

## 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=8wggd600FC8>

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 faint, large illustration of a Troll character's face. In the center, a Troll character is holding a large Oreo cookie and a pink microphone. The text is white and pink, with social media icons in the top right corner.

OREO.COM

SHOP

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

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

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.

**Trolls**  
WORLD TOUR  
ONLY IN THEATERS

JOIN US

Close

Scan the code  
to get started.

Get the full  
soundtrack **here.**

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

PG

Site:



[OREO.COM](#) 

[SHOPOREO.COM](#) 



**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:



The banner features a central illustration of Poppy Troll, a pink character with a blue flower crown and a blue dress, holding a pink microphone. To her left is a white browser window mockup with the following content:

- OREO.COM
- SHOPOREO.COM
- OREO THINS
- OREO CHOCOLATE CANDY
- RECIPES

To the right of the browser window is a QR code. On the far left, there is a circular Oreo logo and the text: "Unlock AR with P OREO". On the far right, there are social media icons for Facebook, YouTube, Instagram, and Twitter, along with the text: "DREAMWORKS Trolls WORLD TOUR ONLY IN THEATERS" and "Get the full soundtrack here.".

Site:



Site:



# Youtube



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>





**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

  [Seguir](#)

# 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



**OREO Cookie**  @Oreo · 29 de abr



 47

 132

 864



# Twitter

A screenshot of a Twitter thread. At the top, the profile of 'OREO Cookie' is shown with a verified account icon and the handle '@Oreo'. The tweet text asks for 'Any recommendations for milk-approved activities?' with a smiley face emoji. Below the tweet is a large image of a text message conversation. The messages are as follows: a blue bubble saying 'Maybe play checkers?', a blue bubble saying 'We love puzzles!', a grey bubble saying 'I'm still in the next room, STILL trying to finish this work...', and a blue bubble saying 'We could try to make banana bread?!?'. The word 'Delivered' is visible in the bottom right corner of the message image. At the bottom of the tweet, there are icons for replies (15), retweets (5), likes (149), and a share icon.

**OREO Cookie** ✓ @Oreo · 28 de abr  
Any recommendations for milk-approved activities? 😊

Maybe play checkers?

We love puzzles!

I'm still in the next room, **STILL** trying to finish this work...

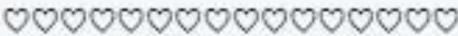
We could try to make banana bread?!?

Delivered

15 5 149

# Twitter

 **OREO Cookie**  @Oreo · 28 de abr  
Add this to your list of quarantine recipes to try 🤖

  @BIGBABYGUCCI · 24 de abr  
oreo grapes



 51  51  494 

# Twitter

 **OREO Cookie**  @Oreo · 25 de abr ▼  
Saturday + 🌑 + 🥤 = 😍😍  
🗨️ 31    ↻ 91    ❤️ 597    📤

 **OREO Cookie**  @Oreo · 24 de abr ▼  
Us looking up the name of a meal that's a snack, but sort of lunch, but really a snack...  
  
( ㄟ\_ㄟ )  
- [ / ? / \_ \_ \_ / ] -  
  \ / \_ \_ \_ /  
  
🗨️ 22    ↻ 29    ❤️ 282    📤

 **OREO Cookie**  @Oreo · 23 de abr ▼  
| \_\_\_\_\_ |  
| What are you |  
| bringing to |  
| the virtual |  
| picnic party? |  
| \_\_\_\_\_ |  
( \\_ ) ||  
( • ˆ • ) ||  
/ づ

# 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](https://6abc.com)

# Twitter

 **OREO Cookie**  @Oreo · 21 de abr

When someone asks how the new Tiramisu OREO cookies are... 😊

 **ramadan katTM**  @whackkat · 19 de abr

you asked for a review and here it is: tiramisu oreos immediately became a top 5 oreo flavor. 10/10 phenomenal. just eating one was so good i needed a break. highly recommend. my life is now better because of this.

[Mostrar esta sequência](#)



 28  35  444 

# Twitter

**OREO Cookie**  @Oreo · 21 de abr  
Who else is sipping milk instead of tea today? 🤔  
52 23 379

**OREO Cookie**  @Oreo · 20 de abr  
Monday is almost over, you've earned that OREO 🌞🌞  
62 75 563

**OREO Cookie**  @Oreo · 17 de abr  
Let's take a minute to process this 😊😊

**Pluckers Wing Bar**  @Pluckers · 17 de abr  
fried oreos are so good  
[Mostrar esta sequência](#)



# Twitter

-  **OREO Cookie**  @Oreo · 17 de abr ▼
- New Tiramisu.  
Cocoa, Coffee, And Some Creme.  
What A Cookie Dream.
-  25       29       304      
- 
-  **OREO Cookie**  @Oreo · 17 de abr ▼
- Happy Haiku Day! Share your favorite OREO Haiku with us!
-  8       4       72      
- 
-  **OREO Cookie**  @Oreo · 16 de abr ▼

 **Dennis Todisco** @DennisTodisco · 16 de abr

I just did a bad thing.



# 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!



Citebonna - Sofia Alçada

# Twitter

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

# 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 · 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!



2:25 | 52,4 mil visualizações

 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







**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 ORE...**  
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 Gas >

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 Docas Solu >

Este semanas Delícia!

Ver mais v

# 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 Doces Hering Sobres...

Looking for something sweet? These



OREO Cookie Bread Pudding

🕒 1 hora

Biscoitos De Avela E Chocolate Sobremesas E...



Double-Dipped Strawberries

🕒 10 minutos

Sobremesas De Morango Receitas De Sobres...



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



# 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 Di >



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 >

# 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 26 | 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 28 | THREE HOUR TOUR GOES WRONG

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



SEPT 25 | 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 DRY OF AUTUMN



SEPT 21 | ENDEAVOUR'S FINAL FLIGHT



SEPT 20 | 40 YEARS OF PONG



SEPT 18 | TALK LIKE A PIRATE DAY



Privacidade

# 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 Velado 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 Pornô 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



OREO Reindeer



Holiday OREO Cookie Balls



White Chocolate Chip Cookies with  
Holiday Oreo



OREO Reindeer



Holiday OREO Cookie Balls

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

Biscuits Queijo Biscuits Sobremesa

Oreo

A twist on Chees Golden OREOs

Assadeira Chees

Oreo



PAINTED CHRISTMAS OREOS -- easy Christmas cookies idea

Biscuits Ducs Recetas Guloseimas

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



White Chocolate Chip Cookies with Peppermint Bark OREO

Bolo De Ananás Recetas Interessantes

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

Oreo Holiday Oreo



New Year's Eve Oreo Balls



Oreo Cookie Cloches

Biscuits 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



20 Mouthwatering Oreo Cookie Recipes for New Year

Hering Recetas Com Biscuits Oreo

New Years Eve oreo balls

Oreo Winter Holidays with OREO

Privacida

# 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 \_nuno\_ribeiro, anamendesconsultoria, joanic, telextra e outras 2 pessoas



Shoutouts



Astrology



New Flavors



Europe T&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

**Which One Do You Choose First?**



**Original**



**Mint**



**Carrot Cake**



**Birthday Cake**



**Lemon**



**Peanut Butter**

# Formato de entretenimento



**H A K K W J C E O S M**  
**E O S A L I Q O R M G**  
**O O T L E I A A F L C**  
**F E X Z A U M V F F T**  
**R Q J S H S O Z E Q E**  
**R A H H Y D Q N T L O**  
**E C I U J E G N A R O**  
**Y R U B K C I K X P G**

**oreo** • Seguir

2 d Responder

**supr3m30reo Milk**  
2 d Responder

**apistifler Liqor**  
1 d Responder

**sa\_muel7517 Milk**  
13 h Responder

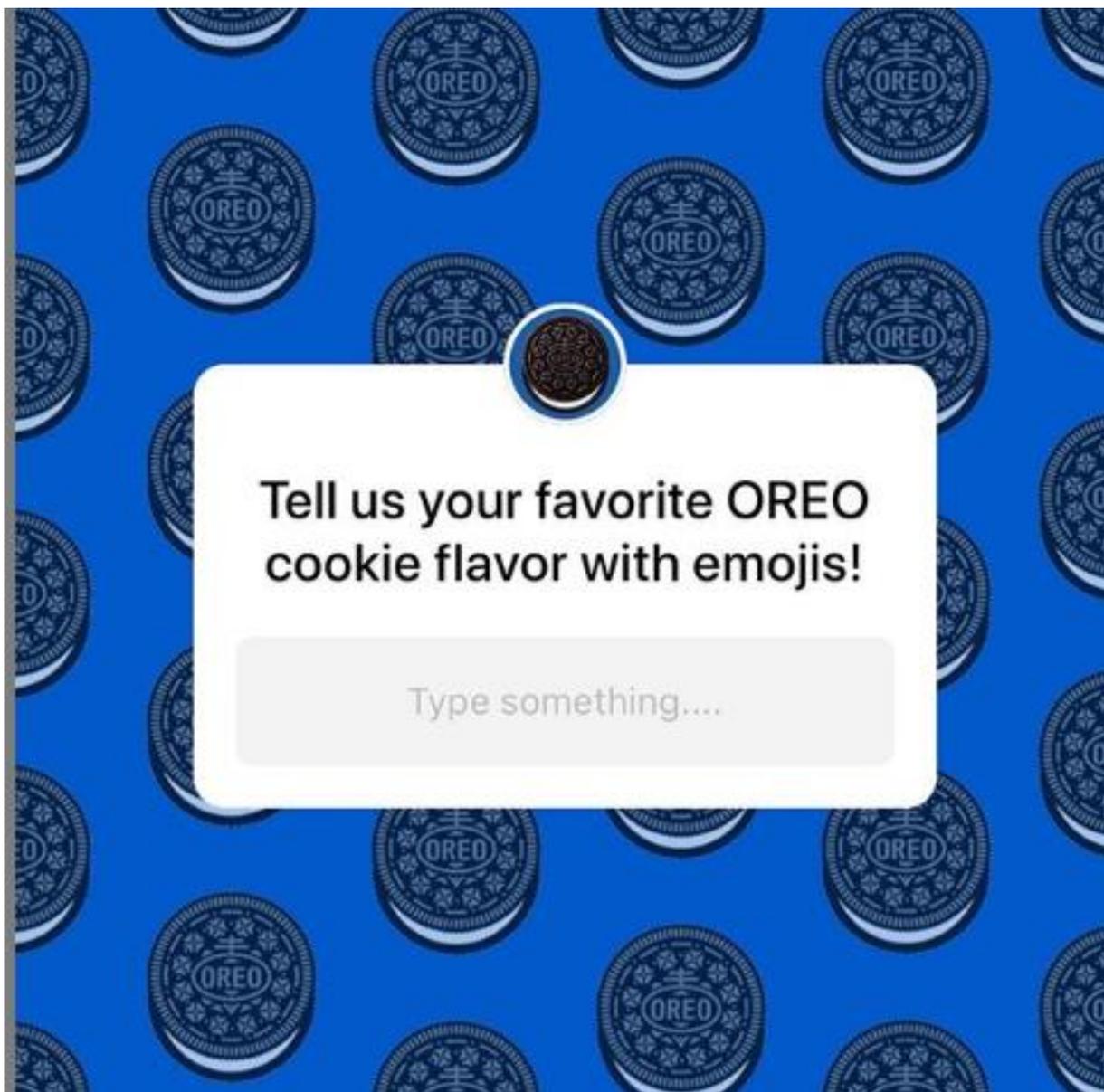
**martuu.rivero Milk**  
10 h Responder

**rose\_rubi\_n Milk**  
1 h Responder

12.668 curtidas  
29 DE MARÇO

Adicione um comentário... **Publicar**

# Formato de interação – envolvimento com a comunidade



oreo • Seguir ⋮

verest1864 ♡  
4 d Responder

madibrucebrand ♡  
3 d Responder

cherryfunz @oreo I want to ask that why is Oreo so addictive?? ♡  
1 d 1 curtida Responder

faith\_gch ♡  
1 d Responder

haydenplayz361 Supreme ♡  
1 d Responder

18.015 curtidas 25 DE MARÇO

Adicione um comentário... Publicar

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



Instagram

Q Pesquisar

oreo • Seguir

oreo See a STACK, make a STACK!  
#OREOStackChallenge

5 sem

+

yulisa\_prm99 @robertosalas86  
que rico 😊

3 sem 1 curtida Responder

Ver respostas (1)

theothertristan310308 It's still called "stuf"

2 sem Responder

182.721 visualizações

26 DE MARÇO

Adicione um comentário... Publicar

# Post evento - Celebrar a primavera



oreo  • Seguir



oreo  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



oreo  • Seguir



oreo  We're bringing S'more to your day with OREO brownies to share with everyone 😊

Get the full recipe from @notacurry below👉

#### INGREDIENTS:

- 1¼ cups all-purpose flour
- 1 teaspoon salt
- 2 tablespoons dark unsweetened cocoa powder
- 11 ounces dark chocolate, coarsely chopped
- 1 cup (8 ounces) unsalted butter, cut into 1-inch pieces
- 1 teaspoon instant espresso powder



Curtido por joanac\_teixeira e outras 21.413 pessoas

11 DE MARÇO

# Post partilha de consumidor - receita



oreo  • Seguir 

oreo  @elleshungry is making everyone jealous with jaw dropping whipped coffee topped with an OREO 😊

Want to make your own Whipped Coffee?

- 2 tablespoons hot water
- 2 tablespoons sugar
- 2 tablespoons instant coffee

Whip together ingredients until fluffy! When done, spoon a dollop over a cup of milk with ice in it. Top with an OREO cookie!

2 sem

33.509 curtidas

17 DE ABRIL

# 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

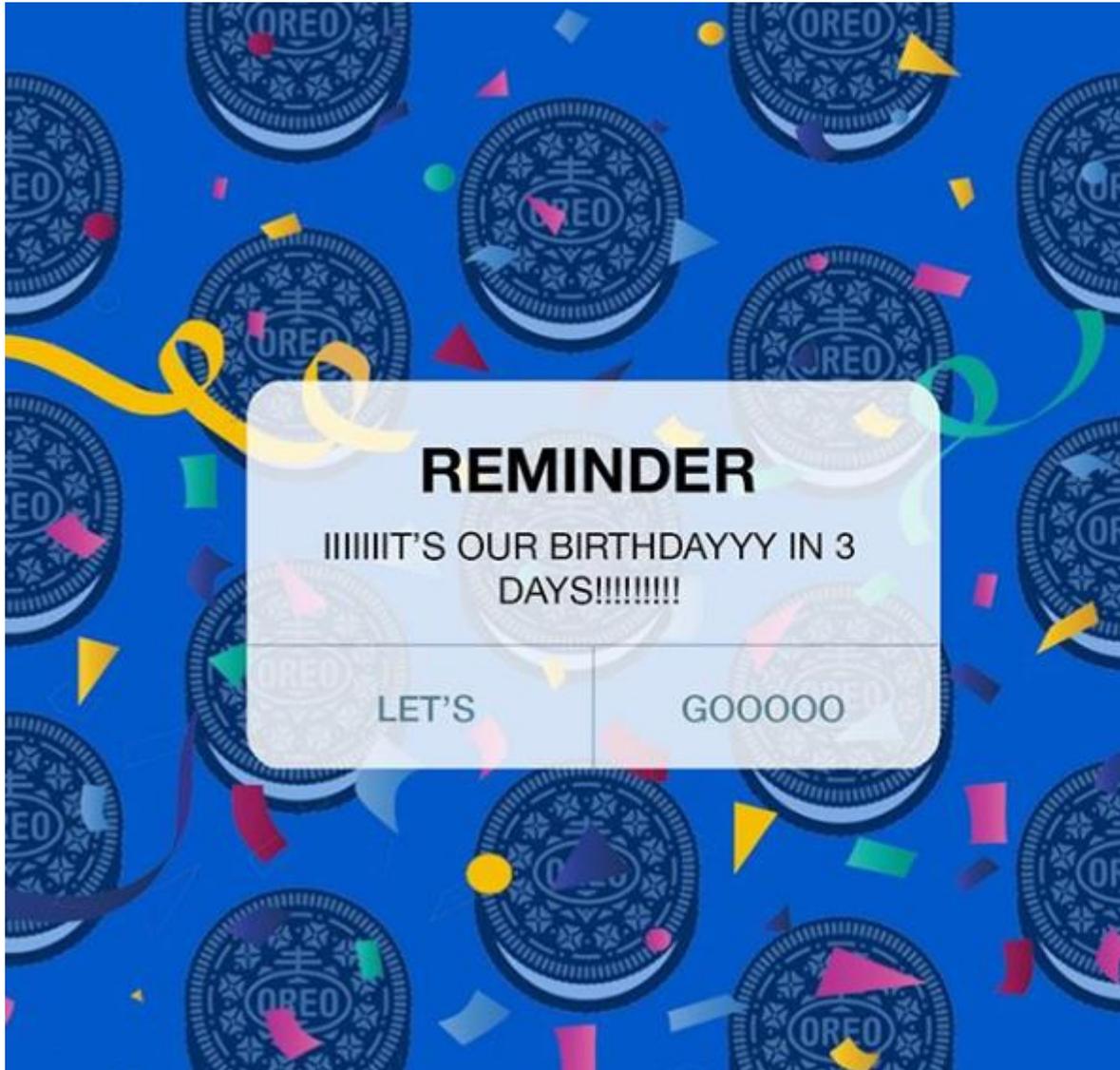
Ver respostas (1)

melly.abu1 1 R Oreo cookies filled

25.266 curtidas

7 DE MARÇO

# Post evento – pré-evento



oreo • Seguir

7 sem Responder

marry\_a\_lover oof...  
6 sem Responder

andrew\_h2o What app was this on? Or did you just do some editing?  
5 sem Responder

dez\_alcon ❤️❤️❤️❤️❤️❤️  
4 sem Responder

eden.\_amit What about the Philly cheesesteak flavour  
4 sem Responder

42.420 curtidas

3 DE MARÇO

# Post evento – dia de aniversário

oreo • Seguir

oreo IT'S 🎂 OUR 🍰 BIRTHDAAAAAY! 🎉 Celebrate #NationalOREODay with us by sharing your favorite OREO memory. Tag @OREO or use #NationalOREODay and we'll share some of our favorites on Instagram Stories today!

8 sem

dereckk818 Happy Late birthday Loveee

7 sem Responder

\_v\_u\_b\_i\_ I'm born on the same Day!

39.543 curtidas

6 DE MARÇO

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



First Dunk

First Job

First Ride

Beach Vacation

Birth

April Fools

The Most Stuf

# 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



 oreo  • Seguir 

 oreo  Our Sunday self-care consists of stacking and snacking 😊

: @sprinklesforbreakfast

11 sem



 xia\_lan\_jing Lol tooth paste 🤔 

9 sem Responder

 iyeshas.irresistible.cakes These look amazing!! 

9 sem Responder

 Curtido por joanac\_teixeira e outras 30.630 pessoas

16 DE FEVEREIRO

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



# 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 🍷  
📷: @dearcissy

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](#)



oreo  • Seguir



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 hour dates I'll take a dozen



14.607 curtidas

# Post acção parceria



The image shows an Instagram post from the official account of Oreo (@oreo). The post features a vibrant purple and orange 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, with "Trolls" in large, sparkly letters and "WORLD TOUR" in smaller, multi-colored letters. To the right of the logo is a large, detailed image of an Oreo cookie. Below the logo and cookie, the text "ONLY IN THEATERS" is written in white. At the bottom of the graphic, it says "Hits shelves March 2020".

The Instagram interface shows the post is from the verified account @oreo, with a "Seguir" (Follow) button. The post has 11,928 likes and was posted on February 18th. There are four comments visible:

- jware33**: "Where are they @oreo" (8 sem, 1 curtida, Responder)
- dante.picante**: "Where are they at?? 🤔🤔🤔❤️" (8 sem, Responder)
- timberlakecommunity**: "Will y'all sell these in Canada? i need a few packs ASAP" (8 sem, Responder)
- vanessamatosreis**: "Oreo" (7 sem, Responder)

At the bottom of the post, there are icons for likes, comments, shares, and a bookmark. The text "Adicione um comentário..." and "Publicar" is visible at the very bottom of the interface.

# 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

 OREO publicou uma nota. ...  
4 de Maio às 00:26 · 



**TWIST, LICK, DUNK CHALLENGE**  
So you think you can dunk your OREO into a glass of milk? Well, can you dunk it from 3 metres away? Can you dunk it from behind your back? Can you dunk it from your balcony? With your eyes closed? While you do a headstan...  
[Ver mais](#)

   179 7 comentários 12 partilhas

## 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



The graphic features a blue background with the Oreo and Chips Ahoy logos at the top. A white starburst contains the text 'PARTICIPA E HABILITA-TE A GANHAR!' and the website 'WWW.ALIGADASBOLACHAS.PT'. Below this, the text 'QUAL DELES VAI SALVAR O TEU DIA?' is displayed. At the bottom, three Funko Pop figures (Wonder Woman, Superman, and The Flash) stand on a yellow field. A single Oreo cookie is on the left and a Chips Ahoy cookie is on the right.

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

OREO  3 de Abril  

Às vezes temos de estar separados para voltarmos a estar juntos!  
#ficaemcasa #oreo #stayplayful

**VAI FICAR TUDO BEM**



**OREO**

   3 mil

119 comentários 553 partilhas

## Post Apresentação produto - dicas Formato Imagem



# Post Produto

## Formato imagem

OREO  
20 de Agosto de 2019 ·

Não estás a sonhar!! Oreo Double Creme tem o dobro do creme. Já experimentaste?

O **DOBRO** DO CREME.  
O **DOBRO** DA DIVERSÃO

VEJO-TE **BEM**

VEJO-TE **A DOBRAR**

OREO **DOUBLE** Creme

369 33 comentários 11 partilhas

# Post evento

## Formato video

OREO  
23 de Julho de 2018 ·

Faz a festa com as NOVAS OREO BIRTHDAY PARTY - Experimenta já!

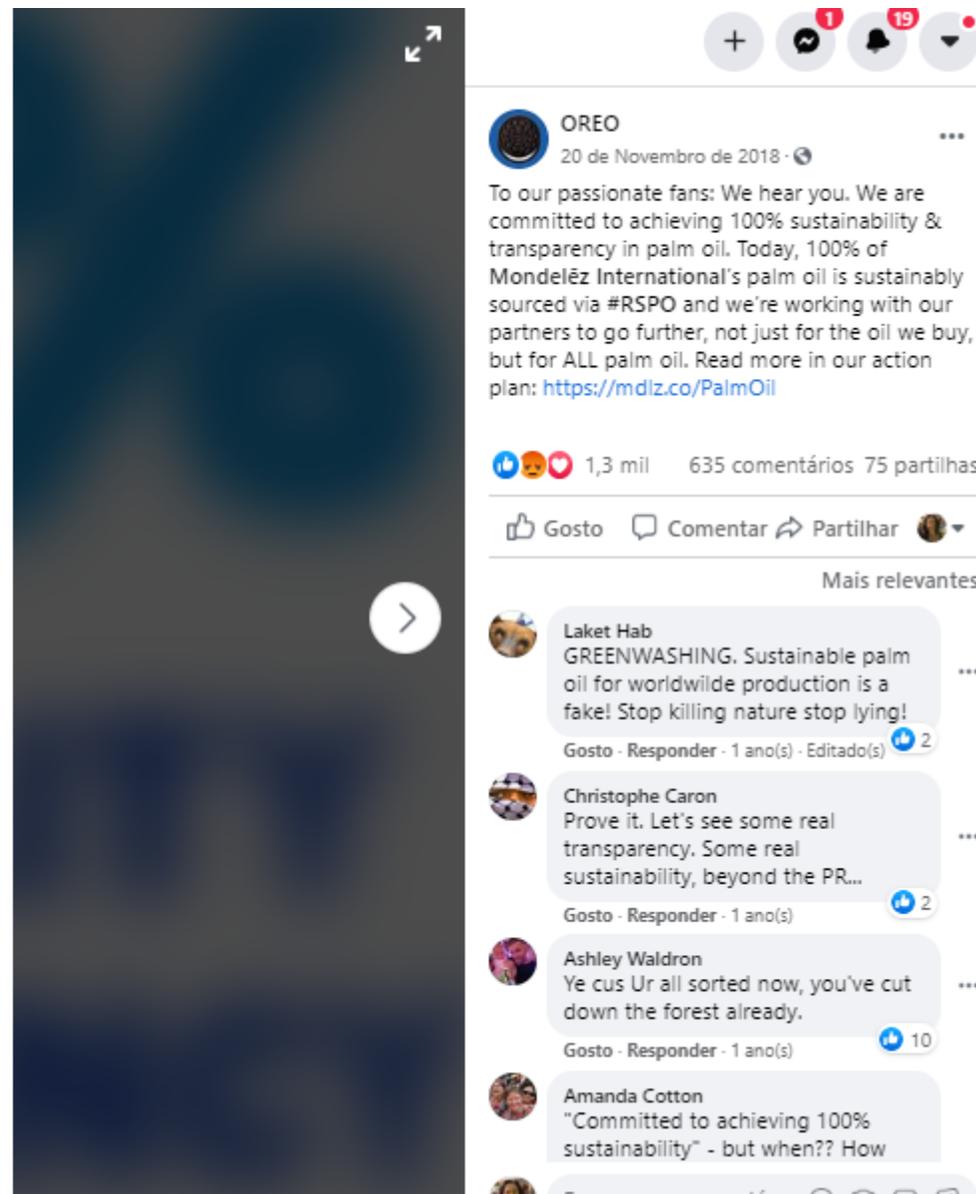
365 38 comentários 267 mil visualizações

Gosto Comentar Partilhar

**OUR GOAL:**

# 100%

**SUSTAINABILITY  
& TRANSPARENCY  
IN SOURCING PALM OIL**





**SONIC**

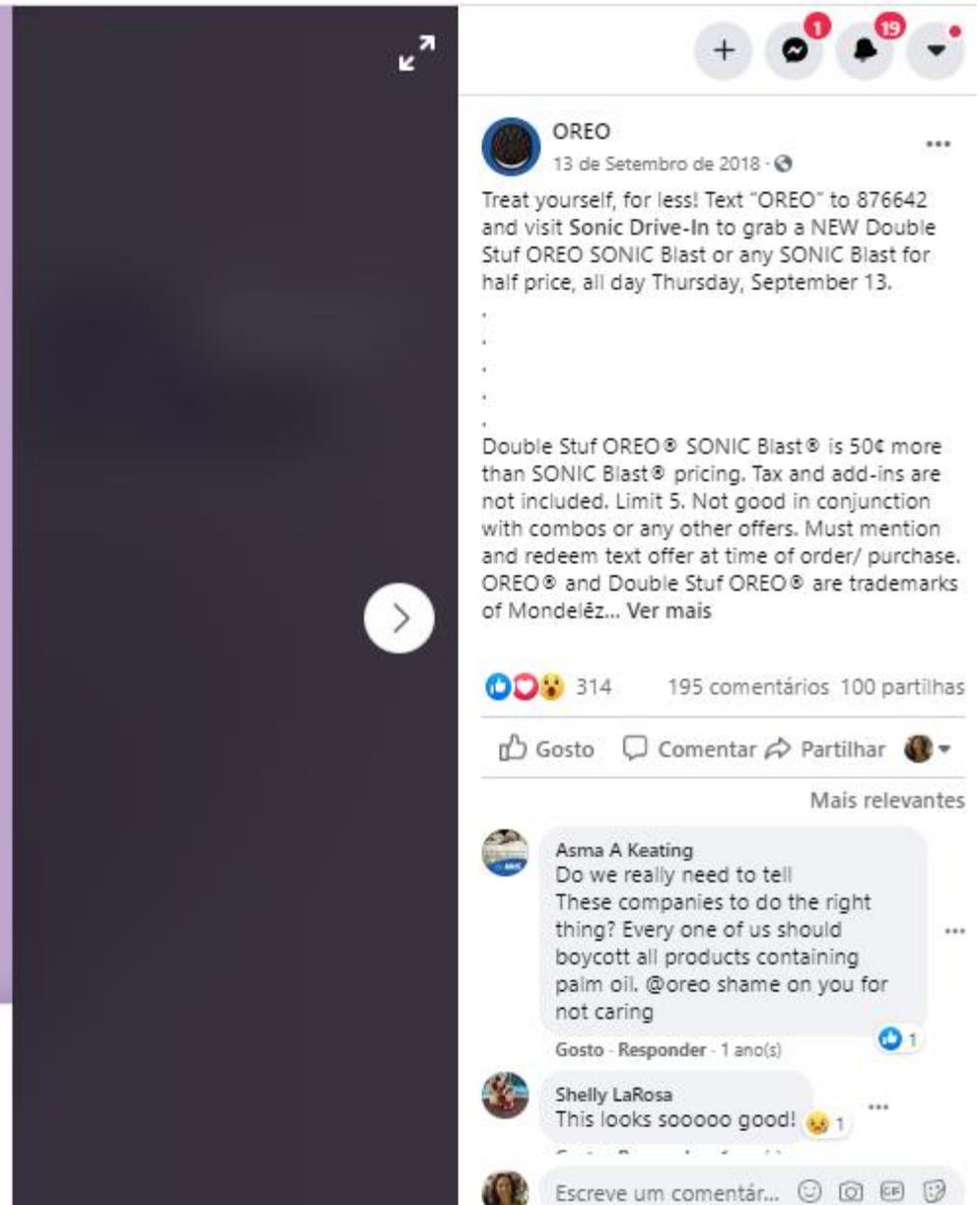
*Sweet CRÈME*

**OREO® 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® SONIC Blast® is 50¢ more than SONIC Blast® 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® and Double Stuf OREO® 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

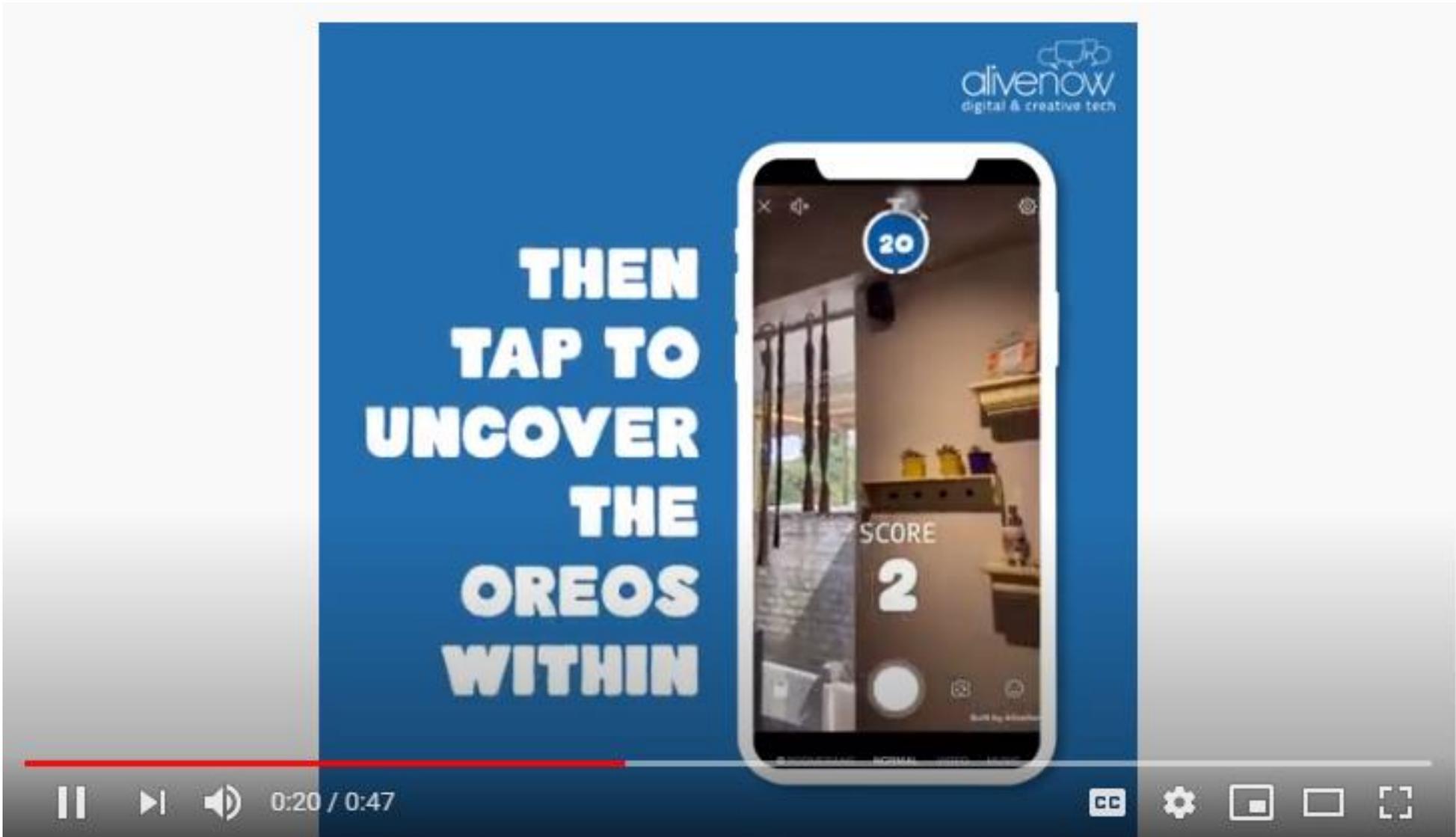
Gosto - Responder · 1 ano(s)

**Shelly LaRosa**  
This looks sooooo good! 🤤

Escreve um comentár...

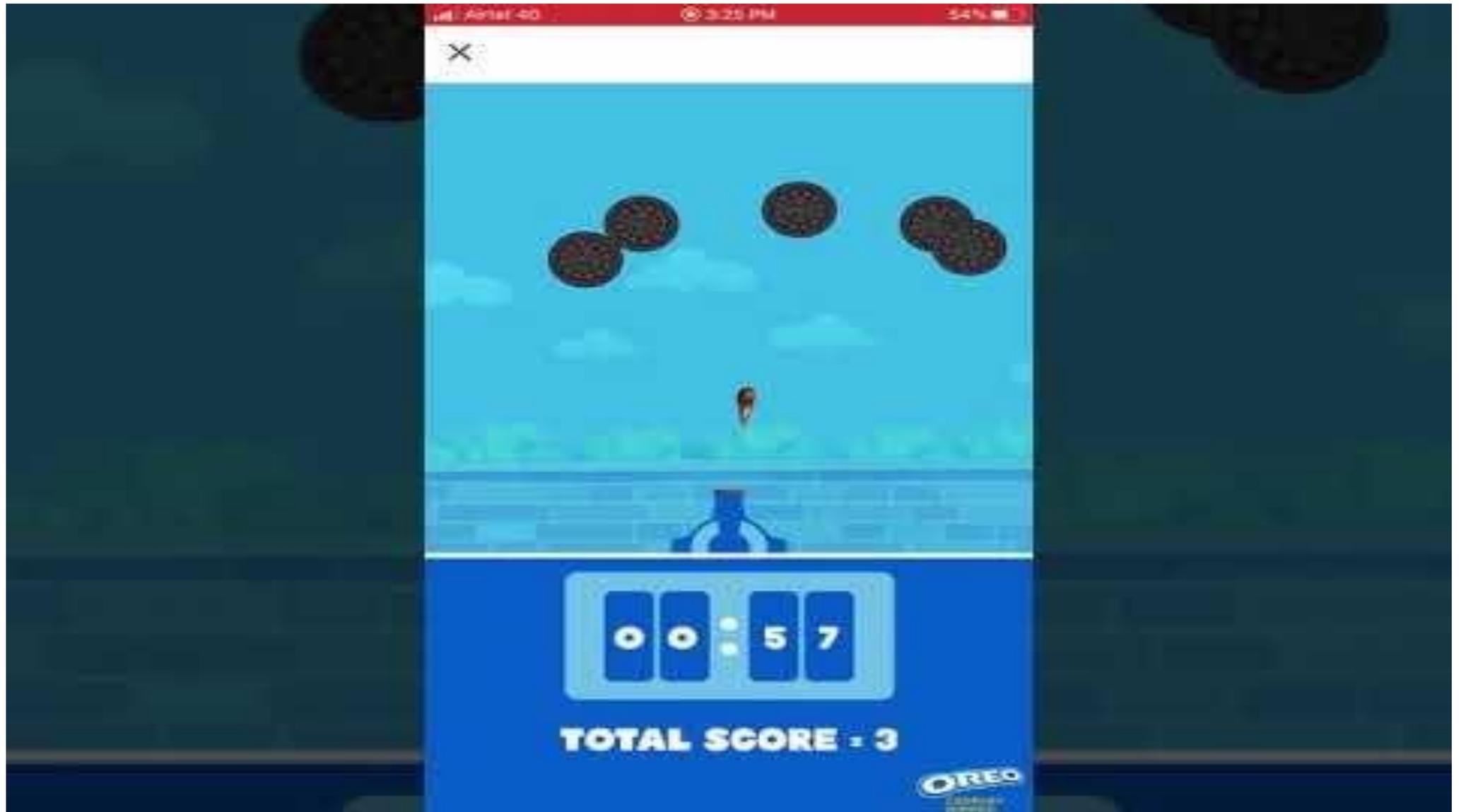
**LOOK  
AROUND  
TO SPOT  
ALL THE  
OREO  
PACKS**





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

Citeforma - Sofia Alçada



Citeforma - Sofia Alçada

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

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

Cada rede social  
tem as suas  
particularidades  
em relação ao  
conteúdo



# Dúvidas?

