



October 4, 2012

## **Mondelez International Launches Mobile Futures**

### **Breakthrough Initiative Will Shape the Future of Mobile in 90 Days by Teaming with Start-Ups**

## **Mondelez International Launches Mobile Futures**

### **Breakthrough Initiative Will Shape the Future of Mobile in 90 Days by Teaming with Start-Ups**

NEW YORK, Oct. 4, 2012 /PRNewswire/ -- Mondelez International, Inc. (NASDAQ: MDLZ), the world's pre-eminent maker of chocolate, biscuits, gum and candy - formerly Kraft Foods Inc. - today announced a breakthrough mobile marketing initiative during New York's Advertising Week. The new program, *Mobile Futures*, aims at igniting the company's consumer connections by working and collaborating with some of the brightest and most innovative minds in the mobile space – start-up entrepreneurs. The program will pair Mondelez International's power brands with select start-ups to not only accelerate and scale existing mobile innovations, but also incubate brand new mobile ventures, each in just 90 days.

"American consumers spend more than 23 percent of their daily media consumption on a mobile device. Yet most marketers dedicate less than one percent of their media spend to mobile. This is a huge gap, and it's driving us at Mondelez International to think differently about consumer engagement and path to purchase," said Bonin Bough, Vice President of Global Media and Consumer Engagement at Mondelez International. "We are planning to invest 10 percent of our global marketing budget in mobile activations and channels across the entire consumer journey. Our goal is to become one of the top mobile marketers in the world. And *Mobile Futures* demonstrates how committed we are to get there."

#### ***Mobile Futures* – Shaping the Future of Mobile in 90 Days**

The first phase of the program is about understanding and embracing the start-up entrepreneurial spirit. Selected start-ups will work one-on-one with Mondelez International's brands, such as *Oreo*, *Trident*, *Ritz* and *iDGum*, to scale and activate pilots into market within 90 days. Brands will also spend one week working alongside their start-ups, immersing the company's marketers into start-up culture.

Next, the company will bring the start-up spirit inside the organization and spark "intrapreneurship." With the help of the program's start-ups and incubator PreHype, brands will create and incubate completely new mobile ventures. At the end of 90 days, Mondelez International will pitch those new venture concepts to angel investors and venture capitalists with the hopes of securing seed funding.

"*Mobile Futures* is a first of its kind program because it begins and ends with startups. Startups are the innovative lifeblood for the digital world and we are committed to supporting them," continued Bough. "At the same time, this program will further drive innovation within our own organization and create a culture of 'intrapreneurship'. Out of that new culture will emerge new, innovative ideas that will shape the future of mobile."

"*Mobile Futures* is so exciting for us because it offers a chance to unlock an emerging platform. Every brand is searching for the right way to use mobile to enhance consumer engagement. This initiative harnesses true experts to accelerate our growth in this space," said Cindy Chen, Director of Marketing for *Oreo* at Mondelez International.

"This initiative demonstrates to the world the level of mobile innovation and scale that can be delivered through an organization of Mondelez International's size," said Greg Stuart, global CEO of the Mobile Marketing Association. "The value of mobile as a communication channel can no longer be challenged with mobile offering endless opportunities for brands to connect with consumers in a more powerful and personalized way. Mondelez International's *Mobile Futures* program is truly raising the bar for the rest of the industry to follow and shaping the future of media with mobile leading the charge, and the MMA is thrilled to help."

#### **The *Mobile Futures* Network**

The *Mobile Futures* Network consists of innovative organizations whose knowledge and experience will be invaluable to the success of the program. Members include: Viacom; AT&T AdWorks; two key convenience retailers; incubator partners Prehype and Kicklabs; angel and venture capital investors: First Round Capital, New World Ventures, Commerce Ventures,

OCA Ventures, Intel Capital, BlueRun Ventures and Transmedia Capital; the Mobile Marketing Association; the Boston Consulting Group; and agency partners: Ruder Finn, Horizon Media and MediaVest. These organizations will play a key role in various stages of the program by bringing their unique expertise and perspective.

## **Open Call Announced at Advertising Week 2012**

In a keynote address during Advertising Week's official mobile event – "SM2: Smarter Mobile Marketing" presented by the Mobile Marketing Association (MMA) – Bough issued an open call to start-ups operating in some of the most exciting areas of mobile – social TV, mobile at retail and SoLoMo (social/location/mobile). Start-ups are encouraged to apply online at [www.mobilefutures.com](http://www.mobilefutures.com) when the application process opens on Wednesday, October 10 at 9:00 am EST. The application process will remain open until 5:00 pm EST on Friday, November 9, 2012.

For more information on *Mobile Futures*, please visit [www.mobilefutures.com](http://www.mobilefutures.com).

## **About Mondelez International**

Mondelez International, Inc. (NASDAQ: MDLZ) is a world leader in chocolate, biscuits, gum, candy, coffee and powdered beverages. The company comprises the global snacking and food brands of the former Kraft Foods Inc. following the spin-off of its North American grocery operations in Oct. 2012. Mondelez International's portfolio includes several billion-dollar brands such as *Cadbury* and *Milka* chocolate, *Jacobs* coffee, *LU*, *Nabisco* and *Oreo* biscuits, *Tang* powdered beverages and *Trident* gums. Mondelez International has annual revenue of approximately \$36 billion and operations in more than 80 countries. Visit [www.mondelezinternational.com](http://www.mondelezinternational.com) and [www.facebook.com/mondelezinternational](http://www.facebook.com/mondelezinternational).

<b>Contacts:</b>	Valerie Moens	Melissa Kahaly
	Mondelez International	Ruder Finn
	+1-973-503-4533	212-583-2731
	<a href="mailto:news@mdlz.com">news@mdlz.com</a>	<a href="mailto:teammdez@ruderfinn.com">teammdez@ruderfinn.com</a>

SOURCE Mondelez International, Inc.