

Initiation process for Marketing Support & Consumer Relations functions in Ukraine and Eurasia

Updated: July, 2016



Goals of presentation

- ✓ Unify and standardize the initiation project procedure for all markets which are covered by Mondelez Ukraine and Eurasia
- ✓ Make the initiation process clear and transparent for all agencies and categories



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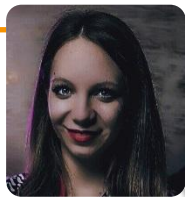
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Marketing Support & CR UA & EA: BUs structure & payment scheme

BU	Territory	Category\ Brand
MDLZ UA	UA, ARM, AZE, MOL	Biscuits – Barni, TUC, Belvita, Oreo Gum&Candy – Dirol, Halls Confectionary - Korona, Milka, Picnic Salted Snacks – Lyuks
MDLZ RU	CA - UZ, TUR, MON EE - ARM, AZE, MOL	Confectionary - Alpen Gold Biscuits – TUC, Юбилейное Gum&Candy – Halls, Dirol
MDLZ KZ	KZ, KG, TJ	Biscuits – Barni, TUC, Belvita, Jubilee Confectionary - Alpen Gold, Milka, Picnic, Vozdushniy Gum&Candy - Dirol, Halls
MDLZ GEO	GEO	Biscuits – Barni, TUC, Jubilee Confectionary - Alpen Gold, Korona, Oreo Gum&Candy – Dirol, Halls Salted Snacks - Lyuks
MDLZ BEL	BEL	Confectionary - Alpen Gold, Milka, Picnic, Biscuits – Barni, Belvita, TUC Gum&Candy - Dirol, Halls Salted Snacks - Estrella



Standart Project Cycle

Step 1

Providing initial documents

Responsible:
Agency

- Align CE with Brand Manager
- Send signed by Brand Manager CE to MS

Step 2

PO issuing

Responsible:
MS
Timing :
10 days

- PO issuing
- MS sends PO to the Agency

Step 3

Signing of the Annex\Media Plan

Responsible:
Agency/MS
Timing:
4-5 days

- Agency adds PO to the Annex\MP, signs, stamps and sends to MS

Step 4

Project closure

Responsible:
Agency

- Prepare documents and send to MS

Step 5

Providing comments

Responsible:
MS

- Check documents and send the list of mistakes
- Proceed with payment if documents are correct

Step 6

Providing corrected documents

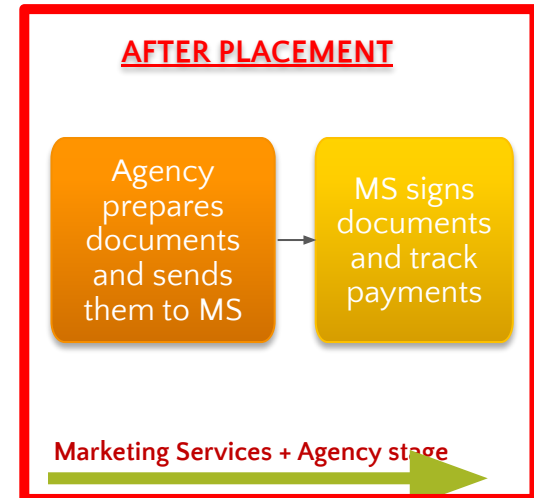
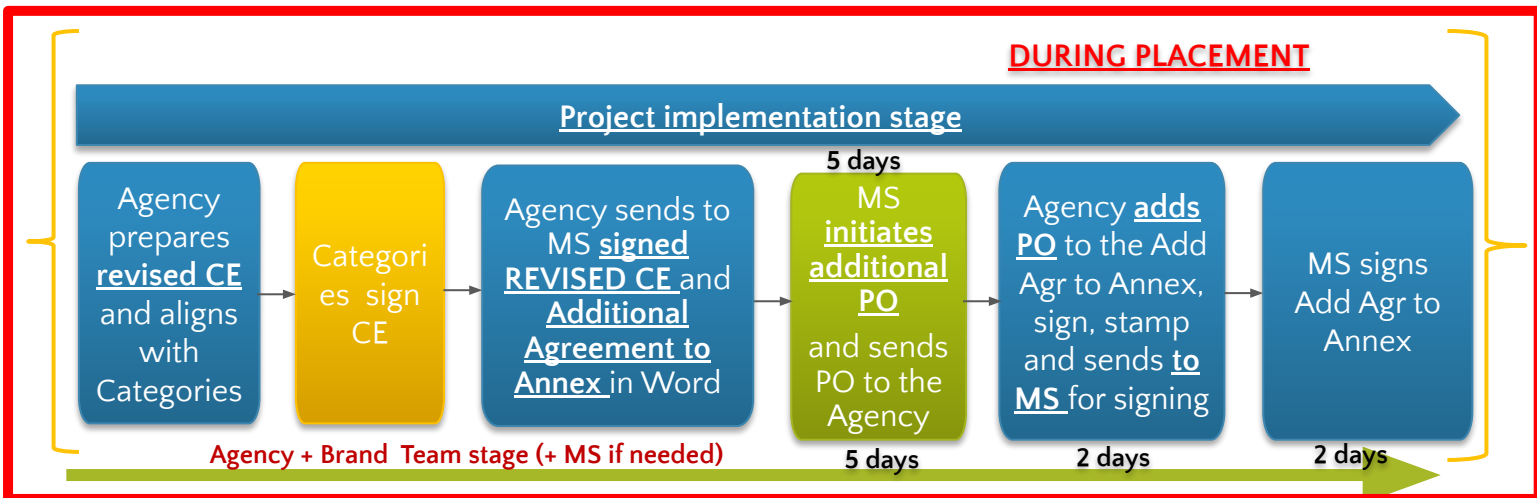
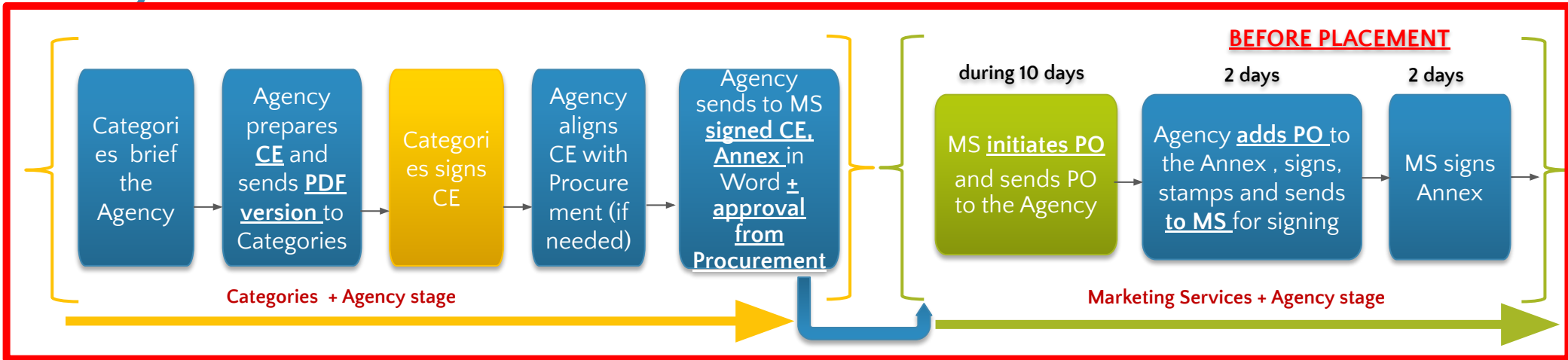
Responsible:
Agency

- Make corrections in documents and send updated hardcopies to MS

IMPORTANT: The actual price of services cannot exceed the amount of CE\Annex\Media Plan

Project Circle in details

*Days = working days



Notes for initiation process in the frame of MS



1) Use this approved draft of CE for project initiation:



Microsoft Excel
Worksheet



Microsoft Excel
Worksheet



2) CE has to include + 10% of total CE amount (as other spends)



3) Use this email subject for CE approval: **FOR APPROVAL _Agency name_TM_Project name**



4) Starting from 25th of each month till 4th of the next month is closing period. CEs will not be accepted for processing during these periods.



5) Approvals:
– CE = 50.000,00 USD or less should be signed by brand manager signature
– CE for more than 50.000,00 USD should be signed by brand manager and category manager
– CE should be approved by Procurement in case of BTL, usage rights, PR, TVC shooting projects.



6) PO(-s) should be indicated in Annex\Additional Agreement to Annex.



7) In case of any changes (period, price, etc.) the revised CE should be sent to MS not later than 1 week before the last date of the activity. Additional PO to be launched.



8) Just after receiving approved PO/signed contract/Annex/Media plan by Procurement Manager (Ukraine, Moldova, Azerbaijan, Armenia) or Local Directors (Belarus, Georgia, Kazakhstan) Agency can start providing services.

Notes for project closure process in the frame of MS



- 1) The list of required documents for the payment:
 - Act for the activity,
 - Annex\Additional Agreement to the Annex,
 - Report to the Act (if needed),
 - Proof of Performance.



2) PO(-s) should always be indicated in act of acceptance and Annex\Add Agr.



3) Additional Agreement can be signed just during the period of providing services (accordingly to the Annex).



4) The date of the Annex\Additional Agreement = date of PO (or later).



5) The date of the act = the last date of providing services (or later).



6) Power of Attorney (PoA) indicates based on the date of the act: PoA shall be considered cancelled from the date of issuing of a new PoA.



7) Period of providing services starts from the date of PO (or later).



8) The name of the activity in the Annex, Act of acceptance and report should be the same.

Approach PO=Annex

1) To issue the PO

- a) MS has to receive the necessary information (use the file below to find out what information is required for your type of project) Please use [this template](#) as a request for PO issuing
- b) Signed CE
- c) If needed – BTL activity requires Annex ; Media Placement; Media plan
- d) Procurement's approval



Microsoft Excel
Worksheet



2) Once the PO approved MS member sends it to Agency for the signature.

signs it with proper person and sends to the Agency for signature

Note: PO=Annex approach doesn't work just with Media placements and BTL activity

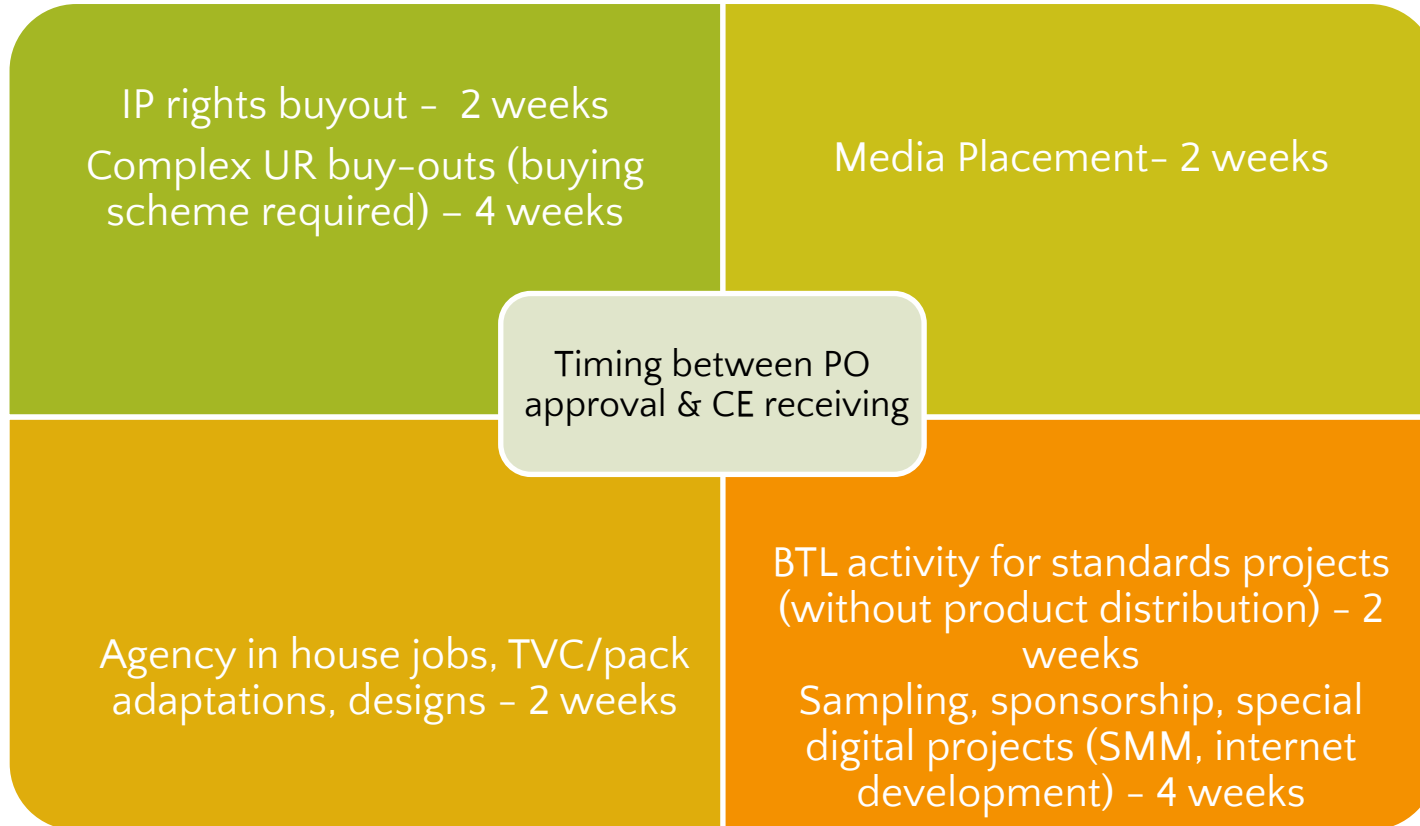


Agency sends back the signed PO which MS has to sign with Mondelez responsible person. When Agency receives the signed PO from both sides project can be implemented

Typical projects timeline

Standard projects (frame contract available, only annex required) – **2 weeks**

Complex projects (new contract/unique annex required) complex nationwide promo or BTL activity – **4 weeks**



Project couldn't be paid due to the following mistakes during initiation

Project was started before PO issuing & receiving signed Annex

The initiation process wasn't started in accordance to the requirements (signed CE, timing, necessary approvals & signatures)

The main contract wasn't prolonged on time or doesn't cover the sum of services

The price of services increased but additional PO wasn't issued

The changes were agreed but were not reflected in the Annex\Add Agr

