

# OREO X Blockbuster

JANUARY 2022

## OBJECTIVE

To promote that OREO Cakesters are back by partnering with Blockbuster to create a 2007 nostalgia.

## STRATEGY

Brand Ambassadors will promote Cakesters are back on the shelves by hyping up the item and passing out video cassettes inside the last remaining Blockbuster store.

IT'S 2007  
ALL OVER  
AGAIN

## LOCATIONS

Bend, OR

1/7/22 (10.25 Total Hours)

Two Brand Ambassadors per day

