

TWIX PICK A SIDE SING-OFF WITH SWON BROTHERS

ANR DRAFT SCRIPT

TWO OF COUNTRY MUSIC'S BRIGHTEST RISING STARS, THE SWON BROTHERS, HAVE ACCEPTED A CHALLENGE THAT PUTS THEM ON OPPOSITE SIDES OF THE STAGE AND THE TWIX® BRAND RIVALRY.

ZACH SWON RELEASED A SPECIAL JINGLE FOR LEFT TWIX, WHILE SIBLING COLTON SHARED A THEME SONG FOR RIGHT TWIX. NOW, IT'S UP TO FANS EVERYWHERE TO HELP "PICK A SIDE" BETWEEN THESE CLASHING CONFECTIONS AND THEIR EQUALLY SWEET SONGS.

ZACH SAW THIS JINGLE WRITING COMPETITION AS THE PERFECT OPPORTUNITY TO DECIDE WHICH SWON BROTHER IS TRULY SUPERIOR...

"LEFT TWIX IS ALWAYS ON THE CUTTING EDGE OF MARKETING SO IT WASN'T SURPRISING THAT THEY SELECTED ME TO WRITE SOMETHING SPECIAL FOR THEM."

MEANWHILE, COLTON COUNTERED,

"RIGHT TWIX IS KNOWN AS THE MORE INNOVATIVE COOKIE BAR SO IT MADE SENSE THAT THEY WOULD LOOK TO THE REAL CREATIVE GENIUS IN THE SWON FAMILY TO WRITE THEIR SONG."

FANS CAN WATCH THE COMPETITION ON THE "TWIX VIDEOS" YOU TUBE CHANNEL...JUST SEARCH "PICK A SIDE SING-OFF" ON YOUTUBE. AT THE END OF THE VIDEO, VIEWERS WILL BE ASKED TO PICK A SIDE BETWEEN THESE CLASHING CHOCOLATE-COVERED COOKIE BARS AND THEIR EQUALLY SWEET SONGS.