



Firefox Flicks

2013 Creative Brief

Get Mobilized

Getting mobilized means getting
more connected to one another —
so we can ***all*** go further.

Because the world's gone mobile.

And it's time to bring the values
that Firefox has always championed
in the browser...

...to the devices that the **next billion people** will use as their primary gateway to the Web.

With Firefox OS, we're making
smartphones more accessible...

...while empowering more users in
more ways.

It's not (just) about technology.

Or a browser on a mobile device.

It's about enabling more people to
take advantage of the full power of
the Web...

...giving more individuals more
access to content they didn't know
was available...

...content that can change their lives
and allow them to create and
participate in the Web.

It's about discovering and enjoying
the content that matters most to
them and their future.

That's where you come in.

Your video should demonstrate
what having the Web in your hands
can do for you...

...and how it affects those
around you.

What possibilities open up when there are no barriers to entry, to participation or to creation?

Help us inspire people to Get
Mobilized for individual and
collective progress.

Here are a few tips to get
you started:

Your video should be 60 seconds
or less.

Please don't show any
branded devices.

It can be animated or live action.
(Or both — get creative!)

It can be funny, quirky or serious.
It's up to you!

But make it inspiring, dynamic,
hopeful and optimistic.

Your video should talk to ordinary people, not geeks, hackers or expert coders. (Try thinking of people who aren't online yet.)

Together, we can bring the promise
of the Web to more people in
more places.

Get ready.

Get creating.

Get Mobilized.