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Twitch Creative brief

**Our Audience**

These are typical teenagers, who love to hang with their inner circle. They have a lot to talk about—from inside jokes to heartbreaks. They’re fresh, their feelings are raw and genuine.

**Our Product**

Twitch is a fast, in the moment picture messaging app. Through pictures, users can turn moments into rich, expressive, creative conversations that, like their feelings, are raw and genuine.

Unlike Snapchat, Twitch has context and history. Unlike Instagram, Twitch is a rejection of moments that are curated or staged.

**Our Objective**

To define this fresh, honest style of visual communication as the medium of choice among our target audience.

**Our Proposition**

Twitch lets you express yourself with the people you care about.

**Proof of our Proposition**

Users have a lot of fun in user research—laughter, silliness and light heartedness all-round.

Twitch builds momentum as users one up one another and make fun; it takes on a life of its own.

**Tone**

Excited, light hearted, energetic.

Curiosity

Eager to share

**Style**

Excited, light hearted, energetic, cool.