

IMC Plan

for

OREO



in India

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IMC Planning Assignment
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America's favorite cookie is finally being launched in India. Oreo was launched **110 years** back. It is the world's top-selling cookie and is enjoyed in more than 100 countries. This age-old cookie company has branded itself to be a cookie that became a whole lot more than just a cookie.

Calling themselves sandwich biscuits, Oreo has grown to own a huge market share in America.

Oreo's brand strategy was majorly based on **childhood, parents, milk, and innocence.**

Oreo is on a mission to bring people together through fun, playful moments. Using multiple taglines like - Wonderfilled, Milk's favorite cookie and Only Oreo, it has penetrated into the foreign market as a joyful brand.

They have also slowly penetrated into Asian markets like China and Vietnamese and came in with product innovations that suit the tastes of their culture.

*And now, they are looking forward to launching Oreo in **INDIA**. Through its parent company Cadbury, Oreo wants to enter the country's estimated Rs 12,000-crore biscuit market. Cadbury being the household name for chocolate or celebration in India, it is important that Oreo markets itself through the brand name of Cadbury.*



IMC Plan for

The Bakery market in India is highly competitive and cluttered with brands like Britannia, Parle, Surya Food & Agro & ITC. For this iconic cookie brand, we would like to create a holistic brand development from brand strategy, and brand management to brand experience. Here is how an integrated marketing communication planning is done for Oreo in India

IDENTIFIED TARGET AUDIENCES

Oreo, the American brand finally launching in India, ought to be in the Premium Cookie segment.

Potential Buyers

The primary identified target audiences are the Urban market in India, focusing on the age groups of **6 to 18 years, children, and adolescents**. The Gen-Z audiences who are right now aged between 13 to 24 years also tend to be a crucial target audience segment.

Deciders

The primary decider of purchasing the product is usually the mother. Hence, our brand message should be based on Urban young mothers, focusing the values like family, warmth, happiness, and togetherness.

An example of a Consumer Persona

Age: 6 to 13

Education: Currently in school

Traits: Jolly and easy going, like specific tastes regarding food, have a good bond with family, likes to play.

Goals: To enjoy time after school at home, to be an outgoing allrounder.

Fears: To not excel among friends, Parents being angry, not doing well in school



IMC MIX FOR OREO'S LAUNCH

ADVERTISING

With a wide range of target audiences including children, adolescents, and youth in general, Oreo will be advertised throughout media like TV, print, and social media.

Campaign 1: 'O for Oreo'

O for Oreo implies the expression or feeling the consumer has after taking a bite of the Oreo cookie. This campaign is majorly focused on Television advertising, as it aims to focus on kids aged between 6 to 13 years.

Here's a TVC brief concept:

The advertisement opens up with an elder sister (15 years) sitting on the couch and chatting on her phone. A younger brother (10 years) comes in holding a glass of milk and slyly sees the sister blushing. He signals that would tell their mother about it, as the then irritated sister asks him not to do so, the brother cleverly asks for the Oreo packet instead (which is on a top shelf). He opens up the Oreo, dunks it in his milk glass and says 'Ooo'. Sister looks at him, takes another Oreo, dunks it in the milk and repeats the same expression 'Ooo'. Both of them continue to eat the cookies fastly, and as the last oreo is left, their mom shows up saying 'Ohoo'. With little panic, they give the last oreo to their mother, and she laughs and takes a bite.

The ad ends with a little kid's voice saying - O for Oreo



Campaign 2: 'Sirf Cookie nahi, Flavour hain'

Around the world, oreo has become a name brand for the bakery segment. Oreo didn't retain to be just a cookie, there are multiple desserts with the base of oreo flavor.

Hence advertising about Oreo being a flavor, we are catering to two types of audiences.

1) **Young Mother** - She is always thinking of ideas to come up with different dishes for their kids. She finds happiness and warmth as her family enjoys what she has prepared. She also faces a demand in the house to make something unique and tasty during weekends or special days.

2) **Young Adults** - They are not rigid in making choices and welcome new tastes. They also have the eagerness to make something of their own.

From milkshakes, ice cream toppings, and ice cream flavors to cakes, oreo around the world is not a mere cookie, but a flavor.

Through the power of social media, we will create content around this campaign, and show the different kinds of dishes that can be made with oreo. This also includes celebrity marketing, where they show their best oreo dessert.



OUT OF HOME

Oreo is being launched in October, the month of festivals in India.

Diwali is a widely celebrated festival across the nation and it resonates with happiness, newness, and light.

We can leverage this widely celebrated festival, and come up with an OOH strategy with static billboards, digital billboards/signages in malls, or Pop-up Stores in supermarkets.

Campaign 3:

'This Diwali, bring home something new'

Diwali is a festival, during which many Indian households tend to buy new things for their house. So here we would float a campaign asking the target audience (in this case, young adults/parents) to try and experience the new cookie in the Indian market.



PUBLIC RELATIONS

Campaign 4:

Invite graphic designers across the nation for a massive national design competition for the launch of oreo.

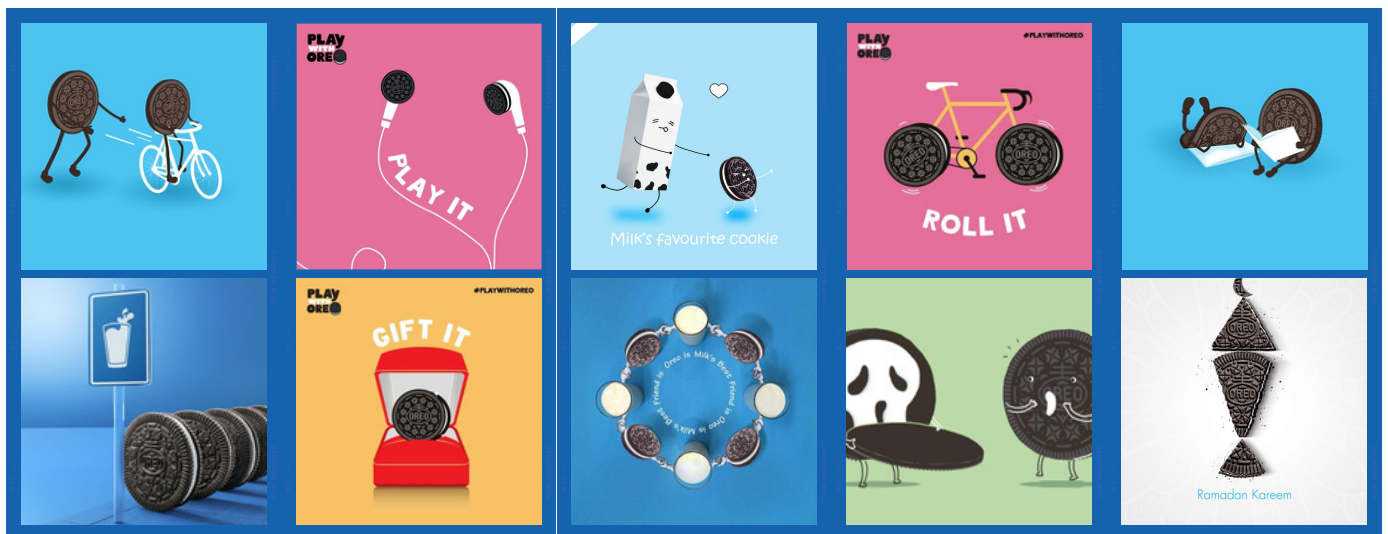
Through this campaign, we aim to attract the youth (18 to 30) on social media platforms like Instagram and Twitter, by stirring conversations on the innovative designs and outlooks of their counterparts.

In this campaign, we conduct a nationwide design competition open to all designers.

The participants are required to come up with quirky designs of their choice based on the Oreo cookie.

The top 5 designers are rewarded with monetary benefits and a chance to work with Oreo.

With all the views about this competition and designs floating around social media, this brings in fun conversations and pushes for a great brand recall.



This is the IMC Planning for Oreo's launch in India in October 2022. Through this mix, we have targeted the right set of target audiences and have come up with strategies that not only cater to brand awareness but also focus on brand recall.



THANK

YOU

