

MARCH 6TH IS

**NATIONAL**  
**OREO**  
**DAY**





# 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 Oreo 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 \$4.
- 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**



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

**Let's find out!**





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# 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. DO NOT to replicate old OREO flavors. Research your flavor idea first. 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 packaging (Template) or use what is in slides
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.

# FUN LINKS

[OREOiD](#)

[List of Oreo varieties - Wikipedia](#)