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Futureproofing – How Legacy Brands Stand The Test Of Time

- Brand legacy
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- Heritage brands in South Africa
- Nostalgia and emotional attachment to brands

Brand legacy is a powerful marketing tool. It occurs when a brand is strongly associated to a product or service offering. It is a phenomenon that takes years to develop as a particular brand essence finds its home in the hearts and minds of consumers.

Today's consumer is faced with a plethora of choice. This makes the concept of value-based choices that much stronger as a new wave of consumers challenge the status quo and re-evaluate brand choices that may have thrived in family settings for generations.

As the largest confectionery business in South Africa, many wonder how Mondelez International is able to develop iconic brands that still resonate within the market, years after their products were first consumed.

In South Africa, very few think of the 80-year-old Cadbury brand without the warm wave of nostalgia that accompanies thoughts of the endearing Chomp Hippo family from the 90's, or the legendary "Makhatini from Maritzburgh" Lunch Bar commercial.

These brands have been built through blood, sweat, and tears, but most importantly their owner, Mondelez International, has invested heavily in quality assurance, marketing and social development to ensure they remain both trusted and relevant to consumers.

Wellness, convenience, choice and transparency are all current consumer trends that are transforming the way snacks are sourced, packaged, and marketed. Aligned to this, Mondelez International through its Snacking Made Right mission, is committed to ensure that consumers have the right snack, for the right moment, made the right way.

As an example, this month we announced that chocolate slabs sold across South Africa will bear the logo of Mondelez International's global cocoa sustainability program Cocoa Life. The goal is that all of Mondelez International's chocolate brands will source their cocoa through the program by 2025.

The business is committed to sustainability and mindful snacking, to not only keep consumers engaged but fundamentally believe in enabling the power of choice and responsibility they have in conserving the quality ingredients that make up their much-loved brands for years to come.

Even in the absence of television adverts, brands like Chappies have remained popular and is entrenched in consumers' minds that every gum, no matter the brand, is widely referred to as "chappies". Chappies is a truly South African legacy brand which for decades has been a conduit that advances the general knowledge of South African consumers in addition to being a fun bubble gum. Now often referred to as the Google before Google, who can forget the bubble gum's "Did You Know" wrappers, which provided information and facts about major historical events, science, astronomy, sports, and many other South African topics?

For many years, Chappies' was associated with the development of youth football – chappies little league. The league became a springboard for talented young footballers, many of whom graduated into playing for big clubs. With an entry of 6023 teams comprising over 100 000 participants, the league made the Guinness World Records in 2003.

As marketers, we understand that tastes and needs are everchanging and companies that want to remain relevant must understand and supersede those consumer needs.

With grim economic climates putting consumer spending under pressure, even a relatively small increase in prices can affect spending habits. In this regard, Mondelez International has decided to soften the blow of a weak economy and stagnant disposable incomes by remaining competitive as well as ensuring that products are available across different market segments at prices and quantities that enable consumers to access them. In doing so they are able to provide delicious moments of joy for all consumers and lead the future of snacking by providing the right snack, at the right moment, made the right way.

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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 or follow the company on Twitter at [www.twitter.com/MDLZ](https://twitter.com/MDLZ).

About Mondelez South Africa

Mondelez South Africa is the largest confectionery business in South Africa, enjoying market leadership in the chocolate, chewing gum and bubble-gum categories. We are custodian of iconic and well-loved local brands such as Chappies bubble gum, Chomp, Lunch Bar and Dentyne chewing gum.

For more information, please visit: <https://careers.mondelezinternational.com/our-world/asia-middle-east-africa/south-africa>