

# OREO

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## AND SOCIAL MEDIA

### ABSTRACT

Oreo has made it's stand when it comes to branding and social media success. The 103 year old company has welcomed the new ideas of technology and social media in it's marketing plan. They are always looking for opportunities to advance, and see problems as a chance to solve a problem and shine. The best example would be when there was a blackout during the Super Bowl, and the Oreo marketing team got right on it, and has a very sucessful result. They are all about real time advertising, and the results are obviously good ones, as we will see in this report. They are great at adapting, and staying young both in spirit and in terms of marketing.

### OREO OVERVIEW

Oreo's branding and social marketing can be summed up in these three words: young, adaptable, instant. It is young because they are constantly adapting to the different technologies of the world. They are adabtable because with each new event that comes up, they are able to create content for it. They are instant because they act in an instant, like the Super Bowl example, and rock it. CMO Dana Anderson and the marketing team do a great job.

### SOCIAL PLATFORMS

Oreo can be found just about anywhere. Here are the social media platforms that they are currently utilizing.

- Twitter
- Facebook
- Instagram
- Youtube
- Television
- Pinterest
- Tumblr
- Blog
- So much more!

They also are great at intertwining all of these platforms together. On each of the different platforms they have ways to share it to the others. Each helps the other, and all of them have different and interesting content so you can just never get enough.

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## FACEBOOK

Their Facebook page is full of visuals. It has a main story, video, or image and focuses on colors and visual appeal. This is great! Their content is interesting, they have over 35 million likes, and each post gets thousands of shares, views, and comments.

## TWITTER

Possibly their most successful platforms. It's all about real time in Twitter, and they nail it almost every time. For example, when the Super Bowl had a blackout, they posted this example (on the right) and reached millions of users instantly. Each post they make is relevant to what is going on in the world, and still effectively brands itself along with it.

## INSTAGRAM

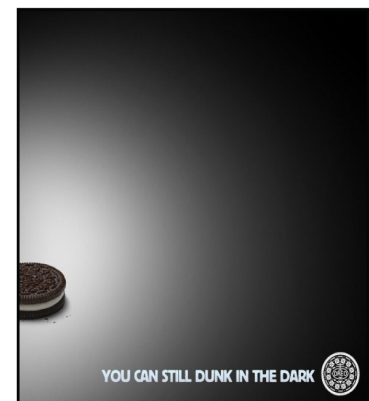
Instagram has a lot of the same content that Facebook does. This is smart because you get on several different platforms with one post. I know with Instagram you can post one piece of content, and have it be posted in several other of your social media platforms. This way they are able to get out more content to more people without doing the maximum amount of work.

## PINTEREST

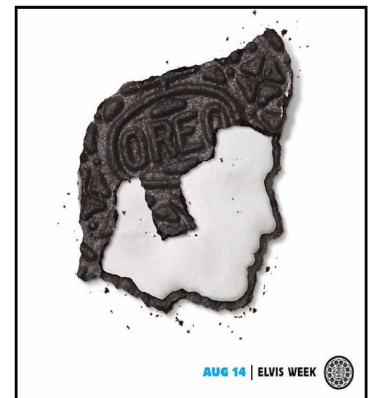
Oreo has less followers and action on Pinterest. They do have content, but not as successful of a result. I think this is because Pinterest is for ideas that you want to save for later. I think if they pinned more recipes and things that are useful, more people would be successful.



<https://twitter.com/oreo/status/232264730700566528?lang=en>



<https://twitter.com/oreo/status/298246571718483968>



<https://twitter.com/elvispresley/status/235508999469019136>

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## YOUTUBE

On Youtube, they are good about posting regularly. They post about 5-10 videos a month, and each has that same young colorful feel. However, they don't get a huge turnout of results like they do on Twitter or Facebook. I think this is another area where they could try and think outside of the box and come up with more creative content.

## BLOG

Their website is refreshing. It's not begging you to buy anything, it just gives you fun and creative content. They have a range of content that can also be found on their other social media platforms, which again shows how they successfully link them all together. Overall, they are making news with their success, activity, and reach with social media.

## SOURCES

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