

Marketing Case Studies On 3 Favorite Cookies

Digital Discovery Activities

Marketing Class
Case Studies on
3 Favorite Cookies -
Famous Amos, Oreo, &
Animal Crackers

3 Digital Activities

Easy to use, fillable
Google Docs

NO PREP!
Saves you time!



The Way The Cookie Crumbles

Barnum's Animal Crackers

Engage, Explore,
Analyze, Discover!
Prompts critical
thinking.

Case Study & WebQuest



Mondelez International, the parent company of **Nabisco** (National Biscuit Company), has redesigned the package of its **Barnum's Animals Crackers**.

[CLICK HERE](#) to access a CBS news blog about this change.

Explore

Has PETA ever had a connection or history with Barnum's Circus in the past? What did PETA ask Mondelez International to do?

Explain

What did the cookie company agree to do? What is the difference in packaging?

Evaluate

What were Mondelez's thoughts on revamping the packaging?

NO PREP!

Give your opinion...If you were to choose the original package or the new package, which do you prefer and why?

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WEBQUEST


* * * * *

The following table lists other labels and brands who changed their packaging. Search the web to find out what you can about the change.
Example: What did they change? Why did they change it? When will the change take place? Who or what prompted the change?

List 3 findings for each product and
SHARE WHAT YOU KNOW BELOW :)

LAND O LAKES	1	
	2	
	3	
AUNT JEMIMA	1	
	2	
	3	
UNCLE BEN'S RICE	1	
	2	
	3	
ESKIMO PIE	1	
	2	
	3	

Can you find other products who changed their packaging? If so...list them below.



Discover CLICK HERE to access the history of the oreo.....	When were Oreos introduced? When was double stuff introduced? Why the name OREO?
Watch this video and list 3 interesting things from the video---	List 3 interesting things from the video... 1 2 3
Explore CLICK HERE to see when and why Oreos went Kosher! Nabisco wanted to offer their famous and YUMMY cookies to EVERYONE!	When did Nabisco go Kosher with Oreo? How many bakery ovens did they need to convert to Kosher? What ingredient did Nabisco have to eliminate to make the cookie Kosher? What role did a rabbi play in the process?
2025 Update Even after the most expensive transformation of Kosher in corporate history, Oreo is NOT kosher today.	Search the web... "Is Oreo kosher" Record and explain your findings....
Evaluate Shop here to see how many Oreo products are available	If you were to make an educated guess (from viewing this site) how many package offerings, would you guess, does Nabisco have for Oreo? How many flavors of Oreos can you find online?

What is your FAVORITE Oreo product?

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NO PREP!

[CLICK HERE](#) to access the link to examine the 4 P's of marketing as it relates to the OREO Cookie.....
Provide THREE bits of evidence for for each of the

4 Ps of marketing

Product	1 2 3
Pricing	1 2 3
Promotion	1 2 3

CREATE
If you were to create a **flavor of Oreo** that was NOT yet marketed....what flavor would that be? Who might that product be targeting?



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OREO

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WEBQUEST

Websites can be a GREAT way to promote a product! Nabisco does a remarkable job promoting their very popular products on their AWARD WINNING promotional website.

Discover [Click Here](#) to discover Nabisco's promotional website

Reflect What is eye-catching about this site? What is of interest to you? Is it easy to navigate? Jot down your thoughts below....

Evaluate What tools are available on this site? (hint: my favorite is the recipe link)

1
2
3
4
5

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[CLICK HERE](#) to access FAMOUS AMOS cookies webpage to answer the following questions....

What packaging options are available on the "Our Cookies" tab?		
List 5 places where you can buy the cookies...	1	4
	2	5
	3	
What company owns the Famous Amos label now?		

[CLICK HERE](#) to access a link to Wally Amos's Biography...
List 10 things about the cookie entrepreneur, Wally Amos

NO PREP!

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Wally Amos LOVED baking and created this awesome cookie that America grew to love. We also grew to love Wally! He admits that he was NOT a businessman ...but a showman!



[CLICK HERE](#) to watch Wally Amos in a clip.

**Why do you think that Keebler continued using the face of Wally Amos?

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Famous Amos

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Students love
this
Case Study

Teacher Testimonials



My students **love** the case study's. **Very engaging.** I like that they have to read the articles to learn more about the cases. **Great resource.**



These were **very interesting** case studies, and my students found them very interesting. However, I broke it up so students did not have to complete all 3 at once. We did a jigsaw and different groups presented their findings.



This was a hit with students. Any time you can combine food and learning, my students are happy. **Denise knows how to bring in student engagement** all while having students learn the business content!

Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam! Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.

