

Our Work

# Oreocodes

# Creating a commerce experience that turns milk barcodes into OREO offers

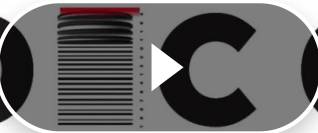
## CLIENT

Mondelez

## OFFICE

United States

"Oreocodes" is a first-of-its-kind commerce experience that unlocks offers through the OREO cookies hidden in plain sight on every milk carton, allowing shoppers to turn the black and white barcodes found in every fridge into an interactive experience that reminds consumers that every glass of milk deserves an OREO cookie.

**O R E O  C O D E S**

Oreocodes is not only a clever yet playful vehicle to drive purchase, but also demonstrates the importance of continuing to push greater engagement with our shoppers by leveraging new capabilities and reframing how our shoppers think and feel about our beloved brands.

Steve McGowan

Head of Shopper Marketing & Strategic Partnerships, Mondelez International

**Challenge**

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**Inspiration**

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**Idea**

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**Growth**



ANCE

sales

AT A GLANCE

83%

Redemption rate

AT A GLANCE

230%

Social engagement

AWARDS



2023 NEW YORK FESTIVALS

Commerce and Creativity - Food / Drink / Restaurants

GRAND PRIZE



2023 NEW YORK FESTIVALS

Commerce and Creativity - Mobile Ecommerce

GOLD



2023 NEW YORK FESTIVALS

Direct - Food / Drink / Restaurants

GOLD



**2023 NEW YORK  
FESTIVALS**

Print - Food /  
Drink /  
Restaurants

—  
**GOLD**

**2023 CANNES  
LIONS**

Creative  
Commerce - B02:  
Mobile-led  
Commerce

—  
**GOLD**

**2023 LONDON  
INTERNATIONAL  
AWARDS**

Non-Traditional:  
Direct Marketing

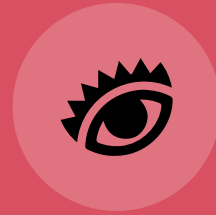
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**GOLD**



**2023 LONDON  
INTERNATIONAL  
AWARDS**

Digital - Visual  
Design

—  
**GOLD**



**2023 EL OJO**

Best Latin Idea  
for the World: IL3  
- Ideas of Latinos  
Living Outside of  
Latin America

—  
**GOLD**

**PRESS**

OREO Turns Milk  
Barcodes into  
Scannable  
Cookies

Oreo aims to  
prove its cookies  
are milk's perfect  
match with new

[Little Black Book](#) ↗

# interactive barcodes

[The Drum](#) ↗

Milk and Cookies  
Break: OREO  
finds it's Natural  
Partner in Carton  
Barcodes

[Media Post](#) ↗

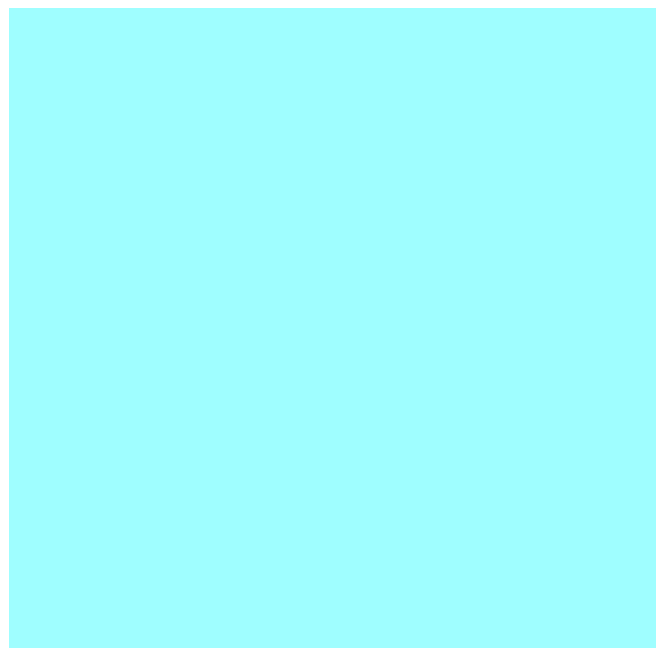
15 Hidden Gems  
Among 2023's  
Cannes Lions  
Winners

[AdAge](#) ↗

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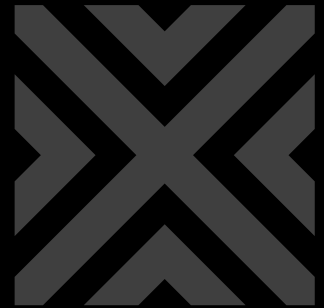
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