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Mondelez strikes deal to tap into Twitter's social media knowhow

By Emily Steel in New York

Mondelez, the maker of Oreo cookies and Trident chewing gum, has struck a first-of-its-kind partnership with Twitter to bolster its real-time marketing prowess in a deal that includes embedding Twitter staff in Mondelez offices around the world.

As part of the agreement, Twitter will deploy teams to work with Mondelez in Brazil, India, the UK and the US, helping local marketers tap Twitter's knowhow. The deal, which includes an ad spending commitment, gives Mondelez access to preferential ad rates, "brand boot camps", custom research and a first look at new products.

"The whole point here is

being able to react to what is being talked about in culture at the moment when it is being talked about," Bonin Bough, vice-president of global media and consumer engagement at Mondelez, told the Financial Times.

Adam Bain, Twitter's president of global revenue, said: "With a rapid consumer shift toward mobile usage, companies must plan for the moment to ensure their brands remain relevant and in touch with the interests of consumers."

Mr Bough is expected to announce the partnership during the FT's Future of Marketing Summit in New York today.

Amid the proliferation of media, marketers find it harder

to break through the clutter to audiences. Tapping into the social media zeitgeist not only helped brands raise their profile but also generated product sales, Mr Bough said.

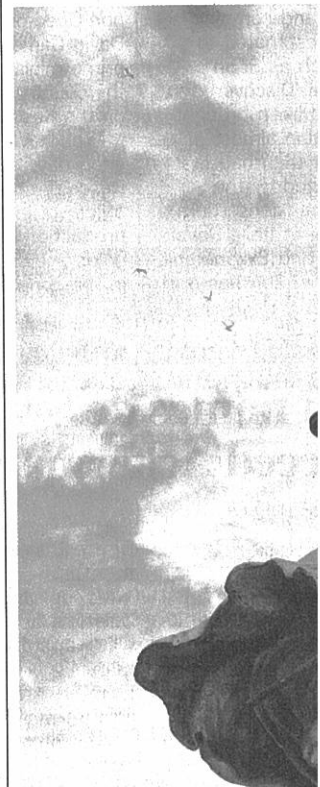
Mondelez has launched a series of advertising campaigns that tap real-time social media activity. During the Super Bowl, Oreo generated buzz for posting a tweet with a picture that said "You can still dunk in the dark" when the lights went out during the game. This week, Trident launched a six-second television commercial based on a video for Vine, Twitter's video service.

Twitter is forecast to capture \$580m in advertising spending this year, against \$290m in 2012, according to eMarketer.

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