

[Press Release]

## OREO Launches the Pink Spring Edition

- OREO launched two season-specific sandwich cookies: Sakura Matcha and Peach Oolong
  - OREO invited celebrity Li Qin on board as the brand ambassador
- OREO partnered with Perfect Diary to launch a limited number of co-branded cushion compact

**April 7, 2020, Shanghai**—The cherry blossoms of spring herald a spring season in China. The colorful blossoms have raised people’s spirits after the dark days of the novel coronavirus outbreak. People's love of the cherry blossom makes pink the most commonly seen color on the screen of people's mobile devices as they will choose their favorite photos of cherry blossoms as screen savers in March and April. These months see the launch of numerous new products, especially snacks, with the theme of cherry blossoms. And OREO, the iconic brand of Mondelēz China, launched its spring edition for people to "eat OREO while enjoying cherry blossoms" in March, winning the hearts of many young followers with its colorful marketing campaign.



The snacks market is evolving by the day, as people's snacking habit is being enriched by their pursuit of different experiences and an emotional connection with brands. Holly Yuan, Vice President, Biscuits Marketing of Mondelēz Greater China, said: "Cherry blossoms are a hot topic in spring, and consumers like to try new products related to them. OREO has a strong consumer base, and we are obliged to respond to their desire for new products."

OREO keeps innovating with flavors and marketing models to deliver various surprises to consumers. OREO launched the limited edition of new products for spring this year based on market insights. The products represent a bold attempt to reinforce the brand’s assets and seek

new breakthroughs. Ms. Yuan said, "Before launching the new products, we began by being innovative with the colors of OREO biscuits. Meanwhile, we also launched a series of promotions on digital channels, to make OREO the brightest star in snacks this spring."



### Targeting cherry blossoms as a hot topic to deliver the ultimate results in product promotion

OREO is an iconic snack brand of Mondelez International and it has many fans. The brand encourages consumers to "Play with OREO". This time, inspired by the warmth of spring and the cherry blossom season, OREO launched two different season-specific sandwich cookies: Sakura Matcha and Peach Oolong. Sakura Matcha is the first pinkish OREO in history. The lovely appearance with a romantic sakura aroma makes it the favorite among young girls. OREO also launched a limited-edition pack of crispy rolls for spring, you can get chocolate, vanilla, and cherry blossom matcha in a pack.



OREO wants consumers to delight in its products using all their senses. To showcase its seasonal joie de vivre, OREO swapped the traditional blue outer box, for an exuberant design of eye-catching pink, and pastel orange along with cherry blossoms and white peaches. Adding to OREO's spring appeal, inside each box are six cute and uniquely themed separate packs, including "Good Luck with Cherry Blossoms in Spring", "Immersed with Peaches", and "A Peach Treat for You". These playful packs help to enhance the social networking function of the new products. Consumers believe that these smaller packs really speak for them this spring. The delight is in the details.

### **Partnering with a celebrity and brands from other industries to reinforce brand assets**

OREO also partnered with the female celebrity Li Qin to help promote its new limited-edition products for spring, inviting her on board as the brand ambassador for this campaign. The refreshing and sweet young star is highly aligned with the new products. Li posted a vlog entitled "What to Eat in Spring" on RED, a life style sharing social networking app, to teach people how to cook with OREO at home. Her vlog makes the ways to eat OREO even more diverse and really helps to let consumers "Play with OREO".



And OREO had one more spring surprise, a limited-edition gift box with a co-branded cushion compact foundation inside, which is loved by young female consumers. OREO partnered with Perfect Diary, a popular beauty brand in China, to launch a compact foundation in two colors drawing inspiration from its limited-edition products for spring: both the black cushion derived from Peach Oolong and the pink one derived from Sakura Matcha flavor are very appealing to young girls. The easily recognizable patterns of OREO cookies used on the compact foundation of Perfect Diary let the brand image of OREO be appreciated more deeply.



On March 25, the co-branded product was launched in the flagship store of Perfect Diary on JD.com. It sold out on the same day. Meanwhile, OREO and Perfect Diary are also launching 1,500 limited-edition gift boxes called "Beauty Shops", to further appeal to the aesthetics and needs of young female consumers. The gift boxes will be officially launched on April 9, and pre-orders are already being accepted now. The collaboration between OREO and Perfect Diary will generate marketing topics with a "1+1>2" effect.



The new OREO spring products were launched in convenience stores firstOREO, easily available for consumers and effective increase the offline exposure. The team also worked with ele.me and HiShop to launch products online and leveraged the O2O channels to boost the sale through mobile devices. Hence, consumers were enabled to enjoy the cherry blossom OREO from the comfort of their home.

