

Case Study 3: Social Media Campaign Plan

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This case study created a social media campaign for Oreo, from May 27th to September 2nd. All research was done via Oreo's official Instagram and X/Twitter along with their official website.

Goal

The main objective of this campaign is to increase awareness for Oreo by making it the snack

consumers go for during the summer. We want customers to think of Oreo products when they think of summer whatever that is through the frozen treats, utilizing them in recipes or snacking on one of the many flavors we want customers to turn to Oreo to get a break from the summer heat.

Objectives

In order to increase brand awarenesses and drive engagement, Oreo will host a Summer Flavors Challenge. Participants will have to buy the summer flavor Oreos, try them and then rank them in a video and post it. Each video will be judged by creativity and entertainment on Instagram. The flavors participants would have to try would include S'mores, Cotton Candy, Churros, Dirt Cake, and the best performing video will win Pool Prize Pack - An Oreo speaker, towel, floaties and other pool accessories plus a trip to Schlitterbahn New Braunfels. Included is free Oreos for your entire stay and for the year. For 2nd place - Oreo Tank Top, Flip Flops and Shorts plus free Oreos and 3rd Place is free Oreos for summer. Our Objective is to have 1,000 people participate in the Summer Taste test challenge by June 29th, 2024. This way we can increase Oreo sales in products that are not as popular that still fit the summer vibe and create a fun challenge that families can participate in to enjoy some family summer fun and get an exciting vacation out of. Oreo's Twitter account is extremely popular and tends to post constantly, they engage in dialogue with their followers. Our Twitter objective is to increase engagement/dialogue by 75% by the end of summer by utilizing tweets that get people more engaged with the brand and make Oreo's followers feel like they have a more personal connection with Oreo.

Content Strategy

We want to use about 80% of our content on Instagram and 20% of our content on Twitter. Branded Content, Sales Pitches and Dialogue are our driving factors in this campaign because our goal is to show people that Oreo products should be their go-to. We will partner with companies and influencers in order to get our campaign out there. Utilizing Keith Lee, he will be our influencer for the Summer Flavors challenge because he is known for his food reviews. Collaborating with National Parks and The Outdoor Boys is a great way to show the high adventure audience ways in which Oreos can be used in popcorn, trail mix, as a s'more or as trail mix for a camping trip. Oreo collaborating with the Baltimore Orioles is another great publicity move as baseball is an extremely popular summer sport and is known as America's past time. Oreos and Orioles also have similar sounding names, making a funny discourse for social media. Using different audiences, influencers and companies shows how versatile Oreo truly is and how to make it the snack for summer.

Branded Content

One of the biggest content strategies we plan to use is branded content. Oreo will promote its Summer Flavors Challenge on its social media platforms, highlighting how Oreo products can be used in summertime activities. Oreo's mission statement is for people to stay playful with their

product, so using social media to show people having fun is a great way to promote the brand and products. These posts can show people by the pool enjoying Oreo's frozen treats, eating S'mores-flavor Oreos at a campfire, or enjoying Cotton Candy Oreos with their family. We also plan to incorporate influencers and feature them on the Oreo Instagram page. They will be used to promote the Summer Flavors Challenge and encourage people to participate in the challenge.

Sales Pitches

This campaign will utilize sales pitches to promote the lesser-known summer-themed flavors. Since our goal is to build brand awareness for Oreo, it is important that people know there is more to the brand than just the regular flavor of Oreos. Since Oreo already uses their social media pages to promote new and returning flavors, it will not feel out of place for this to be part of the summer campaign. The products we feel fit the summer theme are the Oreo Frozen Treats, Cotton Candy, S'mores, Churro and Dirt Cake flavors, Oreo x Orioles, and a line of Summer Oreos that feature a sea-blue filling and summer designs on the cookie. The sales pitches will announce the dates these products return and will be in Oreo's voice to connect to its brand.

Dialogue

Oreo's Twitter will mainly be where we try to utilize dialogue and get fans engaged. Oreo's Twitter is already very interactive, with many of their tweets specifically made to encourage fan engagement and replies. The summer campaign will continue this trend. It will not only promote the summer products, but also get people excited for these products. Since Twitter is not as photo centric as a platform like Instagram, their Twitter page will not highlight the Summer Flavors Challenge as much.

DEI/CSR/Social Good

DEI will not be as prominent as the other content strategies for our summer campaign, but it still will be featured. Since June is LGBTQ+ Pride Month, Oreo will still promote DEI during this time. Oreo has previously partnered with PFLAG+, a human rights organization that is pro LGBTQ+, and will promote their partnership again during the month of June. We have created content surrounding the Oreo designed for PLFAG and have a few posts that highlight different holidays focused on DEI/CSR/Social Good.

Metrics

For Oreo to make sure people are engaged in the Summer Flavors Challenge, a hashtag will be created to be used for all posts related. The hashtag #OreoSummerFlavors will be used by Oreo, influencers, and fans participating in the challenge to keep track of engagement. To track our performance, we will utilize Sprout Social and monitor keywords such as Oreo Summer Flavors, Summer, Beach, Pool, Oreos, Frozen Treats, Oreo Ice Cream, Oreo Summer Flavors Challenge, Baseball, Hiking, Camping, Pool, Orioles baseball, Orioles baseball x Oreos and other summer

related keywords. This way we can monitor what people are saying about these topics/ideas and be able to relate our product back to them and stay on trend. We will also track our Instagram and Twitter analytics to see how engaged people are with the social media platforms.

Content Calendar

To map out our social media plan for the months of May to September, we created a content calendar to show what will be posted each day for these months. The posts labeled “I” will be posted to Instagram and the posts labeled “T” will be shared on Twitter. Each post is also labeled with which type of content strategy we will use, Branded Content (BC), Sales Pitch (SP), Dialogue (D), Influencers (IN), and DEI. Each month, our content is focused on different ideas. We launched the #summerflavorschallenge on Instagram, which had us tailor our content more around Influencer content on Instagram, utilizing Keith Lee and our social media team to hype up the flavors. To advertise the various flavors, we found fun ways to create content around sales pitches by integrating the flavors within the activity. For example, going to the carnival with the Cotton Candy Oreos. With Oreo having a partnership with PLFAG we thought it was important to highlight more of this in June as it being Pride month. In July, our focus switched to where Oreos can be taken. July is the month students are fully off and more vacations are taken, with 51% of families traveling somewhere. We focused on Branded content with the National Park service and outdoor enthusiast the Outdoor Boys to make content on how to take Oreos on your hikes for Oreo trail Mix, within popcorn, snack bars and even as a S’more or bring the S’more Oreo. Summer is prime baseball season, and The Orioles have a similar name to Oreos. A partnership with them to make custom Oreos makes excellent content for July. Continuing into August we spent more time on the wider brand of Oreos and less partnerships and more on the way to use Oreos in the last few weeks of summer. With content surrounding the Oreos in different travel locations and ways to have family fun in the sun with Oreos. We end the campaign leading to the announcement of our upcoming Fall campaign. Our content calendar is busy, but having a variety of posts that are tailored to different audiences is a fantastic way to expand our brand awareness and reach the goals and objectives we want for the summer campaign.

Content Calendar for May 27th to June 29th

Content Calendar

05.27 Where do you Oreo? T/I SP	05.28 Oreo Burger National Burger Day BC	05.29 BREAK	05.30 Indulge in a feast of flavor with our latest creation – Churros Oreo! 🍌🍌 Insta SP	05.31 tweet: Smile because you are born in the Same timeline as Oreos "national smile day" 😊	06.01 Oreo Summer Flavor Challenge I BC	06.02 PFLAG History with Oreos T DEI/SG	
06.03 PFLAG History with Oreos I DEI/SG	06.04 Embark on a flavor adventure with our irresistible S'mores Oreo! 🍌🍌 SP/I	06.05 S'mores Recipes BC I	06.06 BRB Eating an Ice Cream Bar T BC	06.07 National Donut Day- Oreo Donut recipe BC I	06.08 Good Morning who choose Oreo as an ice cream topping only T D	06.09 UGC employees doing the Summer Flavor challenge I BC	
06.08 Oreo Dirt Cake recipe I BC	06.09 Mood post Eating Oreo Ice Cream pops by the pool I BC	06.10 LGBT retweet DEI/SG T	06.11 Get ready to indulge in a whirlwind of sweetness with our newest creation – Cotton Candy Oreo! 🍌 SP I	06.12 Keith Lee collab with Oreo's rating different Oreo flavors 1-10 I IN	06.13 Road Trip Ready- 10 pack of oreos and a gallon of milk T BC	6.14 What to bring to a cook out Oreo Fruit Tart recipe I BC	
06.15 BREAK	6.16 The Father's Day: treat Dad to a personalized surprise with Oreo EDI 🍌🍌 SP UT	6.17 Keith Lee and friends post I IN	06.18 Summer Activities as different Oreo Flavor T D	06.19 Celebrate freedom and unity with Oreos this Juneteenth! 🍌🍌 I/T DEI/SG	06.20 1st Day of Summer Get ready to soak up the sun with the perfect summer treat - Summer Oreo! 🍌🍌 SP T/D T/D	06.21 Have you thanked me today #nationalappreciationday T D	
06.22 Dive into deliciousness with our tantalizing twist on a classic favorite - Dirt Cake Oreo! 🍌🍌 SP I	06.23 Can't get to the beach make this adorable Oreo Cakester fish SP/BC I	06.24 Would you rather give up Oreos or Chips Ahoy... there is a right answer T D	06.25 Looking for the ultimate summer treat that will leave your taste buds craving for more? Look no further! Introducing our sizzling sensation - Deep Fried Oreo! 🍌🍌 BC	06.26 Break	06.27 Celebrate love in all its delicious forms with Pride Oreo! 🍌🍌 T/I DEI/SG	06.28 Useful Tip: try freezing your Oreos before eating them. The cold temperature gives them a refreshing and crunchy texture that's perfect for hot summer days. Vid BC I	06.29 Announce the winners of Oreo Summer Challenge I BC

Content Calendar for June 30th to July 31st

Content Calendar for August 1st to September 2nd

Content Calendar

08.01 August slipped away in a moment in time T D	08.02 Tax free weekend? That means I can spend more money on Oreo's right. D BC	08.03 Feature a fan-submitted Oreo dessert recipe BC T	08.03 Collaborate with a local influencer for a summer Oreo bake-off BC T	08.04 Collaborate with a fitness influencer for Oreo protein shake IN I	08.05 BREAK	08.06 Showcase Oreo cookies in a tropical summer theme outfits D I	08.07 Best Summer Snacks for a mom on the go-Collaborate with a food blogger for Oreo summer snack ideas IN I	08.08 National park post BC T
08.09 Who remembers this commercial? Share a nostalgic Oreo commercial from summers past T D	08.10 Celebrate National S'mores Day with Oreo s'mores recipes I BC	08.11 Collaborate with a cooking show host for an Oreo summer dessert I BC	08.12 Share a fan art showcase featuring summer-themed Oreo creations T BC	08.13 Collaborate with a lifestyle influencer for Oreo summer fashion snacks T BC	08.14 Share a recipe video/teal for a refreshing Oreo ice cream sandwich T BC	08.15 Highlight Oreo's commitment to sustainability in summer packaging I BC	08.16 Collaborate with a DIY influencer for a fun Oreo summer craft I BC	08.17 break
08.18 🌴🍌 Golden Moments in the Bahamas with Double Oreo! I BC	08.19 🍷🍷 Discover the Cool Delight of Frozen Oreo Treats in the Arctic! BC I	08.20 🏔️🍌 Reach New Peaks with Double Stuff Oreo in the Mountains! BC I	08.21 🍭🍌 Step Right Up to the Sweetest Show on Earth with Cotton Candy Oreo! BC I	08.22 🌟🍌 Complete Adventures with Oreo S'mores: Where Every Moment is S'more Fun! BC I	08.24 🌍🍌 Summer Adventures with Oreo 🍌 BC I	08.25 Share a nostalgic Oreo commercial from summers past BC I	08.26 Schools starting back up: hope you packed some Oreo to make silly week actually silly BC T	08.27 Share a behind-the-scenes look at Oreo's summer marketing campaign BC I
08.28 Baseball Oreo's All-Star post with Cal Ripken Jr. IN I	08.29 #OreoShare a nostalgic Oreo commercial from summers past T BC	08.30 Collaborate with a lifestyle influencer for Oreo summer fashion snacks BC I	08.31 Tag yourself in the melting ice cream bar D I	09.01 break	09.02 Something brewing in the kitchen 🍷🍌 T D			

Link to content calendar for a better view:

https://www.canva.com/design/DAGDREJfJvI/kVcKVMxA_WbdsrqStSfpBQ/edit?utm_content=DAGDREJfJvI&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton

Justification

We believe this social media campaign does not deviate from Oreo's existing social media presence. While it is a promotion, it still follows Oreo's key principles for storytelling through

social media and their brand's voice. In our previous case studies, we have seen that Oreo already includes promotions and sales pitches on their Instagram and Twitter pages, so a summer-wide campaign that follows this style will be supported by Oreo's followers. We noticed that they are proud of their partnership with PFLAG on their website but lack content on their social media. Within this campaign we wanted to create more content that focused on the DEI/CSR/Social Good that Oreo does. Rather than only having three social good posts across both Twitter and Instagram, we have created six that explain what Oreo does for PFLAG and the importance of celebrating DEI. Within our research we have looked at the types of content that Oreo has and have chosen to implement the same practices within our campaign by making sure we highlight recipes, funny videos, partnerships and engage with our audience. We took a newer approach by adding more influencers to this campaign while keeping with the theme of the brand. When Oreo utilize influencers, they tend to be experts in the food industry from professional taste testers or chefs. Within this campaign we decided to continue with experts just in a variety of fields. From sports, to lifestyle, to food and outdoors. At the core of our post all the content related back to Oreo in some way. Even if it was a silly joke, meme or vacation post we made sure the community values our brand in a positive light.

With the use of influencers, we believe that this model follows the two-step flow theory of communication. People are more influenced by "opinion leaders", so we believe that using influencers will allow the summer campaign to be even bigger. Influencers can promote the Summer Flavors Challenge, which will get more people to participate. People will be more encouraged to engage with the Oreo social media pages if they see their favorite influencers collaborating with them. While Oreo does not feature many influencers on their social media pages, we believe that utilizing them for this campaign will not stray far from their brand image and will only help the success of the campaign.

References

[Twitter.com/oreo](https://twitter.com/oreo)

[Instagram.com/oreo](https://www.instagram.com/oreo)

<https://www.oreo.com/>

<https://www.tasteofhome.com/collection/regional-recipes-from-across-the-country/>