

-Mom, I graduated!
-And now, what...?



To know us better!



Corporate Affairs —————> Marketing



Typical Day @ Work?



...don't think so!



Hello JOY!

Marketing

Marketer



What my friends think I do



What my mom thinks I do



What my boss thinks I do



What society thinks I do



What I think I do



What I really do

What is marketing? Only in one sentence 😊

marketing

/ˈmɑːkɪtɪŋ/ 🔊

noun

noun: marketing

the action or business of promoting and selling products or services, including market research and advertising.

"the Western arts of marketing and distribution"

market

/ˈmɑːkɪt/ 🔊

verb

gerund or present participle: marketing

advertise or promote (something).

"the product was marketed under the name 'aspirin'"

synonyms: [sell](#), [retail](#), offer for sale, put up for sale, [vend](#), [merchandise](#), [trade](#), [peddle](#), [hawk](#); [More](#)

- offer for sale.
"sheep farmers are still unable to market their lambs"

- [US](#)
go shopping for provisions.
"then I have to go uptown and market"

Origin



Middle English, via Anglo-Norman French from Latin *mercatus*, from *mercari* 'buy' (see also [merchant](#)).

Marketing is **communicating the value of a brand to the customers**, in order to promote and sell that brand.

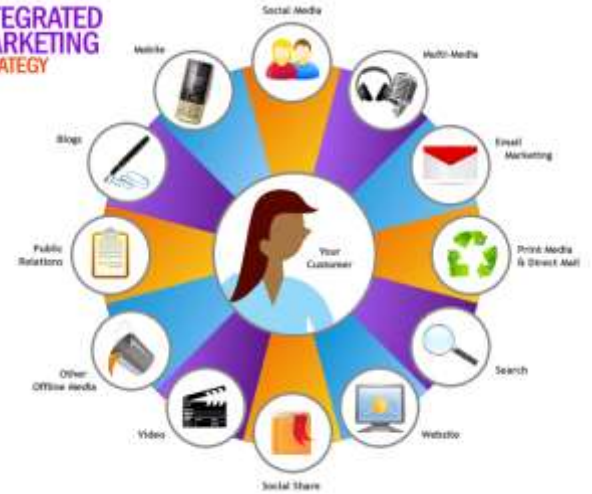
So what exactly does a marketer do?



7P

Marketing mix

with various tools...



the power of big. and small.



Needs to work together with...

(p.s. that's the beauty of this job!)



- **Consumer Insights** for analyzing market data, consumer trends & insights, purchasing behaviors, etc.
- **R&D** for the development of new products
- **PCM** for the efficient, effective and timely project management /delivery
- **Finance** for the financial viability of the marketing plans and budgeting
- **Demand Planning** for the communication with the factories regarding production needs and replenishment
- **Advertising Agency** for the creation of the advertising strategy to create marketing campaigns, digital strategy, BTL activations, etc.
- **Media Agency** for the media strategy, assessing how the TG consumes & uses media to propose the most effective media plans to reach our consumers
- **Sales & Trade Marketing** for the placement of NPDs, sales negotiations, key accounts strategies, customer plans, sales targets, etc.

Trident Senses reposition



Declining market and consumption

Gum → not affordable anymore

Reposition and communication

External environment

What consumers need

Responsiveness and
teamwork

Working at Mondelez means...



- Opportunities → Real job from Day 1
- Development → constant trainings and on the job learning
- Recognition → Graduates are the future leaders
- Hard Work → Striving for the best and be rewarded as the best
- JOY → Delicious moments of JOY shared with the team

What I personally like mostly?



**INSPIRATIONAL
LEADERS**



g r o w .



GREAT PLACE TO WORK



BELOVED BRANDS