Inside and Out at Mondelez

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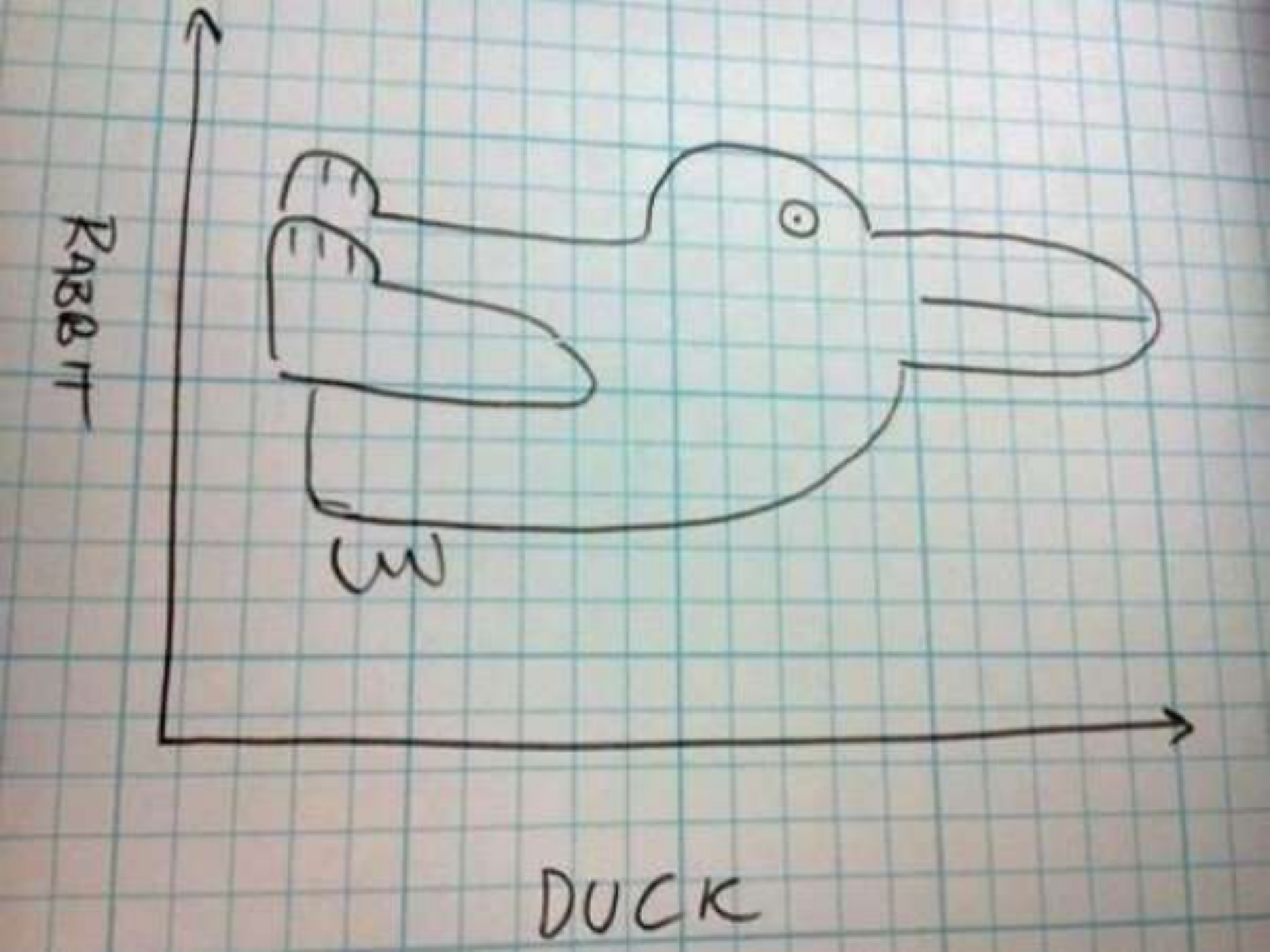
RABBIT
DUCK

Who are we

the power of big. and small.

We're a big company. But we believe, above all, in one thing – something that's unique to us – and that's the power of big *and* small. Yes, we have the scale and resources of a global powerhouse. But also the speed, creativity and agility of a fresh new start-up.

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Big and Small

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Objectives

To be fearless

Manage choices

Great work

Effective

Make better decisions

Objectives

Mark homework

Become Famous

Get more budget

Not lose budget

The Journey

2011 2012 2013 2014 2015 2016 2017

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5 lessons learned

1. Don’t get distracted

2. Try not to change suppliers

3. Don’t try and measure everything

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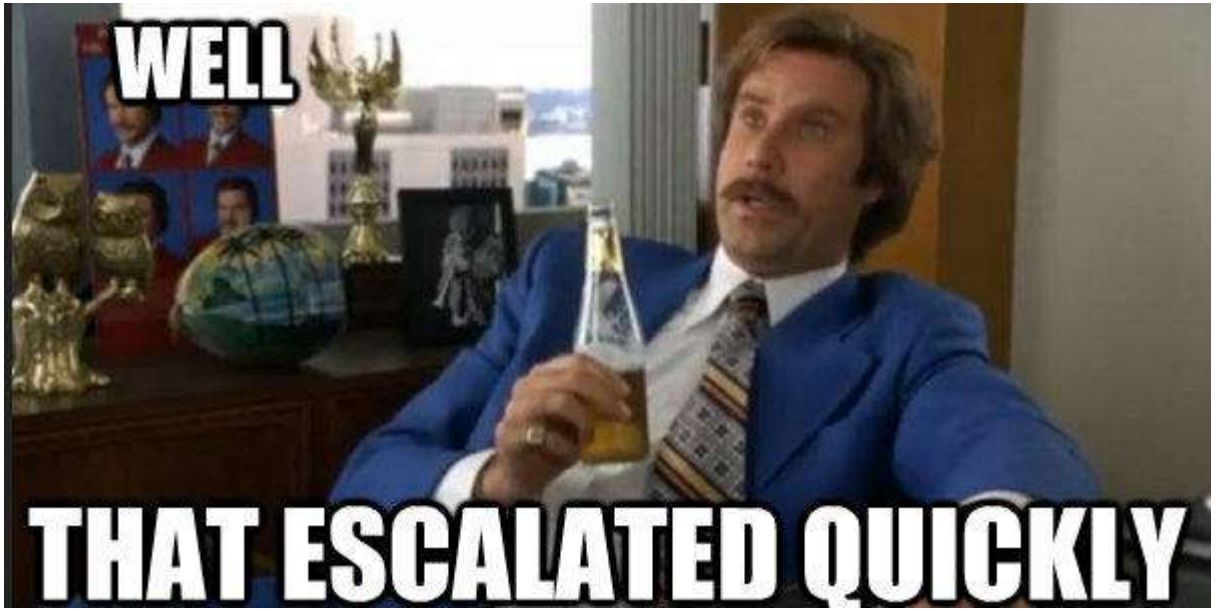
4. Don’t send all



5. Don’t predict the future

5 lessons learned

Don’t get distracted

Try not to change suppliers

Don’t try and measure everything

Don’t send all

Don’t predict the future

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Winning

“Good on you for converting a cynical marketer into a fan of media analytics”

“They are going to give me $5m spend in the region so where should I put it”

“We’ve just seen the ROI results for your country and going to give you another $2m to spend this year”

“I always knew that ad was crap”