# Twix launches campaign embracing abundance with 'Two is More Than One'



Twix, the well-known chocolate brand owned by Mars, has embarked on a significant shift in its marketing strategy with the launch of a new campaign titled “Two is More Than One.” This decision marks a departure from the brand's previous focus on the dichotomy of its iconic twin-bar design, which historically played on themes of choice and opposition. The campaign aims to embrace a message of abundance, a concept that resonates with younger demographics increasingly leaning towards maximalism.

The updated marketing initiative was developed in collaboration with Adam&EveDDB, which has been working with Twix since 2022. Previously, Twix's advertising campaigns, including the humorous and successful “Bear” and last year's “Disguise”, relied heavily on the notion of the two identical bars being at odds. However, the brand's new direction encourages embracing the idea that two is better than one.

Carroll, a Mars executive, highlighted the motivations behind this strategic pivot. He noted that the insights gathered from social listening indicated a rising trend among younger consumers who prefer more expansive options rather than binary choices. "The insights that we’re picking up around the younger demographics that we’re trying to attract are really about people moving away from choice and more about maximalism," he remarked. “As we started to play around with social listening, that idea started to bubble up.”

The development of the campaign was characterised by a challenging creative process, lasting about six months, during which the team explored various directions. Ultimately, after a pivotal moment that required a rapid re-evaluation of their approach, the team settled on the new direction in just three days. Carroll described this period as "terrifying," but a necessary step to ensure the campaign’s alignment with consumer sentiments.

Resting on a foundation of Twix's storied advertising legacy, the upcoming campaign will feature a comprehensive $2 million marketing effort spread across 75 markets, including significant regions such as the UK, USA, and Germany. The multi-channel strategy will encompass redesigned visual branding alongside traditional advertising outputs like out-of-home placements, television ads, social media and public relations.

Carroll conveyed eagerness about elevating Twix's market presence, saying that the brand deserves to be held in the same esteem as other successful Mars products, such as Snickers and Skittles. His perspective reflects a desire to amplify Twix’s brand recognition through engaging storytelling and innovative marketing strategies that resonate on both global and local levels.

The central theme of the campaign, articulated in the tagline “Two is More Than One,” aims to manifest in diverse and perhaps unexpected formats as the campaign unfolds. The creative approach challenges the traditional confines of advertising by promising an engaging narrative that connects with consumers across multiple platforms.

The campaign's flagship advertisement, directed by Vedran Rupic, features an action-packed scenario with a twist of nostalgia. It depicts a thrilling car chase culminating in a dramatic moment where the protagonist appears to roll off a cliff but is saved by the internal logic of "two" as it is revealed he was driving two cars stacked on each other. Carroll emphasised the importance of entertaining consumers through every interaction, hinting at a multi-faceted strategy that intertwines cultural relevance with brand identity.

As Twix prepares to launch this ambitious new campaign, Carroll underscored the importance of developing scalable ideas that adapt well to various markets. “The beauty of the simplicity helps,” he stated, indicating that clear messaging allows for easier comprehension across diverse cultural contexts. The overall objective remains the same: to engage consumers and promote long-term brand loyalty through a fresh yet familiar narrative that underscores the sharing and enjoyment inherent in Twix’s product offering.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://people.com/super-bowl-2025-ying-yang-twins-celebrate-how-two-is-better-than-one-in-twix-ad-8781030> - This article supports the claim that Twix's new campaign celebrates the idea that 'two is better than one.' It highlights the collaboration with the Ying Yang Twins and the launch of the Twix Second Screen Stare Down game. This aligns with the broader marketing strategy shift towards embracing abundance and maximalism.
* <https://www.mediapost.com/publications/article/403227/twix-offers-twin-gold-bars-in-super-bowl-staredown.html?edition=137372> - This source corroborates the rollout of Twix's new marketing platform, 'Two is more than one,' and explains how it leverages the Super Bowl to promote the brand without buying ad space, instead focusing on second-screen engagement.
* <https://www.mediapost.com/publications/article/403227/> - This article provides additional details on how Twix is utilizing a second-screen strategy during the Super Bowl to engage with consumers, aligning with their 'Two is more than one' campaign theme.
* <https://www.noahwire.com> - Although the specific article wasn't found, Noah Wire Services could potentially provide further insights into the strategic adjustments and consumer trends driving Twix's marketing decisions.
* <https://www.adamandeveddb.com> - Adam&EveDDB's involvement in developing Twix's campaigns could offer insights into the creative process and strategic direction behind the new marketing efforts. However, specific details about Twix were not readily available.