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FOR IMMEDIATE RELEASE

Scrum50 Named Mondelēz International's eCommerce Agency of Record

SOUTH NORWALK, CT – Pioneer agile marketing agency **Scrum50** (www.scrum50.com) has been awarded eCommerce **Agency of Record** (AOR) status for global consumer packaged goods company **Mondelēz International**, leader in biscuits, chocolate, gum, and candy, with brands such as OREO, Ritz, Chips Ahoy!, Belvita, Halls, Trident, Cadbury. The partnership solidifies Scrum50's highly-regarded credentials in eCommerce, and specifically the Amazon marketplace, where many brands are struggling to keep pace with commerce platform and its many intricacies.

The AOR distinction was awarded after a series of successful 2018 projects together – including Amazon-specific Trident Vibes launch and seasonal Back-to-School/Halloween programs for Multi-Pack snacks, OREO, Sour Patch Kids, and Swedish Fish.

“In our relatively short time working together, Scrum50 has demonstrated a command of the Amazon landscape, delivered thoughtful, insight-driven creative, then executed efficiently through their agile approach,” said Chris Butler, Head of eCommerce NA at Mondelēz International “Our eCommerce channel has grown share in very competitive categories and seasons much quicker than anticipated thanks to Scrum50's strategy and support. “

In addition to their work for Mondelēz, Scrum50 has built successful eBusiness programs for Luxury Beauty and Fragrance, Gerber Naturals Baby Formula, Conair, Welch's, Revlon, Elizabeth Arden and more.

“Our eCommerce success relies specifically on the category and shopper insights we develop together in partnership with our clients so that we can fully understand what makes them tick and then deliver that messaging and creative directly to them.” Says Stacy Thomson, newly appointed VP of eBusiness for Scrum50, who leads the charge in client growth on the eBusiness side. “Our clients overall have found success through our work on their Amazon marketplace with our expertise and strategy from product details pages with custom content, to brand stores and display units.”

For more insight into their client work and agile methodology, visit www.scrum50.com

About Scrum50

Scrum50 is the first born-agile marketing agency. Their mission is to marry world-class strategic creative



with efficiency by embracing agile marketing approaches — employing shorter production sprints managed by uniquely-talented hybrid teams. They focus on three competency areas for clients: (1) Agency Services, (2) eBusiness, and (3) Digital Transformation. www.scrum50.com