



# 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 Firefox, or 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.

Don't focus on Firefox, but rather  
the power and potential of mobile.



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.)



We've prepared a few things to help.  
Feel free to use them if you like.

You can download them here:

<http://mzl.la/XootKF>



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

Get ready.

Get creating.

Get Mobilized.