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Mondelēz International announces startup partners for Mobile Futures Australia

MELBOURNE, AU – July 14, 2014 – Mondelēz International has today announced the startup partners for its breakthrough mobile marketing initiative [Mobile Futures](#) which will see Australian technology entrepreneurs partner with iconic brands including Cadbury Dairy Milk and Philadelphia cream cheese.

After a competitive pitch process, five startups have been chosen to partner with some of Australia's biggest and most loved brands to develop mobile marketing solutions in just 90 days. The partnerships include:

[Cadbury Dairy Milk](#) will be partnering with Snaploader, which uses image recognition to connect images with relevant content.

Marvellous Creations have selected MyShout, a mobile app that allows users to 'gift' their friends with food and drinks at their favourite cafes, bars and restaurants.

[Philadelphia cream cheese](#) chose Issue to drive branded content via a bespoke magazine that is interactive and shoppable.

[belVita Breakfast](#) are set to work with [Proximiti](#), using geo-analytics to create personalised consumer experiences.

Cadbury Favourites will be taking to the SkiFii with WiFi and beacons to help venue owners better understand and engage with consumers via mobile.

Selection involved two days of competitive pitching and 'speed dating' sessions with the brand managers and startups. From over 60 initial applications, 13 mobile startups were selected to take part in the Mobile Futures pitch process, including [StreetHawk](#), [Popup Brands](#), Kouperific, Issue, [Snaploader](#), [Proximiti](#), [My Shout](#), GeoMobv, [BlocksGlobal](#), [BlueCats](#), [OnePulse](#), [Lighthouse](#) and [SkyFii](#).

Anthony Ho, Head of Marketing Services, Mondelēz International said, "Mobile use is increasing and there's a lot of innovation coming out of Australian startups to cater for these audiences. We want to be leaders in this space and use mobile innovation to connect with consumers and create new experiences with our brands,"

“The startup pitches were all of a really high quality and we’re excited to see how the five startups and brands will work together to create some amazing mobile concepts over the next 90 days.”

Steve Sammartino, Pollenizer said, “Pollenizer has supported the recruitment and selection of the 13 startups that pitched for Mobile Futures Australia. We aimed to find some of the most disruptive technologies that are breaking the retail space in Australia. All were excellent pitches, very reflective of the emerging trends coming out of the startup space at the moment.”

Mobile Futures – Driving mobile innovation in 90 Days

The Mobile Futures initiative aims to create meaningful consumer connections by collaborating with some of the brightest and most innovative minds in the mobile space – startup entrepreneurs.

Following the pitch process, startups will work one-on-one with each of the five brands to customise and implement mobile platforms, and activate pilots within 90 days.

Brands will spend a week working side by side with startups at each other’s offices, to give both businesses an intense immersion experience and begin the process of taking a mobile marketing initiative from concept to execution. Startups will work with brands to develop in-market, mobile marketing solutions within 90 days that solve brand specific business challenges

The Mobile Futures Network

The Mobile Futures partner network features some of the leading organisations in the tech startup ecosystem, including incubators, accelerators, shared work spaces, plus more, allowing us to tap into the most talented technologists and entrepreneurs to submit a startup application to the program. Members include: [Evol8tion](#), [Pollenizer](#), [Facebook](#), LBMA, [Hub Australia](#), MMA, [BlueChilli](#), [TechBeach Manly](#), [Spacecubed](#), [Startmate](#) and [ATP Innovations](#), [Inspire9](#) and [Angelcube](#).

For more information on Mobile Futures visit www.mobilefutures.com.au

