

## Mondelēz International expands relationship with Publicis Groupe, awarding production duties across Europe to Publicis Production

### Publicis Production appointment strengthens connected capabilities for Mondelēz International, with end-to-end marketing ecosystem

**November 23<sup>rd</sup>, 2020 – Paris** – As part of Mondelēz International’s journey to create a transformative end-to-end customer experience, the company has expanded its relationship with Publicis Groupe to include all production duties across Europe.

Publicis Groupe, with connected capabilities of creative, media and production, will build a transformative and seamless customer experience for Mondelēz International brands including *Cadbury*, *OREO*, *Milka*, *LU*, *Trident*, *Philadelphia* and *RITZ*.

The Publicis Production model for Mondelēz International across Europe will:

- draw on the depth and scale of Publicis Groupe’s connected capabilities to create an end-to-end customer experience;
- incorporate creativity at its heart to transition craftsmanship and ideas seamlessly into engaging output;
- be supported by the infrastructure of operational excellence across Europe, a scalable offering that is nuanced to local markets

Its remit will cover 32 markets across Europe including UK, France, Germany and Italy, with its headquarters based in Paris.

The bespoke offering will comprise Content Studios that produce high-end content and digital origination and adaptation and will be integrated within the existing Publicis Groupe Power Of One team for Mondelēz International.

Fran Pessagno, Publicis Groupe Client Lead, commented: “We are delighted to not only be expanding our partnership with Mondelēz International but also to be chosen as integral partners in their transformation to provide a fully connected customer experience. The model will draw on the strength of our connected capabilities across creative, media and production at Publicis Groupe.”

Publicis Groupe is responsible for a significant portion of media duties for Mondelēz International including Latin America, MENA, China and Southeast Asia. It also leads the creative globally for its portfolio of Biscuits and Gum.



## About Publicis Groupe - The Power of One

Publicis Groupe [Euronext Paris FR0000130577, CAC 40] is a global leader in communication. The Groupe is positioned at every step of the value chain, from consulting to execution, combining marketing transformation and digital business transformation. Publicis Groupe is a privileged partner in its clients' transformation to enhance personalization at scale. The Groupe relies on ten expertise concentrated within four main activities: Communication, Media, Data and Technology. Through a unified and fluid organization, its clients have a facilitated access to all its expertise in every market. Present in over 100 countries, Publicis Groupe employs around 80,000 professionals.

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