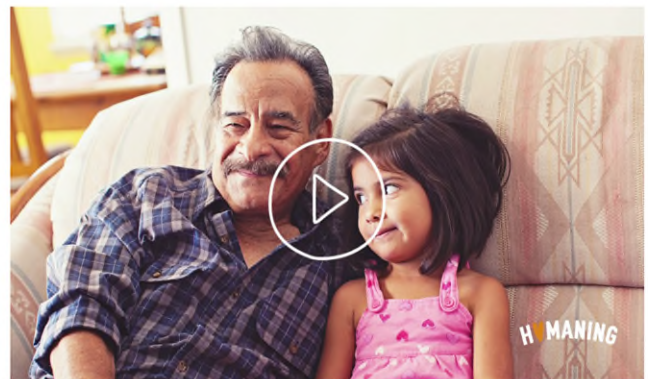


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HUMANING: OUR APPROACH TO MARKETING

Marketing Focused on Human Connection

HUMANING
MARKETING MADE RIGHT
FOR SNACKING MADE RIGHT

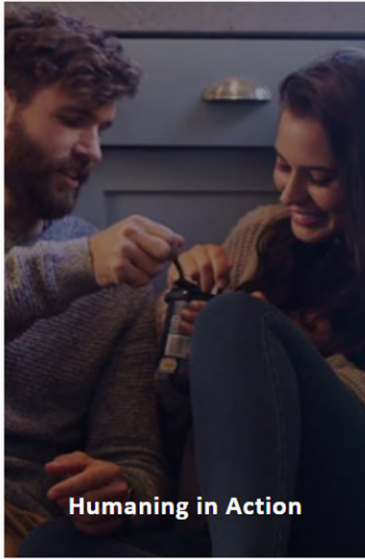


Humaning is a unique, consumer-centric approach to marketing that creates real, human connections with purpose, moving Mondelēz International beyond cautious, data-driven tactics, and uncovering what unites us all. We are no longer marketing to consumers, but creating connections *with* humans.

Humaning is a natural fit for a company that creates the snacks that form the basis for connections between people all over the world and is a clear manifestation of the Mondelēz International brand purpose to do what is right: leading the future of snacking by offering the **right snack, for the right moment, made the right way**. With humaning, we will feed the hunger for human connection in everything we do by being fully consumer-centric: Listening, empathizing and adapting to fit consumer needs at any moment with perfectly crafted products that are a source of delight.

How We Will Deliver Humaning

We intend to apply the humaning approach to all that we do at Mondelēz International, both internally and externally. Click images below to expand and learn more how we will deliver humaning.



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