



WORKING WITH MONDELEZ

Mondelēz International

SNACKING MADE RIGHT

IDENTIFYING SENSORY CUES IN SNACKING CULTURES

Our behaviours towards snacking can be so different around the world. In some countries for example, lemons are green and limes are yellow and we attribute green colours with sharpness and green hues towards sweetness. It can be the complete opposite in other countries. Shapes that are interpreted as more rounded can be interpreted as more luxurious versus sharp angled shapes that convey bitterness.

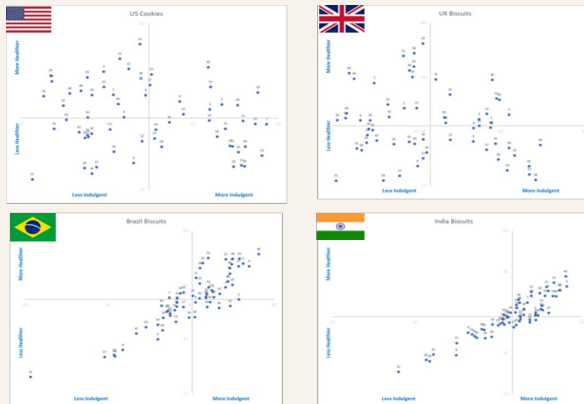


THE CHALLENGE

Identify the sensory cues in mindful snacking that help customers choose indulgent products that are also perceived as healthy in North America, UK, Brazil and India.

GLOBAL BEHAVIOURAL EXPERTISE

Diversifi Teams in Minnesota, Brasilia, Bangalore and London conducted a systematic literature review and an global implicit response survey using the Cloud Army research platform.



The following insights were unearthed across cultures.

+40% more more Indians and Brazilians associate 'a moment with oneself' as more healthy and indulgent than Brits and Americans.

3 X ore Indians and Brazilians associate organic cues with healthy and indulgence, compared with Brits and Americans.

+30% more likely for Brazilians & Indians to associate emotional words, such as 'relaxing' or 'uplifting' with healthy and indulgence than Brits and Americans.

1.5X more Indians and Brazilians associate natural ingredients with healthy and indulgence, compared to the US and the UK.



THE DIVERSIFI DIFFERENCE

85%

of Indians think Cadbury Dairy Milk is permissibly indulgent

93%

of Indians think Oreos are permissibly indulgent

75%

of Brazilians think Lacta is permissibly indulgent

25%

of Americans think portion control makes biscuits more permissibly indulgent

11%

of Brits think portion control for Cadbury makes it more permissible

