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Section:

Business

SOCIAL MEDIA

The way the cookie Tumblrs

The way the cookie Tumblrs

Shortly after the NASA Curiosity rover landed on Mars, an unlikely company jumped on the bandwagon: Oreo. The company posted a picture of a commemorative cookie on their Facebook page, an open-faced Oreo with red icing, complete with rover tracks running down the middle. That post alone garnered more than 21,000 likes. Oreo has a history of glomming on to events completely unrelated to the cookie, like celebrating Bastille Day with blue, white and red icing, or cheering on Pride week with rainbow filling sandwiched between the iconic chocolate wafers. These cookies aren't for sale, but are a part of Oreo's "Daily Twist," a Tumblr blog showcasing Oreos styled after news events. Many brands may struggle with how to use social media to their advantage by engaging users online, but Oreo is getting it right, with clever, shareable photos that make thousands of people click retweet, reblog or like.

PHOTO (COLOR): Daily Twist: Oreo's blog celebrates news events with commemorative cookie designs

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By SCAACHI KOUL

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