

Oreo 3-D, 3-step billboard in Mauritius

Continental Outdoor Media has erected a series of innovative billboards with a pop out of a glass of milk and a chocolate Oreo biscuit to instruct the highway users in Mauritius on how to twist, lick and dunk the biscuit.



[click to enlarge](#)

The fun 3-step instruction provides some light entertainment and a desire to snack on the brand when road users are travelling along Highway Phoenix dir PL, Highway Phoenix dirCurepipe and Highway Baie du TombeaudirNorth.

Continental Outdoor Media executed the creative campaign that was the brainchild of Oreo and booked by Touchpoint.

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