Marketing Communications Plan for BelVita
Campaign Management
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CONTEXT ANALYSIS

BUSINESS CONTEXT

Mondelez International:

Mondelez International is one of the biggest international confectionery and snacking company in the UK (Mondelez International 2015).

It employs more than 5,000 employees in 10 different locations in within the UK, and it is in charge of manufacturing and marketing snacks such as cookies and crackers (Oreos, Chips ahoy, Belvita, etc.) to candy and chocolate (Trident, Halls, Milka, Toblerone, Cadbury, etc.). They also produce beverages such as coffees and powdered drinks (Kenco, Cadbury hot chocolates, Green tea, etc.), and also sells coffee machines (Tassimo) (Mondelez International 2015).

As a corporate brand, Mondelez seeks to protect and unify all its sub-brands together. As the mother company it groups all of them under a specific USP (Such as its purple colour or their mission statement of joy) that differentiates them from competitors and at the same time solidifies the brand (Till et al. 2011).

The two main objectives of Mondelez are to increase sales and the awareness of the mother brand. This means Mondelez wants consumers to know what their products are so they can retain them and keep them loyal to its co-brands. (Fill 2002).

Mondelez positions itself with two main aspects: the “joy” and “international” (Mondelez International 2015). The first one is mainly promoting Mondelez as a fun and enjoyable brand, which makes people happy with its products and promotes cheerful moments of life.

The second aspect means they position themselves as an international brand. This way they try to connect with a wider more globalised market and link a world of diversity and cultural differences all together (Mondelez International 2015).

Mondelez International provides in North-America, Latin America, Asia Pacific, EEMEA and Europe. But their main and most important market is Europe (Fact Sheet Mondelez 2014).

Mondelez Global and Revenue growth as well as their share performance is led by their Chocolate and Biscuits confectionery products followed by the powered beverages and coffee products (Price 2014).
Mondelez main competitors are Nestle and Mars Incorporated (See Figure 3) by revenue in food and snacks (Ad Brands 2012).

<table>
<thead>
<tr>
<th>Brand</th>
<th>Revenue (bn)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nestle</td>
<td>$70bn</td>
</tr>
<tr>
<td>MARS</td>
<td>$33bn</td>
</tr>
<tr>
<td>PEPSICO</td>
<td>$32bn</td>
</tr>
<tr>
<td>Mondelez</td>
<td>$29bn</td>
</tr>
<tr>
<td>DANONE</td>
<td>$22bn</td>
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<tr>
<td>Unilever</td>
<td>$19bn</td>
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<td>General Mills</td>
<td>$18bn</td>
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<tr>
<td>Kraft</td>
<td>$16bn</td>
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<tr>
<td>Associated British Foods</td>
<td>$14bn</td>
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<tr>
<td>Kellogg's</td>
<td>$14bn</td>
</tr>
<tr>
<td>ConAgra Foods</td>
<td>$13bn</td>
</tr>
<tr>
<td>Heinz</td>
<td>$12bn</td>
</tr>
</tbody>
</table>

Source: company reports or estimates. Includes confectionery, pet foods etc but excludes beverages.

Figure 3: World’s Biggest Food Companies by revenues from foods and snacks (Ad Brands 2012)

General information of BelVita

Mondelez penetrated the breakfast biscuit market with the brand BelVita (Mondelez International Brands 2015).

BelVita is part of the biscuit market, which is the most important market for Mondelez based by their percentage of sales (See figure 4).

According to the brand, BelVita biscuits are made as a healthy breakfast to eat on the go (Mondelez 2015). BelVita competes with other well-known companies in within breakfast products and also snacks, such as Kellogg’s (Nutri-grain), Weetabix and Nestle (Seb 2013).
CUSTOMER CONTEXT

SEGMENTATION

Dibb et al. (2014) defines segmentation as a process that divides the population into smaller and more homogeneous groups with similar likes and characteristics.

Segmenting the market with BelVita:
Mondelez reaches throughout Belvita a healthier segment of people who are more conscious of what they eat (BelVita 2015).

Demographic & Geo-Demographic Segmentation:

Belvita has 2 main segments. The first one is young adults (24 to 30 years old), breakfast eaters which are concerned about health and diet while also having a busy stress routine on the way to work. Their second segment is older adults (34 to 40 years old) with the same busy life-style who struggle to get to work or get the kids to school (Creative Brief 2015).

Both segments share similar characteristics (Busy and stressed routine), but the first one is more present in online media while the second one is more family oriented.

Geographic Segmentation:

Belvita is sold world-wide in more than 40 countries. The company started selling its breakfast biscuits in Europe (France, Belgium, Czech Republic, Portugal, Hungary, Poland and UK) and then introducing the product in 2012 in United States and Latin America (Food Processing 2012).

Psychographic Segmentation:

Lifestyle & Personality:

Belvita targets a segment of busy people “on-the-go”: Young adults who have just been introduced into the workplace environment, who are busy and stressed, and which are still trying to cope and adapt to this life-style and routine (Snack Works 2015).

Also parents who struggle to get the kids to school, which have busy and tough mornings having to deal with their children and breakfast at the same time (BelVita 2015).
Behavioural Segmentation:

**Purchase Occasion**

BelVita is bought on a standard weekly basis when customers visit the supermarket. As they go to buy milk, bread and breakfast items the consumer would also buy the biscuits (Food Processing 2012).

Also this product can be bought as a result of an impulsive behaviour and “on the go” as snack in any convenience or approachable store. It is probably most purchased in the mornings at breakfast time as it is promoted to be for that time (Belvita 2015).

As a purchase occasion and as seen in Figure 5, snacking is most common when there’s entertainment, leisure time (having a break) or when drinking a hot beverage (Mintel 2013).

![Table showing the most common occasions for snacking](image)

*Figure 5: Snacking Purchase Occasion. Source: Mintel 2013*

**Benefits sought:**

As seen in figure 6, the most common benefits that a consumer is seeking in breakfast products are: to be easy to prepare, to keep them fuller for longer, its flavour and how healthy it is (Mintel 2014).

BelVita promotes its biscuits as already prepared and ready to eat, as healthy, made of flavoured wheat and containing high fibre and low sugar, which are the main benefits a consumer seeks!
BelVita also promotes the product promising to keep the consumer fuller for longer with a
tasty biscuit which is ready to go. Which means BelVita covers ALL the benefits that
consumer seek in a breakfast product (Mintel 2014).

Figure 6: Factors influencing choice of breakfast products (Mintel February 2014)

**Usage:**

The frequency of BelVita’s usage can be narrowed to a once a day morning treat or even
a snack in between hours, as it’s promoted to fulfil consumers for 4 full hours (Wong et
Al. 2010).
**EXTERNAL CONTEXT**

**Economic downturn**

The biscuit market is slowing down against other competing foods like yoghurts, bread and cereals (Mintel 2008), which makes it difficult to gain market share in within breakfast foods (See figure 7).

![Figure 7: UK Value sales of selected breakfast foods (Mintel 2014)](image)

**Competition**

As previously said, BelVita has to compete with other world-wide known companies which monopolise the breakfast food market such as Kellogg’s, Danone and Nestle (See Figure 8) (Mintel 2014).

![Figure 8: Total Competition and advertising expenditure on breakfast foods (Mintel 2013)](image)
Social: Market trends

Although bread and baked goods are still the most popular, other products such as yoghurts and hot cereals are starting to emerge because of a health conscious trend growing up in the UK (Mintel 2008).

Hot cereals are likely to succeed as in breakfast food such as porridge and oat meal. This is also caused thanks to their healthy position associated with the product, which BelVita is using to position its biscuits too (Mintel 2008).

Technological

Social Media has been experiencing a spectacular growth in different platforms (See figure 9). This means BelVita’s aim to increase its presence on Social Media can perfectly be achieved thanks to the natural growth of this platforms over the last 10 years (Ad Week 2014).

Figure 9: Social Media growth among the top 3 Social networks (Ad Week 2014)
INTERNAL CONTEXT

STRENGTHS

Mondelez has been working hard to make sure all its brands are known as Mondelez brands. And thanks to Mondelez’s brand reputation BelVita can position itself in the market as a powerful, recognisable and reliable brand (Till et Al. 2011).

WEAKNESSES

The fact that Mondelez is also world-wide known by its chocolate confectionery products could also damage BelVita’s brand reputation (Pauwels et Al. 2012).

BelVita could be negatively associated with other Mondelez sub-brands such as Cadbury, Maltesers and Oreos. These brands are not the best to be promoted on a health market, and as a consequence BelVita’s image could be damaged (Till et Al. 2011).

CULTURE & VALUES

BelVita’s culture & value goes around one main statement, which is that breakfast matters (BelVita 2015).

BelVita supports their brand position highlighting the importance of having a healthy breakfast in the mornings. Their culture transmits that in order to achieve a healthy breakfast it is important to combine and eat the right nutrients, which sometimes is difficult due to the lack of time on some people’s agenda.

That’s why BelVita transmits and protects its healthy food and natural ingredients, brand transparency and knowing what you are eating at all time (Pauwels et Al. 2012).

MARKETING COMPANIES ASSOCIATED

Droga5 is an advertising agency which is associated with BelVita to create and manage its pan-European advertising account. The agency is based in London and manages the advertising of mainly 22 European markets from TV to digital and social media (Magee 2014).
COMMUNICATION OBJECTIVES

A communication objective can vary depending on what the company is trying to do or achieve. Chris Fill defines that a communication objective should either: Differentiate, remind or reinforce, inform or persuade the consumer (DRIP).

BelVita Breakfast Biscuits communication objective is to differentiate their biscuit from competitors. Their product is healthier, easier to use and more adaptable to consumers lifestyle than competitors (Fill 2002).

It is also important to follow SMART criteria while defining the objective, SMART is an acronym that stands for: Specific, Measurable, Assignable, Realistic and Time-related (Fill 2002).

Following these criteria, BelVita Biscuits objective could be: To differentiate product’s perception towards consumers in between 24 and 30 years old with an active online presence in within 12 months.
COMMUNICATIONS STRATEGY

Pan-European Advertising Campaign “Morning Win”

BelVita’s recent campaign called “Morning Win” was launched last January 2014 in the UK, Europe and also United States (BelVita 2015).

The campaign’s objective is to encourage consumers to celebrate their morning win and share it throughout social media (PR Newswire 2014).

For this campaign BelVita has used as main platform TV and Social Media. It has also used press releases, sales promotions and direct marketing to interact and persuade consumers to buy, which will be explained further on in communication methods.

TARGET AUDIENCE

According to Chris Fill (2002) a target audience is the one selected by the company and served with a specific and tailored marketing mix.

As said before, BelVita Biscuits are aimed to two main segments, which are the young busy adults (24 to 30 years old) and also an older parent whom life is also busy and entertained (34 to 40).

BelVita’s advertising campaign targets young busy adults in between 24 and 30 years old who just started their business careers, which doesn’t give them much time to eat in the mornings due to their busy agendas and stressed routines (BelVita 2015).

From this target BelVita also specifies the market to active online users, which are familiar with social media platforms and are used to interact by Twitter and Facebook (Ad Week 2014).

POSITIONING

According to Ries A & Trout J (2001) “Positioning is not what you do to a product; positioning is what you do to the mind of the prospect.”

BelVita is positioned in the Breakfast market as a healthy and affordable biscuit “on-the-go”. It shares similar positions to other brands like Weetabix, Kellogg’s Nutri-Grain and Nestle (Ad Week 2014).

In order to see how BelVita is perceived by consumers, a positioning map has been created for this occasion using the variables of levels of healthiness and price to show the best known brands (Such as Kellogg’s, Nestle, Quaker and Digestives) competing with BelVita in the Breakfast market.
As seen in the positioning map cereals are seen as a healthy breakfast but at the same time have a very high price. While in case of Oats and Porridge, thanks to the healthy trend going on in the market, they have escalated to a very high position in the market while still remaining at a very reasonable price.

Biscuits are seen as a cheaper option but still quite healthy to keep on. The unhealthiest products tend to be cereals with a high amount of added sugar and colorants (Price, A 2014).
BelVita uses **Push Marketing** for this campaign, which according to Mazzarol (2002) is the strategy used by the company to persuade a customer to use a specific product or service by starting a “chase” process.

To do so BelVita persuades the consumer through its primary communication: via Social Media and TV ads. BelVita will be the initiator of the process and in charge of putting the customer in contact with the breakfast biscuits.
COMMUNICATION METHODS

General similarities across all communications:

Objective: Differentiation
Target audience: Business stressed adults (24-30) with an active presence in Social Media platforms.
Appeals Used: Humorous appeal
USP: Colour, Jingle, Ingredients and Social Media presence

Communication tools used

TV Advertising
Online Advertising
Public Relations
Direct Marketing
Sales Promotions
Sponsorship

Figure 10: Belvita Morning Win advertising banner promoted in BelVita Breakfast Biscuits.com (2015)
TV ADVERTISING
(Main advertising)

Objective: Product differentiation and association with humorous appeal through classical conditioning of Pavlov (1923)

Colours: Soft colours with a large presence of yellows and greens (Which are the product packaging colours).

Music used: Jingle created specifically for the advert which is easy to remember and very catchy (BelVita 2015). The lyrics narrate the story of the character’s morning and how she has overcome it.

USP Content: The variety of ingredients and the health conscious reflected in the advert is used as an advantage to promote the product.

Social Media links: Persuades the consumer to share on Twitter.
**TV (Secondary advertising)**

**Objective:** Differentiation and also association of humorous appeal with the product (Through classical conditioning of Pavlov 1923).

**Colours:** It follows the same pattern as Ad 1. Soft and bright colours and abundance of greens and yellows.

**Song:** The same jingle is used but the lyrics are changed to the story of this character and how he has overcome his morning.

**USP used and Social Media:** The health-conscious factor is also very present here and it also links the ad to Twitter.

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**Figure 13:** BelVita Breakfast Biscuits: Ed’s #MorningWin Caption 1 (Source: https://www.youtube.com/watch?v=1gzXpV-LrE8)

**Figure 14:** BelVita Breakfast Biscuits: Ed’s #MorningWin Caption 2 (Source: https://www.youtube.com/watch?v=1gzXpV-LrE8)

**Figure 15:** BelVita Breakfast Biscuits: Ed’s #Morning Win Caption 3 (Source: https://www.youtube.com/watch?v=1gzXpV-LrE8)
Social Media

Twitter

Social Media results: The advert links the consumers to twitter engaging with them and persuading them to share their own story of how they have overcome their morning.

Hashtag used: #MorningWin

Strategy used: Storytelling (Consumers feel engaged and entertained with the stories seen in the main Ad and are willing to share with others their own story)
YouTube is used to share the main TV Advert, also other secondary stories of other characters and their morning wins and also other strategies used by the brand for this campaign. All of the adverts share the same characteristics, colours and jingle, making them instantly recognisable to the consumer and easy to associate with the brand.

They also have Facebook, Google +, Pinterest and their own app available for Android EP and iPhones (BelVita 2015).
Instagram is used to share photos and ideas of how to combine BelVita biscuits with other healthy foods. It is also used to share Morning Wins (BelVita Instagram 2015).
PUBLIC RELATIONS

Although there’s less control of the media, with a good PR BelVita can protect their reputation and make their message more credible than with advertising (Fill 2010).

Their aim is to increase visibility and inform the consumer about the campaign (see Figure 20):

PR is used to share with the media their aim and also to create a buzz about it. With this technique the brand will increase their social media presence and persuade consumers to interact and be part of it. This increases word of mouth which is important to help the message to spread.

They use key words to capture consumer’s attention such as “Free Giveaways”
BelVita Uses 3D Printing For Campaign Trophies

Mondelez International’s BelVita Breakfast Biscuits brand is running a campaign that celebrates large and small "morning wins" through Twitter, a TV ad, radio promotions, branded content partnerships and -- in what appears to be a first -- by using 3D printing to create personalized virtual and real trophies.

For the first two weeks of the campaign, some consumers who shared their morning wins (like getting the kids to school, or finding matching socks) on Twitter at @belVita with the hashtag #MorningWin were selected to receive a personalized certificate, a virtual 3D trophy and/or a real trophy, and a video of the trophy being created.

Agency Droga5 set up a lab/retail storefront on New York’s Lower East Side (shown above) to create the trophies. The lab was being staffed by a team including several creatives, data analysts, social strategists, video editors, trophy builders, trophy models, and others. Consumers were encouraged to come watch the trophies being created (the lab kicked off with a promoted trend on Twitter).

Figure 23: "BelVita Uses 3D Printing For Campaign Trophies" Source: Marketing Daily
SPONSORSHIPS

UK Sponsors:

BelVita perfectly chose to Sponsor Capital FM’s breakfast radio shows for six months. This sponsorship would appear through nine Capital breakfast shows across Global Radio’s which would reach an audience of 7.7 million listeners a week across the platform (Media Week 2014).

BelVita also sponsors Lisa Snowdon, the co-presenter of Capital FM which appears in some TV ads. Also BelVita appeared in Capital's mobile app making regular competitions for listeners (Media Week 2014).

Belvita Breakfast Biscuits to sponsor breakfast on Capital network

Belvita Breakfast Biscuits is to sponsor Capital FM’s breakfast radio shows in a multi-platform partnership from January 2014.

Figure 24: "BelVita Breakfast Biscuits to sponsor breakfast on Capital Network (Source: Media Week)

Figure 25: Screenshot of BelVita MorningWin contest in Capital FM (Source: Capitalfm.com)
World-wide sponsors:

US

BelVita has sponsored J-Si to make a song from all of the tweets received with the hashtag #MORNINGWIN. J-Si is a radio personality in the Kidd Kraddick Morning Show and also a TV host in the Dishnation (J-Si Chavez Twitter 2015). He is a very well-known host in the U.S, which will help BelVita increase interaction in United States.

Canada

In Canada there’s another example of how BelVita sponsored a specific morning show called “Ca Commence Bien!” This helped the brand to associate its product with good-moods in the morning and promote it through the radio (Strategy Online 2014).
SALES PROMOTION

BelVita gives consumers the option to win a tandem bike from many other give-aways available in their online “Swag” shop (Creation of a Morning Win Swag Shop 2014)

To enter to the competition users have to follow BelVita’s Twitter page and also tag their personal Morning Win with the hashtag #MorningWin.

With this strategy BelVita wins followers, increases their Social Media presence and at the same time benefits consumers winning give-aways.

BelVita’s Swag Shop is only available online from 9 a.m. to 1 p.m. This way the only users able to see it would be the ones waking up early and deserving a Morning Win Gift. This is very clever (Belvita 2015)
BelVita’s Trophy Bot is a personalised trophy made by a 3D Printer and sent by mail to a winning user who has shared their morning win in twitter (BelVita 2015).

This strategy follows a more personal approach to each consumer and rewards them for sharing and increasing the campaign’s effectiveness.
BelVita’s Complementary Campaign called “Morning Run”

As a complementary campaign and to help and support the main campaign, BelVita launched a “Morning Run”.

Objective: Increase awareness of the product and of its campaign.

Target: Oriented to the people who are most focused in health, fitness and wellbeing (24 to 30 years old).

Uses the association with fitness, wellbeing and healthy life-style in order to position BelVita Biscuits in its market and win credibility in front of consumers.

There’s a high level of interaction with Twitter users who will share Morning Runs as their Morning Wins and who will enter the chance of winning a prize as a reward for their interaction.

These prizes are sport-related and appealing to the target.
SCHEDULING

The best way of planning management and organising a successful campaign is using a project management tool which allows representing multiple activities to be done and when are they scheduled. This type of representations are called the Gantt Charts and they were first used in 1890 (Gantt 2015).

When to launch the campaign?

BelVita’s campaign was officially launched on the 4th of December 2013, but didn’t start being successful until January 2014.

After seeing how successful the campaign was going, BelVita decided to prolong it for the next two years, by releasing new adverts, including new prizes and give-aways for costumers, seeking new partnerships and sponsors and renew some of the ideas based on the campaign (Bysani 2014).

Their Morning Swag Shop idea started on September 2014 and was available for users from 9 am until 1 pm (PR Newswire 2014).

From January 2014 BelVita has been working on implementing and strengthen the campaign adding more communication channels and making the idea bigger and stronger. This is why from January until now they have been creating their own website, YouTube channel, Instagram and creating new opportunities to link costumer’s morning wins with the product (BelVita 2015).

Their last advertisement for its campaign was launched last month and it is called Ed’s Morning Win (BelVita YouTube Channel 2015).
BUDGET

Mondelez invested over £2m in their BelVita advertising Campaign which made the brand become one of the top five biscuit brands in the UK (Gwynn 2014).

How is BelVita going to measure the effectiveness of their campaign?

BelVita’s advertising campaign is mainly focused on Social Media, which is very effective at managing and controlling customer’s response and active views in its platforms.

For example, to see the effectiveness of the campaign on Twitter, it is as easy as counting the posts shared through this platform with the hashtag #Morning Win. This method can also be applied through Facebook and Instagram which also use hashtags to review customer’s response.

By analysing Social Media’s PPC and PPV (Pay per click & Pay per View), BelVita will have an exact number of audience reached and budget needed.

In case of BelVita’s TV Advertising, a good way to measure its effectiveness is to check the TV ratings through powerful websites like BARB (Broadcasters Audience Research Board) and RAJAR. By this they can have an idea of the audience who are actively watching TV on a specific hour (BARB 2015). In case of BelVita they could find out the audience and rating on advertising in the mornings.

It is also effective to use quantitative methods in order to find out the campaign awareness and sponsorship effectiveness (Bysani 2014), such as usage and attitude surveys that can be sent online to consumers.

With this quantitative research BelVita can track and measure people’s awareness, recognition, recall, purchase occasion and others (Fill 2002).
CONTROL & EVALUATION

BelVita’s advertising campaign won up to 7% of brand awareness in 5 weeks of its launch (The Guardian 2014). BelVita also won 30% more followers in Social Media platforms and collected more than 748 million impressions (Ad Week 2014).

BelVita’s hashtag #Morning Win was used 2,516 times by the end of January 2014, receiving 5,172 favourites and 2,432 retweets, which showed the campaign was being successful within just a month of launching it (Bysani 2014).

It is also important to observe that BelVita’s hashtag #MorningWin might be too broad and generic, which might make the measurement less precise and reliable.

BelVita has recently been having downturns (Mintel 2014). Nevertheless, the downturn has been mainly caused due to the high level of competition (Such as Kellogg’s and Nestle) who is taking advantage of the healthy-trend that is becoming very popular in the market.

Although its competition, BelVita is one of the top five breakfast biscuits in the UK (Gwynn 2014) and has also achieved their objectives of increasing their Social Media presence in different Social platforms.

Mondelez has introduced BelVita to the breakfast market, which increased their world-wide awareness and helped them increase sales using differentiation as their communication objective (Mintel 2015).
MANAGING CORPORATE REPUTATION

Mondelez International has already been recognised and awarded by their good activities and their support for charities (Mondelez International 2015). Some of their awards involve their image of an ethical corporation, sustainable and powerful.

In order to manage their corporate reputation Mondelez supports activities of good cause such as the “Transformative Partner for Children” by NGO Save the Children and also investing in Education programs all around the world.

Mondelez latest project involves its partnership with the US non-profit organisation called CARE (Mondelez Youtube 2014).

Mondelez’s project is called “Our Children’s Wheat” and based in Egypt, where Mondelez’s volunteers will help more than 8,000 farmers to raise their wheat yields by up to 15% a year and to reduce Egyptian reliance on imports.

This benefits the corporate reputation and positions the company as sustainable and ethical. With acts of charity like this, Mondelez transmits trust and good-will in between consumers; it raises awareness of their good acts and makes their image be recognised all around the world as helpers (Fill 2002).

awards and recognition

2015 awards and recognition
- Ranked in “Fortune” magazine’s Most Admired Companies list

2014 awards and recognition
- Dow Jones World Sustainability Index
- “Transformative Partner for Children” award by NGO Save the Children

2013 awards and recognition
- Dow Jones World Sustainability Index
- Highly Commended by ‘Ethical Corporation’ magazine at its Responsible Business Awards

recognition for chairman and ceo irene rosenfeld:
- Ranked in “Fortune” magazine’s 50 Most Powerful Women in Business
- Ranked in “Forbes” Most Powerful Woman list
- Ranked among the “Financial Times” Top 50 Women in Global Business

Figure 36: Awards and recognition for Mondelez International (Source: http://www.mondelezinternational.com/newsroom/awards-and-recognition)
CONCLUSION

In conclusion, Mondelez has successfully introduced BelVita into the breakfast market and thanks to its latest advertising campaign; BelVita has achieved its brand differentiation and awareness throughout different social media platforms.

Although they have been able to differentiate and build awareness in many different platforms, it is to discuss if the campaign really needed to divide in so many platforms.

Their campaign made them strong in online advertising, but at the same time with this report we can observe how they might have focused too much in the amount of different platforms to use (Twitter, Facebook, Instagram, Google+, Pinterest, Belvita Website, Morning Run Website, BelVita App…), when maybe it would have been more efficient to narrow their platforms to 3 or 4 and make the campaign stronger in them.

Also BelVita’s MorningWin campaign have to take in mind that their target audience is busy and live a very stress routine, which means they will not have many time to interact through Social Media.

Some of the strategies used for this campaign (Such as online games, sharing photos on Pinterest and watching how they made 3D trophies) do not appeal to their target audience. This indicates how BelVita is slowly changing from their original differentiated target to a more undifferentiated target.
REFERENCES


