2010 Firefox Cup Campaign

Campaign Goal:
Promote Personas and expose users to Add-ons by encouraging Firefox users to download the Persona of their team of choice during the World Cup.

Background:
The World Cup happens once every four years and is widely recognized as the most important and popular sports event in the world. We would like to leverage the excitement surrounding this event to build awareness and usage of Firefox, Personas and Add-ons.

We launched a similar, successful campaign in 2006 where we collaborated with Nike and Google to launch a page with themes, feeds, and news. This project would be different in that it would have a different call to action (downloading a Persona) and would probably not have the partner sponsorship from the previous campaign.

Moreover, this campaign would try to promote a spirit of friendly competition and national pride. We want to encourage current Firefox users (both those that know about Add-ons and Personas and those that don't) and non-Firefox using Football fans to download Personas to show support for their chosen teams.

Timing:
This year, the event will be held in South Africa and will run from June 11 to July 11 2010. We would like all collateral ready to be launched on June 1 2010.
This is the rough time-line:
>-April 1-15: Refine micro-site design and content; Decide on final elements of the campaign; Design AMO promo panel.
>-April 15-30: Web Dev implements design; Design Swag collateral; Design Personas for each team; Create AMO Collection
>-May 1-8: Web QA; Order swag from Merchandise mania
>-May 9-31: L10n; launch survey
>-June 1:Launch of micro-site, begin marketing, PR activity, release survey findings.
>-June 11: Begin Competition
>-June 11-July 11: Daily Tweets of Football Game results, Persona ADUs
>-July 11 Championship Game
>-July 14: Announce Firefox Cup Winner

Key Components:
Micro-site:
The hub of the campaign will be a micro-site hosted at FirefoxCup.com, with a redirect to SpreadFirefox.com/FirefoxCup. The micro-site's main call to action is to download a Persona and show support for the user's team of choice. The site will contain the following elements:
>-A Personas Gallery with designs for all 32 teams, presented in alphabetical order.
>>-We will show total ADU for that day below each Persona (helps spur the friendly competition)
>-Dynamic scoreboard showing the number of ADUs per team each day (encouraging friendly competition among the countries).
>>-We start counting from the first day of the tournament until the Championship game.
>>-Idea is that the country with the most average ADUs (over the entire tournament) will be crowned the "winner".
>>-Show % daily change for each day.

-Suggested Football Add-ons (we may need to ask for developer help to create a few more football related add-ons. Developer challenge, perhaps?)
        -Football related Add-on Collection
        -Other links:
                -AMO
                        -Homepage
                        -Rock Your Firefox Promo
                        -Personas Promo
              -Mozilla.com home page
                      -Firefox download
              -Open To Choice Promo
                  -Could still be relevant and a good place to promote the idea of choice?
            -Link to Swag Request Form for Viewing Parties
             -Twitter and Facebook links with prewritten tweets/status updates.

Survey (PR Hook):
Led by Barbara, we will ask the question 'How do people show their support for their team during the Cup? '
        -Help illustrate the idea that people show their support for their team(s) visually.
        -Will also be an opportunity to share that Personas can also be a good way for people to support their team(s).
[I would put this after the micro-site, just so people read about the site first. Also, I would bullet point this too…something like:
    Commission survey to find out how people show support for their team during the World Cup (lead: Barbara)
Expected result is that people will show support visually, through signs, clothing, etc
Results will be positioned to show that Personas are also a good way for people to support their team(s)
Definitely reword any or all of the above, though…I wrote that really quickly!]

Contest:
The Persona of the country that has the highest average ADUs over the entirety of the World Cup (June 11-July 11) will be crowned the "winner" of the Persona's Cup.
        Prize ideas:
        -Mozilla donates a sum of money to the Homeless World Cup or similar organization.
        -Mozilla Home page is themed with the colors of the Personas' Cup winner.
        -Buy ad space on winning country's most read online paper and congratulate them as the "Personas Cup" winners.
        -Airdrop Firefox swag, soccer balls, and Personas posters in the capital city of the winning country.

Community Viewing Parties:
Create a swag request form for Football related Firefox gear (T-shirts, pins, posters) promoting Personas. People from all over the world will be able to enter for swag and we should hope to start shipping packages before the end of May.
        -As part of the viewing party, we ask the hosts to ask partygoers to bring their computers (if possible) and show their guests how to install Add-ons/Personas during the game.

Localization:
Micro-site L10n in as many languages as possible, so the goal is for the page to have as little text as possible.
        -Possible L10n of swag (posters, instructions to install Personas for community viewing party).

Promotion:
List of some of the places where we would promote the micro-site.

    -AMO home page (panel promo)
    -GetPersonas.com (homepage promo)
    -Snippets on Firefox home page.
    -Daily Tweets/Facebook updates
    -Spread Firefox: Promo on right hand column of homepage.
    -Mozilla.com home page: small promo in "Latest News" section
    -Mozilla Blog
    -PR: Survey, articles, etc.
    -Guerrilla Marketing: Ask community members going to South Africa to hand out Firefox swag while on the ground.

Other Considerations:

    -Corporate Sponsorship:
    Having a partner, especially one that already has rights to use Trade Marked FIFA words, feeds, etc would be a huge win, because otherwise, we're not allowed to use words like "World Cup" in our assets.

        -Need to explore renewing the Nike partnership?

    -Whistler Viewing Party:
        -The entire (and international) Mozilla community will be in Whistler for the final game of the tournament. We should put together a viewing party with snacks, drinks, etc so we can all enjoy the most watched event in the world together.