DOUBLE-TAP YOUR LOVE.



Presented by

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GET A GOOD THING

TWICE

Background

Twix is a candy bar made by Mars, Inc.

Originally, the brand was called “Raider” in European countries, however when introduced to the U.S. market, the company renamed the candy bar to “Twix.”

According to the company, the name was a combination of the two words, “twin” and “sticks.”

One of its biggest campaigns was the “Left vs Right” Twix. The company created a fictional story where two brothers had different ideas about how the chocolate bars were made. From there, there was a rivalry story between the left and right Twix bars. This campaign led to numerous consumer debates.



Competitive Research

SNICKERS

- Known for “you’re not you when you're hungry” humor that gives the bar personality
- Appeals to hunger relief and emotional transformation
- Competes for attention using strong character-driven storytelling
- Our campaign shifts from hunger messaging to connection, letting TWIX own a lighter, more playful space

KITKAT

- Built an iconic identity around “breaks” and shared moments
- Highly recognizable sound cues and simple visual branding
- Competes on sharability and routine habits
- TWIX differentiates by leaning into romantic connection and the “double tap” behavior tied to social media and Gen Z

REESE’S PEANUT BUTTER CUPS

- Known for indulgence, cravings, and strong seasonal marketing
- Competes on taste loyalty and emotional comfort
- Heavy cultural presence during holidays
- TWIX stands apart by tying product sharing to modern dating culture and digital interaction, which competitors do not own

Twix Storyboard

FRAME 1



- Close up phone screen: MC scrolling through instagram.
- MC on couch doom scrolling on their phone bored and lonely

FRAME 2



- A close up of MC double tapping on photo of close person
- MC stops and sees a post of a person they like and double taps the post
- Person they like is holding a twix bar

FRAME 3



- medium shot: MC looking up
- a sudden “poof” and the person on the post appears in front of MC
- wide shot of both characters in the room

FRAME 4



- Twix bar behind male lead’s back
- Offering it like it’s a rose
- **Shot Type: Insert Close-Up** of his hand revealing the Twix bar from behind his back.

FRAME 5



- close up of MC’s hand accepting the twix bar
- medium shot where male lead sits down with MC
- male lead moves and sits down next to MC with the Twix bar

FRAME 6



- close up of twix bars “cheers”
- slow zoom out of two characters enjoying twix together
- twix ending scene: love deserves a double tap

Twix Storyboard

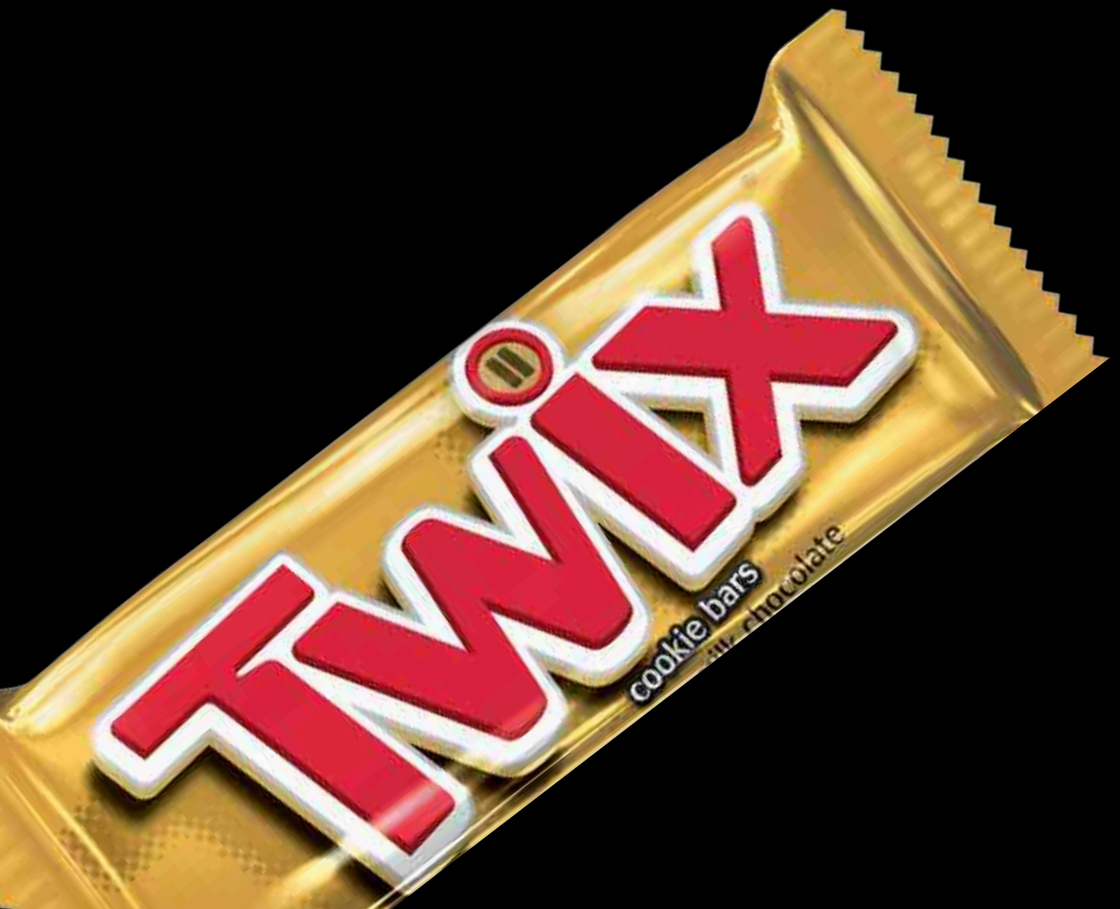
We went over the brief and saw that we needed to have a social media element. Using ChatGPT, we were able to brainstorm “double-tap your love” as it plays with the idea of double-tapping an Instagram post to like it.

In this case, we thought that we can intertwine Twix, Valentine’s Day, and social media connection all into one.

We brainstormed how to bring two people together, to which Arielle suggested the person on Instagram “pop-out” of the screen after the MC likes a photo.

With this campaign, we hoped to bring connection through a Twix bar and that sharing a Twix bar helps build connection. Having a Twix bar is great, and sharing a Twix bar with someone you love is even greater.

Production Challenges



Challenges

- Our team was sick but really dedicated to getting the shoot done
- The weather was randomly hot on a November day. The chocolate melted a lot and we were all sweaty
- It was hard transferring some files with each other
  - ex: Lauren used Premier Pro to edit the social media posts, so when she shared it, the items wouldn't show on my Premier Pro
- Making the color duller at the beginning was challenging. Whenever we would edit one color, it would somehow change the others

Gen AI Usage

- Provided lighting and angle suggestions during pre-production so we could visualize options before filming
- Helped us clarify shot composition ideas while we refined our narrative
- All final story, script, filming, acting, editing, and creative decisions were entirely created and executed by us



Video Work

Composition

- For framing, we made sure to keep the videos landscape
- We wanted to convey emotion through the actors, coloring, and sound
- We made sure to film during a bright time, which was 12:30 pm

Camera Movement

- Majority of the camera was still
- However, the last scene had the camera go from a close-up to a wide pan as it slowly zoomed out from the two characters

Lighting

- We filmed on a nice sunny day, which led to our lighting being great throughout the scenes
- In the beginning scenes, we had to try and make the lighting seem less dull, but not to the point where the scenes weren't black/not seeable

Video Work

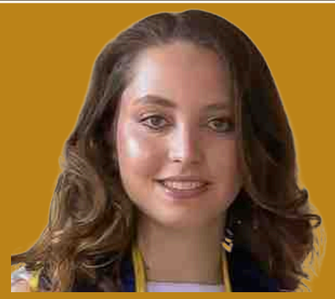
Color

- The beginning shows the MC alone. The coloring was meant to feel dull and mundane. We tried our best.
- The coloring changes later when the supporting character enters the scene.
  - when the supporting character appears, the coloring becomes more vibrant, making the scenes feel warm and exciting
  - We actually didn't change much to the vibrant scenes because the videos themselves were already bright and nice as is

Sound Choices

- The beginning shows the MC in a public area. We wanted to make the scene feel more immersive for audiences, so we added the sound of people walking by and talking
- We added a sparkle-like sound once the supporting character appears in the scene. Since they're "popping out" from the phone, we emphasized the magic by adding the sparkly audio effect
- We used the song at the end because it has a build up to it. This helped build up the tension towards the two characters biting the chocolate bars
- We tried added the sound effect of tapping on a phone to make the scene more personal

Feedback



Name: Olivia
Age: 21
From: USA
“Really enjoyed the double-tapping concept, it was releatable”.



Name: Sowmya
Age: 22
From: India
“I loved how short and simple it was. The music brought the story to life”.



Name: Sofia
Age: 23
From: Italy
“I loved the Twix bar as a flower, reminded me of the bachelor, super cute!”

Derivatives

We’ve decided on having our three derivative videos be YouTube Shorts, TikTok, and Instagram Reels because these platforms are used most by the target audiences, which is people ages 18-35.

We edited each reel, short, and TikTok differently to try and showcase how the ad could be cut up differently as well.

Thank You



Sources

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Chat GPT