

Mozilla considers TV and movie ad campaign

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Created 24/03/2006 - 3:29pm

Submitted by srlinuxx on Friday 24th of March 2006 03:29:33 PM Filed under [Moz/FF](#) [1]

With the competition to find the best creative ideas to help advertise its aims in full swing, the Mozilla Foundation has revealed that it may screen a Firefox advert on national television or in cinemas.

The organisation is currently running the Firefox Flicks Ad Contest, which is inviting professional, student and aspiring filmmakers to create "innovative, broadcast-quality 30-second commercials" for the open source browser. When the contest ends on the 14 April the panel of judges from the film, television and advertising industries will pick the winning entries.

Asa Dotzler, the community coordinator at the Mozilla Foundation, told ZDNet UK in an interview on Tuesday that the Foundation may screen some of the adverts on television or in cinemas.

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