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**Mondelez India Launches an Integrated Marketing Campaign, to support the recent Launch of its power packed premium countline brand ‘Cadbury Fuse’**

- This new campaign includes an exciting new TVC, extensive sampling activities and Digital & OOH initiatives



**Mumbai, December 1, 2016** - Mondelez India, recently launched an Integrated Marketing Campaign to support the launch of the new premium countline brand - Cadbury Fuse. Cadbury Fuse is a delicious fusion of crunchy peanuts, smooth caramel and a creamy center, all coated in rich Cadbury milk chocolate. Along with extensive digital & outdoor initiatives, this engaging new campaign will include a new TVC that aims at positioning Cadbury Fuse as the perfect indulgent chocolate bar that brightens up dull moments in one’s busy day.

The TVC which has been conceptualized by Ogilvy & Mather, begins with a yoga instructor taking a corporate yoga class, guiding everyone with breathing exercises. Moving on to the next exercise, she moves her neck to the side and instructs everyone to follow her, all of a sudden her eyes brighten up with glee as she imagines a life size Cadbury Fuse sliding through

the door. The office staff awaits the next instruction but notices that the instructor is already amused by something invisible that's at the door. The instructor is fanaticizing about the chocolate coming in from the door, tempting her further by bouncing some crunchy peanuts on its head. Lost in her imagination and excitement, the instructor mimics the bouncing act put up by the chocolate and subsequently the class follows her moves. She then imagines the chocolate on the floor and dives towards grabbing it, the astonished class looks around and obediently jump off their seats landing with a thud! The instructor takes the Cadbury Fuse from her bag and starts relishing every bite of it. While the instructor is enjoying Cadbury Fuse, the class is pondering what instruction will come next.

Staying true to its tradition of Cadbury TVCs, this new TVC for Cadbury Fuse once again accelerates the pedal by showcasing how joyous moments can be attained effortlessly with the very first bite of chocolate. Cadbury Fuse is not just a chocolate but it's the **Chocolatey FEAST** for those mundane days, hence the TVC aims at resonating with everyone who's had a busy day and is craving for a feast.

**Prashant Peres, Director - Marketing (Chocolates), Mondelez India** said "Whether it's a dull period experienced during long commute hours or an exhausting work-out, today's new age customers are experimental and want to try out diverse experiences which



can cure their hunger pangs in newer formats. Cadbury Fuse is aimed at enhancing their eat experiences by giving them a "Chocolatey feast" experience. The new TVC is an extension of this idea and brings out the positioning of "Obey your mouth" in a creative storytelling manner where a young yoga teacher can't stop thinking about Fuse and ultimately ends up obeying to the command of her mouth."

Speaking about the creative thought behind the TVC **Rajiv Rao, National Creative Director, Ogilvy & Mather, India** said "Cadbury Fuse is targeted towards brightening your boring mundane moments. Through the TVC we are trying to capture the essence of the message by showcasing how boisterous Cadbury Fuse can add the dash of excitement to your day. All you need is a dig into the chocolate for the fulfilling feasty experience."

In addition to this exciting new TVC, the recent launch of Cadbury Fuse will also be supported by high decibel digital & outdoor initiatives. With a marketing objective of '**Owning the Commute**', the brand has also rolled out a large scale sampling activity with GoAir, Jet Airways and traditional trade stores.

Link to the TVC:

Agency Credentials:

- **Agency:** Ogilvy & Mather, Mumbai
- **National Creative Director:** Rajiv Rao
- **Executive Creative Director:** Harshad Rajadhyaksha, Kainaz Karmakar
- **Creative Team:** Akshay Seth, Rajeshwari Rao

- **Account management:** Hephzibah Pathak, Hitesh Patel, Beenu Kurup, Aayushi Agarwal
- **Account Planning:** Ganapathy Balagopalan, Srikeit Tadepalli, R Abishek
- **Production house:** Corcoise Films
- **Director (film):** Praseon Pandey
- **Producer:** Cyrus Pagdiwala
- **Director of photography:** Karthik Vijay

### **About Mondelez International**

Mondelez International, Inc. (NASDAQ: MDLZ) is a global snacking powerhouse, with pro forma 2014 revenue of more than \$30 billion. Creating delicious moments of joy in 165 countries, Mondelez International is a world leader in biscuits, chocolate, gum, candy and powdered beverages, with billion-dollar brands such as *Oreo*, *LU* and *Nabisco* biscuits; *Cadbury*, *Cadbury Dairy Milk* and *Milka* chocolate; *Trident* gum and *Tang* powdered beverages. Mondelez International is a proud member of the Standard and Poor's 500, NASDAQ 100 and Dow Jones Sustainability Index. Visit [www.mondelezinternational.com](http://www.mondelezinternational.com) or follow us on Twitter at [www.twitter.com/MDLZ](http://www.twitter.com/MDLZ)

### **About Mondelez India Foods Private Ltd.**

Mondelez India Foods Private Ltd. (formerly Cadbury India Ltd.) is a part of Mondelez International and is in the business of creating delicious moments of joy. It operates in five categories - chocolate, beverages, biscuits and gums & candy and has been a chocolate category leader since its inception in India for over six decades. Cadbury Dairy Milk, CDM Silk, Celebrations, Bournville, 5Star, Perk, Gems, Glow and Toblerone are brands available in India under the chocolate category. The beverage portfolio consists of Bournvita and Tang. Cadbury Oreo & Bournvita Biscuit is a part of its biscuit portfolio and Halls and Choclairs Gold make up its candy portfolio. For more information, please visit [www.mondelezindiafoods.com](http://www.mondelezindiafoods.com)