

# 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

ARTIFICIALLY  
FLAVORED

CHOCOLATE SANDWICH COOKIES

UD

NET WT  
15.25 OZ (432G)

# OREO



**SEALED**

SLIT APPEARS WHEN OPENED