

# Twist

**Be unexpected.**

**Long tagline: Be unexpected. Spark an uproar.**

Value prop: Twist lets groups of friends communicate in a fun and expressive way, by pairing pictures and reactions together. It's raw. It's genuine. It's honest.

## Take a look inside our Twist Playbook:

### **2(Pics + captions) ÷ friends = fun**

You've got the perfect picture. The perfect turn of phrase. Everything about it expresses how you're feeling—or what you're thinking—right now. Send it to your friends. See how they twist it.

### **Feed the creative beast**

Keep your camera handy. Snap that well-timed selfie. Pull up a photo from last week's crazy event. Snag a photo from the web. It's all fodder. Keep an eye out for the picture that makes yours the most epic reply in human history. The next spark of imagination is waiting just around the corner. Be ready.

### **The more minds, the better**

Sure, you could Twist with a friend or two. But pile on a group and now you're cooking with gas. Build a taller pyramid. Attempt the impossible. Reach for the sky. One up each other.

### **Never miss a beat**

Too busy to respond right now? Twist pics don't time out. Catch up on what friends are sending whenever you like. Or maybe breathe new life into an older Twist when it tickles your fancy.

### **When it's too good not to**

When your brilliance deserves a bigger audience, share it. Facebook. Twitter. You do social. Twist does, too.

## App Store description

Mash up two pictures. Sprinkle with captions. Divide between friends. And serve hot.

Playfulness and sarcasm are recommended. But tastes may vary.

Give it your own twist. Be unexpected.

Microsoft Garage turns fresh ideas into real projects. Learn more at <http://microsoft.com/garage>

## App Store screenshot copy