Twix Casts a Ventriloquist Dummy Double Act to Prove Two Is Better Than One

At a time of division, Twix is back preaching togetherness with an ad featuring a pair of ventriloquist dummies harmonizing to Nelly and Kelly Rowland's R&B hit "Dilemma" to prove that two bars are better than one.

Shot by Paddington in Peru director Dougal Wilson through Blink, "Double Act" opens on a ventriloquist dummy vibing to the song's opening before launching into Nelly's verse. As the camera pulls back, a second dummy appears, and the pair deliver an increasingly extravagant performance, complete with a saxophone solo and pyrotechnics, while their puppeteer casually chomps on a Twix.

Created by adam&eve\TBWA, the spot was captured almost entirely in-camera with minimal post-production. Alongside the 90-second ad, 20-, 15-, and 6-second versions will run across broadcast, online, and social channels in more than 20 markets, including the U.S. and U.K.

Twix is also partnering with creators to encourage TikTok users to form their own double acts.

After historically pitting the Left Twix against the Right Twix, the Mars brand abandoned the rivalry last year with its global "Two Is More Than One" platform, shifting toward a message of togetherness and maximalism aimed at younger audiences.

The repositioning began with "Second Screen Staredown," a

digital activation during the 2025 Super Bowl that invited viewers to look at their phones during the ad break for a chance to win two solid gold bars, after the brand predicted that 79% of viewers would be second-screening the game.

The platform continued with a film in which a high-speed chase ends with one vehicle driving off a cliff, only to land perfectly atop an identical car driven by the same person, reinforcing the "power of two" message.

Mars later expanded the idea with an AI-powered WhatsApp tool developed with Meta that transformed users' voice messages into duet harmonies, then enlisted former pro basketball player-turned-rapper LiAngelo Ball to invite people to compete for a "two-way contract" by showcasing their dual talents.

"'Double Act' is a perfect example of our brands finding new ways to entertain," Rankin Carroll, global chief brand officer at Mars Snacking, said in a statement. "With content creators and influencers at the heart of this distinctive campaign, this humorous, creative work firmly establishes the thought that two is indeed more than one."

Before directing Paddington in Peru, Wilson built his reputation in advertising, notably as the lens behind the golden era of John Lewis Christmas ads, including "Excitable Edgar," "Monty the Penguin" and "Buster the Boxer." He also shot Channel 4's Paralympics campaign, "We're the Superhumans," and more recently, its one-take spot heralding the return of its school documentary Educating Yorkshire.

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