MARKETING LEADERSHIP FORUM

MMA

#MMAF2016



Forget Unicorns: Breeding Dragons in a Mobile World



B. BONIN BOUGH

Chief Media and eCommerce Officer
Mondelēz International

MARKETING LEADERSHIP FORUM

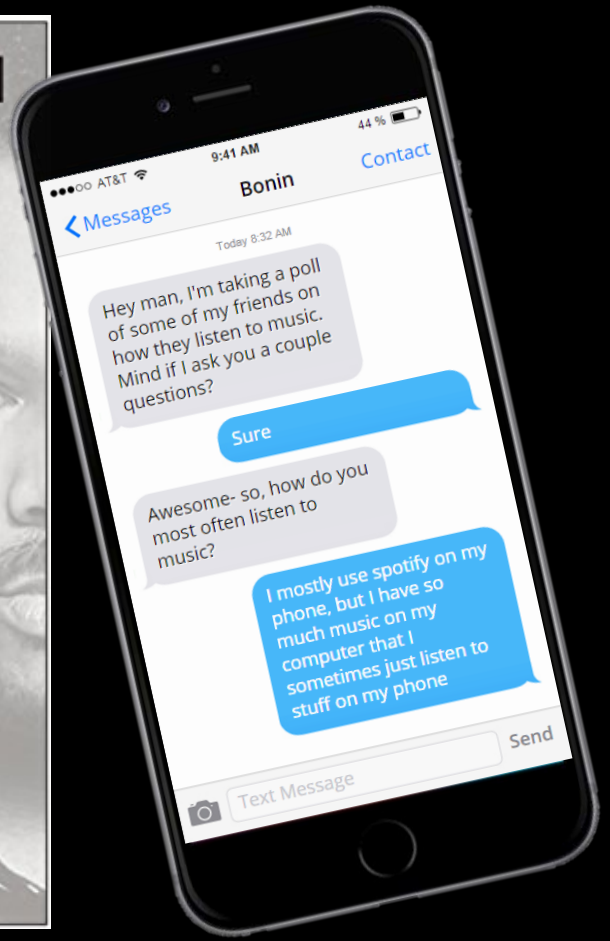
MMA
#MMAF2016



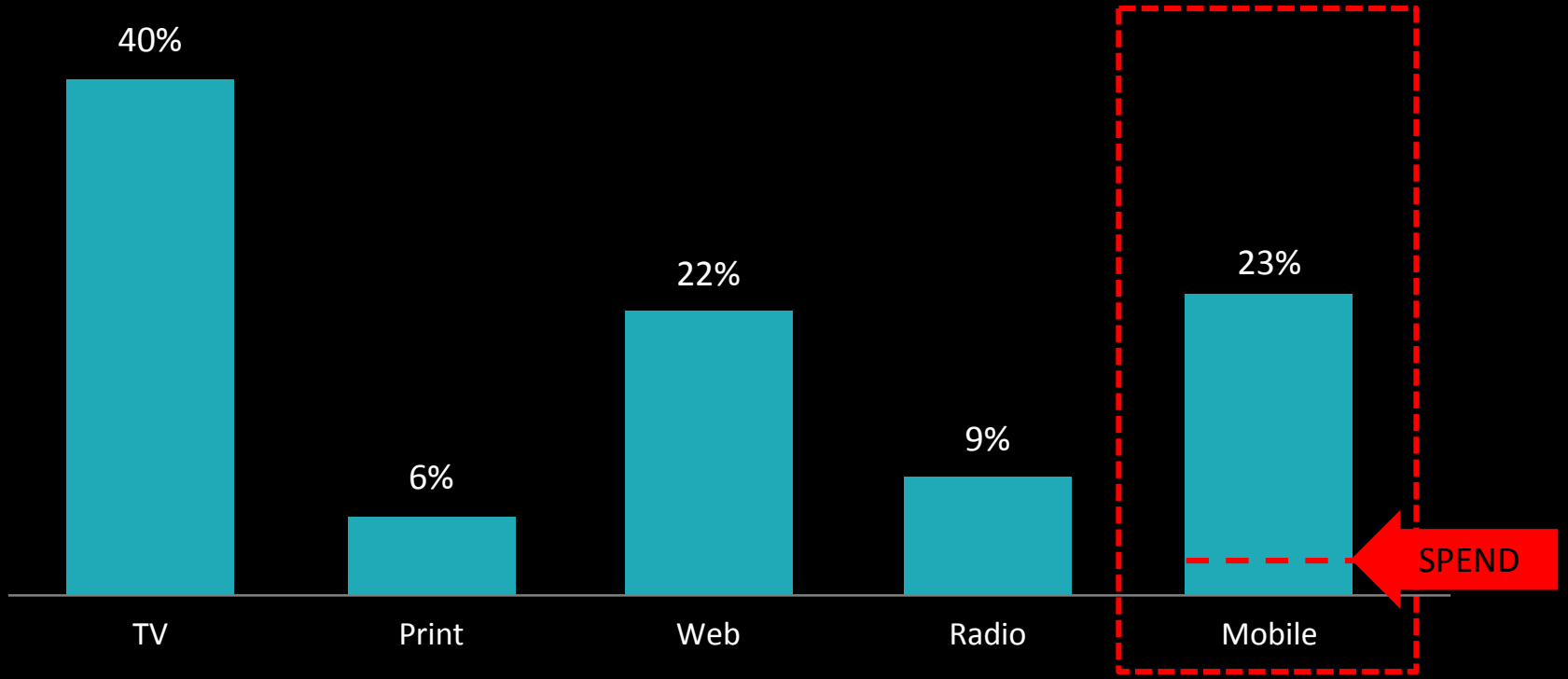
From Unicorns To Dragons

B. Bonin Bough
Chief Media & eCommerce Officer
Mondelez International


B. BONIN BOUGH
TXT ME
(646)759-1837
YOUR PHONE
HAS CHANGED
YOUR LIFE.
LET'S TALK
ABOUT IT.


AT&T
9:41 AM
44 %
Messages
Bonin
Contact
Today 8:32 AM
Hey man, I'm taking a poll of some of my friends on how they listen to music. Mind if I ask you a couple questions?
Sure
Awesome- so, how do you most often listen to music?
I mostly use spotify on my phone, but I have so much music on my computer that I sometimes just listen to stuff on my phone
Text Message
Send


Crest



Sources: VSS, Mary Meeker (KPCB), comScore, Alexa, Flurry Analytics

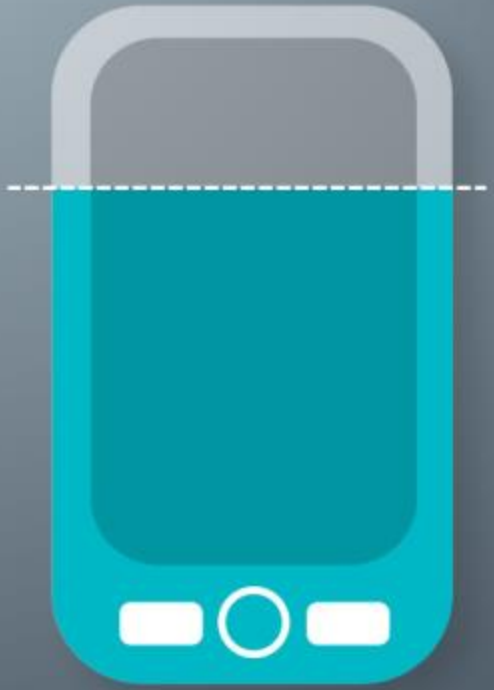
I THINK WE MAY NEED A MOBILE STRATEGY

SORRY, DID YOU SAY SOMETHING?



TOM FISH BURNE

There are **7 Billion** people on earth



5.1 Billion
own a cell phone

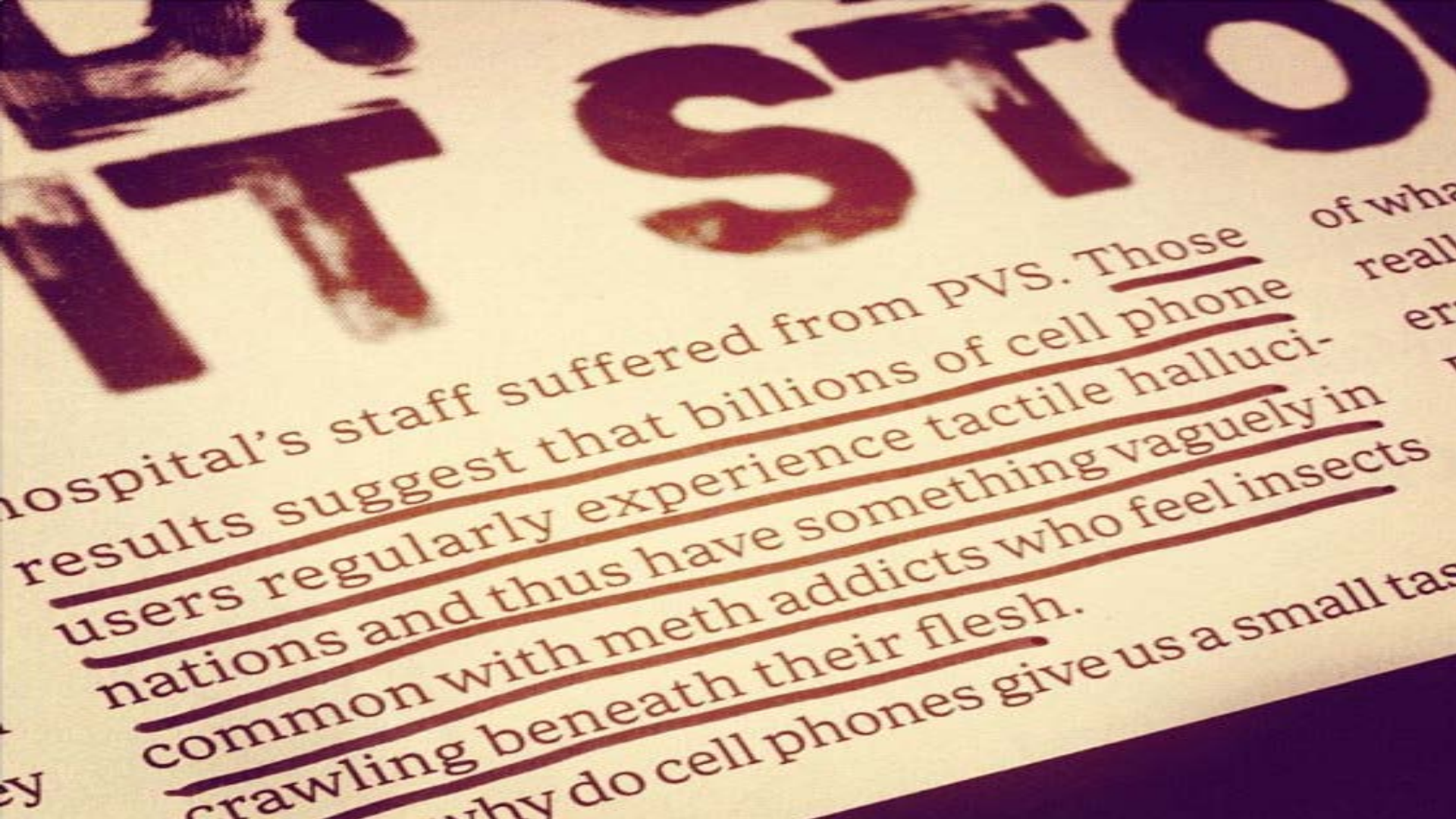


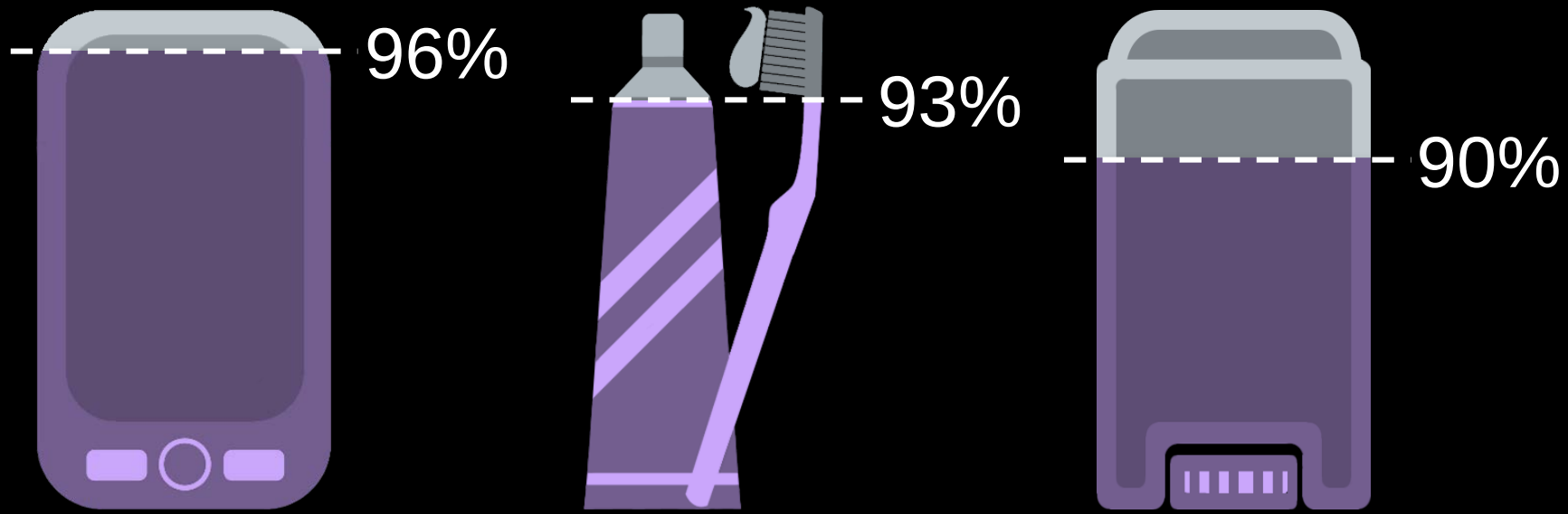
4.2 Billion
own a tootbrush

STONEBRIDGE
CHURCH OF GOD

HONK IF YOU LOVE JESUS TEXT WHILE DRIVING IF YOU WANT TO MEET HIM

SUN. SCHOOL	SUN. WORSHIP	WED.
10:00 AM	11:00 AM & 6:00 PM	7:00 PM


T STO
hospital's staff suffered from PVS. Those
results suggest that billions of cell phone
users regularly experience tactile halluci-
nations and thus have something vaguely in
common with meth addicts who feel insects
crawling beneath their flesh.
why do cell phones give us a small tas


96%
93%
90%









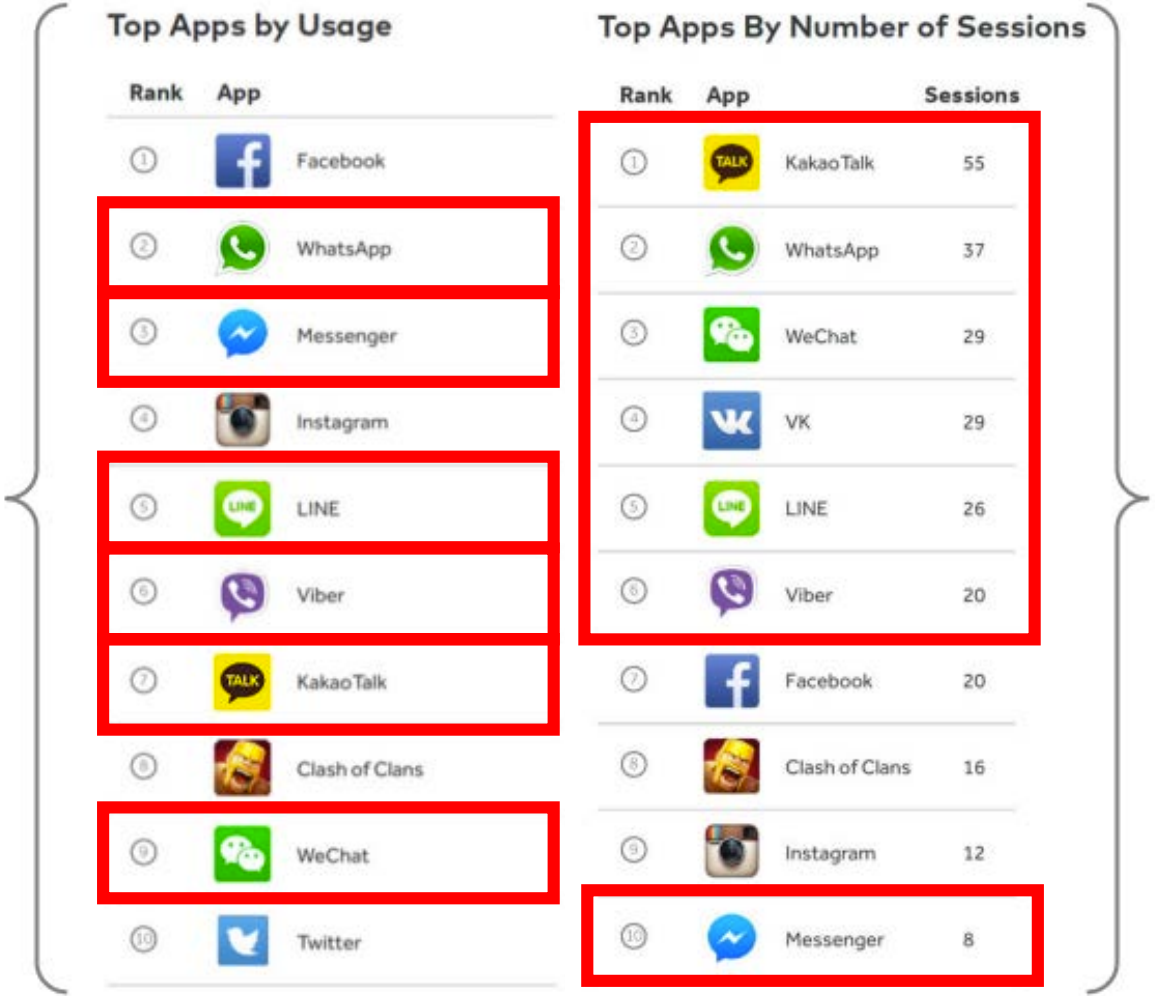


In 2011, only one messaging app made it into the top 10 most popular apps

Top 10 apps of 2011

Rank	Application
1	Angry Birds by Rovio Mobile Ltd.
2	Facebook by Facebook, Inc.
3	Skype by Skype Software S.a.r.l
4	Angry Birds Rio by Rovio Mobile Ltd.
5	Google Maps by Google, Inc.
6	iBooks by Apple
7	Angry Birds Seasons by Rovio Mobile Ltd.
8	Fruit Ninja by Halfbrick Studios
9	Talking Tom Cat by Outfit7
10	Twitter by Twitter, Inc.

Now, the top 6 most opened apps are messaging apps




97% of surveyed smartphone owners used
text messaging in the previous hour

4 billion

global active users of messaging apps









Facebook is building an incredible moat around the future of social with Messenger and WhatsApp

QUARTZ

Zuckerberg: Here's Why Facebook Forced You to Download Messenger

‹re/code›

Twitter finally drops the 140-character limit from direct messages

THE VERGE

Instagram Lets You Send Private Messages Via Instagram Direct

Forbes

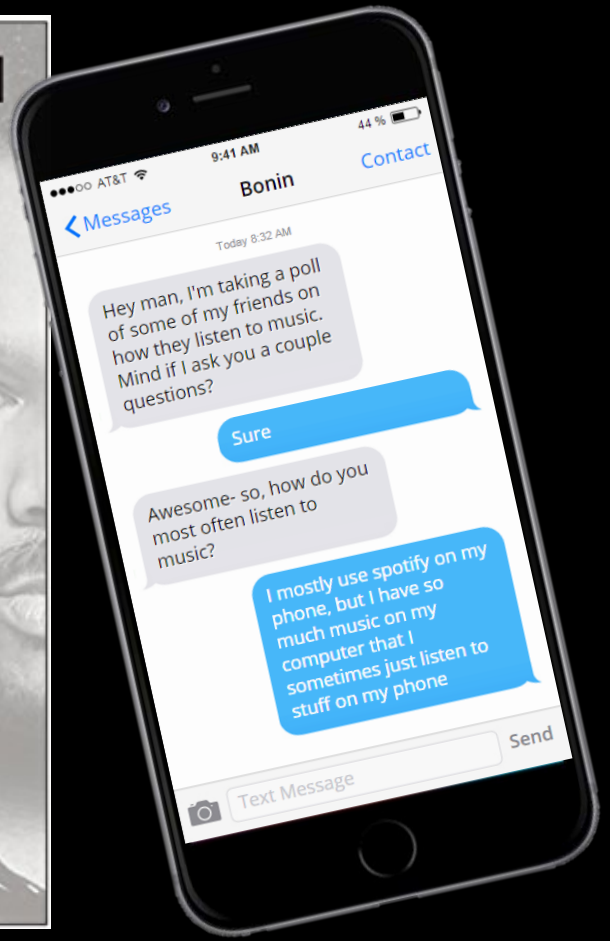


Ryan Leslie's SuperPhone:

“Beating Facebook To The Scalable Personal Messaging Table”

Forbes


B. BONIN BOUGH
TXT ME
(646)759-1837
YOUR PHONE
HAS CHANGED
YOUR LIFE.
LET'S TALK
ABOUT IT.


AT&T
9:41 AM
44 %
Messages
Bonin
Contact
Today 8:32 AM
Hey man, I'm taking a poll of some of my friends on how they listen to music. Mind if I ask you a couple questions?
Sure
Awesome- so, how do you most often listen to music?
I mostly use spotify on my phone, but I have so much music on my computer that I sometimes just listen to stuff on my phone
Text Message
Send





FORTUNE **THE UNICORN LIST**

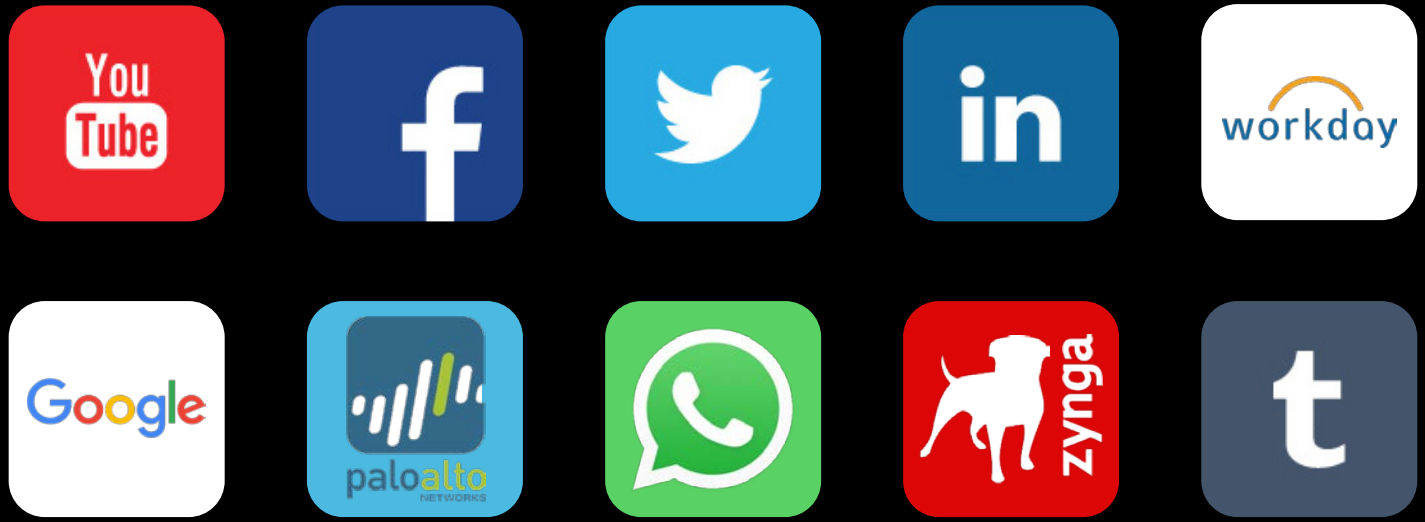
1.	Uber	San Francisco, Calif. Transportation services	$62
2.	Xiaomi	Beijing, China Consumer electronics	$46
3.	Airbnb	San Francisco, Calif. Lodging services	$25
4.	Palantir	Palo Alto, Calif. Data analytics software	$20
6.	Snapchat	Venice, Calif. Social media	$16
5.	Didi Kuaidi	Beijing, China Transportation services	$16
8.	Flipkart	Bangalore, India E-commerce	$15
7.	China Internet Plus	Beijing, China Internet services	$15
9.	SpaceX	[illegible]	$12
10.	Pinterest	San Francisco, Calif. Social media	$11

Top 50 unicorns are valued at over $1.3 trillion



Gilt's Unicorn Tale Comes To An End After Being Acquired For $250M

Posted Jan 7, 2016 by Matthew Lynley (@mattlynley)



Only 25% of unicorn investments turned out to be dragons


Can dragons breed dragons?



Dragon (n)

A startup-minded business that, building on the strength of its parent company, launches an industry-disrupting model that moves faster, is stronger and scales across an organization



MUSIC Pay

AppleCare Protection Plan

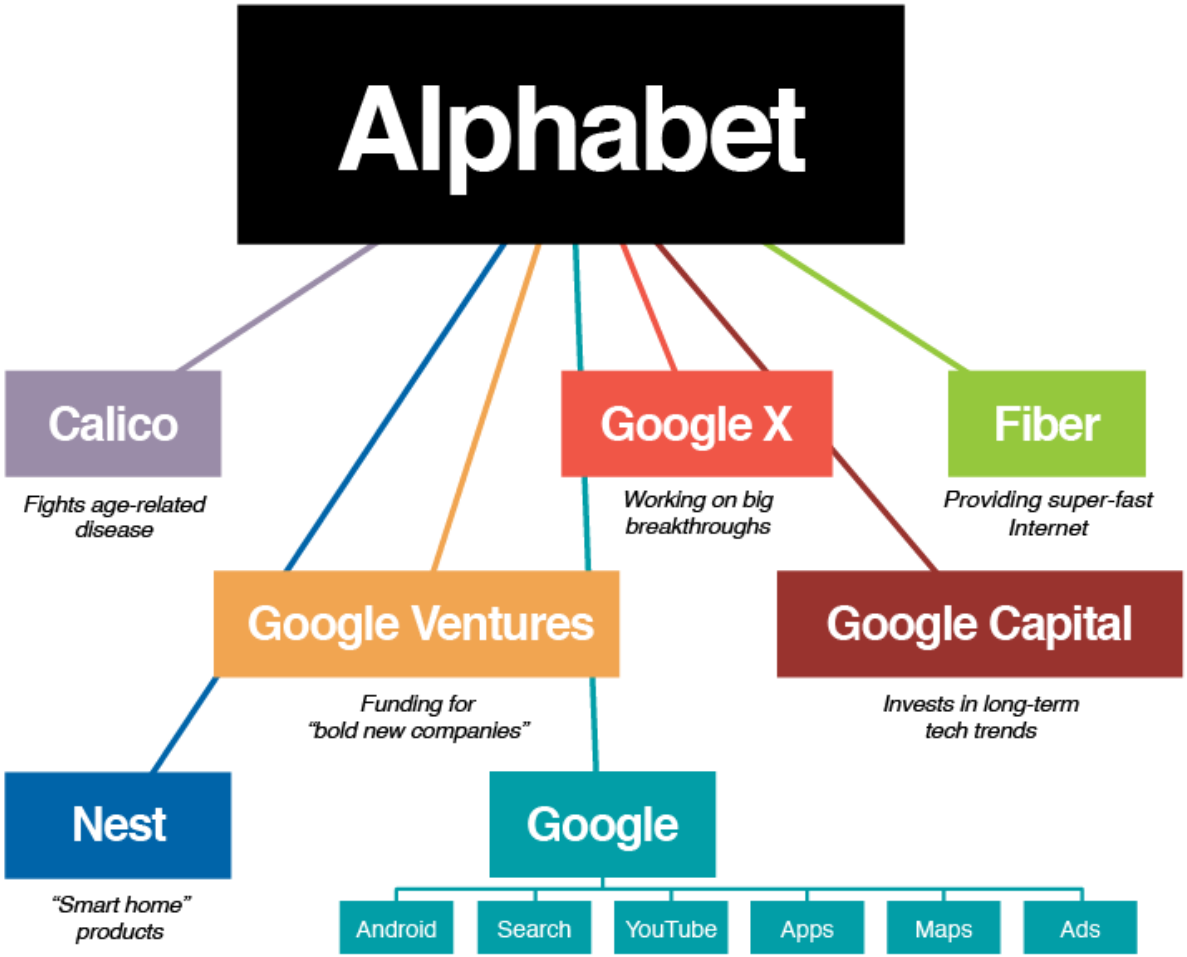
Apple Services

$20 billion



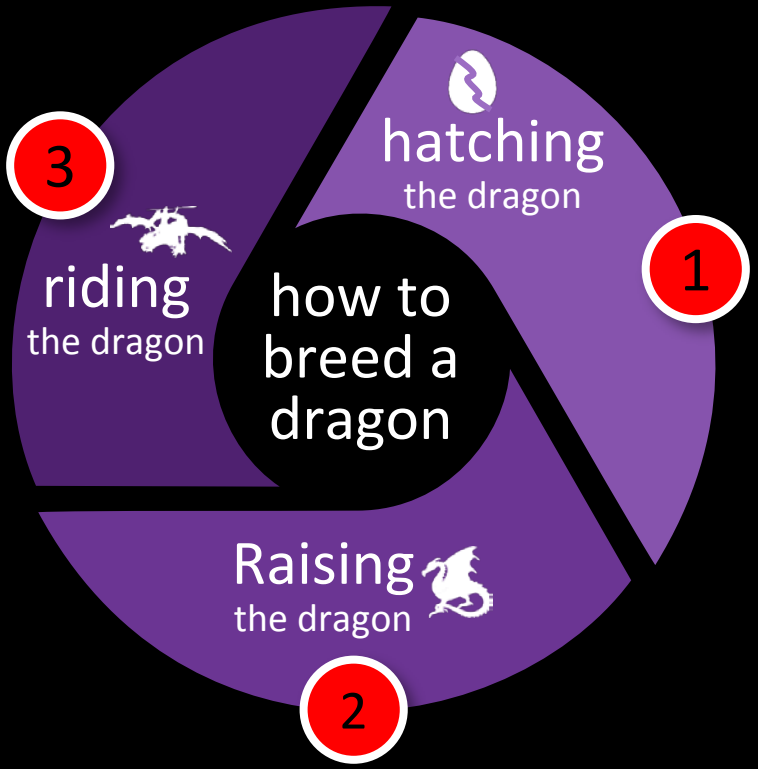


$7.88 billion


Alphabet
Calico
Fights age-related disease
Google X
Working on big breakthroughs
Fiber
Providing super-fast Internet
Google Ventures
Funding for "bold new companies"
Google Capital
Invests in long-term tech trends
Nest
"Smart home" products
Google
Android
Search
YouTube
Apps
Maps
Ads

If a tech giant can do it, why can’t a company like Mondelez do it?





How do we raise an egg of an idea into a full-blown dragon?


Hatching Dragons


Mondelēz
International
mobile futures
the future in 90 days

mobile futures
the future in 90 days

waze — OUTSMARTING TRAFFIC, TOGETHER
Shelby.tv
dailybreak
ROXIMITY
inmarket
endorse
banjo
kiip
LISNR

shopper futures
the future of retail in 90 days

Albertsons
Wakefern FOOD CORP.
Kum & Go
metro
Macs
Sampler
meijer
Aislelabs
earshot
7-ELEVEN
STRAP
FRECKLE
QuickChek Get fresh. Go fast.
aisle411

mobile futures australia
the future in 90 days

proximiti location-based services
snaploader
SkyFii
issue.
MYSHOUT

mobile futures brasil
o futuro em 90 dias

eyllo
Tysdo THINGS YOU SHOULD DO
collect
GUILE 3D
iPostal


Raising Dragons


FEARLESS

LIBRARY CULTURE **CHEESE RANK** RECIPES INSIDER

YOUR GO-TO GUIDE FOR ALL THINGS CHEESE



Join our team

today's talent. tomorrow's success.™ LUCASGROUP

CHEAT SHEET

TYPE
Blue Cheese
Cheddar

ORIGIN
United Kingdom

MILK TYPE
Cow's Milk

PRODUCER
Long Clawson Dairy

TEXTURE
Crumbly
Smooth
Dense

LIBRARY

Huntsman

Two cheeses in one!

BY JAMES GENTRY DECEMBER 28TH, 2015









Riding Dragons

2012



Daily Twist Campaign

2013

2012

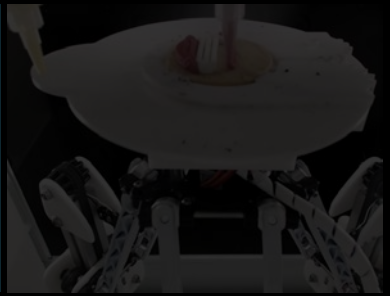


Daily Twist Campaign



Super Bowl “Dunk in the Dark”

2014



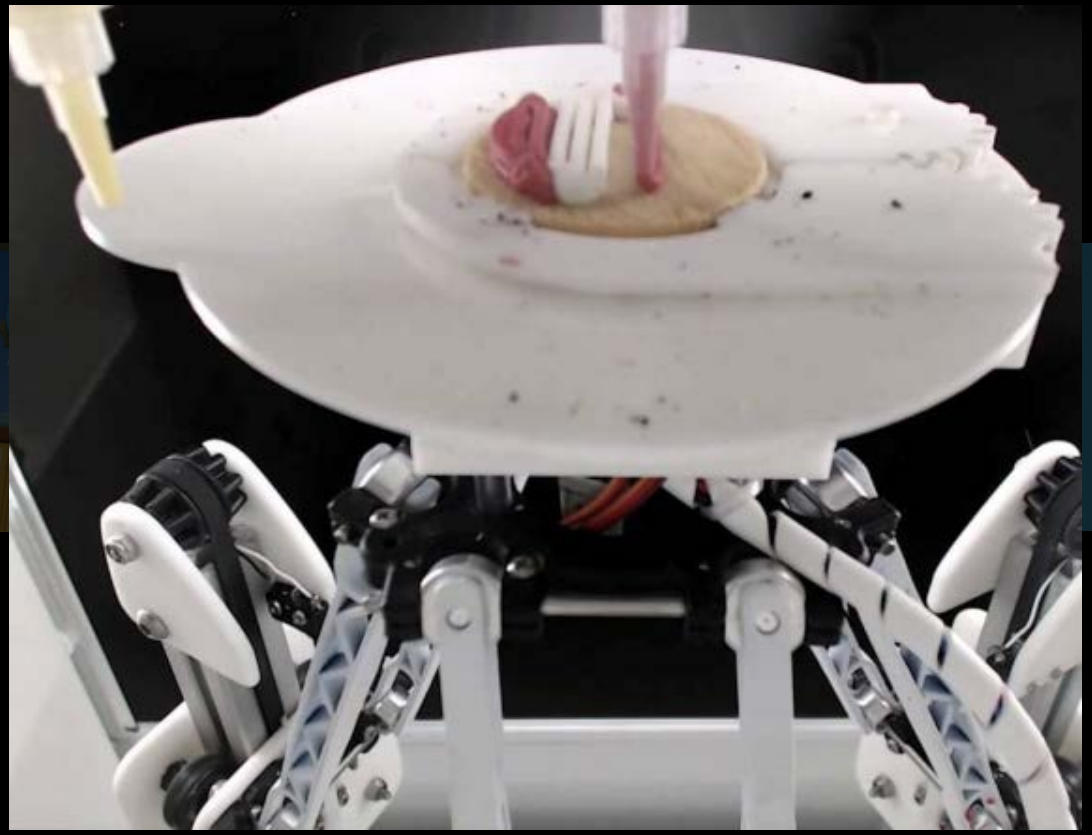
Trending Vending

2014

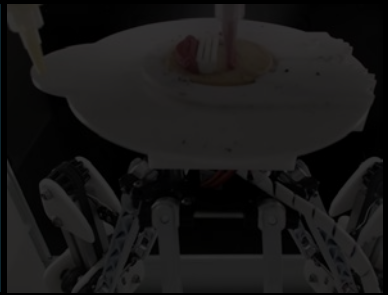
2012



Daily Twist Campaign



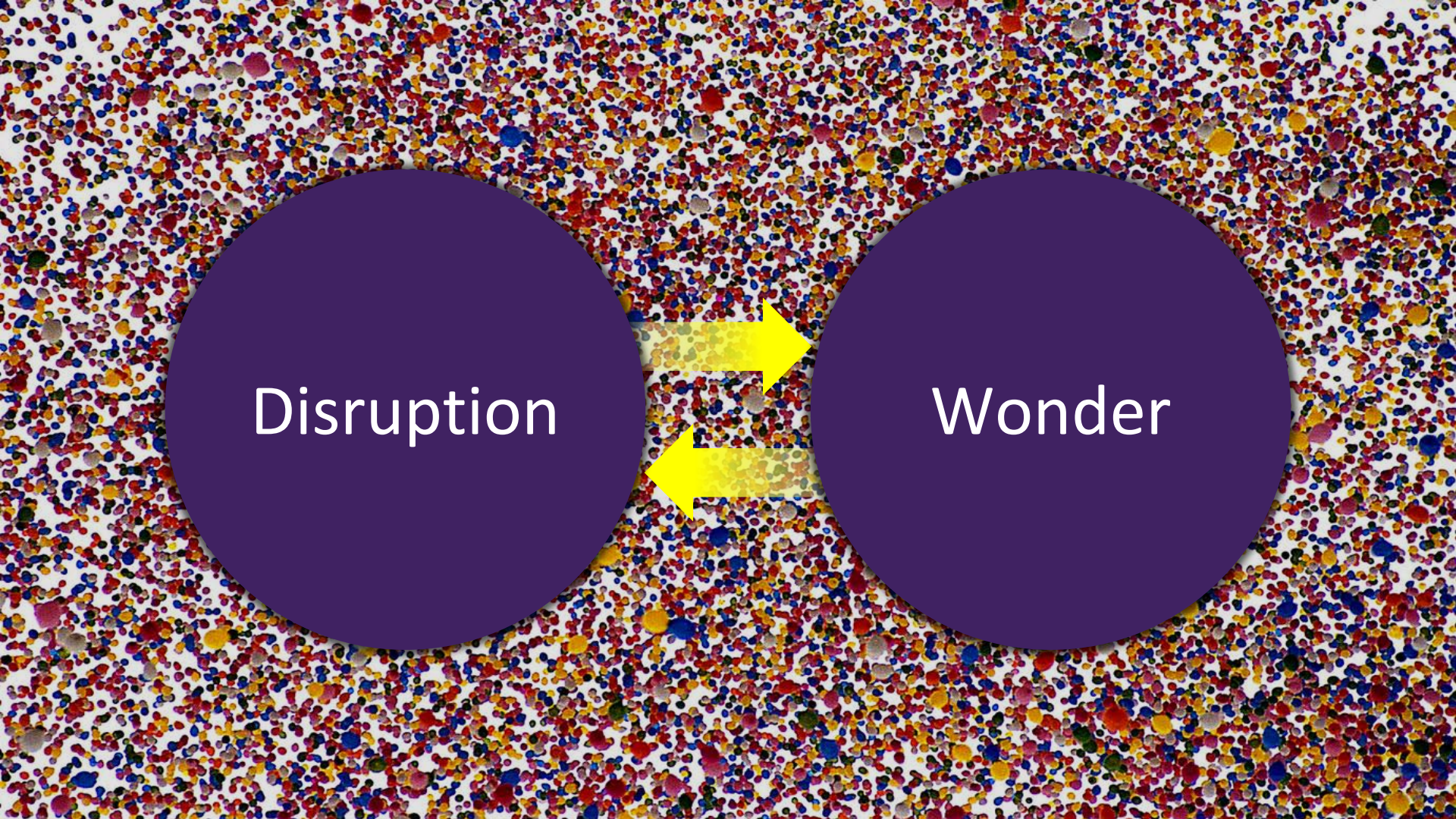
2014



Trending Vending

Trending Vending


HAPPY
HOLIDAYS!
OREO
JOY
milk n'
WINTER
CHOCOLATE
SANDWICH COOKIES
NET WT
14.3 OZ (405G)


Disruption
Wonder

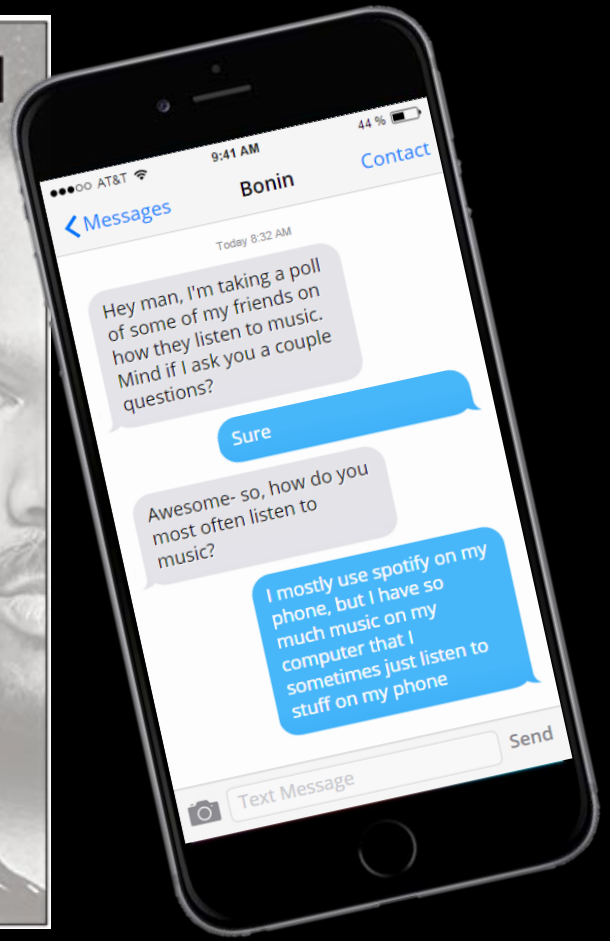


TODAY, HE KEEPS IN TOUCH WITH OVER 38,000 FANS VIA HIS SUPERPHONE, A PRODUCT OF DMM.

PERSONAL RELATIONSHIP MANAGEMENT


OREO


B. BONIN BOUGH
TXT ME
(646)759-1837
YOUR PHONE
HAS CHANGED
YOUR LIFE.
LET'S TALK
ABOUT IT.


AT&T
9:41 AM
44 %
Messages
Bonin
Contact
Today 8:32 AM
Hey man, I'm taking a poll of some of my friends on how they listen to music. Mind if I ask you a couple questions?
Sure
Awesome- so, how do you most often listen to music?
I mostly use spotify on my phone, but I have so much music on my computer that I sometimes just listen to stuff on my phone
Text Message
Send

MARKETING
LEADERSHIP
FORUM

Forget Unicorns: Breeding Dragons in a Mobile World

MMA