“Choose”
EU Browser Ballot Campaign
Browser Ballot

Select your web browser(s)

Introducing Apple Safari 4.0. See the web in a whole new way.

Google Chrome: a new web browser for Windows

Microsoft Internet Explorer 8.0 - making your web even better...Faster, Safer, Easier.

Can a browser really make the Web better? Try Mozilla Firefox and see for yourself.

Opera browser 10 is Internet browser innovation.

Please Note: The Browser Ballot update unpin Windows Internet Explorer from your taskbar. You can pin any program directly to the taskbar so you can open it quickly and conveniently, rather than browsing for the program in the Start menu.

Install
Tell me more

Install
Tell me more

Install
Tell me more

Install
Tell me more

Install
Tell me more

Select Later

Monday, 8 February 2010
Browser user reality

Apathy rules…
Goal

Make people aware of browser choice and why it’s important
Strategy

• Follow our mission: We’re not touting a product, we’re helping people take control over their experience online, and be who they want to be

• Let each locale participate in a way which is right for them
How do we get there?

- **Educate:** Ballot and browser choice
- **Illustrate:** Conscious decision making
- **Demonstrate:** Benefits of the browser & the web
- **Participate:** Get involved & help others choose
We’re successful when...

› Accelerated awareness, interest and understanding of Browser Choice

› Increased engagement with key influencers and web users on Browser Choice

› >50% in Browser Ballot make a choice fully aware of alternatives and their merits
Questions?

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