

"...managed to increase customer engagement 110%"

"Too fun, keep up the GREAT stuff"

"Oreo is a real-time brand...and we are a part of our culture"

"So quick?"

"Nice. Way to stay relevant, Oreo."

"there are few things as good as an Ore

WONDER

Advertising's Favorite Cookie

Why cultural relevancy is the most effective marketing strategy

Social media advertising is a new medium of marketing, and Oreo best represents how successfully it can actively communicate with a brand's audience.

A common trend in their branding and ads is the way they relate their cookie with current events or pop culture in a quick and unexpected execution. The result of their strategy can only be described as viral, providing the brand with millions of new interactions and shares across all social media formats.

What's clear from Oreo's success is that it doesn't matter what a product is to how it can be marketed with an audience.

¹ "Wonderfilled" aims to remind adults how a small thing like an Oreo can brighten their perspective.

² Iconic Oreo image that pairs the cookie with a pool of milk that is both aesthetic and informative of the brand.

³ Image from the Oreo Daily Twist campaign that read "Mars Rover Lands" that received thousands of shares.

⁴ Another image from the Daily Twist that reads "Russia Announces Host Cities", announcing sports events.

⁵ Branding image that plays off an analogy. A wedge is to a drink while an oreo is to a glass of milk.

⁶ Wildly successful ad during the 2013 superbowl that utilized the blackout in the second quarter.



YOU CAN STILL DUNK IN THE DARK

