

Lady Gaga Spreads Positivity in Collaboration with Oreo



[Image Link](#)

With 2020 having been a difficult time period, some might find it hard to start the new year on a positive note; politics that continue to divide the nation in addition to the ongoing global pandemic have made it undoubtedly challenging for people to remain optimistic. But even during these unprecedented times, others are finding ways to encourage those around them with positive messages. In particular, celebrities are using their platforms to remind people that acts of kindness will prevail even in the darkest times.

In the beginning of December, it was announced that Oreo would be releasing a limited-edition set of cookies sold in six-packs starting in January. Inspired by American singer-songwriter Lady Gaga's most recent album *Chromatica*, the pink-colored vanilla cookies with green frosting include fresh new designs. Fans of the artist who also want updates about the official release date of the full-sized packs can sign up for the [Lady Gaga x Oreo Stan Club](#) for notifications and other fan news surrounding the artist's promotions. While this may seem like any marketing strategy to promote a celebrity or brand, the female artist decided to include another component that would serve a relevant and significant purpose to her audience and even others as well: the "Sing it With Oreo" campaign.

While participants have a chance to enter a contest and win numerous prizes such as merchandise, tickets to Lady Gaga's concert and meet and greet, and a personalized message from the artist, the most meaningful part of the campaign allows people to spread positivity and love to those around them through "Oreograms." According to the official [website](#), until April 30, 2021, people can record personal messages that are instantly converted into songs and share them with loved ones on various social media platforms. Encouraging fans to "spread musical messages of kindness throughout the country," the campaign serves as an opportunity for individuals to uplift, motivate, and even connect with others who may be struggling during these incredibly challenging times.

The campaign's evident theme of kindness is one that Lady Gaga often refers to in her work. In a statement made by the artist, she explained how the color of the Oreo cookies purposely reflect

the “world of Chromatica, where kindness rules all things.” In a time when social distancing has made it challenging for people to physically stay connected, “Sing it With Oreo” provides an alternative fun and unique way to keep in touch with family and friends.

Links to Relevant Sources

- <https://www.cnn.com/2020/12/02/entertainment/oreo-lady-gaga-cookies-trnd/index.html>
- <https://www.prdaily.com/u-s-announces-limits-on-in-flight-service-animals-netflix-stands-behind-elliott-page-and-oreo-partners-with-lady-gaga/>
- <https://www.marketingdive.com/news/oreo-duets-with-lady-gaga-on-feel-good-chromatic-a-tie-up/591529/>
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- <https://www.singitwithoreo.com/>
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