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Press Release

OREO introduces ‘OREO Thins’, the newest innovation of thin and crispy cookies, targeting young and working adults

Bangkok, 29 August 2017 – Global snacking powerhouse **Mondelēz International (Thailand) Company Limited** introduces “**OREO Thins**”, the first thin, crispy and delicate cookie with new flavors and a signature taste to reach out to young and professional consumers, aiming to become the number-one cookie brand in the cookies segment of Thailand biscuit market within 2018.

Mr. Tanant Suwanraks, Country Head, Mondelēz International (Thailand) Company Limited, said, “OREO is an American cookie brand with more than a century’s heritage and is the number one brand among Thai consumers due to its signature taste and the remarkable ‘twist, lick, dunk’ communication campaigns that have made it one of the favorite cookie brands in the entire consumer range. This year, OREO’s goal is to capture a larger market share at 21% to become the number-one cookie brand in Thailand’s biscuit market cookies segment within 2018. The launch of OREO Thins will reach out and reinforce OREO’s position among generation Y consumers, its target market, while also expanding its target customer base from families to all consumer categories.”

Mr. Anuraag Agarwal, Biscuits Brand Manager, Mondelēz International (Thailand) Company Limited, added, “The launch of OREO Thins clearly reiterates the company’s commitment and reflects its constant development in delivering the best products and innovations to the Thai market. OREO Thins is a 3-millimetres thin and crispy biscuit with a delicate and light cream texture and are available in two flavors, Vanilla Delight and Tiramisu. OREO Thins offer a new snacking experience to young professionals aged between 18-34 years, and allow them to enjoy their favorite snack more often and all day long.”

In order to promote brand awareness of OREO Thins to the Gen Y target in Thailand, who are health-minded and love to explore new trends but at the same time consider quality attributes as their key purchasing decisions, Mondelēz will employ the following three core marketing strategies;

- 1) **Shift brand towards unique positioning:** Building upon its 3-millimetre thin and crispy biscuit with delicate and light cream texture available in two flavors; Vanilla Delight and Tiramisu.
- 2) **Engage consumers in every possible channel:** OREO will launch a 360-degree communications campaign through both offline and online media, including TV commercials as well as prominent store displays. Online platforms – Facebook and YouTube – will also play a significant role in helping the brand reach Gen Y more effectively.
- 3) **Drive sales through call-to-action activities:** Impactful and outstanding visibility in retail displays as well as early-bird promotions and special prices will also be implemented at participating stores nationwide.

“We are confident that the launch of OREO Thins with its 360-degree marketing activities will significantly leverage OREO’s success in Thailand and make the Thai biscuit market more active. These efforts will eventually drive the OREO brand to achieve the number one share of Thailand’s biscuit market cookies segment within 2018.” concluded Mr. Tanant.

Open up you experience with OREO Thins, a thin and crispy biscuit with delicate and light cream texture available in two flavors, Vanilla Delight and Tiramisu, priced at 35 baht (95- gram size). They’re available now at convenience stores and later in November available at hypermarkets and supermarkets and leading stores nationwide. For more information and promotions, please visit www.facebook.com/oreo/

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About Mondelez Thailand

Mondelez International (Thailand) Co., Ltd. is part of Mondelez International, Inc. In Thailand, we manufacture and market power brands including Halls candy; Dentyne gum; Clorets compressed mint and gum. Other brands available in Thai market include Oreo, Chips Ahoy cookies; Ritz crackers; and cheese. Every day, our 1,300 employees nationwide create more moments of joy as we make the products that make people smile. Visit www.mondelezinternational.com and www.facebook.com/mondelezinternational.

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