

Objective

Increase penetration by strengthening position in Afternoon. Leverage the power of community to drive participation and context for brand love. Stay playful and bring people together

Insights

Oreo Content has more than **61M** Views and more than **92,000** consumers became Brand Advocates

Consumers showed the highest engagement with Oreo during moments of Love and expressing positive sentiment

Consumers who saw the Oreo content were significantly more likely to purchase the product in the next **30** days

Content

