## SCREEN 02\_130

SCREEN TYPE Text reveal

DESCRIPTION

The learner selects text headings to reveal further information, images or media.

Screen shows same structure diagram as previous screen 02\_120,

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But… the reveals will be linked to the final 6 boxes / departments.

OPENING TEXT (30 words max)

The other RDQ teams of experts support **all** categories. They make sure our resources and activities support corporate strategy and allow us to respond to the biggest business opportunities.

PROMPT

Select each heading to find out more.

HEADING 1 TEXT (5 words max)

Packaging

TEXT FOR HEADING 1 (50 words max)

Packaging is our first connection with consumers.

It attracts people, keeps products fresh and protects them from damage and contamination.

If there's an issue that consumers are having, well our packaging experts solve problems too.

When consumers were frustrated by broken cookies and hard-to-open packets, we invented the Snack 'n Seal solution for OREO and CHIPS AHOY! cookies.

IMAGE/VIDEO FOR HEADING

OREO Snack n' Seal packaging journey.

 

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HEADING 2 TEXT (5 words max)

Quality & Food Safety

TEXT FOR HEADING 2 (50 words max)

We collaborate with RDQ colleagues and other functions to promote a consumer-focused quality culture.

We partner with Supply Chain to ensure our products are manufactured safely and consistently.

If there are any issues or concerns about food safety and quality, we'll provide expertise to manage the situation and find out the cause of the problem.

IMAGE/VIDEO FOR HEADING 2



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HEADING 3 TEXT (5 words max)

SARA

TEXT FOR HEADING 3 (50 words max)

Scientific And Regulatory Affairs (SARA) is always busy behind the scenes.

We build collaborative relationships with local and international government and Trade Associations.

We ensure our products meet local regulations and are safe for consumers.

We ensure packaging has the correct ingredients, nutritional and allergens information for consumer's information.

IMAGE/VIDEO FOR HEADING 3

[CAPTION] SARA colleagues take part in a scientific forum.

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HEADING 4 TEXT (5 words max)

Research & Nutrition

TEXT FOR HEADING 4 (50 words max)

25% of RDQ colleagues work in Research & Nutrition. It's such a large sub-function it's split into four different areas:

Ingredient & Nutrition Research

Consumer Science

Innovation Accelerators

Analytical Science

We'll take a closer look at these experts in the next screen.

HEADING 5 TEXT (5 words max)

Strategy & Productivity

TEXT FOR HEADING 5 (50 words max)

Strategy means long-term business planning. This area ensures that our resources are used to drive the biggest opportunities and that we continue to develop the capability of RDQ teams.

The Productivity team makes sure our products are produced as cost effectively as possible, providing the fuel to focus more RDQ funds on developing products that hit our growth targets.

IMAGE/VIDEO FOR HEADING 5

productivity/performance image ideas.





HEADING 6 TEXT (5 words max)

Breakthrough Innovation

TEXT FOR HEADING 6 (50 words max)

Our small, dedicated, innovation team has an entrepreneurial mindset and a real sense of urgency. They use all the expertise we have internally and partner with external organizations to invent new processes and products. This creates even more moments of joy for our consumers.

IMAGE/VIDEO FOR HEADING 6

Typography solution? **WOW! "I wish I'd thought of that!" Bright ideas**

Or alternatively an image similar to this, (sent by Tracey at MDLZ).

