facebook.

Firefox Launch Brigade

*Firefox Launch Brigade is an engagement platform that **uses the Facebook network to mobilize your fanbase** into reaching out to their non-technical friends, and a orientation site for those nascent users.*

Also, awesome awards!

Firefox Launch Brigade

* *We've got the geeks. **1.75 million of them**, in fact: that's how many fans Firefox has on Facebook.*

* *Who else is on Facebook? **Everyone else** - moms, friends, cousins, co-workers. These people spend an inordinate percentage of their time online on this one site.*

* ***So why not reach out to them here**, and show them what they stand to benefit from a better browser?*

Firefox Launch Brigade: The Brigadiers

* *We reach out to our fans on Facebook and ask them to **sign a Download Pledge.** This says they'll download Firefox 4 on Launch day, and emails them on the day to remind them of their pledge.*

* *This gets **posted with a Special Ribbon on their Facebook wall**: The Firefox 4: All 4 One Ribbon.*

* *Second, we give them the framework to reach out to those less nerdy than themselves, to offer them **the chance to upgrade to Firefox 4**.*

* *They select these friends, and then **Firefox sends them a message through Facebook**: "Mike has suggested you get more from the Internet..."*

Firefox Launch Brigade

✤ *The "recruits" click the link and it takes them to a site **specifically welcoming them to Firefox 4.***

✤ *This site talks about how Firefox 4 is **better than their specific existing browser** in plain english.*

✤ *It has a **big, shiny, "Get Firefox 4" button.***

Firefox Launch Brigade

* *Once they download Firefox 4, the new browser launches to a site that is designed to both welcome them to the **Firefox** experience, and explain where their favorite features are from their previous browser.*

* *It has a slider, where you can see things like **Bookmarks** and **Extensions** in the old browser (via a screenshot), and then slide over to see where those are in **Firefox 4**.*

* *The welcome screen also has some **easy to use presets**: Click here to add Firefox to your Desktop. Click here to go to Facebook, and Bookmark Facebook.*

Firefox Launch Brigade

* *Once the new user has launched Firefox for the first time, **the referring person gets a notification**. It might post something on their wall: "Cindy is now getting a better Internet using Firefox 4, thanks to Mike!."*

* ***The referring user also gets a Deputy Badge** that posts to their wall each time a new friend downloads and uses **Firefox 4** that shows how many users they've "saved" from inferior browsers.*

* *Also, as a bonus, if the new user accesses **Farmville** through **Firefox 4**, they get the limited Fire Fox. And of course, they brag about that, too.*

Why this works:

The Launch Brigade engages both of our target user groups where they are, **Facebook.** *It acts as low barrier to entry with a non-destructive, helpful introduction in a friendly, non-spammy way.* ***It mobilizes our fan base to be evangelists for a brand they love.***

Also, it cuts down on all those family IT calls!

But Wait, There's More!

One final kicker.

The Throwback

*All these ideas are great online -- but why restrict ourselves? The **old school paper-and-pencil, brick-and-mortar world** hits both our new users, and can be a nostalgic throwback for our more tech savvy current users.*

Back To The Future

The idea is to create collateral for every cheap, funny way we can advertise a web browser. So we're thinking....

But Wait, There's More!

✤ ***AOL-Style CD Mailers*** *with a download (of course, with instructions on how to re-use).*

✤ ***Flyers with tear-off numbers*** *to call posted on lampposts (downloadable).*

✤ ***Coupons*** *to send in in the Sunday paper - download begins in 2-3 weeks.*

✤ ***Skywriting****!*

✤ ***A late night "slap-chop" style commercial*** *with the REAL Prince of Nigeria.*

Why this works

The nice thing about this idea is that all of this spreads online through social sharing, but we REALLY do it offline.

So, it's not a stand-alone campaign - more of a complement to our lead idea.

Let's talk about Technology!

Technology.

We talked in our Beta pitch about types of tech we like, and we wanted to reiterate that here: We're committed to using the most open-source, widely available, awesome standards possible on any of these ideas. **Things like using HTML5 for videos as well as interesting interaction.**

Of course, since this campaign focuses on getting users of inferior browsers over to Firefox 4, we will make sure the campaign is still accessible across a wide cross section of browsers, with just enough of a peek of what's possible in the brave new world.

Showcases of what new browsers are capable of tend to be descriptive but not interesting. We want this launch campaign to <u>be</u> a showcase.

Let's talk about Mobile Firefox!

Incorporating Firefox for Android.

We haven't forgotten about **Firefox for Android** here, either. We know that the launch of this mobile browser isn't necessarily happening in the same timeframe, so we wanted to make sure our ideas weren't locked into a dual launch.

Each idea is broad enough to include a Mobile message - the **Your Internet Picture idea, for example, could feature a smartphone in the object mosaic** to represent users who do a lot of mobile internetting.

Once we determine a direction, we will work to fold the Firefox for Mobile message into the campaign in an **interesting, awesome way.**

Thank You!

Now would be a super time for some questions.

thebarbariangroup

it's gonna be awesome.™