

# Oreo: Baked to Succeed

**Background:** Oreo and e|wmg began a partnership twenty years ago that continues to this day, a rarity between almost any client and agency in today's volatile business environment, and even more unusual in the CPG world.

**The Story:** What began as a design assignment years ago has evolved to include strategic alliances, brand positioning, national promotions, shopper marketing, merchandising, packaging and more.

Our collaborative relationship has included logo design and lockups, event creation, and merchandising spectacles, in addition to working with partner agencies to create large scale, omnichannel multi-faceted programs.

Many of the larger programs have leveraged the famous (such as the Manning brothers and the Williams sisters); more recently, Oreo has turned to personalization to drive sales in-store with My Oreo Creation Contest merchandising displays.

**The Result:** The continued prosperity of the Oreo brand and its title as the "World's Favorite Cookie" is evidence enough that the brand and e|wmg have a formula for success baked right into our partnership.



2005



2008



2012



2017

With a history that includes The Jingle Contest, the star-studded Double Stuf Lick Race, the 100th Birthday, and most recently My Oreo Creation, e|wmg has been a long-standing partner.



PROMOTION



PARTNERSHIP



BRANDING



SHOPPER



RETAIL



DIGITAL

For inquiries, contact  
newbusiness@eastwestmg.com