

ELEVATING & CONNECTING INSIGHTS FROM MEDIA TO 'SHELF'

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**INSIGHTS &
ANALYTICS**

MONDELEZ'S ICONIC USA PORTFOLIO



"80% of snack buyers are influenced by digital content, yet fewer than 20% of brands can directly connect media exposure to in-store or online purchase."



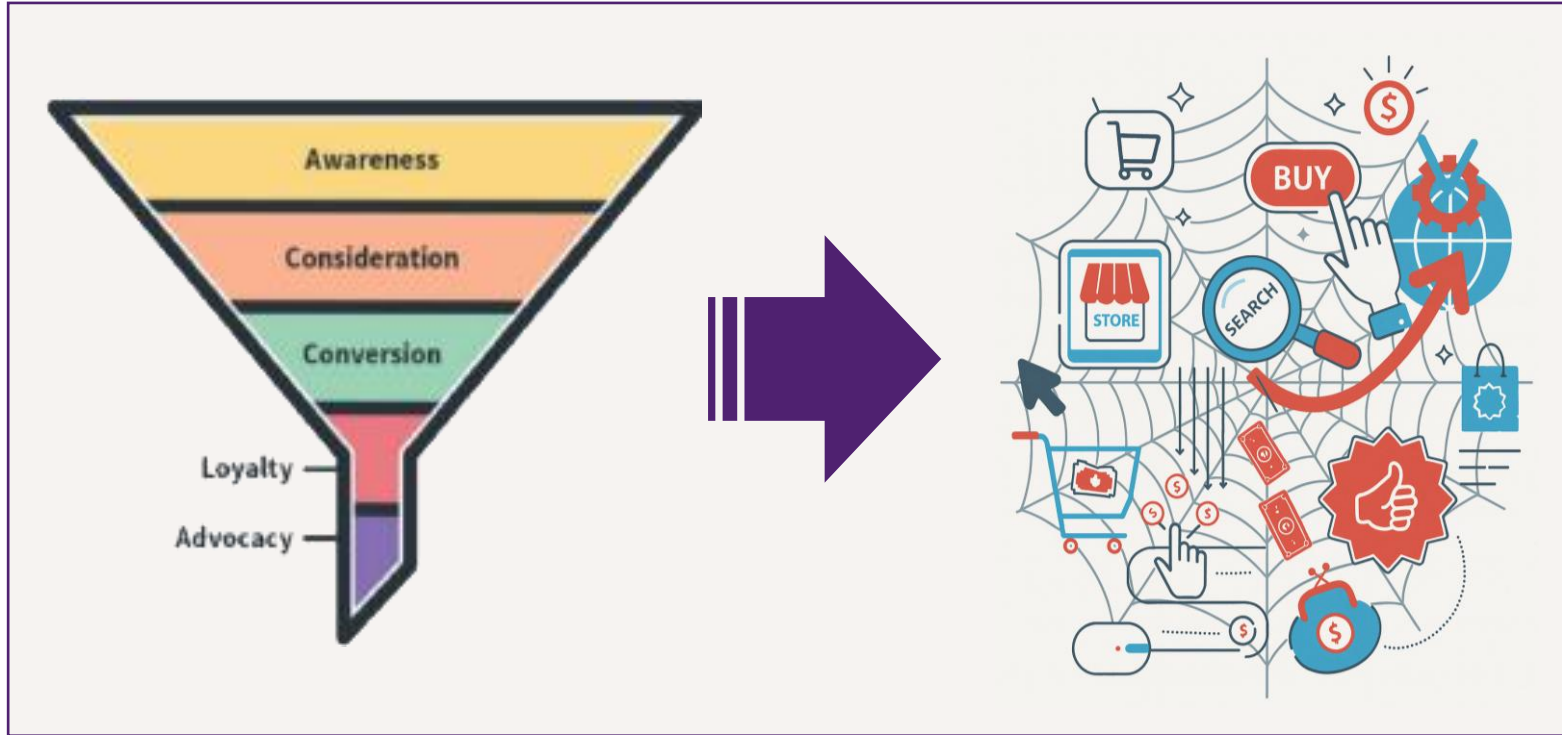
INCREASINGLY FLUID LIFESTYLES DRIVING NEW ERA OF SHOPPING

- Underpinned by ‘Everyday Smartification & Automation’
- **7** out of **10** Global Consumers believe Technology is making their lives easier!



THE FRAGMENTED, CIRCULAR & UNPREDICTABLE JOURNEY

- Consumers aren't walking through funnels – they're carving their own trails!



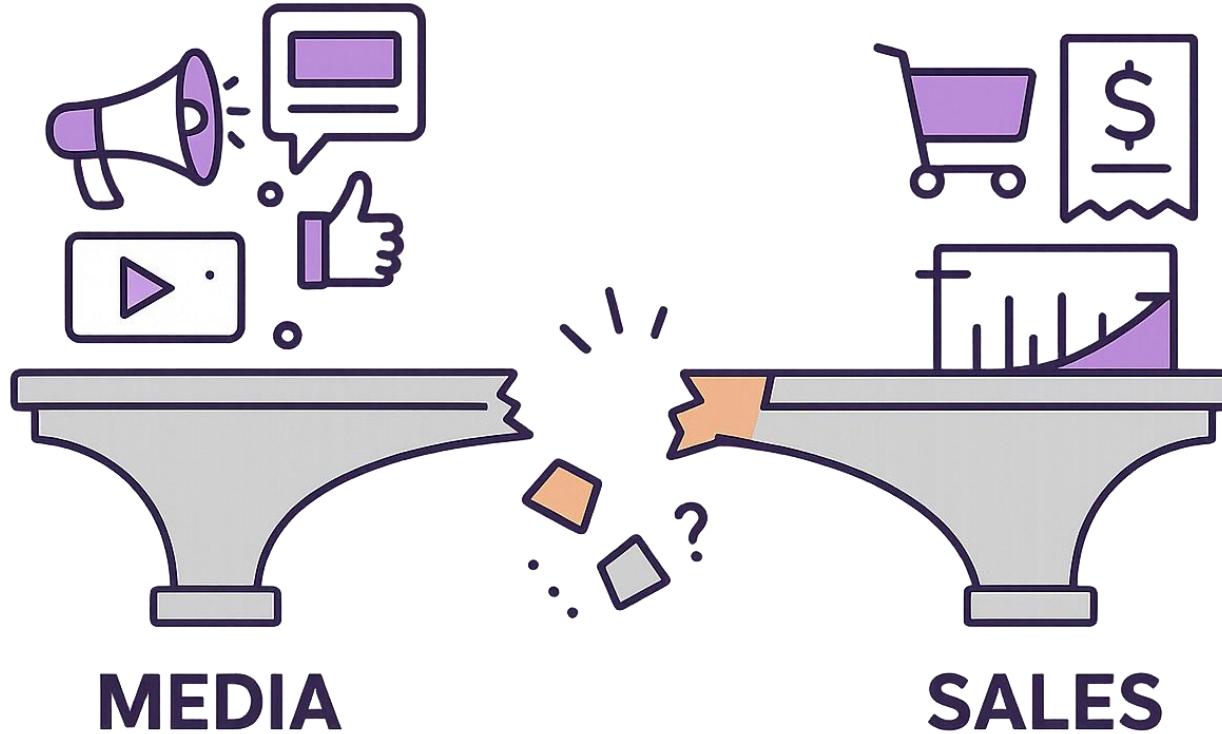
Data oil.

We need to find it,
extract it, refine it,
distribute it and
monetize it.

David Buckingham



THE INTEGRATION PROBLEM – MEDIA & SALES DISCONNECTED

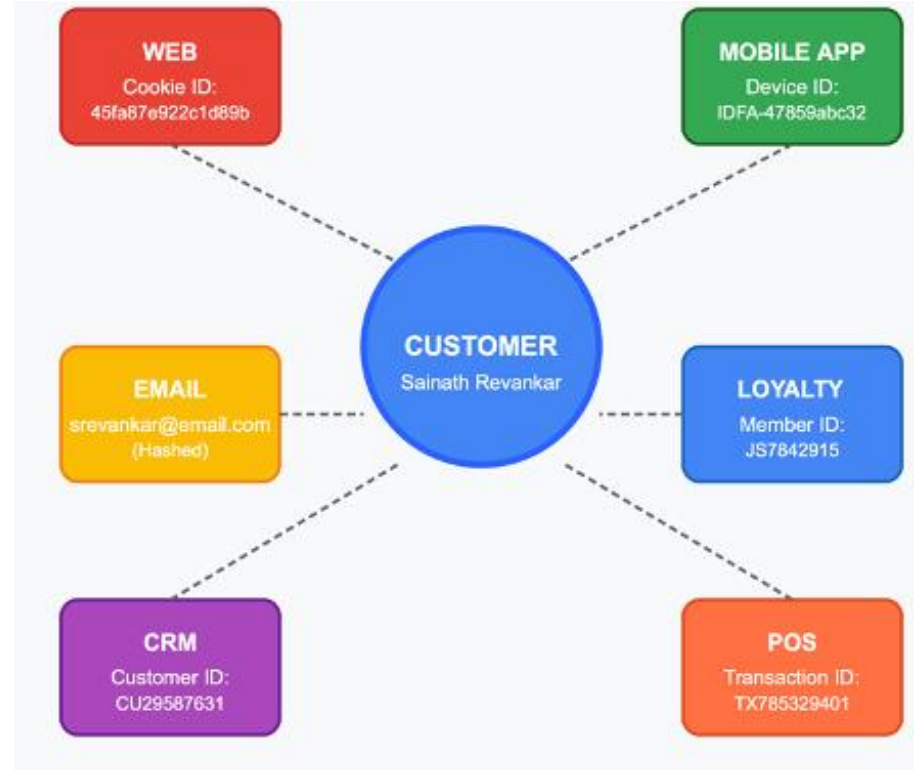


STEP 1: PRECISION EXPOSURE

- Contextual commerce embeds shoppable moments
- TikTok, Pinterest, and Meta driving frictionless paths
- Embedding the shelf into the scroll



STEP 2: BEHAVIOR MAPPING – DIGITAL BREADCRUMBS



STEP 3: CLOSED LOOP MEASUREMENT – ELEVATE WHAT WE MEASURE!



BELVITA DRIVING MEDIA TO SHELF CONNECTIONS

Messaging, Moment & Method Aligned!!

CHALLENGE:

CAPTURE MORNING SNACKING
OCCASIONS

SOLUTION:

MEDIA + SAMPLING + LOCATION
TARGETING

RESULT:

+50% LIFT, 70% NEW-TO-BRAND,
20% REPEAT



FUTURE TRENDS SHAPING MEDIA-TO-SHELF



SHIFTING
DEMOGRAPHIC
LANDSCAPE



INCREASINGLY
FLUID
LIFESTYLES



HEALTH AND
WELLBEING
UBIQUITY



RESURGENCE
OF
EXPERIENCE
ECONOMY



PEOPLE AND
PLANET IMPACT
IMPERATIVE



COST OF
LIVING
AND WEALTH



SNACKIFICATION, SMARTIFICATION & EXPERIENCE ARE KEY IN DRIVING SUCCESSFUL ACTIVATIONS



6_{IN}10

About six in 10 global consumers agree they prefer having smaller meals or snacks during the day instead of a few large ones⁵⁰



52%

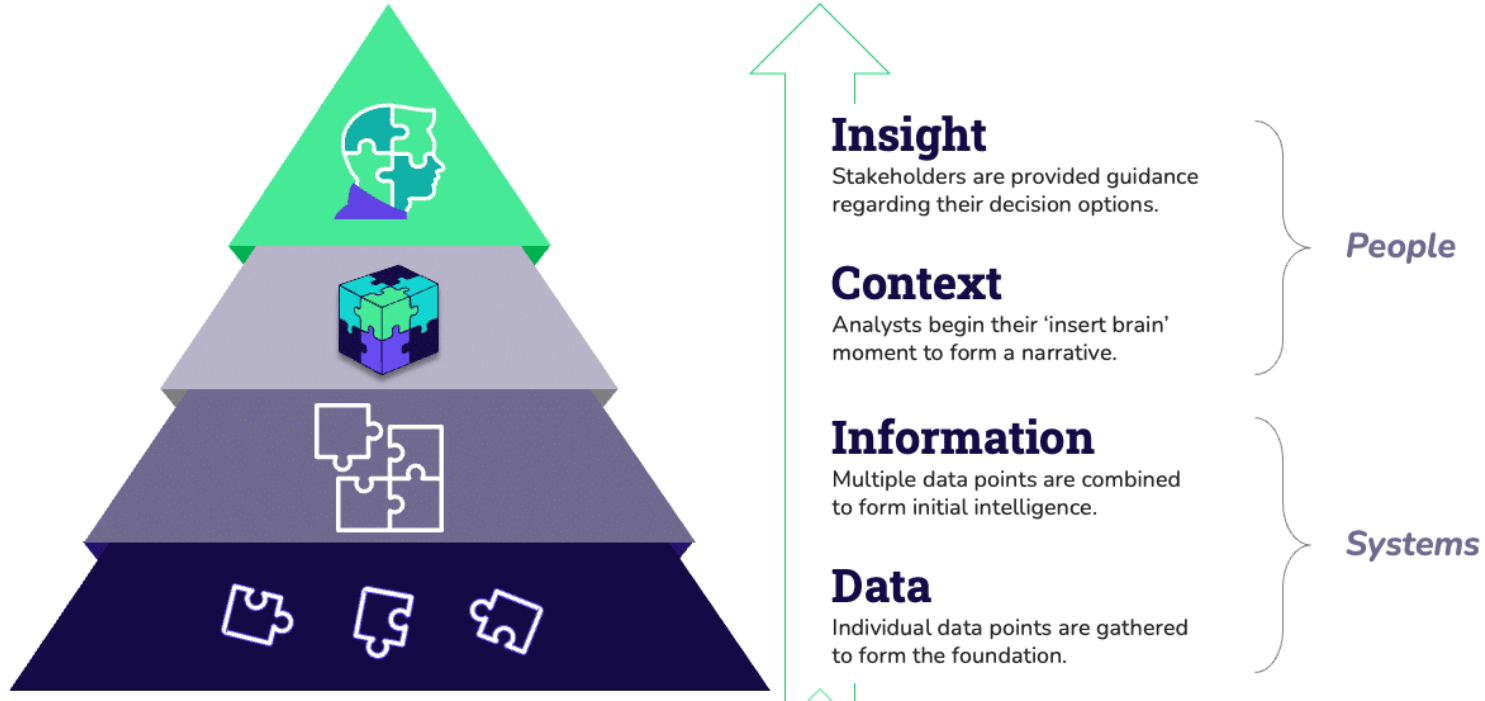
of global consumers consider it important to have products and services that can anticipate their needs⁵⁸



81%

of consumers globally are willing to pay more for shopping experiences¹⁶⁴

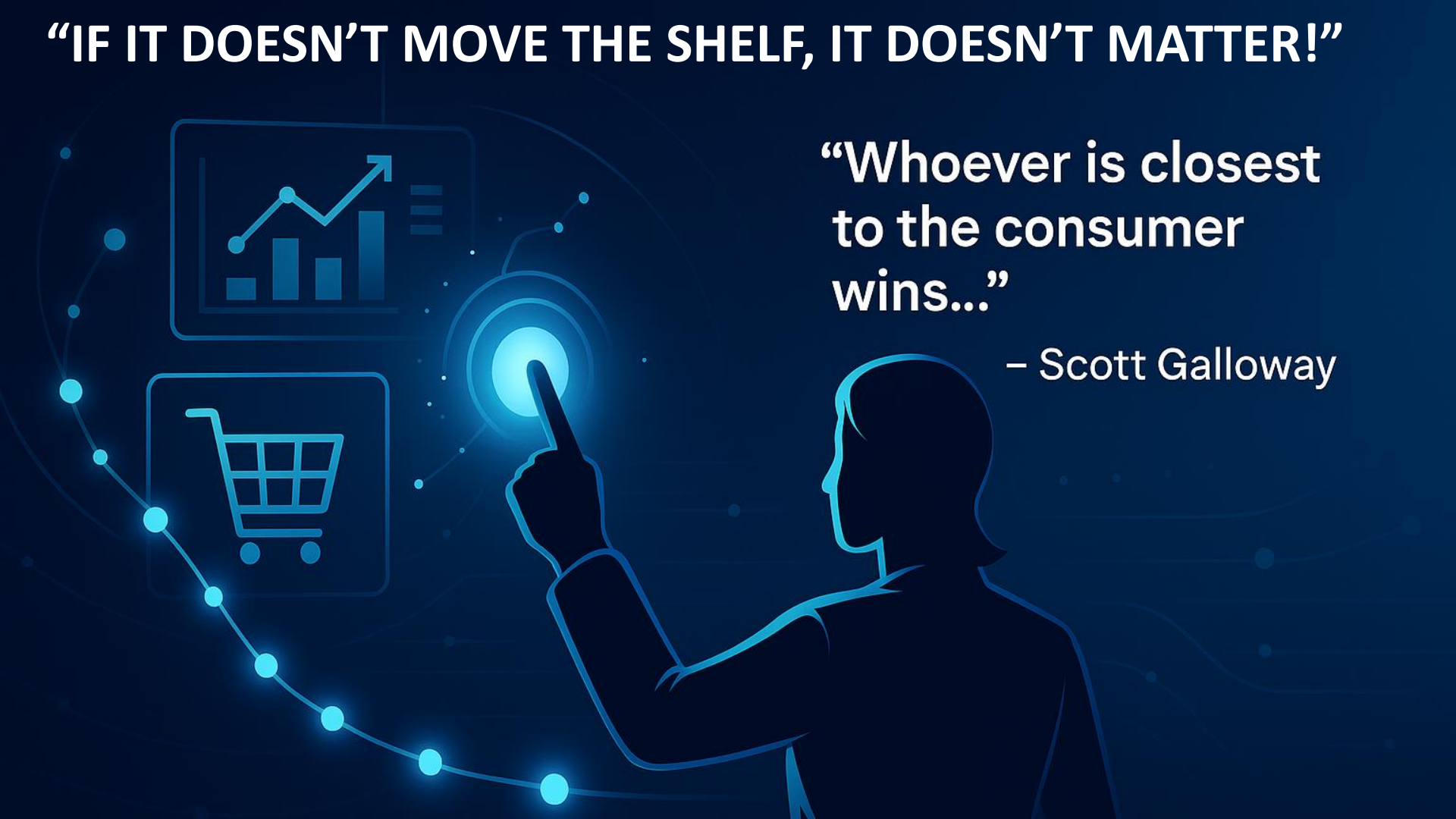
WHAT GREAT LOOKS LIKE: TRUE INTEGRATION OF SIGNALS, DECISIONS & ACCOUNTABILITY



“IF IT DOESN'T MOVE THE SHELF, IT DOESN'T MATTER!”

**“Whoever is closest
to the consumer
wins...”**

– Scott Galloway





INSIGHTS &
ANALYTICS

Q&A



Mondelēz

International

SNACKING MADE RIGHT

**Cristina
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Let's connect on LinkedIn

