

“OREO – Creative Commerce Meets Cultural Relevance”

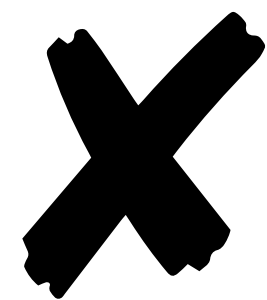
ALBERTO TRIANA WANNONI

Group Creative Director

VML New York

How is OREO reinventing effectiveness through Culture & Commerce?

Forget performance marketing—effectiveness today means cultural participation.



Chasing clicks



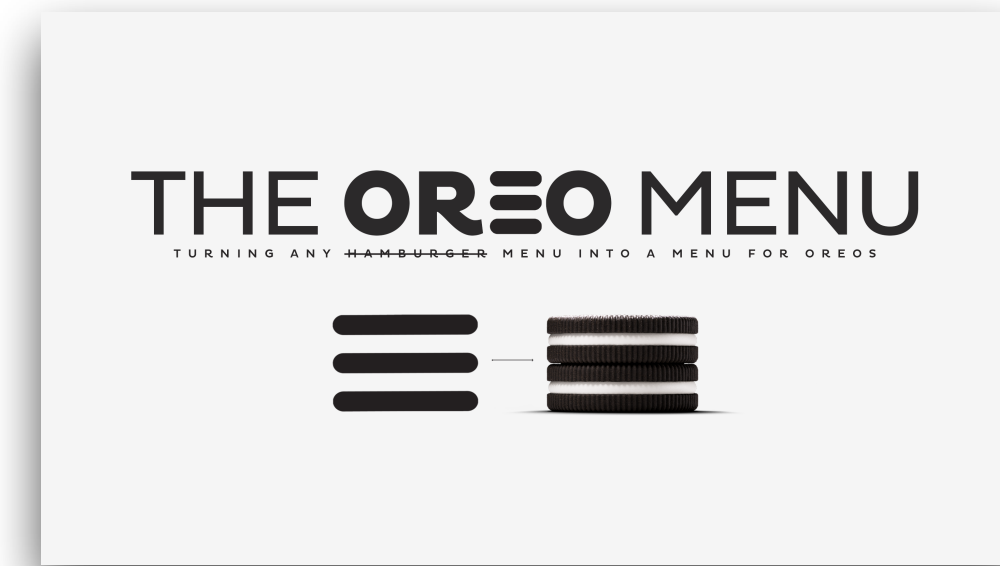
Hijacking everyday behaviors



“That’s why marketing alone won’t save you—culture will”.

OREO's Creative-Commerce Philosophy

OREO activates play, culture, and utility
—not just selling.



Each campaign lives in everyday moments—milk cartons, game calls, menus, audio—blending commerce with culture.

we see  everywhere

On shoes



OREO

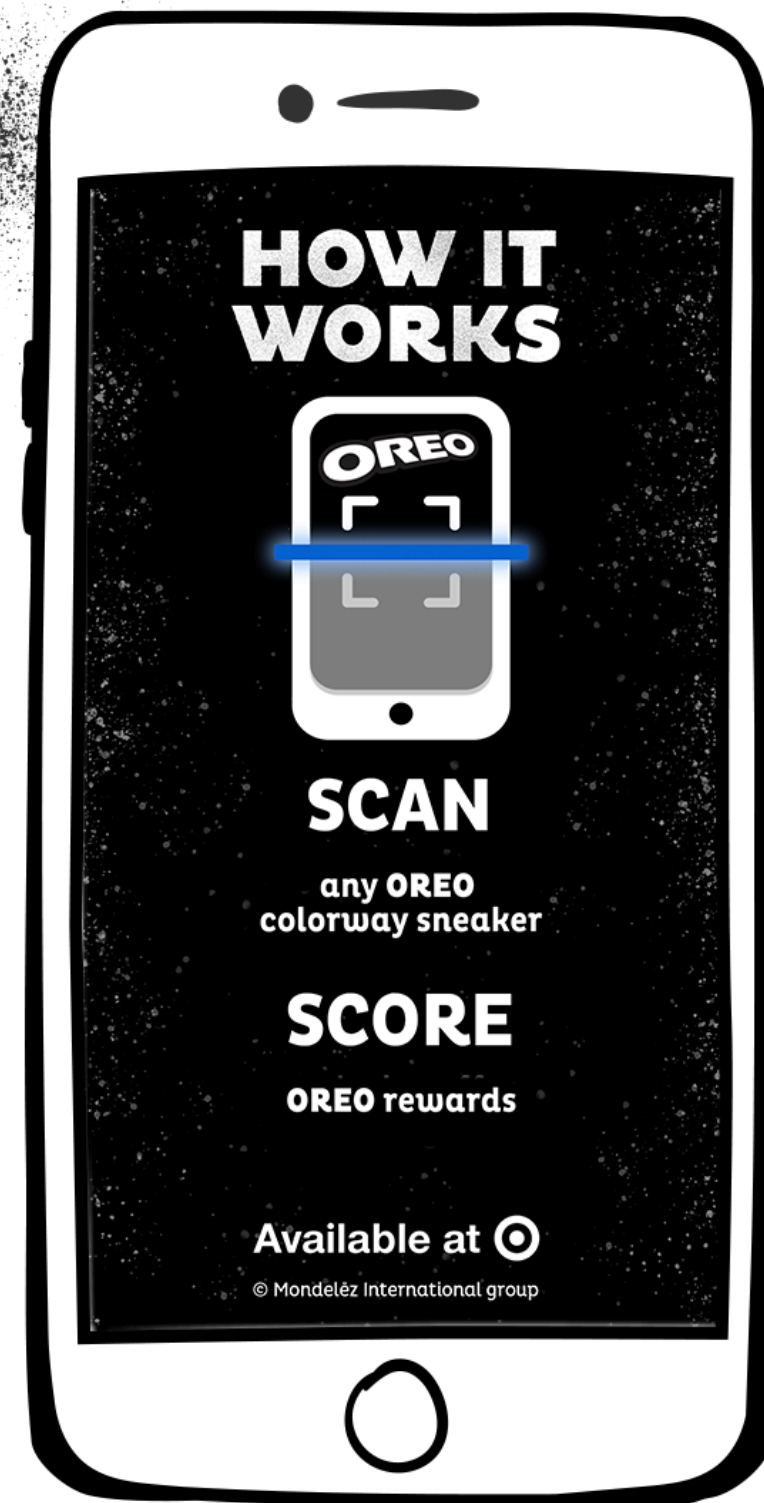
~~STUF
SLAN~~

**A COMMERCE
EXPERIENCE THAT
TURNS OREO SNEAKERS
INTO OREO COUPONS**

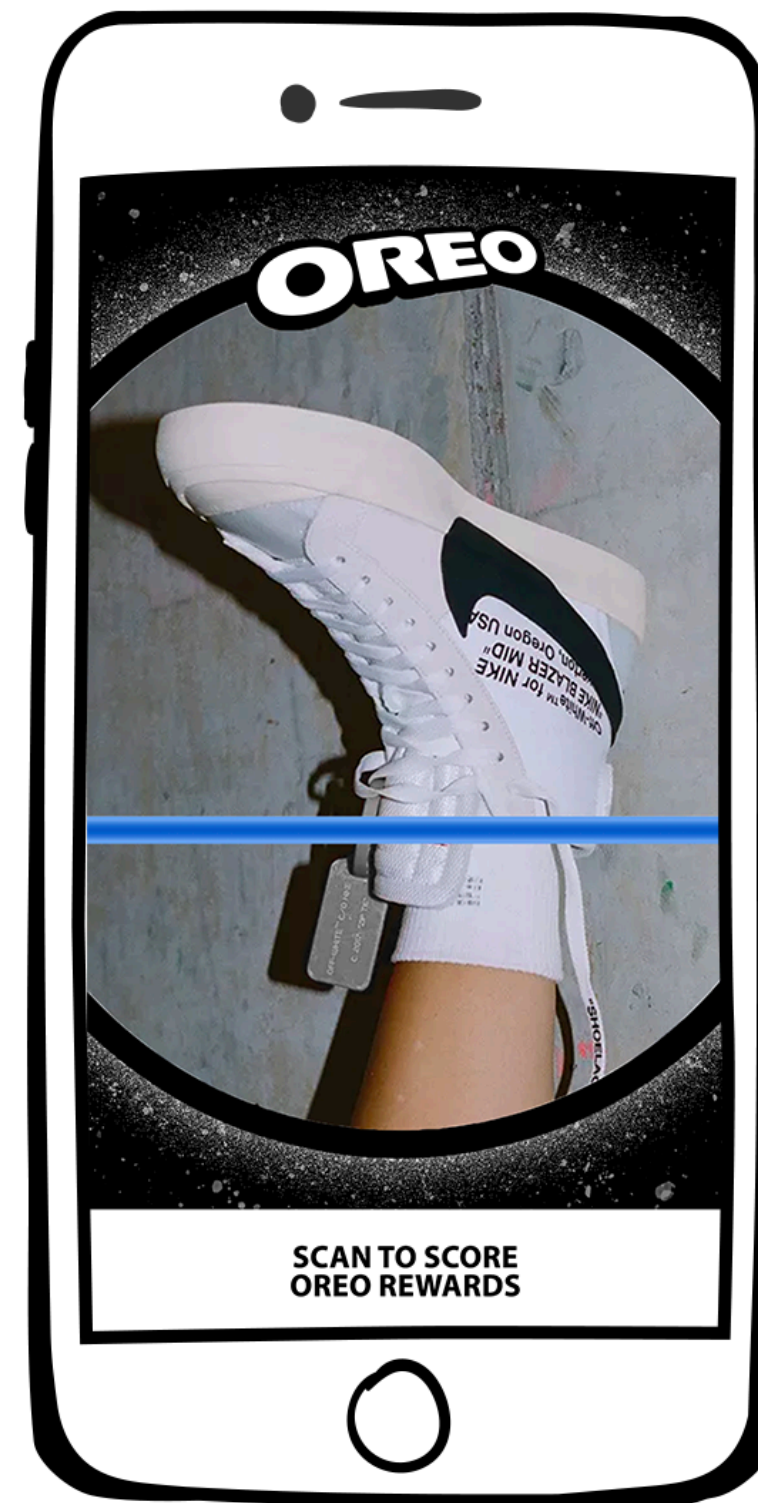


RECOGNIZING SHAPE AND COLOR,
WE MADE AN A.I. THAT TURNED MILLIONS OF
SNEAKERS INTO THE GATEWAY TO OUR COOKIES.

HOW IT
WORKS



1. ACCESS
OREOSTUFSCAN.COM



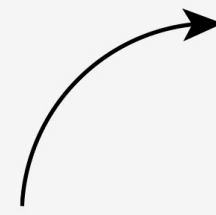
2. SCAN ANY
OREO COLORWAY
SNEAKER



3. TURN INTO 2X1 OREO
COOKIES AND REDEEM
AT TARGET STORES
OR TARGET.COM

we see  everywhere

In barcodes



OREO OREOCODES



T U R N I N G M I L K B A R C O D E S I N T O D I S C O U N T E D O R E O S



01

GRAB ANY MILK PACK



02

FLIP FROM BARCODE TO OREO STACK AND SCAN

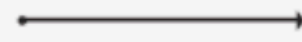
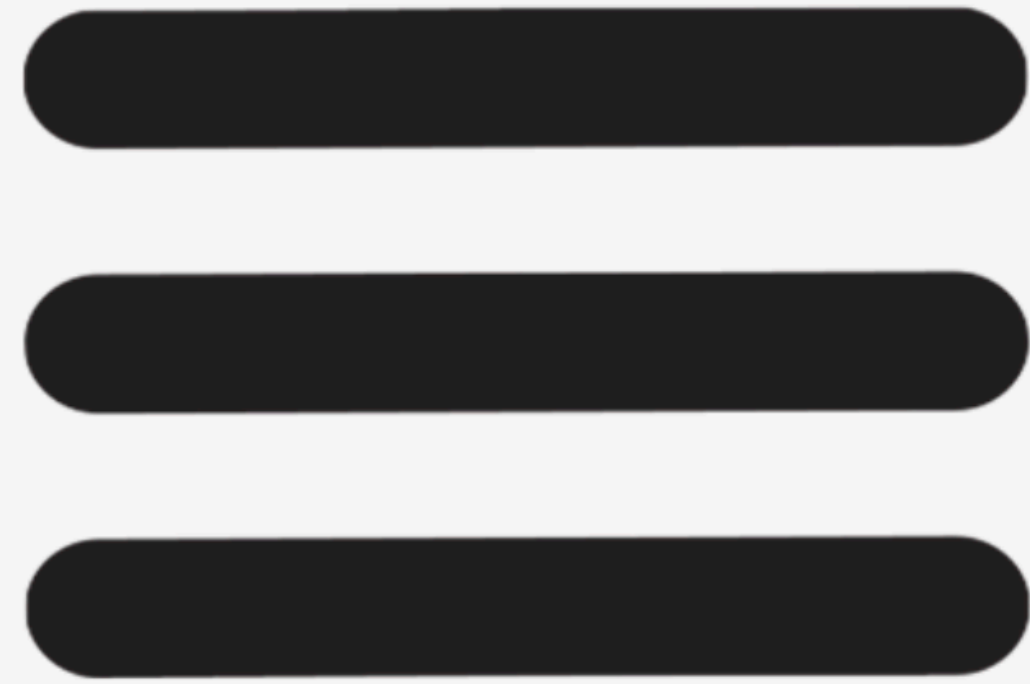


03

GET AN OFFER

we see  everywhere

Online



"JUST IN TIME FOR GOOGLE'S DEPRECATION OF COOKIES"

yahoo!

"EATING UP HAMBURGER MENUS ACROSS THE WEB"

TAXI

"YOU'LL NEVER LOOK AT THE THREE-BAR MENU ICON THE SAME WAY AGAIN"

The Drum

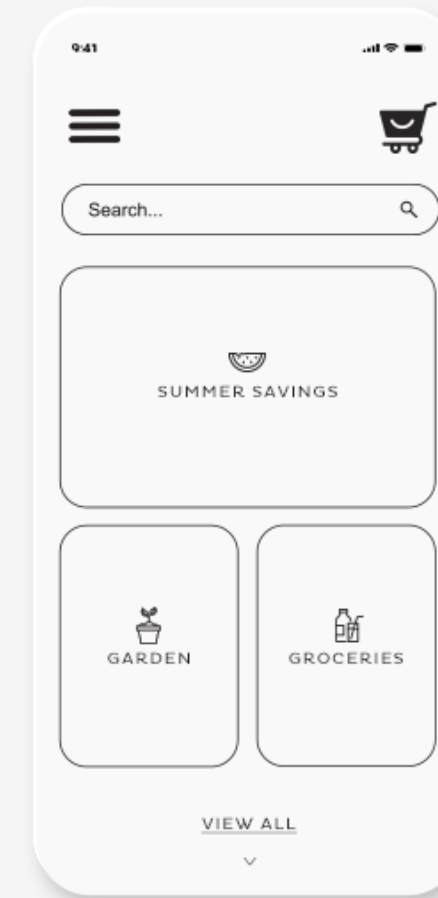
"OREO STAMPED ITSELF INTO INTERNET CULTURE"

PRWeek

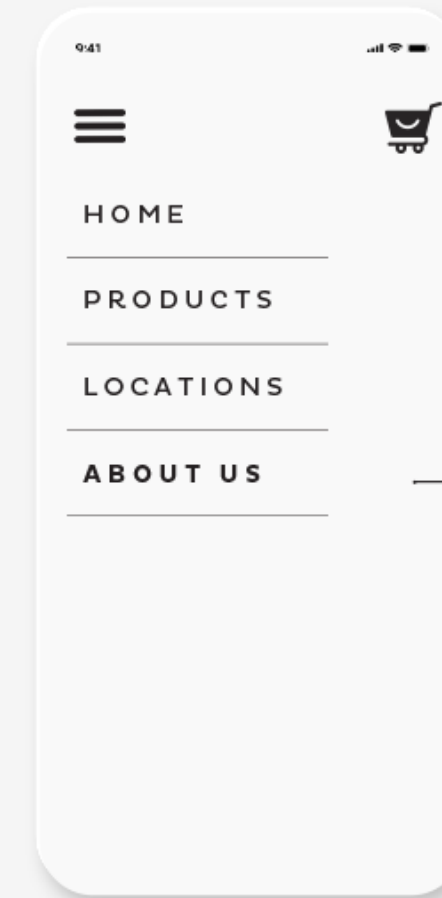


THE OREO MENU

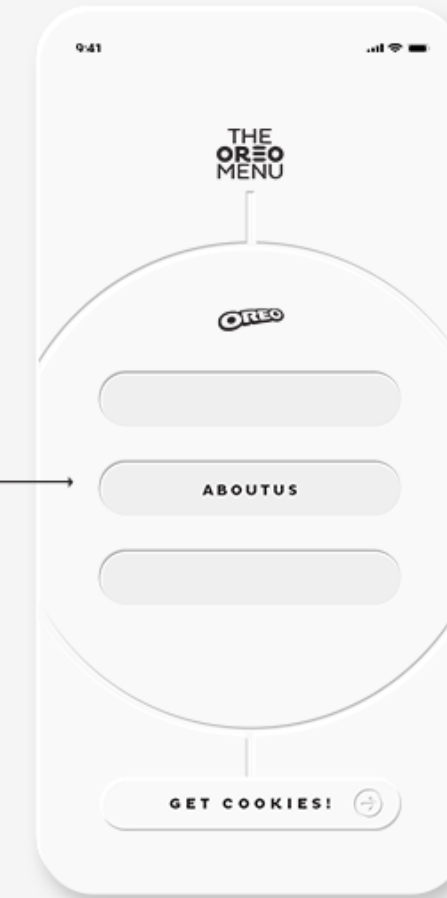
TURNING ANY ~~HAMBURGER~~ MENU INTO A MENU FOR OREOS



TAP ON ANY 3-BAR MENU TO EXPAND IT



USE ANY OF THE TAB NAMES AS PROMO CODES



ENTER CODES AT OREOMENU.COM (NO SPACES IN BETWEEN)



GET AN OREO OFFER

DIGITAL MEDIA IS KEY FOR E-COMMERCE

And for OREO, this represents millions of dollars on media spend fighting for attention in a hotly contested ad-space. But there is an OREO hidden in plain sight, living rent-free across hundreds of millions of websites and apps; the 3-bar menu. The only problem: the internet calls this menu... a "hamburger menu", so we gave it a twist.

THE OREO MENU

A commerce experience that turns every website menu icon into a menu for OREOs; Whenever people see one on screen, they can expand it and use any of the tab names as promo codes at oreomenu.com. From milk brands, to retailers, and even restaurants, we cataloged hundreds of menu's and words into our database, whenever people tried a new one, they just had to enter the URL to validate it.

TO START THE CONVERSATION, THE OREO MENU EXPANDED ON SOCIAL MEDIA



BY MAKING PEOPLE THINK ABOUT OREOS EVERY TIME THEY SEE A 3-BAR MENU, WE ARE TURNING EVERY WEBSITE VISIT INTO A MEDIA IMPRESSION AND EVERY MENU INTO AN OREO STORE.

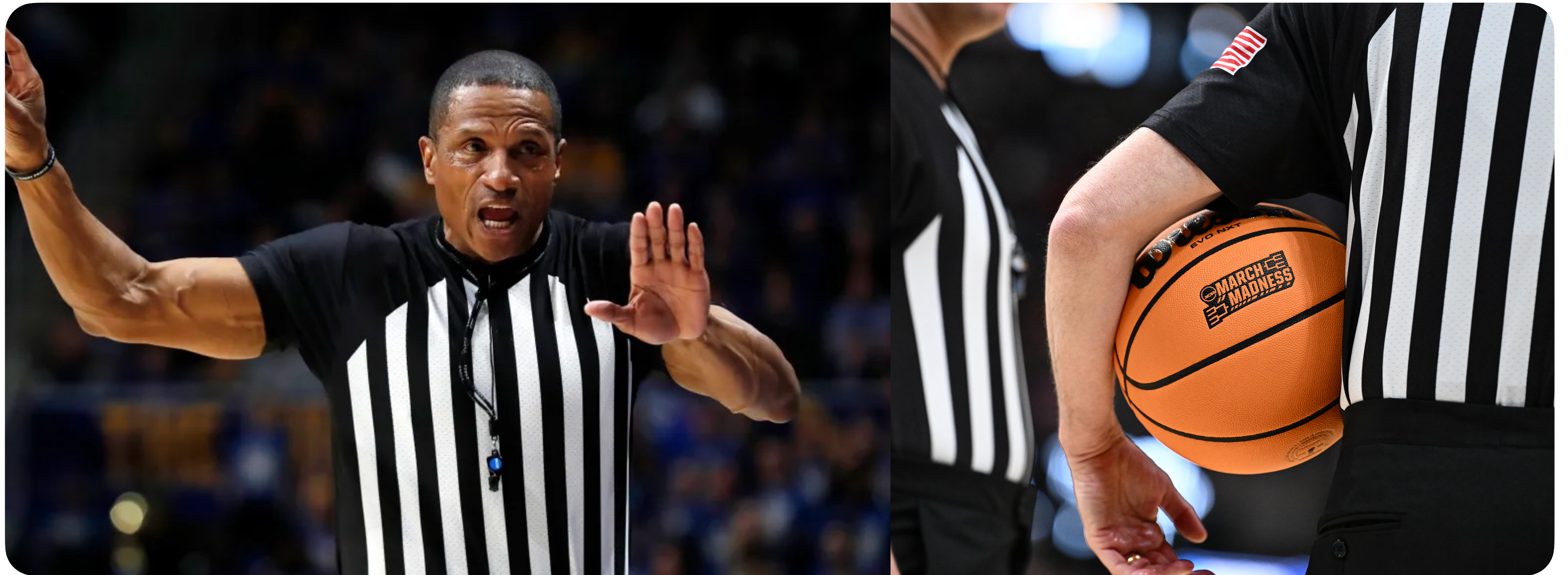
OVER **1MM** PROMOCODES REDEEMED
*IN THE FIRST WEEK

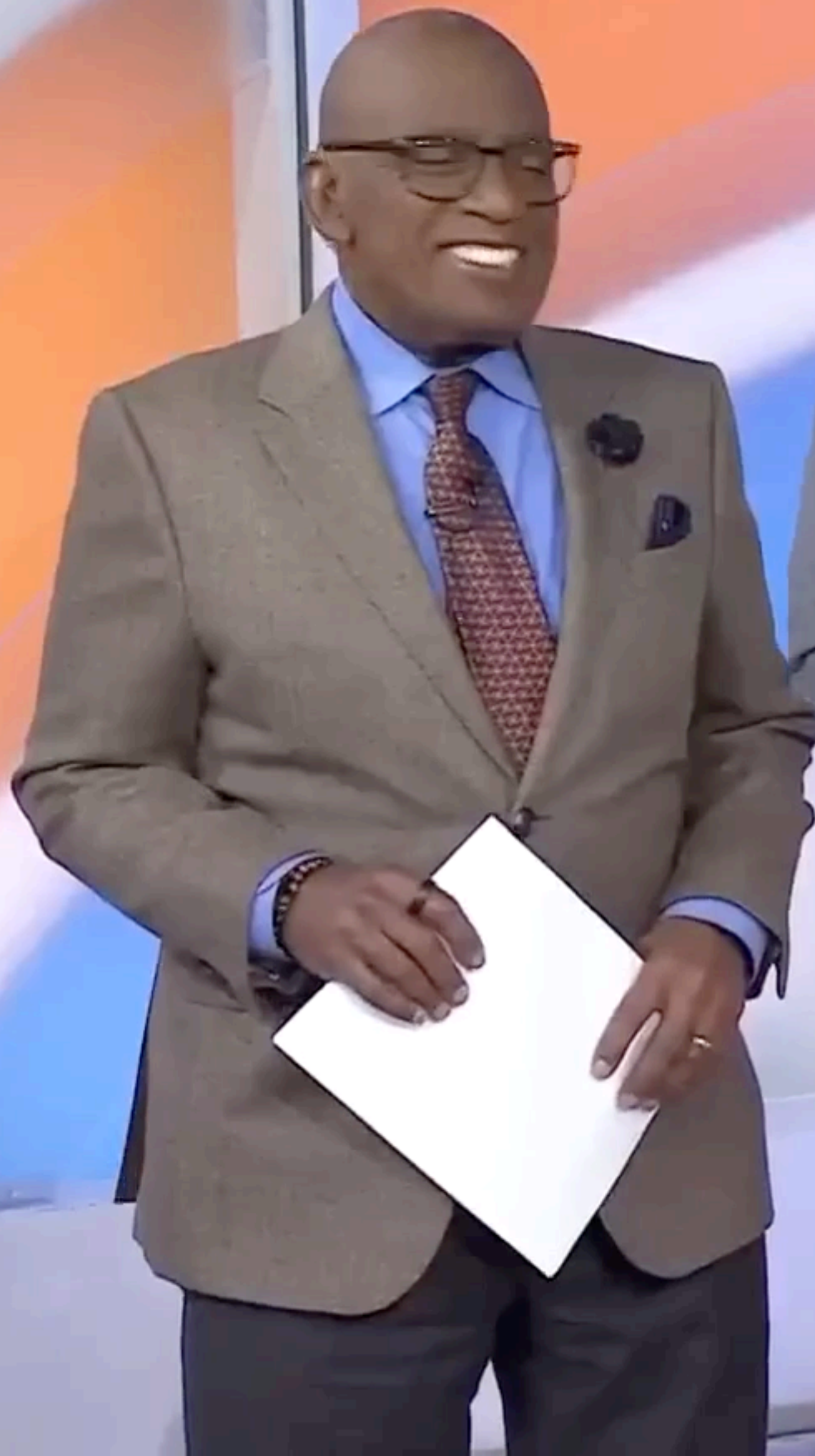
+17% CONVERSION RATE
*2X CATEGORY BENCHMARK

+4% DIRECT SALES LIFT
*2X CATEGORY BENCHMARK


we see  everywhere

In basketball courts





OREO CALLS

EVERY CALL IS A CALL FOR 

MARCH MADNESS: THE MOST POPULAR BASKETBALL EVENT IN THE USA

With bigger viewership than the NBA and over 1 billion in potential revenue every year, brands go head-to-head to win the ad breaks. But OREO decided to flip the script and win it all with no partnerships, no endorsements, and no multi-million-dollar ads.

OREO WAS ALREADY CALLING THE SHOTS

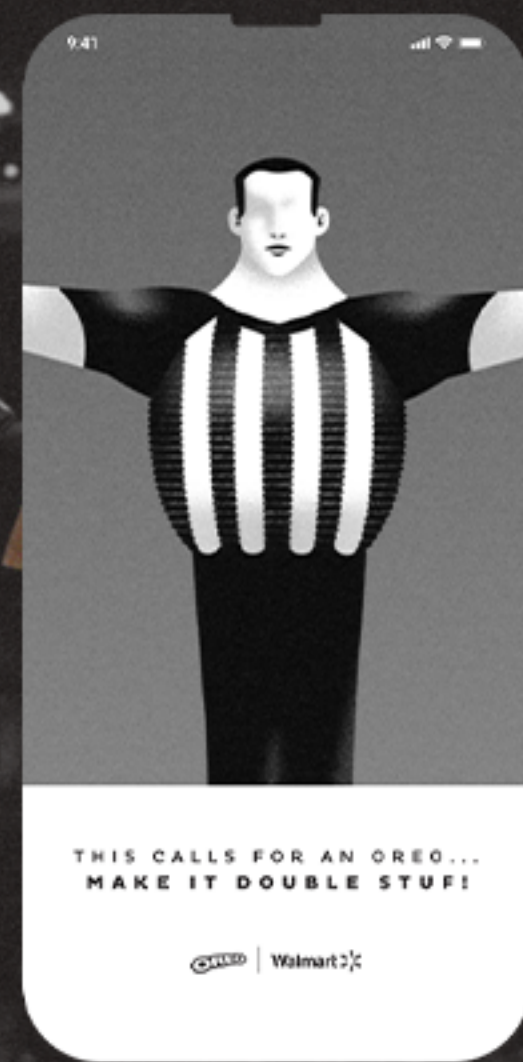
Tapping into the cookie-creme pattern of their jerseys, we turned every referee in the game into shoppable OREOs. By reimagining every officiating call signal into playful cookie match-ups we triggered offers in real-time available for viewers to unlock just by scanning the refs.



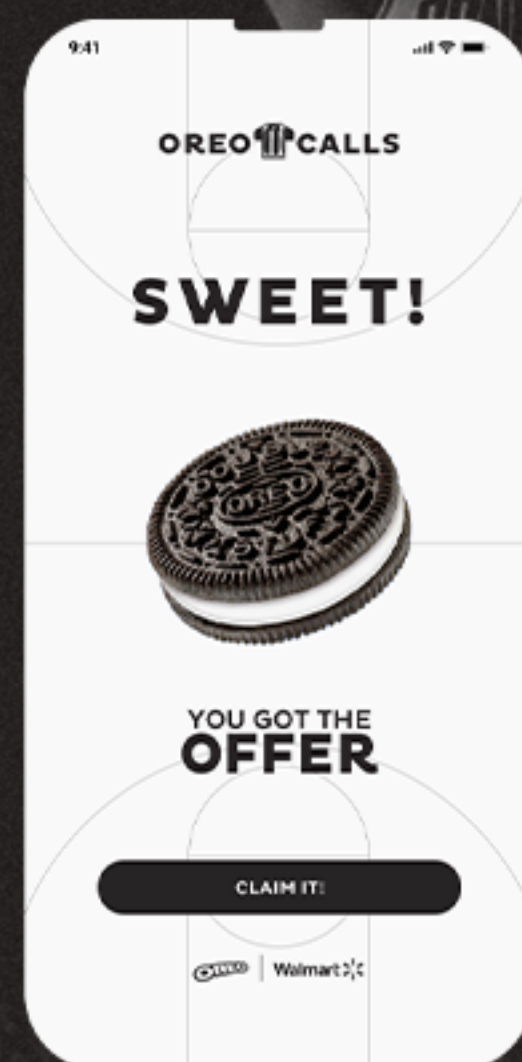
VISIT OREOCALLS.COM



SCAN THE REFEREE



UNLOCK AN OREO CALL



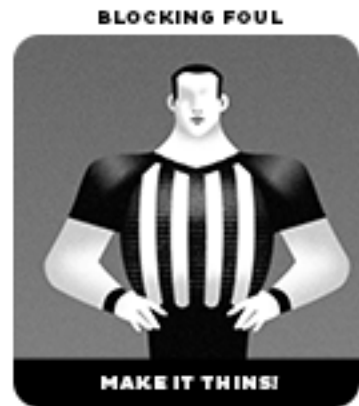
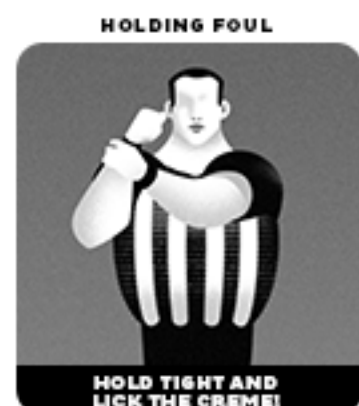
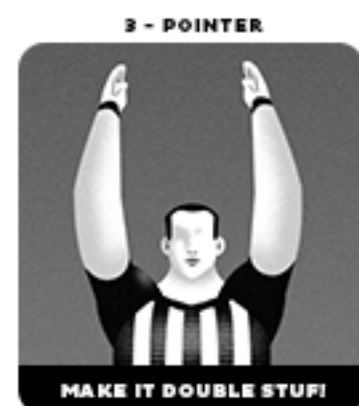
GET AN OREO OFFER

+100K LIVE SCANS X GAME

61% REDEMPTION RATE

+9.8% DIRECT SALES vs PRIOR YEAR

EVERY CALL BECAME A SWEET CALL



BY TAKING OUR PRE-GAME TO SOCIAL WE MADE SURE FANS WERE READY TO GET IN THE ACTION



VISIT OREOCALLS.COM

SCAN THE REFEREE

UNLOCK AN OREO CALL

GET AN OREO OFFER

EVERY CALL BECAME A SWEET CALL

ILLEGAL DRIBBLE	3 - POINTER	HOLDING FOUL	PUSHING FOUL	BLOCKING FOUL	OUT OF BOUNDS	TRAVELING	DOUBLE FOUL
DOUBLE DUNKING!	MAKE IT DOUBLE STUF!	HOLD TIGHT AND LICK THE CREME!	10 MINUTE DUNK BREAK!	MAKE IT THINS!	THERE IS A WALMART THAT WAY!	MAKE IT FUDGE COVERED!	MAKE IT MEGA STUF!

we hear  everywhere



oreogrammar



白砂糖 @77303

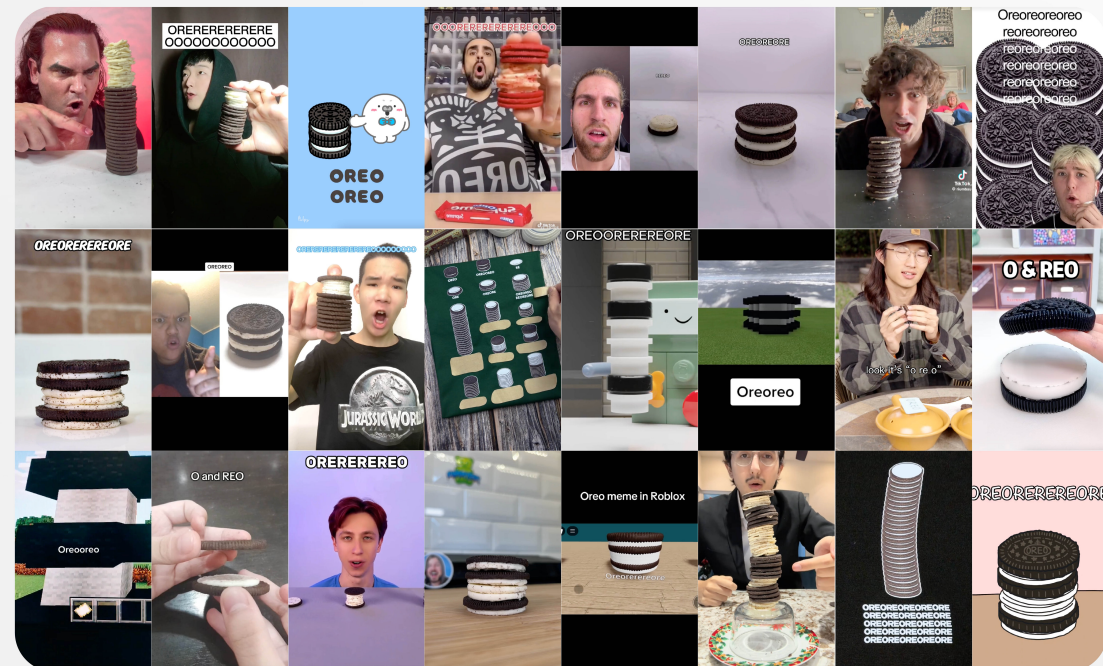


OREO GRAMMAR IS A VIRAL INTERNET MEME THAT PLAYFULLY DECONSTRUCTS OUR COOKIE

Assigning "O" to the cookie, "RE" to the creme and then rearranges the syllables in unexpected ways. This is the first meme, posted on December 30th, 2018, on X (former Twitter) by @77303.

OVER 2.54 BILLION IN REACH ACROSS SOCIAL MEDIA

What started as a quirky image turned into a popular trend, generating thousands of posts.



satoyu727



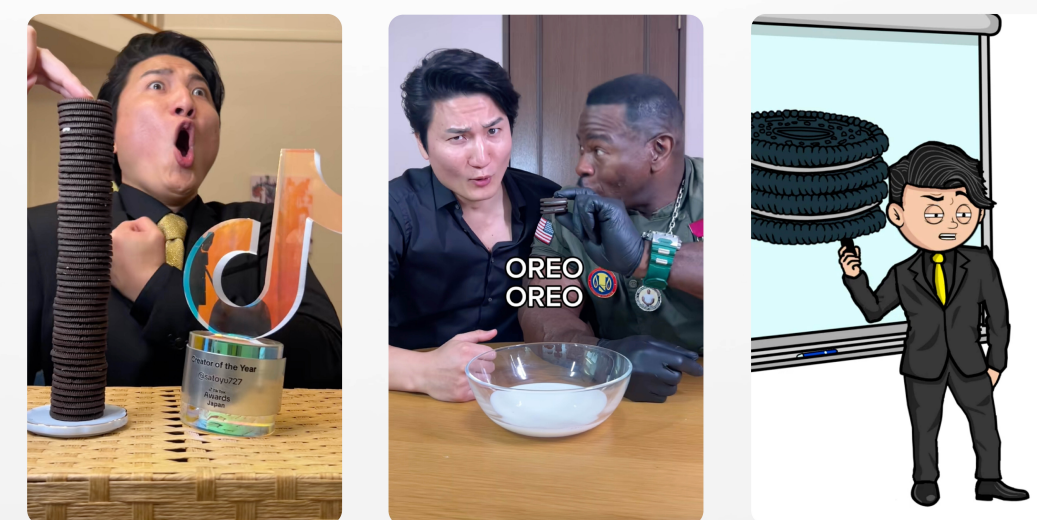
15.8M 1.7M

SATOYU OHIOBOSS IS THE MOST POPULAR GLOBAL CREATOR OF OREO GRAMMAR CONTENT.

2024 TikTok Creator of the Year

He made his first OREO Grammar post in May 2024, without any partnership with the brand. After gaining over 28 million followers across social, our NameThisOREO campaign finally made him an official brand ambassador.

satoyu727

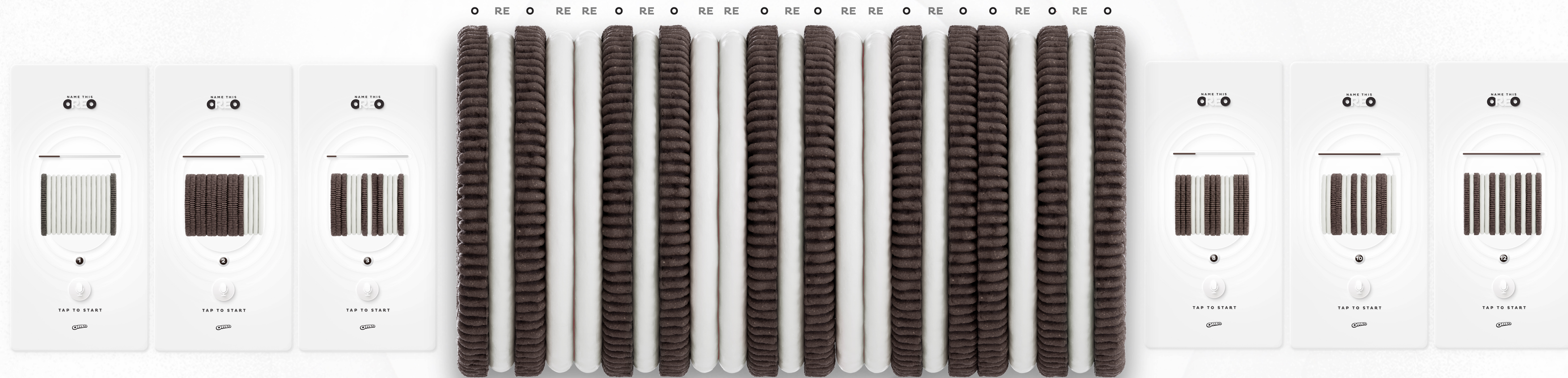


252.6K 28.8K 248K 18.7K 572.3K 57.9K



NAME THIS OREO

AN AUDIO-LED COMMERCE EXPERIENCE THAT TURNED A SOCIAL MEME INTO A GAME



HAVE YOU HEARD OF OREO GRAMMAR?






Born from an internet name origin theory for OREO, that claims "O" is for the cookie and "RE" is for the cream (giving birth to the iconic O-RE-O cookie-crème-cookie sandwich).

"OREO Grammar" is a viral collection of internet memes in which OREOs are rearranged in various ways, leading up to challenging (and non-sensical) readings. More than a social trend, it's a playful language with our product at the core.

INTRODUCING 'NAME THIS OREO'

As a brand that is constantly pushing its audience to "Stay Playful", we wanted to get more people "speaking OREO", so we created a tool to help them master the language. A gamified experience to name OREO Grammar combinations, build streaks and unlock cookie offers.

HOW IT WORKS

-  GO TO [NAMETHISOREO.COM](https://namethisoreo.com) AND ENABLE MIC
-  TAP TO GET AN OREO COMBINATION
-  SAY "O" FOR COOKIE AND "RE" FOR CREME CORRECTLY, BEFORE TIME RUNS OUT
-  BUILD STREAKS
-  SHARE YOUR LEVEL AND GET AN OREO OFFER

350MM SOCIAL REACH

+68% OREO SITE TRAFFIC (WHERE THE GAME WAS HOSTED)

+17,2% UNIT SALES (VS PRIOR PERIOD)



LAUNCHED WITH THE MOST FLUENT OREO GRAMMAR MASTER OF THEM ALL

You've probably seen his content, global influencer and 2024 TikTok Creator of the Year; @OHIOSATOYUBOSS. With over 28MM followers combined across social and millions of views on OREO Grammar content, Satoyu literally became the perfect teacher on social media to promote the Name This OREO game.

▶ PLAY IT NOW



Common Thread Across Campaigns

Each campaign reinvents effectiveness by blending culture, play, and commerce.

From physical codes to digital and audio, OREO enters consumer lives in utility-rich, culturally relevant ways.

Demonstrates marketing as ecosystem-building, not just ads.



6.5% Sales Lift



7.3% Sales Lift



4% Sales Lift



9.8% Sales Lift



17.2% Sales Lift

Key Learnings for 2025–2026

1. **Effectiveness = Reinvention** — not formulaic, but flexible and culturally rooted.
2. **Culture > Conversion** — embed in habits, not push.
3. **Use New Mediums Strategically** — audio, mobile, real-world codes.
4. **Scale Ecosystems** — think beyond campaigns; build lasting, playful touchpoints.
5. **Creative Commerce Wins** — when you go to your audience — rather than waiting for them to come to you.



“Brand marketing isn’t just about selling cookies—it’s about making cookies part of culture”.

THANK YOU

ALBERTO TRIANA WANNONI
Group Creative Director
VML New York