

# Class Notes

## Consumer Programs—Less Than \$10 Per Recipient



### Nabisco Biscuit Company

**Objective:** To increase sales while gaining incremental Oreo displays and building long-term brand equity.

**Strategy & Execution:** In one of the most fun and visual contests of the year, kids at participating stores were given 30 seconds to stack as many Oreo cookies as they could. One stacking contest was actually held on the field during a St. Louis Cardinals game. T-shirts and tall Oreo hats were worn by store employees to give the campaign extra visibility. Few kids were able to resist the chance to “play with their food” and win a prize too! Bright, colorful contest displays, Oreo tattoos, and Oreo watches for the winners made this a promotion with bite.

**Results:** Oreo dollar share went up 3.2 share points over the same period from the previous year—the largest share gain from a promotion in the 86-year history of Oreo. Sales during the promotional month were up 37.3% from the same month the previous year.