



Brief set by
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In collaboration with
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Twix gives people a good thing, twice

Deadline
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The backstory

For over a decade, the Twix brand thrived on a playful rivalry. The global ‘Left Twix versus Right Twix’ platform challenged fans to pick a side between purely fictional differences, a strategy that was starting to feel less resonant in today’s cultural climate.

In 2025, Twix launched a bold new positioning that celebrates the joy of having it all. It stems from the truth that only Twix gives you a delicious cookie and caramel chocolate bar, and then gives you EXACTLY the same thing again. Now, instead of asking people to choose between left and right, Twix now celebrates the over-delivery of delight that comes from getting both.

With this new strategy in place, Twix would like your help activating it. They are looking for highly creative, entertaining, and innovative ideas that help Twix connect with under-35s and become their go-to snack.

What’s the challenge?

Your job is to make Twix famous for giving people a good thing, twice, through an attention-grabbing and culturally relevant brand activation.

‘Twix gives you a good thing, twice’ is the proposition at the heart of the strategy. The brand platform, ‘Two Is More Than One’ is how Twix communicates it to consumers.

How you activate this is completely up to you. You could leverage a big calendar moment (Valentine’s Day), a social trend (the celeb doppelgänger craze), consumer behaviour (second-screening during sports), or a creator partnership (celeb twins). You could also tap into something entirely different - something you believe resonates with the audience and presents an exciting cultural opportunity for Twix.

Who are we talking to?

People aged 18 to 35 around the world. They see Twix at the counter, but they probably haven’t engaged with the brand or purchased it in a while.

Things to think about:

The ultimate break time snack

People tend to eat a treat when they’re taking a break during the day, and Twix wants to be the snack that makes those breaks more delightful. Whether you’re scrolling TikTok, mobile gaming, shopping online, having a well deserved break from work, or listening to music, Twix’s product makes the moment better. How can the brand bring the power of two-ness to those spaces to reinforce that?

Know your audience

50% of media consumption today is in channels where Twix can’t pay to be, so you shouldn’t rely on traditional paid media to drive your messaging. The more talkable and shareable the idea, the better.

Make two-ness meaningful

Two chocolate bars really are better than one. Where else does this ethos hold true? How can Twix go beyond its own product and tap into culture to show that two is better than one and create moments of joyful maximalism for under-35s?

The important stuff

Whatever you make, you should include:

Your insight. It can be social, cultural, behavioural, or brand-led.

Your idea. What can Twix do to get people talking about and engaging with the brand?

The execution. Show how it comes to life in a modern comms ecosystem (e.g. social, digital, earned media, contextual advertising, etc).

What and how to submit

Read *Preparing your entries* before you get started for full format guidelines.

Main (essential):

Either a presentation video (max. 2 min) OR JPEG slides (max. 8), showing your solution.

Optional (judges may view this if they wish):

Interactive work (websites, apps, etc); if your main piece is JPEGs, you can also submit (max. 1 min total); if your main piece is video you can also submit JPEGs (max. 4).

Further information:

You can find everything you need to know about entering the New Blood Awards, including the *Preparing your entries* guide, plus any supporting documents for this brief in [this supporting folder](#).

What makes a great Twix idea

Twix’s is **not** a brand that encourages sharing. It’s not one each, it’s two for you.

The brand platform is “two is more than one”, but they infer that two is better than one.

Twix is a brand that gives you two good things, so they avoid ideas that prove two is good by showing that one is bad (like only having one chopstick). Their recent retail promotion was ‘Win A Once In A Lifetime Holiday, Twice’. No one would complain about one trip, but Twix over-delivers with two.

Their tone of voice is light-hearted, innocent fun. They are maximalist and entertainingly over the top.

Twix is the brand of two, but that we avoid mash ups (bringing two wildly different things together).

Planning to embed experiential into your solution? Check out our free course ‘A Masterclass in Designing Impactful Live Experiences with People’ [here](#).