

Watch: Snickers' ad wins 2020 Super Clio award

Snickers' "#SnickersFixTheWorld" commercial won the 2020 Super Clio award for the best commercial on Super Bowl LIV. The commercial was created by BBDO New York/AMV BBDO, and beat JEEP, Google and Amazon to this year's top prize. It centres around a 'messed up, out of sorts world,' with a huge Snickers bar being the ultimate solution.

The Super Clio awards are held annually to recognise innovation and creativity in advertising with a panel of leading industry experts and creatives selecting the winner.

Watch the ad below:

For more, visit: <https://www.bizcommunity.com>