



MMA
IMPACT
INDIA

SHAPE THE FUTURE OF MODERN MARKETING



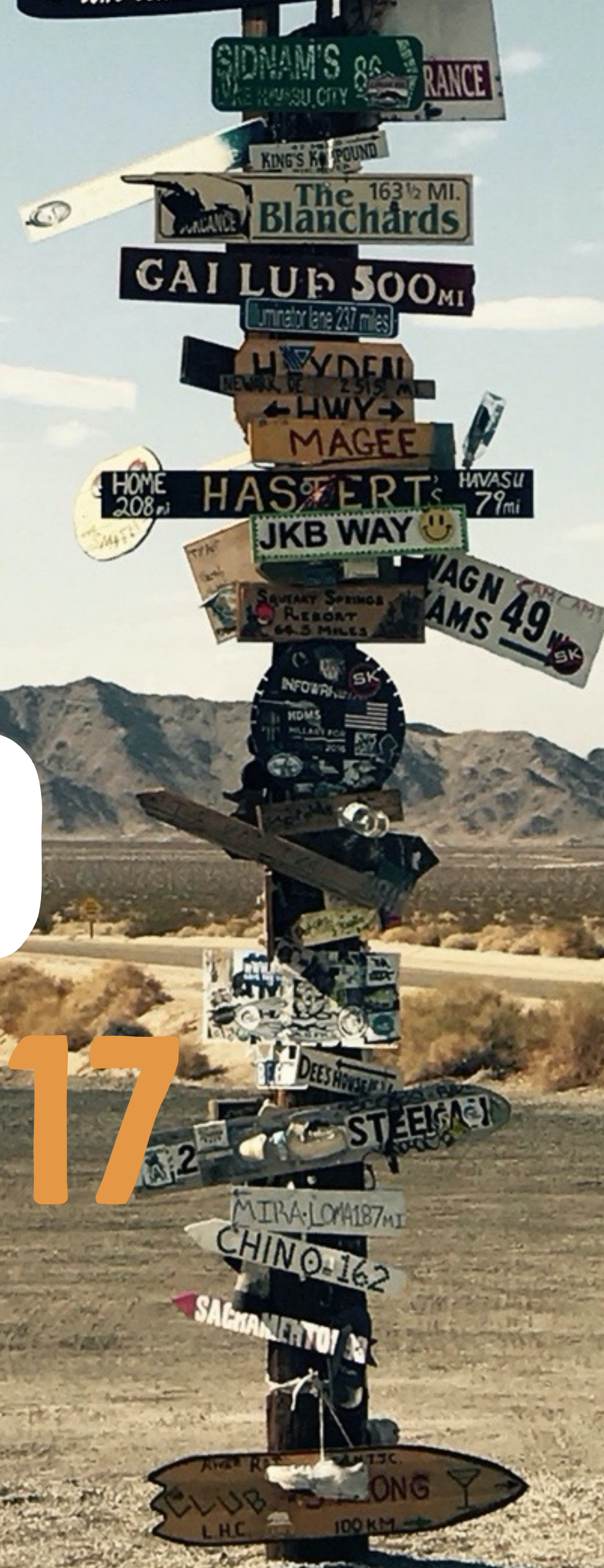
UNLOCKING THE POTENTIAL OF PERSONALIZATION MADE RIGHT

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OUR JOURNEY STARTED BACK IN 2017





PERSONALIZATION@SCALE.

The ability to combine technology and data to uniquely connect with consumers at heroic volume.

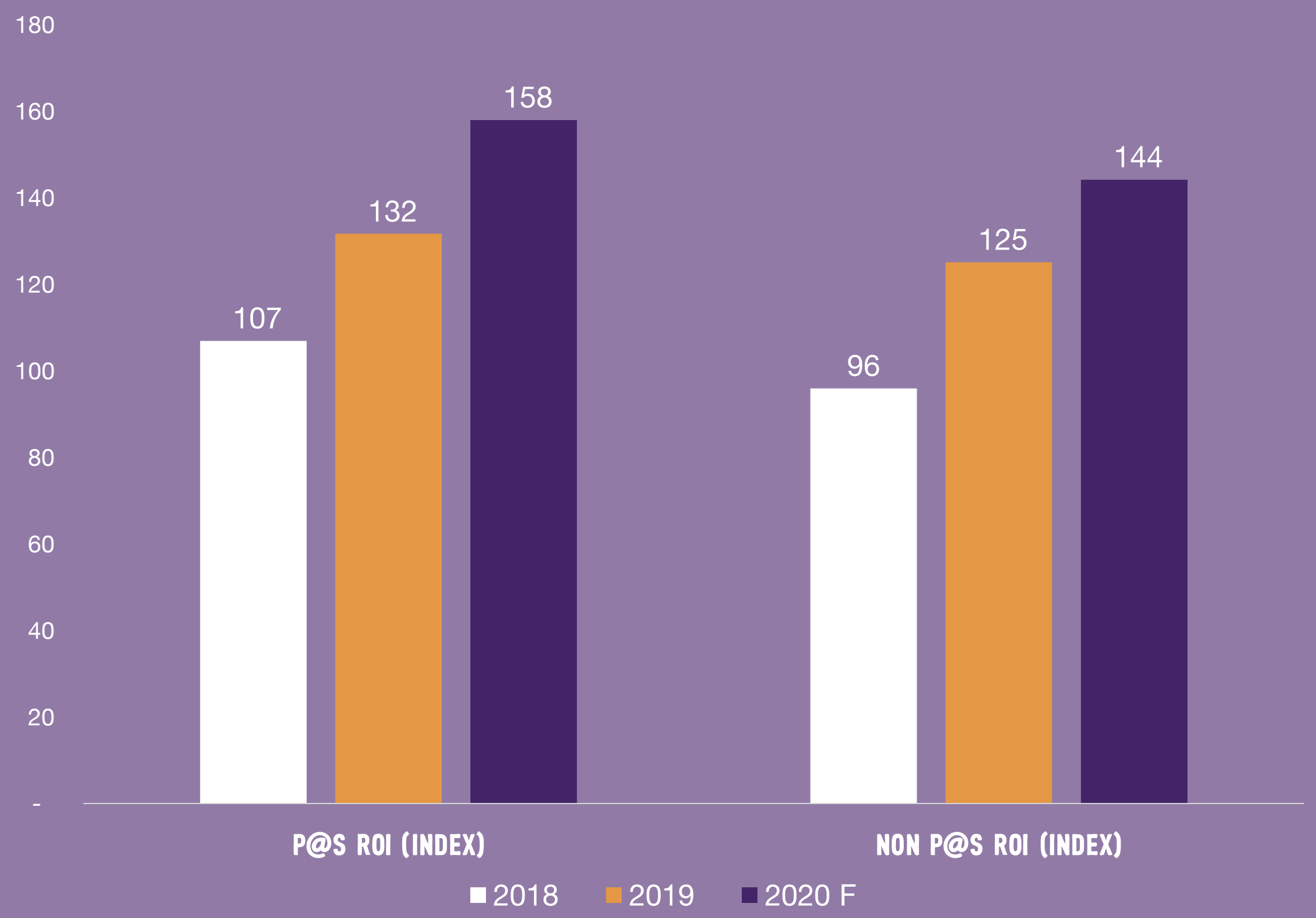
AND WE WERE ONTO SOMETHING...

Award Winning Work Across All 14 MDLZ BUs



Marketing ROI Acceleration

ROI INDEX FROM P@S CAMPAIGNS VS. NON-P@S CAMPAIGNS (INDEX VS. 2018 AVG DIGITAL ROI)





THROUGH BU PILOTS
WE LEARNED IMPORTANT
LESSONS

1

PUT PEOPLE AHEAD OF PERSONAS

If you only focus on media audiences, you lose critical context of why people are doing what they do – without a real human insight, your work will be less effective.

2

DO NOT PERSONALIZE BRANDS TO BLAND:

Mindless personalization will dilute your brand, and you will look and feel just like everyone else – we must bring your brand's personality into personalization.

3

QUALITY IS MORE IMPORTANT THAN VOLUME

A large variety of tactics can drive efficiencies but not effectiveness – we must target the consumer behaviors most connected to the purchase behavior.

4

TRUE, OPEN COLLABORATION IS CRITICAL:

Doing personalization the right way requires marketing teams to work together with tech partners, creative, and media agencies.

IT WAS TIME
TO GO A
STEP FURTHER...





FROM:



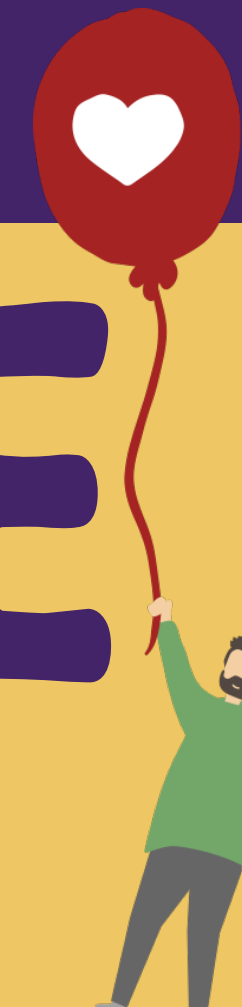
PERSONALIZATION@SCALE.

The ability to combine technology and data to uniquely connect with consumers at heroic volume.

TO:

EMPATHY@SCALE

The right connection between 'you' and a brand that is right for 'you' at the right moment for 'you'



E@S IS ABOUT GETTING CLOSER TO PEOPLE'S HEARTS...

MASS...

'12-17

INTENT:

COMMUNICATION

IDEA:

BIG

TARGET:

ALL

MESSAGE:

BROAD

MEDIA:

MEGAPHONE

SCOPE:

VIDEO



P@S...

'17-20

ENGAGE

FRAGMENTED

CLUSTERS

CUSTOMIZED

PLATFORM

PAID MEDIA



E@S...

'20-23

CONNECT & CONVERT

RIGHT

BELIEFS & BEHAVIORS

RELEVANT

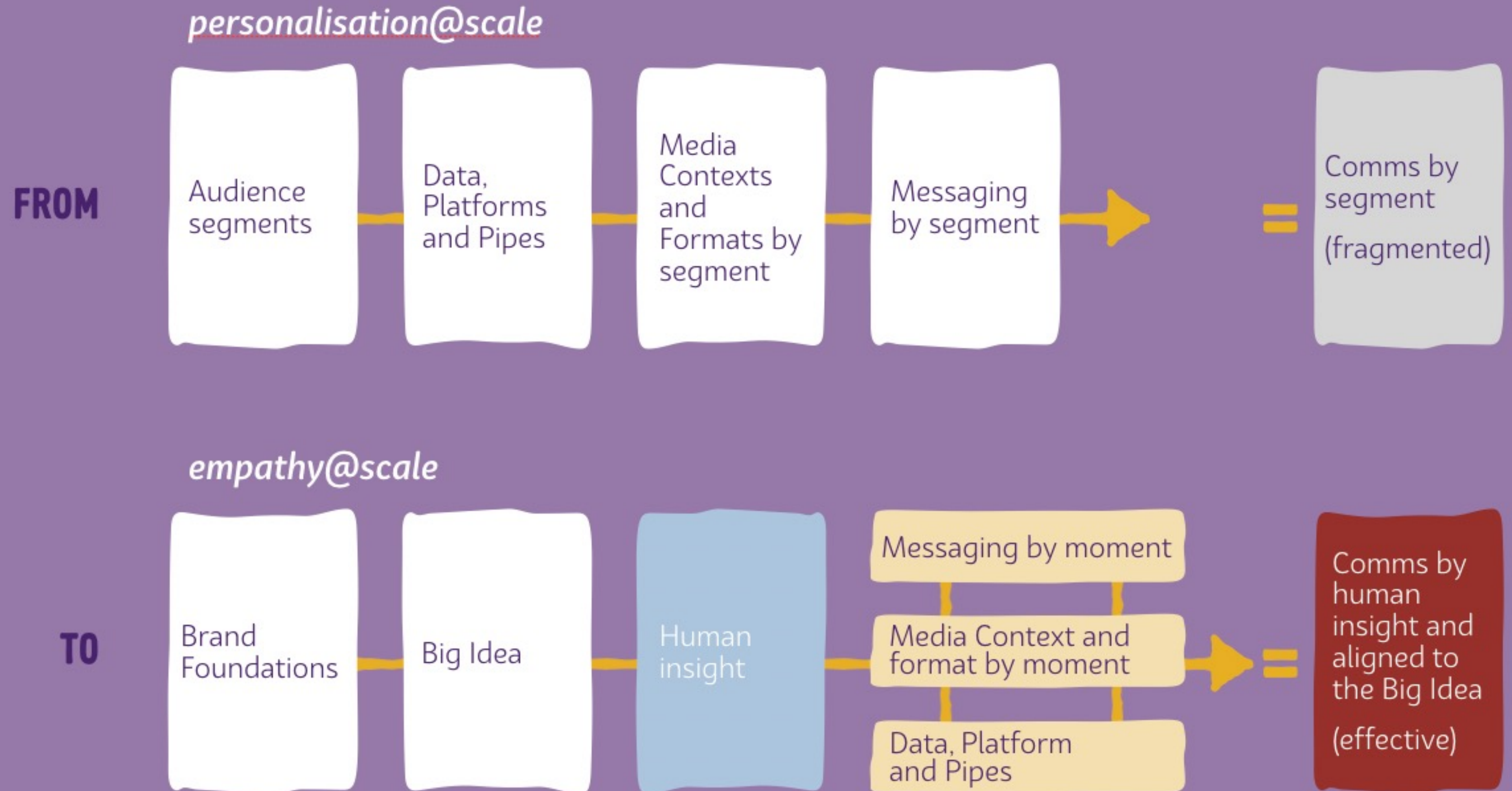
PARTNER

ALL CONSUMER TOUCHPOINTS



E@S IS A CRITICAL EVOLUTION

To achieve a shift from Personalisation@Scale to Empathy@Scale we need to establish connections between 'you' and a brand that is right for 'you' at the right moment for 'you'.



EXAMPLES OF EMPATHY @ SCALE

OGILVY & WM – India

Silk E@S

The collage for Silk E@S includes:

- A grid of six video thumbnails with captions: "Your shade of love", "Love Premiere", "Love in store", "The extra mile for love", "Tune of Love", and "Love in the air".
- A strategy diagram titled "Getting closer to people's hearts" with three main sections: "AUDIENCE" (Millennials & Gen Z), "CONTEXT" (Romantic moments), and "MOMENTS" (Love stories). It also lists "Key messages" and "Key touchpoints".
- Three posters for Valentine's Day 2021, each featuring a different actor and the text: "THIS VALENTINE'S 2021, HOW FAR WILL YOU GO FOR LOVE?". The posters are titled "Your Shade of Love", "Love in Store", and "The Extra Mile for Love".

MILKA ALL-STARS

Equity Launch

The collage for Milka All-Stars Equity includes:

- A photo of an older man and a young boy sitting together on a bench.
- A poster featuring a dog and the text: "MILKA HERBERT & CO. GIVES YOU THE BEST OF BOTH WORLDS. BECOMING JEDE NEUZE MILKA".
- A billboard with the text: "Will you ignore your mom's call?" and "Will you love your mom's call?".
- A collection of digital assets: "Tender Words Bar" (chocolate bars), "Filters & Stickers" (three smartphone screens showing a filter), "Personalisation" (a smartphone screen with a personalized message), "Personalised eCommerce" (a laptop screen showing a personalized product page), and a vertical smartphone screen with the text: "Will you ignore your mom's call?" and "Will you love your mom's call?" along with a "TENDER TASTE IS BETTER" hashtag.



**How far will
you go for love?**

.....❤️.....
Empathy@Scale



OUR DIGITAL JOURNEY SO FAR HAS DELIVERED...

2018 = +16%

2019 = +19%

2020 = +40%



BUT WE PLAN TO GO FURTHER...

DIGITAL ROI OBJECTIVES

\$2.70



PERSONALIZATION WITH
EMPATHY@SCALE IS
PERSONALIZATION
MADE RIGHT.

FOR SNACKING
MADE RIGHT.



SHAPE THE FUTURE OF MODERN MARKETING



THANK YOU

