

Create a new OREO Package

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.



You may still use the OREO trademarks, colors, slogan, etc. Remember NOT to replicate old OREO flavors. You will be making a prototype of your new package in class and should include an eye catching graphic to display your new OREO flavor.

LIFT

EASY OPEN PULL
TAB

AND NATURALLY
AND ARTIFICIALLY
AND FLAVORED

CHOCOLATE SANDWICH COOKIES



NET WT
15.25 OZ (432G)

OREO



SEALED
SLIT APPEARS WHEN OPENED