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## Cadbury Bournvita Rolls Out #GetTheMessage Campaign; Extends Support to Help Parents with Children’s Mental Well-being

- 2X increase in mental health search queries since the start of the lockdown
- Clutter breaking digital campaign that aims to educate parents and empower them with relevant resources through an NLP (Natural Language Processing) chatbot and a 24/7 toll-free helpline manned by trained mental health professionals.

**INDIA – October 07, 2021** – As a brand that places progressive parenting at its core, Cadbury Bournvita, India’s favourite malted food drink and a legacy nutrition brand has rolled out ‘*Get The*

*Message*’, a digital first campaign aimed at raising awareness around kids’ mental and emotional well-being and partner with parents in this journey. The campaign was conceptualized



and brought to life in partnership with Ogilvy India and mental health organization, The MINDS Foundation.

Speaking about the campaign, **Inderpreet Singh, Associate Director – Marketing (Beverages, Meals, Candies & Gums), Mondelez India**, said, “The pandemic and the subsequent lockdown brought

forth a new parenting challenge. The physical restrictions of social isolation, schools being shut, being constantly cooped up at home has impacted children mentally. The signs of children struggling with their mental and emotional health are often very subtle and sometimes not picked up or tend to be misread by parents. As a trusted brand that has always highlighted the need for progressive and holistic parenting, #GetTheMessage campaign is an attempt to help parents identify these signs and provide them with the right resources to ensure their children's mental and emotional wellbeing. The idea leverages technology in a smart way to provide resources to parents and break the taboo around this topic."

Along with the digital films, Cadbury Bournvita and Ogilvy India teams creatively partnered to get the audience engaged through an AI powered chat BOT. Using this innovative disruption, the campaign delivers content customized to the viewer's awareness levels on the topic. The #GetTheMessage campaign starts with two films that segue seamlessly into a personalized bot-based interaction with each viewer. In addition, the campaign lends itself with a dedicated website [www.mannkitayyari.in](http://www.mannkitayyari.in) and a 24/7 toll-free helpline to not only help parents focus on their children's mental wellbeing, but also provides them with resources to sensitively handle the growing mental and emotional challenges that children face these days. To ensure this, Cadbury Bournvita has partnered with MINDS foundation, an NGO founded in 2010 on a mission to create a world that fosters a shared approach to mental wellness — in which anyone, anywhere can access the resources they deserve.

Speaking about this association **Dr. Raghu Appasani, CEO, MINDS foundation**, said, "Mental health is something we all have and therefore it is important to be able to understand it in oneself and in others. Through this incredible partnership with Cadbury Bournvita, we have been able to curate our years of evidence-backed mental health research and expertise into easy to understand, interactive and accessible resources for parents and make it available across the country. As you explore the chatbot and the website, you will come across educational materials on how to engage with children struggling with their mental health, have difficult conversations, equip them with tools for resilience, and develop stronger relationships. Additionally, we have been able to provide access to a toll-free 24/7 helpline for parents to reach out. This is just the beginning of our partnership with Cadbury Bournvita and we are very excited to continue our journey and mission to provide further resources."

**Akshay Seth, Group Creative Director & Chinmay Raut, Senior Creative Director, Ogilvy India**, said, "The signs of mental health struggles are there for one to see as well as miss. We wanted to mirror this reality in a very organic way through the films by showing the point of view of both, the parent, and the child. For parents the sign can be easy to miss but children seek a shoulder, and we wanted the

audience to be that shoulder. By getting the viewer to have a conversation with the affected kid on WhatsApp via a bot, we are breaking the wall and making the viewer understand the condition a little better. We are also empowering parents to reach out for further help via counsellors so that MannKiTayyari no longer gets overlooked.”

The campaign will also be amplified through influencer engagement, online webinars, partnerships with leading online platforms along with on-pack integration to drive awareness amongst parents. **Link to the films** – Anup: <https://youtu.be/J1ywR5XuOol> & Saba: <https://youtu.be/EkCtQT2yfig>

### **About Mondelēz International**

Mondelēz International, Inc. (Nasdaq: MDLZ) empowers people to snack right in over 150 countries around the world. With 2020 net revenues of approximately \$27 billion, MDLZ is leading the future of snacking with iconic global and local brands such as OREO, belVita and LU biscuits; Cadbury Dairy Milk, Milka and Toblerone chocolate; Sour Patch Kids candy and Trident gum. Mondelēz 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](http://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 Mondelēz International, the company operates in the chocolate, beverages, biscuits and candy categories in India with brands *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*, *Halls* and *Cadbury Choclair’s 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.

