

March 6th is...

NATIONAL

OREO

DAY





So, Obviously -
We have to talk
about Oreos
today





Oreo Product Marketing



Brief History of Oreo

- Owned by Nabisco
- Introduced in 1912
- Original flavor is two sandwich cookies with sweet creme filling
- Manufactured at the Hershey's factory in Hershey, PA
- Best selling cookie brand in the US
- Available in more than 100 countries
- Attractive to people with food allergies
 - does not contain dairy or nuts
- 40 Billion cookies are produced each year.
- Added Double Stuf in 1974
- Added Golden Oro in 2004
- Released Oreo Thin (40 calories and 66% thinner)



Limited Edition Varieties

- Nabisco started releasing limited edition cookies 2010.
- Includes more exotic flavors
 - Lemon, Blueberry Pie, Red Velvet Cake, Birthday Cake, Cinnamon-Bun
- Co-Marketing partnerships with other companies
 - Reese's, Swedish Fish, Peeps
 - Trolls, Game of Thrones, Lady Gaga
- Specialty Oreos Typically run for a short time



OREO SWOT ANALYSIS

- Strengths

- Oreo owns a variety of types of packaging, size, flavor, color, etc.
- Can meet customers' varying preferences
- #1 brand in the cookie market in the world
- Successfully balance low cost and quality. Average package retails for \$2.12.
- Has a large audience - Successfully developed Social Media campaign
 - Facebook has developed customer relationship of 38 million followers

- Weaknesses

- Not all product types are accessible or attractive
 - Lose money on production costs for a cookie that doesn't sell
- Seasonal cookies (Mint Oreo) aren't available year round for customers
- High calories: 2 cookies = 140 calories

OREO SWOT ANALYSIS

- Opportunities

- Always launching new flavors - grows % of sales as people try different types
- New Commercials - advertising opportunities are boundless
- Attract attention of children
- Tying together with other popular brands

- Threats

- Unhealthy ingredients - dangerous for people with diabetes
- Strong Competitors: Mars, Nestle, Lays
- Lack of recognition in certain locations

Nabisco Also Knows their Target Audience...

Oreo is in over
100 Countries

International
Oreo Flavors
Can vary from
U.S. flavors



Group Activity

**HOW WELL DO YOU KNOW
YOUR OREO FLAVORS?**

Let's find out!

Real or Not Real?

Break up into teams of 2-3

1 Piece of paper per team (Handout)

You will be shown a series of pictures of Oreo packages. You and your team will determine if the Oreo flavor is real or fake.

Vote together and keep score

+5 points for correct answers

-5 points for incorrect answers

Team with most points wins!!!

Highest possible score is: 75 points



1





REAL

2





FAKE

3





REAL

4





FAKE

5





FAKE

6





REAL





REAL





REAL





FAKE

10





REAL





FAKE

12





REAL

13





REAL

14





FAKE

15





REAL



Project Assignment: Create a NEW Oreo Flavor

You will create the packaging for a new OREO flavor. You should focus on making it *appealing* to your target market, while promoting the new flavor.

Assignment Requirements:

1. Sign up for a flavor. DO NOT to replicate old OREO flavors. Research your flavor idea first, THEN get approval from Mrs. W. You cannot choose the same flavor as someone else. (Edit: The flavor must be edible...)
2. Use all elements of the the OREO trademarks: colors, slogan, Nabisco logo, etc. For example: OREO + Specialty flavor, Nabisco logo, package instructions, and Nutritional Content information
3. Create a prototype of your new package using Canva, Google Slide, InDesign, Microsoft Word or any other online program that allows graphic manipulation and image layering.
4. Take your time with the graphic design: Product packaging should fill an entire page. The packaging should look real and should include an eye catching image to display your new OREO flavor. (See examples in the Google Slides Lesson)

Package Examples

Can you tell what is real or fake in the following slides based on the Graphic Design and package layout design?

Make sure your project looks as realistic as possible.

Need Help? Raise your Red Computer Flag.

Ask Questions. Ask for Help. That's what professionals do...

WHAT DOES THE TEACHER SEE???

- Images are Obviously copied and Pasted
- The image is TOO FUZZY and PIXELATED



WHAT DOES THE TEACHER SEE???

- Images are Obviously copied and Pasted
- Missing required elements



HOT CHICKEN WING

OREO

辣味冲击

量装



夹心饼干
每包净重388克
净含量:388克

夹心饼干
每包净重388克
净含量:388克

WHAT DOES THE TEACHER SEE???

- Package dimensions are close but not quite right
- No “Lift” package opening instructions
- Square image copy/pasted on a blue background
- Missing required elements

