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## Cadbury OREO inspires Indians to get ‘playful’

### *The cookie encourages more fun and play with its “Play with OREO” campaign*

**Mumbai, April 14, 2015:** Fans across the world have always found ways to inspire play with OREO in a number of unique ways by twisting, licking and dunking the cookie. Now, the brand is on a mission to inspire imagination and playfulness, not only with creative fun with the cookie itself, but in consumer’s everyday lives. The “Play with OREO” campaign, starting with a new creative and playful TVC that will be seen nationally from April 15<sup>th</sup> across all key channels, will show just how easy and fun it is to be playful.

The “Play with OREO” campaign is a rallying cry to inspire people to bring a little more play into their everyday lives. The first part of the campaign will be an exciting expression of creativity led by the iconic cookie itself & this will be followed by a broader creative range coming into play. To inspire this element of “playfulness” amongst its fans, Oreo will be running a 360° marketing campaign. In addition to an exciting new TVC, “Play with Oreo” will be seen on a wide array of media like Outdoor, Radio, & in a major way on Digital and Social media. Additionally, “playfulness” will also get a creative twist through new-age creative art forms like doodles and graffiti art. One can also 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.

Speaking on the brand philosophy of “playfulness” **Chella Pandyan, Senior Manager, Marketing, Biscuit India and Kids Fuel AP, Mondelēz International** said, *“Play has always been an integral part of Oreo’s brand’s philosophy. The new campaign is an exciting expression of that philosophy and encourages our consumers to add a bit more playfulness into their lives. Our communication will showcase ‘Play’ in imaginative and creative ways through its striking pop art style across media, including digital and social media with its simple message- **Play with Oreo.**”*

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 to do just that in their own little way in their everyday lives.”*

Speaking about this new global proposition, **Jennifer Hull, Director Global Oreo, GCT Biscuits Brands & Communications** shared, *“We launched “Play with OREO” to inspire wonder among consumers across the globe through playfulness. We encouraged play not only with the cookie itself, but in people’s everyday lives, through things like music, art, and self-expression (among others).”*

The animated TVC is created by the Global agency, Draft FCB. The ad has been adapted for the Indian audience by Interface Communications by bringing in Indian nuances. It features customized Indian lyrics and regional singers. The commercial encourages the viewers to let their imaginative side take over for some time and simply have fun.

In India, the TVC will have English, Hindi, Marathi, Tamil, Kannada, Malayalam and Bengali versions. The Hindi scriptwriter is Amitabh Bhattacharya, singer is Anusha Mani and the music director is Rupert Fernandes.

You can watch the TVC on the below link:

<https://www.youtube.com/watch?v=Ujc2wRh7DqE> Hindi

<https://youtu.be/VZORuaKWuZo> English

[https://www.youtube.com/channel/UCJbpgonNKUWdYJ3U\\_pAh0hNg](https://www.youtube.com/channel/UCJbpgonNKUWdYJ3U_pAh0hNg) Tamil

Visit [www.playwithoreo.com](http://www.playwithoreo.com)

### **About Mondelez International**

Mondelez 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. Mondelez 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. Mondelez International has annual revenue of approximately \$36 billion and operations in more than 80 countries. Visit [www.mondelezinternational.com](http://www.mondelezinternational.com) and [www.facebook.com/mondelezinternational](https://www.facebook.com/mondelezinternational).

### **About Mondelez India Foods Private Ltd.**

Mondelez India Foods Private Ltd. (formerly Cadbury India Ltd.) is a part of Mondelez 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](http://www.mondelezindiafoods.com)

