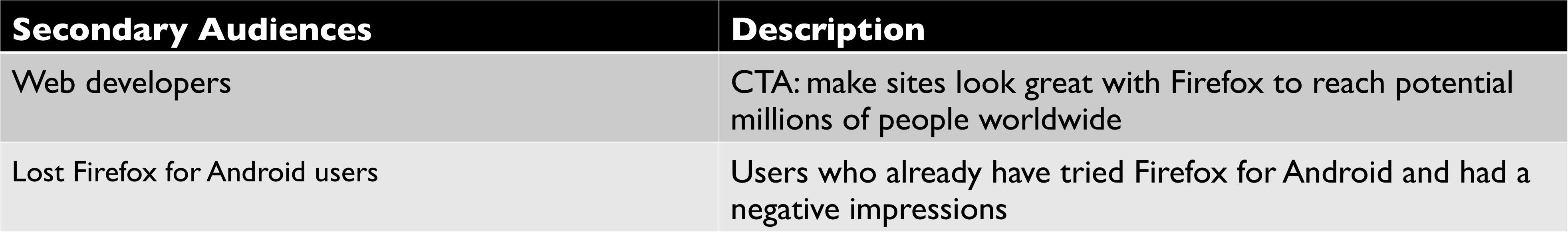
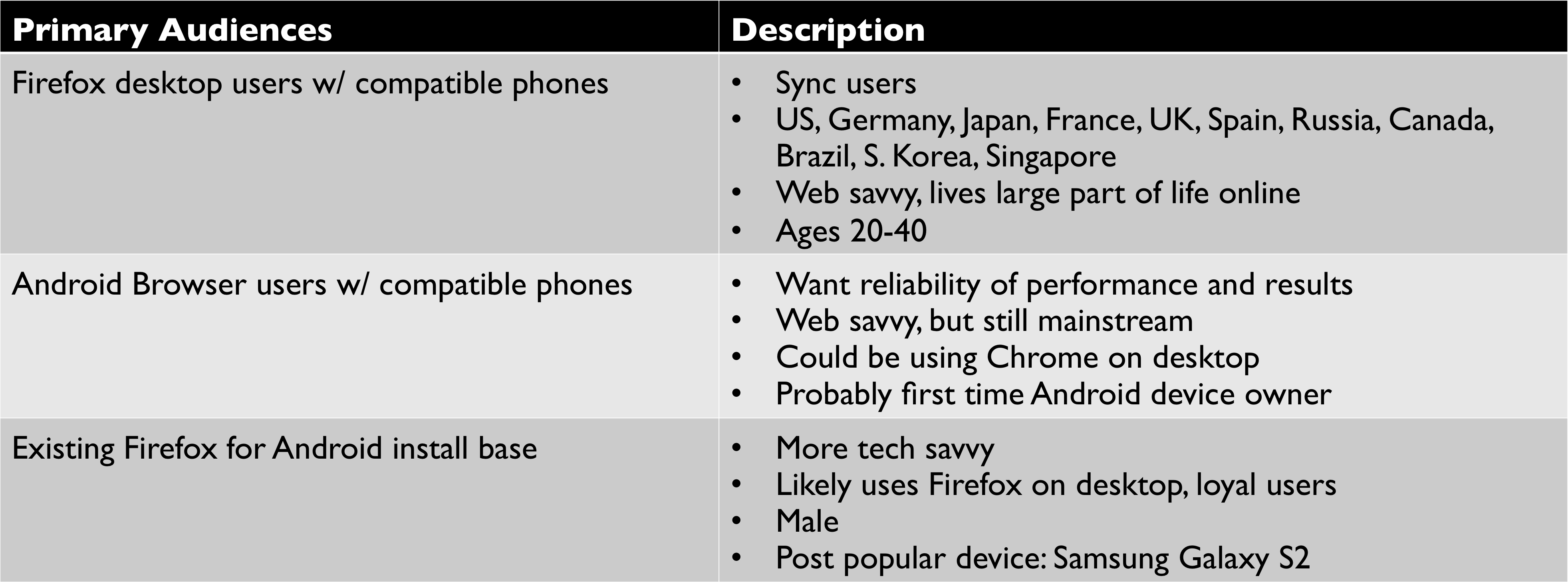
**Target audiences:**





**Call to action**

Download Firefox for Android

Learn more about Firefox for Android

**Mandatory elements**

* Firefox logo
* Android guy logo (take advantage of Android’s established mindshare)
* “Firefox for Android”

**We want to the viewer to know and feel:**

Audience should discover:

* For those who have not tried Firefox for Android: *It’s the best mobile Web browser out there for Firefox desktop users who own Android devices*
* For those who have tried Firefox for Android: *It has been updated with improved performance, a redesigned look and feel, + more and deserves a second chance*
* Firefox is a contender in the mobile Web browser space

Audience should feel:

* Excited, rallied - Firefox is back in the game with mobile
* Delighted, surprised

**Tone (from the brand book):**

Unconventional, Engaging, Honest, Human, Smart, Confident

**Guidelines:**

* More about a “new update” than “completely overhauled”
* Shiny, realistic phones instead of graphic phones
* Localizations will be needed

**Deadlines:**

Late March – Beta

Early June – Final Release

APPENDIX