

# Oreo Thins

Enter Your Name Here



**Please answer all of the questions  
based on the news clip**

**Name 3 companies that they showed the Oreos  
hidden as**

Enter your answer here.

**Howmany brands shared their hiding spots?  
Did some share ads?**

Enter your answers here.

**How many media placements were there?**

Enter your answer here.

**What was the tagline for the  
campaign?**

Enter your answer here.

**Do you think this ad campaign  
was a good idea? Why or why not?**

Enter your answer here.



# Facebook Reels

<https://www.facebook.com/OREOUnitedStates/videos/thinsprotectionprogram/356653272497398/>

<https://www.facebook.com/NashvilleFunForFamilies/videos/-kids-always-stealing-your-oreos-before-you-can-get-any-introducing-thinsprotect/845376666357469/>





oreo • Follow



oreo Our latest drop: limited-edition OREO THINS camouflaged packs We figured no one can eat your THINS if they can't find them! Here's your chance to get a camo pack and maybe even win \$25,000

Share the stealthiest hiding spot for your THINS by commenting below with #THINSProtectionProgram #Sweepstakes

NO PURCH NEC. Open to 50 U.S. (D.C.) & P.R.18+. Ends 7/23/21. Rules: <https://bit.ly/2QZ1Fuf> or odds, offer details & all requirements. Void where prohibited.

137w



indyvianna @romerose85



46,680 likes

July 14, 2021

# Instagram Post

What was the purpose of the Instagram post?

Enter your answer here.

What hashtags were used?

Enter your answer here.

How many people liked the post?

Enter your answer here.



# Special Packaging Advertising Campaign

Click the Adweek link on the right,  
read the article then answer the  
questions on the next slide.



**Please answer all of the questions  
based on the ADWEEK Article**

**What is the limited edition packaging called?  
Why?**

Enter your answer here.

**What does the special wrapping do? Why?**

Enter your answer here.

**What 4 companies did Oreos partner with?  
Why?**

Enter your answer here.

**What demographic buys Oreo  
Thins?**

Enter your answer here.

**How do people get the special  
packing?**

Enter your answer here.

**Do you think this ad campaign  
was a good idea? Why or why not?**

Enter your answer here.



# CLIO Awards

-Use Google to Find the Answers. Paste the links in the notes section

What are the CLIO Awards?

Enter your answer here.

What year was the first CLIO Award given?

Enter your answer here.

When are the CLIO awards this year?

Enter your answer here.

MIAMI  
2022



## Oreo Thins Protection Program

Entrant Company the community

Medium Partnerships & Collaborations

Entry Type Product/Service

