

## How the cookie crumbles at Oreo pop-up café

Oreo has opened a pop-up café, #PlayWithOreo at The Zone @ Rosebank until 3 May 2015. The experiential café characterises, and will bring to life, the brand's imaginative spirit, as the store is built around the concept of 'play'. The café will be open to fans seven days a week from 10am to 8pm, including public holidays.



"Its fans are used to playing with the biscuit, whether twisting, licking, dunking, rolling, stacking or dipping it to make various delicious treats," says Grant Van Niekerk, Category Leader: Biscuits and Beverages at Mondelez SA. "Now it is on a mission to inspire imagination and play around the globe, not only with the cookie itself, but in consumers' everyday lives. We are thrilled to open the café to celebrate playfulness and inspire more moments of joy."

Fans visiting the café can take time out of their busy, serious days to enjoy the delight of the 'Cookie Conveyor', a moving dessert bar with Oreo-inspired treats designed by the renowned patisserie Danielle Postma from Moemas. Dessert prices will vary from R10 to R40 and the menu is a mouth-watering list of brand happiness.

Whilst at the store, café goers can also let their creative sides free and dream up amazing 'Oreo Selfie' art at the decoration station by choosing from a multitude of miniature and edible props and create their own 'Cookie Characters'.



Internationally, teams are rolling out the campaign with market-related support for the campaign with a new international TVC, which airs in SA from March 2015, a variety of appealing outdoor executions, digital campaigns, limited-edition cookies (in some regions) as well as very strong social and PR arms. A newly launched global microsite developed for the campaign allows fans to view and share multiple forms of playful content as well as make their own 'Cookie Characters' with an animation tool. Any posts shared via social media platforms, which use the campaign hash tag, are automatically aggregated to the site for ease of sharing. For more information, go to [www.playwithoreo.com](http://www.playwithoreo.com)

For more, visit: <https://www.bizcommunity.com>