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Mondelez International Partners with Facebook on Consumer Insights and Messaging

DEERFIELD, Ill., June 21, 2016 (GLOBE NEWSWIRE) -- Mondelēz International today announced that it has renewed its global strategic partnership with Facebook, the world's largest mobile platform. The companies will work together to leverage and innovate around consumer insights and Messenger to create more meaningful mobile-first experiences between people and brands.

"Mobile is the most profound disruption we've ever seen in business," said Bonin Bough, Chief Media and E-Commerce Officer at Mondelēz International. "People are living their lives on mobile. It's changed the way we discover, experience and share. It's also changing the advertising industry, and messaging will have an even greater impact on how brands engage with consumers than social media has. Continuing to invest in a large-scale media partnership with Facebook will help us connect our brands with our consumers while fueling growth."

On the consumer insights front, Mondelēz International is an early partner using Facebook's newly announced Audience Insights API, a way for brands to better understand and leverage information about their consumers to create meaningful marketing campaigns. Mondelēz International piloted this new platform for its *Cadbury* brand's latest campaign in the UK. By being a part of the Facebook Audience Insights API Beta in partnership with agencies Carat, Elvis and Fallon, the brand team was able to gain better and deeper insights into what content really matters to people and to deliver more engaging and efficient creative.

"Our *Cadbury* 'Taste like Joy Feels' campaign has demonstrated that scaled, personalized, mobile-first advertising creative is incredibly impactful," said Gerry D'Angelo, Media Director Europe at Mondelēz International. "Facebook's Audience Insights API helped us better understand the ways in which our consumers think about chocolate and how those feelings change depending on the day of the week. As a result, we were able to deliver a more meaningful campaign, achieving unprecedented campaign awareness among our audiences."

On messaging, Mondelēz International and Facebook will work together to experiment on the Messenger platform, including the newly launched bots for Messenger platform. The objective is to pilot ways for consumers to interact in real-time with Mondelēz International brands and consumer services globally through the power of Messenger threads.

"With 900 million people using Messenger every month, this platform offers a great way to interact with our consumers in real-time. This could potentially be a new channel for us for commerce and consumer support," said D'Angelo.

"Our partners at Mondelēz International understand that mobile presents an opportunity to bring their brands closer to consumers than ever before," said Will Platt Higgins, Vice President, Global Accounts, Facebook. "When you have products that are as beloved as those created by Mondelēz International, it only makes sense to give them even more of a voice and new ways to interact with the people that love them."

Brokered in conjunction with Carat, the agreement covers 52 countries, including Brazil, France, India, Indonesia, the U.K., the U.S. and the Gulf States.

About Mondelēz International

Mondelēz International, Inc. (NASDAQ:MDLZ) is a global snacking powerhouse, with 2015 net revenues of approximately \$30 billion. Creating delicious moments of joy in 165 countries, Mondelēz International is a world leader in biscuits, chocolate, gum, candy and powdered beverages, with billion-dollar brands such as *Oreo*, *LU* and *Nabisco* biscuits; *Cadbury*, *Cadbury Dairy Milk* and *Milka* chocolate; and *Trident* gum. Mondelēz International is a proud member of the Standard and Poor's 500, NASDAQ 100 and Dow Jones Sustainability Index. Visit www.mondelezinternational.com or follow us on Twitter at [www.twitter.com/MDLZ](https://twitter.com/MDLZ).

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