



Brief set by
Twister & 1HQ Netherlands

An icon is forever, not just for summer

Deadline
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The backstory

The original Twister ice-cream was launched by Wall's in 1982 and has become a loved ice-cream brand for young kids. Fast forward 40 years and the brand has extended their range with the launch of several innovations in format and flavour. These innovations mean an exciting new proposition for Twister, enabling them to target their products to an invigorated young adult audience seeking new and exciting products intertwined with the nostalgic brand they already know and love.

Twister are now ready to launch a refreshed look & feel in 2024, to build on the excitement and engagement the brand is known for; but they need to create buzz, talkability and intrigue around their new and existing products, turning #twister into **the** trending ice-cream. And the best way to create buzz? Create awe-inspiring moments that get people sharing. From traditional OOH (Out of Home) to AR moments (even CGI'd interactions like [Maybelline](#) and [adidas](#)) to live experiences installations (see [IKEA](#)), there's a lot of power to yield when embedding the 'real world' into your idea.

What's the challenge?

Create a guerilla marketing campaign that gets young people (16 - 18) excited and connected to the Twister brand – this is all about creating a powerful idea that uses on-the-ground activations to build (and renew) Twister fans. Furthermore, Twister is looking to continue to engage with those young-at-heart consumers, the ones who have been enjoying the ice lolly in their youth but may have grown out of it now.

Your idea must centre on Out of Home advertising and get people talking on social media to help launch Twister's new look & feel in 2024 and beyond. This is an exciting time for the brand, and this is your opportunity to be part of evolution and engagement.

Who are we talking to?

16 - 18 year olds around the world. They already know about the Twister brand, but your job is to make it even more relevant, engaging and unique.

Things to think about

What is guerilla marketing?

Guerrilla marketing is all about using surprise or unconventional interactions to promote something. Centre on imaginative ideas and allow your creativity to make an impact.

It is not about breaking the law or doing anything illegal. You can see some great examples of guerilla marketing [here](#).

Where to speak to your audience

Think of locations where you might be able to speak to young adults. What non-traditional

spaces might engage them the most? With guerrilla marketing, you don't need to stick to expected media spaces. Think beyond the conventional to where your idea might gain the most traction. Also consider different techniques for speaking to your audience – are QR codes still relevant? Can gamification get people involved?

How to gain traction

The best guerrilla marketing gets attention. Consider how you'll not only grab people's attention, but also get them to repost/share it. Growing the idea by building a consensus, by 'passing the torch', is a crucial factor to consider.

Keep it OOH

Make sure your idea lives in the outdoor advertising space. This means the work exists outside of the home. Beyond that, your ideas are limitless. Try to think beyond simply billboards and consider things like street furniture and even communal indoor spaces.

Stay Twister

The best guerrilla marketing gets attention. Twister is inherently quirky and unexpected! Everything Twister, from flavours and flavour combinations to their brand expression, is surprising and always holds a 'twist'. Twister has a sense of humour and helps to escape everyday routine with a 'wow' element!

The important stuff

You should include:

- An outline of your audience insights
- Marketing strategy (how and where your idea will run, and how it will gain traction)
- Mock-ups of your idea in action

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 **video** (max. 1 min total); if your main piece is **video**, you can also submit **JPEGs** (max. 4).

Further information

Links

[Maybelline tiktok.com/@londonbeautifulife/video/7253222355332271386?lang=en](#)
[adidas youtube.com/watch?v=hBqMqWe9zEQ](#)
[IKEA ikea.com/global/en/stories/ikea-around-the-world/ikeauk-shelter-real-life-roomsets-230313](#)
[Guerrilla Marketing dandad.org/profiles/jury/485952/connect4climate](#)