

How Simple Helped Mondelez Improve its Approval Workflows

Mondelez International is arguably one of the world's most well-known snack companies. It operates globally and has more than 30 brands in its portfolio including Cadbury, Oreo, Toblerone, Philadelphia, to name a few.

Apart from being one of the most well-known snack companies in the world, it's also one of the largest. It employs about 80,000 people across the globe and the company's global net revenue in 2021 amounted to about \$28.7 billion.

Mondelez holds the current number 1 position in respect of biscuits and the number 2 position in chocolate, and is rapidly expanding in other markets. Unfortunately, this massive footprint has also resulted in one of the company's main challenges when it came to marketing.

Simple's Marketing Project Management solution gives organisations the ability to create customised review and approval workflows, no matter their needs or requirements. These workflows allow marketing teams to make their marketing processes more efficient and their team members more productive.



Mondelez's Challenges

Because Mondelez sells its products across more than 150 countries and has operations in more than 80 countries, it was faced with several different legal jurisdictions. As a result, it struggled to streamline the legal approvals for the production of its packaging, point-of-sale material, digital content, and television advertising.

It thus needed a solution that could provide complete visibility over approvals while still being compatible with each jurisdiction's unique requirements and marketing workflows.

Simple's Review and Approval Solution

Simple was able to provide this solution when it responded to Mondelez's software tender in 2016. Simple Admation's marketing review and approval software enabled Mondelez to develop customised approval workflows for every jurisdiction, and approval checklists ensured that every piece of collateral went through the right approvals before being released to the market.

Simple's solution also provided full audit trails for all approvals that allowed every marketing department to archive and access records in accordance with their compliance requirements. To streamline approvals even further, the solution also provided online proofing capabilities, ad storage, and progress reports.

With its features and the improved efficiency they bring, Mondelez completely adopted Simple's solution, and Simple now services thousands of users across all of Mondelez's regions.

Benefits Mondelez Enjoyed

Simple allowed each of Mondelez's regional marketing departments to create unique approval workflows based on their needs and requirements. It also gave Mondelez's head office administrator rights to view all work across every department.

In turn, this gave regional legal teams more control, visibility, and full audit trails of the approval process to ensure compliance and that only correctly approved collateral reaches the market. For marketing teams, having streamlined approval workflows and online proofing capabilities meant that they could reduce unnecessary revisions, which increased efficiency and cost-effectiveness.

Moreover, Simple's storage features gave Mondelez safe storage of assets and a full download history, which made it possible to track and monitor assets.

Simple provides a full audit trail of all approvals that makes it easier for organisations to see which marketing team member reviewed and approved collateral. This allows organisations to improve compliance and ensure that only approved collateral reaches the market.

Simple's online proofing tools allow marketing team members, freelancers, and other stakeholders to mark up files online and provide feedback without using inefficient tools like email and PDF documents. As a result, teams can eliminate unnecessary revisions and speed up their reviews and approvals.