

# Plans Book

NAME: **Team 812**

SUBJECT: **Tinder®**

 **tinder**® × **aaf**® national student advertising competition

**#FanTheFlame**

# MKT812: Tinder® x Inferno Collective

## Course Overview

Welcome to the Fan the Flame Campaign: a fresh new start for Tinder. It's a new school year filled with fresh connections, new beginnings, and the buzz of an updated version of you!

## Course Description (Executive Summary)

We now live in a digitally connected world. Our society is glued to our phone screens, and a majority of our days are spent online. Can one app combine creativity, connection, humor, and depth in a way that is authentic and reaches out to audiences genuinely? Some people say we have lost true relationships, fewer individuals go out and experience the world and instead live their lives through the internet. Dating has become more difficult. This is where Tinder comes into play.

Tinder started as a burst of light, forging connections between people who never would have known the other existed without the app. It embodied everything college kids were searching for, new experiences with new people. Tinder used to be an exhilarating adventure. Tinder used to be a place where people felt comfortable stepping outside of the normal. Tinder used to help people be brave. That's not how people see Tinder anymore.

Young adults and teens are fearful to sign up. The stigma of being "the hook-up app" has gone too far. People don't see Tinder as a place to create true connections like they once did. Tinder has become a place where bored individuals download, delete, re-download, re-delete, and so on. But Tinder doesn't have to be this way. It's never too late to take a breath, reflect, and start again.

## Course Goals (Campaign Objectives)

This is a new year where we can be together and experience new adventures. The goal of this campaign is to present Tinder in a new light. Through the lens of Gen Z, Tinder will be more. Tinder will create connections for their users by connecting with businesses themselves, leading by example, and getting people off of their phone screens and into the real. We will create a space where users feel comfortable being their original, beautiful selves- no holds barred. They'll start a Swipe Right® revolution. Like wildfire, Tinder will grow into something more. Something that no other app can compete with.

This is Tinder's fresh start. There's no better feeling than the beginning of a new school year with new supplies, new places, new faces, and new connections. The Fan The Flame campaign will grow connections and Tinder's reputation. Everyone deserves a new beginning.

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## Objective Overview:



Build 20 additional Tinder partnerships aimed at getting users to connect on and off of their phone screens



Break the download-to-delete life cycle and increase app longevity



Grow swipes by 300 times and cultivate more conversations



60% increase in verified profiles to promote safety

# Digital Dating Is Just Getting Warmed Up.

Dating has undergone a major transformation throughout the years. The rise of the internet led to a brand new dating world. Singles used to be limited to people in their area, or people their friends knew. The internet allowed them to meet people they might never have met if it wasn't for the ability to connect online. Eventually, this newfound technology led to people experiencing an increased pressure to present themselves in a perfect light and has caused many self-confidence issues. This is especially true among Gen Z, who has never known a life without the burden of a screen.

## Today Digital Natives Under Pressure

Comparison is the death of confidence. It has never been easier to want what you can't have. The need to be perfect skyrockets. Gen Z deals with mental health struggles and is hesitant to step away from the screen.

*"Teens themselves describe these platforms as a key tool for connecting and maintaining relationships, being creative, and learning more about the world. But they also must contend with more negative aspects of social media use, such as drama and bullying or feeling pressure to present themselves in a certain way."*

-Medium<sup>20</sup>

## 2000's Social Media Surge

Life as we knew it was redefined once again. The age of filters, posting, commenting, and sharing continues to rise today. The influence of social media simply cannot be underestimated.

*"In 2007 I argued that Facebook might not be around in 15 years. I'm clearly wrong, but it is interesting to see how things have changed."*

-Jonah Berger, Wharton Marketing Professor<sup>8</sup>

## 1980's Dawn of the Internet

The World Wide Web was a shiny new phenomenon. Dating apps were not a category, but the possibilities were just beginning.

*"...the roots of computer-aided dating go all the way back to the 60s."*

-Pew Research Center<sup>7</sup>

## Pre-1980's In-Person Era

This was the time before the world went online. Singles went on rom-com worthy dates. Text messages were trumped by rambling voicemails.

*"We have an innate desire for human connection and physical contact"*

-Wharton<sup>8</sup>

## Now Trending:

Technology has shifted how we communicate, and has redefined dating through convenience, choice, and gamification. "Studies have shown "...the randomness of the notification, causes a little spike of dopamine."<sup>17</sup> Think about how integral these random notifications are when online dating; it feels great to see a new match or message. Dating apps make validation easy, addicting, and can make forming actual connections more of a miracle than a sure thing.

In terms of choice, dating apps are generating positive reactions from users. "A cross section of people were asked to use Tinder to find people they would go on a date with. **What they found is that people's response to their love life was much more optimistic once they had used Tinder.**"<sup>16</sup>

**38%** of U.S. adults feel positively about dating apps and services, more than the share who feel negatively toward them (32%).<sup>17</sup>

**3%** more people have reported meeting their spouse, partner, or most recent significant other online in 2021 compared to 2018.<sup>17</sup>

**36%** of U.S. adults have used a dating platform as of 2021, up from 29% in 2018.<sup>17</sup>

**71%** of dating app users said they're logging on more amid the pandemic.<sup>17</sup>

## Giving up the Ghost:

It's easier to break out of your social circle and make more connections than ever before, and people feel better when they realize how much opportunity is out there, however, the downside to this is that it can make people feel expendable. This indifference has resulted in a social phenomenon known as 'ghosting.' This occurs when someone stops replying mid-interaction without any explanation or warning, leaving the other human wondering what they did wrong.

Although ghosting is still common, in 2021 studies found that "Ghosting is down 27 percent. People have become more intentional and empathetic in their dating lives."<sup>19</sup> Ghosting has not completely vanished, but people care more about others and are more cognizant of not wasting other people's time.

**While the internet causes some clear problems, it can also be a place for endless discoveries. No generation has harnessed this power more than Gen Z.**

# Target Audience.

Gen Z is a complicated generation with true values and big visions. Our team did a deep dive into research on Gen Z, including personal one-on-one interviews, insights from secondary research, and two surveys related to dating apps and Tinder® perceptions.

HELLO  
my name is

Gen Z

## We Are Undeniably Inspiring.

Gen Z is a generation in sustained suspension. Their college classrooms, dorms, and graduation gowns have turned virtual, but their zest for entertainment and creativity burns on.

Photoshopped, flawless, and untrue has been stomped on by original and creative content. While Gen Z enjoys creating content, most social media platforms are a haven of insecurities and self-doubt.

Gen Z isn't worried about the perfect Instagram preset, they care about the people who have something worthwhile to say.

## We Know True Happiness Comes From True Connections.

Gen Z values connections, but they don't let just anyone into their circle. Their friends often share similar values and beliefs, and the organizations and brands they support need to be accountable and believable.

*"[...] the connection really was there and I didn't even know it until I actually met him in person. Like, our conversations over text and using Tinder-the chat-weren't super super interesting at all."*

-Tara Chanapan, Student<sup>18</sup>

## We Act With Intention.

They're not mindlessly scrolling, they're developing spirited, intelligent, and creative content. They're not out of touch, they stand up for what they believe in and they hold everyone accountable for their actions.

"[Gen Z is] acutely aware of environmental, political, and socio-economic problems that societies face today. According to a study by The National Retail Federation and IBM, they're "more serious about this" than any other generation. For this reason, 55 percent of Gen Z choose brands that are eco-friendly and socially responsible."<sup>27</sup>

"Gen Z is **less concerned** with brand appeal than millennials."<sup>27</sup>

Gen Z wants realness, and it's important for Tinder to be conscious of their struggles, places of happiness, and values when examining brand insights. What this generation does so well is harness their creativity, their knowledge of technology, and their beliefs to build a safer, more inclusive, better-educated, more open-minded world.

Gen Z wants:

The world to be better for those around them.



The Earth to have a bright, healthy future.



Their communities to thrive.



Equality, accountability, and change.



The freedom for everyone to be exactly who they are.



To accept, and be accepted.



Gen Z wants realness, and it's important for Tinder to be conscious of their struggles, places of happiness, and values when examining brand insights.

# The Struggle Is Real.

Our team conducted two surveys with 609 respondents, and 17 interviews among 18 and 19 year olds. We found insights tied to Gen Z's consumer behavior, dating app experiences, and desires for making new relationships. This allowed us to better grasp this generation through their eyes.

## A Loneliness Epidemic Thrives...

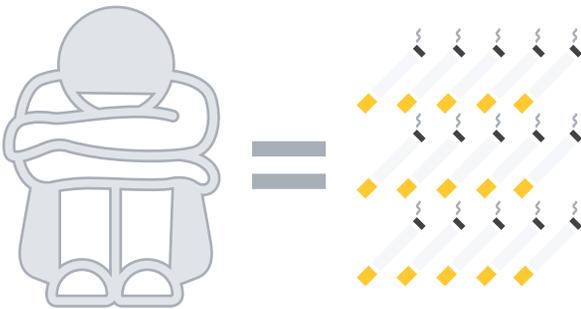
### Potential:

Tinder® has the opportunity to open connectivity and break lonely barriers. A right swipe is the starting point for a friendship, funny story, relationship, or a chance to find that person you just click with.

### Sticking Points:

Meeting people and sparking relationships has never been more difficult. The COVID-19 pandemic has heightened the mental health crisis and Gen Z has been vocal about their struggles. We live in a society tied to its roots by social cohesion.

**62.4%** of Gen Z said isolating during COVID-19 has worsened their mental health.<sup>9</sup>



According to a nationwide survey performed by Cigna, *“loneliness can kill as easily as smoking 15 cigarettes per day.”*<sup>10</sup>

These insights led us to wonder about developers. What are their obstacles? How can we help them overcome their biggest challenges?

## Lost In A Sea Of Sameness...

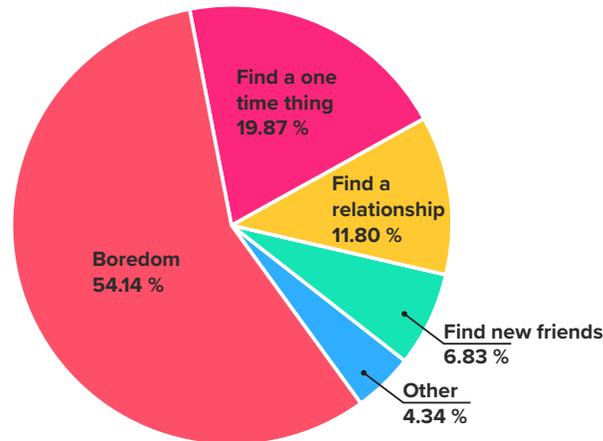
### Potential:

Tinder needs to turn a mirror on themselves. Only with true reflection can a brand be inspired to grow.

### Sticking Points:

Q: What is the main reason you use Tinder?

**92 out of 161** survey respondents said that boredom was their core reason for using Tinder.<sup>24</sup>



Ingained with the stigma as the ‘hook-up app,’ teens are fearful and show no pride with others seeing Tinder on their phone screens.

*“Most of my conversations are cut short because they are looking for hook-ups.”*

-Shubhdi Srivastava, Student<sup>4</sup>

## Entertainment Swipes Are In...

### Potential:

Teens understand that Tinder is meant to meet people, but they view the app as a short-term game.

### Sticking Points:

*“It’s fun and you can be anyone you want because no one knows who you are.”*

-Gigi Novello, Student<sup>5</sup>

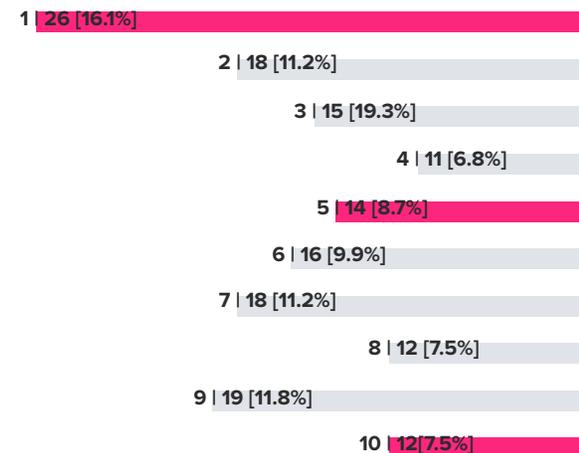
*“I think that a lot of people just use it because they want to entertain themselves with something and it’s fun.”*

-Tara Chanapan, Student<sup>18</sup>

*“It feels bad using Tinder at first, but at the same time it’s fun and exciting to see if they also matched with you. When I was bored I’d find myself going on subconsciously.”*

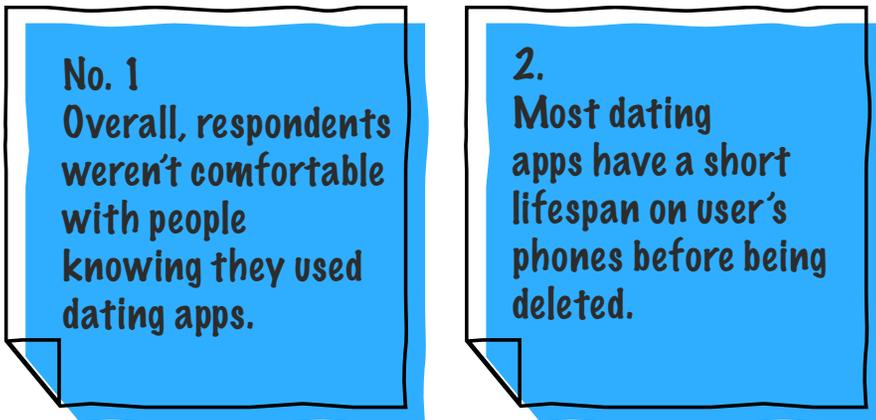
-Jack Dimond, Student<sup>3</sup>

Q: On a scale of 1-10 how comfortable are you with people knowing you use Tinder?<sup>24</sup>



# Developer Struggles

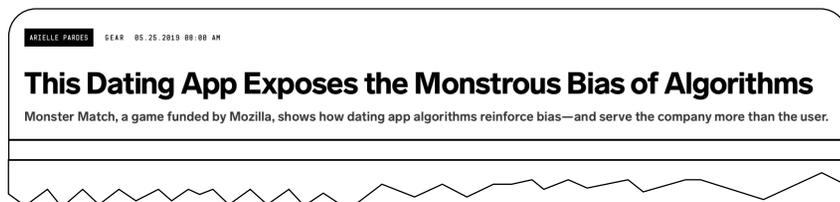
Developers of dating apps have undertaken a sizable challenge. They could make the best app in the world, but a large number of people would still not be receptive to the concept. Two surveys- one on Tinder as a brand (297 respondents) and one on dating apps in general (312 respondents)- led our team to find two issues that all app developers must pay attention to:



These themes point to consumers being categorically unreceptive to online dating apps, and we are not the only ones who've noticed.

*"Users are having good experiences but they'd still prefer not to have to use dating apps!" -Joe Russell, Founder of Dreamwork App Developers.<sup>1</sup>*

Developers of dating apps deal not only with creating algorithms but also facing intense scrutiny. Imagine waking up to a headline like this<sup>20</sup>:



**Habit, Experiences, and Entertainment: The keys to breaking down the walls Gen Z has so readily built up.**

# Solution Intro

Developers have been endlessly searching for ways to engage with Gen Z- they are the hardest generation yet to target. What do they want? How do we give it to them? **The key to delivering an app that is out of every other app's league is HABIT.** It is absolutely crucial that developers strive for habit forming apps because "the average user spends about 70% of their time with three favorite apps."<sup>1</sup>

**This will be on the test:**

**Q: What can brands provide to build habit?**

**A: Digitally Disruptive Experiences.**

The key to delivering a successful app that outpaces the competition is habit. Making an app a habit is often an unconscious decision of the user. When people take a picture, their first instinct is to put it on Instagram. When they think of something funny they open up Twitter. For Tinder, the

stimulus that should unconsciously push users to open the app should be boredom because nearly every user experiences boredom at least once a day. Consider the boredom to be the bell that Pavlov used on his dog. When people are bored, it's time to create digitally disruptive experiences.

*"Instead of relying on expensive marketing, habit-forming companies link their services to the users' daily routines and emotions."<sup>1</sup>*

App creators need to burn down the digital wall that we all hide behind, only then will Gen Z be compelled to brighten their screens with their true selves. When that wall of self-doubt and self-consciousness crumbles to

ash, something beautiful can rise: the willingness to step outside the screen, meet up in person, and form true conversations that will lead to meaningful connections.

# How Tinder Shows Up

Tinder® will be the first-to-mind when it comes to choosing an app to interact with. Fan the flame. Burn it down. Watch authentic confidence thrive. Tinder can be the go-to place for making connections; a place that includes everyone.

## Break The Cycle

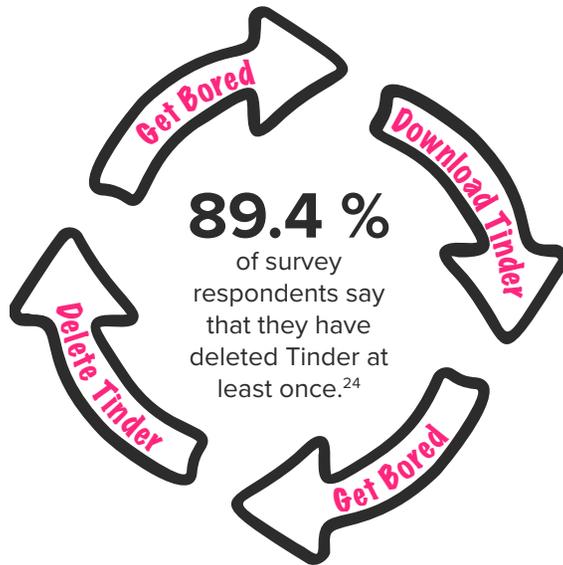
For Tinder to be able to live up to their brand purpose, we need exciting experiences to happen on the app. By doing this, we will make Tinder exciting for users and therefore a habit of breaking boredom, not a vicious cycle of downloading and deleting.

**62.5%** of respondents deleted and re-downloaded Tinder one to three times.<sup>24</sup>

**34.03%** of participants deleted Tinder because they found a relationship.<sup>24</sup>

Flings, long-term relationships, friendships, and stories have all formed because of the app.

**54.86%** of respondents deleted Tinder because they were bored or found **no outcomes**.<sup>24</sup>



## Stand Out

### 1. Be Yourself

When users are bored, their first notion needs to lead them to click on that iconic flame logo. From the flame, digitally disruptive experiences will be delivered.

### 2. Love Others

Tinder partnerships play an integral role in creating disruptive experiences. Tinder has always been the place to form new connections and relationships, and our brand needs to lead by example with cross-brand partnerships.

### 3. Get Real

Tinder needs to disrupt the notion that perfectly filtered selfies and shallow biographies will lead to a safe space for all- everyone knows it's fake news.

## Tinder is for Everyone

Tinder's purpose is to make the possibility of sparks possible for all. And while there are good fires, there are bad fires too. Tinder has both wonderful and poor qualities, and it is important to understand both to extinguish the fires gone wrong.

| Pros:   | Cons:   |
|---|---|
| <p><b>Non-Curation</b><br/>Unlike other dating apps, Tinder has a non-curated system, which allows people to meet individuals that they might not have if it wasn't for Tinder. It grants users the freedom to expand outside of their comfort zone and dig deep into an app that has the largest and most diverse pool of users, with no restrictions or expectations.</p> <p><b>Anonymity</b><br/>If someone doesn't like you, you'll literally never know. Swipe lefts are harmless, whereas Swipe Rights® are a chance for a fresh new connection. And let's face it, seeing a new match with someone is an instant confidence booster.</p> | <p><b>Safety Concerns</b><br/>In a survey presented to college students, we found that the biggest reason they did not find connections on Tinder was because of safety concerns. This online platform was designed in the hopes of facilitating excitement and helping all on the app to create new memories, in whatever way they saw fit. In reality, the feelings users gain from their experiences are not in line with Tinder's intended purpose.</p> <p><b>Superficial</b><br/>People are more than a picture. Yet on Tinder, it's easy to get lost in the digital crowd. Those craving deep connections have to work a little harder to be seen as more than a pretty face.</p> |

# Brand Position.

Gen Z doesn't want to be told what to do. They listen to individual expressions and avoid labels.<sup>12</sup> Tinder® will create an environment where Gen Z can be themselves. Gen Z craves more than a perfectly edited picture and Tinder understands that they want more.

Tinder will provide digitally disruptive experiences. Gen Z wants more in life, and the Fan the Flame campaign is all about taking the adventure beyond the app. By 2025, Gen Z "will revere unplugged experiences."<sup>12</sup> Teens are already seeking memories that go beyond their phones and this desire will only continue to grow.

55% of teens say they don't like things that last forever online.<sup>25</sup>

Tinder will become a habit for Gen Z. When users are bored and want to meet someone new, Tinder will be the go-to place for creating once-in-a-lifetime experiences. Tinder will foster a community for everyone to create new memories and connections.

The Fan the Flame campaign is here to break down the digital walls and give Gen Z what they want.

More experiences. More connections. More you.

# We Want More.

## More of Us, Everyone, and Everything Our Way.

It doesn't take an enormous amount of effort to see the beauty in the world.

We see the opportunity for a new kind of Tinder®. A Tinder that gives us what we want- which is **more**. We want more unapologetic moments and experiences. We want more risk-taking. We want more **accountability**, more **freedom**, more **life**. We want more of what makes Gen Z so intriguing and unique- more us.

Our Tinder isn't concerned with impeccably filtered photos. We're advocating for content full of personality and truth. We'd rather post a humorous video, or a picture where we're laughing too much, having the time of our lives, than a selfie sporting a forced smile. Our Tinder is a place of self-expression and we want more than just a swipe. We want more than perfection. Our fuel is generated from imperfect content.

Our Tinder encourages **courageous curiosity** about the people around us. Finely tuned curation doesn't compare to the adventures that can be found when we take a step outside of the normal. We are risk takers and push the boundaries.

If you're looking for an example, search no further than the Mona Lisa as an archetype. The entire world is fixated with her, longing to know what emotions lie behind her expression. She's a relatively small painting, arguably not smiling, yet each of us are intrigued. There's a little bit of the Mona Lisa in all of us. When we look at the Mona Lisa, we see ourselves reflected right back. We see an important truth: we are all interesting and worthy of love, just like her. **Our Tinder celebrates the Mona Lisa in all of us: the hidden beauty waiting to shine.**

Our Tinder doesn't perpetuate a culture of fear and mockery. It rejoices in the freedom to be the best



versions of ourselves, unencumbered by the weight of social expectations. **Sorry, not sorry.**

Our Tinder embraces an important truth: **true happiness comes from true acceptance of ourselves and true acceptance of those around us.**

Tinder can be a place for **connection, imagination, and discovery**. Tinder can be a place for joyful, unfiltered, genuine acceptance. It doesn't take an enormous amount of effort to see the beauty in the world, all we have to do is embrace it.

We are all unique and different, and our Tinder includes each and every single one of us. **Join our Tinder. Embrace your bravery. Fan the flame.**

Manifesto 2021 | #FanTheFlame

# Designing a Fresh Start

## Execution Strategy

### Color

Each execution will showcase the spirit of the Fan the Flame campaign: the feeling when you know a relationship is building and your emotions are in a disarray of joy. The vibrant colors of Tinder® Pink, Boost Purple, and Tinder Coral will highlight the bold and fiery decision to be unapologetically happy. Tinder's UI colors will be brought into the spotlight, showcasing a playful and effervescent side to the brand that mirrors Tinder users themselves.



### Imperfect Imagery

Tinder sees the beauty in imperfection. Photographs and images will be captured without filters and retouching. There will be zero images in our campaign with people directly looking at the camera. The Fan the Flame campaign photos will be relatable, natural, and fearlessly real.

Images will capture the essence of what it means to be young. Wide shots will be shown to express how small we all are, living in a world filled with countless people with countless stories. Close-up shots will be highlighted to contrast the wideness of the world. The understanding and connection that comes with being close to someone is much bigger than it seems. This juxtaposition will create a truly interesting, complex, and unique campaign.

### Music and Tone

Music brings people together, and the Fan the Flame campaign is all about connecting and forming relationships outside of our digital world. There is no better feeling than singing your favorite song at the top of your lungs, worry-free. Two songs that represent Tinder are *Girl on Fire* by Alicia Keys and *We're Gonna be Friends* by The White Stripes. Tinder perfectly represents the duality of these two iconic songs together. Keys celebrates fearlessness and empowerment. Anyone can belt out the words to this song and that is what Tinder is about: loving and being yourself. The White Stripes take us back to a simpler time, when making friends came about as easily as counting to three. This sweet nostalgia coupled with bold courage is what truly resonates with Tinder users: a glimpse of the past with the promise of something new.

As the world returns to normalcy, people will create new memories and remember how to celebrate life, and Tinder will be there to fuel the celebration.

*"Nostalgia is a way of offering ourselves hope and inspiration. Nostalgia mobilizes us for the future. It increases our desire to pursue important life goals and our confidence that we can accomplish them."<sup>16</sup>*

## Creative Strategy

We are a place for conversations to be created. Tinder is the starting point to the real world. We know people are afraid to take that step and message others. Intimidation lies in not knowing if you have the same interests or click with the person behind the screen. Our creative message is all about celebrating users' unique selves, tying back to the problem; there are not enough conversations created after a swipe, and people are not showing their true personalities. The Fan the Flame campaign will break down the digital walls and increase brand love for Tinder by:

### 1. Creating unique experiences beyond a screen.

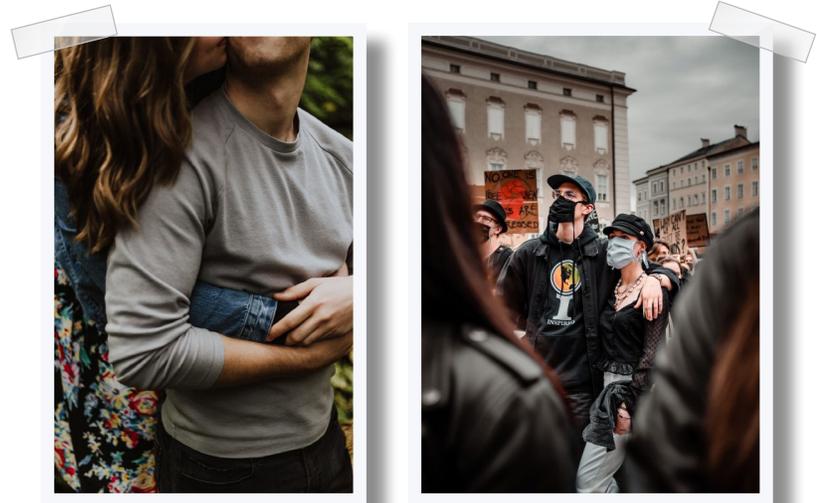
We are excited about life, taking risks, and helping foster adventures beyond the phone screens.

### 2. Focusing on Gen Z's needs and desires.

The tone is centered around as if Tinder is also a part of Gen Z. The tone is always real and playful, yet concise. We don't beat around the bush and sugar coat. We understand that it's scary putting yourself out there, but we also know that it's worth it.

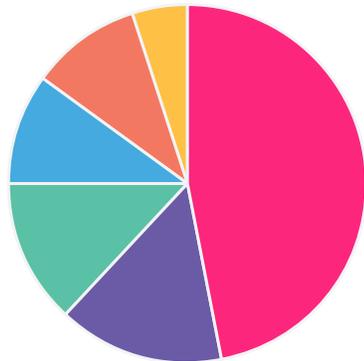
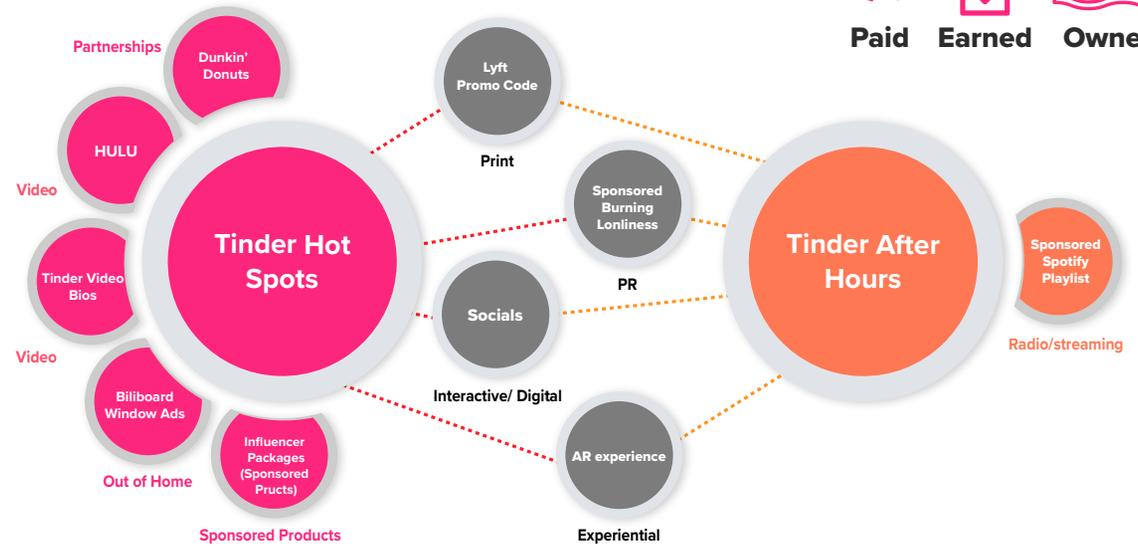
### 3. Cultivating a place where users can be themselves.

Tinder is known as the 'hook-up' app, and people don't know who is behind the selfie. This campaign is here to change that. Our strategy is embedded in showing the real you. Gen Z cares about genuine relationships and conversations. Each of the marketing tactics goes back to the importance of personalized messaging and storytelling in Gen Z's voice. We will be using first-person voice as much as possible in our tactics.



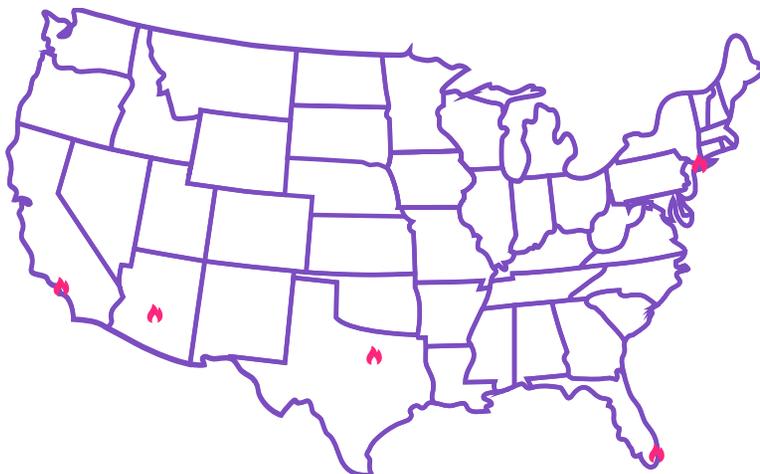
# Media Strategy

The Fan the Flame Campaign will run from August 1st, 2021 to December 15th, 2021. It will accomplish our targeted objectives of building Tinder® corporate partnerships, increasing user app longevity, increasing verified profiles to promote safety, and cultivating more conversations by increasing user engagement and user interaction. The budget for the campaign is \$10M to allocate among the different media strategy channels and achieve our objectives.



Cost Breakdown

- Experiential - 47%
- Out-of-home - 15%
- Interactive/Digital - 13%
- PR/Sponsorships - 10%
- Video - 10%
- Print - 5%



## Tactic & Objective Connection Overview:



**Build 20 additional Tinder partnerships aimed at getting users to connect on and off of their phone screens**  
 •After Hours & Lyft Promo Partnership



**Break the download- to- delete life cycle and increase app longevity**  
 •AR



**Grow swipes by 300 times and cultivate more conversations**  
 •Tinder After Hours  
 •Video



**60% increase in verified profiles to promote safety**  
 •Billboard Ads  
 •Social Media

## Designated Market Areas (DMAs):

- LAX (Los Angeles CA)
- Dallas/Ft Worth International Airport (Dallas/Fort Worth TX)
- Washington Dulles International Airport (Washington DC)
- Sky Harbor International Airport (Phoenix AZ)
- Miami International Airport (Miami FL)
- John F. Kennedy International Airport (New York NY)

# Tinder® Video Bios



## Video

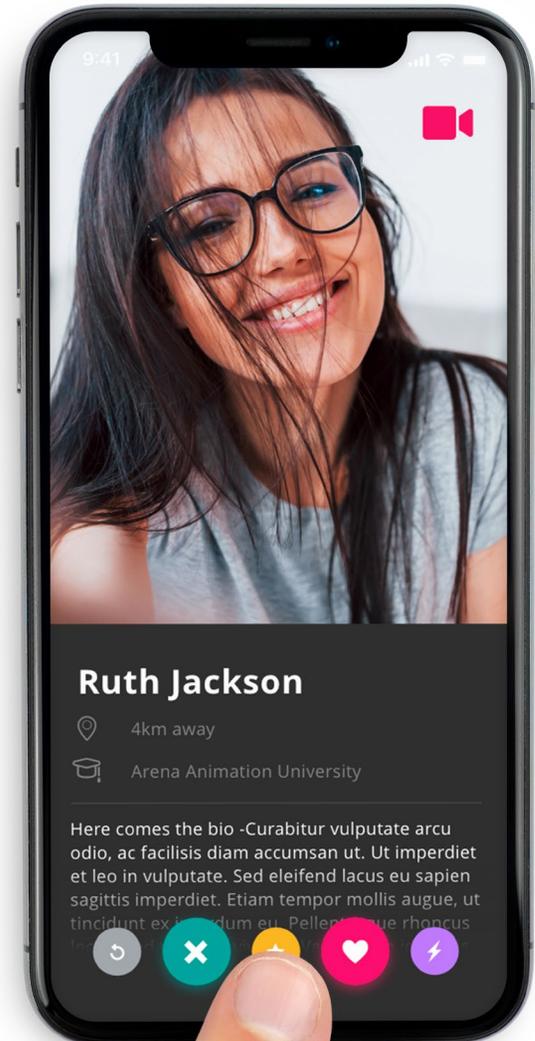
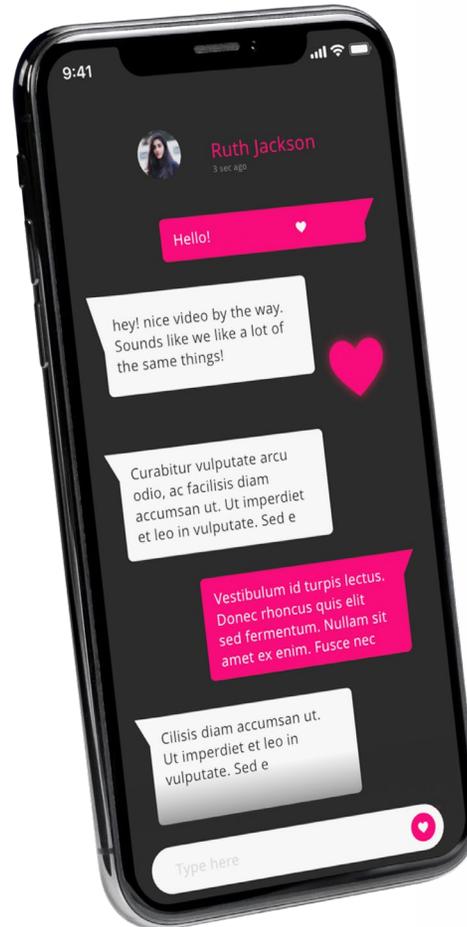
Gen Z is exposed to digital platforms daily, which leads them to seek new opportunities for digital and in-person experiences frequently. In our Fan the Flame campaign, we aim to promote our Tinder® Video Bios by blazing video advertisements across various media platforms to **generate awareness** of Tinder's new and impressive capabilities.

One **45 second spot** will showcase new Tinder Video Bios, walking the viewer through the new bio options and different ways to use them. The video will be informative, lighthearted and humorous, showing users how they can embrace their true personality on the app. The Tinder Video Bios will be featuring social media influencers to encourage other users to make their own Video Bios. 15 second spots will also be used to show example Video Bios, which will keep the app at the front of users' minds. Video spots will run on **Hulu, YouTube, Tik Tok, and Instagram.**

Tinder advertisements will showcase the Tinder Video Bios experience and how people can show their true personalities and relate to others. Video ads will show actual users' video content and the campaign will also launch a special spot of the Mona Lisa concept as the archetype behind the Fan the Flame campaign. The messaging is focused on how we are all unique, interesting, and worthy of love, like the Mona Lisa.

**"7 out of 10 teenage Gen Zers watch MORE than three hours of mobile video a day."**<sup>2</sup>

**"73% of teenage Gen Zers watch video on their smartphones."**<sup>2</sup>



# Tinder® After Hours



## Experiential

Real connections spark beyond a screen. Tinder® *After Hours* provides the opportunity for users to build genuine connections and experience life without a digital wall standing in their way.

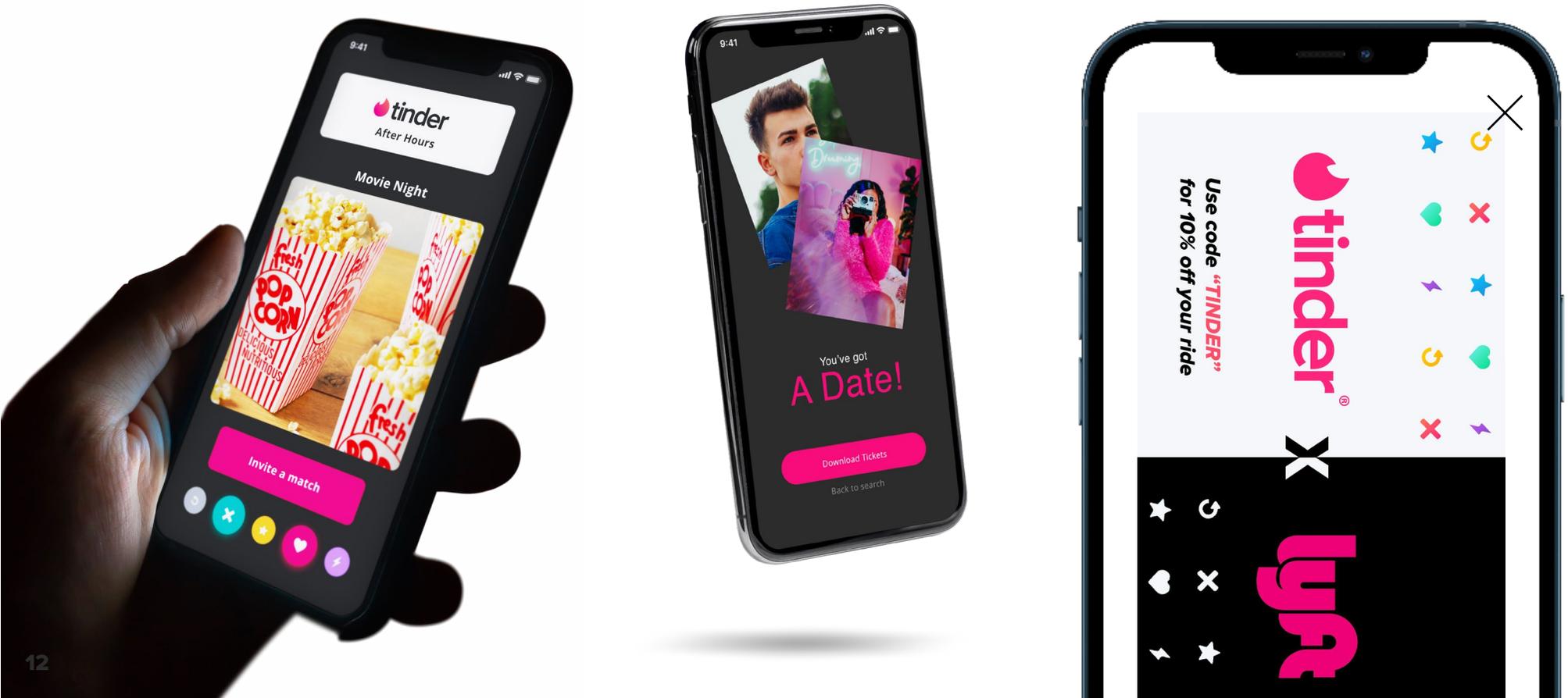
Over the course of this five-month campaign, Tinder will advertise a variety of **events** dubbed *Tinder After Hours*. These events will take place in the last two months of the campaign across major cities throughout the US. Every other weekend, Tinder will sponsor new events. Ranging from fairs, concerts, sporting events, and movies, teens will be able to create connections beyond the phone screen. If users attend *Tinder After Hours* with one of their matches, the pair will receive a discount for entry. **Share your experience online with #TinderAfterHours** and be put into a drawing to win a basket of Tinder-sponsored products.

More dates, more experiences with friends, and more memories beyond the digital world.

**Using AR**, the *Tinder Hot Spots* execution will be incorporated into the *After Hours* experience for users to truly get an out-of-app experience. More points will be earned if users attend the *Tinder* partner locations and scan their phones. The *Tinder Hot Spots* and *Tinder After Hours* go hand-in-hand. The *Tinder After Hours* events will have double the amount of *Hot Spots*.

Tinder will also partner with Lyft for transportation to *Tinder After Hours* events. Use the Promo Code TINDER to get 10% off your ride.

**“37% of Lyft riders are more likely to attend community events as a result of using Lyft.”<sup>8</sup>**





# Tinder Hot Spots

Experiential (Augmented Reality Concept)

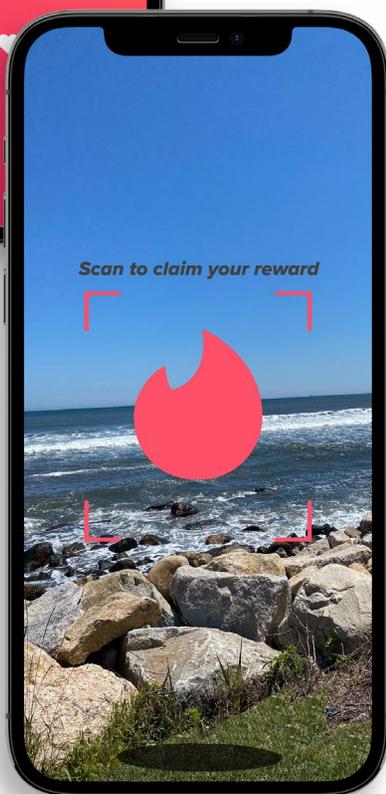
## SPARK SOMETHING NEW

Within the Tinder® app, there will be a redirect link that will send users to a site for an **out-of app-experience**. Users will see a map with *Hot Spots*, with areas where Tinder usage is higher. If they venture out to these areas and interact with the interface, “Fan the Flame,” they can earn points that can be used at Tinder partner locations across the country. For example, 100 points will earn users 1 free donut from Dunkin’ Donuts. Users can go with a match and earn double points- or meet up with a larger group and earn even more! Top earners will be rewarded with VIP status to certain *Tinder After Hours* events. These experiences can be anything from backstage passes, meet the band, front row

seats at a sporting event, meet and greet with actor from a chosen movie for movie night, and beyond. **Tinder badges** can be earned by attending events and can be carried over to profiles as a conversation starter and another way to tie in points.

**This concept allows people to go out and experience something beyond the phone screen.**

Our goal is to bring people together and enjoy time with one another face-to-face. Using this opportunity as a segue into *Tinder After Hours* gives users the unique opportunity to form genuine connections ahead of time and experience life to the fullest, regardless of differences.



# 1 Billion

Total AR users worldwide”<sup>2</sup>

“71% of consumers say they would shop more often if they used AR”<sup>2</sup>

“61% of consumers say they prefer retailers with AR experiences”<sup>2</sup>

“67% of advertising agencies say they are making more use of AR”<sup>2</sup>

“33% of Gen Z expect that it will enhance their use of new forms of entertainment like VR/AR”<sup>2</sup>

# Airports: *Hot Spots* Billboards



## Out-Of-Home

By utilizing Gen Z's migration from home to school, we will connect with users when they are out in the world and creating their unique story. Tinder® will help teens connect with others through discovering new places.

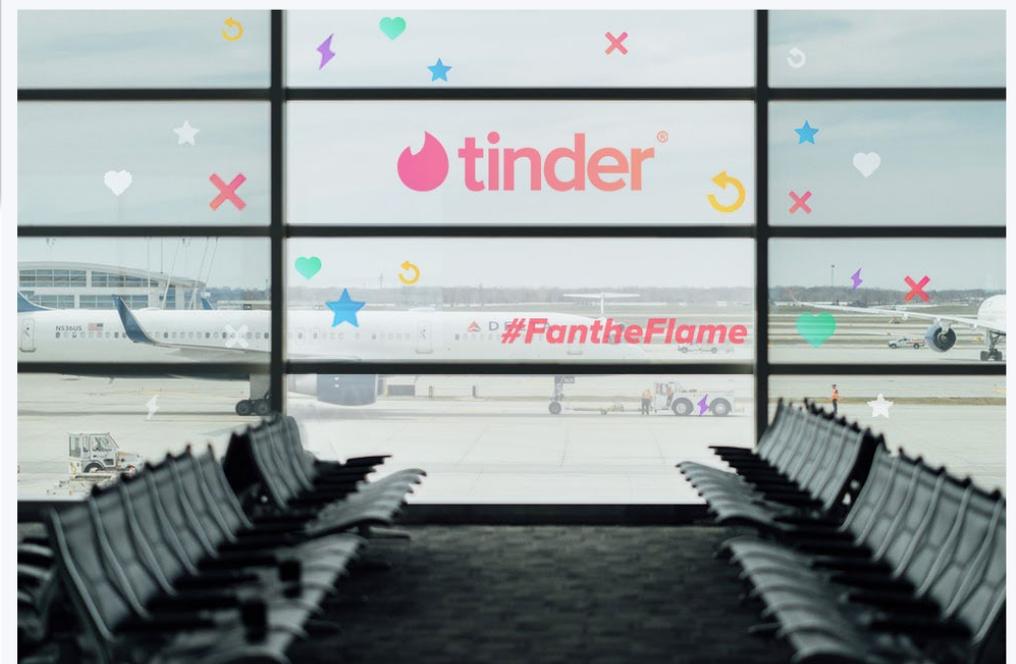


## Window Stickers

Located on the outside window facings at domestic terminal airports, there will be stickers with a surrounding message of, "Discover a New Place, With a New Face." People located inside and outside of the airport will not be able to miss the eye-catching Tinder flames, focusing on the key message of connections and expanding horizons.

## Interactive *Hot Spot* Billboards

Using real-time technology, Tinder will provide live data on where our users spend the most time throughout the United States. Gen Z travelers will be able to see potential spots to connect and meet new people. Users can also interact with the map while seeing the locations of where fellow Tinder users hang out, giving them ideas of new places to discover and connect with others. The *Hot Spots* billboards will be placed in major airports through the country such as LAX, Dallas, DC, PHX, Miami, and New York.

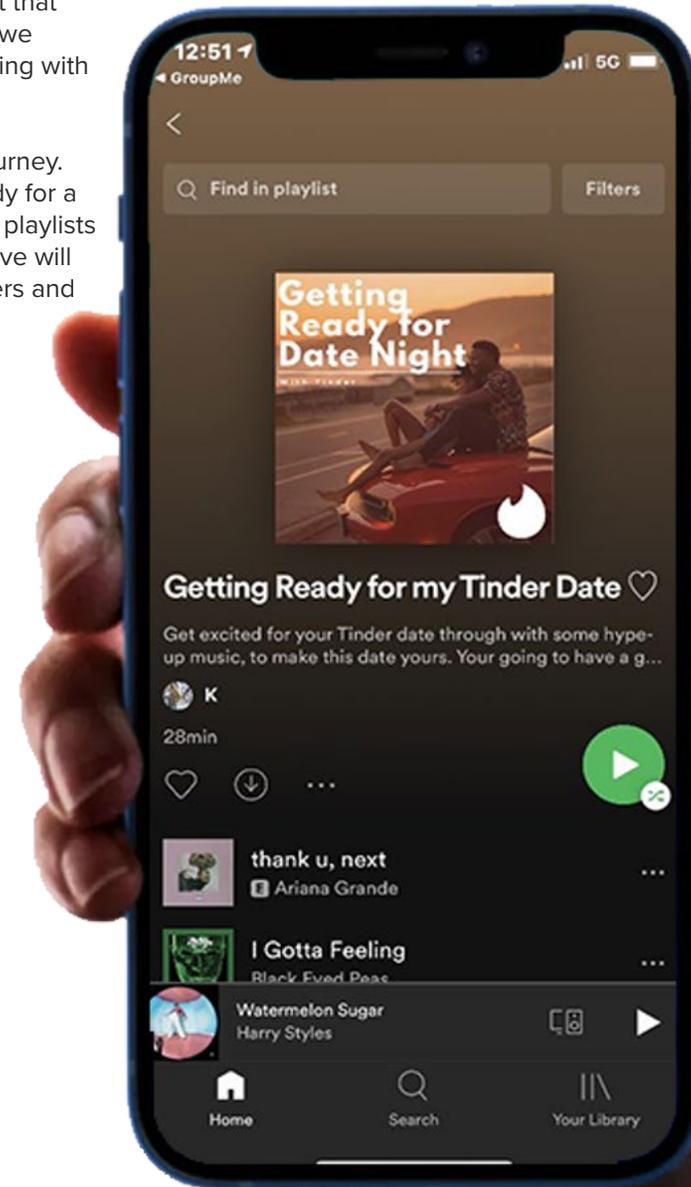


# Spotify Playlists

## Audio + Streaming

The Tinder® Fan the Flame campaign will engage Gen Z users through unique experiences that will keep Tinder at the forefront of users' minds, even when they are not using the app at that moment. By utilizing curated Spotify playlists and encouraging users to share their own, we allow Gen Z to create genuine connections with each other through music while interacting with Tinder and creating a community across social media platforms.

Tinder's Spotify account will include public playlists for different occasions in the user journey. These occasions will be for notable events such as feel-good playlists when getting ready for a big date, or more laid-back playlists for a game night with friends. Utilizing public Spotify playlists allows users to continue to incorporate the Tinder app into their everyday lives. Brand love will grow while users are expanding their experiences beyond the app, connecting with others and connecting music with memories.



# Fan The Flame On Socials



## Digital & Interactive: Organic

Instagram, Tik Tok, Snapchat, YouTube.

In order to grow brand love and maintain top status, Tinder® needs to engage users across platforms, expanding beyond the app. By tailoring social media posts to each platform, we can get users to interact with the app while switching between other social media apps.

“Gen Z has the shortest attention span of any generation.”<sup>22</sup>

Hashtags that spread the word:

- #FanTheFlame
- #FireDate
- #TinderHotSpot

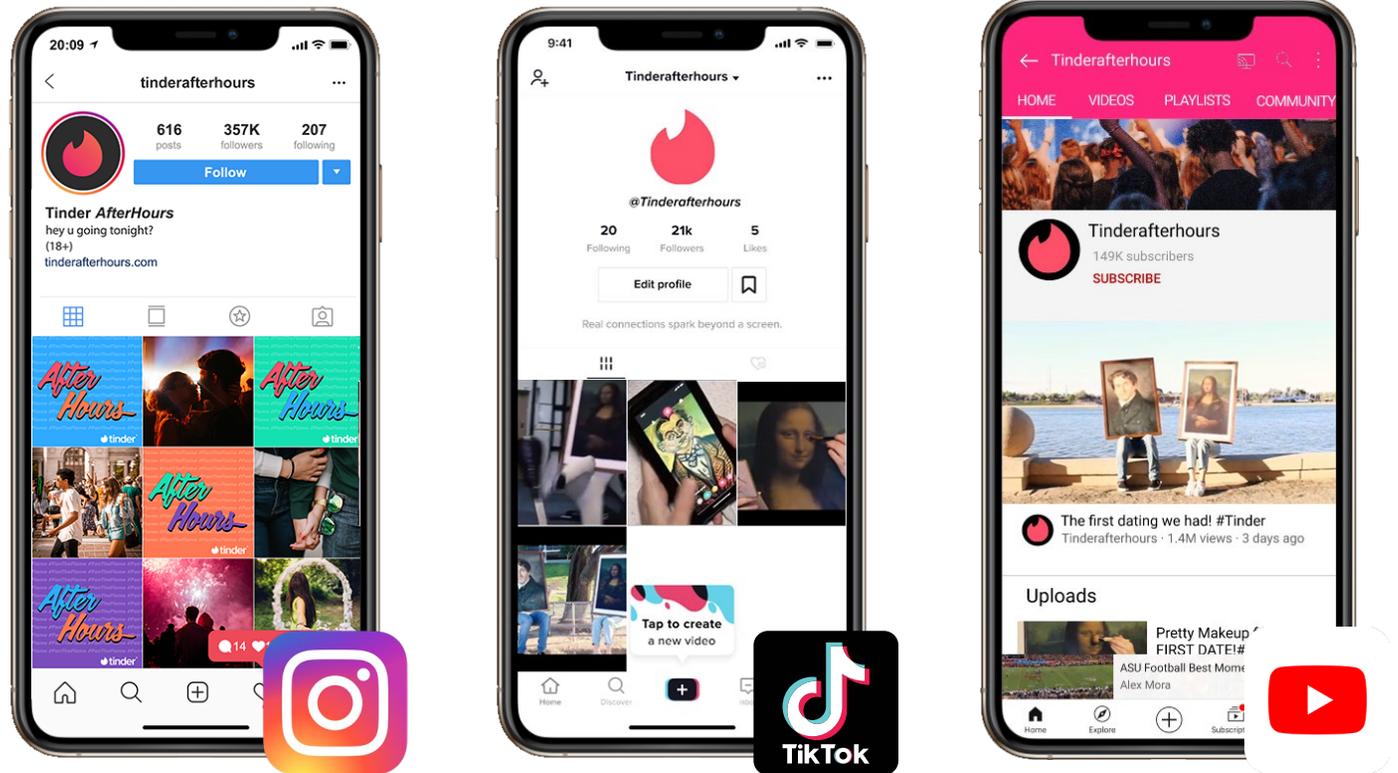
Challenges that get us talking:

- Tell us your funniest Tinder Hot Spot Experience!
- Show us your introduction video on your Tinder profile!

Channels that can't be ignored:

“YouTube is the 2nd most preferred content for millennials to consume online video content after Netflix.”<sup>11</sup>

“Viewers on YouTube are less likely to skip ads as compared to television viewers.”<sup>11</sup>



Tinder will **increase brand awareness** through paid promotional short video ads and social media influencer endorsements. These platforms will help to fulfill our goals of strategically targeting our market segment.

The video ads and targeted social media posts will incorporate promotional elements of the Fan the Flame campaign, including **Tinder After Hours, Video Bios, and the AR** aspect of the app. Included in this digital aspect of the execution strategy will be earned storytelling of user experiences, which is promoted using hashtags, challenges, and posts by influencers and taglines.

# Fan The Flame On Socials

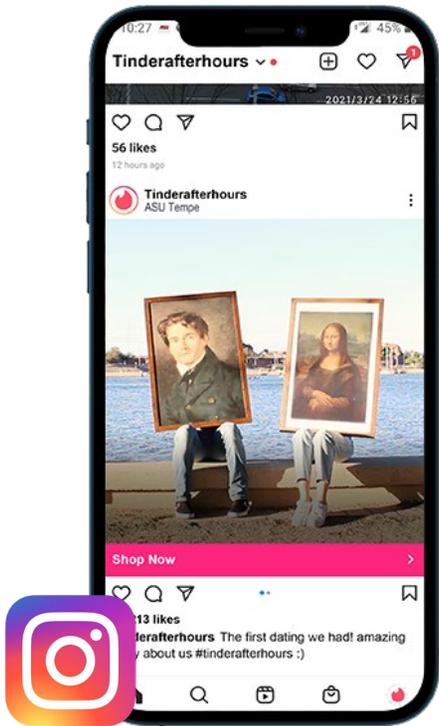


## Digital & Interactive- Programmatic

Instagram, Tik Tok, Snapchat, and YouTube Pre-Roll.

Through paid digital campaigns, Tinder® will gather user data to better target its audience for *Tinder After Hours* events hosted later this year. For example, sports fanatics will be shown the Tinder-sponsored sporting

events, movie-goers will be shown *Tinder's* movie night, and so on. The possibilities are endless. Re-targeting audiences could be used to push other *After Hours* events once they have previously engaged with a relevant ad.



### Promoting Campaign Elements:

*Tinder After Hours/ Lyft Collaboration*

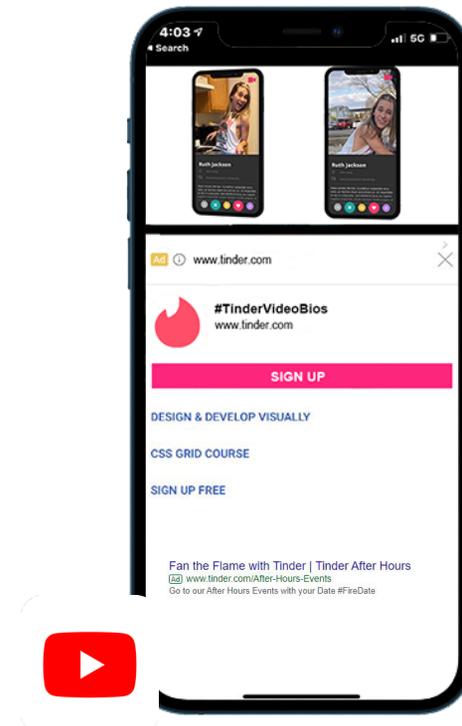
**AR Concept**

**Video Bios**

Monthly Users: **700 Million**

Impressions: **67,165,000**

Cost: **450K**



### Promoting Campaign Elements:

*Tinder After Hours/ Lyft Collaboration*

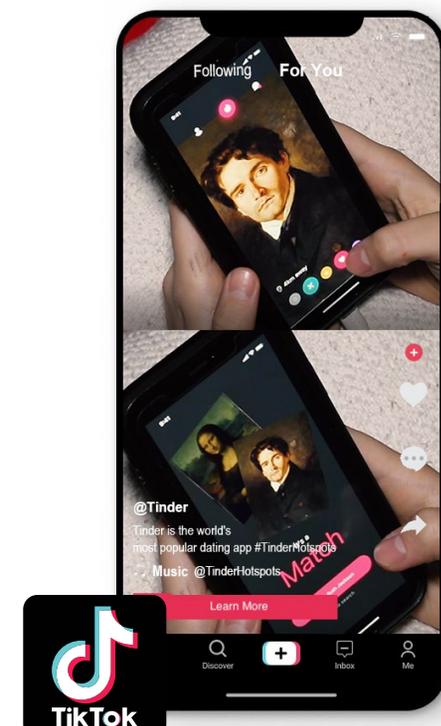
**AR Concept**

**Video Bios**

Monthly Users: **1.5 Billion**

Impressions: **1,322,000**

Cost: **400K**



### Promoting Campaign Elements:

*Tinder After Hours/ Lyft Collaboration*

**AR Concept**

**Video Bios**

Monthly Users: **1 Billion**

Impressions: **45,000,000**

Cost: **450K**

# Sparking Connections



## Owned and Earned

### Lighting up the fire with Brand Partnerships

**Tinder® x Dunkin’:** Dunkin’ is a popular brand among Gen Z and Tinder’s collaboration with Dunkin’ will promote our target market audience to venture into the world of experiences over coffee dates. Throughout the campaign timeline, Tinder will promote Dunkin’ coffee cups by incorporating elements of both brand designs in a visually appealing and trendy manner.

**Tinder After Hours x Lyft:** This brand partnership aims to accomplish our goals by promoting and generating awareness for Tinder’s featured *After Hours* experiences. Lyft drivers will display in their vehicles a pink-hued light with the Lyft logo. Tinder’s partnership with the brand aims to incorporate an element in which the light would turn Tinder Red when Lyft customers have applied the promo code when driving in their transport.

### PR: Tinder x Dunkin’ x Influencers

Anna Sitar rose to Tik Tok stardom by creating creative drinks to order at coffee shops, dance clips, and by showcasing her energetic personality. Tinder will partner with both Sitar and Dunkin Donuts to inspire users to grab a coffee with a match, fostering brand love for all involved.

### Examples of top influencers:

- @salah on Tik Tok 4.4 M
- @brittany\_broski on Tik Tok (6.1 M) and YouTube (846K)
- @Kaylieleass on Tik Tok 7.1 M

### Sparking Social Connections with Tinder Sponsored Products

We are using a mix of Gen Z micro and macro influencers across the platforms that have shown passion toward creating a unique path for themselves and connecting with people from all walks of life. They will be receiving a PR package with Tinder’s branded products, such as a Tinder x Dunkin’ Coffee cup, Tinder lighter and candle, and phone holders. Those who receive these packages will be encouraged to share about *Tinder After Hours* Events. In addition to this, 40 additional influencers will be asked to create their new Tinder Video Bios that they will use to find someone to go to an *After Hours* event with.



# Extinguishing Loneliness



## Public Relations

### EVENTS

#### You're Not Alone, We Are Spreading Awareness:

Our research concluded that teens feel lonely and isolated. October 3<sup>rd</sup>-9<sup>th</sup> is National Mental Health Awareness Week and Tinder® will sponsor the National Alliance of Mental Illness to bring Tinder *Hot Spots* to NamiWalks, one of the top mental health walks in the country.<sup>26</sup>

Over 3,700 teams participate in the event towards breaking mental health stigmas with almost \$6 million raised.<sup>26</sup> Tinder will contribute to NamiWalks with a special preview edition of *Tinder After Hours* during National Mental Health Awareness Week. *Tinder Break the Stigma Hours* will take place during the National Alliance of Mental Health Illness' events.

Tinder users will create deeper connections by joining together for a meaningful cause and creating relationships. Users will be encouraged to share their experiences on social media with the hashtag #tinderbreaksthestigma.

*"Research has suggested that 40% of people's happiness comes from the choices they make."<sup>28</sup>*

Make the choice to walk towards a healthier future.

Tinder *After Hours* x NamiWalks: Extinguishing Loneliness.

### Research

*"The 2018 APA study revealed that 91% of Gen Zers between ages 18 and 21 experienced at least one physical or emotional symptom because of stress in the past month, compared to 74% of adults overall. It also found that Gen Zers are more likely than other generations to be diagnosed with an anxiety disorder and to report that they have been diagnosed with depression."<sup>6</sup>*

*"..strategies that can help reduce stress and loneliness, and improve mental health are getting enough sleep, spending time with friends and family away from technology, physical activity that releases positive chemicals into your body, and working to find ways to connect in real ways with people around you."<sup>29</sup>*

### On The APP

#### Mental Health Resources:

In the new and improved safety section of the app, Tinder users will Swipe Right® or left on mental-health issues they may be dealing with. A Swipe Right® means they are dealing with something and want help. For example, if they Swipe Right® on 'anxiety,' then they will be taken to a screen with tips and tricks on how to help lessen anxiety, as well as multiple resources they could utilize, such as groups in their area, phone lines, and websites.

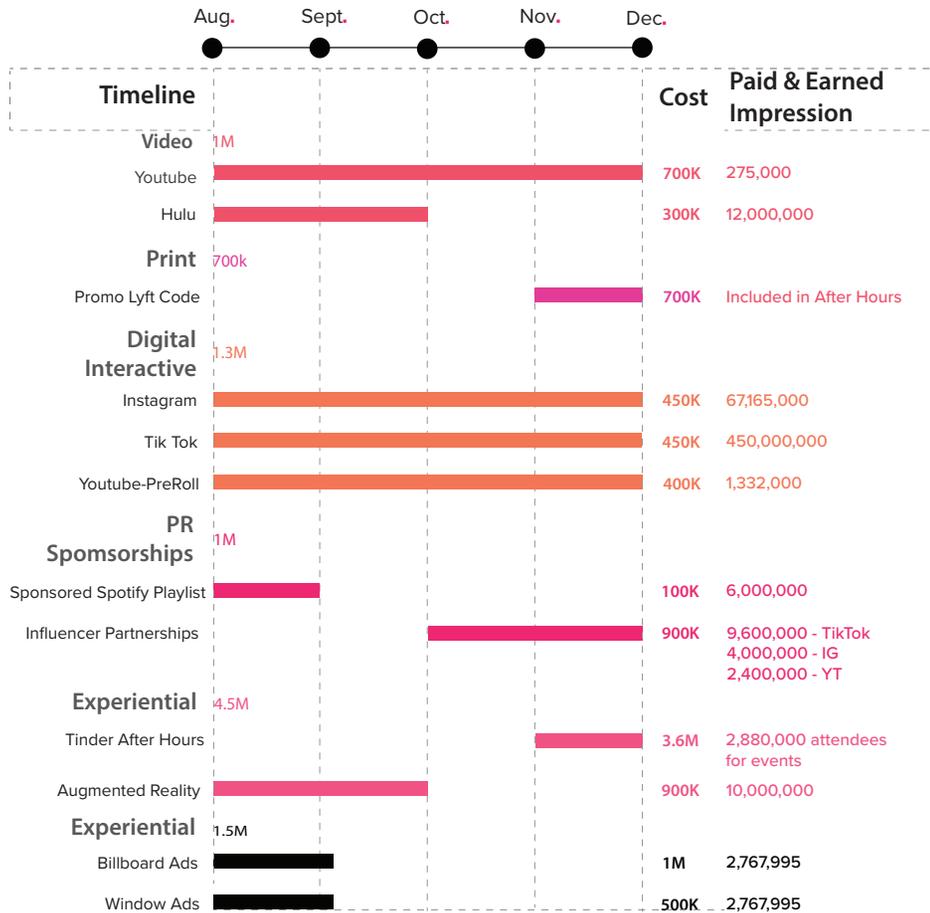
This campaign will allow Tinder to serve as an advocate to break the mental health stigma and connect people with a wide range of resources and ways to get help. This PR execution will align with our strategy- teens want more than face value.

The *Tinder Break the Stigma* event will gain awareness in October when buzz is already being created for **National Mental Health Awareness Week**. Tinder is currently seen as only the 'hook-up' app, and this effort will show the world that Tinder genuinely cares about its users. The sponsorship and mental health resources will create discussions in the media during a time when mental health is top-of-mind.

These resource pages for users to swipe on will not be a temporary service. The safety section will be launched in October, but will constantly be updated with more resources and updated information to ensure the best help for Tinder users.



# Timeline



The Fan the Flame campaign launches in August 2021 with an emphasis on awareness focused tactics, which will fan the brand love for Tinder®. Tinder will execute this campaign and get users excited for in-app opportunities using video and augmented reality. Digital and interactive tactics will be run through the entire campaign to connect with users in real-time, encouraging interaction in all ways Tinder users see fit. Starting in October, the second half of the campaign switches. This switch is vital: the focus will shift from digital experiences to in-person Tinder events. In-person Tinder events are the ultimate way to get users invested in the brand. This portion of the Fan the Flame campaign will be what Tinder users truly remember, especially when they take that leap to attend and put themselves out there.

Tinder has their own YouTube channel, which showcases an exclusive behind-the-scenes look at users' experiences. Over 5 months, \$700K will be dedicated to further push digitally disruptive experiences. Additionally, during the first 3 months of the campaign, Tinder will create commercials for Hulu. \$300K will be allocated for these commercials, which will show relatable and humorous *Tinder Video Bios*.

The Lyft promo code is associated with *Tinder After Hours* as a way for users to get to-and-from events. This will begin in the final two months of the campaign when the in-person events take off, at a cost of \$700k.

We will use organic and programmatic advertising over Instagram, Tik Tok, and YouTube as a way to promote *Tinder After Hours* and the AR concept. These tactics are important in reaching a digitally reliant generation throughout the entire campaign for a total of \$1.3M.

Tinder will allocate the most resources to experiential advertising with a total cost of \$4.5M. Augmented reality is invaluable to this campaign, as it will create a buzz for the upcoming *Tinder* in-person events. One of these events will be "Extinguishing Loneliness" in October, leading up to *Tinder After Hours* events in the final 2 months. AR will digitally disrupt people's daily lives with new experiences.

Tinder will utilize \$1.5M for airport billboards and window ads to reach college students on their way to their respective campuses in August and September.

At a cost of \$100k, sponsored Spotify playlists will be shown in the first two months of the campaign to help integrate *Tinder* into users' daily lives. The playlists will be a tool to help *Tinder* gauge who the most listened-to artists are, and who should headline the concerts and other events for the *Tinder After Hours* events.

\$900k will be allocated to influencer partnerships, using both micro and macro-influencers. These influencers will post their versions of the *Tinder Video Bios*, which will spark media buzz, conversations, and carry video creating habits beyond the campaign. The influencer push will launch in final three months of the campaign, creating deeper engagements with *Tinder* users.

# Impressions to Connections

Tinder® created a campaign that became something more: a chance for Gen Z to burn down the walls holding them back. Gen Z was thrilled to #FanTheFlame and take that chance.

Through groundbreaking campaigns, top-of-the-line software evaluations, and a willingness to be more than a stigma, **Tinder truly transformed into a place where everyone on the app could be their delightful, unique selves.**

This campaign capitalized on the fact that successful apps are habits. The AR concept sparked something new in Tinder’s user base, taking the in-person experience to an entirely new level. Through creativity and gamification, connections blazed forward.

*After Hours, Video Bios, and Hot Spots* playlists allowed users to highlight their personalities. The chances for connections grew.

Tinder now has something that truly sets their app apart: the willingness to always be looking forward, raging on like wildfire. Because Tinder learned a valuable lesson from Gen Z: Always call for more.

They learned what Gen Z wants: accountability, actions that speak louder than apologies, freedom, safety, humor, hope, kindness, fun. **Tinder now sees what Gen Z sees: the beauty in the unknown, the freedom in bravery, the possibilities in fearlessness.**

|              | Campaign Objective  | Evaluation Method  | Forecasted Results      |
|--------------|---|--|-------------------------|
| Objective 1: | Build 20 additional Tinder partnerships aimed at getting users to connect on and off of their phone screens | Spotify playlists: Amount of followers on the playlists and stream amount<br>Lyft collaboration: Analysis of amount of user<br>In-App promo code applied   | 8,880,000 impressions   |
| Objective 2: | Break the download-to-delete life cycle by increasing app longevity   | Amount of net new and returning log-in credentials   | 10,000,000 impressions  |
| Objective 3: | Grow swipes by 300 times and cultivate more conversations   | Built-in tracking software will evaluate the number of data users engaging in app activities (Tinder <i>After Hours, Hot Spots</i> experiences, and more) alongside tracking the number of swipes per user | 15,155,000 impressions  |
| Objective 4: | 60% increase in verified profiles to promote safety   | In-house company tracking software will compile and analyze Tinder user data, and would help establish the increase in verified profiles since campaign launch   | 119,032,990 impressions |