

Global Breakthrough Packaging Development Team



SNICKERS

m&m's

Twix

Orbit

DOUBLEMINT

Skittles

MARS WRIGLEY
confectionery

**THE RULES OF
BUSINESS HAVE
CHANGED**

INFLUENCED

BY...

GROWING POPULATION...



UPCOMING MARKETS...



DESIRE FOR SUSTAINABILITY...



CHANGING REGULATIONS...



BUDGET CUTS...



NEW WAYS OF PAYMENT...



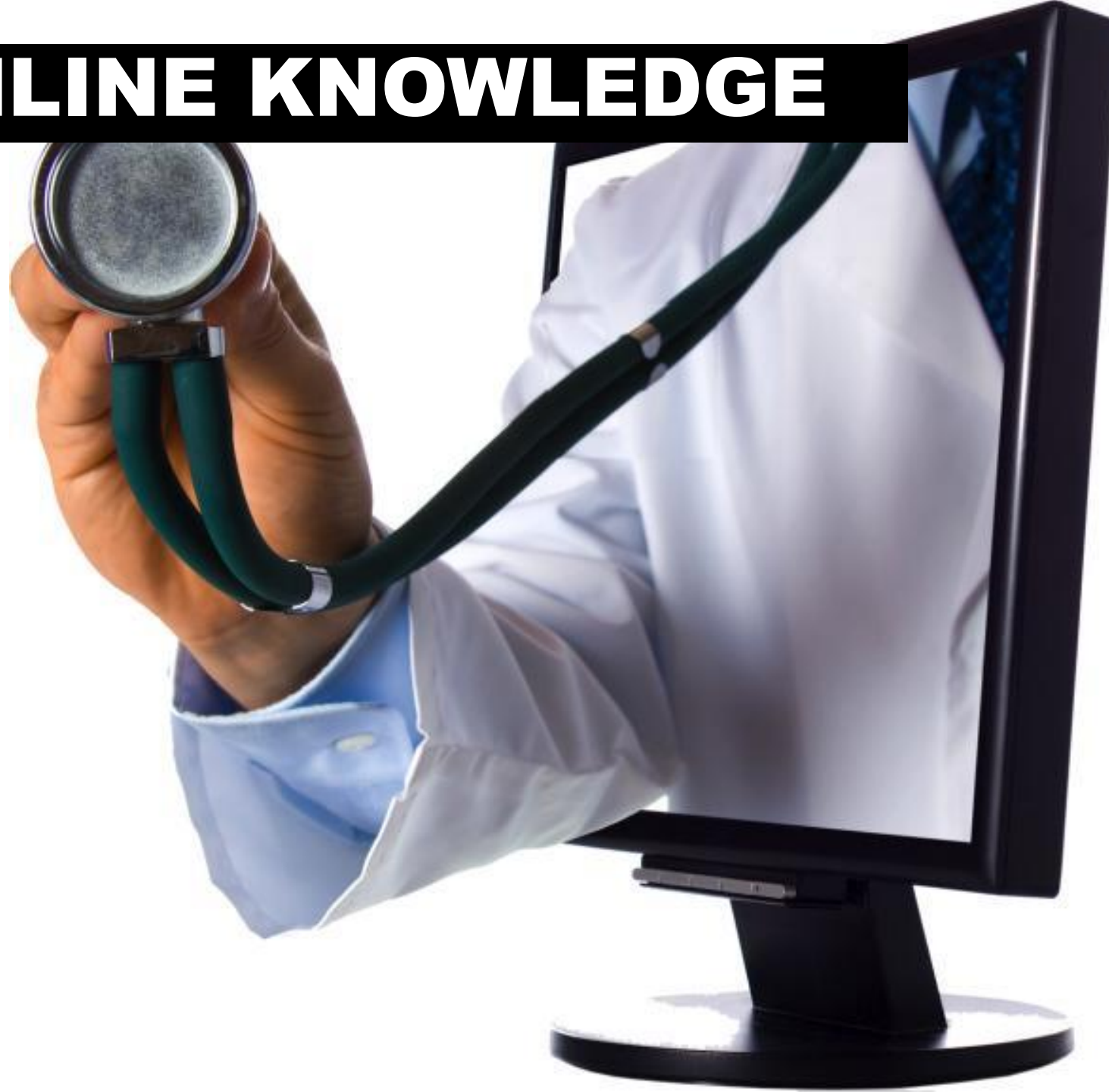
A man in a white shirt and dark tie is holding a piece of paper in front of his face. The paper has handwritten text in black ink. The man's face is blurred behind the paper.

Transparency
is The New
Green.

ONLINE REVOLUTION



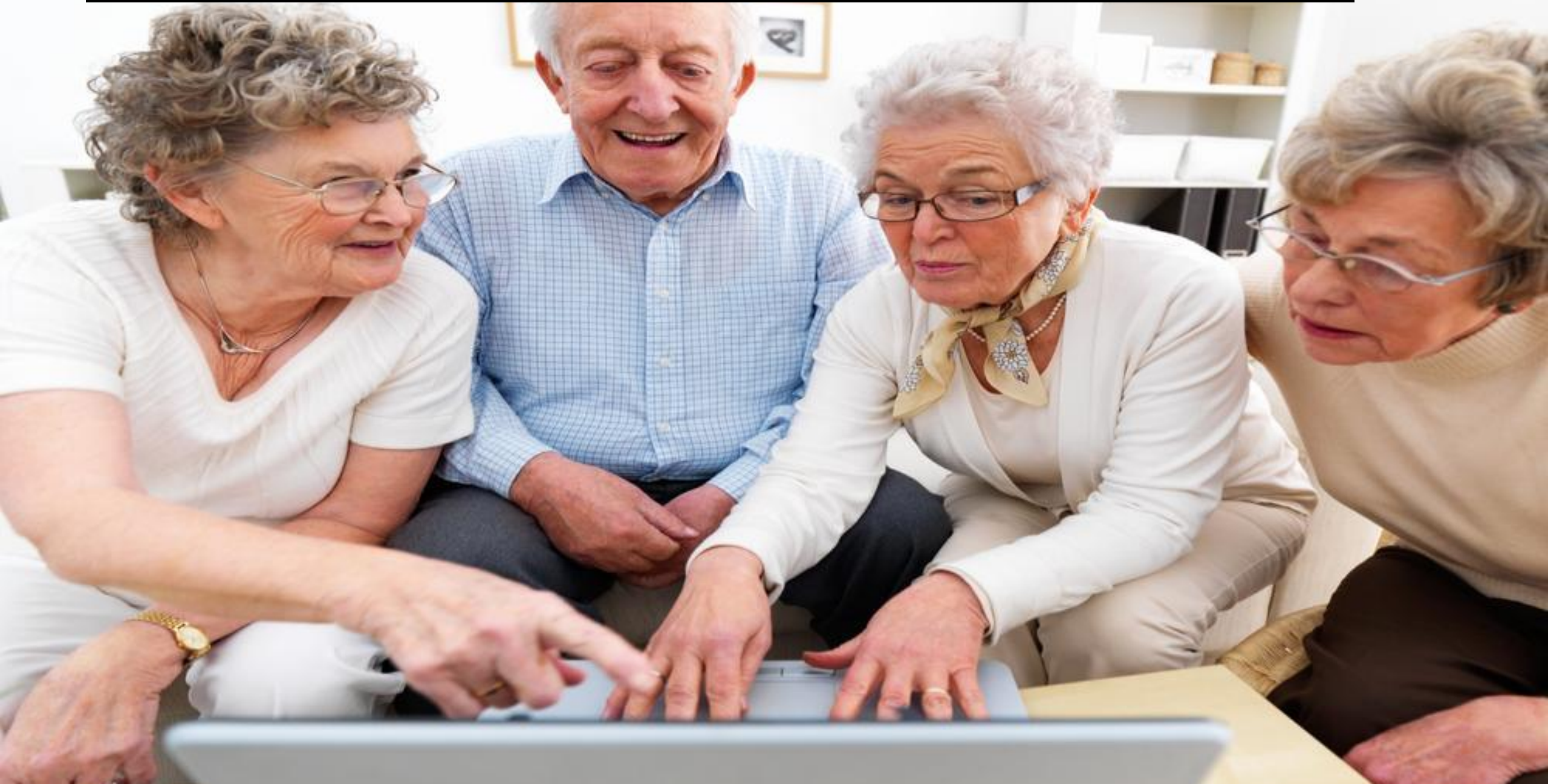
ONLINE KNOWLEDGE



NEW TECHNOLOGY



CHANGING CONSUMER BEHAVIOR



EMERGING CONSUMER BEHAVIOR...



PERSONALIZATION

USA MEX
**ONE SIZE
DOES NOT
FIT ALL**

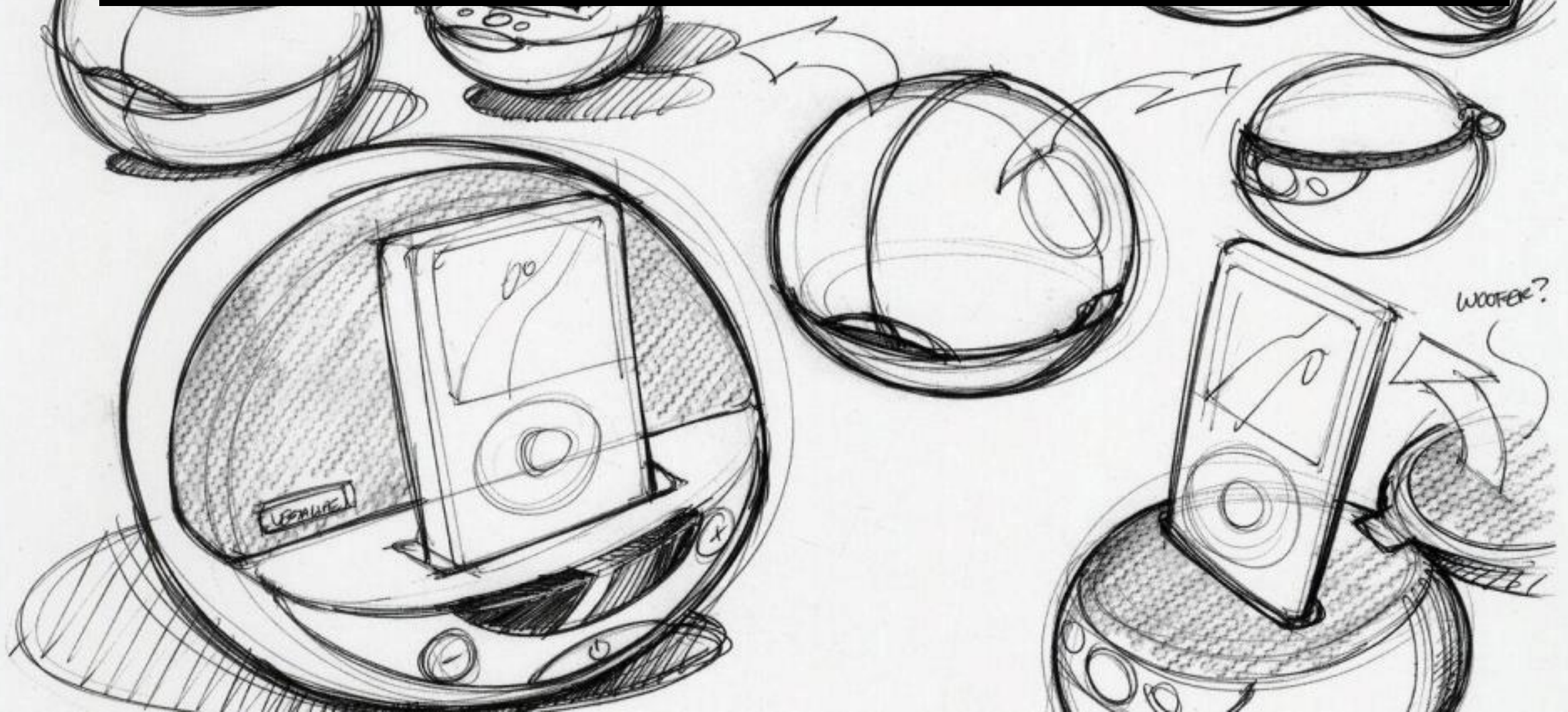
30°C
Von links bügeln / Iron inside out /
repasser sur l'endroit / 只熨裏面
P

We waited
30 min
NO SERVICE

**RESULTING IN SHORTER SHELF
LIVES OF COMPANIES...**



**AND REALIZING THAT PRODUCT
INNOVATION IS NOT ENOUGH.....**



THE PAST WAS ABOUT

**CHOOSING
SOLUTIONS**

THE FUTURE IS ABOUT

**GENERATING
BUSINESS OPTIONS**

Business Options & Needs of Global Packaging through 2020

1. Sustainability

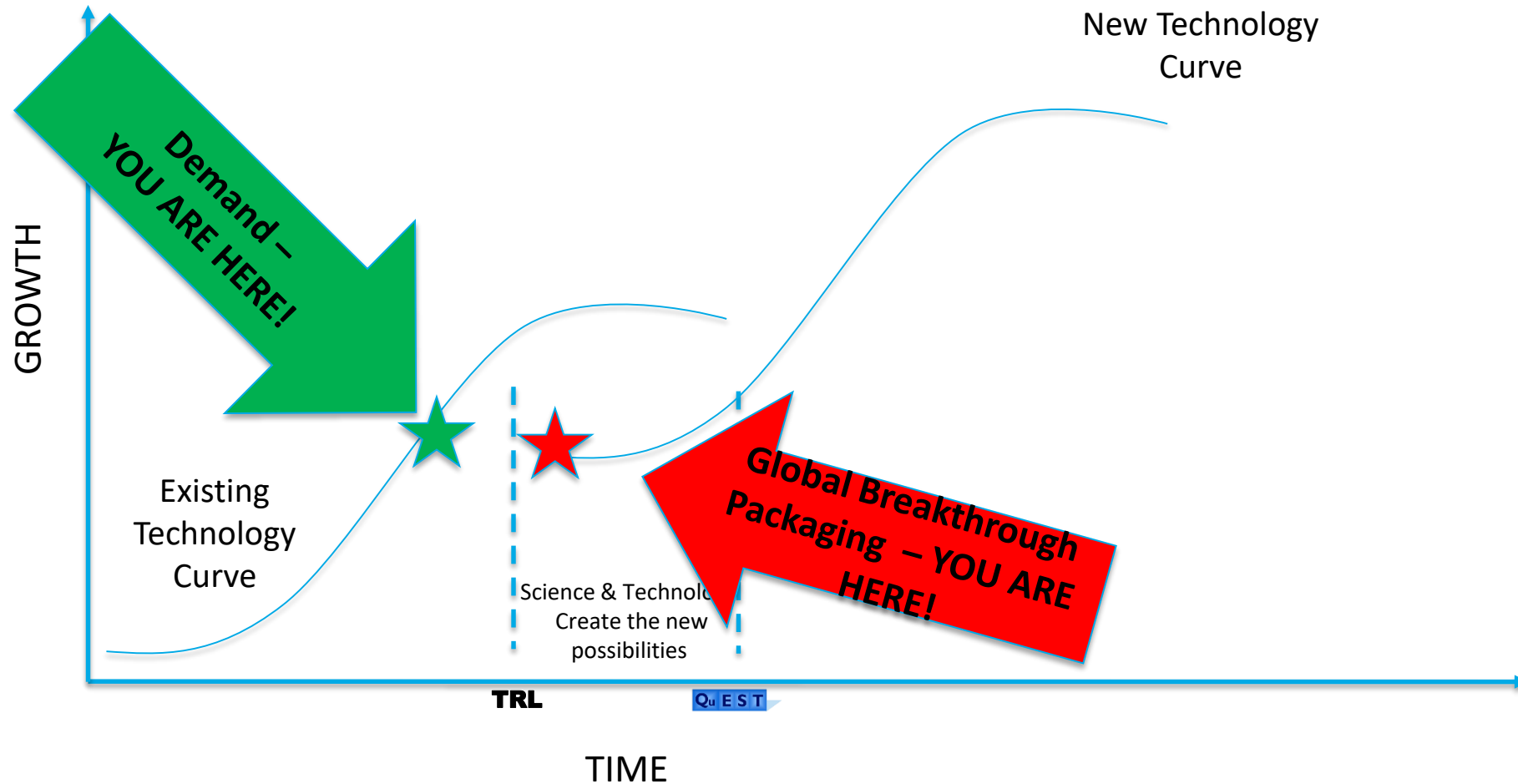
2. Food Safety

- a. Improved protection
- b. Anti-counterfeiting/Authentication

3. Packaging Performance

- a. Brand Maintenance
 - i. Premiumization
 - ii. Building brand trust
- b. Performance in e-commerce, omni-channel, and emerging markets
- c. Convenience of Use
- d. Cost savings

WHEN Does Global Breakthrough Packaging Come In?



How will the Global Packaging Development team be perceived?

INFORMED

CONNECTED

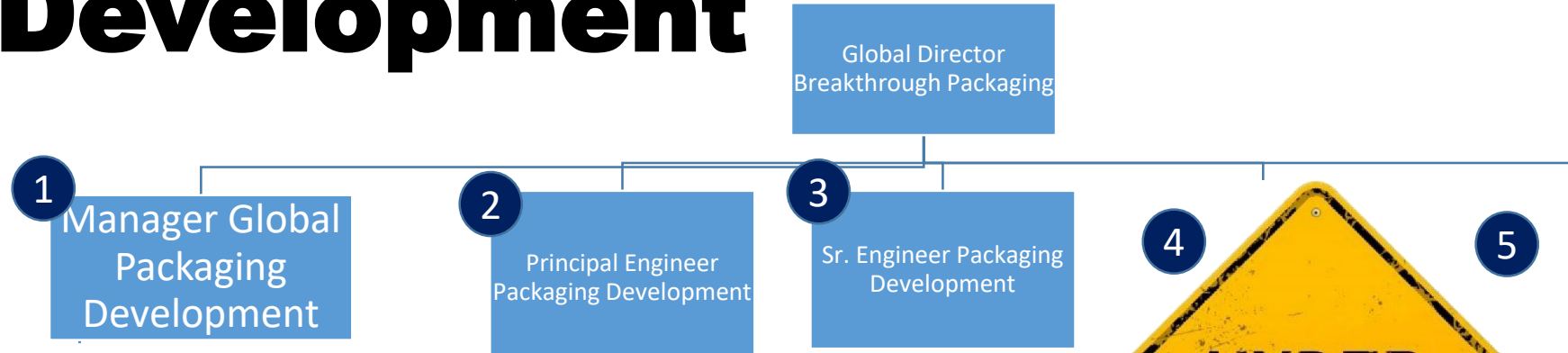
ENTREPRENEURIAL

What We Do...

- Set the Global Standard.
- Focus Only On Tomorrow
- Develop the Resources for Tomorrow, Today



Global Breakthrough Packaging Development



1. IN THE PACK

2. ON THE PACK

3. CONNECTED TO THE PACK

4. NEW PACK SYSTEM

5. PACK SYSTEM PRODUCTIVITY



HOW DO WE ALL PLAY AT OUR BEST TOGETHER?



WHERE Are We All, Again?



How We Play Our Best

Scout:
Global



Coach:
CBU



Player:
Regional



HOW DO WE PLAY AT OUR BEST TOGETHER

	IN THE PACK 1	ON THE PACK 2	CONNECTED TO THE PACK 3	NEW PACK SYSTEM 4	PACK SYSTEM PRODUCTIVITY 5
Global (Scout)					
CBU (Coach)					
Regional (Player)					



Scout



Listen &
Learn



Test &
Learn