-Mom, I graduated!
-And now, what...?
To know us better!
Typical Day @ Work?
...don’t think so!

Hello JOY!
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
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?
with various tools...
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 LEAデERS

Personal Values
Organizational Values

GRoW

GReAT PlACe To WoRk

BELOVED BRANDS