

# THIS IS HOW TO TWAR

Prime Circle pitted Nandos and Spur against each other by tweeting the picture to the right.

Prime circle tweeted: “@SpurRestaurant, people with a taste for... @NandosSA. Bit confused here...”

@NandosSA: “@Prime\_Circle Everyone wants a piece of us! There is enough of us to go around ;)”  
Spur responded: “@nandossa Thanks for trying to butter up our costumers ;) haha.”

Prime Circle added another brand to the food fracas saying:

“We scooped the butter for our @WOOLWORTHS\_SA muffins snack down the road.”  
@WOOLWORTHS\_SA responded: “\*Sits back and reaches for the popcorn\*”

@Nando’s: “We seem to be the common denominator here \*grabs popcorn with @WOOLWORTHS\_SA\* We’ve been Spurred on!  
Spur wrapped it up by saying: “Our job here is done.  
#Spur: Bringing everyone together over great food ;)”



Nandos, Spur and Woolworths went to Twar in a banter that fell within the rules, as mentioned in part 4 & 9 of this series.

The rules are:

- If you are able to respond do so without emotion;
- Take your time to consider the reason why this is brought to your attention; and
- Then, reach out and engage your **audience**.

To the left is exactly how you TWAR!