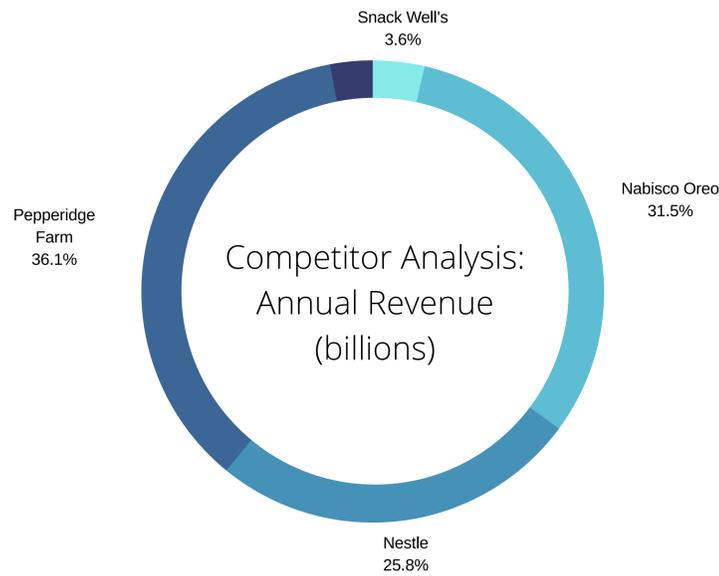


Research

Background

Since its creation in 1912, it quickly outperformed its competitor, Hydrox, because of its brand personality. Oreo would not be the success it is today without the whimsical and outgoing advertising techniques. Oreo's target audience is children who are known for being incredibly imaginative and have small attention spans. Oreo can attract the attention of children by creating ads and products that are colorful, interactive, and creative.



Overall Goal

The overall goal of this campaign is to increase the awareness and engagement of teenagers by 15% by December 2021. Oreo's competitive advantage is its well-known creative and innovative brand personality. This brand personality refers to the consistent introduction of new and imaginative products, personable social media presence, and tendency to support organizations that are seen as progressive. The factors that contribute to Oreo's outgoing brand personality are made possible by its already well-established brand name and reputation that is over 100 years in the making.

- Children are Oreo's main demographic.
- Oreos appeal to younger audiences with their creative and imaginative ads that oftentimes feature older children.
- Parents, and those between the ages of 24 and 39, are the primary purchasers of Oreos. This group has a higher likelihood of snacking due to their increased income, inconsistent work schedule, and quick lifestyle.

Brand Challenges

In recent years, consumers have been leaning towards buying healthier meal and snack options for both themselves and their families. Oreos have great implications: they will always create delicious and fun products that stay true to their original recipe. This, however, can be a disadvantage when consumers begin to look for healthier products on the shelf.



Nabisco Oreo Social Media Campaign
Abbey Adams
Mass Communications Department

Creative Creative Goal

Be OREOriginal is an inspiring idea that encourages consumers to not only be true to themselves and their passions but create things that reflect their imaginations and creativity in any form that feels right to them. This campaign aims to involve today's teenagers in something that will give them an opportunity to find a creative outlet and inspire them to follow their passions. In addition, this campaign hopes to help these young people connect with each other on a more personal level through the shared passions of art.



<https://www.artfido.com/sweet-oreo-art-with-tisha-cherry/>

TikTok

Post:
<https://www.youtube.com/watch?v=Inv9NONoqsc>
"Listen to our OREOriginal song! Duet this with your own original dance moves! #OREO #ShareYourStuf #Dance #Animation #TheStufDreamsAreMadeOf"

Instagram

Caption: "Oreo art? Challenge accepted! Alexander Barrett is the first to show off his Oreo creations. Send in your own Oreo-inspired art in any form to win a chance at being featured on our accounts! More information on our website! #ShowYourStuf"



<https://www.foodgiggity.com/in-sane-oreo-sculptures-by-alexander-barrett/>

Key Concept

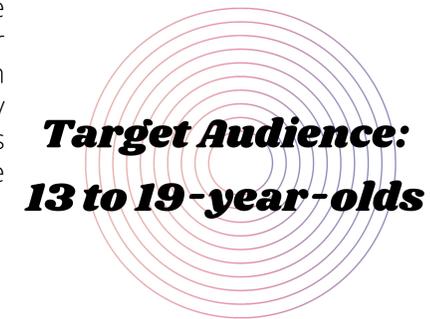
"OREOriginal" work. Oreo has prided itself on its ability to innovate and use creative techniques to produce its cookies. This campaign aims to extend that mindset to the consumers as well, showing that everyone can create products from their imagination. The youth have the potential to create incredible works that deserve to be encouraged and showcased by a company that values innovation and thinking outside of the box.

Promotion

Engagement

We would like to see the target public engage with Oreo in three ways: engage with Oreo through social media through likes and shares, creating Oreo-inspired art, and purchasing Oreo products. We have built these goals in hopes that once the target increases their engagement with Oreo on social media, they will be more likely to engage with the campaign through making Oreo-inspired art, and thus have a more favorable perspective on the company which will lead to the purchasing of more Oreo products.

Target Audience



Target Audience:
13 to 19-year-olds

The target should feel like the sky is the limit. They should feel as if their imagination and skills are valued, and Oreo sees their talent and appreciates it. Targets should feel encouraged to try new things and follow their passions. They should feel as if they are more connected to other artists their age around the world, remembering that while they are especially unique and talented, they are not alone but have connections and friends everywhere who value their work.

Budget: \$40,000

We have decided to break up the budget equally for each month the campaign runs. By delegating posts focusing on certain platforms each month, Oreo will be able to target different audiences and increase engagement with the different groups throughout the campaign. We have decided to use \$15,000 for Facebook advertisements and \$13,000 for Instagram, Twitter, and Tik-Tok advertisements. \$2,000 will be allocated to creating the 'Behind the Cream' documentary video and the final \$10,000 will be the college scholarship prize for our campaign.

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