

Create a New Flavor

To celebrate Oreo's birthday, Nabisco has asked YOU to create a new Oreo flavor package. You should focus on making it appealing to your target market while promoting the new flavor.



Instructions

1. You may still use the Oreo trademarks, colors, slogan, ect. Remember NOT to replicate old Oreo flavors (research).
2. You will be making a prototype of your new package in class and should include eye catching graphics to display your new OREO flavor.
3. Use the images on slide 5 and the Internet to create slide 4.
4. Make the package as realistic as possible. Look at previous packaging.



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& get a chance to become an Oreo Ambassador.

*In value
Suggest dunking in milk



LIFT

EASY OPEN PULL
TAB

®D

NET WT

15.25 OZ (432G)

OREO



NATURALLY
AND
ARTIFICIALLY
FLAVORED



SEALED

SLIT APPEARS WHEN OPENED

CHOCOLATE SANDWICH COOKIES