

Merchandising Maximized

Oreo

Challenge:

Temple-Inland Display and Packaging was asked to develop a display that would support the Oreo Jingle promotion by bringing added awareness to the promotion and giving consumers an opportunity to participate in a jingle contest through the Oreo.com website.

Response:

- Corrugated construction for light weight, durability
- Highly visible header card announces Jingle contest; directs to Oreo.com
- Colorful graphics show Oreo characters from print, TV ads
- 4-side shopability for outstanding consumer access
- Small footprint makes display applicable to variety of retail setups
- Main bin design similar to generic Nabisco floor stands for ease of assembly

Results:

The colorful Oreo Milk Truck display has been well accepted by merchants and by consumers, contributing to the overall success of the jingle promotion.



Temple-Inland

317.390.3300 | www.templeinland.com

DisplayandPackaging@templeinland.com