

Mondelēz International, Inc.



“I really couldn't hate this more. Nobody wants to form a human connection with a chocolate manufacturer. Nobody's ever had one.”

What consultant did Mondelēz retain & how much did they pay for this nonsense? If eating an entire bag of chips is now “humaning” then my head might explode. Scott Pannier, Twitter

Overview

With operations in over 160 countries, Mondelēz International faces a myriad of challenges from within and outside the organization. Mondelēz’s most immediate threat stems from backlash over provocative ad campaigns and its recent branding initiative, which have increased negative public perceptions with the company. While potential threats around labor disputes, supply chain issues, product quality, and growing environmental concerns over deforestation pose enduring challenges that require continuous monitoring. Both immediate and long-term threats, however, heighten Mondelēz’s Social Risk exposure, which negatively influence its consumers and jeopardize its reputation and operations.

Key Findings

- The recent “Humaning” global marketing strategy is being rejected by consumers
 - Unable to link confections (e.g. snacks) with creating connections with humans that unite us all
- Oreo’s #Proudparent campaign created backlash with conservative consumers exhausted with the politicization of products
 - Viewed as pandering and an unnecessary foray into the “culture war”
- Boycotts in Mexico focus on perceived substandard quality of Philadelphia products propagated by officials in the federal government
 - Online conversation suggest Mondelēz’s response to allegations levied by the Ministry of Economy, failed to resonate with consumers

Data Analytics

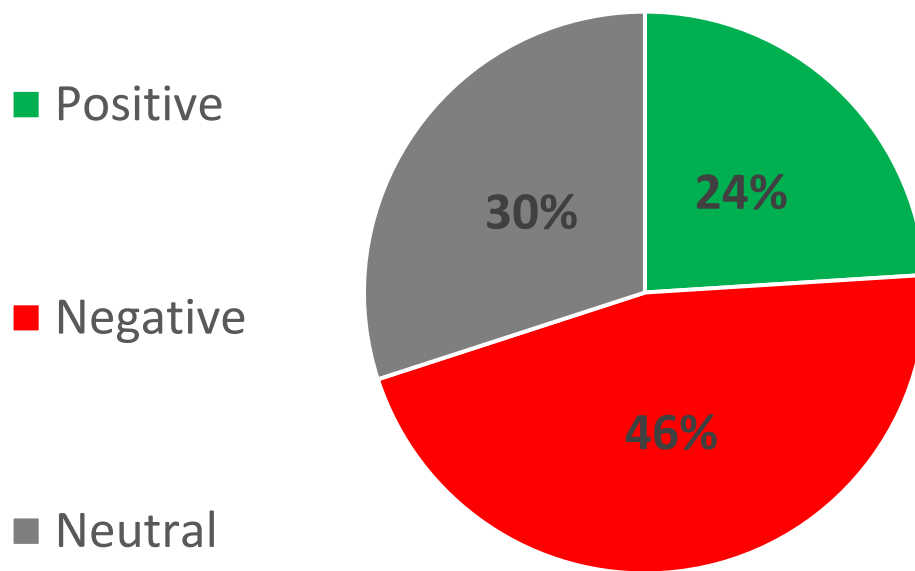
ENODO's analysts collected over 834,000 data points from August 12th, to November 12th, 2020 in English and Spanish that included 470,256 News sites, 167,578 Facebook posts, 87,904 LinkedIn posts, 63,498 RSS feeds, 53,621 Tweets, 41,457 Instagram posts, and 33,667 YouTube comments to produce this Social Risk Investigation.

“Mondelēz International is attempting to normalize the LGBTQ lifestyle by using their commercials, such as the most recent Oreo ad featuring a lesbian couple, to brainwash children and adults alike by desensitizing audiences.”

Sentiment Analysis

Measured public sentiment of key terms and phrases contained in Spanish and English global online discussions that reveal potential challenges and opportunities for Mondelēz International

- **Positive Sentiment (24%)** is attributed to corporate social responsibility initiatives (e.g. [Diversity and Inclusion](#)) and Sustainability (e.g. [Plastic recycling](#))
- **Negative Sentiment (46%)** is in reaction to marketing campaigns (e.g. [#ProudParent](#), “[Humaning](#)”) and product ban (e.g. [Philadelphia cheese](#))
- **Neutral Sentiment (30%)** is linked to low volume of social media interactions across all 37 Mondelēz brands



Topic Modeling

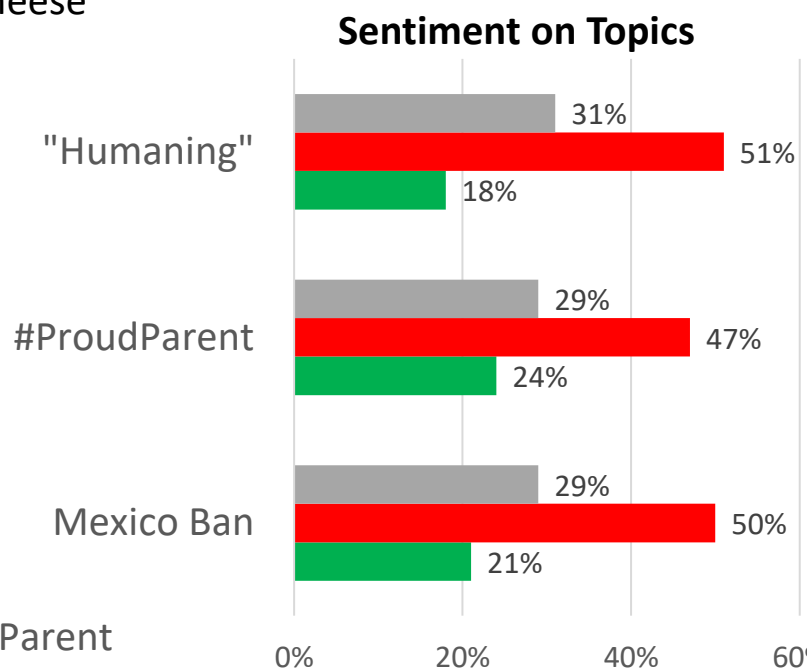
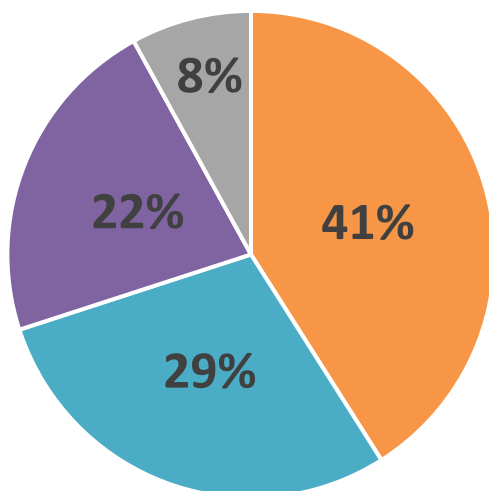
Identified three (3) social risk vectors associated with Mondelēz International:

- **Humaning Campaign:** 41% of discussions were linked to Mondelēz’s new “[Humaning](#)” marketing campaign—an effort to re-brand itself and shift focus from customers to “connecting humans”
- **Oreo #ProudParent:** 29% mentioned Oreo’s [#ProudParent](#) campaign that supports the LGBTQ community
- **Mexico Ban:** 22% discussed Mondelēz Mexico’s Philadelphia cheese [ban](#) by the Ministry of Economy for failing to comply with Mexican standards

Sentiment on Topics

Measured the social risk exposure for each trending topic:

- **Humaning Campaign:** negative sentiment (51%) was linked to the campaign’s irrelevance with a company manufacturing confectionery products
- **#ProudParent:** negative sentiment (47%) was attributed to backlash from parents who viewed the campaign as indoctrinating children
- **Mexico Ban:** negative sentiment (50%) was linked to discussion about the content of Philadelphia Cream Cheese



■ "Humaning" Campaign
 ■ Oreo #ProudParent
 ■ Mexico Ban
 ■ Other

■ Neutral
 ■ Negative
 ■ Positive

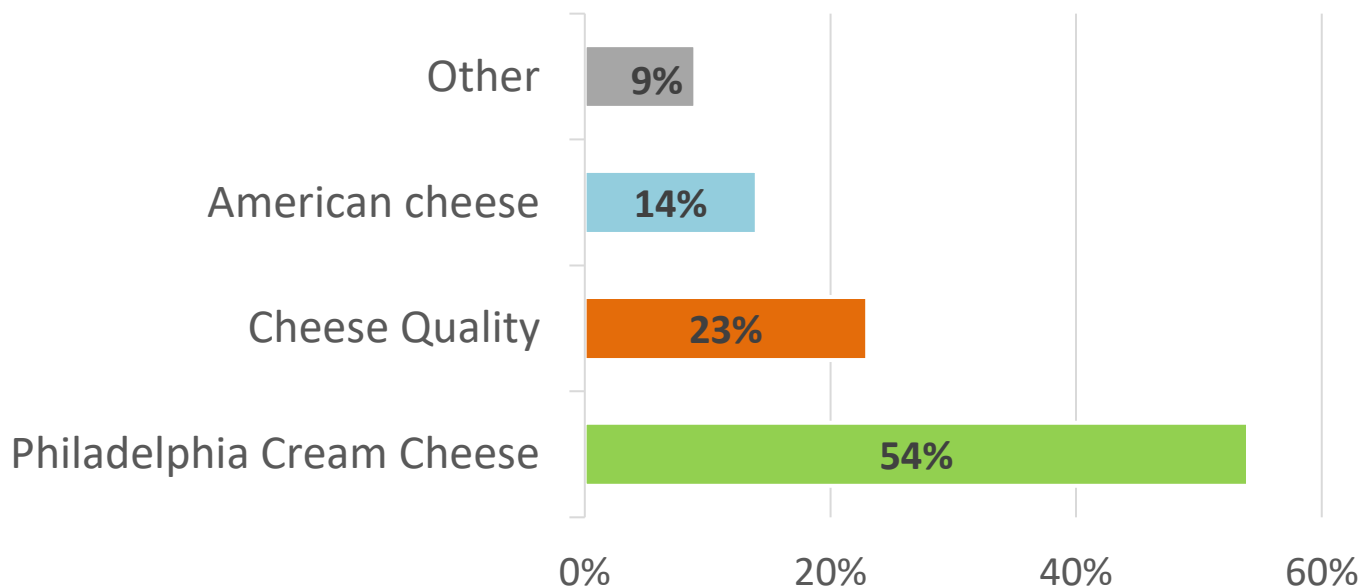
“No wonder that now the "organic" come out to defend the "cheeses", if they are made for the same: DECEIVE PEOPLE.”

Case Study: Mexico Ban

Identified three (3) trending topics associated with the October 14, 2020 ban of Philadelphia cheese brand by Mexico’s Ministry of Economy

- **Philadelphia Cream Cheese:** 54% discussed implications of the ban on Philadelphia cream cheese
- **Cheese Quality:** 23% were concerned with the quality of cheese and other dairy product in lieu of Mexico’s wider ban on 19 brands of cheese and two of 'natural' yogurt citing false milk data
- **American cheese:** 14% believe this was a deliberate ban on “American” cheese due to its high milk fat content

Trending Topics

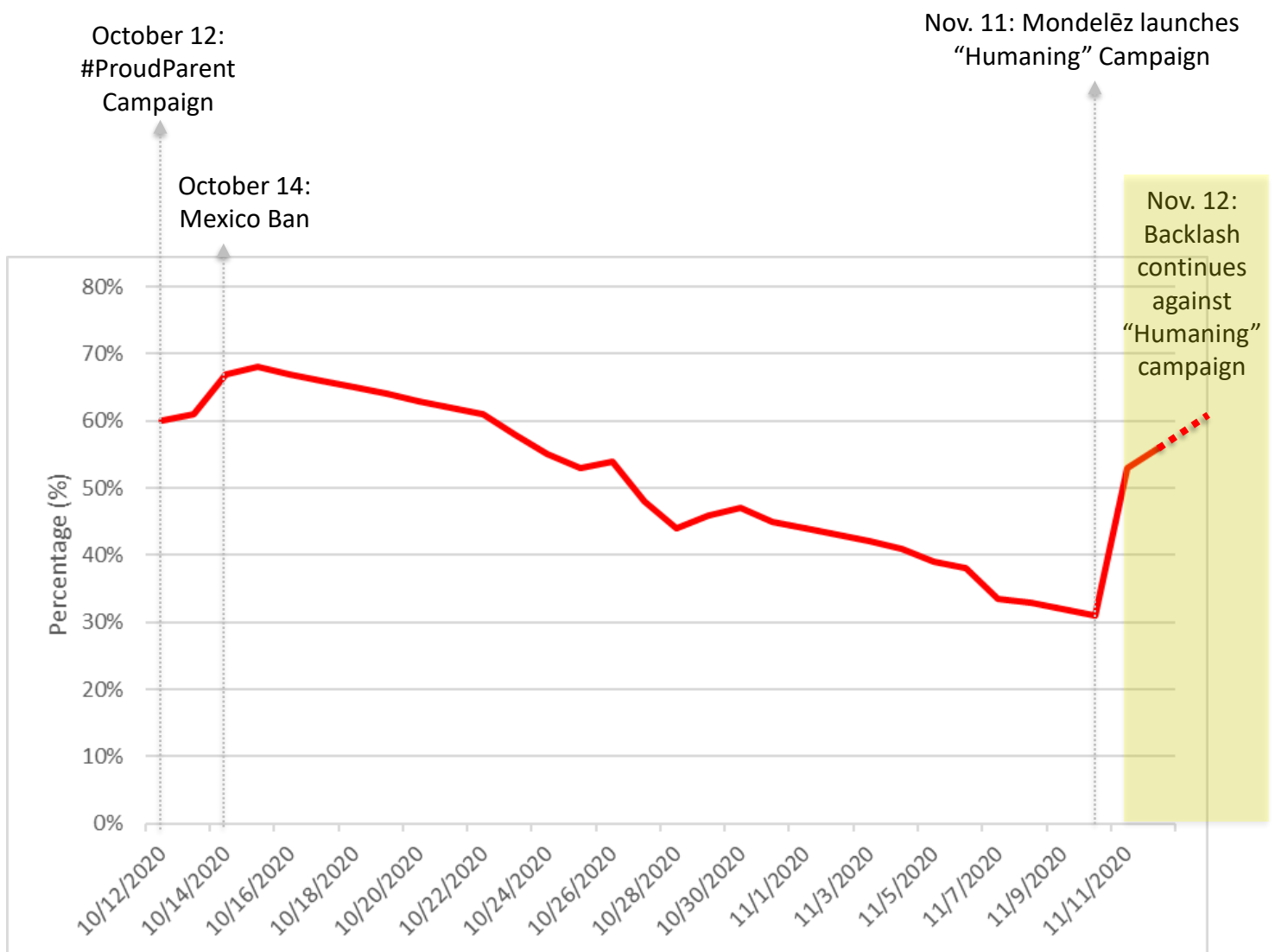


“Did a robot come up with this Humaning marketing approach??” [PRWeek](#)

Key Events / Activities

Measured the impact of key events on public sentiment associated with Mondelez International over a one-month period:

- Negative sentiment averaged 51%
- #ProudParent campaign in the U.S. and Mexico Ban had less influence on public sentiment than “Humaning” marketing strategy
 - 22% increase in negative sentiment associated with “Humaning”





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