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Cadbury Oreo kick starts the “Play with OREO” campaign nationally

*Cities across India get lively and playful with
Play with OREO Graffiti and Pop-Art*

Mumbai, June 3, 2015: Cadbury Oreo has launched its “Play with OREO” campaign in India to inspire consumers to get playful and enjoy the small moments of life. The brand is on a mission to unleash imagination and playfulness, not only by the means of creative fun with the iconic Oreo cookie, but also in consumers' everyday lives. Oreo is running a 360° marketing campaign nationally, to spread this message of “playfulness” amongst its fans.

In addition to an exciting new TVC, “Play with OREO” will be seen on a wide array of media platforms like innovative Graffiti wall art, Outdoor, Radio, along with a prominent presence on digital and social media. With the “Play with Oreo” campaign, Oreo has managed to do what few brands can – retain its authenticity while staying contemporary and relevant.

Speaking on the brand philosophy of “playfulness”, **Chella Pandyan, Associate Director, Biscuits India and Kids Fuel AP, Mondelez International** said, *The “Play with OREO” campaign will encourage people of all ages to tap into their imagination and incorporate a little more play into their daily routines. Further, we wanted to offer consumers an experiential platform to celebrate “playfulness” which is an integral part of Oreo’s brand’s philosophy. We have a wide range of initiatives in this campaign including an exciting collaboration with renowned graffiti artists for an innovative Oreo wall art project across the country expressing & celebrating the idea of play.*

He added, *“All of us could do with some more play and fun in our hectic, busy lives. Through this campaign we seek to inspire people and bring in a little more Play in their lives.”*

As a part of the “Play with OREO” campaign, interesting Graffiti art installations expressing play through the unique lens of Oreo have been put up at prominent locations in the cities of Mumbai (at Bandra Reclamation), Delhi (at Moolchand Flyover) and Bangalore (at Richmond Flyover). Renowned graffiti artists like YANTR, Harshvardhan Kadam and Ranjit Dahiya have used the city street walls as their canvas and created their own versions of Oreo art.

The Outdoor hoardings across the country comprise of Oreo pop art having exciting graphics and cheerful colours that radiate liveliness with attention-grabbing messaging. Thus, breaking from the clutter of typical outdoor hoardings and making it a visual treat for passersby.

“Playfulness” has also got an interesting creative twist through new-age creative art forms like doodle art. One can visit the [“Play with OREO”](#) website to indulge their creative side and create OREO cookie characters or just have a good laugh at the creativity inspired globally

by the popular, much loved brand. The response so far, has been wonderful. Fans across the globe have shared their wonderful moments and creative art associated with their favorite *OREO* cookie. The fan art comprise of imaginative Oreo doodle and pop art, photographs of unconventionally styled dishes made from Oreo Cookie, creative videos and much more!

As part of the digital campaign, Oreo will also run a series of web-films on YouTube, and Facebook dedicated to the Play with Oreo theme.

The graffiti idea will extend to social media with the #DoodleIt activity where fans can create interesting and creative doodle art around the Oreo Cookie and post their works of art on the brand's social media pages on Facebook, Twitter, Pinterest, YouTube and Instagram. All these creations will then find their home on www.playwithoreo.com which is a global platform for Oreo fans to connect and share their love for the much loved cookie.

The Brand Activation agency is Candid Marketing and OOH agency is Madison. The animated TVC created by the Global agency FCB features customized Indian lyrics and regional singers. The creative agency for Mondelez India is Interface Communications.

Visit www.playwithoreo.com

About Mondelēz International

Mondelēz International, Inc. (NASDAQ: MDLZ) is a world leader in chocolate, biscuits, gum, candy, coffee and powdered beverages. The company is comprised of the global snacking and food brands of the former Kraft Foods Inc. following the spin-off of its North American grocery operations in Oct. 2012. Mondelēz International's portfolio includes several billion-dollar brands such as *Cadbury* and *Milka* chocolate, *Jacobs* coffee, *LU*, *Nabisco* and *Oreo* biscuits, *Tang* powdered beverages and *Trident* gums. Mondelēz International has annual revenue of approximately \$36 billion and operations in more than 80 countries. Visit www.mondelezinternational.com and www.facebook.com/mondelezinternational.

About Mondelez India Foods Private Ltd.

Mondelez India Foods Private Ltd. (formerly Cadbury India Ltd.) is a part of Mondelēz International and is in the business of creating delicious moments of joy. It operates in five categories – chocolate, beverages, biscuits and gums & candy and has been a chocolate category leader since its inception in India for over six decades. Cadbury Dairy Milk, CDM Silk, Celebrations, Bournville, 5Star, Perk, Gems, Glow and Toblerone are brands available in India under the chocolate category. The beverage portfolio consists of Bournvita and Tang. Oreo is a part of its biscuit portfolio, while Gums & Candies consists of Halls and Choclairs. For more information, please visit www.mondelezindiafoods.com.

