



# MAKE OUR PRODUCT RIGHT

## Launching Mindful Snacking Brand Activation - OREO India Pilot

June 2021

[Click to Download Mindful snacking toolkit](#)

The inclusion of the Mindful Snacking icon and portion information on pack is one of MDLZ's public commitments for 2025 and a key pillar of our 'Snacking Made Right' purpose. There is now a new Mindful Snacking framework available to help marketers and brand managers use best practices and optimize their brand's Mindful Snacking activation.

With the reputation MDLZ brands have for their strong, trusted relationships with consumers, it is encouraged that these brands embed themes of mindful snacking into the conversation to best guide their consumers on snacking at the right moment. Mindful Snacking has proven to build trust and consumer loyalty as it demonstrates the honesty and commitment that a brand has for their consumers' wellbeing. [\(link to source\)](#)

<p>1</p>  <p>KNOW WHAT YOU WANT (EMOTIONAL &amp; FUNCTIONAL NEEDS)</p>	<p>3</p>  <p>ENJOY &amp; APPRECIATE THE SNACK WITH ALL YOUR SENSES</p>	<p>5</p>  <p>BE AWARE OF YOUR HUNGER, FULLNESS &amp; SATISFACTION LEVEL</p>
<p>2</p>  <p>BE AWARE OF PORTION SIZE &amp; MODERATE IT</p>	<p>4</p>  <p>BE PRESENT IN THE MOMENT</p>	<p>6</p>  <p>REFLECT ON YOUR WHOLE EATING EXPERIENCE</p>

The Mindful Snacking key behaviours boil down to six, practical and accessible actions for everyone to do anytime and everywhere. Taking any of those behaviours and bringing them to life in the right occasion through your brand is what makes it authentic and real with consumers.

Over the last few months, a cross functional team of Nutrition Experts, Insights and Analytics team members, and brand equity professionals have piloted an integration approach with the global Oreo and Belvita equity teams, followed by [in market digital activation pilots by the Oreo India team.](#) The pilot launched in May and concluded as a success by delivering "breakthrough" in the IED meter and meets action standards for both enjoyment and brand interest, supporting Oreo as a brand and product to be enjoyed.





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Sriram Lyer, Category Manager OREO said, *“The India pilot is testimony that triggering mindful snacking behaviour can happen through the OREO ritual itself. The approach was to remind consumers ‘to enjoy the snack with all their senses & be present in the moment’.”*



Joanna Dias, Senior Global Brand Manager OREO, added, *“Mindful Snacking is a key priority under Oreo’s wellbeing agenda. We are exploring and learning how to speak proactively to consumers on this topic. The pilot from India showed that the Mindful Snacking message can be given in the brand’s playful tone of voice, whilst continuing to build brand equity. It’s a great example of leadership in this space, and we hope it will encourage other markets to activate too.”*

All of this is now accessible and available as a simple Mindful Snacking brand activation tutorial. [\(link for download\)](#). Download the tutorial and engage with your brand. For questions or support please reach out to your regional SARA team or Susanne Alig-Mathis at [smathis@mdlz.com](mailto:smathis@mdlz.com)

We can’t wait to see more brands helping our consumers to snack right through Mindful Snacking brand activations! Additionally, if consumers would like to learn more, they can check the [Mindful Snacking website](#), which will soon be available in 5+ languages.

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