



Contacts: Vignesh Nair
Vignesh.Nair@mdlz.com

Aishwarya Chopra
aishwarya.chopra@mslgroup.com

For the Very First Time, Father-Daughter Duo MS Dhoni and Ziva, Join the Playful OREO Brigade For #OreoPlayPledge

With this campaign, Oreo plans to take the ‘Stay Playful’ narrative a notch higher, by urging people to take the #OreoPlayPledge and stay playfully connected with their loved ones

INDIA – January 05, 2021

– Building on the proposition to bring families closer by encouraging playful connections, OREO, the world's No.1 and India's favourite cookie brand, is further fortifying its promise of infusing a dose of fun in everyone's life with its latest campaign **#OreoPlayPledge**. With this campaign, the brand is putting



its purpose into action and inspiring people to snooze away from their busy lifestyles and take a pledge to create and cherish the much-needed moments of fun with their loved ones. This sentiment will be brought alive by the much-loved father-daughter duo – former team India Cricket captain, **MS Dhoni** and his daughter, **Ziva Dhoni**, offering Oreo fanatics a glimpse of their playful connection on-screen.

Commenting on the campaign, **Sudhanshu Nagpal, Associate Director – Marketing (Biscuits), Mondelez India**, said, “As one of the country's most loved brands, Oreo has always strived to spark playfulness and inspire connection moments in our consumer's lives. However, in current times, amidst blurring lines between personal and professional life, carving out valuable family connection moments has come to assume even more importance. So, as we wrap up what was a

tough year, and enter 2021 with much anticipation, we are launching this new campaign called #OreoPlayPledge in month of January. Oreo's endeavour through this campaign will be to infuse positivity and inspire our consumers to create more play-connect time with their loved ones in times ahead. We are also bringing Dhoni and Ziva onboard as Oreo brand ambassadors for this campaign. Given their loving relationship & playful chemistry, we believe the duo will be Oreo's best partners to bring this campaign alive and inspire our audiences to join the bandwagon of Oreo playful pledges.”

Sharing his experience, **MS Dhoni said**, “Shooting with Ziva for the first time was a delightful experience for me. It was fun to share our playful moments on screen with Oreo, our favourite cookie. Ziva & I had a great time on the set for the new campaign, #OreoPlayPledge which has a beautiful message. It inspires you to make a commitment to take out time to connect playfully with your family. This is a challenge I’ve personally faced as a parent too and it feels great to be associated with Oreo to spark a positive change with the power of playfulness.”

The new TVC, conceptualised by Publicis Group for Mondelez India, showcases MS Dhoni and Ziva Dhoni on a bright Sunday morning, baking a cake for Ziva’s mom. However, this task comes with a twist! For every Oreo cookie they place as garnish on the cake, they take a pledge to spend more time with each other. The funny and mischievous conversation and playtime between Dhoni and Ziva ends with a sweet ‘Twist, Lick, Dunk’ moment reiterating the thought that **‘The more we stay playful, the more we connect’**, and inspiring people to share their playful pledge on www.OreoPlayPledge.com.

Rajdeepak Das, Managing Director - India and Chief Creative Officer - South Asia, Leo Burnett, and Mark McDonald, Executive Vice President and Head of Creative, Digitas India, explain how the gruelling lockdown and all the anxiety makes reconnecting with our loved ones more important than ever. "Play is the universal language of connecting with one another. So, as we step into a new year, our campaign encourages everyone to take the 'Play Pledge' with Oreo," Rajdeepak says. Mark adds, "We're looking to launch and build on-going conversations with our consumers to commit to creating and enjoying moments of fun with their kids. And we're confident that MS Dhoni and his daughter Ziva are the perfect ambassadors to bring this message alive."

Link of the TVC: <https://youtu.be/7m1xN7RS-hI>

Agency Details

- **Creative Agency:** Team PoP, The Publicis Group
 - Rajdeepak Das - Managing Director - India & Chief Creative Officer - South Asia, Leo Burnett,
 - Dheeraj Sinha- Managing Director - India & Chief Strategy Officer - South Asia, Leo Burnett

- Unny Radhakrishnan- CEO, Digitas India
- Sonia Khurana- COO, Digitas India
- **Creative Team:** Mayuresh Dubashi, Mark Mcdonald, Gaurav Kashalkar, Amol Mestry, Madhura Haldipur, Madhusre Das, Roshan Raphael, Arnaz Irani, Jagrut Keni, Reya Reji, Durgesh Amble, Vignesh Iyer, Sanjay Rajpurohit, Shrishti Menon, Mitalee Desai, Anuja Dikshit
- **Planning team:** Aniruddha Khandekar, Sakshi Arora, Ishita Shukla, Shiksha Singh
- **Account management:** Sujay Rachh, Gautam Roy, Sabah Iqbal, Vikram Turakhia, Poornima Kamath, Bhavna Sukhija, Kartik Deo, Tanvi Shah, Nikita Goel, Twinkle Jain
- **Media Agency:** Wavemaker India
- **PR Agency:** MSL India

About Mondelēz International

Mondelēz International, Inc. (NASDAQ: MDLZ) empowers people to snack right in over 150 countries around the world. With 2019 net revenues of approximately \$26 billion, MDLZ is leading the future of snacking with iconic global and local brands such as *OREO*, *beVita* and *LU* biscuits; *Cadbury Dairy Milk*, *Milka* and *Toblerone* chocolate; *Sour Patch Kids* candy and *Trident* gum. Mondelēz International is a proud member of the Standard and Poor's 500, Nasdaq 100 and Dow Jones Sustainability Index. Visit www.mondelezinternational.com or follow the company on Twitter at www.twitter.com/MDLZ.

About Mondelez India Foods Private Ltd.

Mondelez India Foods Private Limited (formerly Cadbury India Ltd.) has been present in India for over 70 years. The company introduced *Cadbury Dairy Milk* and *Bournvita* in India in 1948 and since then has been a leader in the chocolate category in the country. Part of Mondelēz International, the company operates in the chocolate, beverages, biscuits and candy categories in India with brands *Cadbury Dairy Milk*, *Cadbury Dairy Milk Silk*, *Cadbury Celebrations*, *Cadbury Bournville*, *Cadbury 5Star*, *Cadbury Perk*, *Cadbury Fuse*, *Cadbury Gems*, *Cadbury Bournvita*, *Cadbury Spready*, *Tang*, *Cadbury Oreo*, *Bournvita Biscuits*, *Bournvita Fills*, *Cadbury Chocobakes*, *Halls* and *Cadbury Choclairs Gold*, etc. Headquartered in Mumbai, the company has sales offices in New Delhi, Mumbai, Kolkata and Chennai and manufacturing facilities at Maharashtra, Madhya Pradesh, Himachal Pradesh, and Andhra Pradesh, in addition to a global Research & Development Technical Centre and Global Business Hub in Maharashtra and a vast distribution network across the country.

