



WHAT DO BRANDS WANT?

CASE STUDY - MONDELEZ
INTERNATIONAL
INMA 10TH JULY 2025

THE BRIEF...



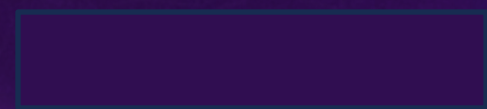
How do we build brand relevance with consumers?

How do we build brands with strong purpose?

What does it mean for media choices?

CADBURY DAIRY MILK'S JOURNEY

Story of becoming India's favourite MEETHA



CHOCOLATES HAD LITTLE RELEVANCE DURING 90S....



Traditional sweets ('Mithai')
entrenched in Indian culture...



...While chocolates weren't

- Seen as western snack
- Meant only for kids
- Not easily available

'KUCH MEETHA HO JAAYE' ESTABLISHED CDM AS INDIA'S MODERN SWEET



From taking it to adults...

1990s



To positioning as modern sweet

2000 onwards



To making it part of festive culture

2000 onwards

HOWEVER, THERE WERE QUESTIONS

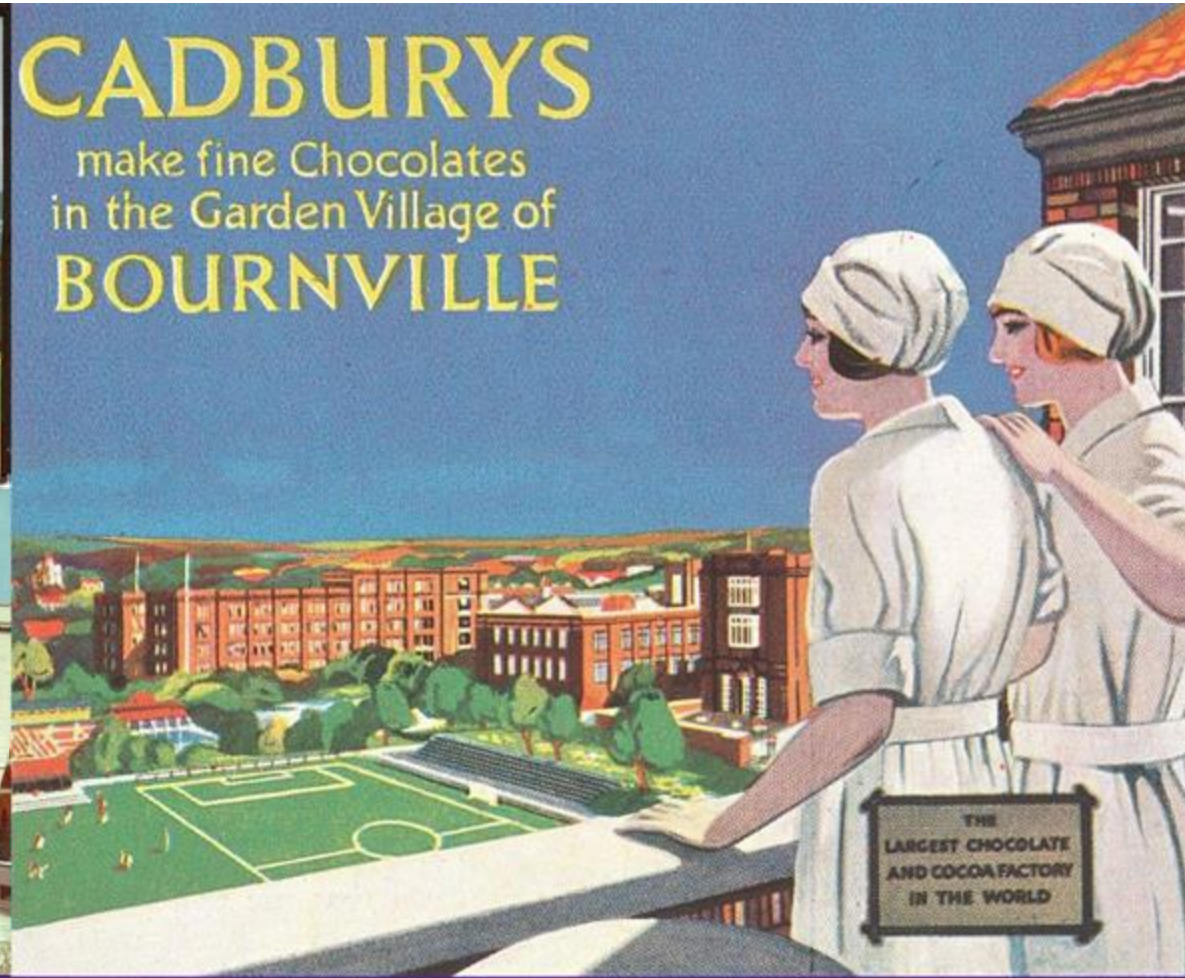
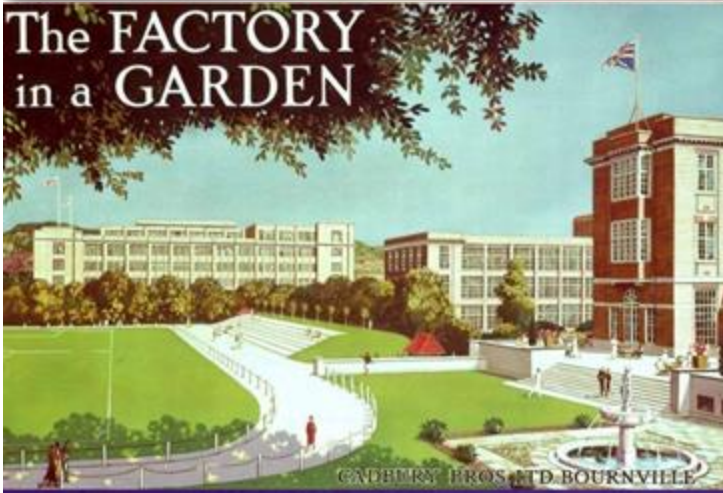
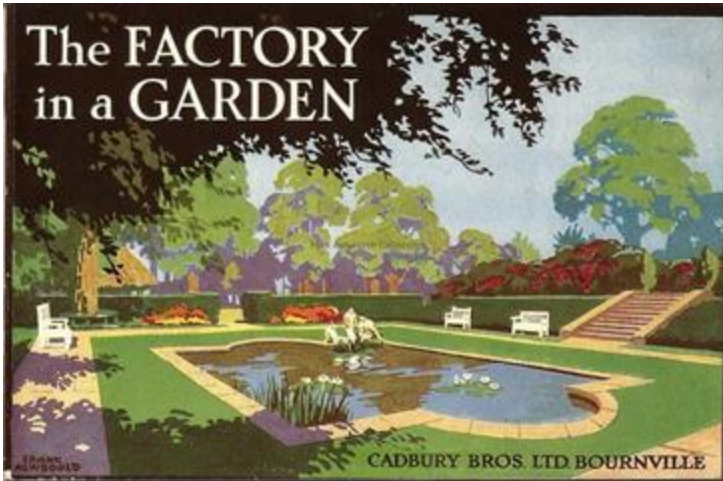


How do we build even stronger relevance?

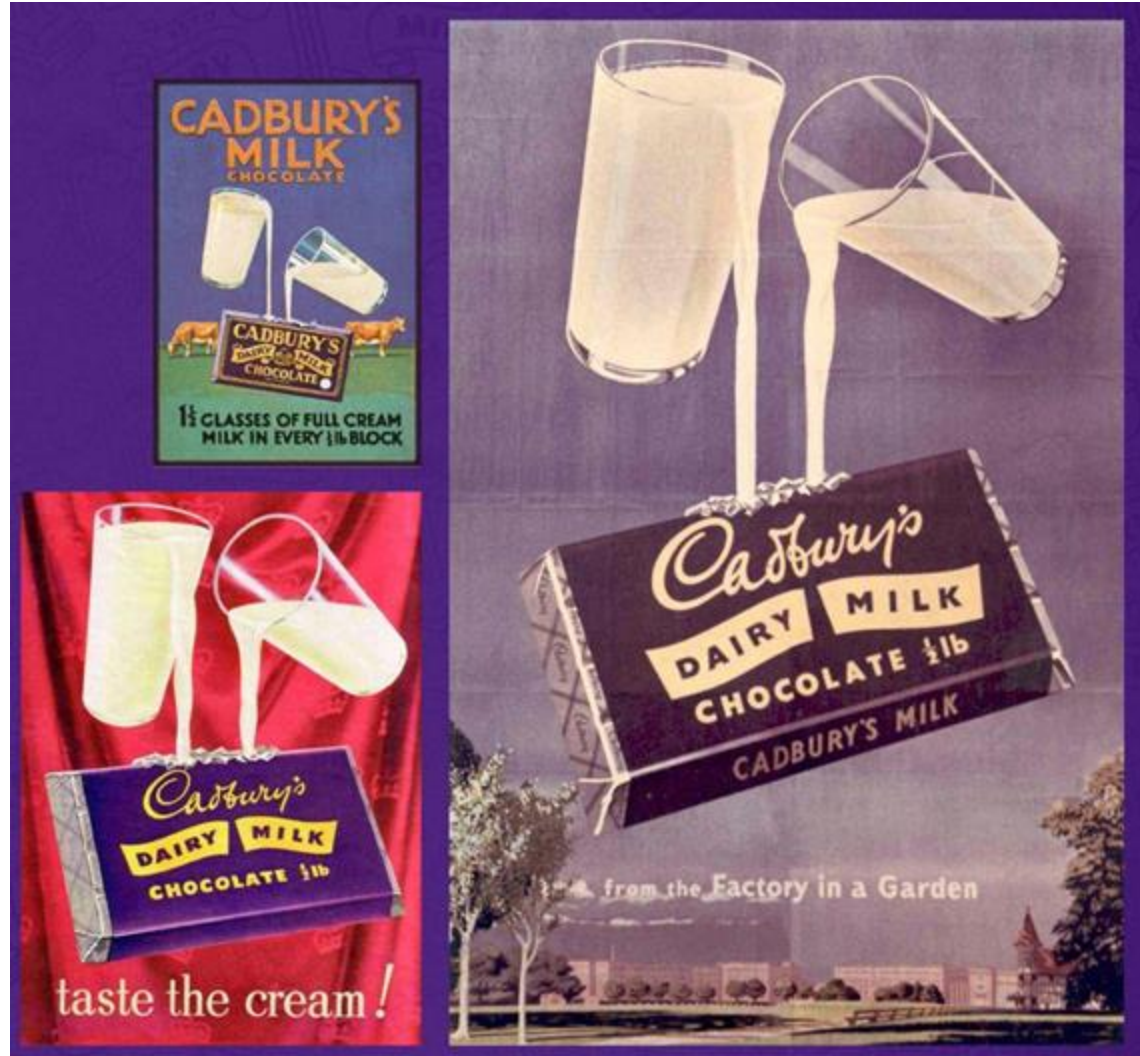
What's the emotional benefit?

What's the brand purpose?

WE WENT BACK TO OUR ROOTS



HARNESSING THE GLASS AND A HALF



AND TOOK FORWARD OUR JOURNEY THROUGH GENEROSITY..



MEETHA



MITHAAS



COMING
CLOSER

(Generosity: Goodness, Kindness, Empathy)

Product

Behaviour

Effect



Kuch accha ho jaaye. Kuch meetha ho jaaye

UNLOCKING GOODNESS THROUGH SWEETNESS



Value of 'small sacrifices' in relationships



Valuing the undervalued by saying Thank You, Participating in their happiness



Taking a bite out of prejudice and make it taste surprisingly sweet

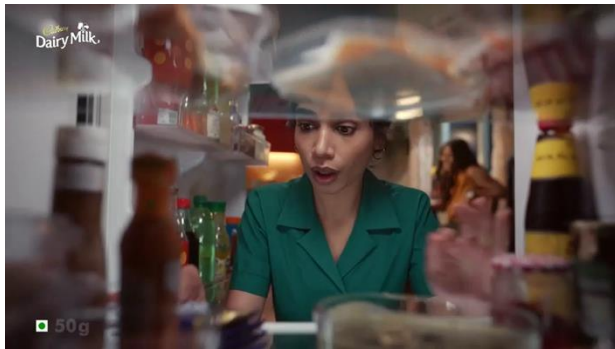


Bringing out the generous spirit during Rakhi



Gifting a helping hand to small struggling businesses during Diwali

AND OTHER TOUCH POINTS...



Build 'In-home' consumption by stocking CDM

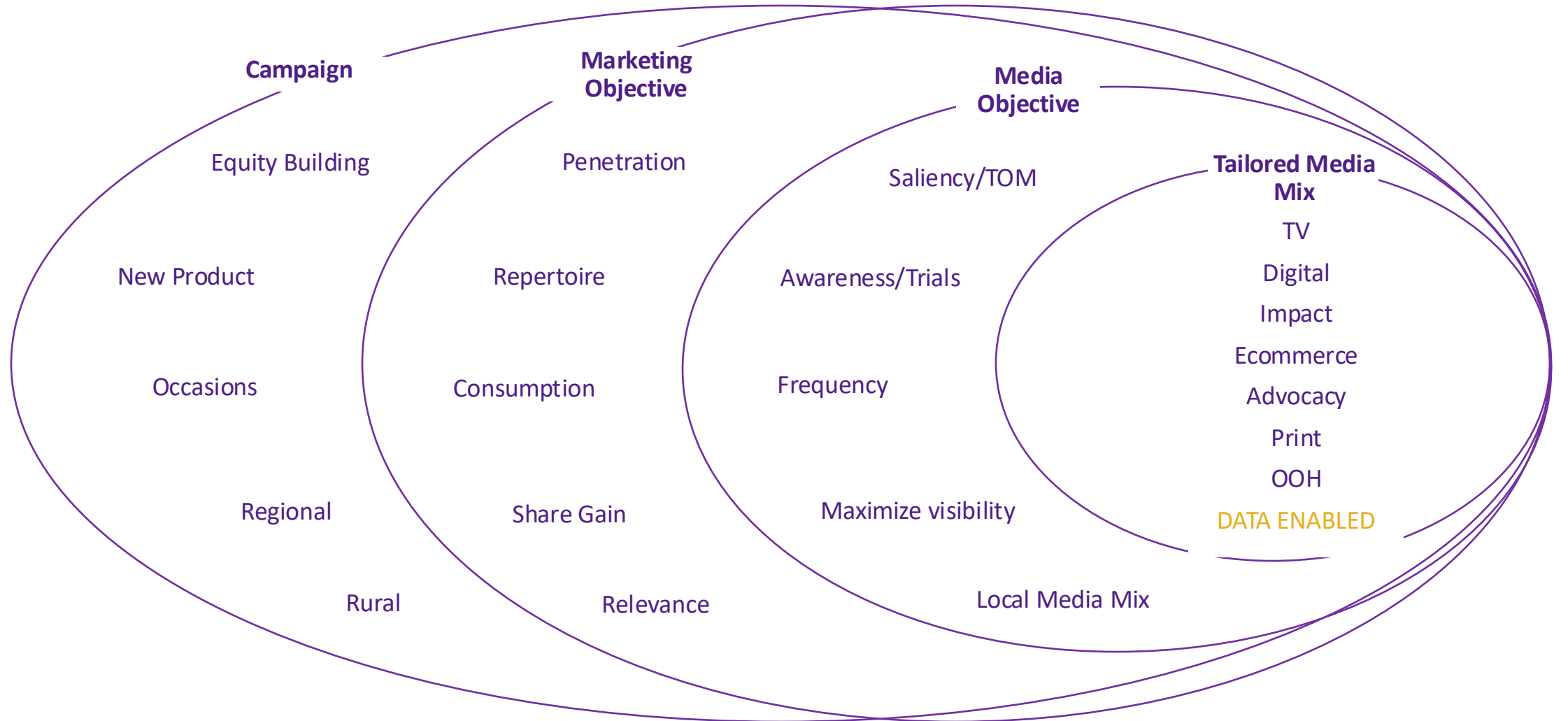


Bring people closer through Cricket



Co-creating your customized CDM

MARRYING MEDIA AND MARKETING GOALS TO DEFINE ACTIVATION MIX





THANK YOU