



Contacts: Vignesh Nair
Vignesh.Nair@mdlz.com

Kartik Sharma
+91 9819790645
Kartik.Sharma@msslgroup.com

WE ARE ‘OREO PEOPLE’: NEW GLOBAL PLATFORM PUTS A TWIST ON OREO WONDERFILLED

OREO brings India together with its global ‘Oreo People’ campaign – rolls out new global campaign, simultaneously across 50 markets in AMEA, LA, MEU, localizing with nuances to drive relevance

MUMBAI, India, May 09, 2018: Oreo, the world's No.1 biscuit brand by Mondelēz International, a leading global snacking powerhouse, takes the special ritual of ‘Twist, Lick, Dunk’ forward, rolling out its new global campaign **Oreo People** simultaneously across **50** markets in AMEA, LA, MEU and will be localized with nuances to drive relevance.

The new global creative platform, coined Oreo People, is the latest installment of the brand’s Wonderfilled



campaign. Oreo People is built on the idea that when we connect with Oreo, playfulness is evoked in us all – despite differences, playing with Oreo brings people together. Every time an Oreo cookie is twist opened, a new playful side comes out which is optimistic with limitless possibilities. The campaign is especially designed to engage with consumers in today’s multi-screen, short-attention-span world with exciting visuals and irresistible music, extending across all channels, with a strong focus on digital.

The new TVC displays a wide-cross section of people and how they enjoy their Oreo cookies, making the much-loved brand relevant to them. With this latest creative platform, Mondelez India aims to widen the appeal of the brand in the country, while continuing to play on its core territory.

“Oreo was introduced in India close to seven years back and in such a short span, India has emerged among its top-five markets by volume. Today, twist, lick, dunk has become a ritual; it has been at the heart of numerous warm family moments. Oreo has always stood for bringing people together and the Oreo People campaign takes ahead this proposition. The campaign is based on a key universal insight that while we all share the same playful spirit inside, we often forget about it because of the pressures of modern life. The global campaign aims at widening the appeal of the brand, connecting with a wide cross-section of people, while picking up on the local nuances to drive relevance,” said **Sudhanshu Nagpal, Head – Biscuits Category, Mondelez India.**

“Oreo has always been a brand that encourages and inspires people to connect with the people and world around you. When we were kids, playing together was our way of communicating, we connect better when we play together. We believe everyone has a playful spirit waiting to be let out. With this film we tell the story that no matter our differences, playing with Oreo brings us together, because we are all Oreo People.” said **Jane Lim, Regional Chief Client Officer, Asia - FCB**

The campaign will be rolled out across platforms with a new TVC, as well as outdoor, print & digital campaigns across sections.

Link to the TVC: https://www.youtube.com/watch?v=bH_1IXFChbg

Agency: FCB SHANGHAI

Creative team: Simen Lv (Group Creative Director), Ewan Yap (Creative Director), Eming Wen (Senior Art Director), Akira Luo (Senior Copywriter), Amour Xiang (Associate Art Director)

Planning team: Steve Xue (Chief Strategy Officer, Greater China), Jennings Liu (Senior Planner)

Account management: Jane Lim (Regional Chief Client Officer, Asia), Elaine Cai (Associate Account Director), Faya Fang (Account Manager)

Production house: Hellonick Limited

Director (film): Nick Lim & Martin Tong

Producer: Jeannette Lee

Director of photography: Kokei Leung

About Mondelez International

Mondelez International, Inc. (NASDAQ: MDLZ) is building the best snacking company in the world, with 2017 net revenues of approximately \$26 billion. Creating more moments of joy in approximately 160 countries, Mondelez International is a world leader in biscuits, chocolate, gum, candy and powdered beverages, featuring global Power Brands such as *Oreo* and *belVita* biscuits; *Cadbury Dairy Milk* and *Milka* chocolate; and *Trident* gum. Mondelez 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 creating moments of joy in India for 70 years. The company started its journey to define the taste of chocolate for India and Indians in 1948 with Cadbury Dairy Milk. Today, Mondelez India is a part of Mondelez International, a world leader in biscuits, chocolate, gum, candy and powdered beverages. With products in four categories – chocolates, beverages, biscuits and candy – it is the undisputed chocolate category leader. Some of the company's chocolate brands in India are: Cadbury Dairy Milk, Cadbury Dairy Milk Silk, Cadbury Celebrations, Cadbury Bournville, Cadbury 5 Star, Cadbury Perk, Cadbury Fuse and Cadbury Gems. The beverage portfolio consists of the much loved Cadbury Bournvita and Tang. Cadbury Oreo and Bournvita Biscuits is a part of its biscuit portfolio and Halls and Cadbury Choclairs Gold make up its candy portfolio.

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 vast distribution network across the country.

