Oreo Daily Twist Campaign

**Brand/Company Overview:**

The Oreo cookie is made by Nabisco, which was a part of Kraft foods. It has since been split and changed from Kraft to Mondelez International LLC. Mondelez is a global snack powerhouse holding the number one spot in chocolate, biscuits, and candy and their vision is to “create delicious moments of joy” (Form 10-K, 2013). One of the nine powerhouse brands they own is Oreo, which brings in over $1 billion in revenue each year. The Oreo brand started out in 1912 as just an American company but is now globally recognized in 85 developing markets and in countries all over Europe and Asia as well totaling 165 countries (Form 10-K, 2013). They have taken their cookie global and depending on the region have specific flavors or editions of the cookie to reflect the local culture such as a green tea ice cream in China and dulce de leche in Argentina (OREO Enters.., 2012). Their strategy is to fully use their employees in order to transform snacking, revolutionize selling, grow the business, and protect the planet.

Mondelez manages their business in three main market categories, which are North America, Europe, and Developing Markets (Form 10-K, 2013). The company manages by segment operating income in order to determine performance.

The Oreo brand falls under the category of biscuits, which include cookies and crackers. Demand for some of their products varies seasonally because they release special holiday themed and season themed Oreos with different cream filling colors. There are also other Oreo products such as Oreo Minis, Oreo cookie piecrusts, Double Stuffed Oreos, and Oreo cookie ice cream. They have competition from a number of other cookie brands. They also have competition from grocery store brands and Great Value (Wal-Mart’s brand) in their production of these chocolate cookies with cream in the middle. Products are generally sold to grocery stores, club stores, wholesale stores, convenience stores, gas stations, and many other retail food outlets.

Their marketing efforts are centered through three categories: consumer marketing in on-air, print, outdoor, digital and social media; consumer incentives such as coupons and contests; and trade promotions to support price features, displays and other merchandising of our products by our customers (Form 10-K, 2013). Mondelez’s research and development expense was $462 million in 2012 (Form 10-K, 2013). The CEO of Mondelez International is Irene Rosenfeld.

**Campaign Overview:**

The campaign itself is called “Daily Twist.” It happened from June 25 to October 2, 2012 in celebration of Oreo’s 100th anniversary. The agency that worked on this campaign for Oreo was FCB Global and AOR 360i. Through these 100 days, Oreo released an image of their cookie edited to reflect something that happened on that date in history or whatever was currently trending on social media and the Internet that day. For example, on August 5 they released an image of Oreo to reflect the landing of the Mars rover. The cookie cream center was red and had imprinted tire tracks from what it would’ve looked like if the rover rolled over the cookie.

The campaign uses many events such as the anniversary of the first high five, gay pride, Elvis week, talk like a pirate day, the premier of the movie “The Dark Knight Rises,” and the birth of China’s panda Shin-Shin to name a few. They even came our with interactive ones such as September 20th’s that was in celebration of the 40th anniversary of Atari’s game Pong. The viewer would use their keyboard to control their cookie up and down in order to actually play the game.

The objective of the campaign was to get people to interact with their “inner child.” Something as simple as Oreo cookies can relate people back to their childhood memories because what kid didn’t love Oreos? Each new image of the cookie was released on the social media accounts and website at 6pm each day. The main idea of the campaign is to make this 100-year-old cookie relevant every day. The target audience can greatly vary. It immediately targets the younger generation because of how they use social media. Some of the events they chose for the cookies target different people. The Tour de France cookies target older people who may be into cycling. The Mars rover cookie can target people interested in science and space. There is even a Star Trek cookie, which clearly gets a lot of support from the show’s fan base.

Another reason it can relate people back to their childhood is because of the creative ways they incorporated a symbol of the date event onto a cookie. It takes creativity and imagination to make an Oreo cookie into Elvis or into something celebrating gay pride. It is an extremely creative campaign that also uses a lot of minimalist and design ideas of negative space. For example the September 11 cookie is called “Moment of Silence” and there isn’t even a cookie there. They create a lot of the images by using the black cookie and the white cream as contrast in order to create images such as October 1st’s National Bullying Prevention cookie where they use the black cookie part to create a circle with a line through it (such as on a no smoking sign) over the white cream to symbolize stopping bullying.

They also have creative use with different types of Oreos. There are always different Oreos around holidays and seasons with different color cream filling or the vanilla cookie golden Oreos. August 1st’s cookie was a simple five golden Oreos that represented the five gold medal US gymnasts who won in the Olympics. For example, July 23rd’s cookie is about the Tour de France bike race and shows a yellow cream center cookie leading the pack that reflects the yellow in Lance Armstrong’s iconic Livestrong brand. Another one is the June 25th cookie about gay pride. They have a normal cookie but with six layers of the cream filling each a different color forming a rainbow so it represents the gay pride flag. This cookie brought up a little controversy because everything related to homosexuality can be seen as controversial nowadays.



They also took the creativity one step further using the cookies’ famous companion, a glass of milk. For example, August 11th’s National Bowling Day image shows one cookie being the bowling ball and ten glasses of milk represent the bowling pins. They also take the straw that would be in a glass of milk and use it such as in September 5th’s Football Kick Off cookie the straws are used to make the uprights that are in football as a field goal.

The two most successful cookies during this campaign were the Shin-Shin baby panda one and the talk like a pirate cookie (Nikitenko, 2013). I think these two were really popular for a few reasons. The panda was targets people of all ages who love animals. It also targets the whole country of China since that’s where the event happened and China’s population is immense. The pirate cookie I think was popular because talk like a pirate day is a basically seen in the United States as an unspoken holiday of sorts. Some restaurants and businesses even offer discounts or deals to people who come in and talk like a pirate. Because of the content’s popularity, it made the cookie popular. The design of both of these cookies was really simple. The panda on is cute because it really just looks like a little panda since both the cookie and animal are the same color.

The best part of this whole campaign is that the Oreo cookie itself sits center stage in every aspect but the viewer doesn’t even notice it. The viewer is so consumed in what the Oreo has been transformed into they don’t realize that they’re constantly looking at the brand. This content is easily consumed, shared, and talked about because it’s simple, funny, and popular. It goes beyond just the United States because of the lot the events are from around the world such as Tour de France, the birth of Shin-Shin, first flight around the world, Hispanic heritage month, and Pluto losing its planetary status are a few examples. Even the name of the campaign ties into the Oreo itself. Oreos are known to be eaten by twisting the cookie apart to lick the cream and then dunk it in milk. The twisting part is present in the name, the “Daily Twist.” It’s like reading the daily newspaper but instead it’s your daily twist of an Oreo.

Oreo has had a lot of successful campaigns over the years. They’ve had the “Double Stuf Racing League” campaign in 2008, which involved celebrities and athletes racing to finish their Oreo cookie first. In 2011, Oreo teamed up with the movie *Rio* and had a cookie with blue cream and had a contest to win free tickets. Next was this Daily Twist campaign that was extremely successful without use of celebrities or pairing up with anything. They kept it simple and turned their product into what people were talking about.

**New Media Platforms:**

A lot of people think that this campaign is simply a print campaign because of all the images this comes up with however it is largely a social media and digital campaign. This campaign uses a variety of social media platforms but primarily used Facebook. They also used Twitter, Tumblr and Pinterest. Users could go on these social media platforms and vote for what they wanted the next cookie to be in celebration of. Along with social media, they created their own website. This website has each day’s cookie design on it including the interactive ones. Users could send in suggestions for a new cookie design and or what it should celebrate. Some of the cookie designs and dates were predetermined while most were created in real time each day.

The finale of the campaign combined online and offline platforms by creating the final cookie live in Times Square. People voted online as usual then on the display screens they showed the process of how the image of the cookie was created and the result was the first high five cookie. On social media accounts the hashtag #dailytwist was used to keep track of the trending topics for the Oreo to be made into.

According to Socialbakers, Oreo’s fan page on Facebook has had a tremendous increase of activity because of this campaign. Before the campaign started, they averaged around 7000 posts per day and during the campaign the averaged 14,700 posts per day (Diaz, 2012). Their Facebook fan page currently has around 39 million likes but during the campaign increased from roughly 26 to 27 million likes.

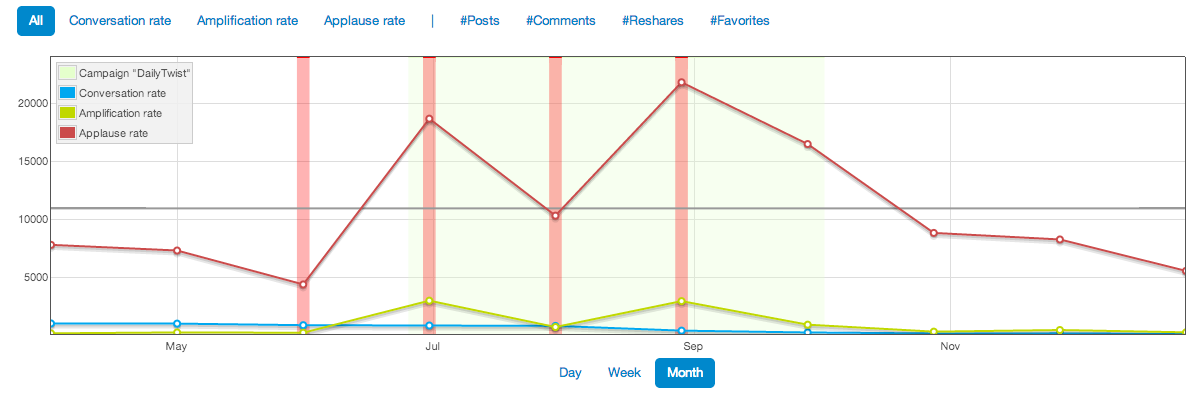
Their Pinterest part of the campaign was not as successful as it was on Facebook. On Pinterest, Oreo has 11 boards and 9,117 followers. The Daily Twist board has 103 pins and 7,720 followers. Pinterest does have fewer users than Facebook does so it makes sense that there would be less happening but it was a tremendous difference from 7000 followers as to 39 million likes. On Twitter, Oreo has 620,000 followers.

The way the campaign kicked off with the gay pride cookie was a smart move because it generated a lot of conversation about the brand and campaign because of its controversialness. This was a smart move that truly paid off for them. The image and campaign was on shows such as The Colbert Report and The Daily Show. They were saying things like “Oreo is gay!” and talked about how not even a simple cookie is safe from gender discrimination. This one image became so iconic of their whole campaign. Had they not started with this one, I don’t think it would have been as successful because it wouldn’t have received as much immediate attention. The LBGT is a huge community that they easily targeted by showing support for them during pride month. It was like a reciprocated action of Oreo showing support for them and them in turn sharing, liking, and posting about Oreo. There were rumors that Oreo was actually producing this cookie with all the different colored layers but it was just the first image of the campaign and none of these cookies were actually produced for consumption.

I think they could have taken this campaign stronger on Twitter. Twitter is an extremely fast, real time social media platform. The hashtag #dailytwist, is not currently trending however it is still being used when people recently discover this campaign or an image from it. They did have an increase of retweets by 515%, which is hugely successful. I think they should have taken a stronger approach here. They did make a smart decision though by going through Facebook because Facebook has the most users out of any social media account.

This campaign is genius to me. They were able to hit every possible feeling from humor, to sadness, to happiness, to nostalgia depending on the cookie. They were extremely successful without having to use any celebrity endorsements or by doing any stunts or anything crazy. They simply released a new picture of an Oreo each day and let their consumers do the rest. All the retweets, pins, likes, and shares are basically free advertising for them. There were more favorite cookies than others but even the less popular ones were still shared.

As you can see below in the chart, the campaign peaked at the beginning with the gay pride cookie and the birth of Shin Shin then peaked again toward the end with the Talk Like a Pirate Day cookie in September. They were lacking something in the middle to keep the spark going. Maybe that’s where they could have taken some trending celebrity and had them somehow involved with producing their own cookie. Or maybe since they had a low spot during the middle of the campaign they could’ve had a few more predetermined cookies so they didn’t have to rely on whatever was trending. Relying on what is trending was the tricky part. There could have been days where there wasn’t anything really happening in the news to be trending so they had to pick the most popular topic that may not be important to a lot of people. Having a few more predetermined ones or maybe historical ones would’ve made for a more consistent impact.



Another way this campaign could have been more successful is I think that they could have gotten more involved with sports and sporting events that were currently happening. They did have cookies related to the NFL but maybe getting more involved with MLB or even MLS would have only added to it all. The idea of this campaign was not really to start a conversation, but more just to get likes and shares. Likes and shares are important and desired because they spread the image of the brand like free advertising. The simplicity of this campaign is a great idea. A lot of campaigns try to get people to start talking about the product, while this one just wants people to share the image of the cookie.

One of my favorite cookies is the Happy Birthday Robert Indiana cookie from September 13. They took his iconic LOVE artwork and made it all things Oreo. Instead of the O in love, they used an Oreo. They made it creatively by using the print/outline of the cookie rather than the whole cookie so it was lighter and not as dark. My other favorite cookie was September 3rd’s Labor Day BBQ cookie because they made it look like a hamburger. They used the golden cookies as the buns and had layers of different colored cream to represent the lettuce, tomato, and patty on the burger.

This campaign won the Absolute Winner Blue Award of the 3 Best Facebook Studio Awards 2013.

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