

Mondelēz joins forces with Accenture and Publicis Groupe to advance AI-powered marketing

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Mondelēz International announced the launch of a new platform designed to improve its global marketing capabilities while optimising consumer experiences through expanded use of artificial intelligence (AI) and generative AI (gen AI).

Working in collaboration with Accenture and Publicis Groupe, the company's new platform will enable faster, more efficient creation of personalised text, images and videos – helping the company's brands stay a step ahead of rapidly changing consumer tastes and interests.

“Harnessing the power of gen AI will empower our people to play a proactive role in how our brands show up in the market,” said Jon Halvorson, Senior Vice President of Global Consumer Experiences and Digital Commerce at Mondelēz. “This drives real value for the business through creating, personalising and distributing on-trend creative not only at pace but also safely, securely and with brand integrity.”

Building on its long partnership with Mondelēz, Accenture established a strong digital core enabling the company to collect and process real-time data – using gen AI to create new, contextualised insights – that can be easily accessed, shared and used by decision-makers across the company. Going forward, Accenture will help scale and activate this platform through employee training and adoption strategies.