

AP

One Tech Tip: Modern cars are spying on you. Here's what you can do about it

POLITICO

ARE YOUR CHRISTMAS GIFTS SPYING ON YOU? — Research from the Mozilla Foundation and cyber consultant 7ASecurity found that internet-connected toys pose “widespread security and privacy weaknesses.”

BUSINESS INSIDER

MEDIA

How Hollywood creatives are actually using AI — and what they're worried about

By Lucia Moses + Follow



AXIOS

Nov 6, 2025 - Technology

Exclusive: Mozilla establishes AI data-sharing collective

Dec 19, 2025 - Technology

Exclusive: Your kid's holiday toy could be a listening device, report says

The Brief

Continue to position Mozilla Foundation as the defining voice of an open, human-centered Internet.

Datacenters meet resistance over environmental concerns as AI boom spreads in Latin America

An expert describes how communities in some of the world's driest areas are demanding transparency as secretive governments court billions in foreign investment



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PLACEMENTS ACROSS TRADITIONAL & SOCIAL MEDIA

AP SYNDICATIONS

MOZFEST PLACEMENTS, INCL. 96 UNIQUE STORIES

Between a crafted rebrand and a global festival in Barcelona, a children's toy privacy investigation, and the launch of Nothing Personal: The Maybe drove a multi-front media strategy that positioned Mozilla Foundation's work at the center of the most consequential tech conversations of 2025-2026.

OUR APPROACH

- Developed a year-long, multi-campaign communications architecture across consumer safety, culture, tech policy, and editorial verticals that ensured Mozilla Foundation stayed top of mind.
- Deployed an exclusive-first strategy for high impact report releases (Toy Security, MDC, Car Privacy), securing Axios, AP, and Washington Post as first-movers to break through saturated news cycles.
- Built a program for MozFest In Barcelona, which generated 192 placements, including organic and on-the-ground coverage.
- Executed a culturally attuned media plan for Nothing Personal that blended traditional trade press, design media, and social-native influencer voices to reach Mozilla's next-generation audience.
- Coordinated Nabiha's positioning across executive interviews (The Register, Axios, Creative Boom) and speaking opportunities (Aspen Ideas, FT Future of AI) to establish durable thought leadership.

RESULTS

- 937 total placements spanning traditional media, social activity, syndications & press release pickups across 8+ countries.
- Car Privacy Research landed AP + Washington Post, Atlanta Journal-Constitution, Philadelphia Inquirer, Arab News, and 100+ local outlets globally.
- Exclusive Axios story on Toy Security Report broke nationally during holiday season; syndicated to MSN and included In Politico's Cybersecurity newsletter.
- Secured Axios exclusive for MDC launch, reaching top-tier tech policy audience day one.
- Mozilla Rebrand covered by The Register (interview), Creative Boom, DesignTaxi, Forbes, and 10+ syndicated outlets across US, UK, Greece, and South Africa.
- Nothing Personal debut covered by AdWeek, It's Nice That, and amplified by 6+ influencers including Alex Falcone (780K+ IG / 680K+ TT).
- 192 MozFest placements with Substack thinkers, Spanish press, social influencers, and traditional media from Barcelona and beyond.



THE MAYBE