

## Conteúdos para o digital

O caso da OREO

Vamos ver agora a estratégia da OREO  
em termos de conteúdo





<https://www.youtube.com/watch?v=8wgqd600FC8>

Citeforma - Sofia Alçada

No caso da Oreo podemos ver uma grande diversidade de formatos de conteúdo, partilhando:

- Vários momentos em que vivemos
- Entretendo os fãs
- Envolvendo a comunidade
- Envolvendo e referindo os parceiros
- Marcando os momentos da marca (aniversário)



Cada rede é potenciada conforme a sua própria identidade, partilhando muito pouco conteúdo em comum entre redes.

**O tema pode ser o mesmo mas a abordagem e o conteúdo partilhado é trabalhado de forma diferente** respeitando os seguidores e a identidade de cada rede e cada canal onde comunica.

É um excelente exemplo para verem e se inspirarem em termos de conteúdos digitais



E reparem, é uma bolacha... com mais de 100 anos de existência.

Isto sim é longevidade e capacidade de reinvenção.

Boa inspiração!!





# A história de uma marca com 100 anos



## Oreo 100th Anniversary Case - Criação de Conteúdo e plataformas Oreo



<https://www.youtube.com/watch?v=sNdzX1h-ES0>

Citeforma - Sofia Alçada



# Exemplo de parcerias e diferentes formatos



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

Citeforma - Sofia Alçada



**LINKEDIN**



**FACEBOOK**



**INSTAGRAM**



**TINDER**

Site:



The banner features a dark blue background with a large, faint image of Poppy's face. In the center, a Trolls character holds a large Oreo cookie and a pink microphone. The Oreo cookie has a white button overlay with the text "JOIN US" and "Close".

**It's important we stay home.  
It's also important, now more than ever,  
to stay together and stay playful.**

OREO is making a donation to Save the Children to help ensure nearly 30 million kids that depend on school for learning and meals are educated and fed.

**Unlock an AR EXPERIENCE**  
with Poppy using your OREO Trolls Pack and Cookie.

**Scan the code to get started.**

**Get the full soundtrack **here.****

**Trolls WORLD TOUR**  
ONLY IN THEATERS

OREO.COM SHOP

Facebook, YouTube, Instagram, Twitter icons

Dreamworks Trolls World Tour © 2020 Dreamworks Animation LLC. All Rights Reserved. Soundtrack Now Available.

PG PARENTS STRONGLY CAUTIONED



Site:



OREO.COM

SHOPOREO.COM

Facebook icon

YouTube icon

Instagram icon

Twitter icon

**Unlock an**  
**AR EXPERIENCE**  
**with Poppy using your**  
**OREO Trolls Pack and Cookie.**

**Scan the code**  
**to get started.**



DREAMWORKS  
**Trolls**  
WORLD TOUR  
ONLY IN THEATERS

**Get the full**  
**soundtrack** **here.**

Site:



OREO.COM

SHOPOREO.COM

Unlocked  
**AR**  
with P  
OREO

OREO THINS  
OREO CHOCOLATE CANDY  
RECIPES

Scan the code  
to get started.



DREAMWORKS  
**Trolls**  
WORLD TOUR  
ONLY IN THEATERS

Get the full  
soundtrack **here.**

Facebook icon, YouTube icon, Instagram icon, Twitter icon



Site:










Site:






# Youtube



 OREO    



**OREO Cookie**  
345K subscribers

SUBSCRIBE

HOME


VIDEOS


PLAYLISTS


COMMUNITY


CHANNELS

ABOUT







DO YOU SPEAK OREO ?  PLAY ALL




OREO ORIGINAL  
OREO Cookie



OREO FLAVORS  
OREO Cookie



OREO - OWEN WILSON @ La  
terrasse feat. OREO CRISPY...



OREO CRISPY & THIN  
OREO Cookie

<https://twitter.com/oreo>



[Seguir](#)

**OREO Cookie** 

@Oreo

Your favorite cookie, filling your world with playful moments, 280 characters at a time.  
[Traduzir bio](#)

 [oreo.com](https://oreo.com)  Ingressou em março de 2010

seguindo **87**    **872 mil** seguidores

 Seguido por Patrícia Ruiz, Patricia Rodrigues e outros 7 que você segue

Citeforma - Sofia Alçada

# Twitter



Tweet Fixado



**OREO Cookie**  @Oreo · 11 de abr

Are you bored or are you hungry?



512



401



2,7 mil



**OREO Cookie**  @Oreo · 14 h

Hands in the air if you're feeling the same 🙌



**NICOL CONCILIO**  @nicolconcilio · 16 h

I'm craving fried Oreos

[Mostrar esta sequência](#)



23



30



200





# Twitter



**OREO Cookie** ✓ @Oreo · 17 h

Mix and match your favorite flavor to your favorite hack 😊 Which one are you trying first?



**Tastemade** ✓ @tastemade · 5 de mai

These Oreo hacks are 🤯



15

28

166



# Twitter



**OREO Cookie**  @Oreo · 21 h

 **ATTENTION**  What's your secret hiding spot for OREO cookies?

**In a box of cereal**


**Taped under a countertop**

**In your stomach**

**Under the bed**

1.509 votos · 2 horas restantes

 38

 18

 139



# Twitter



# Twitter



# Twitter





# Twitter

**OREO Cookie**  @Oreo · 25 de abr

Saturday + ● + 🥤 = 😍😍

31 91 597

**OREO Cookie**  @Oreo · 24 de abr**OREO Cookie**  @Oreo · 23 de abr

# Twitter

 **RITZ Crackers**  @Ritzcrackers · 23 de abr

In honor of #NationalPicnicDay, we're hosting a virtual picnic party! 🥰  
We've got the crackers covered—@budweiserusa @Boars\_Head  
@SargentoCheese @Jif @smuckers @PopeyesChicken @chipsahoy  
@nutella @sabra @KINDSnacks @TABASCO @snapple, what are y'all  
bringing?

[Mostrar esta sequência](#)



 21

 16

 119



# Twitter



**OREO Cookie**  @Oreo · 23 de abr

For anyone who thought they ran out of hobbies 🍪🍪



West Philadelphia woman etches Jim Gardner's face into Oreo cookie a...  
A West Philadelphia woman is spending her time in quarantine creating amazing artwork on Oreo cookies. She even accomplished a realistic ...  
 6abc.com



# Twitter



# Twitter





# Twitter



# Twitter



**OREO Cookie**  @Oreo · 16 de abr

We know wearing pajamas at work is an EVERYDAY thing now, so we're declaring today wear your pajamas to work while eating cookies day!

 14

 28

 272



**OREO Cookie**  @Oreo · 16 de abr

 Happy #NationalHighFiveDay!


 @sunnydelight

 @RealLunchables

 @NutterButter




**RITZ Crackers**  @Ritzcrackers · 16 de abr


Happy #NationalHighFiveDay! We challenge you to pass on a virtual  to spread some positivity. We'll go first:


 @Target


 @Jif

 @smuckers


 @Oreo

 @netflix

 @MrPeanut

 @Twitter

 @ChipsAhoy

 @7eleven

 8

 6

 80



# Twitter






















**OREO Cookie**  @Oreo · 15 de abr

 **NEW FLAVOR ALERT**  Limited Edition Tiramisu OREO cookies are now being served up!



Citeoima - Soma Alçada

# Twitter

-  **OREO Cookie**  @Oreo · 15 de abr  
Visit [ShopOREO.com](https://ShopOREO.com)  to grab your own pack!  
 8  4  45 
-  **OREO Cookie**  @Oreo · 15 de abr  
It's one of those eat a cookie at 11:40am type of days  
 57  108  869 
-  **OREO Cookie**  @Oreo · 15 de abr  
It's one of those eat *another* cookie at 12:05 type of days.  
 21  17  260 

# Twitter



**OREO Cookie**  @Oreo · 14 de abr

Can someone explain what we're witnessing 😂



**kentona virus** @kentonagbone · 9 de abr

Em resposta a @Oreo

Will do!



120



93



878





# Twitter



**OREO Cookie**  @Oreo · 13 de abr

.@DwyaneWade's fried red velvet OREO cookies are everything we need right now 🍪 🍪



Thank You, Dwyane Wade, For Showing Us All How to Make Deep-Fried... Basketball star Dwyane Wade dropped his recipe for deep-fried red velvet Double Stuf Oreos, and our mouths are already watering.

 [popsugar.com](https://popsugar.com)



# Twitter



**OREO Cookie** ✓ @Oreo · 13 de abr

So many possibilities for fun and games, show us how you're staying home with OREO! #stayhome 🏠 #stayplayful



5



12



102



**OREO Cookie** ✓ @Oreo · 13 de abr

12:40pm: Want an OREO but decide to wait till after lunch.  
12:42pm: Eat the OREO because it's Monday.

# Twitter



**OREO Cookie**  @Oreo · 10 de abr  
CAUTION! Mute your mic before opening!



20



51



470



# Twitter



**OREO Cookie** ✓ @Oreo · 8 de abr

No need to hunt for deliciousness 😊 our Limited Edition Easter Egg OREO cookies have you covered and are available online!







**OREO Cookie** ✓ @Oreo · 4 de mai

We're also thankful for OREO Tiramisu cookies, but we can't say the same about Duck Confit Hot Pockets 😂😂



**The Tonight Show** ✓ @FallonTonight · 2 de mai

The full Fallon family is back to deliver this week's #FallonAtHome Thank You Notes!



10

10

91







**OREO Cookie**  @Oreo · 30 de abr

Our kind of home run 😊



**SFGiants**  @SFGiants · 30 de abr

Can you eat an Oreo without using your hands?

Can @hunterpence do it?

Watch to find out \*\*



 13

 12

 87





<https://www.pinterest.pt/oreo/>



Procura por refeições fáceis, moda, etc.

Iniciar



**Oreo**



37 655 Seguidores • 53 A seguir • [www.oreo.com](http://www.oreo.com)

The classic cookie you know and love, bringing you playful moments and inspiration.

## Melhores álbuns de Oreo



**Sweet Celebrations**  
Oreo • 46 Pins



**Picnics, Potlucks, and ...**  
Oreo • 49 Pins



**Rich and Creamy OREO...**  
Oreo • 37 Pins



**Quick and Easy OREO ...**  
Oreo • 36 Pins



**OREO Cupcakes**  
Oreo • 20 Pins



**History Through Oreo**  
Oreo • 17 Pins



## Sweet Celebrations

Coleção de Oreo

46 Pins • 32,66mil seguidores

These fun and festive, bite-size treats are sure to add the sweet to any party or afternoon snack. Your guests will enjoy eating them just as much as you do!



Seguir



Oreo Overload Donuts | The First Year

Bolos E Doces Bolachas Cozinhar Gato  
tasty combination of a doughy delight



Birthday Quake Cake

1,5 horas



Chocolate-Covered OREO Cookie Cake

1,5 horas

Bolos Biscoito Oreo Brownie Bolo De Oreo

This Chocolate-Covered OREO Cookie Cake is a delicious dessert for any...



Chocolate Oreo Cake



Keep the party going with these Cake Batter Golden OREO Rainbow Cooki...

Sobremesas Doces Gourmet Receitas



Chocolate Covered Oreo Cookie Cake - Dine and Dish

Biscoitos De Sorvete Delicias Doces Solu

Este semanas Delícia!

Ver mais



<https://www.pinterest.pt/oreo/>

# Quick and Easy OREO Treats

Coleção de Oreo

36 Pins • 32,91mil seguidores

Delicious desserts don't have to take an entire day to make! From OREO milkshakes to OREO puddings these quick and easy OREO recipes will become a family favorite - all in less than 30 mins.



Seguir



oreo Peanut Butter Pie Cups

Receitas Diversas Docas Hering Solos >

Looking for something sweet? These



OREO Cookie Bread Pudding

1 hora

Biscoitos De Avela E Chocolate Sobremesas >



Double-Dipped Strawberries

10 minutos

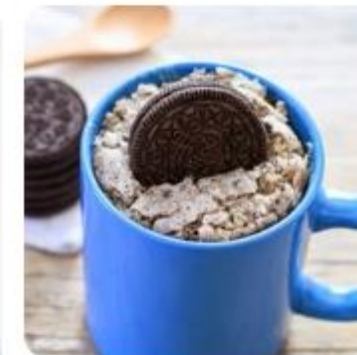
Sobremesas De Morango Receitas De Sobremesas >



OREO Banana Peanut Butter Treats



OREO Pretzels



Cookies n' Cream Mug Cake

Receitas Incríveis Novas Receitas Receitas >

Não tem tempo pra cozinhar, mas não aguenta mais comer pão todo dia no...

Ver mais >



<https://www.pinterest.pt/oreo/>

# Oreo Art

Coleção de Oreo

27 Pins • 32,36mil seguidores

Oreo Art inspired by and originally shared with Oreo Facebook Fans.



Seguir



We're starting to see apparitions of tastiness... :) #oreoart



Halloween is so close, we can taste it! #oreoart

Hering Doces De Oreo Outono De Dia Da



It's not a black cat, so it's obviously good luck :) #oreoart

Doces De Oreo Embarque De Gato Gatos



We're starting to get into the Halloween state-of-mind :) #oreoart

Doces De Oreo Outono De Dia Das Bruxas



Fall is fast approaching. If only Oreo cookies fell from the trees instead of...

Doces De Oreo Folhas Férias Outono



We all know Oreo is #1 in your hearts :) #oreoart

Doces De Oreo Decoração Copas Férias



Summer is coming to an end -- who ready for some fall cleaning? #oreoart

Doces De Oreo Limpeza De Outono Bisco



Oreo Eagle - A symbol of freedom and dunking #oreoart



Hot dogs to start and Oreo cookies for dessert. Sounds like the perfect...



Oreo cookies are always cause for fireworks and celebration! #oreoart



Hugs and kisses from your favorite cookie :) #oreoart

Doces De Oreo Estilo De Comida Abraços



The stars shine brighter when there's Oreo cookies around. #oreoart

Doces De Oreo Decoração Férias Beb



<https://www.pinterest.pt/oreo/>

# Daily Twist

Coleção de Oreo

103 Pins • 33,28mil seguidores



Seguir



OCT 2 | ANNIVERSARY OF 1<sup>st</sup> HIGH FIVE

Cartaz, Publicidade, Publicidade Criativa, Agência De Publicidade,...



OCT 1 | NATIONAL BULLYING PREVENTION MONTH

Doces De Oreo, Parar O Bullying, Prevenção Do Bullying, Projeto Do...



SEPT 30 | 1<sup>st</sup> FLIGHT AROUND THE WORLD

Propagandas, Cartaz, Publicidade, Bolachas, Mundo, Fudge De Oreo,...



SEPT 27 | THE REFS RETURN

No one rocks the zebra stripes like you guys — except maybe us. #NFL...

Publicidade Criativa Marketing E Publicidade >



SEPT 30 | THREE HOUR TOUR GOES WRONG

Doces De Oreo, Setembro, Campanha, Leite, Design Gráfico, Utensílios De...



SEPT 26 | NATIONAL VOTER REGISTRATION DAY

Bolachas, Campanha Publicitária, Designs De Anúncios, Doces De Ore...



SEPT 24 | SUPREME COURT FIRST ESTABLISHED

Permission to dunk the cookies, your honor.

Doces De Oreo Publicidades Campanha P >



SEPT 22 | TV'S BIGGEST NIGHT



SEPT 23 | FIRST DAY OF AUTUMN



SEPT 21 | ENDEAVOUR'S FINAL FLIGHT



SEPT 30 | 40 YEARS OF PONG



SEPT 18 | TALK LIKE A PIRATE DAY



Privacidade

<https://www.pinterest.pt/oreo/>

# OREO Snack Hacks

Coleção de Oreo

30 Pins • 32,44mil seguidores

Whether it's putting cookies in a pepper grinder to make sprinkles or freezing cookies in milk to make cubes for your iced coffee, we've shown you unexpected ways to enjoy an OREO cookie. Now we want to see the clever ways you snack an Oreo. Have you cracked a mind-blowing snack hack? Submit it at [oreo.tumblr.com/submit](http://oreo.tumblr.com/submit)



Seguir



Oreo — Face palms hurt. So don't be the one muttering...

Truques Para Lanche Publicidade Inteligente >

Face palms hurt. So don't be the one muttering "Why didn't I think of that!"...



Oreo — Here are the rules for submitting your stuff

Sobremesas Hering Truques Para Lanche >

Do you moonlight as an amateur snack hacker? Well it's time you go pro. Click...



Oreo — Here are the rules for submitting your stuff

Sobremesas Hering Bolachas De Chocolate >

Not only did Eve prove these cookies can blend, she shook the perfect straw...



Oreo — Here are the rules for submitting your stuff

Sobremesas Mistura De Bolo Veludo Vermelho >

It's the real deal. Thanks to The Vulgar Chef, you can drape us in velvet...



Oreo — Here are the rules for submitting your stuff

Hering Truques Para Lanche Pão De Co >

Do you moonlight as an amateur snack hacker? Well it's time you go pro. Click...



Oreo — Here are the rules for submitting your stuff

Sobremesas Hering Truques Para Lanche >

This Vanilla poutine from Clafouti Patisserieet Cafe is nice, nice baby....



Oreo — Here are the rules for submitting your stuff

Sobremesas Hering Truques Para Lanche >

Oreo hack masters Nick, Rhett, cuttheforeplay and make hacking look...





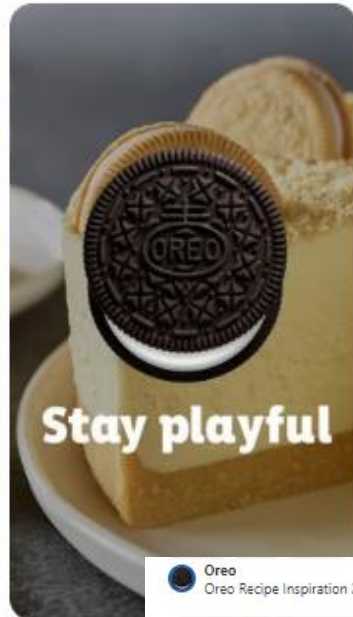
<https://www.pinterest.pt/oreo/>

## Mais ideias provenientes do(a) Oreo



Gâteau au fromage doré RECETTE : 1.  
Mélanger les biscuits OREO Dorés...

Biscuitos Queijo Biscuitos Sobremesas >



A twist on Cheesecake Golden OREOs

Assadeira Chees >



OREO Reindeer



Holiday OREO Cookie Balls



White Chocolate Chip Cookies with  
Holiday Oreo



OREO Reindeer



Holiday OREO Cookie Balls



PAINTED CHRISTMAS OREOS -- easy  
Christmas cookies idea

Biscuitos Doces Receitas Guloseimas >

PAINTED CHRISTMAS OREOS -- how to  
paint a wreath, Rudolph the reindeer,...



White Chocolate Chip Cookies with  
Peppermint Bark OREO

Bolo De Ananás Receitas Interessantes >

Season's greetings! Secure your spot on  
the nice list with White Chocolate Chip...

Oreo  
Holiday Oreo



New Year's Eve Oreo Balls



Oreo Cookie Clocks

Biscuitos Festa De Vespera De Ano Novo >

Count Down to the New Year with these  
fun Chocolate Covered Oreo Cookie...

Oreo  
Winter Holidays with OREO



You need snack ideas that are quick,  
easy, and delicious. This recipe for...

Comida De Vespera De Ano Novo Comida De >

Oreo  
Winter Holidays with OREO

Count Down to the New Year with these  
fun Chocolate Covered Oreo Cookie...

Oreo  
Winter Holidays with OREO



20 Mouthwatering Oreo Cookie  
Recipes for New Year

Hering Receitas Com Biscuitos Oreo >

New Year's Eve oreo balls

Oreo  
Winter Holidays with OREO

Privacidade

# Oreo no Instagram







oreo

Seguir

...

882 publicações

2,9 milhões seguidores

11 seguindo

OREO

Playful moments from your favorite cookie. [www.oreo.com](http://www.oreo.com)Seguido por [\\_muro\\_ribeiro](#), [anamendesconsultoria](#), [joanac](#), [telexina](#) e outras 2 pessoas

Shoutouts



Astrology



New Flavors



Europe T&amp;C

PUBLICAÇÕES

IGTV

MARCADOS



# Agradecimento aos parceiros





# Post evento atual



# Vídeo de apresentação produto – utilizado noutras redes



oreo • Seguir

oreo NEW FLAVOR ALERT  
Limited Edition Tiramisu OREO cookies are now being served up at home! Get your own pack at ShopOREO.com

2 sem

valenbfryd\_ you should do dulce de leche oreo

1 sem 2 curtidas Responder

Ver respostas (1)

aj.elhokage I ate those yesterday

1 sem Responder

Ver respostas (1)

71.531 visualizações

15 DE ABRIL

# Formato de questão e interação



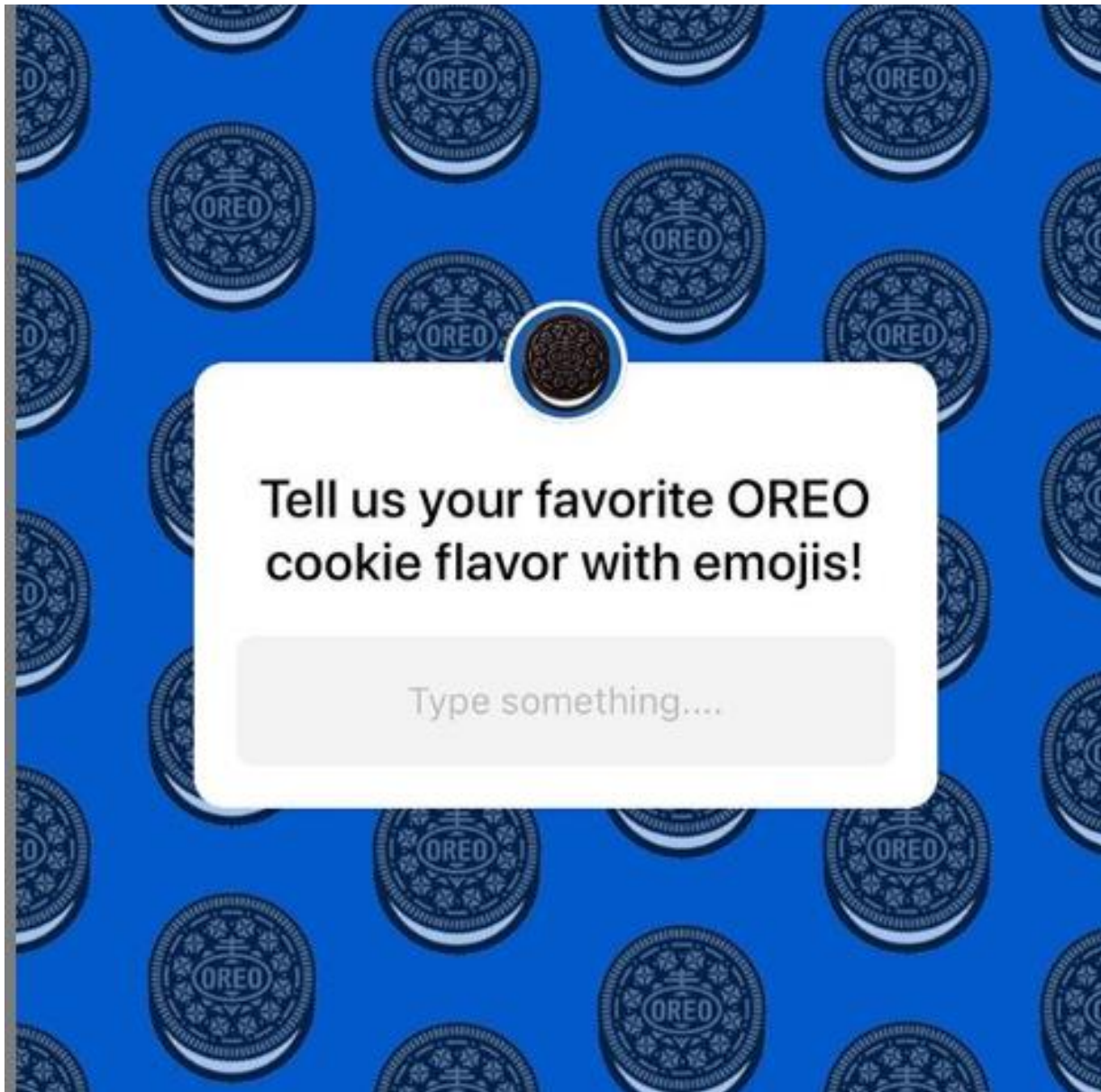


# Formato de entretenimento





# Formato de interação – envolvimento com a comunidade



# Post Desafio – *make a stack* - Interação e partilha





# Post evento - Celebrar a primavera



oreo • Seguir



We're celebrating spring with a bouquet that is as delicious, as it is beautiful. 🌸🌻🌺 Making OREO cookie flowers to celebrate Spring? Tag us in your homemade OREO creations!

6 sem



**charlotteannpaisley** Oreo ideas!!!!  
Pancake, arroz con leche,  
Champagne Oreos, lavender  
Oreos, rose Oreos, Ben & Jerry's  
Oreo.



6 sem 3 curtidas Responder



13.920 curtidas

19 DE MARÇO

Adicione um comentário...

Publicar

# Post partilha de consumidor - receita



oreo • Seguir



oreo Can someone hold our glass of milk? We're ready to make some OREO Cheesecake Bars!

Get the full recipe from  
[@e2bakesbrooklyn](#) below 📌

## INGREDIENTS:

- 24 OREO cookies
- 4 tablespoons unsalted butter, melted
- 8 ounces (1 brick) full-fat brick-style cream cheese, room temperature
- 1/4 cup granulated sugar
- 1 large egg, room temperature



Curtido por joanac\_teixeira e outras 42.376 pessoas

24 DE MARÇO



# Post partilha de consumidor - receita



 oreo  • Seguir 

 oreo  A pot of golden OREO cookies is the perfect end to a rainbow 🍀 📸: @kitchenfunwithmy3sons

7 sem



 \_o\_dom\_o\_ Please check your DMs 

6 sem 1 curtida Responder

 black.\_current @rk.rehema ❤️ 

6 sem Responder

 dariazhdanok 😊 

21.317 curtidas

17 DE MARÇO

Adicione um comentário... [Publicar](#)

# Post receita - marca



**OREO Cookie** ✓  
@Oreo

Life hack:

1 mug

3 crushed up OREO cookies

3 tablespoons milk

Stir

Microwave for 40 seconds

Enjoy and thank us later.



oreo ✓ • Seguir



oreo ✓ When life gives you OREO cookies, make a mug cake! 😊😊

8 sem



itzbayb.kira This aint that bad



2 sem Responder



\_rajput\_queen\_21 I tried this it was amazing 🤩👍



2 sem Responder



guncha.s I'm shook. THANK YOU THANK YOU THANK YOU ❤️❤️❤️❤️



Curtido por joanac\_teixeira e outras 70.743 pessoas

4 DE MARÇO

Adicione um comentário...

Publicar



# Post partilha de consumidor - receita





# Post partilha de consumidor - receita



# Post FAQ's

**OREO**  
STUF SEARCH

OREO cookies

- can I eat **OREO cookies** with a fork?
- are there most, most stuf **OREO cookies**?
- do **OREO cookies** have a favorite type of milk?
- how many **OREO cookies** do you need to stack to reach the moon?
- where do I buy just the stuf from **OREO cookies**?
- are **OREO cookies** filled with love?
- where do the old flavors of **OREO cookies** go?

Stuf Search I'm Feeling Cookies

oreo • Seguir

oreo To whoever is asking these questions, we applaud you 🙌🙌🙌  
8 sem

+

thedeliciousdino Oreo replies fast.. but not when the post is old  
7 sem Responder

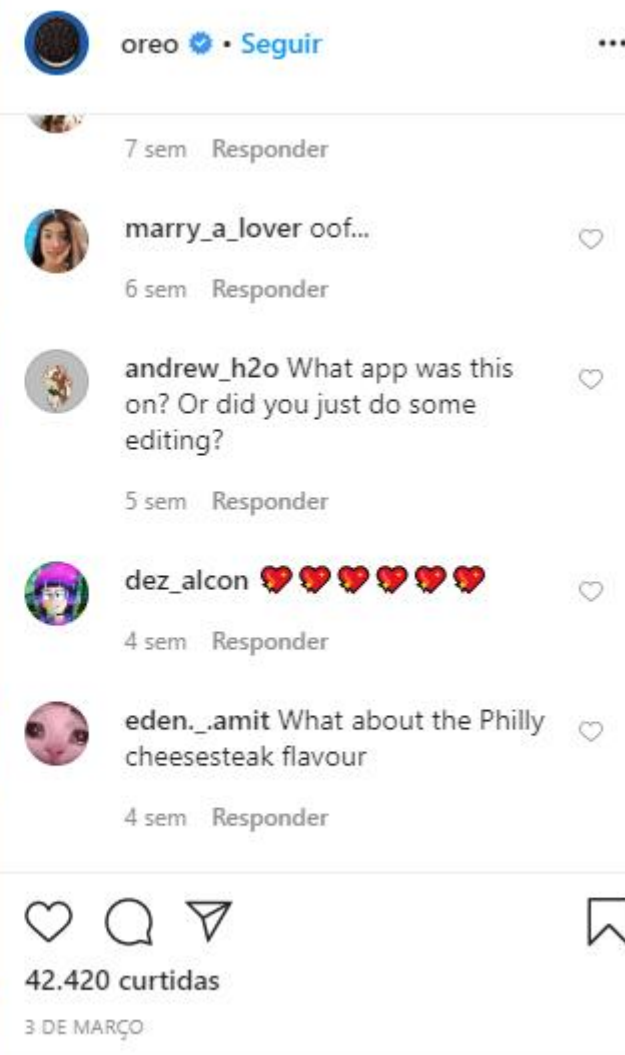
shemontee.r @ssoria\_\_\_\_  
7 sem 1 curtida Responder

— Ver respostas (1)

melly.abu1 1 R Oreo cookies filled

25.266 curtidas  
7 DE MARÇO

# Post evento – pré-evento





# Post evento – dia de aniversário















# Post challenge – desafio a comunidade






 oreo  • Seguir 

 oreo  Introducing the 8th wonder of the world: The Most Stuf 🤪 Vote for Most Stuf as your cookie of choice at [whatsyourstuf.com](https://whatsyourstuf.com).



: @snacksalldayeveryday

9 sem







 \_valeriadiazc\_ @verbo\_.carne   
😄😄❤️ aaaa

1 sem Responder

 donietokan damn they thicc 

1 sem 1 curtida Responder

67.944 curtidas

29 DE FEVEREIRO

Adicione um comentário... Publicar



# Post desafio ao consumidor - interação



oreo • Seguir



oreo Fill in the blank: \_\_\_\_ Stuf  
OREO cookies are the best to dunk in  
milk.

📷: @thelifejolie

9 sem



sperohhh I like to let my Oreos  
float in milk for about 30 seconds



8 sem Responder



s0heilb0stani Nice



8 sem Responder



iw campos @missiwerneck



30.674 curtidas

26 DE FEVEREIRO

Adicione um comentário...

Publicar

# Post desafio ao consumidor - interação



oreo • Seguir

oreo There's some stuf, then there's **Most Stuf**. What's your stuf? Vote now at [whatsyourstuf.com](https://whatsyourstuf.com)! 📷: @snackschat

10 sem

+

kyhafiz\_ @n.txshaaaa 7 sem Responder

lam55127 ... 7 sem Responder

benji\_the\_nerd Double stuffed is superior imo 🤔

32.679 curtidas

21 DE FEVEREIRO

Adicione um comentário... [Publicar](#)



# Post desafio ao consumidor - interação



oreo • Seguir



oreo The day just started, and we're already looking forward to a little pick-me-up. What's your perfect cookie-to-creme ratio?

12 sem



mrsanniecakes No cream, just cookie. And not those thin cookies. The normal thickness, just no cream. If you haven't already, please do. Please, faithful oreoer.



11 sem 1 curtida Responder



26.212 curtidas

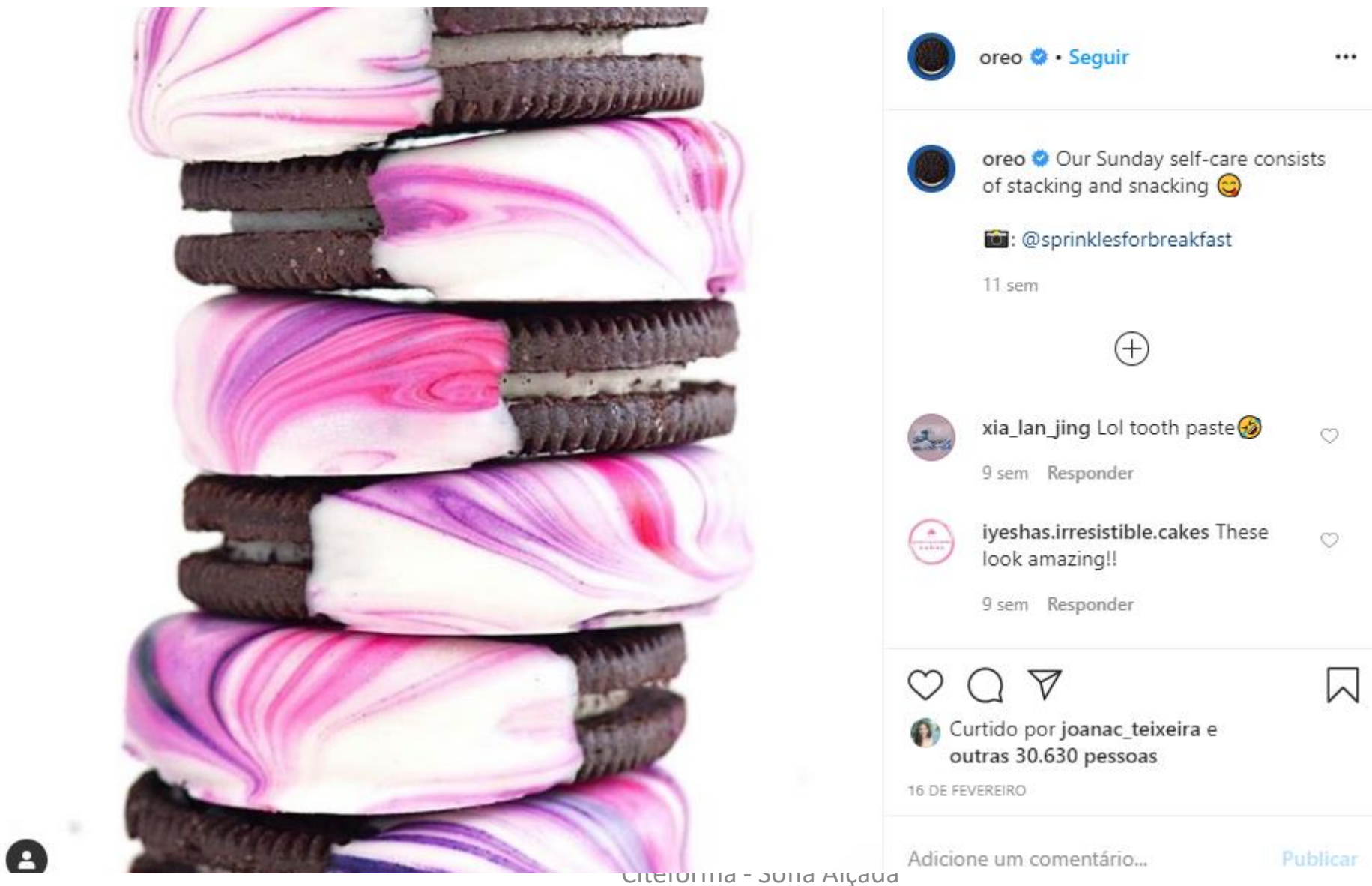
8 DE FEVEREIRO

@gina9631


Publicar



# Post de partilha conteúdo de consumidor - comunidade



# Post de partilha conteúdo de consumidor - comunidade



oreo • Seguir

oreo All we want for Valentine's Day is a bouquet of OREO strawberry cheesecake bars 🍷  
📷: @dearcrissy

11 sem

+

clau.altamirano How are you going to celebrate Oreo day on March 6th???? 🤔😬

10 sem Responder

annajpadgett That looks so good 😊

10 sem Responder

16.685 curtidas

14 DE FEVEREIRO

Adicione um comentário... Publicar





oreo • Seguir



oreo Our perfect Valentine's Day date:

1. Making candy-dipped OREO cookies
2. Eating candy-dipped OREO cookies



📷: @flourishcakery

12 posts



18.375 curtidas

11 DE FEVEREIRO

Adicione um comentário...

Publicar





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oreo OREO stacks, on stacks, on stacks!

📷: @michael\_englund

12 sem



jaundicedick check ur dms



12 sem Responder



lorindaconnor41 I love Double Stuf #Oreo 🍪's! My favorite cookies!



12 sem Responder



al houb dates I'll take a dozen



14.607 curtidas

# Post acção parceria



The image shows an Instagram post from the official Oreo account (@oreo). The post features a vibrant purple and blue gradient background. At the top, white text reads: "Our newest partnership will bring music to your ears...". Below this, the "DreamWorks Trolls WORLD TOUR" logo is displayed in a colorful, stylized font, followed by a large white "X" and a high-resolution image of an Oreo cookie. Underneath the logo, it says "ONLY IN THEATERS". At the bottom of the graphic, white text states: "Hits shelves March 2020". To the right of the graphic is the Instagram interface, showing the @oreo profile with a verified badge and a "Seguir" button. Below the profile are four comments from users: jware33, dante.picante, timberlakecommunity, and vanessamatosreis, all asking where the product is available. The post has 11,928 likes and was posted on February 18th. At the bottom of the interface is a comment input field and a "Publicar" button.

Our newest partnership will bring music to your ears...

DREAMWORKS  
**Trolls**  
WORLD TOUR  
ONLY IN THEATERS

X

OREO

Hits shelves March 2020

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jware33 Where are they @oreo  
8 sem 1 curtida Responder

dante.picante Where are they at?? 🤔🤔🤔❤️  
8 sem Responder  
— Ver respostas (2)

timberlakecommunity Will y'all sell these in Canada? i need a few packs ASAP  
8 sem Responder

vanessamatosreis Oreo  
7 sem Responder

11.928 curtidas  
18 DE FEVEREIRO

Adicione um comentário... Publicar

# Facebook



Q Pesquisa no Facebook



Sofia



**OREO** ✓

Empresa de comida e bebida

Enviar mensagem





OREO

Enviar mensagem

Gosto



## Todas as fotos



## Formato entretenimento Game





## Formato pergunta





## Formato Concurso

 **OREO** ✓  
30 de Abril às 10:30 - ⚙️

Participa e habilita-te a ganhar um fantástico Funko Pop!  
Encontra o teu código dentro de uma embalagem de Chips Ahoy! Mini ou Oreo Mini, acede a [www.aligadasbolachas.pt](http://www.aligadasbolachas.pt) e responde às nossas perguntas da forma mais rápida possível.  
#oreo #chipsahoy! #funkospop



Post receita  
Formato Link



**OREO** publicou uma nota.  
24 de Abril às 04:59 - 



### Recipe | OREO Cookie Cupcakes

Cupcake: 100 g Butter, melted 1 cup Caster Sugar 1 Egg 1.5 cups Self Raising Flour

[Ver mais](#)



578

89 comentários 59 partilhas

Post evento  
Formato Foto





## Post Apresentação produto - dicas Formato Imagem



# Post Produto

## Formato imagem



# Post evento

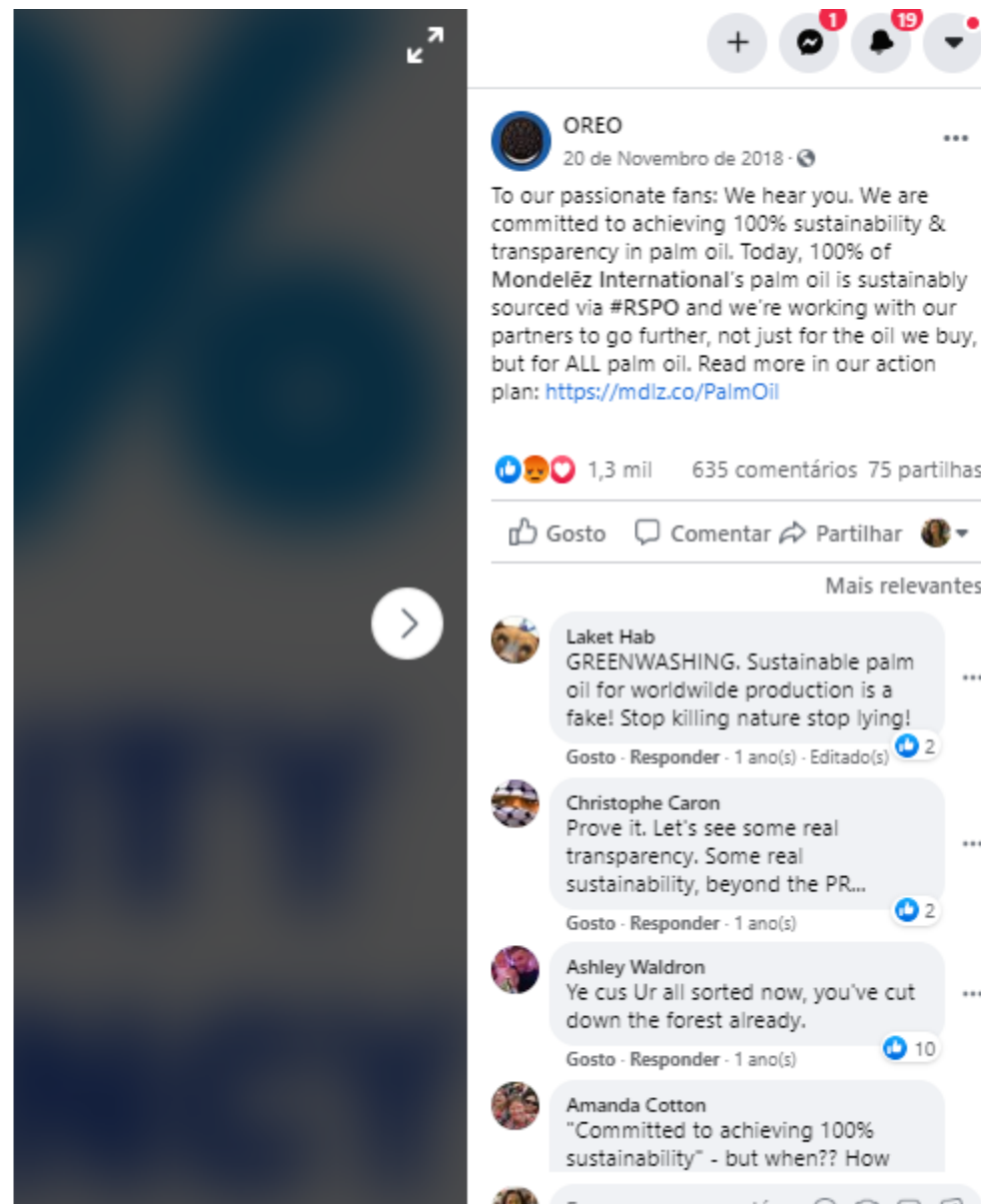
## Formato video



**OUR GOAL:**

# 100%

**SUSTAINABILITY  
& TRANSPARENCY  
IN SOURCING PALM OIL**





**SONIC**

Sweet CRÈME

OREO<sup>®</sup> COOKIE Pieces

100% Real ICE CREAM

New  
**Double Stuf**  
**OREO**  
SONIC Blast

Want 1/2 Price Blasts @ SONIC. Thursday 9/13?  
**Text OREO to 876642\***

**OREO**  
13 de Setembro de 2018 · 🌐

Treat yourself, for less! Text "OREO" to 876642 and visit Sonic Drive-In to grab a NEW Double Stuf OREO SONIC Blast or any SONIC Blast for half price, all day Thursday, September 13.

Double Stuf OREO<sup>®</sup> SONIC Blast<sup>®</sup> is 50¢ more than SONIC Blast<sup>®</sup> pricing. Tax and add-ins are not included. Limit 5. Not good in conjunction with combos or any other offers. Must mention and redeem text offer at time of order/ purchase. OREO<sup>®</sup> and Double Stuf OREO<sup>®</sup> are trademarks of Mondelez... Ver mais

👍❤️👉 314 195 comentários 100 partilhas

Gosto Comentar Partilhar

Mais relevantes

Asma A Keating  
Do we really need to tell These companies to do the right thing? Every one of us should boycott all products containing palm oil. @oreo shame on you for not caring

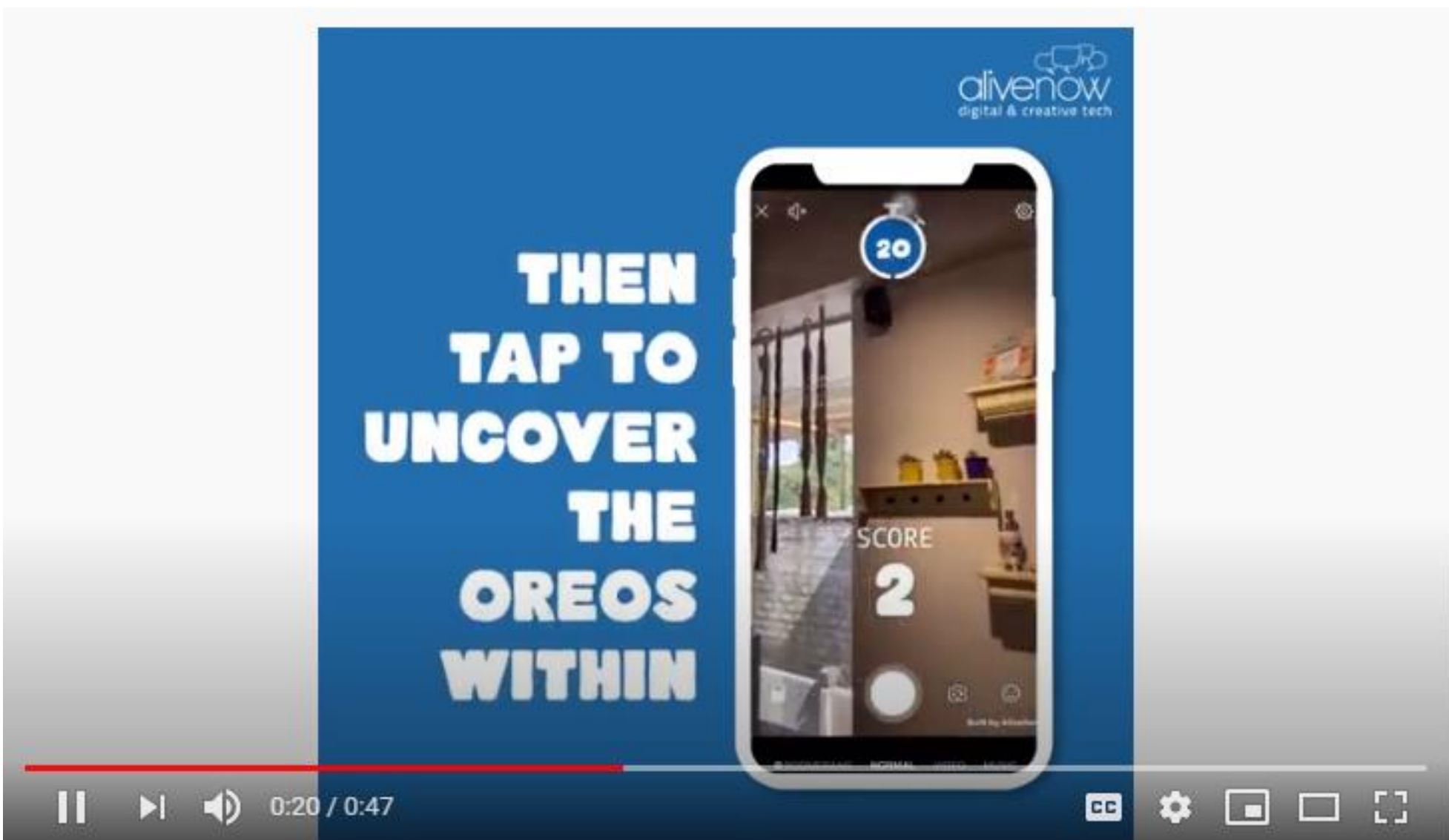
Gosto - Responder · 1 ano(s)

Shelly LaRosa  
This looks sooooo good! 🤤

Escreve um comentár...

**LOOK  
AROUND  
TO SPOT  
ALL THE  
OREO  
PACKS**

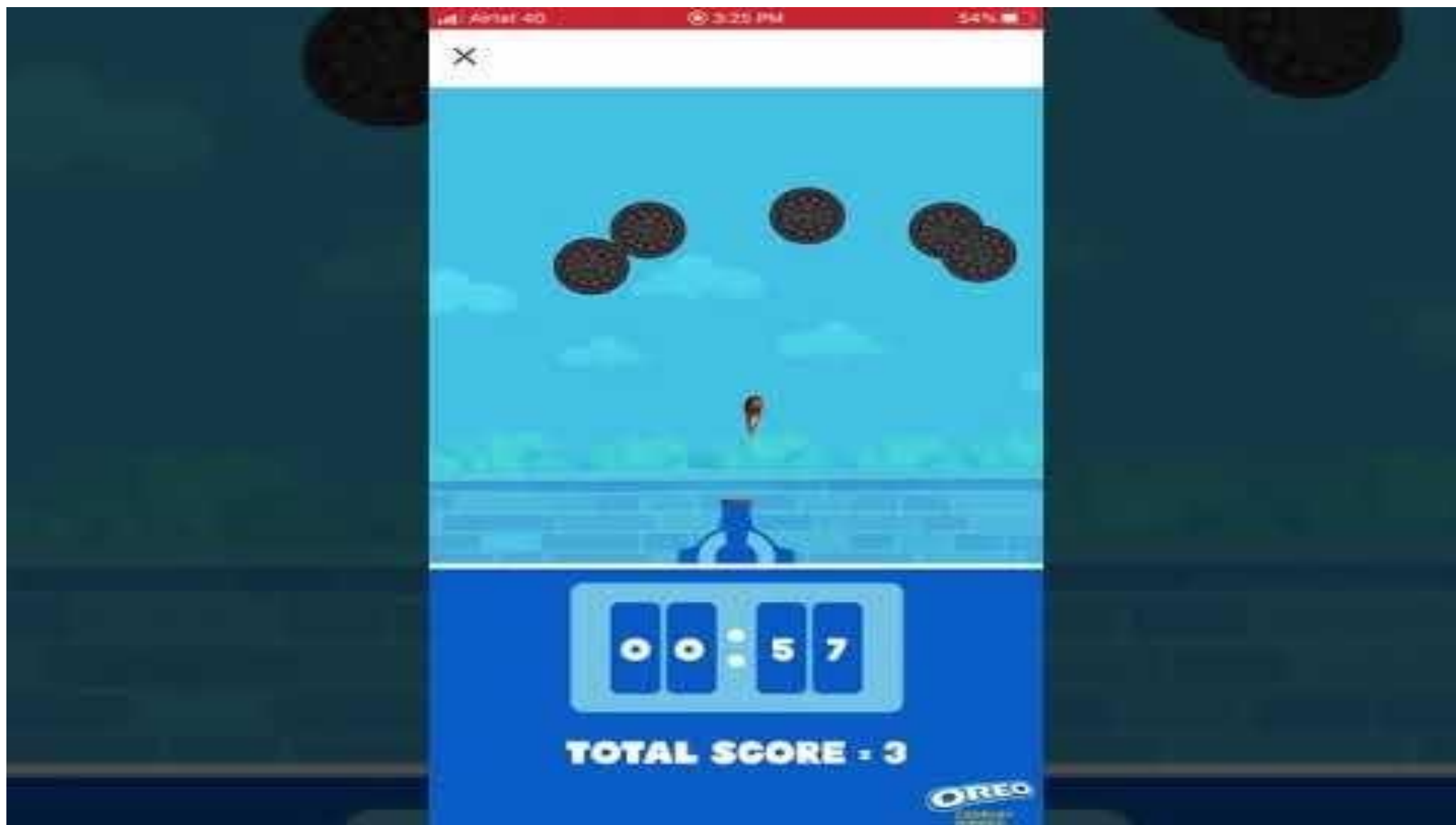




<https://www.youtube.com/watch?v=0PAgfpXYwwk>

Citeforma - Sofia Alçada







**FOR OREO'S  
CADBURY  
DIPPED  
COOKIES  
WE BUILT A  
FACEBOOK  
PLAYABLE AD**

alivenow  
digital & creative tech

OREO Facebook Playable Ad built by alivenow: Facebook Playable Ad format example

<https://www.youtube.com/watch?v=mpHct5NIYN0>

Uma forma - Sofia Alçada

Cada rede social  
tem as suas  
particularidades  
em relação ao  
conteúdo





# Dúvidas?

