

Oreo Dunk Challenge launches in South Africa

The Oreo Dunk Challenge has launched in South Africa, offering one South African the chance to win a VIP Dunking Experience for two worth R150,000, including a chance to meet and dunk with either Christina Aguilera in Los Angeles or Neymar da Silva Santos Junior in Barcelona.



The globally integrated marketing campaign aims to inspire fans around the world to dunk Oreo biscuits in milk to re-connect with their inner child.

“The brand sees the world with childlike wonder and its signature dunk ritual is the purest articulation of that vision,” said Justin Parnell, global brand director, Oreo.

The Oreo Dunk Challenge will come to life through a variety of consumer touchpoints and collaborations designed to provide dunking inspiration. These collaborations highlight new and innovative ways to dunk in milk, starting with celebrity dunks by international recording artist Christina Aguilera and professional Brazilian football star Neymar da Silva Santos Junior. Each celebrity will appear in-store and in TV spots that put spectacular spins on the biscuit dunk ritual.

Space Dunk

Google has also taken up the Oreo Dunk Challenge in which one can virtually launch an Oreo biscuit into ‘space’ and back with one’s phone via [the microsite](#).

Created by The Zoo at Google, 360i, Carat and Jam3, the microsite allows users to scan an actual biscuit to unlock a digital version. Users then swing their phone to send the virtual biscuit into the stratosphere, starting from the user’s location in Google Earth then descending and “dunking” into a glass of milk in a location across the world via Google Street View.

“While we know nothing beats dunking a real biscuit in milk, it’s exciting to see variations of the ritual, including one that takes it into the digital space,” said Kerri McCarthy, senior global brand manager, Oreo. “The innovation behind the Space Dunk is the result of true collaboration and it’s a great way to further diversify the array of dunks that make up the Oreo Dunk Challenge.”



To qualify for the international competition, local fans must purchase any two Oreo Original, Oreo Chocolate Crème or Oreo Golden, dial *120*7226#, follow the prompts and enter the last four digits of both valid participating barcodes. The promotion is open until 31 May 2017. Entrants must keep their till slip to validate their entry.

Building on the global hype, Oreo South Africa has asked local fans to show the brand their #OreoDunk, and rewarding imaginative dunkers with a chance to win a R30,000 cash prize and the title of South Africa's first Oreo Master Dunker. To enter: plan, film, post and share your unique Oreo dunk on www.oreodunk.co.za from 13-28 March 2017.

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