English	
US+CA+ GB (GB included in NA tab because	
they are all using English text)	
	Flight Dates: 11/4-12/31 US Budget: \$142K UK Budget: \$50K CA Budget: \$69,552
	Privacy/security (creative/arty) > Face Blur
	For Paid Banner
	Copy on image EN copy: Be you or blur you
	Primary text (125): Get the peace of mind to internet like no one's watching with a Virtual Private Network from Mozilla, the most trusted name in tech. HL (40): Mozilla Virtual Private Network
BE YOU OR BLUR YOU	Description (30): Backed by a nonprofit, since 1998
	CTA: Download
	Geos: US, CA, GB Targeting: Age: 25 - 55 People Who Match: Interests: Virtual private network, Business travel, Work From Home, tech, Business Traveller, Application streaming or Technology
	Behaviors: Frequent Travelers or Frequent international travelers
	Coffee Shop
	Copy on image EN: Fast, Secure & Trustworthy Mozilla VPN
	Primary text: Block the creep at the coffee shop from seeing what you're doing online. Use public wifi safely with Mozilla VPN.
	HL: Mozilla Virtual Private Network
Fast, secure	Description: Backed by a nonprofit, since 1998
& trustworthy 学VPN	CTA: Download

	Geos: US, CA, GB Targeting: Age: 25 - 55 People Who Match: Interests: Virtual private network, Business travel, Work From Home, tech, Business Traveller, Application streaming or Technology Behaviors: Frequent Travelers or Frequent international travelers
Illustration	
Copy on image EN: Mozilla VPN Fast, Secure & Trustworthy	
Fast, secure & trustworthy	Primary text: Get a lighting-fast & ultra-private VPN. No activity logging ever. Access 400+ servers in 30+ countries. \$4.99/month. HL: Mozilla Virtual Private Network Description: Backed by a nonprofit, since 1998
• • • • • • • • • • • • • • • • • • • •	CTA: Download
	Geos: US, CA, GB Targeting: Age: 25 - 55 People Who Match: Interests: Virtual private network, Business travel, Work From Home, tech, Business Traveller, Application streaming or Technology Behaviors: Frequent Travelers or Frequent international travelers