

# 2021 NSAC Campaign

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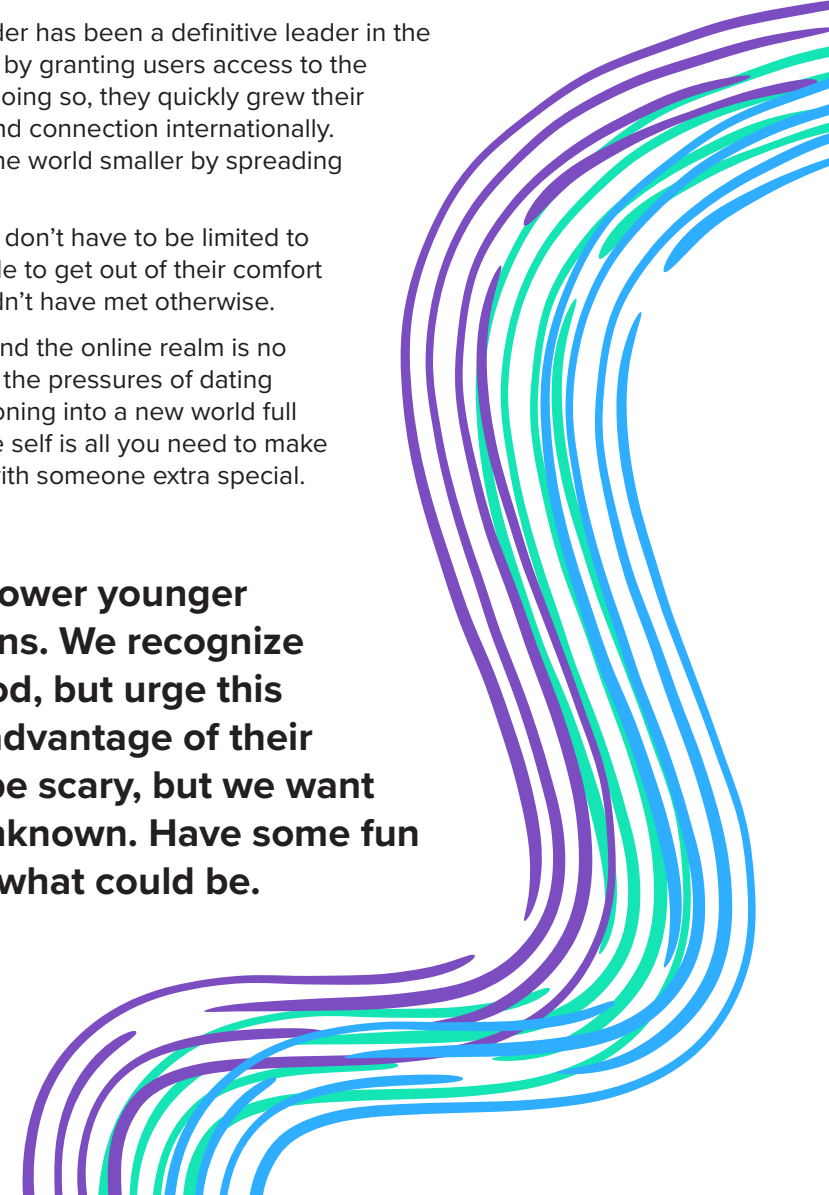
# executive summary

Since its introduction to college campuses in 2012, Tinder has been a definitive leader in the dating app realm. Tinder simulated social opportunities by granting users access to the largest pool of people to connect with in their area. In doing so, they quickly grew their platform, supporting more than forty languages to extend connection internationally. With hundreds of millions of downloads, Tinder made the world smaller by spreading the love wider.

The connections you make in life are special—and they don't have to be limited to the people you already know. Tinder encourages people to get out of their comfort zone and introduce themselves to someone they wouldn't have met otherwise.

But introducing yourself to new people can take guts, and the online realm is no different. Tinder wants to make that easier. They soften the pressures of dating and allow individuals to ease their nerves while transitioning into a new world full of freedoms. Experience isn't required, and your unique self is all you need to make friends, find adventures, and maybe even get familiar with someone extra special.

**With our campaign, Tinder will empower younger audiences to make those connections. We recognize the intimidating aspects of adulthood, but urge this demographic of new users to take advantage of their newfound freedoms. Being 18 can be scary, but we want to pay homage to the thrill of the unknown. Have some fun with your independence—embrace what could be.**



# the objective

Tinder wants to increase brand love and new registrations among 18 and 19-year-olds. To do this, Tinder needs to find out where their user's love lies. Through our research, we set out to find where that is.



## THE AUDIENCE

18 and 19-year-olds are entering their first phase of adulthood. The 'firsts,' like buying their first lottery ticket, voting for the first time, or getting their first tattoo, can sometimes be overwhelming because of the unlimited access to the unknown. The novelty of adulthood leaves our audience at an intersection between their feelings of freedom and fear. Their newfound freedom is followed by uncertainty for the future. Dating lies within this feeling of uncertainty. Like many things for eighteen and nineteen-year-olds, dating can be daunting so let's share that Tinder takes the pressure off their "first."



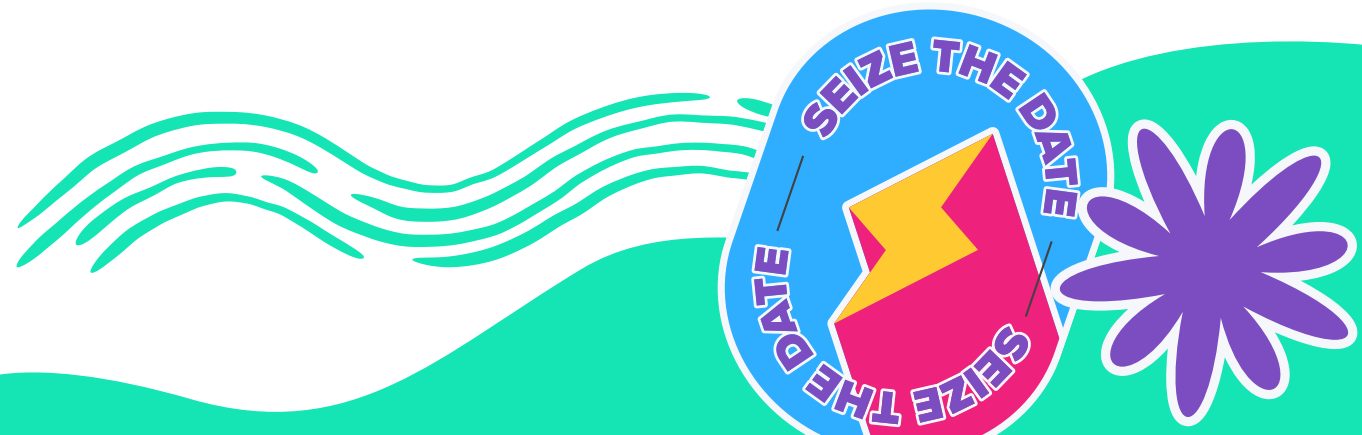
## THE BRAND PROBLEM

Jumping into the dating pool is intimidating, let's be honest. Some people are worried that apps like Tinder won't lead them to what they're looking for. But what Tinder really can provide is that freedom to explore—not just a community of potential friends and partners, but an exploration of self as well. So, the truth is that this fear, this hesitancy to dive in, is what holds Tinder back from a wider brand allegiance. This, however, is just part of life at a young age. The more Tinder can show people the amazing possibilities of exploration through their app, the more they can grow their brand love.



## THE OPPORTUNITY

Tinder offers an escape from the stakes of dating, for those who know that they don't have to know it all just yet. Entering adulthood is an excuse to experiment, to evolve, to meet new people (and some new things about yourself along the way). 'Dating' is a daunting experience, so Tinder is tailored for those who don't want to be daunted, but just to try things out. We call this, the 'dating grace period.' It helps to highlight how Tinder takes experimentation to heart. Whoever you are, whatever you're after, Tinder offers the tools you need to explore, one tap at a time.



# audience

## COMPETITIVE ENVIRONMENT

Lifestyle apps (Instagram, Twitter, TikTok) emulate a wide-reaching connective culture <sup>3</sup> that Tinder strives for. These platforms contain certain features (e.g., niche groups, stan culture friendships, etc.) that make online connections easy while lessening social pressures. Tinder's competitive edge is its design as an anti-curated platform. Connections on Tinder aren't built on the expectation of an existing commonality, but rather the potential that any aspect connecting two people could form a unique relationship.

### Tinder as a rite of passage

Tinder serves as a rite of passage for those on the verge of adulthood. As they turn 18, many young adults urge each other to download Tinder in order to bond over their shared experiences. According to a survey conducted by our team, 72% of participants reported downloading Tinder within six months of turning 18. In fact, 46% of respondents downloaded the app in under a month or on the day they turned 18. <sup>2</sup> Additionally, many subjects we interviewed mentioned their peers as factors in deciding to download Tinder. Much like how 18-year-olds will purchase a lottery ticket simply to participate in a shared experience previously unavailable to them, many 18-year-olds will get on Tinder once they are eligible.

### The honeymoon phase of adulthood

This audience is currently in a state often experienced at the entrance of adulthood where the ease of youth and the independence of maturity intersect. This produces a unique stage in life where many of the rules and restrictions that are designated to adolescence no longer apply, and the looming responsibilities of adulthood are often not yet fully applicable.

**When asked to reflect on the feeling of being eighteen, 87.93% of our respondents aged 20-22 agreed to some extent that the honeymoon phase of adulthood definition resonated with their experience. <sup>2</sup>**

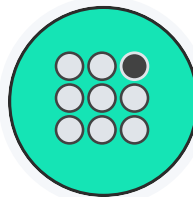
## AUDIENCE MAKEUP



**Sensation seekers** Our audience is after a thrilling road of new experiences. They are more than willing to take risks during that exhilarating transition into the freedom that adulthood grants. Every person exists on a spectrum of sensation-seeking.<sup>4</sup> However, the peak of sensation-seeking generally takes place during the ages of 18 and 19.<sup>5</sup>



**Phonosapiens** This audience is made up of "digital natives":<sup>1</sup> They have unlimited and instant access to information, while instilling the use of technology and social media into their daily lives. With this, they are hyper-aware of how technology and social media can shape their identity, education, and social community. This age range places high value on the freedom that this technology allows them to access, both online and in person.



**Nonconformists** This generation finds the beauty in individuality.<sup>6</sup> They do not abide by the societal rules set by others, they make their own rules.<sup>7</sup> Niche interest groups form their communities,<sup>8</sup> and they do not want to limit themselves by choosing just one. When their creative sides meet their entrepreneurial sides,<sup>7</sup> the status quo is bent in their favor.

## RESEARCH BREAKDOWN

**337** online sources analyzed

**356** survey respondents

**20** focus group participants



# strategy

## THE TASK

**Build brand love by speaking the Tinder truth: “On Tinder, you jump into a dating world where anything is possible.”**

Focus on 18-19 year olds in the U.S., and encourage them to join Tinder for the first time.

## OPPORTUNITIES

On Tinder, the dating world is yours for the taking-- the social pressures and status quo of the outside dating world doesn't have to live here. With a focus on freedom and exploration, Tinder simplifies an otherwise complicated dating process by eliminating previous experience or qualifications. Here, you can be yourself AND find yourself.

**Dating grace period** The dating world can feel like another unnecessary source of stress. Because of this, our audience seeks a low-stakes style of dating where the pressures of traditional dating don't have to exist. In a study conducted by our team, 97% of 18-19 year olds agreed that Tinder provides a “private and pressure free space” to search for the ideal date. 2 Young people can now forget the awkward blind dates, the fear of approaching a stranger to ask for their number and opt for a space where they can experiment stress-free.

**User defined experience** Tinder users have the free rein to talk to whomever they want while presenting themselves however they choose. They are welcomed to establish the level of seriousness with which they approach online dating, allowing them

to be as private or public as they want on the app. On Tinder, users can define their own dating experience which empowers freedom for an ever-evolving authentic self. 9

**No learning curve** Tinder encourages users to explore, they don't pressure anyone to know exactly what they want with prompts and required descriptors. Dating on Tinder isn't a test; users are just figuring out what they want for themselves.

**Largest dating pool** Tinder's extensive dating pool ups the odds for a perfect match. As F. Scott Fitzgerald once said, “there's a million types of love in the world, but never the same love twice.” 10 Tinder ensures opportunity in numbers, increasing your chances to interact with the right type of love for you.

**Anti-curation** The communities we create on social media have a way of, more or less, keeping us in a bubble. 11 Tinder's interface allows users to break free of that because it introduces users to profiles you wouldn't normally see in your immediate sphere of influence. Tinder doesn't focus so much on the little pieces of your profile to find matches, instead, it's goal is to show you lots and LOTS of people that you may have otherwise never considered.



# 87%

of 18/19 year olds are  
**willing to take an  
emotional gamble**  
when starting a new  
relationship 2

# insight

Dating is like playing emotional roulette, and Tinder allows the user to stack the odds in their favor.

STRATEGY

Tinder lives on the

*freedom*

side of

**freedom & fear.**

# core idea

**Taking a step toward the unknown is daunting, there's no doubt about it. And the cusp of adulthood is the epitome of unexplored freedoms.**

When it comes to meeting new people, it's no different. But when you make that jump, when you make that new friend, you make memories. They can shape you, and you might not notice it right away. But looking back, your relationships form who you are. So challenge yourself.

**With Tinder, we introduce you to the beauty in uncertainty.**

DON'T SHY AWAY.

***embrace what could be.***

# manifesto

Life isn't about already knowing, it's about finding out. Sparking your curiosity. Cherishing the awkwardness, and finding a story within it. In the thick of the everyday, there is an opportunity for new things to come when you least expect it.

And those new things, those times that awaken the butterflies in your stomach, are best shared with the people who make your face light up. The people that encourage you to jump fences, that bring you out of the ordinary, and into those exciting moments.

Now you may be asking yourself, where are those people? How do I meet them? Make memories with them? What about me is worth talking about? Am I funny? Exciting?

The good news is, you don't have to know yet. Let new connections inspire you. Seek out new opportunities.

The everyday is ordinary, but you, yourself, are more than that. So get out there and go get 'em.

Embrace what could be.





# media strategy

Phonosapiens have grown up with social media, making them reliant on their phones. This generation uses their phones as a constant comfort to help them navigate their fear of missing out, social anxiety, and need for connection. We'd consider it essentially their first language. By ensuring each placement has a mobile mindset, we are catching our audience where they are already looking.

From the second 18 and 19-year-olds open their eyes in the morning, to waiting in line for their daily Starbucks, to listening to music during a workout, these individuals are constantly utilizing every convenience that their phones can possibly provide them. There is nothing they can not do from this device. It is an integral part of everyday life and culture—it's an extension of themselves and how they curate their life. At their fingertips is this gateway that allows them to connect with others, to express their endless creativity and to access a limitless realm of discovering themselves.

Their phones are a promise that anything they need is accessible and they will never be truly alone, thus making mobile the most opportune location to reach these budding adults. And given that our audience has reached this age range where they are finally able to experience so many new things that life has to offer, our ideas are meant to convey the notion of freedom, exploration, and self-discovery, while also continuing to ensure that everything can be led back to the digital landscape they inhabit.



# instagram

Instagram has consistently operated as one of the social media platforms that has become an ingrained part of the audience's digital experience. Utilizing this outlet that engages 29.8% of the worldwide 18-24-year-old population will ensure that Tinder will be able to connect with the target audience (Statista). Tinder's ability to use their organic Instagram account will help promote the overall campaign. KPI #1 and #2 will be in effect with Tinder launching Instagram-focused executions to help promote their brand, our strategy and will successfully integrate itself as a part of the daily experience the audience as users will continue to have. The exposure this platform will grant will result in positive brand association and, thus, consideration and will be a method for inspiring registrations.

# twitter

38% of 18 to 29-year-olds use Twitter and, therefore, make it viable for Tinder to benefit from part of the campaign existing here (Statista). The primary KPI of brand consideration will be enhanced via the awareness the audience will see increased due to the ways in which digital executions here will be able to garner attention via retweets and various other methods. Additionally, this will encourage the surge of new Tinder app users for the secondary KPI.



# tiktok

With 41% of Tik Tok users being in the 16-24 age range, the app is increasingly gaining traction as a monumental online platform in the lives of our audience (WordStream). It has a unique way of giving various types of visual and textual information (Entrepreneur). By adopting this specific digital placement, we will be associating Tinder with Tik Tok's notions of creativity, expressing talents and sharing stories to increase the preferences 18 and 19 year-olds have for the brand.

Organic media content will be posted on Tik Tok from Tinder's account in order to be a part of the trends that are catching our audience's interest while aligning with the app's easily consumable content nature. Micro-influencers that opt to post Tinder-branded content on Tik Tok will also contribute to this placement.

Spreading the love for Tinder through micro-influencers on Tik Tok will simultaneously hit both KPIs. Having advertisements on this platform that delve into the creative possibilities will give Tinder a boost in brand love from a creative, humorous, and knowledgeable audience on the Tik Tok app. Connecting Tinder with Tik Tok will, in turn, inspire new members to activate accounts.

# snapchat

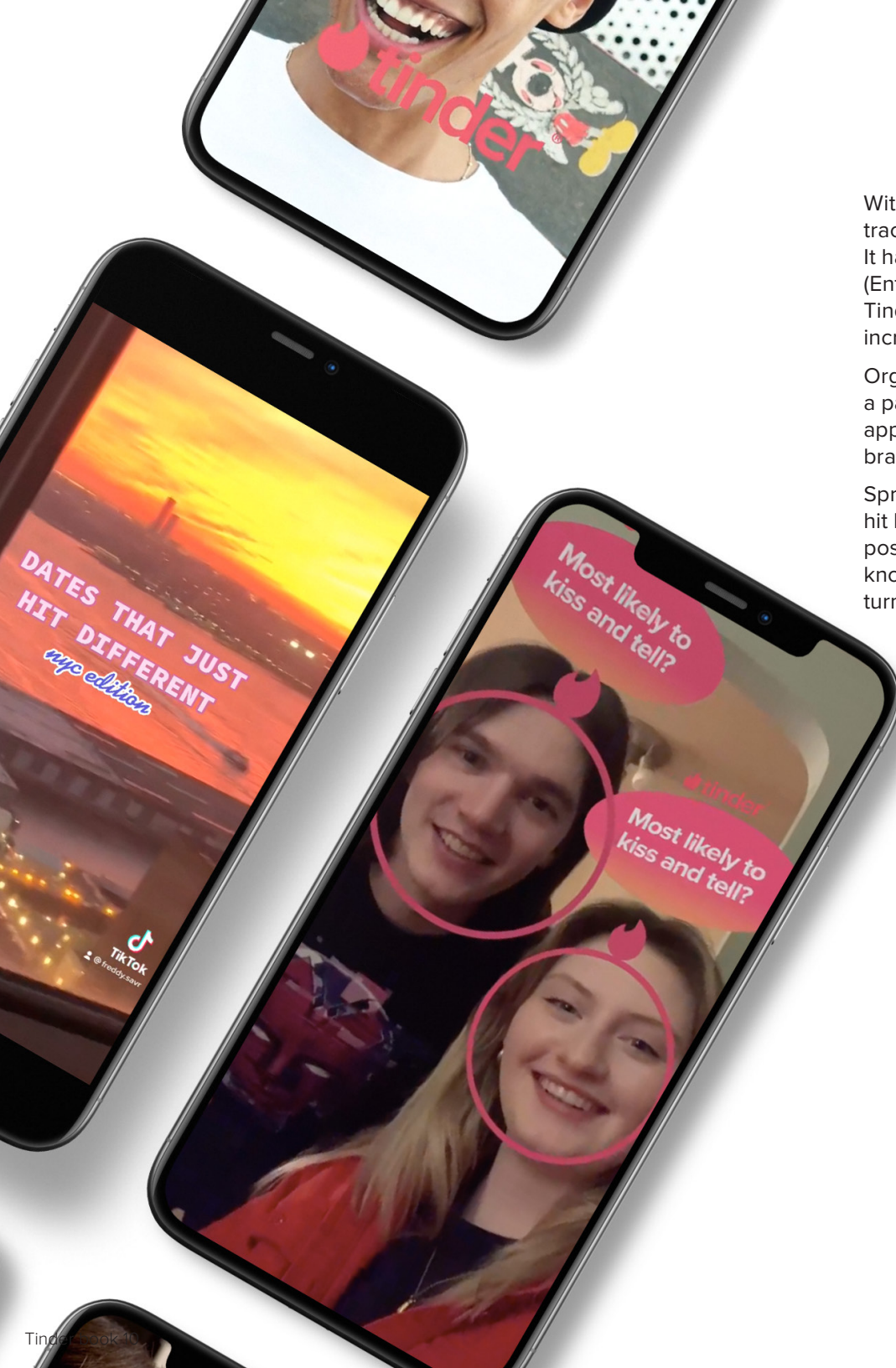
Snapchat is one of the most popular apps among the younger generation. It is seen more as a means of communication rather than a social media platform, so advertisements don't seem as much of a nuisance.

Compared to other social networks that were examined, Snapchat appeals more to younger users. Towards the end of 2019, the network reported 210 million daily active users on its site. According to Statista, Snapchat was found to be the most important social network for 41% of teens.

73% of 18–24 year-olds use Snapchat.

The Snapchat app is in second place worldwide based on overall mobile usage (Sandvine, 2019).

By the end of Q1 2020, Snapchat users had created more than 900,000 lenses with Lens Studio (Snapchat, 2020). That's an approximate 28.5% increase from the 700,000 at the end of the previous quarter.



# youtube pre-roll



With 94% of 18-24 year-olds using the platform, it is incredibly influential in shaping culture and trends (pew). Advertising and releasing content on this platform hits the primary KPI, “Increased brand consideration, preference, & sentiment.” Consideration for Tinder is increased through the majority of our target demographic already using the site. We will place content where 18-19 year-olds already spend their online time, bringing Tinder to the forefront of their minds when watching YouTube. Preference and sentiment for Tinder is also increased because our content will share authentic, relatable stories that draw our target audience to the brand. After all, Gen Z looks for brands who are authentic and genuine (NRF). Our content will bring a higher level of humanity to Tinder while depicting real stories. These pre-roll ads will show the endless world of Tinder and inspire users to be the author of their own story.



Most popular social media app among U.S. teens (Statista).



Most popular search engine behind Google (Forbes).



# tinder tell-all

The only real way to envision your future on Tinder is to hear real stories from real people. The goal of Tinder Tell-Alls is to recreate some of these stories using previously-known influencers in order to display the variety of experiences people have had using the app: from funny to heartwarming to weird, and just about

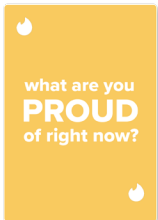
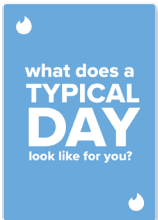
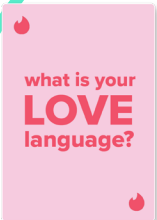
everything in between. Nielsen research reports that 70% of people say that they fully trust consumer opinions posted online, so we aim for these videos to empower users to feel comfortable seeing themselves using the app, hitting the primary KPI. People will come away from the tell-alls feeling that the brand is far more personal than they may have imagined, and perhaps feel that Tinder holds a limitless world of opportunity where people can get to know themselves and others.

# date kit

Date kits allow people to interact with the brand with friends, or on dates. Through Tinder-branded items (such as disposable cameras, card games, and tote bags), these kits will be sent to micro-influencers, and be available in the vending machines and Tinder Immersive Exhibition. In terms of location, we're aiming to reach the maximum breadth of our audience, which is often reached through various people, times, and venues. These kits fulfill the primary KPI by increasing brand consideration, preference, and sentiment. Studies show that companies using promotional products as their primary marketing strategy will experience an 85% increase in positive brand image by consumers. Also, 55% of people kept branded items for over a year, meaning that they will have Tinder on their mind far beyond the length of the campaign.



Metal Straws



## Bond-Fire Game

a "get-to-know you" game



Disposable Camera!  
\*customizable with sticker sheet



Tote Bag

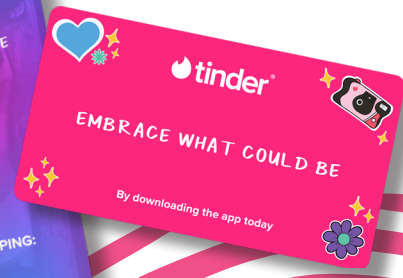
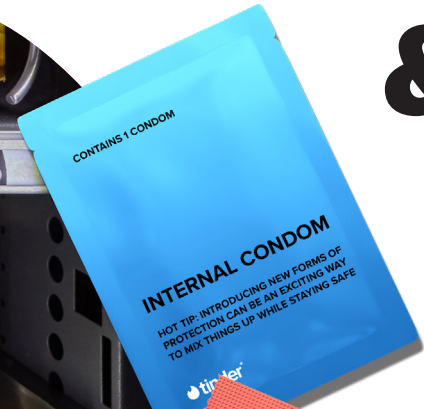
# vending machine & sex education



The vending machine execution works to capture the audience's attention with the very notion of a vending machine that is stocked with Tinder-related items. This method helps to create brand recognition with a single glance by using attractive branding solutions (Procoolmfg).

Tinder will fulfill this execution by working with a speciality company to create gift bags, with the Tinder logo placed on the outside, with the specific Date Kit items inside. A card is to be placed within each bag which will inspire people to use the Tinder app. Safe sex supply packets are also intended to be stocked as well. This placement will be tested in prospective areas of choice where Tinder can utilize localized vending companies to locate the machines in the appropriate places. The locations will be prime for the 18-19-year-old audience. Vistar is a national company that maintains and supplies products that are sold in the machines, which Tinder will be able to depend on to keep the vending machines stocked. A portion of the budget is set aside to pay Vistar to accomplish this.

Tinder can utilize vending machines to achieve the primary KPI of "brand awareness" by placing branded items in the machines that are located in targeted areas to help reach the audience of 18-19 year-olds. Our audience will be finding all of these products in unexpected places, which provides an element of surprise and has the potential to become a conversation on social media as well. This will work to create brand love and appreciation through the supply of fun, Tinder-related items made especially with our audience in mind. By implementing safe sex supplies into this execution specifically, Tinder will be helping to educate and provide for the target audience that is experiencing the awkwardness or fear towards this specific element of young adult life, which connects back to the strategy. This contribution works to position Tinder as a brand that aligns itself strongly with sexual responsibility and the products are intended to be sustainability manufactured.



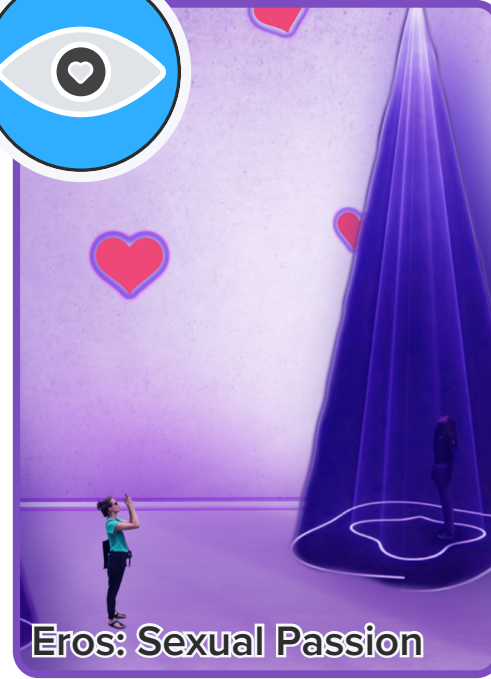
# immersive exhibition



## EXPERIENTIAL

Our idea with the Tinder Immersive Exhibition will be to display our strategy in a physical way. By hitting both the primary and secondary KPIs, these rooms will engage our audience into a multi-themed experience. In two different demographic locations, those attending will be immersed into a world of love, with the various types being showcased to stimulate the senses. This will provide Tinder with earned media, because if one thing is for sure, it's that our audience has a large influence on social media. The rooms will be a perfect time for our audience to snap pictures, make content for social media, and share the Tinder Exhibition with all of their followers.

This additional execution moves to take Tinder advertisements toward a different type of visual and experiential campaigning. And, with the help of the vending machines that are intended to be placed within the exhibition, the interaction that the target audience will have with this will create a lasting impact and conversation. Allowing participants to walk away with the merch offered will help to prolong the impact this experience will have on them. The showcasing of all types of love will take Tinder beyond the dating realm they inhabit and create a transformative action that will have our audience associating the brand with many aspects of their lifestyle, beyond dating. It is a way to be as inclusive as possible while allowing the brand to strengthen its presence.



Eros: Sexual Passion



Agape: Selfless Love



Ludus: Playful Love



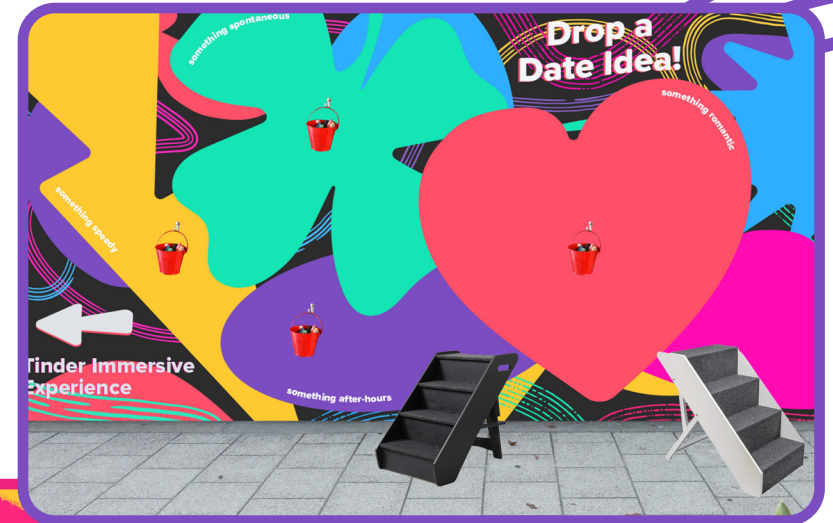
Storge: Familiar Love

# immersive exhibition cont.

## VENDING MACHINE

The special ordered and customized VendX machines that are intended to have a home within the Tinder Immersive Exhibition will allow for attendees to be able to walk away with Tinder merch, a tangible brand engagement that is likely to be promoted via social media in various ways. This all culminates to increase conversations regarding Tinder's position within the lives of our target audience for this campaign. There are to be two immersive exhibitions, with one existing on the east coast and west coast, in cities, such as Los Angeles and Miami, where the target audience is of a higher concentration and able to partake in the experience.

Tinder can utilize these vending machines to achieve the secondary KPI if an app-download is required for the machine's use. This would increase drive to the app, and also make sure each user isn't taking advantage of the machine through only allowing one item per download. The machines also would not run out as quickly. After downloading, users would be encouraged to explore the app and start swiping in order to make use of the machine's gifts.



## INTERACTIVE MURAL & PHOTO WALL

Participants will be able to write down fun date ideas as well as pose for photos with the mural and the photowall. This execution will continue to bring Tinder to life for our audience and help promote brand consideration and experience.



By creating interactive murals by Tinder, our audience will be encouraged to take photos and connect with the brand. It will be hitting our primary KPI by raising awareness and earned media to the brand while also encouraging potential new users in the process.



# media schedule

Our placements, both digital and experiential, will keep Tinder at the forefront of our audience's minds by working simultaneously throughout the campaign to reach our target demographic in multiple locations and times. We chose to execute our digital placements for the entire 5-month campaign because 73% of Gen Z use social media daily. Moreover, Gen Z uses social media for an average of three hours per day. Keeping the digital placements constant throughout the campaign is necessary to serve as a continual reminder that Tinder is there for everyone's dating needs.

		AUG	SEP	OCT	NOV	DEC
DIGITAL	Instagram	■	■	■	■	■
	Snapchat	■	■	■	■	■
	TikTok	■	■	■	■	■
	YouTube Preroll	■	■	■	■	■
	Testimony Series	■	■	■	■	■
EXPERIENTIAL	Date Kit	■	■			
	Micro-Influencers		■	■	■	■
	Vending Machines	■	■	■	■	
	Tinder Immersive Exhibition	■	■	■	■	

Our experiential placements aim to boost our impressions and reach during the months where people are dating the most throughout the year—cuffing season. Studies have shown that 60% of people have met a partner during cuffing season, October through February, and 48% of those people met their partner in October. For this reason, our date kits will be sent out to micro-influencers in the first two months of the campaign to get people excited and ready for cuffing season. These micro-influencers will then promote the date kits and Tinder for the final months of the campaign to work in tandem with the digital placements. The vending machine and immersive experience will begin at the start of the campaign to coincide with the date kits and the micro-influencer promotion. These executions will end in November due to most people dating during the first two months of cuffing season.

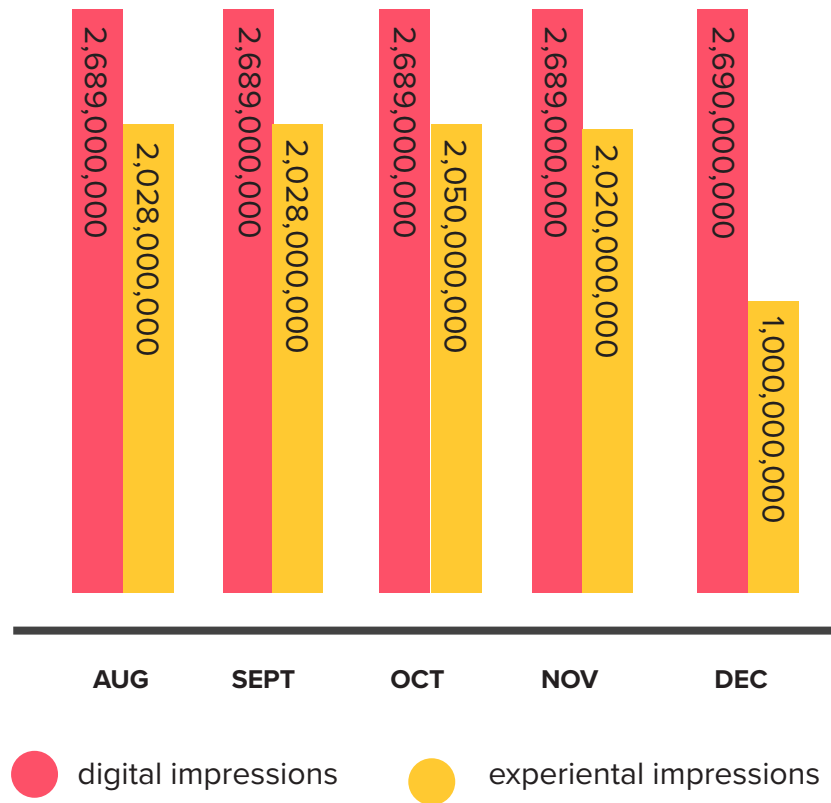
**CUFFING SEASON**

**OCTOBER  
THROUGH  
FEBRUARY &  
OCTOBER**

# impression trends

\*National Singles Day (9/25/2021)

\*\*All Impressions are measured in the millions, unless noted otherwise.



## IMPRESSIONS BREAKDOWN

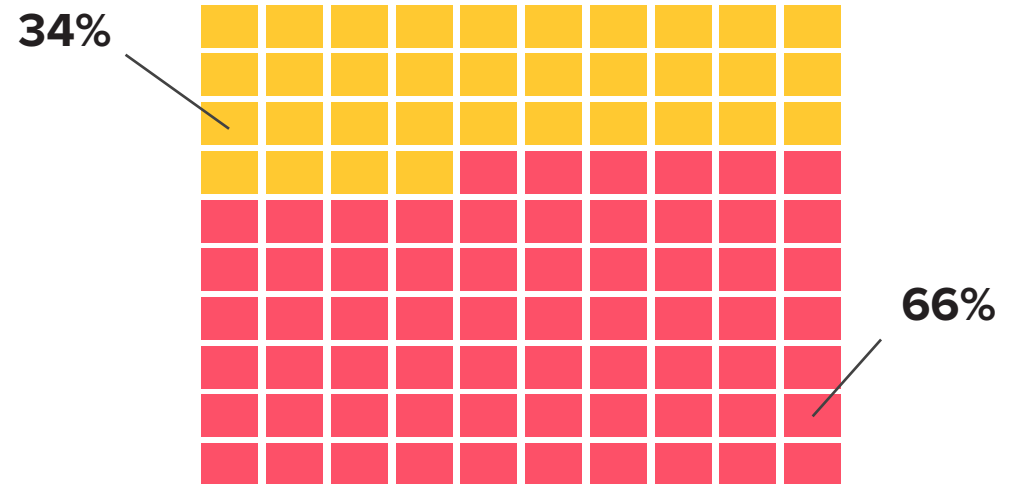
To maintain a high impression and engagement rate for Tinder, we ensured our digital coverage was utilized throughout all five months of the campaign. In addition to our constant digital presence, we have our peak experiential placements in the first four months of this campaign. Our experiential placements will hold earned media which will continue to give Tinder impressions for months after the campaign is over.

# evaluation

This campaign will reach 18 and 19-year-olds through the channels that appeal to their young and adventurous minds. We focused our budget primarily on digital placements due to this demographic spending a large portion of their free time online, as a way to navigate the world while discovering and expressing parts of who they are. After all, 55% of Gen Z uses their phones for five or more hours each day (PEW). This is a prime opportunity for us to reach our target audience as they are actively consuming content on social media and the internet.

Our experiential placements bolster our digital placements by bringing the fun and explorative nature of the online world into the physical world. Each of these placements relate back to digital placements by encouraging people to share their experiences online, generating more awareness for the campaign and Tinder overall.

By allowing our audience to build this association of Tinder as a brand that goes beyond their app and aligns itself in association with what they value and seek out everytime they use their phones, we will be creating a connection that will outlive the duration of the campaign itself.



● Digital: \$6,776,400 ● Experiential: \$3,201,853

# budget

## BUDGET SUMMARY

We have allotted a significant portion of the campaign budget to digital executions due to the importance this landscape has in the lives of 18 and 19 year olds. As emphasized in our media strategy, our audience has grown up in a world where so much of their lives, their creativity, their self-expression and more are displayed or enhanced by the digital technologies that are at their disposal. With so much of their time spent on social media platforms everyday, we saw fit to ensure that many of our executions will be reaching them where they are already actively participating and spending their time.

In order to successfully reach our audience in this way, it was important for us to devote most of the budget to achieving this. We also set another portion of the budget aside for experiential executions to diversify the way in which the campaign will be interacting while also implementing ways to be linked back to digital outlets and platforms. Our placements will become a consistent part of the daily online activity these young adults engage with during the duration of the campaign.

Placements	Budget	Frequency	Impressions
<b>Digital</b>			
Instagram	\$1,003,000	150 days	90,000,000
Tik Tok	\$2,173,400	60 days	329,000,000
Snapchat	\$1,000,000	40 days	200,000,000
Snapchat Lenses	\$600,000	1 day (first day of rooms)	70,000,000
Youtube Pre-roll	\$2,000,000		90,000,000
Testimony	400,000		90,000,000
<b>Experiential</b>			
Date Kit	\$1,268,853	4,000 bags	6,000,000
Vending Machine	\$123,000		6,000,000
Exhibition	\$560,000		4,000,000
PR firm	\$500,000		4,000,000
Production	\$350,000		500,000
<b>Total</b>	<b>9,978,253</b>		

# further consideration

Throughout our five month campaign with Tinder, our team had many ideas that did not fit the timeline in the brief. Therefore, we are putting in some ideas for further consideration with the Tinder team.



## EXPAND VENDING MACHINE PLACEMENTS IN MORE CITIES

Our first idea which correlates with our fully-formulated campaign for further consideration is to expand our Tinder Immersive Exhibition to more locations. We budgeted for two locations and four weeks with the hopes that the results would lead Tinder to want to continue our campaign for longer. Our second idea is expanding the vending machine. We researched two separate cities to accurately budget the cost of what the vending machine would be and how they would hit our demographic efficiently. With the success this placement will certainly have, we recommend Tinder continues to sell products in vending machines throughout the country. Both of our further consideration methods will continue to hit both the primary and the secondary KPI. It will further our campaign for Tinder and continue to earn coverage for the brand long after our campaign is finished.

## MURALS IN MORE CITIES

Based upon our research, 18-19 year-olds enjoy experiences and opportunities to promote themselves and what they see as their own 'brand.' By using the murals seen previously in the Tinder Immersive Exhibition and plastering them in different cities. Tinder would see an increase in earned media and brand love. This brand consideration would help drive users, accurately hitting both our primary and secondary objectives.



In addition, we offer the following ideas to be seen as further consideration by the Tinder team. We suggest partnerships with major companies our demographic already uses. Our suggestions for partnerships range from Cards Against Humanity by creating an expansion pack based on Tinder stories and brand moments, to a partnership with We Are Not Really Strangers.



# conclusion

Tinder gave us a tall task: expand the usership of the world's largest dating pool to include more 18/19-year-olds. These are people who, while perhaps excited to get out there, might be a bit nervous to take that first step. So, we sold them the

## *freedom of adventure*

Tinder opens the door to a world of discovery, relationships, and growth. Rather than just another dating app, Tinder serves as a vehicle of exploration as this audience finds their footing in adulthood. We're simply giving them a place to start.

With Tinder, we encourage our users to just start living, and

# *embrace what could be.*

“

**Question:** “When you hear the word freedom, what comes to mind? What does it look like to you?”

**Answer:** “Nina Simone says ‘freedom is no fear’ and I’ve thought about that and I think that’s true I think its lack of fear about anything. You can be afraid but overcoming the fear is the freedom part.”

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**We are Team 243 and we invite you to do just that,  
embrace what could be.  
We look forward to working with you.**