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## Indulgence meets technology with Cadbury 5Star's latest campaign '5Star Do Nothing Assistant' in association with Google

All you have to do is say "Ok Google, eat a 5Star" to activate the 'do nothing mode' and meet your latest tech-pal!

**INDIA – 22 December 2020** – Mondelez India's iconic brand Cadbury 5Star is back again with yet another quirky campaign that brings together the perfect fusion of indulgence and technology while manifesting the brands prevailing 'Do Nothing' proposition. In partnership with Google and conceptualized by Ogilvy, the brand is upping its game a notch higher by introducing the '5Star Do Nothing Assistant', the first-ever AI that helps you do nothing.

While most mobile assistants help you become more productive, the 5Star Do Nothing mode on every android device with Google Assistant gives you more perspective and does the exact reverse. All you need to do is, say "Ok Google, eat a 5Star" to get your Google Assistant to lean back, relax, and motivate you to do nothing as well.

The AI has hundreds of built-in responses and is trained to answer any question you might have with a cheeky response that makes you rethink your plans and wonder if you are better off just doing



nothing.

Commenting on the latest campaign and efforts, Anil Viswanathan, Senior Director, Marketing (Chocolates), Insights and Analytics, Mondelez India, said, “Cadbury 5Star has always been at the heart of our country’s youth culture through its innovative campaigns and quirky narratives weaved into relatable scenarios. With the ‘Do Nothing’ campaign, our focus has been to generate some light-hearted relief in serious times and reiterate the most important message of today to unwind and take a break. We are taking this a step ahead with our latest association with the Google Assistant to create a humorous and chocolaty experience for our target audience, strengthen our consumer connect and further propagate our brand message. This campaign is a testimony of 5Star’s brand persona of being witty and quirky which perfectly resonates with Gen Z who are increasingly getting inclined towards all things tech.”

Sukesh Nayak, Chief Creative Officer, Ogilvy India said: “Today’s digitally native youth are always hungry to pack more into their day and AI assistants help them multitask and do more. However, at times, it’s also good to just chill. So, we helped people, do just that. Say “Ok Google. Eat a 5Star” and enter the ‘DO NOTHING MODE’ and then enjoy the Google Assistant help you do nothing. Answers to most commonly asked questions are ready in this mode. So, give it a try and enjoy doing nothing.”

The roll out of the campaign will be supported by a 360-degree communication approach, designed to encourage the youth to get a first-hand experience of the latest feature at the back of digital films, radio, social media and influencer-led activations.

Shekhar Banerjee, Chief Client Officer & West Head, Wavemaker India said: “This is yet another example that advertising is not limited to any format, but we need to focus on the core brand idea, the right platform and the connection we build with our audiences. This is a great example of Personalization @ Scale, every user differently interacts with their voice assistant, we are making sure we reach these different audiences and make 5Star relevant.”

Key Visual Link: <https://www.instagram.com/p/Cl4wuFpM9lu/?igshid=66406ziux1qp>

AV Link: <https://youtu.be/qAezPhlSblw>

Doing Nothing just got a whole lot cooler and techy. Need a friend who is always by your side motivating you to take a chill-pill and do nothing? Now, you know where to find him!

### **Agency Credits**

**Creative Agency:** Ogilvy, Mumbai

**Chief Creative Officers:** Sukesh Nayak, Kainaz Karmakar, Harshad Rajadhyaksha

**Creative Team:** Karan Sridharan, Nitin Menon, Nishigandh Dhende, Kaustubh Basankar, Sherwin Mascarenhas, Suraj Kolhapure

**Account Management:** Prakash Nair, Beenu Kurup, Meet Parikh and Priya Thakkar

**Planning Team:** Ganapathy Balagopalan, Russell John, Nadia Miranda and Atreyi Nag

**Production House:** Windchimes Films: Director: Kunal Pardeshi, Producer: Seap Bhagchandani

**Tech Partner:** ArrowAI

**Media Agency:** Wavemaker India

**PR Agency:** MSL India

### **About Mondelez International**

Mondelez International, Inc. (NASDAQ: MDLZ) empowers people to snack right in over 150 countries around the world. With 2019 net revenues of approximately \$26 billion, MDLZ is leading the future of snacking with iconic global and local brands such as *OREO*, *beVita* and *LU* biscuits; *Cadbury Dairy Milk*, *Milka* and *Toblerone* chocolate; *Sour Patch Kids* candy and *Trident* gum. 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 the company on Twitter at [www.twitter.com/MDLZ](https://www.twitter.com/MDLZ).

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

Mondelez India Foods Private Limited (formerly Cadbury India Ltd.) has been present in India for over 70 years. The company introduced *Cadbury Dairy Milk* and *Bournvita* in India in 1948 and since then has been a leader in the chocolate category in the country. Part of Mondelez International, the company operates in the chocolate, beverages, biscuits and candy categories in India with brands like *Cadbury Dairy Milk*, *Cadbury Dairy Milk Silk*, *Cadbury Celebrations*, *Cadbury Bournville*, *Cadbury 5Star*, *Cadbury Perk*, *Cadbury Fuse*, *Cadbury Gems*, *Cadbury Bournvita*, *Cadbury Spready*, *Tang*, *Cadbury Oreo*, *Bournvita Biscuits*, *Bournvita Fills*, *Cadbury Chocobakes Cakes*, *Halls* and *Cadbury Choiclairs Gold*, etc. Headquartered in Mumbai, the company has sales offices in New Delhi, Mumbai, Kolkata and Chennai and manufacturing facilities at Maharashtra, Madhya Pradesh,

Himachal Pradesh, and Andhra Pradesh, in addition to a global Research & Development Technical Centre and Global Business Hub in Maharashtra and a vast distribution network across the country.

