

Apple's #BendGate has sparked several bright marketing and fun ideas!

Ok, there's too much hype about the recent **iPhone 6+** [#BendGate](#): supposedly, some iPhone 6+ early users reported bending and/or cracking of the brand new *giant iPhone*.

Be it true or not (too much speculations and little investigation), the [#BendGate](#), as it has been aptly dubbed, has gained top positions in social billboards.

Lots of fun and puns too have sparked, applying the *bending theme* to several topics and products too.

Here's a personal selection of some of the best!

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Variable thickness...

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What's wrong with a little bend?



Pringles rule!



Movies and soccer fans will agree...

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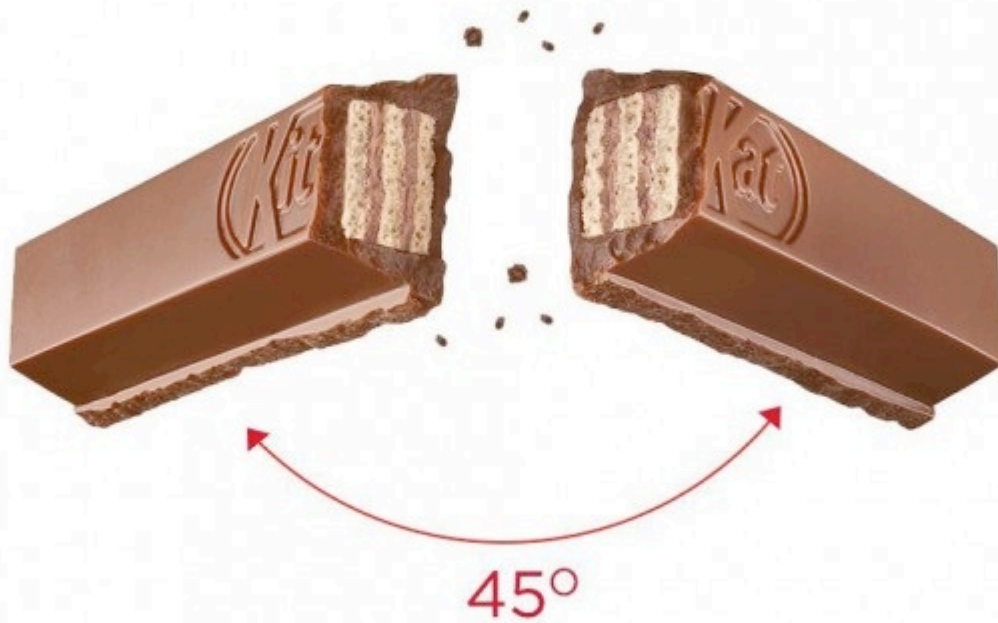
A good cause, at last...

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Bend it like workout...

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Kit Kat, the right bending!

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NO WORRIES...
IT HAPPENS TO US ALL THE TIME.

*Met trots voor u gebrouwen.
Geen 18, geen alcohol.*

Heineken, another right bending!



LG: when curved is a feature!