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Mondelēz International Pilots Now We're Newtons: A 'Social Sitcom' Parodying Today's Workplace Challenges to Cleverly Bring Awareness to Expanded Portfolio Story

DEERFIELD, Ill. – May 11, 2015 – Mondelēz International. After decades of relying heavily on traditional television and print advertising, Newtons is infusing new life into the more-than-a-century-old biscuit brand with the launch of its first-ever original content series: *Now We're Newtons*. The episodic comedy, which premieres on May 11, observes a company in transition from “being run by the Figs” to “not just figs anymore.”

In 2012, Fig Newtons embarked on a large scale rebranding effort that began with changing its name to just Newtons, adding varieties of different fruit flavors to its product lineup, and making the brand relevant to not only existing loyalists but to younger audiences entering the biscuit category, as well.

“At Mondelēz International, we pride ourselves on being fearless marketers and setting ourselves apart,” said Gary Osifchin, Portfolio Lead, Biscuits North America at Mondelēz International. “Breaking through the clutter requires creation of engaging content that gives the viewer some value beyond just product information. *Now We're Newtons* is a humorous vehicle to tell our product and social giving story in a visually compelling and lighthearted way poking fun at our brand to increase awareness about our partnership with Feeding America.”

To tell the hilarious story of transition or hostile takeover depending on whom you ask, Newtons teamed up with integrated marketing communication firm Weber Shandwick and production company pet gorilla, which produced and directed the series.

[About Now We're Newtons](#)

For more than 100 years, the figs ran the place but now, the future has slapped them right in their faces, and other fruits have moved in. Flashy fruits with skinny pants and wild ideas.

The old guard refuses to accept the forward vision, and HR struggles to implement new policies and rally everyone together. Needless to say, things around the office are a little tense. And if that wasn't enough, management's latest bright idea will require a select group of fig and fruit employees to work together on a Feeding America fruit donation initiative.

Amidst inter-fruit pranks, confrontations and even a very taboo budding relationship, the five "Frumans" join together to devise a plan to get consumers to help fight hunger and participate in the *A Lot of Fruit to Give* campaign. The program benefits Feeding America, the nation's leading hunger-relief organization and helps provide more fresh fruit to families in need.

Go to www.Youtube.com/newtons to watch, share and like the first three installments of *Now We're Newtons*. And to learn more about the *A Lot of Fruit to Give* campaign and how you can donate to help provide fruit for families in need, visit www.newtonsgivesfruit.com.

About Mondelēz International

Mondelēz International, Inc. (NASDAQ: MDLZ) is a global snacking powerhouse, with 2014 revenue of \$34 billion. Creating delicious moments of joy in 165 countries, Mondelēz International is a world leader in biscuits, chocolate, gum, candy, coffee and powdered beverages, with billion-dollar brands such as *Oreo*, *LU* and *Nabisco* biscuits; *Cadbury*, *Cadbury Dairy Milk* and *Milka* chocolate; *Trident* gum; *Jacobs* coffee and *Tang* powdered beverages. Mondelēz International is a proud member of the Standard and Poor's 500, NASDAQ 100 and Dow Jones Sustainability Index. Visit www.mondelezinternational.com or follow us on Twitter at twitter.com/MDLZ.

About Feeding America

Feeding America is the nationwide network of 200 food banks that leads the fight against hunger in the United States. Together, we provide food to more than 46 million people through 60,000 food pantries and meal programs in communities across America. Feeding America also supports programs that improve food security among the people we serve; educates the public about the problem of hunger; and advocates for legislation that protects people from going hungry. Individuals, charities, businesses and government all have a role in ending hunger. Donate. Volunteer. Advocate. Educate. Together we can solve hunger. Visit www.feedingamerica.org, find us on [Facebook](#) or follow us on [Twitter](#).