

MUSIC

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# Lady Gaga and Oreo Team Up for Musical Messages of Kindness—and Cookies

Tie-in with the artist's Chromatica album



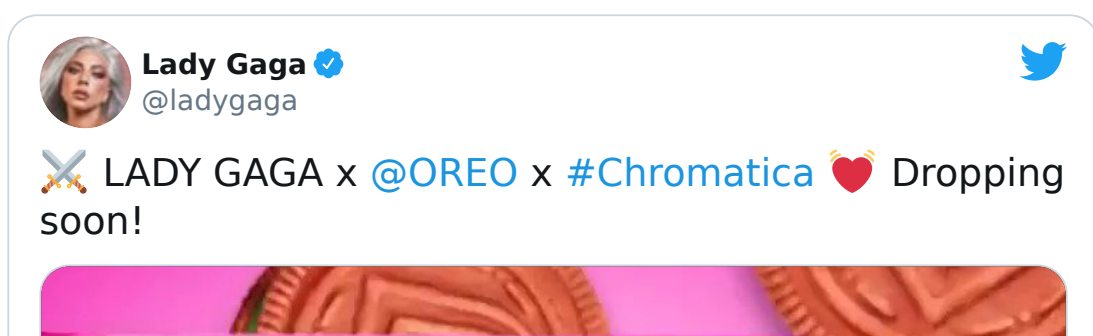
By [David Gianatasio](#) on Dec 02 2020 - 1:00pm





Pink-colored, vanilla-flavored Oreo cookies with creamy green filling. Such is the stuff—and the stuffing!—of the Nabisco brand's team-up with pop superstar Lady Gaga.

Available in six-packs starting in January, and full-size packs later on, the treats feature design flourishes inspired by herself's sixth album, *Chromatica*, which dropped in May.





3:03 PM · Dec 2, 2020



♡ 123.1K    💬 18.8K people are Tweeting about this

Hopefully, the brand will preserve some of the limited-edition Gaga cookies [in its apocalypse-proof vault](#) for posterity.

Developed with The Martin Agency, the campaign also boasts a "Sing It With Oreo" contest, running Dec. 15 through the end of April, inviting fans to scan QR codes and record "messages of kindness." These "Oreograms," as they're called, will be instantly turned into songs for sharing with friends and family. (Have they considered *Oreograhams*? Mmmm.) Prizes include a trip to one of Gaga's concerts, pandemic permitting, and a chance to chill with the star.



"Over the last few years, music has become a key element of our purpose to spread more **joy** and **playfulness** in the world through partnerships and entertainment properties alike," says Oreo senior director Justin Parnell. "We cannot wait to unleash her world of Chromatica on our Oreo cookie and encourage fans to spread musical messages of kindness to create a brighter and more connected country."

Oreo frequently displays its commitment to kindness in LGBTQ+ initiatives, such as **this touching film**—and Pride Rainbow cookies—created in October with PFLAG and 360i.

## CREDITS

Client: OREO, Mondelez International

Senior Director, OREO Brand Equity - Justin Parnell

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Lead Production Partner: MediaMonks

Partners:

Merkle

Universal Music Group

CAA Brand Consulting

Social Agency: 360i

PR Agency: Weber Shandwick

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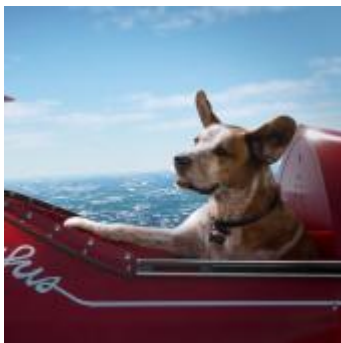
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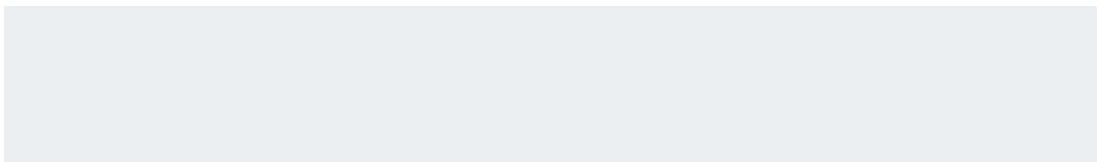
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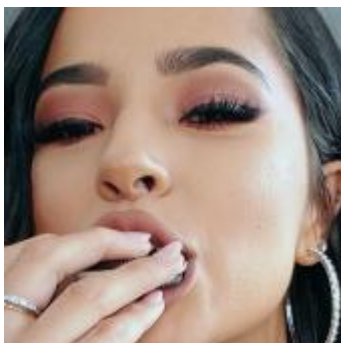
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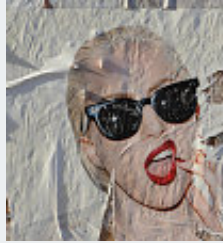
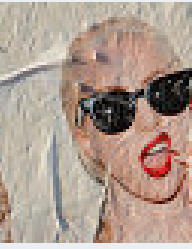
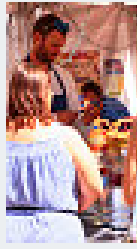
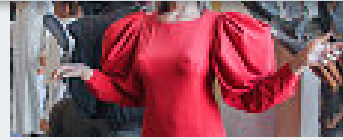


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