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Mondelēz Celebrates SG50

Mondelēz International, Inc. is one of the largest food and beverage companies behind some of the world's much loved snack brands. Think Cadbury, Philadelphia, Ritz Tang and Nabisco – multi-million dollar brands that can be found in many a kitchen, refrigerator or lunchbox.

discover

The issue – With Singapore's Golden Jubilee just a few months away. Mondelēz wanted to leverage on the celebrations to drive sales for Cadbury, Toblerone and Oreo. We devised an on-pack and in-store consumer promotion campaign that would cut through the busy retail environment, supported by a powerful shopper marketing strategy. This promotion would tie into Cadbury's ongoing Joy campaign while keeping the balance with the other 2 brands.

develop

Our solution – The winning concept of 'Celebrate SG50 with Cadbury, Toblerone and Oreo' ticked all the right boxes. It was a simple yet engaging campaign that focused on the 3 brands celebrating in unison with Singapore. An instant win game with cash and travel prizes up for grabs was a good incentive to get consumers to indulge in their favourite snacks.

deliver

Sustainable impact – On 1st July 2015, 'Celebrate SG50' promotion gondolas began popping up in supermarkets, 7-Elevens and drugstores around the island. The 2-month campaign was well received by the public, and the client who appreciated the "well thought through ideas...and the brand engagement with consumers with a strong tie in with the idea of joy."

