

The Oscar Mayer logo is displayed in a stylized, rounded rectangular frame with a red border and a yellow drop shadow. The text "Oscar Mayer" is written in a bold, red, sans-serif font, slanted upwards from left to right.

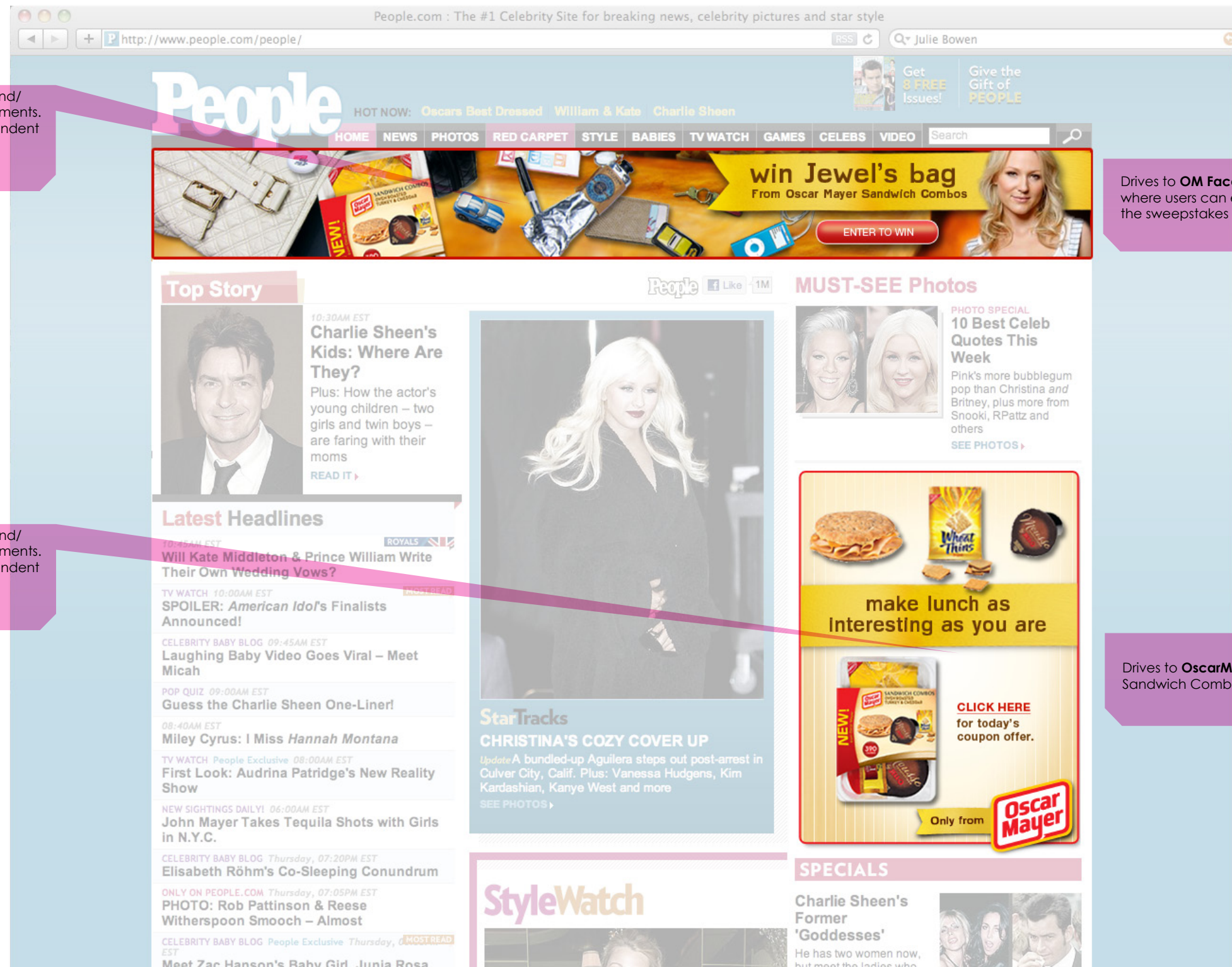
Oscar
Mayer

ALC SANDWICH COMBOS

A Lunch as Interesting
as You Are

APRIL 12, 2011

SAMPLE ONLINE DISPLAY

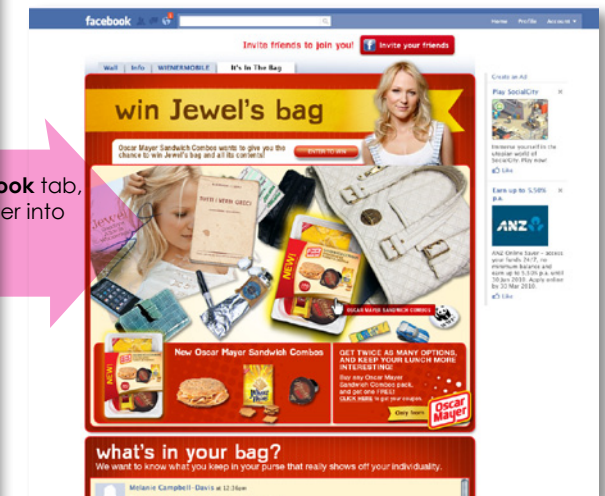


Ad unit would animate and/or include interactive elements. (Exact functionality dependent on final media plan)

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Drives to OM Facebook tab, where users can enter into the sweepstakes

Drives to OscarMayer.com Sandwich Combos page.



FACEBOOK.COM/OSCARMAYER SANDWICH COMBOS TAB



OSCARMAYER.COM/SANDWICHCOMBOS

FACEBOOK PROMOTIONAL TAB CELEBRITY VERSION

Promotional creative drives to a Facebook tab where consumers can enter for a chance to win Jewel's purse and all its contents.

The purse spills out onto the surface drawing attention to the contents and the product in Julie's bag. As you roll over each item, you can read a short description of what it is. Once you roll over the Sandwich Combos package, you also receive a Buy-1-Get-1 coupon offer inviting you to try the product.

You are also invited to enter to win Julie's purse and all its contents. Upon clicking the entry button, you are invited to register and spread the word with up to 5 friends a day, with each friend added earning you another entry for the grand prize.

Jewel's bag is full of personal items and one-of-a-kind collectibles from her career, like an autographed record, or even gets 2 tickets to Italy, to visit Jewel's favorite vacation getaway in the Amalfi Coast.

Gives fans an interactive way to participate in the campaign and creates conversation around content



facebook Home Profile Account

Invite friends to join you! [f Invite your friends](#)

Wall Info WIENERMOBILE It's In The Bag

win Jewel's bag

Oscar Mayer Sandwich Combos wants to give you the chance to win Jewel's bag and all its contents! [ENTER TO WIN](#)

New Oscar Mayer Sandwich Combos

GET TWICE AS MANY OPTIONS, AND KEEP YOUR LUNCH MORE INTERESTING!

Buy any Oscar Mayer Sandwich Combo pack, and get one FREE! [CLICK HERE](#) to get your coupon.

Only from **Oscar Mayer**

what's in your bag?

We want to know what you keep in your purse that really shows off your individuality.

- Melanie Campbell-Davis** at 12:36pm
Pictures of my family going back 4 generations.
Message
- Jennifer Anderson** at 2:16pm
3 cell phones: 2 blackberries and a flip phone
Message
- Angela Matthews-Taylor** at 4:08pm
I keep a lock of my daughter's hair.
Message
- Anne Marie Burnside** at 4:14pm
JELLO PUDDING!!!
Message
- Julie Michaels** at 5:01pm

Janet Matthews may win Jewel's purse and all its contents. By sharing with 5 of her friends, Janet has entered 5 extra times today!

enter to win Jewel's bag

What you carry in your purse is a reflection of what makes you uniquely individual. Singer/songwriter Jewel is no different. She is as unique as the music she creates. And now you have the chance to win her bag and all its contents, all while trying a new lunch option as interesting as you are!

Try new Sandwich Combos from Oscar Mayer today!

2 hours ago · Like · Comment · Share

Melanie Campbell-Davis at 12:36pm
Cool
Message

Create an Ad

Play SocialCity ×
Immerse yourself in the utopian world of SocialCity. Play now!
[Like](#)

Earn up to 5.50% p.a. ×
ANZ
ANZ Online Saver - access your funds 24/7, no minimum balance and earn up to 5.50% p.a. until 30 Jun 2010. Apply online by 30 Mar 2010.
[Like](#)