OREO

WONDERFILLED

CONTENTS

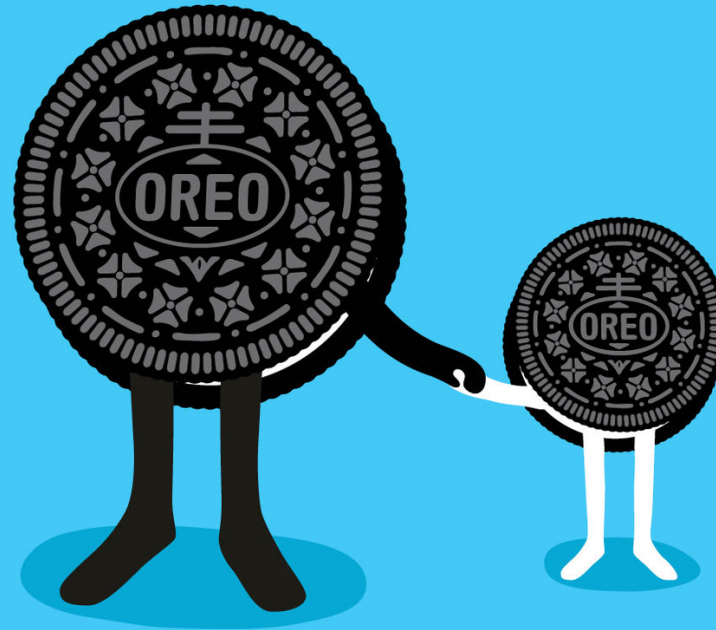# WHY WE ARE HERE

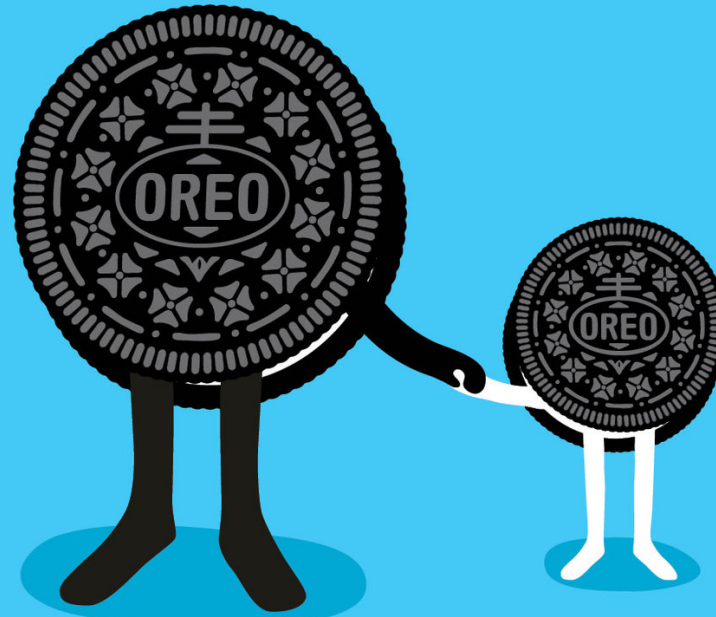**FOR OVER 100 YEARS OREO HAS REPRESENTED** CHILDLIKE DELIGHT

IT'S MADE US **THE WORLD'S FAVORITE COOKIE.** RECOGNIZABLE. ENDEARING. CLASSIC.

BUT IT'S ALSO A BIT LIMITING, OVERLY FUNCTIONAL AND TOO FOCUSED ON
PARENT/CHILD RELATIONSHIPS.

TO BE **TRULY** **ICONIC**
WE HAVE TO APPEAL TO A BROADER AUDIENCE.

WE HAVE TO
SPEAK WITH A
UNIVERSAL
VOICE
TO EVERYONE
EVERYWHERE

WHAT
WE NEED
IS

AN IDEA
THAT FEELS BOTH NEW AND NATURAL

ONE
THAT'S
TIGHTLY
DEFINED

YET
ENTIRELY
SCALABLE

MOVING US FROM WHERE WE ARE: TO A BROADER BRAND TERRITORY:

CHILDLIKE DELIGHT ⟶ # WONDER

SEEING THE WORLD WITH OPEN EYES AND A CURIOUS HEART.

WONDERFILLED
MANIFESTO:

EVER WONDER ABOUT WONDER?
NOT "WONDER WHY" WONDER.
BUT "WONDER IF" WONDER.
IT'S THE STUFF KIDS RUN ON.
NO MATTER HOW OLD THEY ARE.
WHERE DOES IT COME FROM?
WHERE DOES IT GO?
AND WHEN IT'S GONE –
HOW DO WE GET IT BACK?
WE WONDER ABOUT IT. A LOT.
AND OVER THE LAST YEARS OR SO
WE'VE DISCOVERED A FEW THINGS:
WONDER IS IN ALL OF US.
EVEN WHEN WE THINK IT ISN'T.
WONDER LIKES RAINY DAYS.
AND CAN MAKE SUNNY ONES EVEN BRIGHTER.
WONDER AND OPTIMISM ARE BFFS.
THEY EVEN BORROW EACH OTHER'S CLOTHES.
MAYBE BEST OF ALL, WONDER CAN BE:
TWISTED LICKED DUNKED STACKED ROLLED
FLIPPED CRUNCHED NIBBLED AND SAVORED.
SO LET'S TAKE A BITE AND LET IT LOOSE.
THE SOONER WE DO, THE SOONER PEOPLE CAN SEE:
THE WORLD IS FILLED WITH WONDER.
AND WE ARE WONDERFILLED.

CONSTRUCTING WONDERFILLED

CORE CREATIVE IDEA:

SHARING TOKENS OF WONDER IN A CYNICAL WORLD.

SEEING THE WORLD THROUGH **OPEN EYES** AND A **CURIOUS HEART.**

THE SIMPLE ACT OF **SHARING AN OREO** TRIGGERS* AN **EMOTIONAL CHANGE IN PERSPECTIVE.**

THE CULTURAL CONTEXT**
PROVIDES THE CREATIVE TENSION.

*****LITERAL OR METAPHORICAL**

******E.G., MISTRUST, MYOPIA, APATHY, ETC.**

THE CREATIVE CONSTRUCT:
OUR TOOL FOR STORYTELLING AND NEW CHARACTER DEVELOPMENT.

WONDER IF I GAVE AN OREO TO_____.

E.G., THE VILLAIN (PEOPLE)

E.G., THE RAINIEST CITY (PLACES)

E.G., THE MOST CYNICAL NEWSPAPER (MEDIA)

E.G., A COUNTRY THAT'S NEVER HAD AN OREO (NEW MARKETS)

WHAT MIGHT HAPPEN?

A CHANGE IN PERSPECTIVE,*
THAT'S WHAT.

*THIS CHANGE IN PERSPECTIVE — SOMETIMES FUNNY, SOMETIMES MOVING, ALWAYS POSITIVE — IS THE ESSENCE OF WONDERFILLED.

1. WONDERFILLED VOICE

AHEM

CAN I SAY SOMETHING?

Ordinary brands talk about their product. But an iconic brand speaks through the product, using it to inspire, delight and provoke. So let's stop talking about the cookie, and let the cookie talk.

THE SOUND OF THE
WONDERFILLED VOICE

TIMELESS, NOT NOSTALGIC.

AGELESS, NOT CHILDISH.
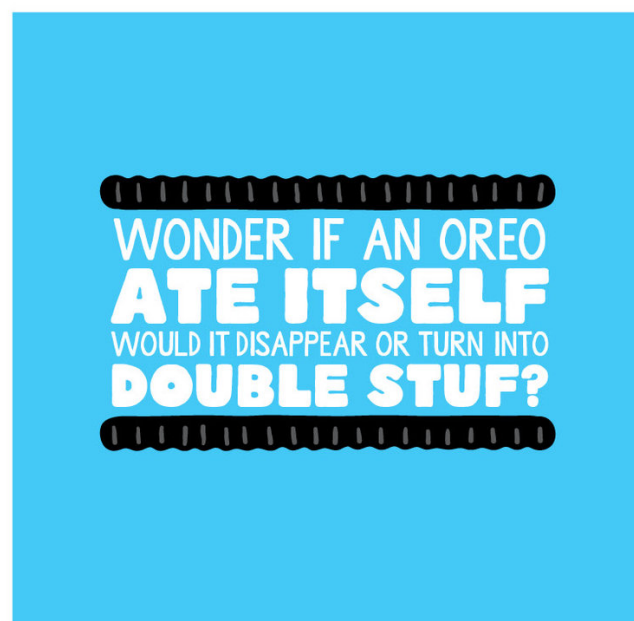
SELF-AWARE, NOT SELF-IMPORTANT.

WITTY, NOT SNARKY.

CLEVER, NOT PRETENTIOUS.

OPTIMISTIC, NOT NAIVE.

HOW THE VOICE APPEARS

The Wonderfilled campaign voice always represents the voice of the cookie, whether it's in a speech bubble, between two delicious chocolate wafers, on a shopping cart or being held on a sign.

LET THE COOKIE TALK

WONDER IF AN OREO **ATE ITSELF** WOULD IT DISAPPEAR OR TURN INTO **DOUBLE STUF?**

YOUR CART ISN'T SQUEAKING IT'S SINGING

WHERE THE VOICE APPEARS

Used in the proper setting, the Wonderfilled voice can be a powerful tool to bring wonder to the mundane.

SITUATION 1:
The checkout line.

QUESTION:
Wonder if I gave an Oreo to the checkout line?

PROCESS:
Does waiting in line suck? What would make it a happier place? What could you do to pass the time?

EXAMPLE:
"Dancing makes lines go faster."

SITUATION 2:
A shopping cart.

QUESTION:
Wonder if I gave an Oreo to the squeaky shopping cart?

PROCESS:
Shopping carts squeak and wobble. What's a different perspective on this situation? Could the squeaking be a shopping cart's voice?

EXAMPLE:
"Your cart isn't squeaking. It's singing."

ADAPTING THE VOICE FOR SOCIAL MEDIA

Our identity as a "Witty Culturefile" is what sets us apart from other brands in social media. We are witty and inclusive (always "we" never "I") and our fans look to us to not only recognize when something is worth mentioning, but to strike the right chord with our response.
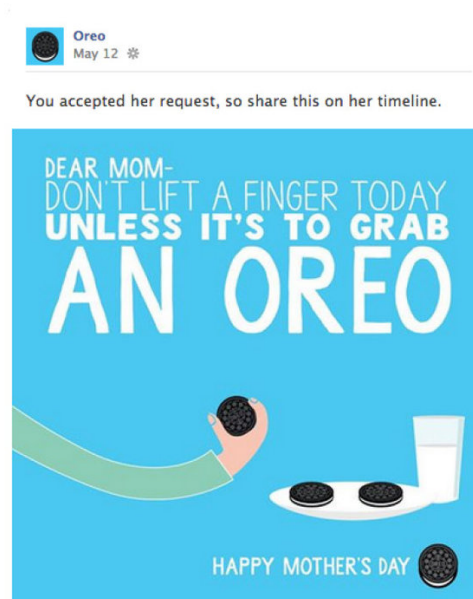
We don't muse or reflect in a saccharine tone. Even a sweet sentiment must have an OREO twist.

We must balance the inherent altruism in the "Wonder if..." construction with our savvy, witty personality. We should try to avoid posing the question without that nuance.
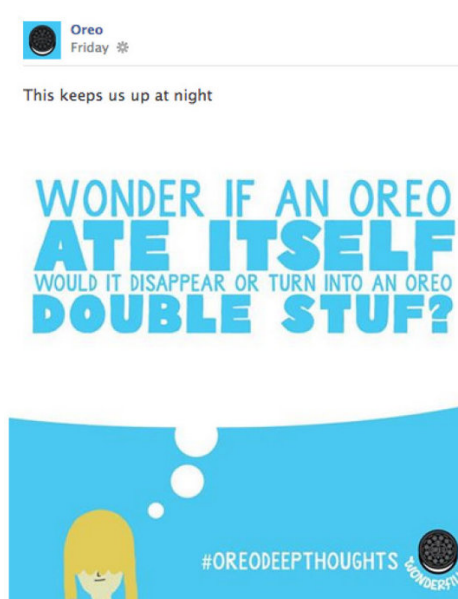
Curiosity is in our nature so asking questions is fine as long as they have a point - whether for humor or for specific engagement.

2.THEICON

IT'S NOT JUST HOW YOU LOOK.

IT'S HOW YOU FEEL!

The traditional Oreo icon showed us what the cookie looked like. Wonderfilled takes it further with the "smile" that 1) expresses the playful nature of the brand; 2) suggests the ritual of twisting the product open; and 3) makes a subtle promise that wonder is only an Oreo away. We always use the original Oreo — never Goldens or alternate fillings — as this is the iconic cookie.
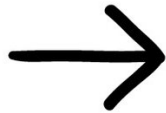
THIS IS THE FINISHED LOGO.*

Take a moment to appreciate its subtle charms. See that type? It's written in creme. (Don't lick it, it'll smear.)

*The logo can be treated in different illustrated styles to match the look and feel of the execution in which it appears. (As long as the protection rules are applied. See Page #)

WE OPTIMIZED
THE EMBOSS.
CAN YOU
SPOT ALL
THE CHANGES?

Product name is larger.

Oval around product name is larger.

Fewer ridges along the rim.

Fewer dots between the florets.

Improved reception on radio antenna thingy.

ACTUAL EMBOSS PATTERN

OPTIMIZED EMBOSS PATTERN
(FOR CAMPAIGN WORK ONLY)

THIS NEW ICON NEEDS SOME PROTECTION

The Oreo brand equity lives in the ability recognize an Oreo cookie as the one and only. Consistency in representation detail and quality allow the brand to be easily recognized at a glance.

While different mediums do require different rendering techniques, some details must still be evident to create consistency across techniques.

Always include the "smile" with the cookie.**

**Except when using an Oreo cookie top with the character handoffs.

Pay attention to the contrast. Color values are important for readability.

Always fill in the details.

Do not cover the word Oreo. Ever.
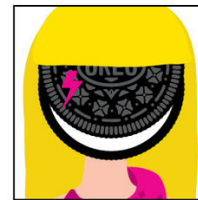
Never cover the emboss.*

*Except when working with the Oreo cookie heads. (Page 60)

DO NOT outline details.

DO NOT cover the OREO. Even when working with Oreo cookie heads.

DO NOT change the colors of the icon.

WE'VE GOT ONE WORD FOR YOU: WONDERFILLED

Wonderfilled is one word, and only one word. It shouldn't be written with a hyphen, or with some letters bigger than the others.

It also shouldn't be morphed into similar words like "Wonderfeed" or "Wonderiffic."

It is fine, however, to pair the word "wonder" with other words. Just be sure to separate them with a space.

✓ **WONDERFILLED**

✗ **WONDER-FILLED**
WONDERFIED
WONDERFIELD
WONDERFEED

✓ **WONDER FIELD**
WONDER FEED

3. TYPOGRAPHY

OREO SANS AN ENTIRELY UNIQUE FONT DESIGNED FOR WONDERFILLED

THE DNA OF OUR ABC'S

If the cookie's gonna do the talking, it doesn't just need its own voice. It needs its own letters! Taking inspiration from the creme inside every Oreo, we created a unique Wonderfilled font. We wanted to call it "Oreo Sandwich," but that didn't sound legit. So we named it Oreo Sans.

OREO SANS

|			
ABCDEF GHIJKL MNOPQ RSTUV WXYZ	ABCDEF GHIJKL MNOPQ RSTUV WXYZ	ABCDEF GHIJKL MNOPQ RSTUV WXYZ	ABCDEF GHIJKL MNOPQ RSTUV WXYZ
Oreo Sans Light	Oreo Sans Bold	Oreo Sans Heavy	Oreo Sans Black

Oreo Sans comes in four delicious flavors — Light, Bold, Heavy, and for when you're really hungry, Black. These can be used together in the same layout to bring emphasis to certain words, but please, don't use different versions of Oreo Sans in the same word. Because that would be unREadAbLE.

OREO SANS DETAIL

These new letters are creme-y-er in their curves, entice with their softer edges, and echo the cookie shape with circular "Os."

Creme-y Curves

Soft edges

Circular Os
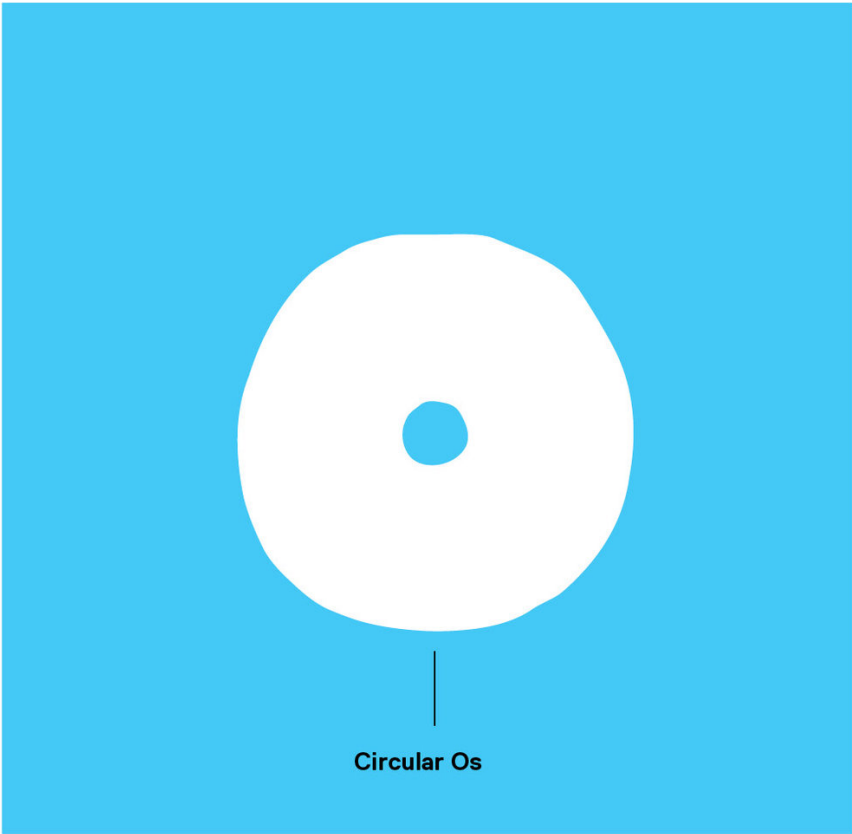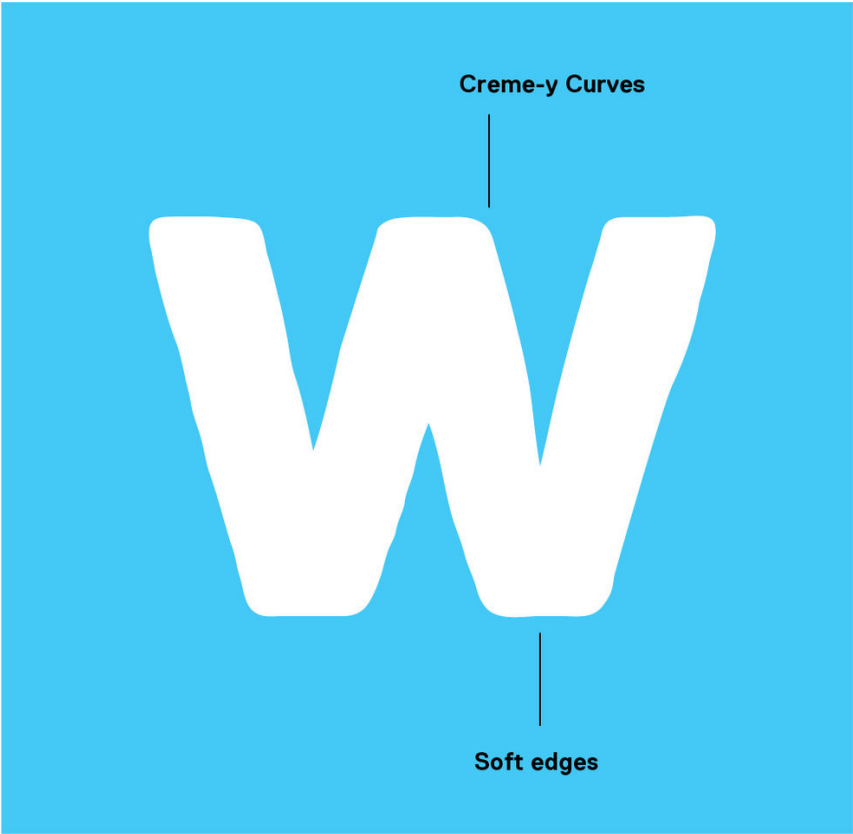
EXAMPLES

As we were saying, you can combine the different versions of Oreo Sans to give personality to an idea. Note how, in some executions, Oreo Sans interacts with the product to tell a story, while in others it serves as simple headline type.

USAGE

When it's big, Oreo Sans should be tightly kerned and tightly leaded. When it's small, leading and kerning can be relaxed to aid legibility. While Oreo Sans does have lower case letters, upper case should be used for most copy, especially heads and subs.

Headlines and important campaign copy should be stacked where

possible. If stacking won't work with the media size, or the copy in question is a function item like a button, the type can be aligned right or left.

Different weights should be used to aid legibility, assist emphasis and most importantly add personality.

Tight Kerning

Tight leading

TYPE SHOULD BE STACKED AND CAN BE USED TO CREATE EMPHASIS ON CERTAIN WORDS

CARE NEEDS TO BE TAKEN NOT TO PUT EMPHASIS ON THE WRONG WORDS
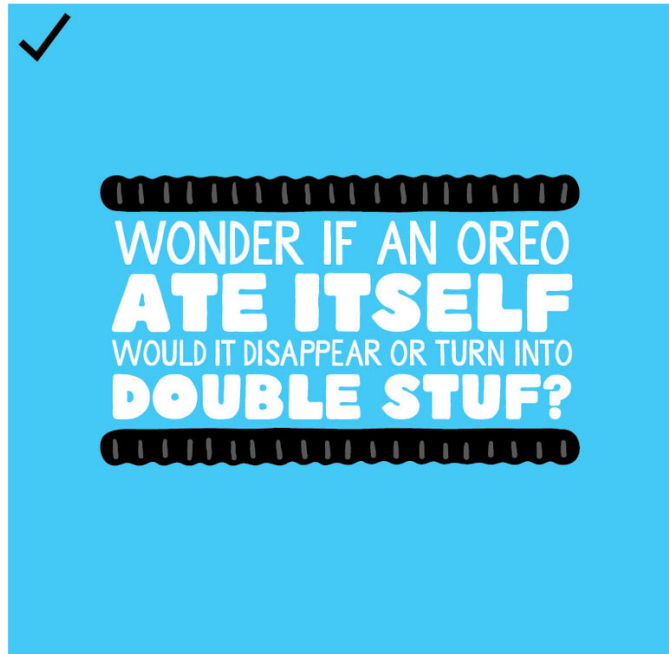
Weights add personality.

REALLY AWESOME HEADLINE

DO NOT treat a headline all in one weight with no visual interest.

REALLY AWESOME HEADLINE

DO NOT increase leading and kerning so that the type looks loose.

STACKING OREO SANS

✓

WONDER IF AN OREO ATE ITSELF WOULD IT DISAPPEAR OR TURN INTO DOUBLE STUF?

When stacking type, emphasis and weights must be used deliberately and not too much so that copy is engaging and easy to read.

✓

DELETE COMPUTER COOKIES WITH YOUR MOUSE. DELETE OREO COOKIES WITH YOUR MOUTH.

✗ **DO NOT use too many weights — it makes copy hard to read.**

DELETE COMPUTER COOKIES WITH YOUR MOUSE. DELETE OREO COOKIES WITH YOUR MOUTH.

WONDER IF I GAVE AN OREO

✗ **DO NOT use more than one weight in a one-liner.***

WONDER IF I GAVE AN OREO

✓ *Unless the emphasis is used for the word "Oreo."

COLOR AND OREO SANS

DELETE COMPUTER **COOKIES** WITH YOUR MOUSE. DELETE **OREO COOKIES** WITH YOUR MOUTH.

✓ Oreo Sans can be used in white on blue and in blue on white.

It can also be used in black on blue and white.

DELETE COMPUTER **COOKIES** WITH YOUR MOUSE. DELETE **OREO COOKIES** WITH YOUR MOUTH.

✓

COOKIES

✓

COOKIES

✓

WONDER IF AN OREO **ATE ITSELF** WOULD IT DISAPPEAR OR TURN INTO **DOUBLE STUF?**
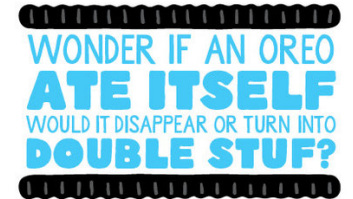
✗ DO NOT use blue when type is being used to represent the creme.

DELETE COMPUTER **COOKIES** WITH YOUR MOUSE. DELETE **OREO COOKIES** WITH YOUR MOUTH.

✗ DO NOT use type in a color that is not a primary campaign color.

OREO SANS
AND THE WONDERFILLED TAG

Wonderfilled tag

Oreo Sans

✓ Now we have a unique voice that can be the voice of the cookie, and also the creme.

It becomes a complementary element to the Wonderfilled tag without being confused with it.

The Wonderfilled type should only be used for the tags, and "WONDER IF I..." line.

✓

✗ Much like a certain bubbly soda pop wouldn't use its Spencerian Script as a full type face, the Wonderfilled tag is special.

This typeface is too much like the Wonderfilled tag, is harder to read and starts to feel dated when over-used.

4.COLOR

WE'RE NOT JUST BLACK AND WHITE

Wonderfilled relies on a simple, optimistic palette of flat — never gradated — colors. These colors suggest the open-mindedness and simplicity of childhood. They also help the icon and the wordmark stand out. And they cover a broad, happy spectrum without getting into the rainbow territory of certain uppity tart candies.

THE COLOR OF WONDERFILLED

The Wonderfilled blue is the main color. Use it a lot. Obviously black, grey and white are important too. Then come the accessorizing secondary colors. Have fun with them.

PRIMARY

C60 / M0 / Y0 / K0	C0 / M0 / Y0 / K100	C0 / M0 / Y0 / K80	C0 / M0 / Y0 / K0

The secondary colors should be used to complement and contrast the primary palette seen above.
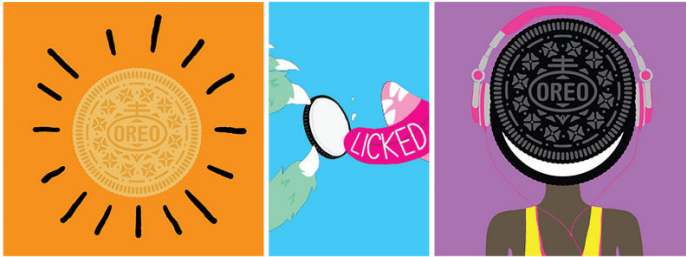
SECONDARY

|								
C0 / M100 / Y0 / K0	C35 / M65 / Y0 / K0	C0 / M90 / Y100 / K0	C0 / M25 / Y25 / K0	C100 / M35 / Y30 / K0	C53 / M20 / Y15 / K0	C45 / M0 / Y35 / K0	C5 / M0 / Y95 / K0	C0 / M50 / Y95 / K0

COLOR USAGE

Wonderfilled blue should be used for any large color fields. The secondary colors can be used to complement and add visual interest.
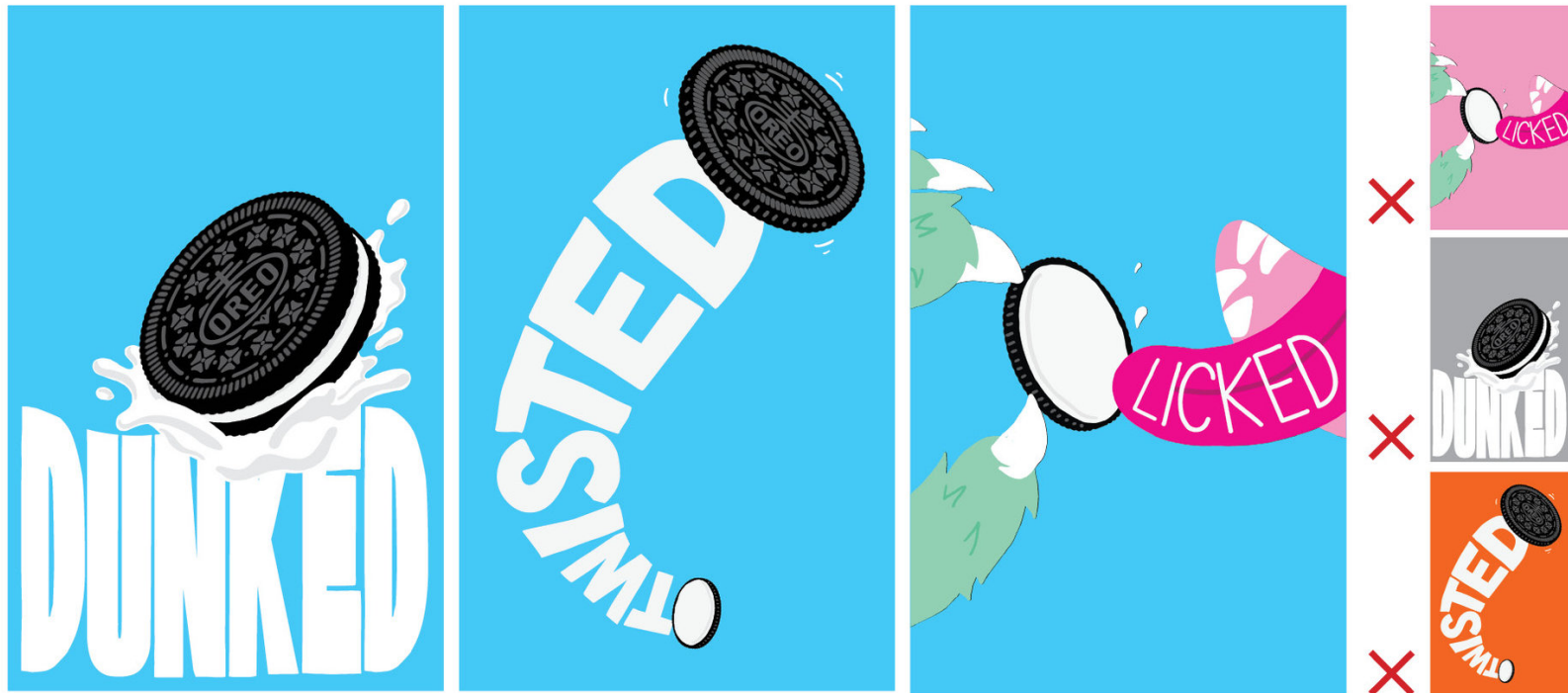
SHADING AND SHADOW

If I gave an Oreo to a vampire in a Wonderfilled layout, would he cast a shadow? Probably not. But if he did cast a shadow, it wouldn't be a gradated shadow. It would be made up of separate color blocks. Because that's what the guidelines say.
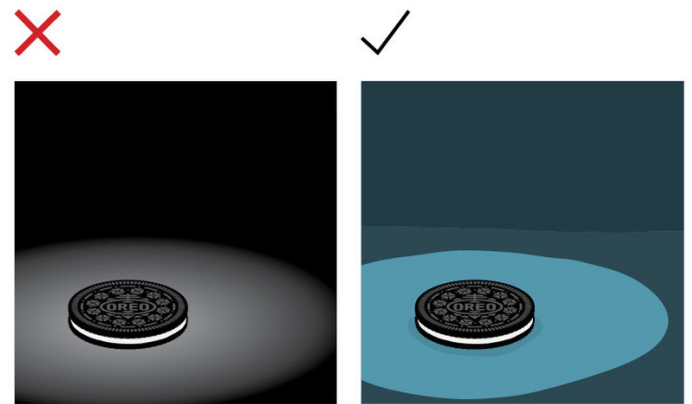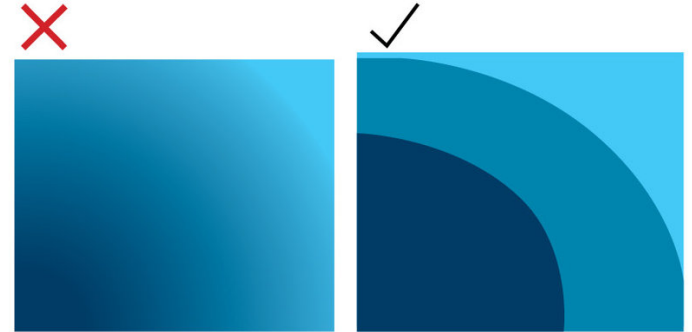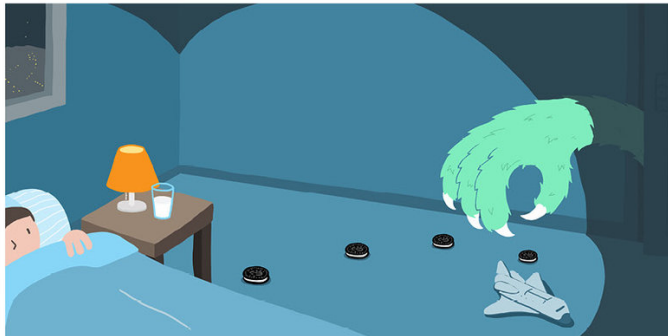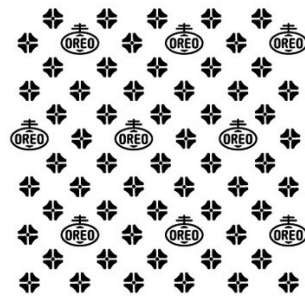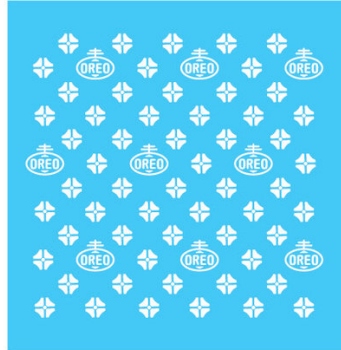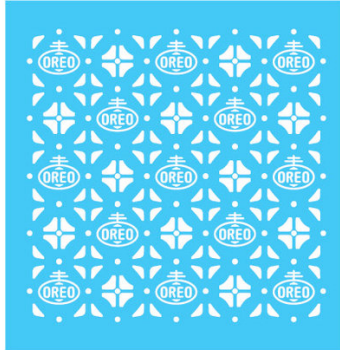
5. PATTERN

REPEATING OURSELVES. IN A GOOD WAY.

Look closely at an Oreo and you will see a wonderful pattern that is instantly recognizable. A stack of Oreo cookies makes an iconic black and white stripe. Remove the cookie tops and you have a pattern of black and white dots.

In this section we celebrate the iconic cookie with some bold patterns that are all about the cookie.
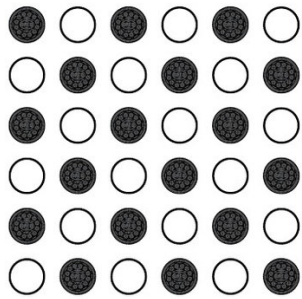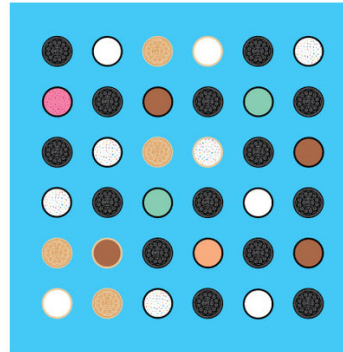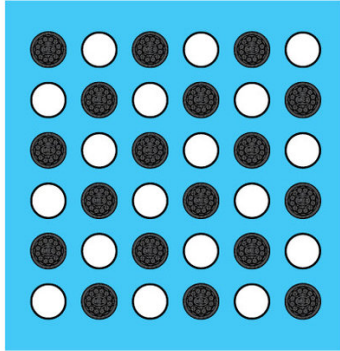
THE EMBOSS

Emboss

Different parts of Wonderfilled can be used to create patterns. Here we have examples using the cookie emboss, stacked cookies, the cookie smile, and using the cookie creme flavors.
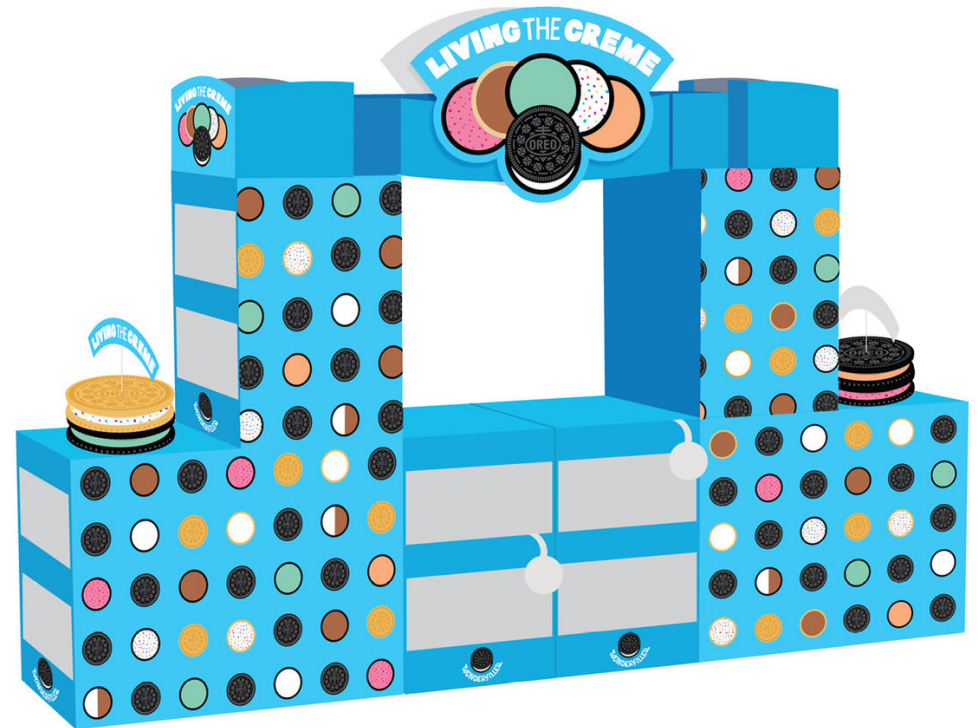
Examples

THE CREME

Emboss

Example

6. CHARACTERS

CHARACTERS

The Big Bad Wolf who builds a deck for the Three Little Pigs, instead of eating them. The Vampire who thirsts for milk. The Great White Sharks who share Oreo cookies with defenseless Baby Seals, and the Giant Squid they like to hang with. These are some of the characters who experience a change of perspective in our anthem work.

WHAT TO CONSIDER

Characters should only be used to tell stories where Oreo cookies are the element of change and bring wonder to a narrative. When using the characters, there are three main parts of each character's narrative to be considered:

1. ESTABLISH TRADITIONAL BEHAVIOR.
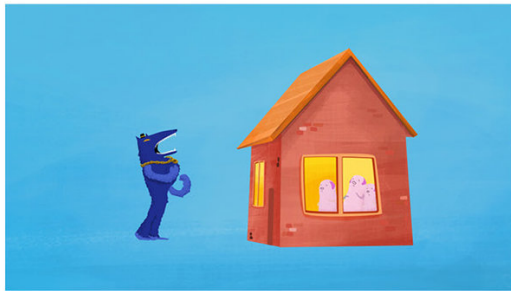
2. WONDER IF I GAVE AN OREO TO THE ANTAGONIST?

3. SHOW THE CHANGE IN PERSPECTIVE.
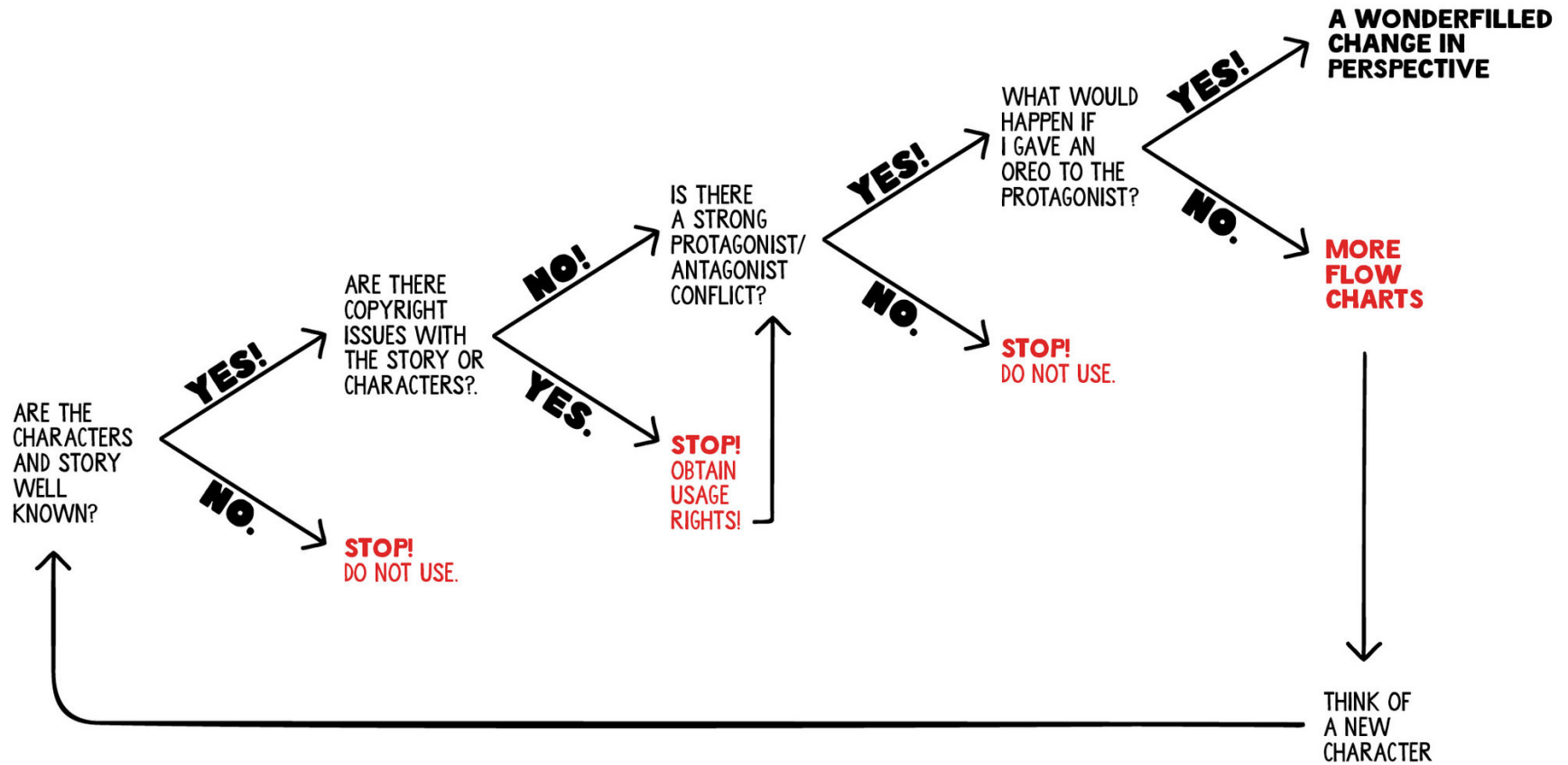
LAUNCH

*Initially we will need to show more parts of a story to make sure the change of perspective comes across. Once the campaign and the characters are well established, a single image may be enough.

ONCE ESTABLISHED*
OR IF STORY IS CLEAR

HOW TO TELL A WONDERFILLED STORY

Here's an easy way to determine whether characters
are right for the Wonderfilled campaign.

ARE THE
CHARACTERS
AND STORY
WELL
KNOWN?

YES! ARE THERE
COPYRIGHT
ISSUES WITH
THE STORY OR
CHARACTERS?.

NO. **STOP!**
DO NOT USE.

NO! IS THERE
A STRONG
PROTAGONIST/
ANTAGONIST
CONFLICT?

YES. **STOP!**
OBTAIN
USAGE
RIGHTS!

YES! WHAT WOULD
HAPPEN IF
I GAVE AN
OREO TO THE
PROTAGONIST?

NO. **STOP!**
DO NOT USE.

YES! **A WONDERFILLED
CHANGE IN
PERSPECTIVE**

NO. **MORE
FLOW
CHARTS**

THINK OF
A NEW
CHARACTER

CHARACTERS ARE NOT MASCOTS

Our characters aren't pitch-men, they're reminders of the transformative power of our product. Used thoughtfully (and sparingly), they can add visual impact to our advertising as they educate people about our brand idea. Characters should never be used simply as decoration or display tools.

≠

✗ DO NOT cut characters in half.
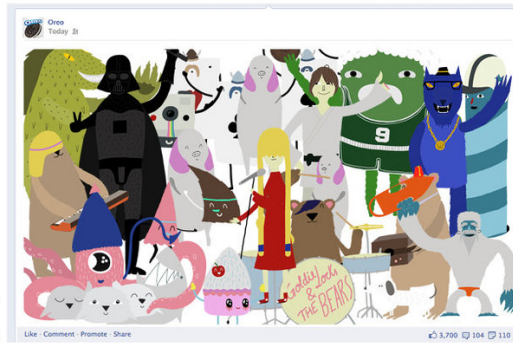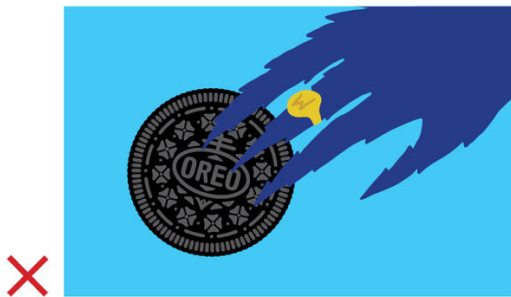
✗ DO NOT overuse characters.

✗ DO NOT put characters on product packaging.

HOW TO USE THE CHARACTERS
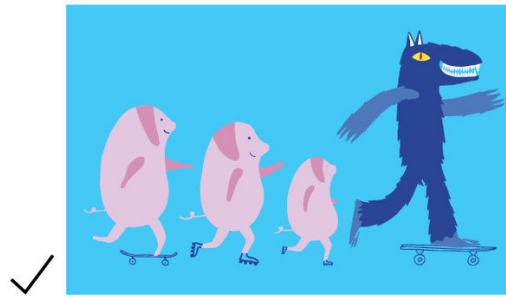
1. WONDER IF I GAVE AN OREO TO YOU?

Characters can be used to show the sharing an Oreo.

✓

✗ **DO NOT USE one hand holding an Oreo.**

2. THE CHANGE IN PRESPECTIVE.

Characters can be used to explain the transformational effect of an Oreo.

✓

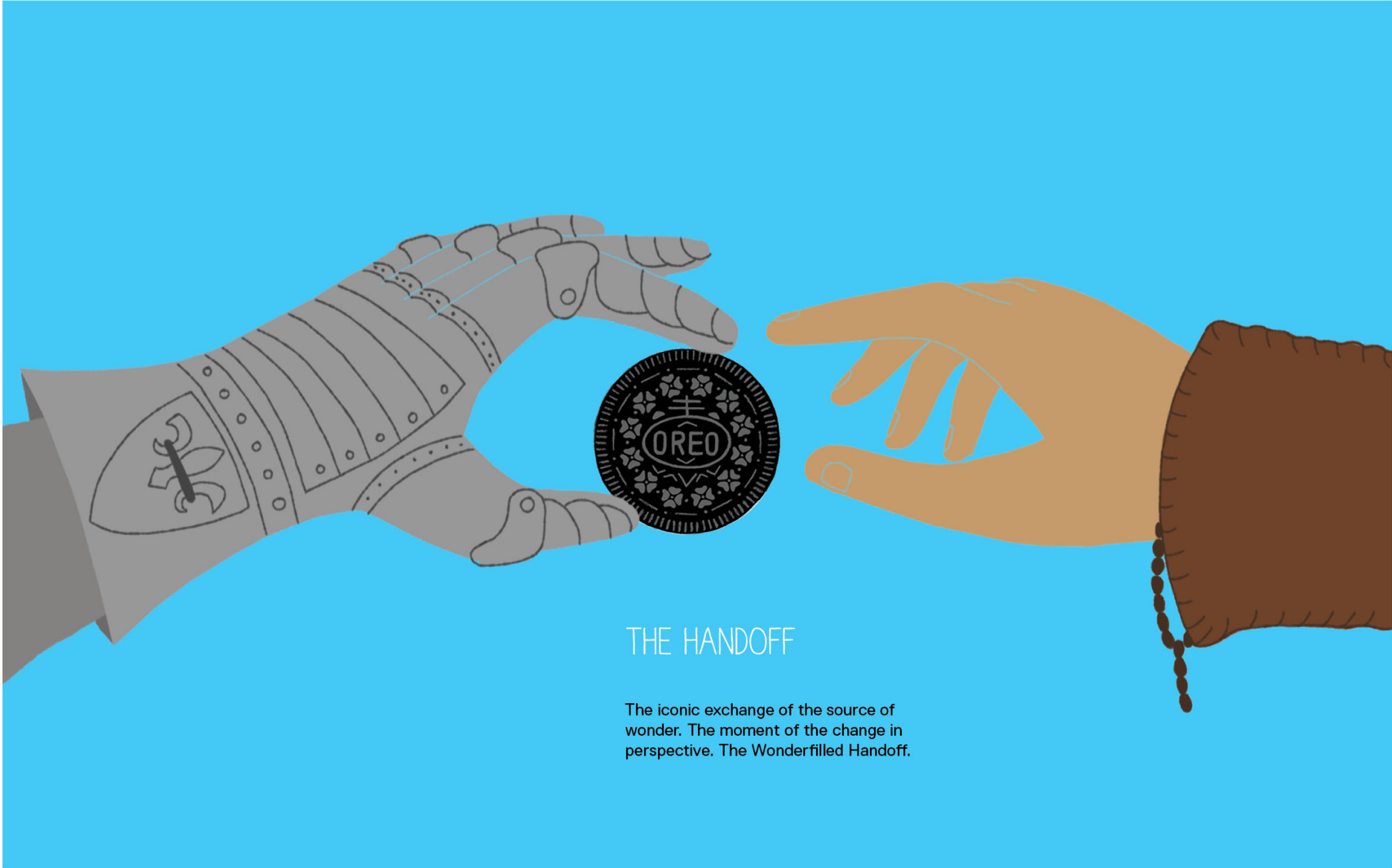✗ **DO NOT USE a character with an Oreo with no story.**

3. LOCATION MATTERS.

Characters can be used to comment on their placement or geographical location.

✗ **DO NOT USE characters in a location where they make no sense.**
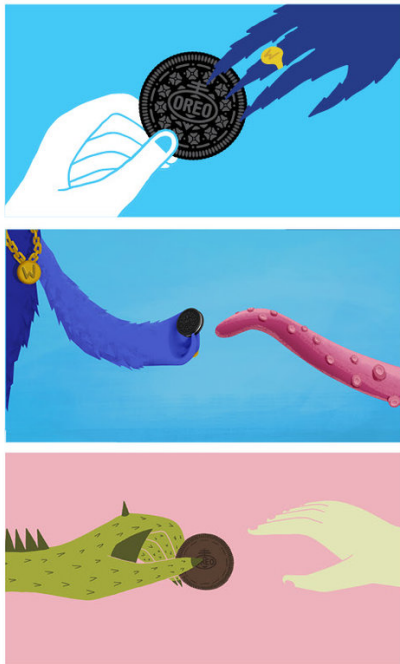
7. THE HANDOFF

THE HANDOFF

The iconic exchange of the source of wonder. The moment of the change in perspective. The Wonderfilled Handoff.

THE HANDOFF

STORY

In the context of a story (such as the Wonderfilled Anthem 90 TV spot), the handoff represents passing the wonder on, so it isn't necessary for the hands to belong to "enemies" or rivals.

POS - OOH - PRINT

When used in a stand-alone context, however, it is important to use two naturally opposed characters so the change in perspective (i.e., enemies become friends) comes across clearly.
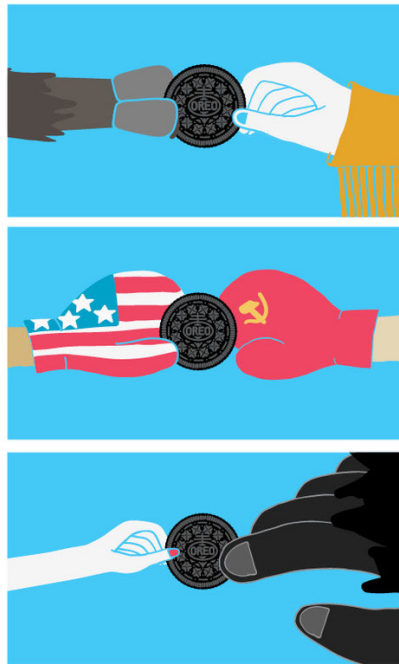
CONTEXT

The handoff can have added impact when it speaks to its location — i.e., the lady and King Kong in Manhattan; a Redcoat and a Colonial in Boston, etc.

HOW TO MAKE YOUR OWN HANDOFF
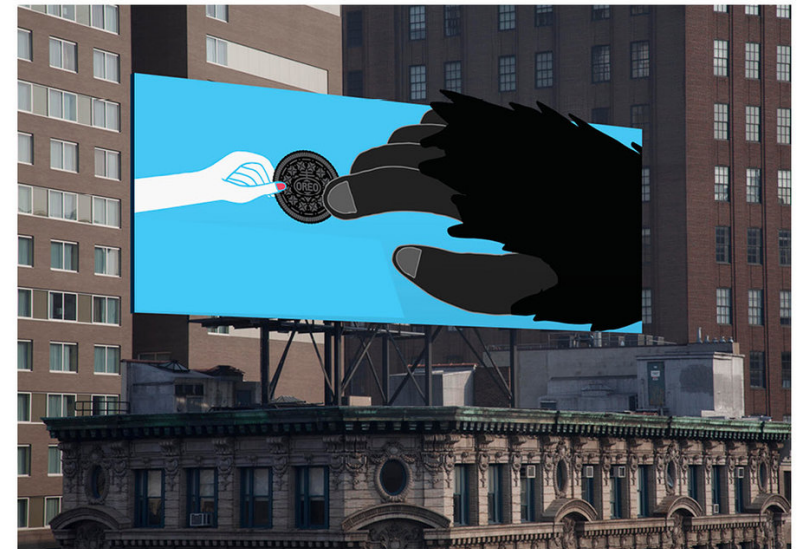
Here's an easy way to determine what characters are right for a Wonderfilled handoff.

DO I HAVE THE RIGHT CHARACTERS FOR A HAND-OFF SCENE?

1. ARE THE TWO CHARACTERS OR PERSONALITIES OPPOSED TO EACH OTHER IN SOME SORT OF CONFLICT?

YES!

NO. → **STOP!** IT'S NOT WORKING.

2. CAN THEIR HANDS BE EASILY RECOGNIZED?

YES! →

NO. →

3. HERE'S YOUR SOLUTION.

COOL! YOU CRACKED IT.

STOP! IT'S JUST NOT WORKING OUT.
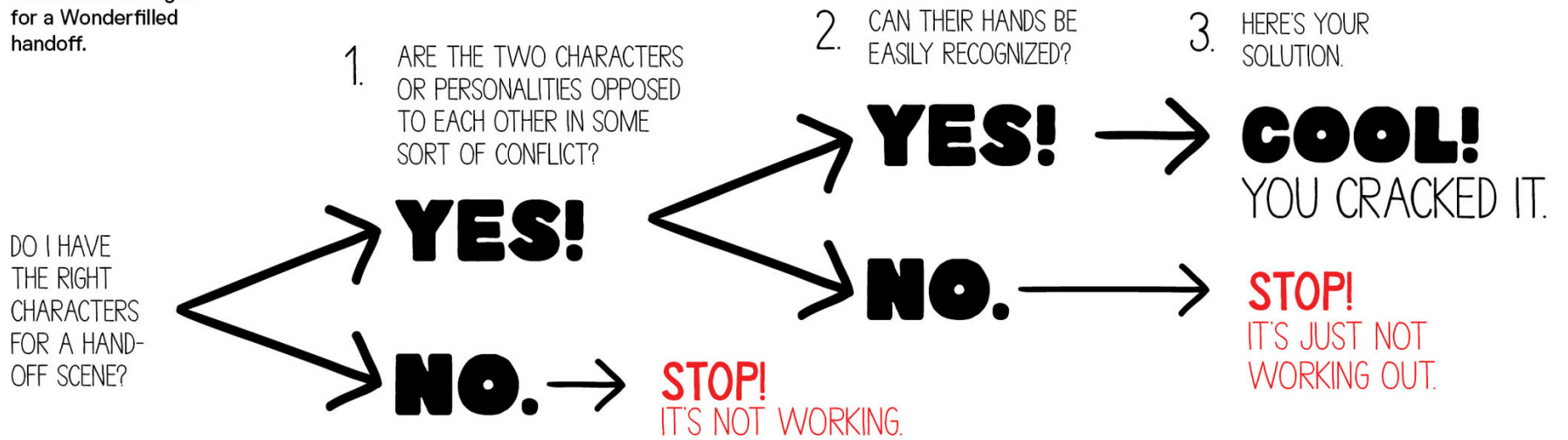
HANDOFF ASSETS

ASSETS FROM ANTHEM TV

ASSETS FROM OOH

Rocky and Ivan

Person to Big Bad Wolf
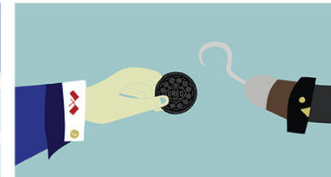
Brigadier to Pirate
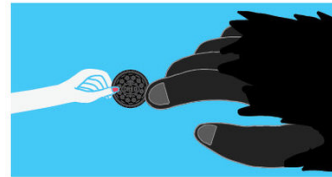
Girl to Kong
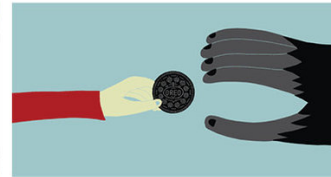
Person to Kong
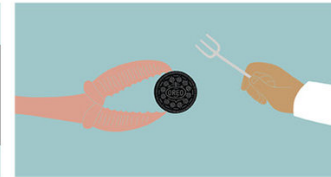
Lobster to Chef

Scarecrow to Wicked Witch
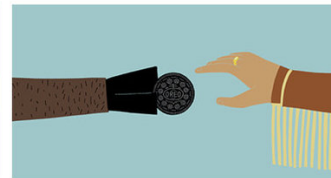
Buffalo to Cowboy
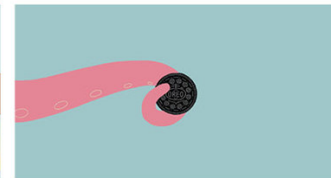
Squid to...
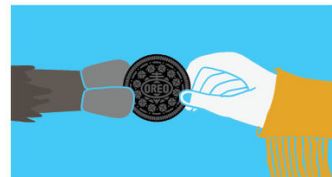
Buffalo to Cowboy
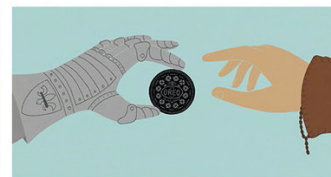
Knight to Friar
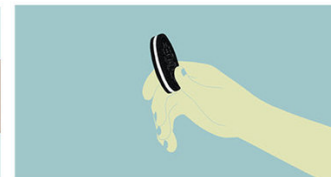
...to person

NOTE: One hand is only allowed during animation sequence, not for a still ad piece.

41

8.OREOHEADS

OREO HEADS

What better way to show the personality of the cookie than using it as the head of a character? It is round, after all.

THE WONDERFILLED ICON AS A CHARACTER

Talk directly to an audience, bring a Wonderfilled character to life, start a conversation.

Oreo heads, however, should not just be a talking cookie with arms and legs, this wouldn't be bringing a Wonderfilled personality to life and after all, the world doesn't need another cookie dude.

DO NOT make the cookie look uncool. ✗

THE WONDERFILLED ICON AS A CHARACTER: EXAMPLES

Oreo heads can be references to pop culture, music, or just wonderful characters that work as part of the Wonderfilled campaign.

Here are some examples of how the cookie can be used to create a character or a personality for events, partnerships, and even as characters from the Wonderfilled universe.

These characters can then be used as the voice of the cookie to make comments and start conversations.

Fashion Week

Lady Gaga

Cindy Chen (Oreo China)

Wonderfilled Anthem

Fashion Oreo

Lady Gaga Oreo

Cindy Oreo
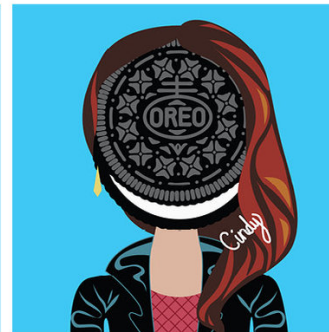
Big Bad Wolf Oreo

ACCESSORIES

Remember a certain character that had a potato for a head? Well this cookie is way cooler (and tastes better) thanks to a killer wardrobe, cool hair styles and all sorts of other gear.

Guy or girl? Rocker or raver? Going to a concert or even playing in one, you can put together the right look for the occasion.

What's even better is this is just to get you started. What will you dress up your cookie as?

HAIR

OREO HEAD

CLOTHING

ACCESSORIES

No matter what the season or the occasion, your cookie can be dressed to impress.
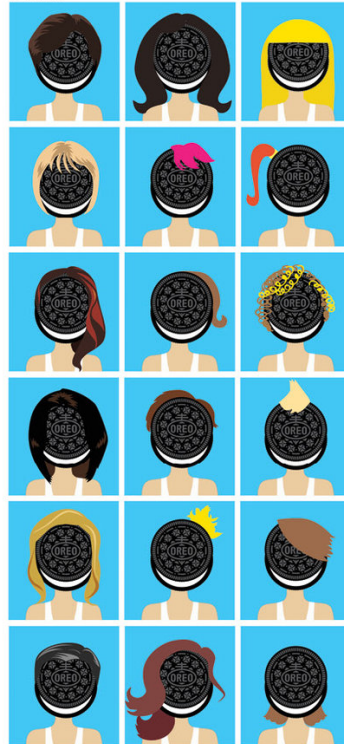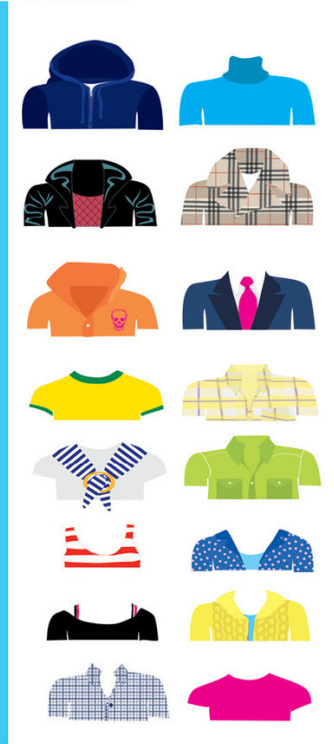
WHAT NOT TO DO

When creating an Oreo Head character, make sure that the personality and behavior of that character are aligned with the Wonderfilled universe.

Nothing greedy, devilish, mean or negative in any way will cut it.

The cookie has such a beautiful face, make sure that those accessories and facial hair arrangements don't cover up the important parts.
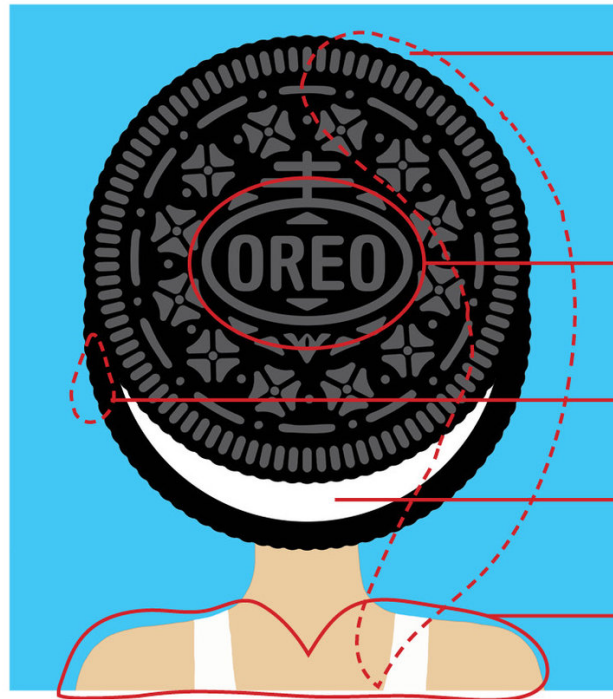
Covering part of the emboss is okay, as long as it's not a significant amount.

Do not cover the word Oreo. Ever.

It's okay to add earrings to the cookie.

Always include the smile in an Oreo head.

Remember to add clothes!

✕ DO NOT use for any character or action that is not clearly aligned with Wonderfilled.

✕ DO NOT obscure the Oreo word mark on the cookie.

9. THE MUSIC

THE WONDERFILLED SONG

First you learn to sing the alphabet. Then you learn to write. That's the idea behind launching Wonderfilled with a song: it's a fun, easy way to teach people the premise of Wonderfilled The simple act of sharing an Oreo can change your perspective in a positive way. When we reinterpret it in a fresh way, it's also a great tool that can infuse the campaign with new energy.

THE SHEET MUSIC

THE WONDERFILLED SONG, PLURAL

The Wonderfilled Song comes in a lot of different shapes, sizes, and colors. It can be pop, rap, country, jazz lounge, mariachi band, or just about anything else. It can be adapted for different artists, different situations, and different Oreo products. But every version should share:

1.   The same charming melody
2.   The same basic chord structure
3.   The same nine-note end mnemonic

Rhythm, timing, chord voicings and style can and should be played with so that each new version of the song is interesting enough and entertaining enough to warrant existence.

Also, in most cases the songs should begin with the key lyric "Wonder if I gave an Oreo...." In some instances, however, songs can begin differently, as in the 8-bit song which begins "Show me how you...."

If a song can rhyme its way into ending with the word "Wonderfilled," that's great. But it's tough to pull this off in some executions for various reasons (rhyme structure, story flow, timing) so it's not a mandate.

A FEW INTERPRETATIONS

THE WONDERFILLED ANTHEM 90
This is the mack-daddy of all Wonderfilled songs. It's got premise ("Wonder if I gave an Oreo to the Big Bad Wolf…"), product ("Creme does wondrous things"), and promise ("what if I gave an Oreo to you"). That's why it launched the campaign.

THE WONDERFILLED ANTHEM 30
The whole campaign summed up in 30 seconds.

THE WONDERFILLED BEDTIME SONG
A girl imagines what might happen if she gave her dad an Oreo at bedtime – could they stay up a little later?

WONDERFILLED REVERIE
A young romantic imagines giving an Oreo to the guy who got away — would they end up together after all?

WONDERFILLED ROLLIN' ON DUBS
A plucky high schooler shares an Oreo with his friends and turns an ordinary day into something Double Stuf'ed with wonder.
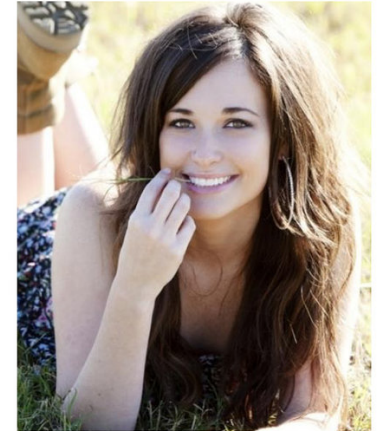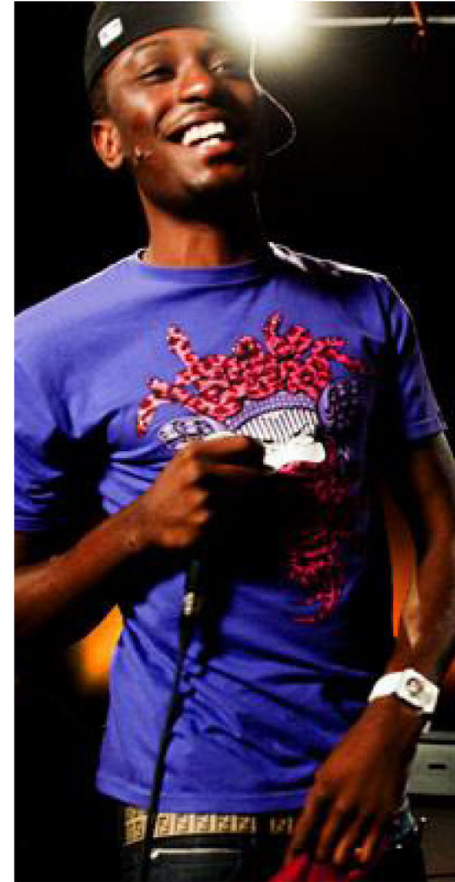
WONDERFILLED 8BIT
Wonder if I gave an Oreo to all the video games I used to play? Would they teach me new ways to eat the world's favorite cookie?

ANTHEM 30

WONDER IF I GAVE AN OREO
TO SOMEBODY OUT THERE WHO I DIDN'T KNOW
WOULD THEY LAUGH AFTER IT'D GONE?
OR WOULD THEY PASS THAT WONDER ON?
I WONDER HOW IT'D CHANGE YOUR POINT OF VIEW
IF I GAVE ONE TO YOU?

8 BIT

SHOW ME HOW YOU
TWIST IT LICK IT DUNK IT MUNCH IT
TELL ME HOW TO
ROLL IT STACK IT FLIP IT CRUNCH IT
CAUSE IT'S AN OREO AND YOU CAN EAT IT ANY WAY
IF YOU WANNA YOU CAN DO IT DIFFERENT EVERY DAY
SO OPEN UP A PACK AND
LET ME SEE YOU SHOW YOUR SKILLS
SHOW ME HOW YOU'RE WONDERFILLED!

SWEET GIRL

WONDER IF I GAVE AN OREO
TO THIS CUTE GUY THAT I USED TO KNOW
WOULD HE HAVE DUMPED HIS GIRLFRIEND?
TYPED THAT EMAIL THEN HIT SEND?
WOULD IT NOT HAVE ENDED LIKE IT DID?
WOULD WE NOW HAVE KIDS?
OH I DON'T KNOW
WHENEVER I TASTE ONE
I STILL THINK WE WILL
'CAUSE LIFE IS WONDERFILLED!

ANTHEM 90

WONDER IF I GAVE AN OREO
TO THE BIG BAD WOLF. HOW WOULD THE
WOULD HE STILL GO HUFF AND PUFF?
OR WOULD HE BRING THOSE PIGS COOL
TO DECORATE THE DECK. HE HELPED THEN
WOULD THEY NOT GET KILLED?

WONDER IF I GAVE AN OREO
TO A VAMPIRE IN A CREEPY SHOW
WOULD HE NOT ACT SO UNDEAD?
WOULD HE THIRST FOR MILK INST
I'VE JUST GOT THIS FEELING THAT
WORK OUT ALRIGHT!

'CAUSE CREME DOES WONDROU
INSIDE A CHOCOLATE SANDWIC
IF I GAVE 'EM TO GREAT WHI
WOULD THEY SHARE 'EM W
WOULD THEY CALL UP A G

WONDER IF I GAVE AN OR
WONDER IF I GAVE AN OF
WHAT IF I GAVE AN ORE

ROLLING ON DUBS

WONDER IF I GAVE AN OREO TO
ALL THE PEOPLE AT THE HIGH SCHOOL I GO TO
IF MY DRIVER'S EDUCATION TEACHER GOT ONE
WOULD HE SWAP OUR CLASS'S RIDE FOR A HOT ONE?
IF I GAVE 'EM TO MY FRIEND IN THE HALLWAY
WOULD HE KEEP AN OPTIMISTIC OUTLOOK ALL DAY?
AND IF I GAVE ONE TO THE LADY ON THE PA
WOULD SHE TAKE MY FAVORITE RECORD
AND PUT IT ON REPLAY?
'CAUSE THAT CREME DOES A WONDERFUL THING
WHEN IT COMES TO WONDER FILLING YEAH
YOU KNOW IT'S THE KING
IF YOU WANNA GO AND TWIST IT YOU CAN TWIST IT GOOD
AND IF YOU WANNA LICK IT I BELIEVE YOU SHOULD
DON'T NEED TO PLAY THAT BASKETBALL TO DUNK IT
DON'T NEED TO PLAY AN INSTRUMENT TO FUNK IT
AND IF YOU DON'T HAVE ANY MILK
THEN THERE'S NO MILK TO SPILL
THERE'S JUST A LITTLE SANDWICH COOKIE
AND IT'S WONDERFILLED!

CHOOSING ARTISTS TO PERFORM OUR SONGS

Oreo is a big brand and lots of people want a piece of us. Even rock stars. The question is, are they right for Wonderfilled? Are they special, or merely famous? Do they truly love what we're doing, and do they already exhibit the Wonderfilled qualities of positivity, originality and hopefulness in their own work? Are they going to help make our work better? If the answer is yes, then let's have our people call their people.

If the answer is "no" then that's just the way the cookie crumbles, Mr. Rock Star-with-an-upside-down-cross-tattooed-on-your-forehead.

THE MNEMONIC

Nine notes. One for each syllable in the lyric "Wonder if I gave an Oreo." They open every version of the Wonderfilled Song. And they close every one of our spots, music-driven or not.
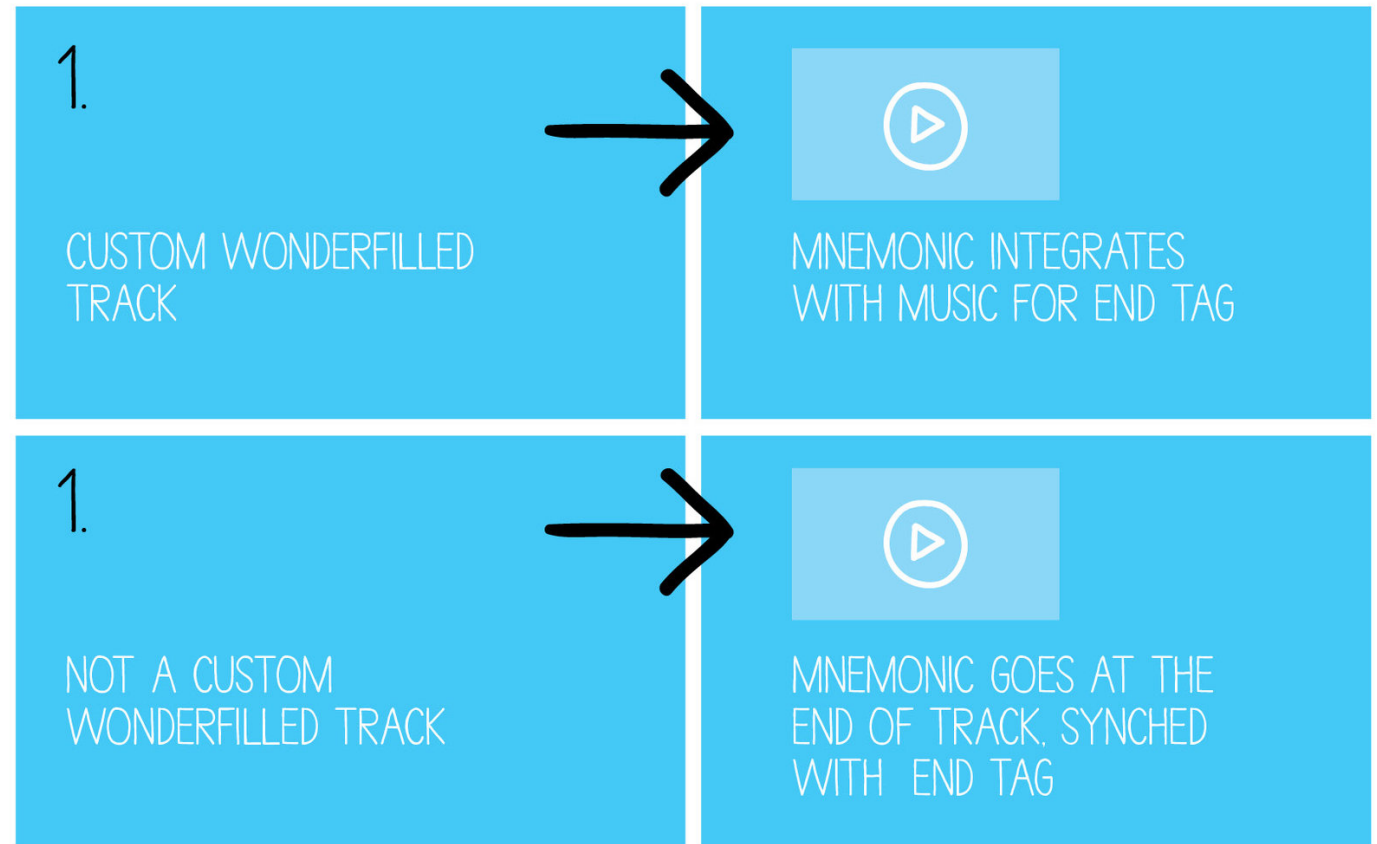
The Wonderfilled mnemonic helps tie all our executions together as the work expands around the world. It can be played using any number of different instruments, so long as the notes are clearly recognizable. Here is the original and a few variations.

THE WONDERFILLED MNEMONIC – ORIGINAL

THE WONDERFILLED MNEMONIC – PIANO

THE WONDERFILLED MNEMONIC – 8BIT

THE WONDERFILLED MNEMONIC – MARIACHI

THE WONDERFILLED MNEMONIC – A CAPPELLA
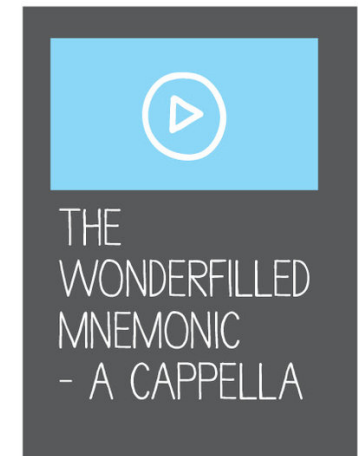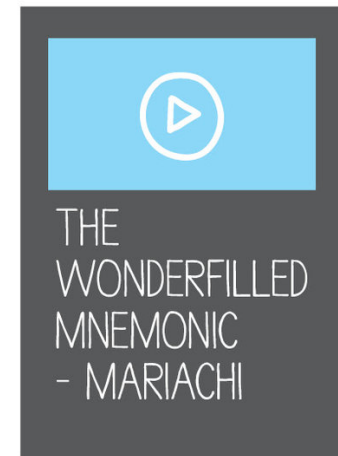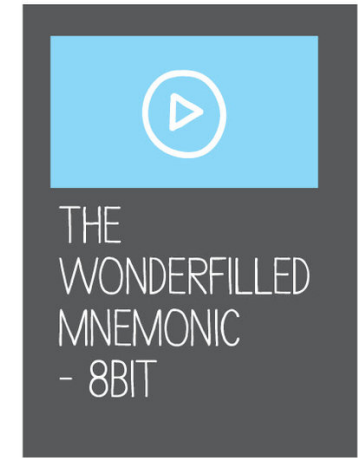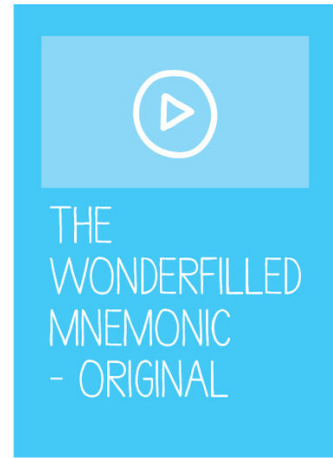
HOW TO USE THE MNEMONIC IN A SPOT

It's pretty simple: if the spot features a new, custom version of the Wonderfilled song, the mnemonic should end the song and integrate with the end tag. If the spot doesn't feature a Wonderfilled song, the mnemonic should simply sync with the end tag (and be played in the same musical key as whatever music is being used to score the spot).

If that's not simple enough, we made a chart.

1.

CUSTOM WONDERFILLED TRACK

MNEMONIC INTEGRATES WITH MUSIC FOR END TAG

1.

NOT A CUSTOM WONDERFILLED TRACK

MNEMONIC GOES AT THE END OF TRACK, SYNCHED WITH END TAG

WHEN TO USE THE MNEMONIC IN A SPOT

That's easy. It comes at the end.
Of every spot. Always.