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OREO Urges Consumers To ‘Disconnect to Connect’ Through its Latest Campaign

India, – February 25, 2020 – OREO, the world's favorite cookie brand, recently launched a new campaign that urges consumers to **‘Disconnect to Connect’**, getting away from their technological devices and enjoy moments of playful connections, with family and friends.

Commenting on the launch of the campaign, **Sudhanshu Nagpal, Associate Director – Marketing (Biscuits), Mondelez India**, said, “In order to connect with people, it's important to give them utmost time and attention. With our ‘Disconnect to Connect’ campaign, we are trying to encourage our consumers to strike a chord of playfulness with their loved ones by snoozing away from the automated world. **OREO’s** brand purpose is to fill the world with more playful

moments that bring people together to break through the monotony of adulthood’s seriousness. For over 70 years now, Mondelez India has garnered consumer love and trust on the back of light-hearted, yet meaningful and progressive storytelling, supported by cutting-edge Marketing Excellence. Through this campaign, we aim to continue this momentum by taking forward our company’s vision to 'Empower People to Snack Right'.”



Since the launch, *OREO* has always created fun-filled moments for consumers and their loved ones. The campaign brings alive Oreo's global brand proposition titled Stay Playful that aims to spark playful connections with your family & friends. Taking a consumer-centric approach to the next level, this latest campaign aims to bring alive a simple message of disconnecting from the reel world and spending some quality time with your family. The brand intends to create new and fun ways to engage with *OREO* lovers by widening its appeal to achieve the larger purpose of the company with a touch of playfulness.

The new TVC, conceptualized by FCB Interface, showcases a daughter asking her father to join her during her playtime while he is busy checking his e-mails. Trying to catch his attention, she notoriously drops in a physical e-mail with an Oreo cookie attached inside. This provokes the father to disconnect from his laptop and enjoy the offline playful moments with his beloved daughter.

Shedding light on the insight, **Robby Mathew, Chief Creative Officer, FCB Interface** said, "The innocence of the little girl sending an Oreo by email lent itself to a really cute story."

Adding, **Joemon Thaliath, Chief Executive Officer** – FCB Interface quips, "Over the years, Oreo has showcased several beautiful dad-daughter relationships. This one is the most heartfelt of them all and continues to build on the brand's core of 'Stay Playful'.

Today, *OREO*'s tagline 'twist, lick, dunk' has become a ritual and has been at the heart of numerous warm family moments and this campaign will further up the brand love. Apart from this heart-warming TVC, this campaign will be supported by extensive Digital, Outdoor and on-ground activation.

Agency Credits:

Agency: FCB Interface Communications

Creative Team: Rakesh Menon, Ashutosh Joshi, Sritharan C, Ketan Kadam, Adil Bamanbehram

Account Management: Ruchita Purohit, Arun Kumaresan, Bushra Faruqi, Krita Gudhka, Ajinkya Joshi

Planning: Gulshan Singh, Sneha Raina

Director (of the TVC): Prakash Verma

Executive Producer: Manjeet Bawa

Production House: Niravan Films

Post Production Studio: Nirvana Films

Check out the new TVC here - https://www.youtube.com/watch?v=tu5i_T18O6g

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 like Cadbury Dairy Milk, Cadbury Dairy Milk Silk, Cadbury Celebrations, Cadbury Bournville, Cadbury 5 Star, Cadbury Perk, Cadbury Fuse, Cadbury Gems, Cadbury Bournvita, Cadbury Spready, Tang, Cadbury Oreo, Bournvita Biscuits, 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.

