

“Choose”

EU Browser Ballot Campaign






# Browser Ballot

The screenshot shows a Windows Internet Explorer browser window displaying the 'Web Browser Ballot' website. The address bar shows the URL 'http://www.browserballot.eu/browser/ballot.html'. The page title is 'Web Browser Ballot - Windows Internet Explorer'. The main heading is 'Select your web browser(s)'. Below this, there are five columns, each representing a different web browser: Safari 4, Google Chrome, Microsoft Internet Explorer 8, Firefox 3, and Opera software. Each column contains a logo, a short description, and two buttons: 'Install' and 'Tell me more'. At the bottom of the page, there is a 'Select Later' button and a 'Please Note' section.

Web Browser Ballot - Windows Internet Explorer

http://www.browserballot.eu/browser/ballot.html

## Select your web browser(s)

 Safari 4 Free download The Web is PC	 Google Chrome	 Internet Explorer 8	 Firefox 3	 OPERA software
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.
<a href="#">Install</a>	<a href="#">Install</a>	<a href="#">Install</a>	<a href="#">Install</a>	<a href="#">Install</a>
<a href="#">Tell me more</a>	<a href="#">Tell me more</a>	<a href="#">Tell me more</a>	<a href="#">Tell me more</a>	<a href="#">Tell me more</a>

[Select Later](#)

Please Note: The Browser Ballot update unpinned 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.

# 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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