



Redefining the AXA  
Brand  
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# **Redefining the AXA Brand**

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**Oreo Fun Facts**  
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**Did you know?** Oreo is the most popular cookie in the world. In fact, it's the only cookie that's been named after a company.

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**Smart Cookie**

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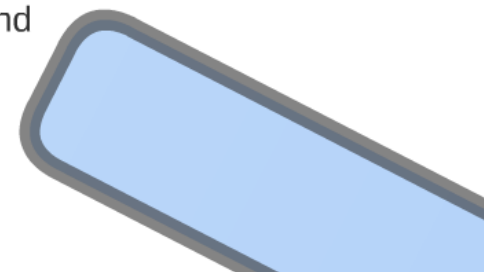


# Oreo Fun Facts

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- **Birthdate:** 1912- the same year when the Titanic sank
- **Sales:** Oreo is the world's favorite cookie and the best-selling cookie brand of the 21st century, with \$1.5 billion in global annual revenues
- **Global Reach:** Oreo cookies can be found in more than 100 countries.
- **Biggest Markets:** Rank order based on 2010 data: U.S., China, Venezuela, Canada, Indonesia, Mexico, Spain, Central America and the Caribbean, UK and Argentina
- **Fastest Growing Markets:** Rank order based on 2010 data: France (recently launched), Australia/New Zealand, Chile, China, Indonesia, Malaysia/Singapore, Taiwan, Morocco, Mexico and Hong Kong.
- **Twist, Lick, Dunk Ritual:** 50 percent of all Oreo eaters pull apart their cookies before eating, with women twisting them open more often than men.
- **Bakeries:** Kraft Foods is the world's largest biscuit baker. And Oreo is made at 21 bakeries around the world.
- **Oreo fans:** Oreo has a Facebook community of more than 23 million Oreo lovers around the globe, representing 200+ countries and dozens of different languages. Oreo ranks among the top five brand Facebook pages in the world!





# Flavour and Forms

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## United States:

- Triple Double Oreo
- Oreo Fudge Cremes: Peanut Butter and Golden
- Double Stuf Oreo Heads or Tails



## China:

- Oreo green tea ice cream: Oreo cookie with green tea ice cream flavor crème with a cooling sensation that simulates ice cream.
- Oreo wafers: Oreo in a traditional wafer cookie form that's popular in China
- Oreo Double-Fruit in Orange & Mango and Raspberry & Blueberry crème.

## India:

- Oreo Vanilla
- Oreo Choco Creme
- Oreo Strawberry Creme



# Design Analysis of OREO

- Though Known worldwide for it's distinct blue branding and bubble typography
- Subtle differences between the product sold in Australia and that in China

*"Despite being known for it's distinctive blue the world over, the design solution for Oreo is still tweaked for individual markets to improve it's cut through. Oreo just goes to show that the strength of your brand can still rely on one visual device only (in this case it's colour), even in this amazingly diverse and sophisticated market"*

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**OREO**



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- Owned by Kraft Foods Inc
- beginnings in a Nabisco bakery in New York City
- Largely focused on the US market- "America's Best Loved Cookie"
- Launched in China in 1996
- Kraft remade the product for Chinese market
- It paired Milk with Cookies

