Mondelez marketing content platform

IMPLEMENTED 2024 ONWARDS · MANUFACTURING AND INDUSTRIAL · US · BAND C · CLAIMED ONLY
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Snack maker Mondelez built its own generative AI content platform, AIDA, with Publicis and Accenture. An executive told Reuters it cuts the cost of producing marketing content by 30% to 50%; Food Dive later reported a cut of up to 50% as expected.

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NOTICE WORDING LAST UPDATED 16 NOVEMBER 2026

AT A GLANCE

AI used: In-house generative AI content creation platform (AIDA) built with Publicis Groupe and Accenture.

Implemented: 2024 onwards. Grade: band C, Process change, Claimed only.

Headline result, as reported: Marketing content costs cut 30% to 50% and more than $40 million invested, by an executive's account to Reuters, October 2025

1 · The case

The facts, as reported by the 3 sources listed at the end. Where a source is silent, the field says "Not reported".

Organisation

Mondelez International. Global snack maker, brands include Oreo, Cadbury, Milka and Chips Ahoy. Chicago-based, per Reuters. Canvas block: 4. Operations and process. Also 3. Customers and proposition, 6. Data and technology.

Business challenge

The challenge. Faced with tariffs and shrinking shopper budgets, Mondelez, like other consumer goods companies, is looking to cut advertising agency fees and speed up product development, per Reuters. Halvorson told Digiday that more than 60% of advertising and consumer promotion dollars go on creative development and production.

Who implemented it

Publicis Groupe (Consultancy): Advertising group that co-developed the tool.
Accenture (Systems integrator): IT firm that co-developed the tool.

Technology (SEAM pillar E)

SEAM types: not established; the sources do not say how the system works. Deployment: Not reported. Vendors and products: Publicis Groupe, Accenture, AIDA.

Where it was built in: A proprietary content platform that Mondelez owns and its agencies use directly, generating images, short videos and animations for social media and retail product pages.

What changed

Before: marketing content, such as animations, was produced at a cost "in the hundreds of thousands". After, by the executive's account: the tool produces content at a cost "orders of magnitude smaller" and Mondelez expects to produce more of it. Halvorson put the cut in content production costs at 30% to 50%; Food Dive later reported savings of up to 50% as expected. [1] [2] [3]

What it cost

More than $40 million invested in the tool, per Halvorson to Reuters. Running costs: Not reported.

What it saved

By Halvorson's account to Reuters, content production costs are cut by 30% to 50%, and savings would grow if the tool can make more elaborate videos. Food Dive reported in December 2025 that Mondelez expects the tool could cut content costs by up to 50%. Absolute savings: Not reported. [1] [2] [3]

Governance and control

Humans review the output and nothing goes to market without manual legal review, by the company's account, and a document of content rules was shared with Reuters. No audit, owner or monitoring process is described.

S2 · Accountable owner · Not reported
No accountable owner for the tool is named beyond the executives quoted.

A1 · Safe use · Claimed
Mondelez shared a document with rules prohibiting highlighting unhealthy eating habits, vaping, overconsumption, emotionally manipulative language and offensive stereotypes; it does not yet put human likenesses in AI content. Executives told Food Dive that brand rules stop outputs showing

A2 · Human in the loop · Claimed
Vice president Tina Vaswani said humans will always check what the tool produces; Halvorson said humans are expected to be in the loop; and executives told Food Dive that nothing goes into the market without the manual legal review. [1] [2] [3]

A3 · Monitoring and assurance · Not reported
Monitoring and quality assurance of outputs: Not reported.

A4 · Vendor AI · Not reported
Controls over the models used by the platform: Not reported.

A5 · Agent controls · Not reported
No agents described.

A6 · Standards and regulation · Not reported
Not reported.

What worked, what did not, what is unproven

WORKED

- An executive reports a 30% to 50% cut in content production costs.
- The tool is already used on live social media and retail product pages.

DID NOT

- TV advert capability was still a plan in October 2025.
- In 2024 Halvorson did not give figures on past campaign cost savings, per Digiday.
- Tina Vaswani told Food Dive that AI "has a bit more to go" before its imagery is exactly what the brand wants.

UNPROVEN

- The 30% to 50% figure has not been checked independently.
- Whether the saving is net of the $40 million investment: Not reported.
- Quality or sales effect of the AI content: Not reported.

Timeline

Oct 2024 Mondelez describes plans to build an in-house generative AI content platform with Accenture and Publicis; first campaigns expected from Q1 2025 [2]

Jul 2025 Mondelez launches the AIDA platform, per Food Dive [3]

Oct 2025 Executive tells Reuters the tool cuts content production costs by 30% to 50%, with over $40 million invested; Oreo product pages on Amazon and Walmart planned for November [1]

Dec 2025 Executives tell Food Dive that all content goes through manual legal review and the company is still learning where to use the tool [3]

2 · Grade and SEAM assessment

MarLuc's opinion, made on the evidence above. How cases are graded: marluc.co.uk/case-studies/how-we-rate

Level of change and impact

Claimed: Not applicable. Grade: C, Process change. Proof: Claimed only. Level of change: Process change.

The SEAM view and lessons learnt

The cost figure is one executive's account and cannot be separated from other changes such as fewer agency fees or higher content volume. The company says it wants more content, so total spend may not fall even if unit costs do. A leadership team should ask what the saving is per piece net of the build cost, and how output quality is judged.

1. Ask for the saving per piece of content, net of the build cost.
2. Write down the content rules before the tool produces public material.
3. Keep human review in place until quality is measured.

Evidence

Score 1 of 4. Self-reported: executive statements to Reuters, Digiday and Food Dive; no independent source.

Evaluation method. Self-reported company figures: executive interviews with Reuters, Digiday and Food Dive. No independent check.

Sources disagree. Reuters reports that Mondelez is using the tool to cut content production costs by 30% to 50%; Food Dive in December 2025 describes a cut of up to 50% as an expectation.

Status. Ongoing, by the company's account in December 2025. No report was found by 25 November 2026 of the planned AI TV adverts airing.

3 · Original sources

Read these in full. To challenge a fact or a grade, use the contact form at marluc.co.uk or the link on https://marluc.co.uk/case-studies/mondelez-generative-ai-marketing-content

[1] Reuters via KSL: Oreo-maker Mondelez to use new generative AI tool to slash marketing costs
https://www.ksl.com/article/51394930/oreo-maker-mondelez-to-use-new-generative-ai-tool-to-slash-marketing-costs

[2] Digiday: Mondelez takes AI in-house to try and curb marketing costs
https://digiday.com/marketing/mondelez-takes-ai-in-house-to-try-and-curb-marketing-costs

[3] Food Dive: How Oreo maker Mondelēz is rethinking snack marketing with AI (December 2025)
https://www.fooddive.com/news/oreo-parent-mondelez-taps-artificial-intelligence-to-boost-marketing-reach/805491/

Mondelez International website: https://www.mondelezinternational.com

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VERSION HISTORY