

Ignite Possibilities



Team #759



Executive Summary

Too much toxic noise online, trouble finding authentic connections, and lackluster algorithms on social apps are keeping 18-to-19-year-olds in Generation Z from authentically connecting with new people.

Many view Tinder as just a “hook-up app.” We want Gen Z to know that, sure, Tinder can be used for hook-ups -- if that's what they want. But, Tinder can also ignite so much more. Whether they desire love interests, holidates, a study buddy, or just someone to explore the city with, Tinder is there to help Gen Z explore endless possibilities.

We have created a campaign that communicates how a simple swipe on Tinder can uniquely connect people who are mutually interested. This gives our target the opportunity to expand their social circle without the social anxiety that many 18-to-19-year-olds in Gen Z experience when branching out.

More importantly, we have created a campaign for Gen Z that recognizes them as “Culture Creators” who are redefining the social media landscape¹. They are empowered, connected, empathetic self-starters who want to stand out and make a difference in the world.

We embraced Gen Z's willingness to challenge outdated social norms in a playful, yet empowering way. Our message is clear. With Tinder, you can push back against preconceived norms and connect with a world that empowers you to ignite possibilities.

The **Ignite Possibilities** campaign engages Gen Z in social, digital, and experiential environments, and inspires them to see Tinder as a tool that enables them to challenge antiquated social dating norms by embracing their authentic self. By the end of the campaign, we believe that 18-to-19-year-olds will see Tinder as a platform that Ignites Possibilities.

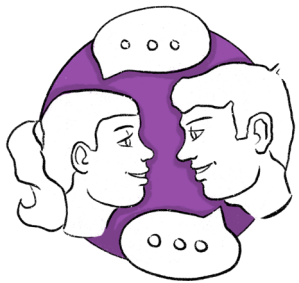
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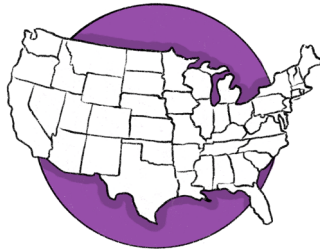
Research Methodology

Over the course of 6 months, our team conducted extensive primary and secondary research to understand Gen Z's perceptions of Tinder and other competing lifestyle apps. We also conducted extensive research to gain insights about Gen Z's attitudes about **culture, dating, and what post-pandemic life means for them**. Our research included:



112

*1-on-1 in-depth
interviews with
Gen Z*



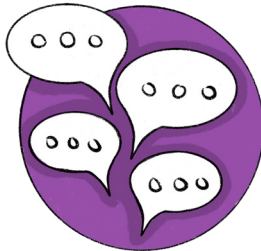
3 *separate
national surveys
reaching a total of*
835
respondents



6 *months of
social listening*



9
*focus
groups*



1000+
*hours of Tinder
stories across
social media*



40
*Gen Z
participants' daily activity
journals for
1 week*



Dozens
of Instagram polls

The Campaign Objectives:

1. Increase brand love, consideration and preference
2. Increase registration and reactivations among 18-to-19-year-olds

The Challenge:

Embrace consumers' current perception of Tinder while building a campaign that broadens that perception by introducing Tinder as a lifestyle app that unlocks all kinds of connections

An Utterly Overwhelming Environment

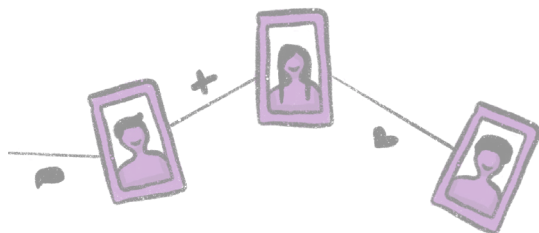
The media landscape is oversaturated,¹ and lifestyle apps are competing for Gen Z's attention. Although social media was intended to connect us, research shows the prevalence of these apps in our daily lives negatively affects our real-life relationships.^{2,3} Through our research, we've identified **3 main problems** we believe Tinder can address to differentiate themselves in the marketplace and appeal to Gen Z.

1 Social media discourages connections outside one's circle.

Two-thirds of social media users say that staying in touch with current friends and family members is the major reason they use social media.⁴ Social media suggests new accounts to follow based on your phone contacts, mutual friends, and connected accounts,⁵ which limits one's chance to find new connections or new groups to discover.



47% of users rarely or never meet new friends through social media.⁶



2 There's too much "toxic" noise online.

Social media is an outlet for users to create content expressing their personal opinions. From Instagram stories to Twitter feeds, users are bombarded with conflicting information that is unpleasant to take in.⁷ As a result, Gen Z is quick to call social media "toxic."

"I got rid of Twitter ... because it gave me a lot of stress. I would get bombarded by it a lot, and it was a lot of opposing opinions...and it fueled the anxiety that I already had at the time."

—Crystal, 22



45% of teens feel overwhelmed by all of the drama on social media.⁸



53% of users associate negative emotions of jealousy, irritation and anxiety with social media.⁹

3 Social Media is not always authentic.

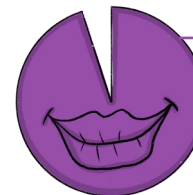
Other lifestyle apps allow users to create an online persona that can be contrary to who they really are and can portray inaccurate representations of real life. As a result, the relationships formed on social media may be superficial.^{10,11}

"Because [Instagram] is people just showing the highlights of their life. I think it glorifies people. And, it makes people feel bad."

—Ally, 20



55% of respondents believe social media has made relationships with their friends "more superficial."¹⁰



over 90% of teens either somewhat or completely agreed that people present a "perfect" version of themselves on social media.¹²

Key Takeaway:

Unlike other lifestyle apps, Tinder encourages new and diverse connections. Tinder should emphasize this unique selling point to stand out in the cluttered market.

Key Takeaway:

Tinder can showcase how it is less toxic than other lifestyle apps because the user experience gives the user control of who they connect with, all with an easy swipe.

Key Takeaway:

Unlike other lifestyle apps, Tinder focuses on connections and conversations rather than a stream of user-generated content.

The Independent Gen Z

Gen Z shares three unique struggles that we believe Tinder can solve:

1 Our target doesn't know where they belong.

According to **Social Identity Theory**, belonging to a group increases self-esteem and psychological well-being.¹ The problem is many 18-to-19-year-olds are experiencing their first true taste of freedom, and they want to meet new people, but **aren't sure exactly where they fit in.**²

*"During my first semester of college, I was just trying to meet people... And, I was still kind of in that phase of **finding who I was trying to be**, you know, actually get outside my bubble and experience things, because I grew up in a small town."*

—Christian, 20



48% of teens see themselves as someone who stands out



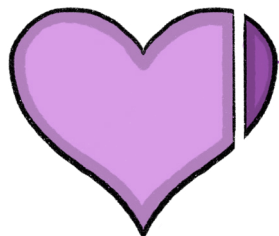
67% of teens feel pressure to fit in socially

2 Our target is excited about new connections, but they aren't prioritizing dating.

Gen Z is more worried about getting into college, finding a job, and financial stability than finding a partner.⁵ They are **goal oriented**⁶ and they prioritize their individual goals over dating.⁷

"[Dating] is definitely not a priority because I'm so busy with other stuff."

—Tori, 16



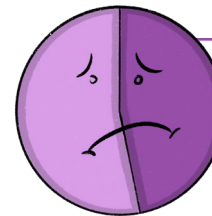
ONLY 6% of respondents ranked dating as their #1 priority.⁵

3 Our target is insecure about making new connections because they're afraid of rejection and judgment.

Gen Z wants to meet new people, but because they grew up with technology at their fingertips, many have difficulty with soft people skills.⁴ Having a conversation or looking someone in the eyes does not come naturally to Gen Z.^{4,9} Rejection-sensitive individuals feel they can more easily represent their so-called true selves in online environments.¹⁰ Furthermore, 45% of Gen Zers indicate that **confidence boosting** is a main reason they use Tinder over other social apps.¹¹

*"When you're behind a screen **you don't feel ... the social anxiety** [like you do] reaching out to someone that you see at a restaurant or bar that you like. You know, it gives you a lot of **possibilities** ..."*

—Kayla, 22



48% of Gen Z says social media makes them feel anxious, sad or depressed

Key Takeaway:

Gen Z is excited to meet new people and form new experiences, but not necessarily looking to date. However, fear of rejection and judgment makes it difficult to make new connections outside a familiar social group.

Tinder has an opportunity to reach Gen Z by communicating how their unique product benefits easily facilitate new possibilities.

Who IS Gen Z?

Target Overview: Gen Z 18-to-19-year-olds of all income levels, occupations, education levels, and sexual orientations.

Gen Z Individuality

A majority of 18-to-19-year-olds share three similar characteristics when it comes to society and social media use: they don't know where they belong,¹ they aren't prioritizing dating,² and they are afraid of rejection and judgment.¹¹

We created three personas in order to effectively and efficiently speak to Gen Z about Tinder's benefits when using one-to-one digital marketing tactics. Our personas, The Trendy Follower, Mr. Social, and The Online Activist are based upon insights discovered through our primary and secondary research.

The Trendy Follower



Rationale:

The Trendy Follower is inspired by influencers and prioritizes their social media use.³ They feel most creative on social apps⁴ but are conscious of the way their online habits will be perceived by others and affect their future aspirations⁵.

- Wants to be successful⁶
- Wants to belong to a group of people⁷
- Thinks success is a measure of worth⁷
- Maintains an online image separate from their reality⁸

Where Tinder Comes In:

Connecting with new people to feel valued and a sense of belonging without the fear of rejection.

Mr. Social



Rationale:

Mr. Social's fear of missing out causes him to feel restless.⁹ He finds fulfillment in meaningful, exciting experiences with like-minded people.¹⁰

- Wants to experience everything¹⁰
- Needs worthwhile experiences¹⁰
- Thinks being idle makes them useless¹¹
- Feels a fear of missing out¹²

Where Tinder Comes In:

Connecting with new people to gain experiences and maintain an exciting social life.

The Online Activist



Rationale:

The Online Activist uses social media to advocate for social and political change.¹³ Their values are important to who they are and who they connect with.¹³

- Wants to be an advocate¹⁴
- Feels obligated to instigate change¹⁵
- Feels more confident online^{16,11}
- Is self-conscious and has low self-esteem¹¹

Where Tinder Comes In:

Connecting with new people that share similar held beliefs about empowering change.

Tinder is About Possibility

Tinder owns three unique propositions that provide solutions to problems expressed by Gen Z. By emphasizing these, Tinder can convince 18-to-19-year-olds that with their app, they can **Ignite Possibilities** with new and authentic people, ushering 18-to-19-year-olds from awareness to registration.



Tinder's algorithm encourages connections with people one might not have met otherwise.

Most social media doesn't encourage meaningful connections with people outside one's social circle.¹

Tinder's anti-curation algorithm focuses on recent activity, preferences, and location rather than personality and compatibility.² With Tinder, users are able explore outside their bubble and have new experiences.

"[Tinder] is interesting, honestly, because you're talking to new people and you never know where it can go. It's kind of fun to scroll through people and see if you could have a connection with them."

—Natalie, 19



Tinder's simple user interface cuts through the social noise.

Lifestyle apps provide endless content that distracts the user looking to actually connect with someone. Tinder cuts through the noise with its simple, straightforward design, and focuses on direct communication between mutually interested users. This creates an engaging environment that leaves the user feeling excited.⁴

"[Tinder] just makes it easy because you can pick and choose who you want so fast. You can see so many images of people and you can select the best ones."

—Kira, 22



Tinder only allows communication between mutual matches, which facilitates authentic connections and lessens the fear of rejection.

Tinder's mutual-matching process lessens the fear of rejection and judgment because users can confidently connect with others knowing that person wants to connect with them, too. Additionally, Tinder's verification system ensures users are real people, so users know they are making a real connection.

"It's a cool feeling to get a notification that someone you think is attractive thinks the same towards you..."

—Aransas, 19

Key Takeaway:

Tinder's platform ensures users are connected to a real person, and one who's mutually interested. Connecting is easy, and less obtrusive than on other dating and lifestyle apps. There aren't links and distractions that take users away from the app either. Tinder's functionality aligns with their brand promise: with an easy swipe, users can jump into a world with anything is possible.

Connecting After COVID-19

Senior Marketing Manager of Brand Marketing at Tinder, Gideon Spitzer-Williams, expressed an interest in understanding how Tinder will fit in a “post-pandemic world” during the Tinder Faculty Q&A Session on Sept. 9, 2020. To answer this, our team engaged in social listening and conducted a survey asking Gen Z what they believe social life and dating will be like post-COVID-19. We identified **3 Key Takeaways**.

1 After the pandemic, Gen Z will be eager to go out, have new experiences, and explore possibilities that they have missed out on.

Enforced isolation and curtailed activities are effectively swapping new experiences for time on the couch with Zoom.² They have been in isolation for some of their most important milestones, which will have a ripple effect on the generation.³

Increased online communication can create a “strangers on a train” phenomenon, in which people disclose intimate details about their lives to strangers faster than they normally would. This fast-track self-disclosure can cause relationships to become emotionally intimate more quickly.⁴



73% of respondents said after the pandemic they will primarily socialize in-person.⁵



61% strongly agree they are eager to try new things after the pandemic.⁵

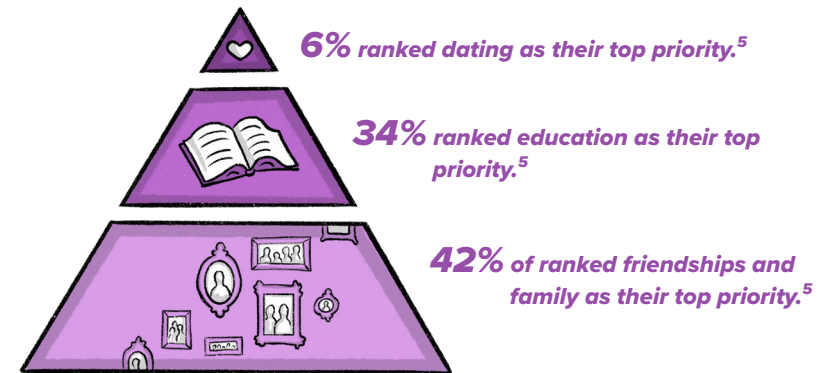


50% strongly agree they are eager to go into large social gatherings after the pandemic.⁵

Key Takeaway:

18-to-19-year-olds will be seeking opportunities to engage with new people. It is worth noting that these settings will be more successful if not focused on dating. Tinder has an opportunity to stand out by offering exciting events that allow people to interact in a non-romantic setting.

2 Gen Z is concerned with maintaining relationships with friends and family, and getting an education. These priorities are not likely to shift post-COVID-19.



3 Gen Z's use of social media has increased. The pandemic has shifted social media from just fun digital platforms to an essential way to communicate, opening an opportunity to encourage Gen Z to use tools like Tinder to connect.⁵

“I think people are just using it more for when they want to be social, instead of when they would just go out to do so.”⁵

—Anonymous



68% of respondents reported being more willing to use online platforms to meet new people after the pandemic.⁵

Strategy

Campaign Objectives:

1. Increase brand love, consideration and preference
2. Increase registration and reactivations among 18-to-19-year-olds

Tinder asked us to build brand sentiment and increase registrations by letting people know Tinder is more than a dating app.¹ An easy strategy would be to ignore 18-to-19-year-olds' underlying problems and try to convince them Tinder isn't just for hook-ups. Instead, we want to build on the unique benefits of Tinder and show them **anything is possible**.

Strategy:

Demonstrate how Tinder rebukes outdated social norms by empowering the socially conscious Gen Z to explore their environment by new connections.

To communicate that on Tinder anything is possible, we are going to show how:



Tinder's simple, straightforward design allows users to effortlessly expand their social circle



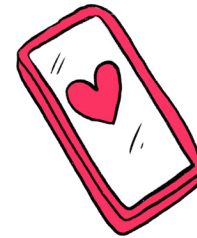
Tinder cuts through social noise and outdated social norms



Tinder helps users combat fear of rejection by facilitating genuine connections based on a mutual interest in one another.

Tactic:

Inform our target segments that Tinder gives them control to explore the possibilities through a mix of social media, digital executions, influencers, a brand partnership and an experiential event.



Objective 1 KPIs:

Sentiment: Increased positive perception of Tinder

Engagement: Likes, Shares, Posts, Comments, etc.

Share of Voice (SOV): Word of Mouth Compared to Competitors

Objective 2 KPIs:

Awareness: Total Impressions

Consideration: Click Through Rate

Preference: Installation of Tinder App

Registration: Account Activations / Re-Activations

Creative Manifesto

Once upon a time, Gen Z spent hours watching dreamlike fairy tales about love and adventure. They laughed and smiled as they were fed a script of what a life full of possibility looked like. Then, as all children do, they grew up.

Gen Z isn't merely sitting idle. They are a generation of "Culture Creators" redefining entertainment, marketing and relationships.¹ They are seeking empowerment and authenticity.

They now realize that fairy tales are based on narratives that reinforce outdated social norms - narratives that say "sit quietly and wait for a prince to save you, a magic lamp fulfills your potential, and sacrifice your voice to find love." These tropes don't align with what Gen Z sees as a life of possibilities.

That's where Tinder comes in. Our campaign allows the brand to say, "if the glass shoe doesn't fit, don't wear it." Tinder allows Gen Z to redefine what "happily ever after" means to them.

They can find love and adventure the way they want, not the way fairy tales told them they were supposed to.

Tinder allows Gen Z to explore the magic of making authentic connections all at the swipe of a fingertip - no pricking of a spinning wheel required.

All you have to do is simply swipe right to **Ignite Possibilities**.

Creative Direction

Traditional fairy tales are detached from reality; but, this doesn't mean you can't experience the excitement of adventure. By using fairy tale characters and stories familiar to Gen Z, and then revising them with a modern spin, we are showing that Tinder helps redefine social norms for dating and connecting when you control your story.

Illustrated references to these fairy tales throughout the executions not only add an element of fantasy to the campaign, but also gives Tinder a signature look that complements its brand identity. The stories are fun, yet empowering. The tagline is as ownable as it is memorable.

Ignite Possibilities



Paid Media Strategy

The Ignite Possibilities media strategy includes a mix of traditional, digital and social executions, along with brand partnerships and a signature experiential event.

Reaching Gen Z requires more than traditional paid media, which is why this campaign will also use earned, shared and owned media tactics. With the implementation of brand partnerships, influencers, and experiential events, we have found novel ways to show the target audience how they can **Ignite Possibilities**.

Not only is this media plan tailored for Gen Z, it also takes into account Apple's iOS 14 privacy updates by emphasizing shared media opportunities, and incentivising social/digital engagement.

In order to make the most out of the budget, social media platforms are being advertised nationally, and the OOH and experiential event will be utilized in top market cities where 18-to-19-year-olds reside.

Channels:

Social Impressions—Paid: 375M / Earned: 173K

Digital Impressions—Paid: 92.7M

Brand Partnership Impressions—Paid: 40K / Earned: 682K

Influencer Impressions—Paid: 26.8M / Earned: 3.1M

OOH Impressions—Paid: 2M / Earned: 32M

Experiential Impressions—Paid: 200M / Earned: 6.1M

749 Million Total Impression



Insight #1: Gen Z Daily Social Media Usage¹

YouTube: 95% of all men and all 92% of women

Instagram: 69% of all men and all 79% of women

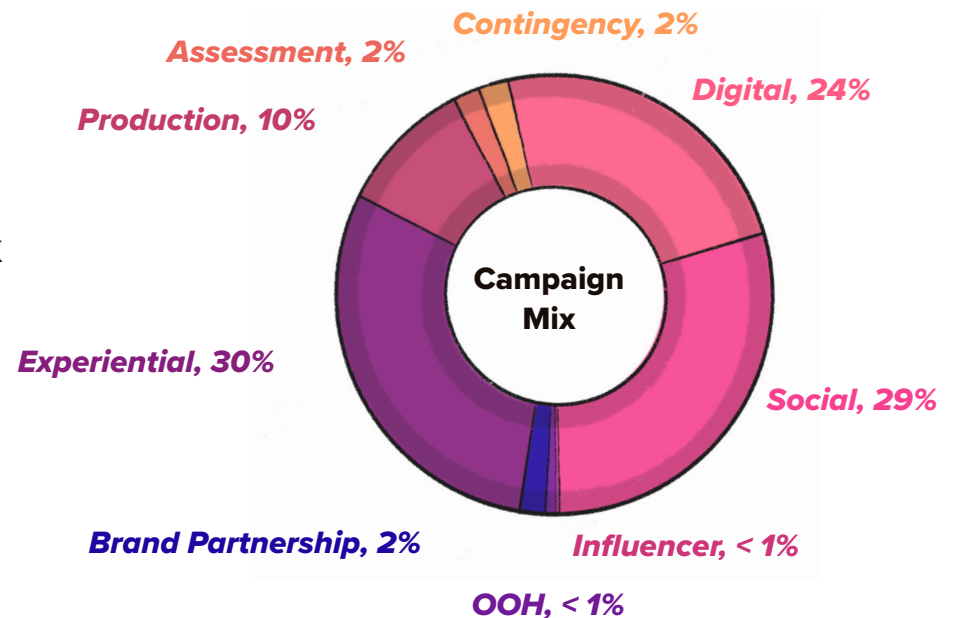
Snapchat: 53% of all men and 64% all women

TikTok: 21% of all men and 23% of all women



Insight #2: Experiential Increases ROI²

Gen Z craves authentic brand experiences that are tangible and tactile. According to EventTrack, 49% of brands using experiential events realize an ROI between 3-5:1.³



Consumer Privacy, Meet PESO

Apple's iOS 14 update will limit how much access its Intelligent Tracking Prevention system gives to Google Analytics.¹ Companies will no longer have access to identifying consumer data like demographics, age and gender,² making it harder for advertisers to accurately target their audience.

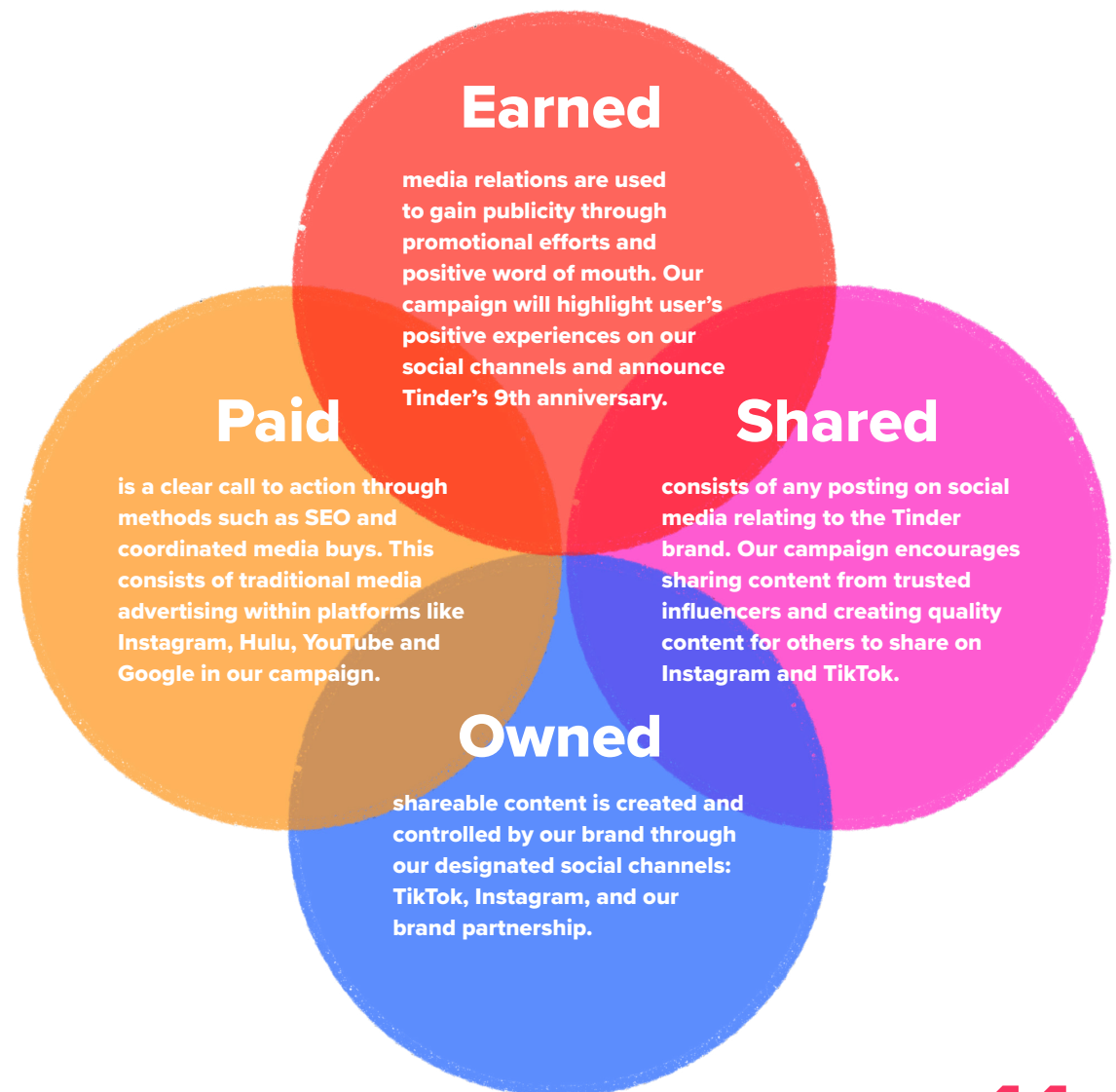
Although acquiring new user data will be harder to get, our brand partnership and experiential events provide possible solutions for gathering data to help meet campaign objectives.

Rather Than Spy on Them, Let's Invite Them

Consumer privacy is more important now than ever, which is why our media strategy will rely heavily on PR. We have implemented the use of the PESO model as an innovative IMC solution to generate impressions while respecting our target's privacy.

The PESO model was officially recognized in 2014,³ and delineates Paid Media, Earned Media, Shared Media, and Owned Media to help IMC professionals inexpensively manage and measure their marketing content.

The following are breakdowns of each type of media communication and how they will engage dynamically with our target audience.

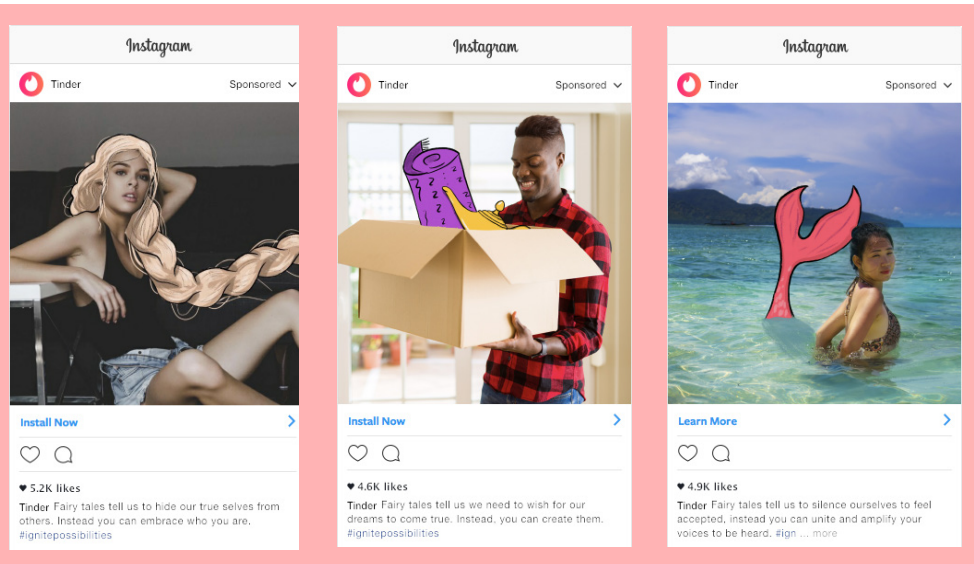


Social

Instagram

Audience over 1 billion with 67% active users aged 18-24²
Short videos are 2x more likely to be clicked on than image ads⁶
Short videos increase app downloads by 20-30%⁶

Each short video speaks directly to one of our target segments by showing a familiar, but modernized fairy tale. Unexpected twists and finding matches on Tinder **encourage each hero to break-free** from a predetermined, toxic narrative and jump into a world where anything is possible.



The video ends with a call to action since 75% of Instagram users engage with at least one post if there is a call to action.³ Upon clicking on the ad, users will be redirected to Tinder on the app store to either download the app, or set up an account to start swiping to find their match.

Those videos will also be featured on Tinder's Instagram page, which will encourage further engagement with Tinder's Instagram profile.¹ Tinder can manage earned engagement on posts via likes, comments, and shares.

Budget: \$1,675,000
Impressions: P 250,000,000 E O 106,800¹
KPI: Awareness, Consideration, Sentiment, SOV, Engagement

TikTok

60% of Gen Z use TikTok daily to find appealing content⁴
41% of all TikTok users are aged 16-to-24¹⁰
90% of TikTok users visit app more than once a day⁸
Guaranteed 5 million impressions⁵
Native buttons easily redirect users

Sponsored Sound Content

Our sponsored Tiktok content will feature a custom "fairy tale" audio prompt which will give Tiktok users and influencers the freedom to rewrite traditional fairy tales with their own narrative. Tinder's unique "match" alert sound followed by the narrator's last line reinforces our campaign concept -- that with Tinder, you can **Ignite Possibilities**. This open - ended approach allows each target segment to showcase what matters to them.

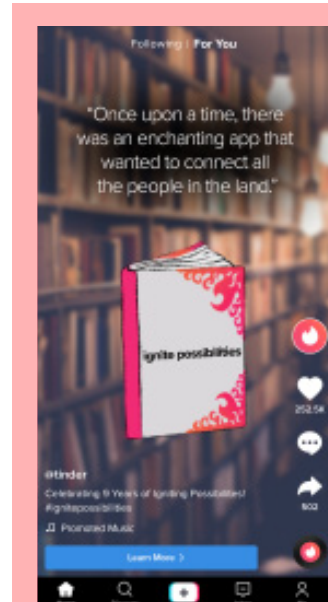
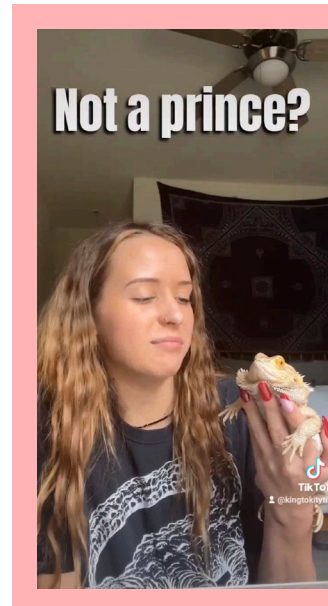
In addition to our sponsored ads, Tinder's profile page will feature **user-generated content**, thus increasing our shared and owned media impressions.

Budget for TikTok: \$1,200,000
Paid Impressions: P 120,000,000 S O 65,940⁷
KPI: Awareness, Consideration, Sentiment, SOV, Engagement

TikTok Takeover

The story begins as all fairy tales do: showing a video of a book opening to reveal the origin of Tinder, and telling the story of how in nine years it has transcended from a dating app and is growing into a lifestyle app allowing users to **Ignite Possibilities**.

Budget for TikTok Take Over: \$50,000
Impressions: P 5,000,000
KPI: Awareness, Consideration, Sentiment, SOV, Engagement



Digital

Hulu

Hulu attracts a significant Gen Z audience¹. Modernized fairy tales will be featured on Hulu's Ad Selector, but with a subtle twist. Viewers can choose from which character's POV they want to watch the modernized fairy tale. The video no longer frames the princess as a damsel in distress waiting to be saved. Instead both characters are the hero. Both videos end the same, showing that you can **Ignite Possibilities** with the right match.

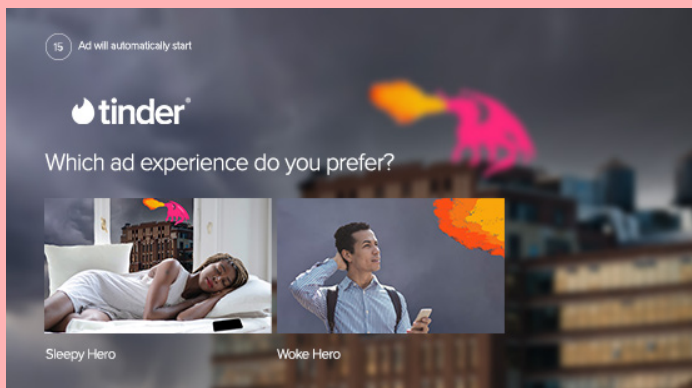
Ads placed on Hulu are more effective than regular TV ads²:



150% more effective at developing recall



24% better for creating an intent to purchase



Budget for Hulu: \$1,719,136
Impressions: P 58,474,000¹
KPI: Awareness, SOV

YouTube Take Over

The click-through rate for interactive ads is 18.4% better than static ads.⁶

The YouTube takeover is more than a banner ad – it's an interactive video that allows viewers to rewrite the traditional fairy tale to their suiting.

Through a selection of empowering options, the user can **Ignite Possibilities** to alter these outdated fairy tales, learning that with Tinder, they don't have to follow outdated social norms, and can instead connect to their desired ending.

Budget for YouTube Take Over: \$400,000⁵
Impressions: P 4,160,000
KPI: Awareness, Consideration, Preference, SOV

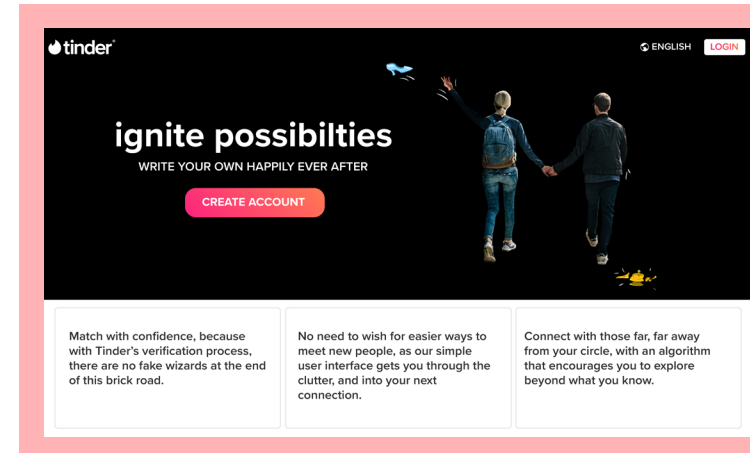
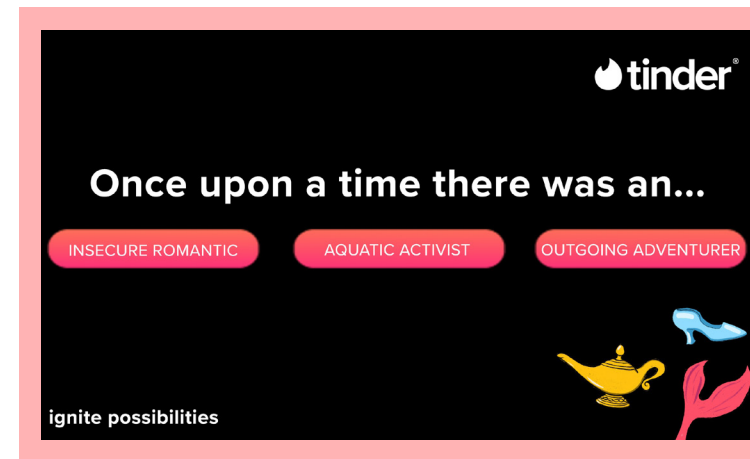
YouTube Banner

YouTube is visited by over 4 million 18-to-19-year-olds daily.³ YouTube ads will be shown on both YouTube's website and mobile app.

The banner ads are designed to capture the target's attention⁷ and show that when on Tinder, you can create stories with an ending that fits you. The ad visually mirrors the new post-click landing page, featuring the stylized modern fairy tale look and the tagline reminding people that with Tinder, they can **Ignite Possibilities**.

Clicking on YouTube ads' CTA button will redirect users to Tinder's landing page on a desktop, or to the app store if they are on a mobile device.

Budget for YouTube Banner: \$260,750
Impressions: P 30,000,000⁴
KPI: Awareness, Consideration, Preference



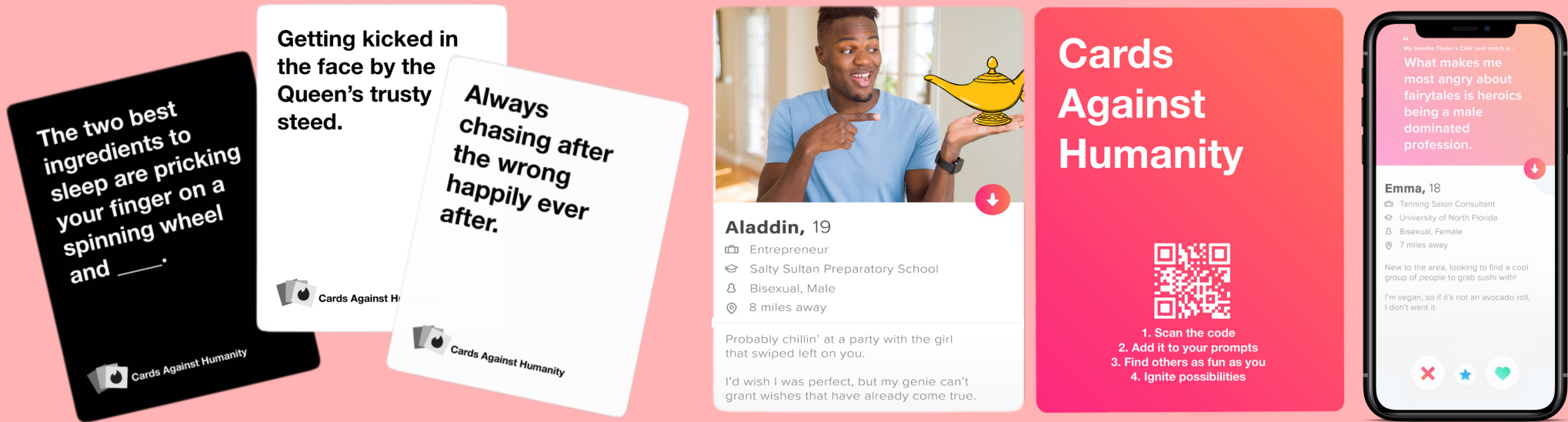
Post Click Landing Page

A post-click landing page will be used for redirects. The page strategically utilizes the campaign's art direction and tagline, **Ignite Possibilities**, and highlights three unique benefits that appeal to our target. An easy-to-find link to register for a new account is prominently displayed. Site visits will be used for tracking effectiveness throughout the campaign.

Brand Partnership with Cards Against Humanity

Cards Against Humanity (CAH)

CAH is a brand that is heavily involved with charitable fundraising¹, which makes them a great brand partner. 72% of Generation Z are more likely to purchase from a company that contributes to a social cause². A special CAH expansion pack will be curated for the **Ignite Possibilities** campaign. The cards unique package design will catch the attention of shoppers. The cards themselves playfully challenge the toxic narratives found in traditional fairy tales. The TinderxCAH expansion pack empowers players to match card pair-ings they like the best, reminding them, that just like on Tinder, you are in charge of making your own match, and there are endless possibilities.



In addition to the standard black and white cards, each pack contains one special character card with a QR code on the back. Players who scan the code using their phone will be taken to Tinder's existing "prompt" feature on their app, where they will be asked to answer "What is your favorite Tinder x CAH card match?" This allows users to show their sense of humor while incorporating Tinder's features in this partnership.

People who do not have the app will be incentivized to download the app to see how others are using CAH.

Budget: \$200,000

Paid Impressions: P 40,000³ E S 682,300⁴

KPI: Awareness, Preference, Registration, Sentiment, SOV, Engagement

Influencers

70% of Gen Z follows at least one influencer on social media

44% of Gen Z make a purchase decision based on an influencer¹

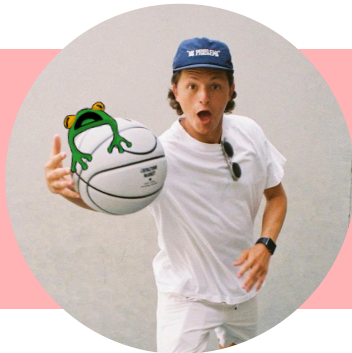
Eight micro and macro influencers with a heavy presence on Instagram and TikTok have been selected to promote the TinderxCAH launch, as well create content for TikTok using our custom sound (page 12).

This Influencer Partnership will connect Tinder directly to Gen Z via their favorite content creators, building awareness, consideration, and brand love.

Earned and shared media are effective tools to use with the influencers. Sharing content created by the influencers on social media sites generates shares, thus increasing campaign impressions. Having successful influencers involved with the campaign amplifies engagement and sentiment.

For Mr. Social

Connor Wood (@fibulaa)



Tiktok - 649K followers

- His witty humor and sarcastic stories leave the viewer laughing.
- He engages with his viewers and includes his best friends to create fun and unexpected content.
- He is always trying to have fun experiences and make new connections.

For The Activist

Linh Truong (@withlovelinh)



Instagram - 285K followers

- Linh Truong has a strong media presence on Instagram, YouTube and TikTok.
- She has a very authentic and whimsical themed feed that fits with the campaign's concept.
- She is passionate on social aspects which will relate to the online activist.
- Actively promotes social causes such as diversity and the Black Lives Matter movement on her social platforms.

For Trendy Follower

Amanda Pavillard (@amandapavillard)



Instagram: 505K followers

- She is friends with a Gen Z top influencer, Emma Chamberlain
- Maintains an idealistic projection to which trendy followers will relate to.

Budget: \$33,820

Impressions: P 26,795,496 E S 2,009,723² (Instagram)
E S 1,149,198³ (TikTok)

KPI: Awareness, Consideration, Sentiment, SOV, Engagement



Out of Home

Tinder Chat and Charge

Selected airports host an estimated 454,538 travelers, 22% of which will be 18-to-19-year-olds.¹

One often finds themselves wishing for two things when at an airport: something to cure the boredom of waiting for a flight and more battery life for their phone. To meet these wishful desires, we have designed “Wishing Well Chat and Charge” stations for several strategically-chosen airports. Each “wishing well” supports the fairy tale theme of the campaign, and functions not only as a wireless charging station, but also as a platform for Gen Z travelers to engage with strangers, existing friends, or potential romances. These connections are made through QR codes that lead to a Tinder-branded landing page when scanned. This page will feature several conversation prompts that will help **Ignite Possibilities** with people you might not have met otherwise.

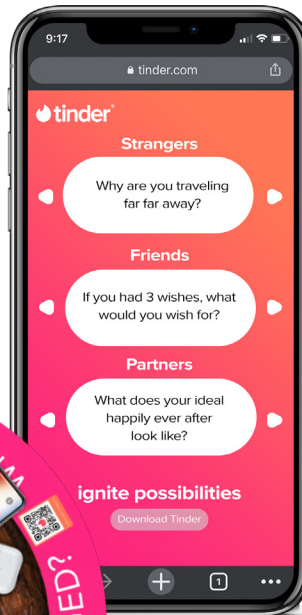
Airports with this amenity include²:

ATL, LAX, ORD, DFW, DEN, JFK, SFO, LAS, SEA, CLT.

Budget: \$20,000³

Impressions: E 99,998 within our Target

KPI: Awareness, Consideration, Sentiment, SOV



Tinder Landmark

The landmarks will generate 1,000,000 impressions across all of DMAs.

Tinder Landmarks are one-of-a-kind, fairy tale inspired art installations that will “magically” show up in strategically chosen cities where the experiential event, **Tinder’s Enchanted Escape Room**. The landmarks will be designed not only to serve as an enchanting prop for pictures and conversation, but also as an opportunity to create buzz for the upcoming event.

Each landmark will prominently display our tagline as a hashtag:

#ignitepossibilities. This is to encourage people to share and discuss this photo-worthy site online.

Each landmark will also have a QR code that when scanned allows our target register for the free, upcoming experiential event in their city. If they don’t already have the Tinder app, the user will be prompted to download it to find out what possibilities are waiting. Those who are 18-to-19-years-old, live near the DMAs and have a Tinder account will receive an in-app invite (aka an ad) from a “fairy tale hero” for the event.

Budget: \$45,000⁴

Impressions: P 1,000,000 E S 32,000,000⁵

KPI: Awareness, Consideration, Preference, Registration, Sentiment, SOV, Engagement



New York City,
NY



Los Angeles,
CA



Philadelphia,
PA



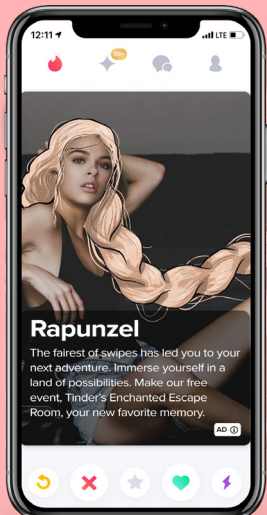
Jacksonville,
FL

Experiential: Tinder's Enchanted Escape Room

Gen Z prefers an interactive experience rather than material goods.¹

Fairy tales will become a modern reality at our interactive event: Tinder's Enchanted Escape Room. Invited 18-to-19-year-olds who registered via the app will experience a thrilling adventure as they "escape" the traditional fairy tale.

Tinder's Enchanted Escape Room begins by going through our branded entrance into a fairy tale themed escape room that is unique to each DMA. To escape, they must work with people from outside their social circle to find clues and complete challenges.



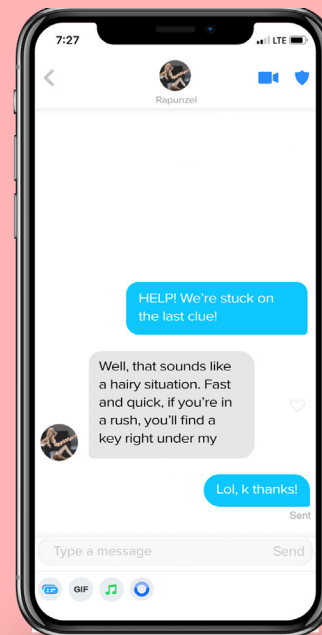
If they get stuck, all they have to do is message their matched fairy tale character on the Tinder app who will give them a clue, demonstrating how your matches lead to new possibilities. This is also a subtle nod to Tinder's Engagement Team who is always there to help Tinder users.

After solving the escape room, attendees will exit on a fantastical Tinder-themed slide, landing in the Tinder Social Kingdom where they can socialize with new friends and enjoy custom ice cream treats provided by our vendor, Milk Bar, who promises endless possibilities of flavors. Photo booths will also be stationed throughout the space to snap high-quality digital photos that attendees can use for newly created Tinder profiles.

Budget: \$2,000,000

Impressions: P 16,396, E S O 5,049,968²

KPI: Awareness, Consideration, Preference, Registration, Sentiment, SOV, Engagement



Tinder's Enchanted Escape Room Promotion Strategy

Promotion Strategy

Snapchat and TikTok will be used to promote the experiential event due to geographical tracking features and popularity amongst the target audience.¹ We will also use Google Search in select DMAs. You must have an account on Tinder in order to “match” with Tinder’s hero profile that will invite you to register for the event. This will encourage users to set up an account in order to participate.

Snapchat

Snapchat is one of the main social media apps used by Gen Z.²

Snapchat Geofilters will target our DMAs with a custom filter for each city. A filter with a modernized fairy tale background will frame the user in the center of the screen exemplifying how they are the hero in these stories.

Snapchat Lenses will also be released nationwide the day of the event, and users will be able to transform into different fairy tale characters featured in the Tinder Enchanted Escape Rooms by tapping the screen.

Users can interact with the filter to remove a traditional fairy tale element and transition to a more empowering, modern version of the story. Each lens will feature an ‘INSTALL NOW’ button that redirects users to Tinder on the app store.



TikTok

We will send select TikTok influencers in each DMA story book-shaped boxes used to promote the experiential event. These boxes contain fairy tale props that correspond to each city's Tinder Landmark. The TikTok content created by the influencers will build awareness for the experiential event. Influencers will also include a link to new campaign landing page in their bio to download Tinder which will enable them to register for the experiential event.

Budget: \$994,000 (Snapchat + Tiktok)³

Impressions: P 200,000,000 E S O 1,149,198^{4,5}

KPI: Awareness, Consideration, Preference, Sentiment, SOV, Engagement

Google Adwords

Tinder will buy keywords and phrases in the select DMAs that are related to the experiential event. Words such as, “Fun events,” “Pop Ups,” “Adventure,” and “Things to do.” Sponsored links will direct users to our campaign custom landing page where they can learn more information and register for the upcoming experiential event.

Budget: \$2,280

Impressions: P 72,333

KPI: Awareness, Consideration

Campaign Schedule

	Aug.	Sept.	Oct.	Nov.	Dec.	Budget	Paid Impressions	Earned Impressions
Social								
Instagram						\$1,675,000	250,000,000	106,800
TikTok						\$1,200,000	120,000,000	65,940
TikTok Takeover						\$50,000	5,000,000	0
Digital								
Hulu								
YouTube Banner						\$1,719,136	58,474,000	0
YouTube Takeover						\$260,750	30,000,000	0
						\$400,000	4,160,000	0
Brand Partnership								
Cards Against Humanity						\$200,000	40,000	682,000
Influencer								
Instagram Influencers - CAH						\$8,800	4,961,600	2,009,723
TikTok Influencers - CAH						\$25,020	21,833,896	1,149,198
OOH								
Tinder Airport Chat and Charge						\$20,000	99,998	0
Tinder Landmarks						\$45,000	2,000,000	32,000,000
Experiential Promotion								
TikTok + Snapchat						\$994,000	200,000,000	1,149,198
Google Search						\$2,280	72,333	0
Experiential								
Tinder's Enchanted Escape Room						\$2,000,000	16,396	5,049,968
Production						\$1,000,000.00	0	
Contingency						\$200,000.00	0	
Assessment						\$200,000.00	0	
Total						\$9,999,986	696,658,223	42,212,827

total Impressions: 748,871,036

The **Ignite Possibilities** campaign places video ads for the duration of the campaign across popular digital and social media platforms.

Digital banner ads on YouTube are subsequently used to redirect users to newly created custom landing page and encourage registration.

Influencers and a brand partnership are scheduled to run in the middle of the campaign to continue driving awareness, increase SOV, and promote the event happening in Nov.

Our campaign crescendos with the highly-anticipated experiential event, Tinder's Enchanted Escape Room, taking place in five key DMAs. This will drive new registrations and build brand love.

At the end of our campaign, we will reconnect with Gen Z as they travel for the holidays by creating spaces where they can interact and build positive experiences with others using the airport Tinder Chat and Charge stations, keeping Tinder top of mind when Gen Z travels home.

Light: 
 Moderate: 
 Heavy: 

Campaign Evaluation

Concept Testing

A survey and two focus groups were conducted to evaluate the campaign concept using rough comps of our videos and the brand partnership.

1 When asked what the concept made them think Tinder was:



53% said an app to meet new people

26% said a whatever you want it to be



only 5% said it was hook-up app

Why this matters:

Our campaign is effective at shifting perception towards Tinder as just a “hookup app” to broadening Gen Z’s perspective that on Tinder ‘you jump into a dating world where anything is possible’¹



69% either loved or liked the concept and said “the art style was super cool” and “I love the CAH idea”

Why this matters:

This affirms that our campaign concept resonates with Gen Z and will help build positive brand sentiment.

2 When asked what words come to mind when seeing the concept:

34% empowering
34% refreshing

“I understood what these characters represented”

Why this matters:

A fresh new view of Tinder aligns with Gen Z’s “Culture Creators” values, and will help build sentiment towards the brand.

Concept testing affirmed that our concept resonates with Gen Z and will be effective for building brand love by showing empowering perspectives that broaden the perception of Tinder from a just “hookup app” to a vessel to **Ignite Possibilities.**

Evaluation

Based on US Census and Tinder usage stats² we estimate our target population consists of **5-6 million potential users.**

1 Objective #1: Increase Brand Love

Evaluation: Awario Software will be used to measure SOV; Sentiment; Social Media Engagement



Expected Results:

Share Of Voice (SOV):

After comparing Tinder’s SOV to competitors, we believe SOV can be increased by 40%³ which exceeds SOV from previous campaigns*.

Brand Sentiment:

Increase brand sentiment from 2020 fall average of 18.2%* to 26.1%. This 43.4% increase and puts Tinder above the industry average of competing apps.⁴

Engagement:

Increase 2020’s Average Social Engagement from 0.52% to .56% (7.2% increase)⁵

*Based on PYOT Campaign Benchmarks

2 Objective #2: Attributable Growth

Expected Results:



Awareness (Impressions): 748,871,036



Consideration (Click Through Rate)⁶: 29,952,681



Preference (Installs)⁷: 2,995,268



Registration (Account Activation)⁸: 1,797,161

\$5.56 Customer Acquisition Cost (CAC)

SEO Expected Results: **5%** increase in SEO Searches from 90%¹⁰ to **94.6%** based on past Google Trends.⁹