

JUASAPP, the prank-calls app number 1 at Entertainment in Southern Europe

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JUASAPP is an application to play anonymous prank calls on your contacts. The app leads the downloads of entertainment rankings at Google Play and App Store in Southern Europe, where the most competitive markets in Europe are.

London - JUASAPP, the first application of prank calls arrives in the United Kingdom. Under the "How long has it been since you don't Laugh Out Loud?" slogan, JUASAPP offers a big variety of jokes to catch your friends by surprise and have a great time with their reactions.

The app has reached the first positions in the Google Play's and App Store rankings during several months, demonstrating its success in the Southern European markets.

Innovation at Entertainment: the first app of anonymous prank-calls

The app works in 3 very simple steps. Firstly, we choose a joke from the list, we later choose the "victim" from our mobile contacts. From this point, the "victim" will receive a telephone call which will put him or her in a "difficult" situation. Finally, we will listen to the reactions of your friend. In addition, it is possible to share the joke with other friends and family through WhatsApp, Facebook, Twitter or E-mail.

Among the most popular jokes, we may find "The speeding ticket", consisting in a call from the car insurance company alerting about a severe ticket, after they clarify that the snapshot taken belongs to a top model car, something the "victims" feel happy until they discover it is a joke. The catalogue of jokes goes from a call from the Electric Power Company to a girl who wants to flirt with your friend, going through a subscription with a monthly charge to a magazine that the victim had never heard about, a neighbor complaining about a dog barking, about loud noises coming from your friend's apartment or accusing your friend of stealing his Wi-Fi signal, an impressive job offer from a headhunting company, or a call from a pizza delivery guy willing to deliver a pizza that your friend did not order, among many other jokes.

The application download is free and there is a free joke, another one if the user logs into Facebook and other free jokes by recommending the app to friends. From this point jokes are available at 33c, including the cost of the call to the "victim", which is paid by the company. After the prank call is executed, the recording is available for 15 days, exclusively for users to share a bit of humor.

"Just by entering your friends' phone number from the agenda, the application automatically plays the joke on this friend and in 2 minutes the prank-call is available on your phone. They will not recognize the voice so you can play jokes to your father, your brother or whoever you can think of, even being in front of them", YouTubers state in their channels, astonished by the simplicity and quickness the pranks are made, and by how easily their friends fall for them.

Prank-calls at user's hands

"Prank calls at user's hands" is how JUASAPP Gonzalo Zabalza, Director of Marketing for Miraclia, describes the application. "Everything changes when the "victim" discovers that it is his or her friend who has made the joke. It is when they both start laughing," he says while describing the feelings of users when using the product. Regarding this aspect, he adds: "We're getting new ideas from users and are glad to have introduced some fun in this society, a bit exhausted of years of economic crisis."

Currently, JUASAPP is present in Europe and America, and is gradually expanding into new international markets.

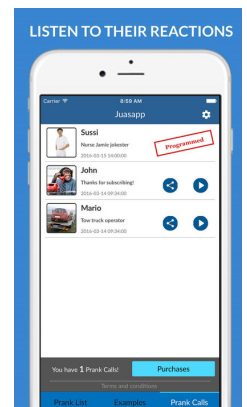
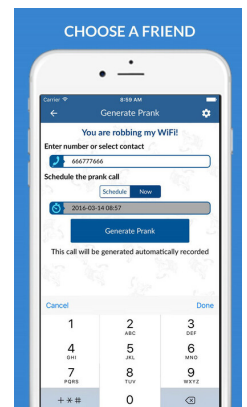
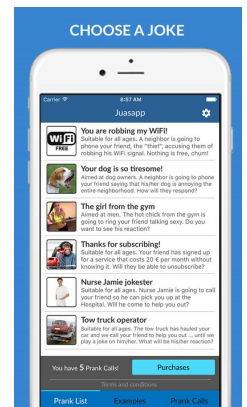
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