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Mondelez India adds another flavorful festival to its basket of Celebrations

Cadbury Celebrations embarks on a new journey by celebrating Eid, expands its footprint across new occasions



MUMBAI – May 31, 2019 – Since the launch, **Cadbury Celebrations** has played an integral part of India festivities as a gifting option. Whether it is weaving ‘Mithas’ to the beautiful bond of siblings during Raksha Bandhan or adding a gleam of happiness during the festival of light - Diwali, Cadbury Celebrations is deeply ingrained in the Indian culture. Adding one more heart-warming occasion to its portfolio of celebrations, it is now expanding its footprint to new festivities, starting with Eid. This is part of another effort to carve out space in a festival where sharing and gifting sweets holds significant emotional value.

Anil Viswanathan, Director – Marketing (Chocolates), Mondelez India, said, “Cadbury Celebrations is one of the most loved brands for festival gifting in our country. The brand brings to life the joy of gifting by bringing people together and strengthening relationships. This year, in a novel and fresh endeavor, we are activating the brand during Eid. It is a festival where chocolate gifting has been

traditionally low and our Eid commercial actually pivots on this very fact. With a heart-warming set-up that involves a couple unfamiliar with Eid customs invited to an Eid celebration, the film highlights how a pack of Cadbury Celebrations brings people closer to each other. Building on our proposition of ‘Kuch Achha Ho Jaaye, Kuch Meetha Ho Jaaye’, the film also reminds us that while different festivals have their own unique customs, their warmth and spirit of goodness is universal in nature”

Conceptualised by Ogilvy, this campaign is driven through a digital film centred on the theme **‘Alag kahan hai. Meetha toh meetha hota hai’**. The film depicts a couple visiting their friend’s house to greet them for Eid. They are unsure about their gift since they are unfamiliar with the customs but are redeemed by the host who not just accepts the gift, but makes it a part of the festival.

“We had to put our trepidation in the idea itself. The uncertainty of whether this is the right gift or not was at the heart of the tension of this film. A couple who is unsure about their gift. Till they are redeemed by the host who not just accepts the gift, but makes it part of the festival’, says **Neville Shah, Executive Creative Director at Ogilvy West**

Apart from the digital film, Mondelez India plans to take up various OOH and other digital interventions to drive home the point that Cadbury Celebrations is just as good an option in gifting during Eid. The campaign will be activated across Jammu & Kashmir, Uttar Pradesh, Bihar, West Bengal, North East, Mumbai & Hyderabad.

TVC Link- <https://www.youtube.com/watch?v= oK9mk56ch0>

Agency details –

Agency: Ogilvy, Mumbai

Account Management: Prakash Nair, Neha Shah, Princia Dsouza, Manseerat Sethi, Navika Jain

Planning: Ganapathy Balagopalan, Bhakti Malik, Prasad Dalvi

Creative: Suresh Nayak, Neville Shah, Anand Rane, Paavni Wadhawan, Jayant Mundeekar

Lyrics: Neelesh Jain

Production House: Monastery Films

Directors: Sana Ahmad & Beeswaranjan Pradhan

Executive Producer: Swati Abhay Shahabadi

Director of photography: Manoj Khatoj

About Mondelēz International

Mondelēz International, Inc. (NASDAQ: MDLZ) empowers people to snack right in approximately 160 countries around the world. With 2017 net revenues of approximately \$26 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. Mondelez International is a proud member of the Standard and Poor's 500, Nasdaq 100 and Dow Jones Sustainability Index. Visit www.mondelezinternational.com or follow the company on Twitter at 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 5 Star*, *Cadbury Perk*, *Cadbury Fuse*, *Cadbury Gems*, *Cadbury Bournvita*, *Tang*, *Cadbury Oreo*, *Bournvita Biscuits*, *Halls* and *Cadbury Choclairs Gold*. 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 vast distribution network across the country.
