

Which Brands Are Leading the Trend in Creative Candy Ads This Year?



Introduction

The surge in creative candy ads this year has completely transformed how brands attract audiences. Vibrant visuals, emotional storytelling, and playful themes now shape the confectionery advertising space. As marketers explore new ways to stand out, understanding which brands are leading the trend becomes essential for planning competitive campaigns. With powerful ad-discovery platforms like PowerAdSpy, marketers gain deeper insight into strategies that are working across social networks, helping them unlock inspiration and refine their next big creative idea.



<https://poweradspy.com/strategies-for-google-candy-ads/>

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Top Creative Brands

These candy brands nailed creativity, making their ads unforgettable this year.



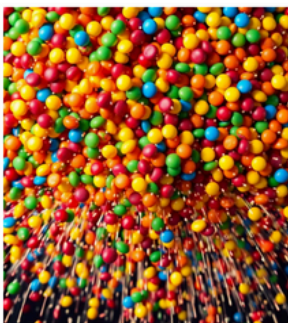
Hershey's

Leverages seasonal storytelling and emotional family-centric themes, boosting engagement across short-form video platforms.



Jelly Belly

Experiments with vibrant visuals, ASMR-style content, and creator collaborations to capture younger audiences.



Skittles

Continues to lead with bold, surreal, and humorous ads that keep their brand identity fun and unforgettable.



Summary

The brands leading this year's creative candy ad trend are those embracing innovation, storytelling, and data-backed creativity. Their campaigns show how fun visuals combined with strategic messaging can elevate audience engagement. By exploring these high-performing ads through platforms like PowerAdSpy, marketers can uncover patterns, refine targeting, and build more impactful campaigns. Understanding what drives these winning creatives provides a strong advantage for anyone aiming to stay ahead in the ever-evolving digital advertising landscape.