



LET THE COOKIES
DECIDE





IDEA OVERVIEW

INSIGHT

The average person makes tens of thousands of decisions a day. It's a serious daily effort! And in South Africa, we have a way of avoiding decisiveness.

That's why we're often a bit vague. We say 'now now' or 'just now' when asked when we'll be there. We say "Ja Nee" when we agree - or maybe not.



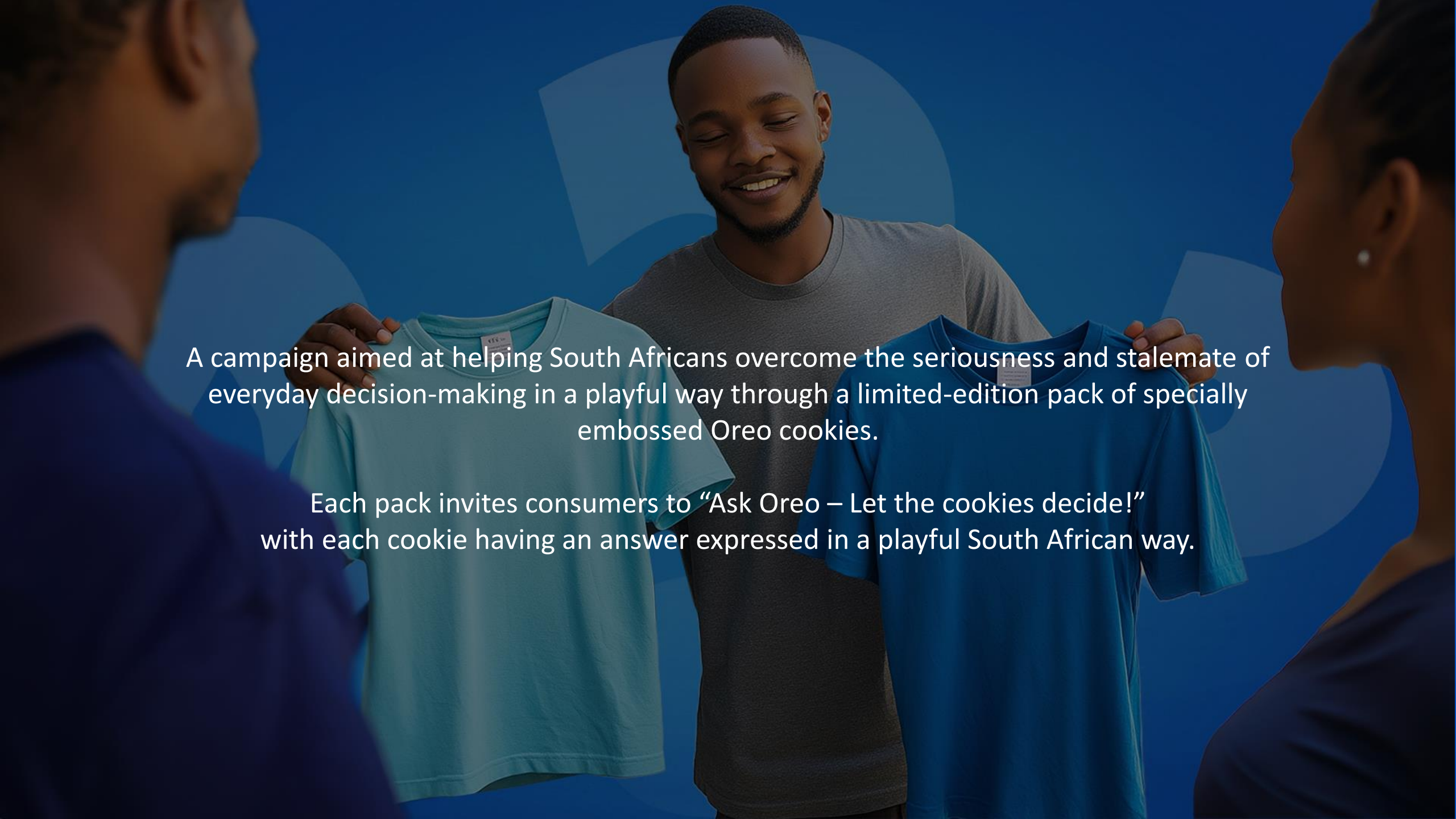


SO HOW CAN THE WORLD'S MOST PLAYFUL COOKIE
GIVE DECISION-MAKING A PLAYFUL OREO TWIST?

INTRODUCING



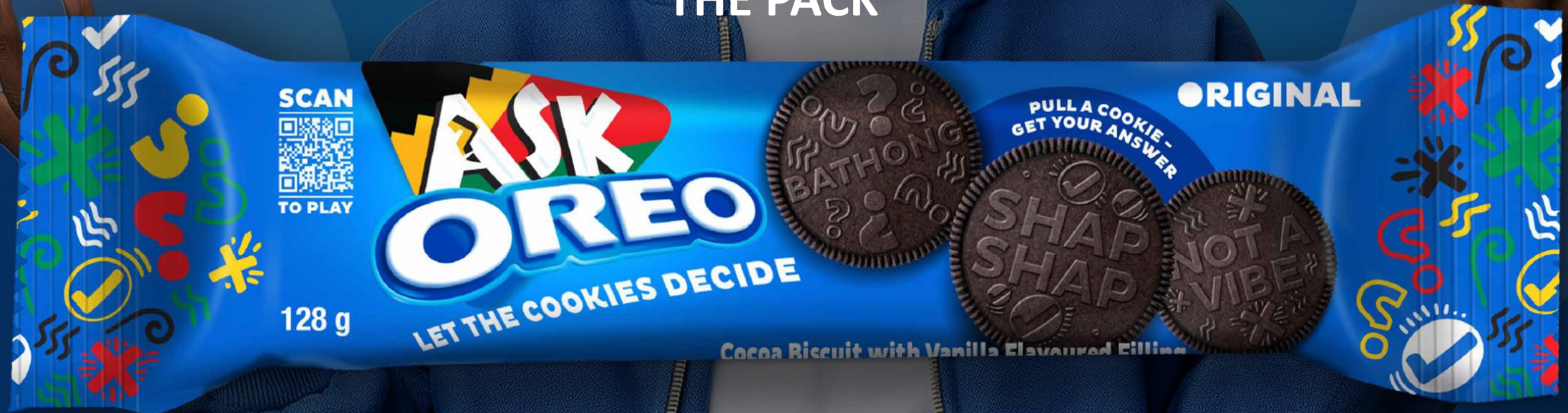
LET THE COOKIES
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A man with a beard and short hair, wearing a grey t-shirt, is smiling and holding up two t-shirts. The t-shirt on the left is light blue, and the one on the right is a darker blue. He is standing in front of a blue background with large, faint, stylized letters. To his left and right are the backs of two other people's heads, looking towards him. The overall scene suggests a presentation or a choice being made.

A campaign aimed at helping South Africans overcome the seriousness and stalemate of everyday decision-making in a playful way through a limited-edition pack of specially embossed Oreo cookies.

Each pack invites consumers to “Ask Oreo – Let the cookies decide!” with each cookie having an answer expressed in a playful South African way.

THE PACK





24 x UNIQUE EMBOSSED BISCUITS

THE KV





COMMS STRAT





MESSAGING ALIGNMENT

ASK OREO

BEM PILLAR

PLAYFUL WITH PEOPLE.

AUDIENCE TENSION

LIFE IS SERIOUS AND EVERYDAY CHOICES CAN HAVE POTENTIALLY FAR-REACHING IMPLICATIONS.

EMPATHY@ SCALE: SPECIAL MOMENT FOR AMPLIFICATION

EVERYDAY MOMENTS WHEN SOUTH AFRICANS ARE FACED WITH CHOICE-MAKING - BIG AND SMALL.

PLAYFUL ITERATION

PLAY WITH OREO AND TAKE THE SERIOUSNESS OUT OF THOSE DECISION-MAKING MOMENTS.



Post date:
1 May 2025



SCENARIO 1: LEG DAY

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Scene: In the kitchen, with limited edition Ask Oreo cookies placed on the counter next to a blender.

We open mid-conversation between two bros. One asks, “*Are we skipping legs today?*” as he drops a few Oreos into a blender making a shake. The other, a lanky guy with a slim build, pulls an Oreo out of the pack, and sees a hard “*Nooit ma bru*” embossed on the cookie. He takes a bite and confidently replies, “*Nooit.*”

SCENARIO 1: LEG DAY

Scene: In a makeshift home gym in the garage

We cut to the two guys in a home gym with the lanky guy on a leg press machine, revealing his hilariously oversized, muscular legs that look comically out of proportion with the rest of his body.

Title: Ask Oreo—let the cookies decide.

Post date:
12 May 2025



SCENARIO 2: JUST A BABY

SCENARIO 2: JUST A BABY

Scene: It's nighttime and we're in the living room of newly-wed couple. The husband has the limited edition Ask Oreo cookies placed on the side table, with a baby monitor close by, and some 'baby' items and toys scattered around.

A young couple lounges on the couch, mid-debate. The husband munches on an Oreo, as he pleads, *"She's just a baby!"*. His wife, unimpressed and deadpans says a hard, *"No."* He tries again, *"But you know she doesn't sleep well unless she's with us..."*, but the wife stays firm — *"It's called sleep training"*. With a hopeful grin, he suggests, *"...let's ask Oreo?"*

He pulls a cookie from the pack, revealing an embossed *"Yebo!"* The wife sighs in defeat as he eagerly gets up from the couch.

SCENARIO 2: JUST A BABY

We cut to the reveal—a hefty Boerboel sprawled across their tiny couch, leaving very little space for the couple, with the husband happily snuggling up to their humongous “*baby*.”

Title: Ask Oreo—let the cookies decide.



SCENARIO 3: THE GHOSTER

Missed

Clear



John

1m ago

Still on for tonight? 😊

Post date:
2 June 2025

Missed

Clear



John

1m ago

Still on for tonight? 😊

SCENARIO 3: THE GHOSTER

Scene: Our character has the Ask Oreo limited edition cookies placed on the side table next to a pool lounge as she types on her phone.

We open on a close-up of a smartphone in a woman's lap. A message from John pops up, "*Still on for tonight?* 😊". Her thumbs hover over her phone as she types, and deletes. Types again, deletes again. "*Ugh, should I just ghost him?*", she mutters, as she pulls out an Oreo from a pack on the table. She flips it, revealing a "*Only Gogo Knows*" embossed on it.

SCENARIO 3: THE GHOSTER

The camera pulls back and we reveal we're in the pool area in an old-age home and that the woman holding the phone *is* an elderly gogo. She looks up, and across the pool, an elderly man sits on his pool lounge and winks at her. Another gogo sitting with her leans in and whispers, *"Plenty more fish in the sea"*

Title: Ask Oreo—let the cookies decide.



ENDFRAME

CAMPAIGN FLYWHEEL

An integrated multi-media and channel-fit approach will work to build awareness, interest and drive engagement around our campaign.





DUNK-O