

Oreo in the Global Market

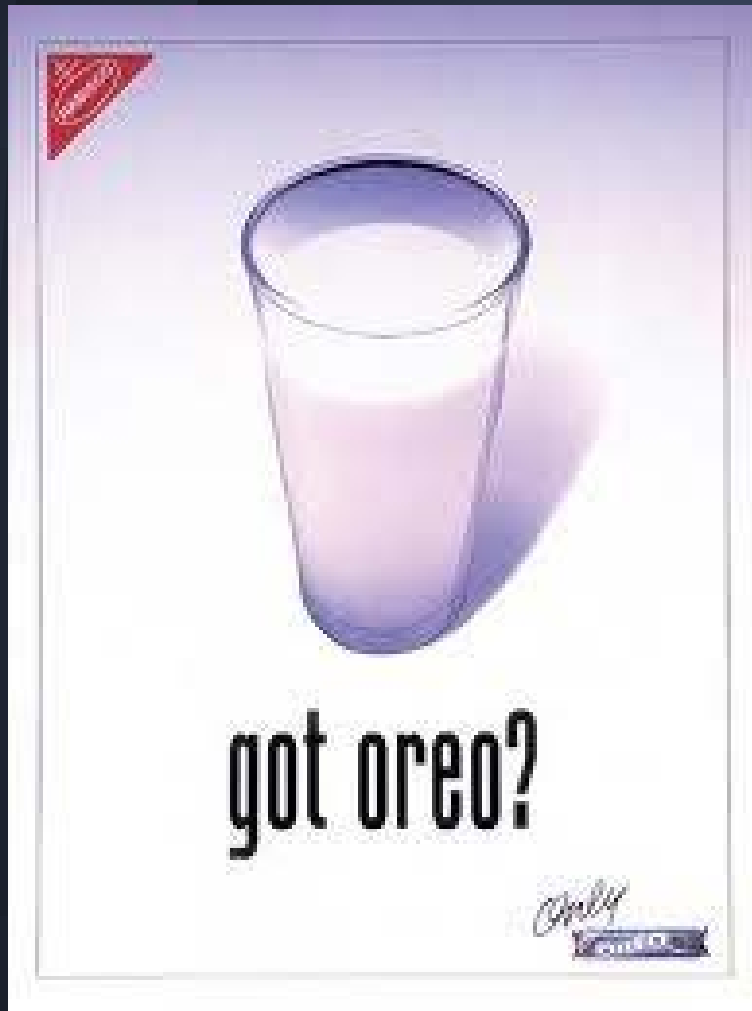
How this Childhood Favorite has become an International Powerhouse



History of The Oreo

- 1912 introduced Oreo cookie – In Chelsea NY by the National Biscuit Company (NBC)
- In its first year, NBC owned 70% of all bakeries in America.
- First "brand name" cookie Americans had been introduced to.
- The owner of the NBC proposed that Nabisco become unified and develop products that could be identified on a national basis.





- The only change in the product has been the print on the top of the cookie
- The main competitors are Nabiscos other popular cookie Chips Ahoy and Keebler
- Oreos also compete snack category. In this category, key competitors include Mars, Hershey, and Nestle
- Last year they celebrated their 100th birthday



Expansion of The Oreo

1975- The first variation of the cookie was turned into a double stuff version

1987 -- Fudge covered Oreos introduced

1991 -- Halloween Oreos introduced

1994- Expansion to Arab World

1995 -- Christmas Oreos introduced

1996- Oreos were introduced to Chinese consumers

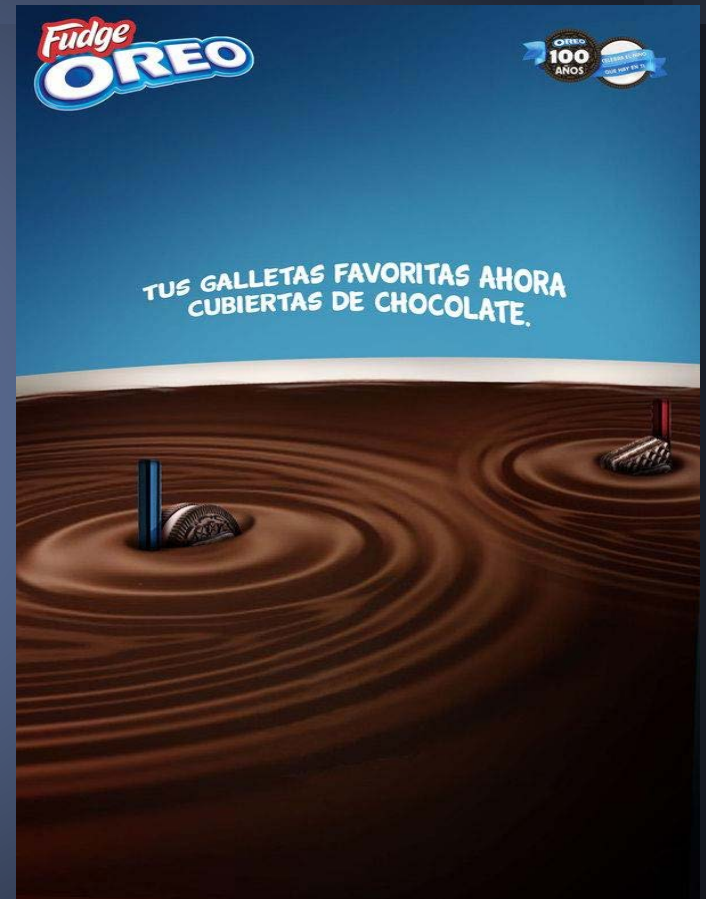




OREO

Oreo in Latin America

- Venezuela was one of the first international markets to which Nabisco introduced the Oreo
- Venezuela is now the second largest consumer of Oreos
- Venezuela is the only market to have the milk chocolate Oreo, and it is the most popular there



Oreo in Latin America

- The Oreo market capitalizes on the taste for very sweet desserts in South America.
- In 2010, Venezuela, Mexico, and Argentina all ranked in the top ten for Oreo sales, and Chile and Mexico were among the fastest growing markets.
- Oreo Venezuela is a long established brand and has similar nostalgic value to what the brand enjoys here in the US.





OREO

Oreo in China

- Oreo was launched in Chinese Market in 1996, it controlled only 3% of cookies market in China by 2005
- Oreo team did research and found out problems:
 - Too sweet and too bitter taste
 - No emotional attachment to the cookies
 - Don't know the concept of "Twist, Lick, Dunk"



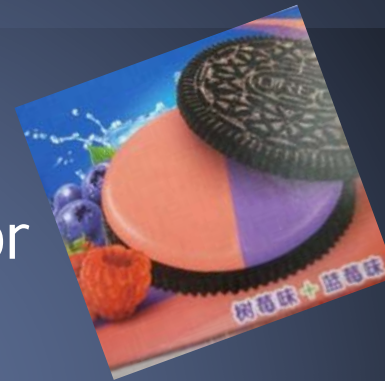
Oreo in China

- Oreo team's solutions
 - Emotional TV ads on family eating Oreos cookies in American style
 - New recipe for less sugar
 - New shapes and flavor of Oreos such as wafer stick, green-tea ice cream, orange-mango, blueberry-raspberry



Oreo in China

- Products in China market
 - New flavors
 - Green-tea Ice cream flavor
 - Double-fruit flavor
 - Wafer Cookies
 - Coated
 - Cream Sandwich
 - Flute wafer



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Oreo in China

- Oreo was brought more than \$1 billion first time in 2007, it made China the second largest Oreo market behind US.
- Oreo sales in China grows 50% on average each year from 2007 to 2012.
- In the future, Oreo is committed to launching new products and flavors and import quality of product in China market.





OREO

Oreo in the United States

- \$2 Billion in annual sales in United States
 - Average daily sales: \$5,479,452.05
- In 2000, 9 out of 10 households enjoyed Oreos
- Over 30 varieties of Oreo cookies in the United States
- Oreo sales in United States up 1.3% in 2012



Oreo Targeted Trends

- The 1990's, more focused on nutrition than ever before.
- Increasing their brand.
- America's focus on convenience and on-the-go trends in all markets.
- Snacking trend among adults.



Oreo Advertising Slogans

- 1950 - Oh!, Oh! Oreo!



Oreo Advertising Slogans

- 2004 - Milk's Favorite Cookie



Oreo and Social Media

- Currently has 31,719,388 Facebook likes
- 74,758 Twitter followers
- Oreo marketers took advantage of Super Bowl black and key social issues to connect with consumers



Power Out? No Problem



YOU CAN STILL DUNK IN THE DARK



Oreo: "Proudly Support Love!"

- June 25th 2012
Oreo released its Rainbow cookie to support Gay Rights
- Threats of boycotting all kraft products quickly happened



Social Media Trends



Oreo's Overall Message



- Family-oriented
- Nostalgia factor
- Shared experiences over the Oreo experience
- Targeted towards: children and parents, younger families with younger kids, working parents

