



Firefox Flicks

2013 Creative Brief

This year, we need your help to
inspire others to Get Mobilized.

That means harnessing the power
of the mobile Web to discover new
content...

... exploring how that content
connects you to new ideas...

... and discovering how those ideas
can enrich your life.

To that end, we're asking you to write, produce and edit a video of no more than 60 seconds...

... that tells the story of how having access to the Web through a mobile device can change the way you see the world and how you function within it.

Here are a few tips to get
you started:

You don't have to use a mobile device to make your video.

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

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.)

All in 60 seconds or less.

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 the next billion people
coming online.

Get ready.

Get creating.

Get Mobilized.