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## **Mondelez International Partners with Facebook on Creative Video Content and E-Commerce**

### **Collaboration Focuses on Delivering Tailored Video Content and Exploring New Models for Mobile Commerce**

DEERFIELD, Ill., June 23, 2015 /PRNewswire/ -- Mondelez International today announced that it has renewed its global strategic partnership with Facebook, the world's largest discovery platform, with a focus on creating and delivering creative video content and driving impulse snack purchasing online. Through this partnership, the companies will work together to leverage and innovate around two of the fastest growing consumer behaviors on social media platforms: video consumption and mobile commerce.



"The partnership with Facebook is a core element of our fearless marketing vision which aims at accelerating growth through transformational marketing," said Dana Anderson, Senior Vice President and Chief Marketing Officer at Mondelez International. "Investing in large-scale media partnerships enables us to connect our brands with consumers in new creative ways."

On the video front, a dedicated, full-time Facebook creative strategist will work alongside Mondelez International marketers and its agencies to develop scalable video content natively for the platform to optimize social engagement. In addition, Facebook will be responsible for developing playbooks, webinars and eLearning modules that create a unified approach to developing content for the platform across Mondelez International brands. The partnership also includes opportunities to opt into beta-testing programs on Facebook and Instagram. Brokered in conjunction with Dentsu Aegis Media, the agreement covers 52 countries, including Brazil, France, India, Indonesia, the U.K., the U.S. and the Gulf States.

"Our recent campaigns with brands like *Philadelphia* in Europe have demonstrated that we can deliver engaging, tailor-made video on Facebook and seamlessly convert that content into purchases," said Gerry D'Angelo, Media Director Europe at Mondelez International. "Partnering with Facebook allows us to leverage their video platform, which is currently the fastest-growing. Combined with their unparalleled reach and social sharing capabilities, we have the opportunity to make Facebook our single largest-selling channel."

On the e-commerce front, Mondelez International and Facebook will work together to test scalable solutions to drive impulse purchases with some of the company's Power Brands across key markets such as Australia, India, the U.K. and the U.S.

"Facebook is the number one player in mobile, and its ability to reach millennial consumers, our primary target audience, is what makes our partnership so invaluable," said Cindy Chen, Global Head of E-Commerce at Mondelez International. "Used by consumers and distributors alike, Facebook is the ideal channel for cracking the code on how to 'sell a cookie online,' creating a true social digital commerce model with the potential to become our largest digital storefront."

"Working with partners like Mondelez International inspires us to build innovative programs and impactful campaigns that drive business results," said Carolyn Everson, VP Global Marketing Solutions, Facebook. "We are thrilled to have the opportunity to co-create the future of mobile commerce together."

#### **About Mondelez International**

Mondelez International, Inc. (NASDAQ: MDLZ) is a global snacking powerhouse, with 2014 revenue of \$34 billion. Creating delicious moments of joy in 165 countries, Mondelez International is a world leader in biscuits, chocolate, gum, candy, coffee and powdered beverages, with billion-dollar brands such as *Oreo*, *LU*, *Cadbury*, *Cadbury Dairy Milk* and *Milka* chocolate; *Trident* gum; *Jacobs* coffee and *Tang* powdered beverages. Mondelez International is a proud member of the Standard and Poor's 500, NASDAQ 100 and Dow Jones Sustainability Index. Visit [www.mondelezinternational.com](http://www.mondelezinternational.com) or follow us on Twitter at [www.twitter.com/mdlz](https://twitter.com/mdlz).

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