

Photo of the Day: Oreo Super Bowl Ad Was a Slam Dunk



(AP) — This image provided by Oreo's on Sunday, Feb. 3, 2013, shows the image the company's marketers tweeted some 10 minutes after the power went out during the Super Bowl XLVII football game.

When a blackout hit and the lights went out in the stadium early in the third quarter of Super Bowl XLVII, Oreo was prepared to create instant social media content because the cookie maker and its digital agency 360i had been working on a

Photo of the Day: Oreo Super Bowl Ad Was a Slam Dunk

Published on Food Manufacturing (<http://www.foodmanufacturing.com>)

campaign for Oreo's 100th anniversary. The campaign featured a different ad every day that responded to news events for 100 days. **(AP Photo/Oreo's)**

[Click here for the full story](#) [1]

Source URL (retrieved on 01/28/2015 - 11:37pm):

<http://www.foodmanufacturing.com/news/2014/01/photo-day-oreo-super-bowl-ad-was-slam-dunk>

Links:

[1] <http://www.foodmanufacturing.com/news/2014/01/how-oreos-super-bowl-ad-was-created>