

## EMPLOYEE ENGAGEMENT

### MARS MTD



Our internal engagement work with Mars not only includes brand deployment strategies for each country, it also encompasses something which is at the heart of the Mars way of life – internal recognition.

---

- » **An 83% increase in levels of engagement**
- » **Up four more places in the Times Top 100**
- » **A FORTUNE 100 Best Company to Work For (up 19 places year-on-year)**
- » **Aon Hewitt's Best Employer Russia**
- » **Number one FMCG in Italy**
- » **GREAT PLACE TO WORK Top 25 Best Multinational Companies in Europe**
- » **Best Employer in Belgium**
- » **Best workplace in Belgium, Denmark, Greece and Spain**



[Story of MTD](#)
[Nominate Now](#)
[2013](#)
[Past Winners](#)
[Champions Corner](#)

### Everyone can make a difference, and each of us should try

John F. Kennedy said that 'everyone can make a difference and each of us should try'. This is the spirit of the 'Make the Difference' global award program. It is open and easily accessible to all Associates throughout Mars, Incorporated and recognizes those individuals and teams that bring exceptional innovation and initiative to the business. Make the Difference celebrates the impact that one person, one idea, no matter how small, no matter where in the business, can have on the entire organization and the communities beyond our walls.

Because it is the innovations and initiatives driven by our Associates will ensure that we continue to succeed as a corporation. Our Associates have great ideas that will give us a competitive edge and the imagination to create new ways of satisfying consumers. Associates can make this happen throughout the business -- in the markets, in the plants, in the laboratories, and in the offices.

Such achievements deserve the highest recognition. There is powerful evidence that such recognition generates a more mentally encouraging, sensible risk taking, innovative and enjoyable environment.

The 'Make the Difference' awards draw on both the power of celebration and recognition and the active engagement and involvement of senior managers and Mars family members.

Closely linked to the objective of our business to "Make a Difference to People and the Planet by putting our Principles in Action", it is a signature process for the entire organization, reinforcing our culture and embedding the Five Principles generation for generation of Associates.

### History of the Make the Difference Awards

It all started back in 1997, when the program was first launched in our European Snackfoods business.

The idea caught on quickly, and Make the Difference became global in 2001. This was also the first time that the global finals took place in Washington, D.C., close to our McLean headquarters.

Ever since, the event has run every two years, engaging and celebrating more Associates in every cycle.

In 1995, the Line Manager Excellence category was introduced, reinforcing Mars' commitment to great line managers.

Then in 2009, the People and Planet categories were introduced to reinforce our corporate objective of Putting our Principles in Action.

In 2011, Make the Difference went "truly" global, taking virtually all of the Mars world by storm. All parts of the business, including those newer to Mars, such as Wrigley and Banfield, were now fully on board resulting in a record-breaking number of 16,000 nominations.

What happens in 2013? That's up to you!

[Awards Categories](#)

[Nominate Now](#)

[Media Gallery](#)

[Latest Updates](#)

[Past Winners](#)

MAKE IT MEAN MORE | **MARS**

Internal recognition is at the heart of the Mars way of life and the Make The Difference Awards are the annual celebrations that honour those Mars associates who best represent the Mars Five Principles.

They're all about recognising associates who live and breathe the Mars values and make every day mean more than just a 9 to 5.

MTD Home Page



- Story of MTD
- Nominate Now
- 2013
- Past Winners
- Champions Corner
- Award Categories
- Nomination Forms
- FAQ's

## Recognizing those who make the difference

You know of someone who has gone out of their way to achieve something that really impressed you? Or maybe it was yourself?

Either way, share that story with the rest of Mars.

We want to make sure that no good initiative goes unrecognized. At Mars, we truly take pride in the fact that the Associates are our biggest assets. Time and time again, the Mars Family and the Leadership Team are impressed by the passion, energy and commitment of all the nominees making it through the regional and global finals.

Day in, day out, thousands of our Associates make their jobs, and thus Mars mean more, in the factories, offices and out in the field. Browse through the award categories and then take a moment to nominate Associates or teams you think have truly made the difference. Nominating someone is short, simple and will only take a few minutes of your day. But it will make a big difference to the person you are nominating.



### Awards Categories



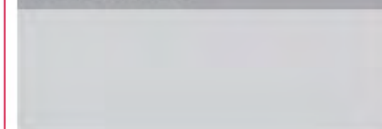
### Nomination Forms



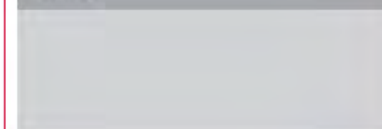
### FAQ's



### Past Winners



### 2013



The awards are championed by people at the top of the business. But for the awards to truly recognise the best work, it's vital for people to nominate their colleagues.

MTD Nominate now



**Nominated for  
their inside knowledge.**



Jelina and Bo discovered the secret to selling more chocolate in China. Sharing. Turns out everyone's loves to do it. So their bright idea was a new M&M's bottle to satisfy that need. And that's gone on to generate more than \$10 m in sales. Share and share alike. That's the kind of thinking that gets my nomination. Jelina and Bo made the difference.

**Someone else you know made a difference?  
Make their story mean more. Nominate now.  
[www.marsmtd.com](http://www.marsmtd.com)**



Stage one was a call to nominate and the launch materials used in this initial phase focused on people who had previously been nominated for a MTD award.

**Nominated for their  
entrepreneurial spirit.**



It looked like the end of the line for our wet Royco business in South Africa. It had been devastated by the sudden liquidation of our co-manufacturer. Then Danie, Amber and their team came to the rescue. And in just 100 days, they built a brand new factory. From the ground up. That kind of creative power gets a nomination. Danie and Amber made the difference.

**Someone else you know made a difference?  
Make their story mean more. Nominate now.  
[www.marsmtd.com](http://www.marsmtd.com)**



**Nominated for connecting us  
with our communities.**



Some people never know when to stop. Like Christine and Harry. They went beyond the Mars Ambassador Programme and beyond our Impact programme. They brought to life the first-ever Mars site partnership with communities in Côte d'Ivoire. A medical clinic, a school, 11 wells and two sanitation blocks later, they say they've only just begun. That's the kind of getting involved that gets a nomination. Christine and Harry made the difference.

**Someone else you know made a difference?  
Make their story mean more. Nominate now.  
[www.marsmtd.com](http://www.marsmtd.com)**



Visually and tonally all of the communications were perfectly aligned to the external Mars human brand.



Stage two turned the focus on the nominators and told the story of why they nominated the person they did.

**I nominated him for his humble, unselfish and caring style.**

Stan's an inspiration. He leads by example and that leadership has put Reno on the quality map when it comes to sanitation. In fact the way he develops others is so good, that now the Leads on Stan's team have been singled out as being capable of leading any sanitation team in the network. Best thing is, all of us can reach out and benefit from Stan's expertise. Because he answers every call for support that come his way. Night or day. That kind of approach earns my nomination. Stan made the difference.



Someone else you know made a difference?  
Make their story mean more. Nominate now.  
[www.marsmtd.com](http://www.marsmtd.com)



**Nominated for sharing the Mars school of thought with 86 year 6 pupils.**



Pelcare It's not your typical school subject. But Simon was passionate about educating the next generation of pet owners about looking after their animals responsibly. So he created all sorts of initiatives that would bring Mars, Pedigree, business and responsible pet ownership to life for children at his local primary school. They loved it - and the format's been adopted by teams right across the business. That kind of original thinking gets my nomination.

Someone else you know made a difference?  
Make their story mean more. Nominate now.  
[www.marsmtd.com](http://www.marsmtd.com)

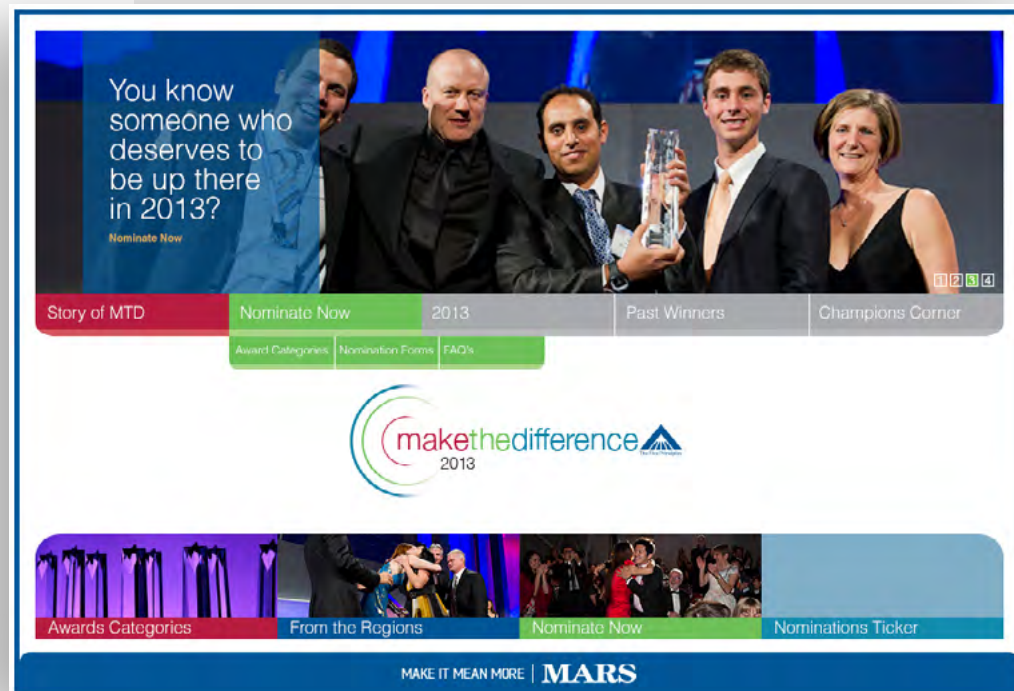


**How do you sell more chocolate by playing monopoly?**

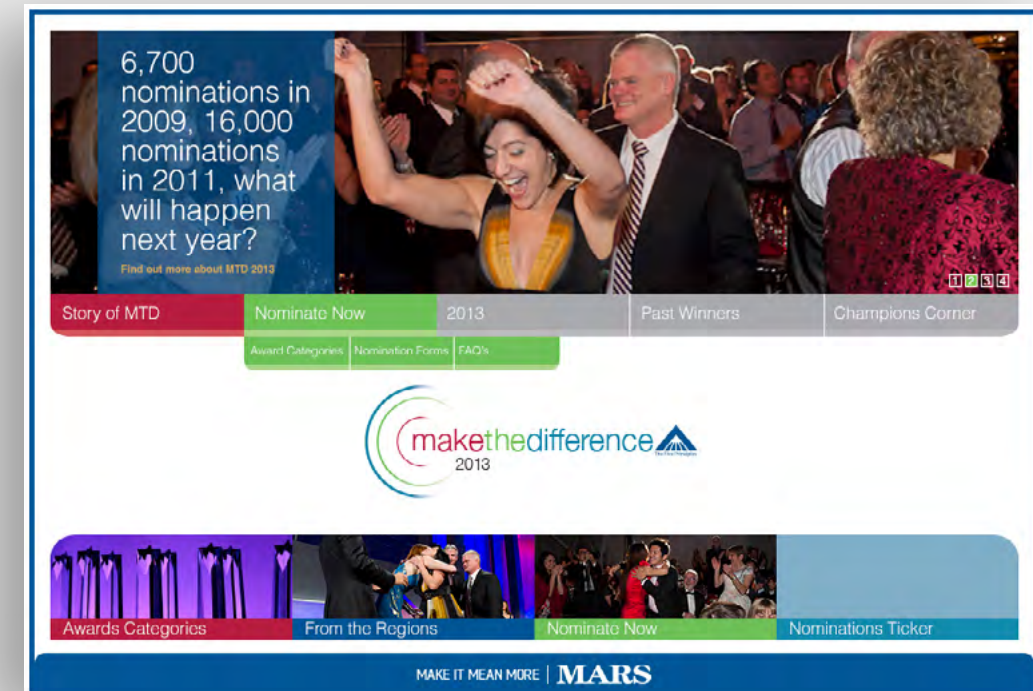
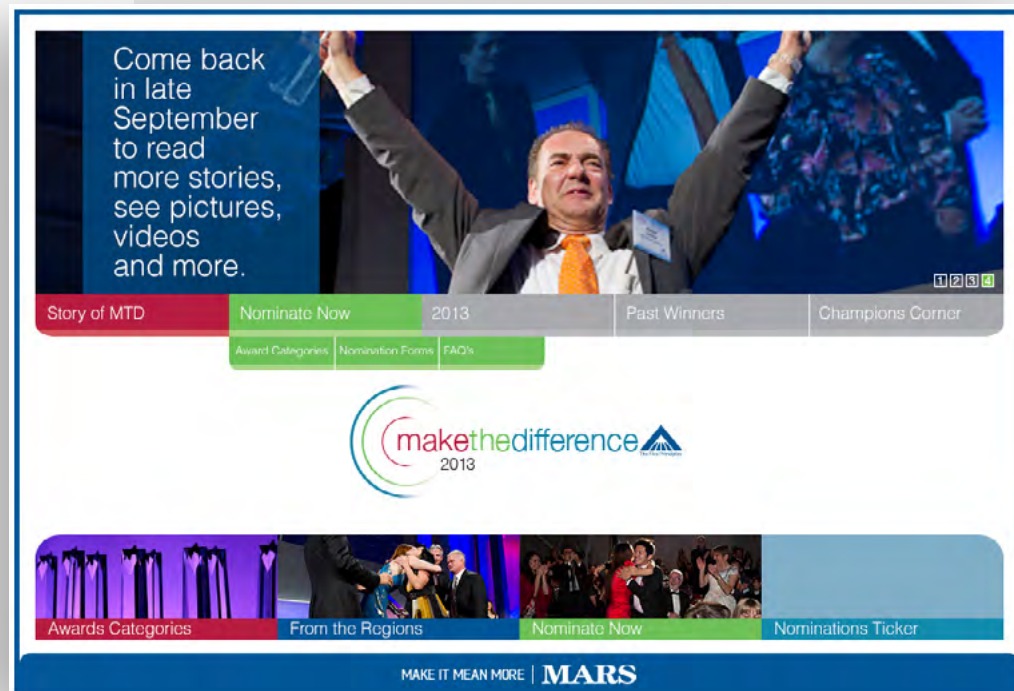


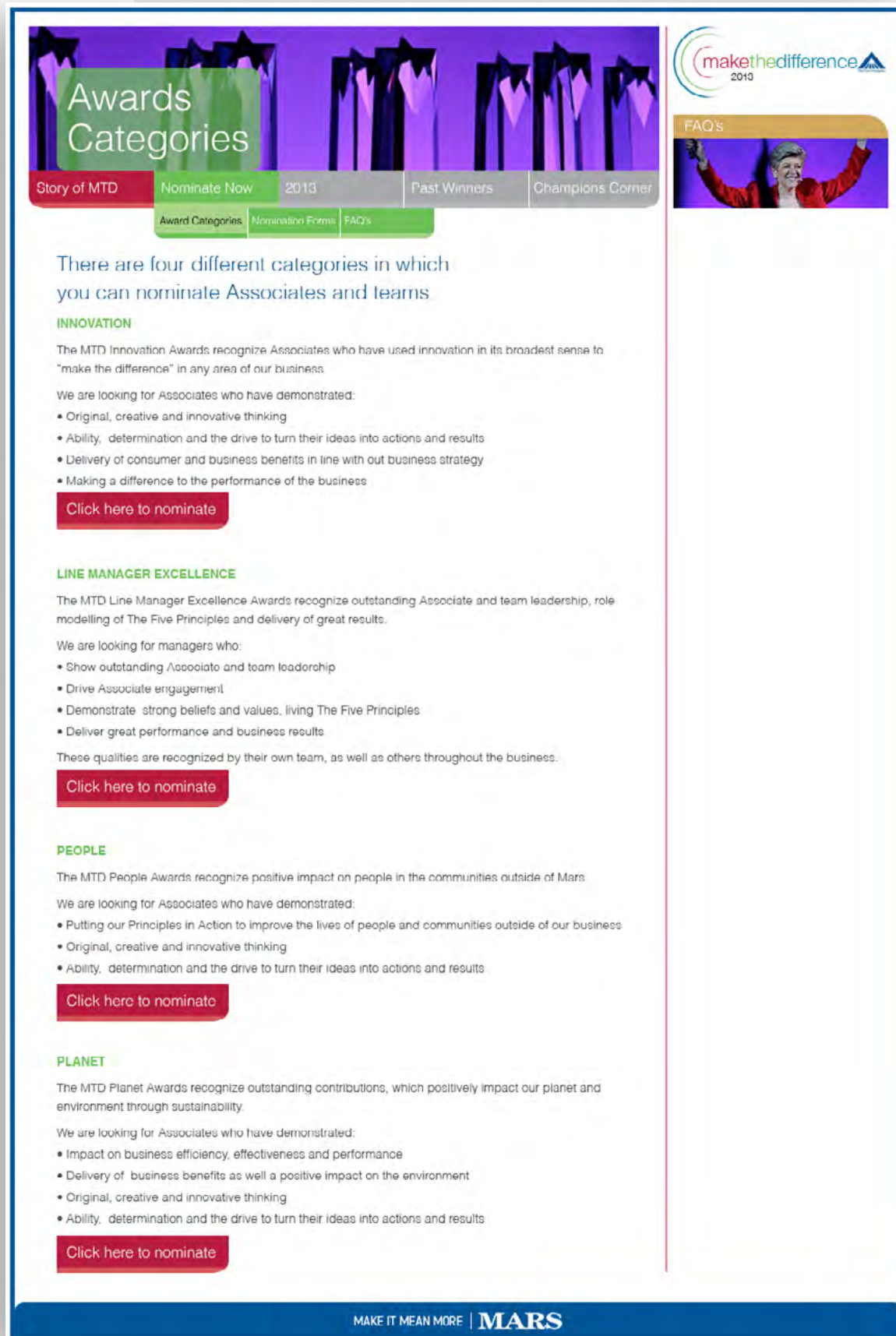


A critical part of the MTD promotional campaign was a reworking of the awards website.



MTD Home Page





The site now had a much more logical flow and improved functionality.

MTD Award Categories



**Nomination Forms**

Story of MTD | Nominate Now | 2013 | Past Winners | Champions Corner

Award Categories | Nomination Forms | FAQ's

## A few minutes of your time to make a real difference for someone

Using a simple, one-page nomination form, any Associate is able to nominate him/herself or any Associate, either as an individual or a team. The easiest way to do it is to submit in online using one of the links below. Alternatively, you can also download the paper version of the form and submit it to your Make the Difference Champion.

**ONLINE FORMS**

Innovation | Line Manager Excellence | People | Planet

**PAPER FORMS**

[Innovation nomination form](#)  
[Line Manager Excellence nomination form](#)  
[People nomination form](#)  
[Planet nomination form](#)

MAKE IT MEAN MORE | **MARS**

MTD Nomination forms

Every change we made was designed to make it easier for people to nominate.