

To Keep Kids Away From Parents' Cookies, Oreo Thins Put Other Brands' Logos on Package

Brand imagery from Green Giant, Ford, Hanes and Better Homes & Gardens disguises the treats to trick youngsters



The brand is calling the limited edition packaging a 'protection program' against thieving children. Oreo

We all know the feeling: reaching for a secret stash of sweets after a particularly stressful day, only to find that it's been discovered, the treats demolished, thanks to some thieving roommate, sibling, parent or kid.

To help hardworking parents combat this phenomenon when it comes to their sneaky offspring, Oreo created new incognito packaging for Oreo Thins—the grown-up version of the classic sandwich cookie. To do so, it partnered with brands that have seemingly nothing to do with Oreo: Ford, Green Giant, Hanes and Better Homes & Gardens. Oreo worked with brands that are also targeting the Oreo Thins demographic: Millennial parents. Oreo

The limited edition wrapping makes a package of cookies look like a vehicle owner's manual, frozen vegetables, plain white t-shirts or a classic cookbook. That way, parents can slip sweets into the glove box, sock drawer, freezer or

bookshelf and the kiddos will be none the wiser.



While the brands occupying space on the limited edition packaging seem unrelated to Oreo at first glance, the cookie brand chose partners targeting the same demographic that Oreo Thins do—millennial parents. Those parents have been complaining “for years” about their kids stealing their Oreo Thins, according to Oreo brand manager Sydney Kranzmann.



“To reach the broadest number of potential households, Oreo identified Ford, Hanes, Green Giant and Better Homes & Gardens as category leaders that, by creating a collection of camouflaged packs, will allow cookies to be hidden in plain sight,” Kranzmann said in an email to Adweek.



Oreo made 3,000 of the packages that it's giving away on a first come, first served basis for any parents who post about their Oreo Thins hiding spots on Instagram or Twitter using the hashtag #THINSProtectionProgram. Participants will also be entered into a contest to win \$25,000.

In addition to paid social and influencer content for the campaign, Oreo partnered with Kevin and Danielle Jonas on a video featuring the parents hiding Oreo Thins from their own kids.