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BEGIN.

# ***GROWING UP ISN'T ALL FUN AND GAMES***

To 18-19-year-olds, the idea of adulthood is daunting. In this uncertain world, they yearn for a sense of agency as they transition into this new stage of life.

To convince 18-19-year-olds to download Tinder, we need to turn their jaded notion of adulthood on its head. We know, from research and years of our own teenage angst, that our target is a stubborn bunch. Instead of reminding them of their fleeting adolescence, we emphasize that adulthood is an adventure in and of itself.

For our dopamine-chasing audience who craves connection and control, Tinder is the perfect match.

## **Our creative brief:**

**GET** wide-eyed teens emerging into adulthood

**WHO** are anxious about living a mundane, “grown-up” life

**TO** use Tinder as their personal adventure platform

**BY** exploring Tinder as a way to jolt the everyday

# ***BUT TINDER IS.***

# GOT GAMES?

## Creative Strategy

The **Time To Meet Your Match** campaign will

- 1** Expand 18-19-year-olds' perceptions of Tinder as more than *just* a hookup app
- 2** Showcase the gamified nature of Tinder
- 3** Deliver adventure-based executions, giving the target the opportunity to interact with the brand both on and off the app

For our creative concept, we wanted to position Tinder as a unique contender in the dating app game by showing our target the different ways they can “play” and **meet their match**.

**178** used  
index smartphone  
game apps

**145** played  
index games  
online

### WHAT is our concept?

“Time to Meet Your Match” plays off of the idea that users of Tinder will meet their Player Two, or whatever type of connection they are looking for, because there are no rules for how to use Tinder.

### WHY did we choose our concept?

There is an already overwhelming amount of statistics that support 18-19-year-olds' love for games (Simmons, 2019).

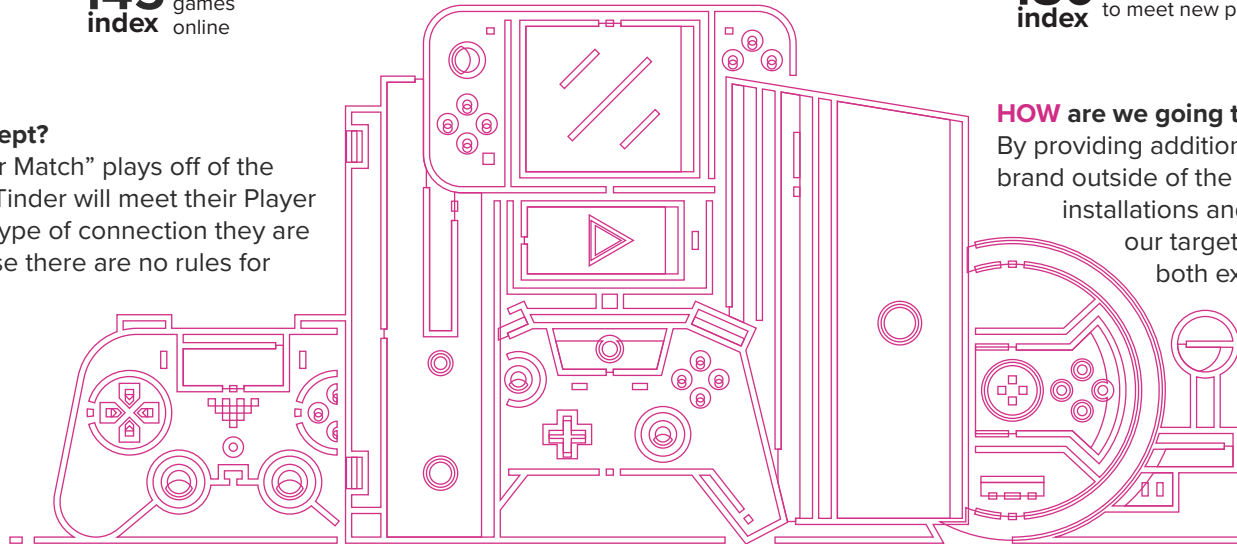
**337** video games are my main  
index source of entertainment

**180** playing video games is a way  
index to meet new people

### HOW are we going to execute our concept?

By providing additional opportunities to engage with the brand outside of the app, such as experiential installations and interactive advertising, we'll show our target that games can be an avenue for both excitement and making connections.

Additionally, highlighting the gamified features of Tinder presents our target with a fresh way to think about their swipes. Instead of passively scrolling, they'll be actively playing and sharing the brand love with their generation on social media.



Whether 18-19-year-olds connect over an in-person game of pickup or a round of virtual iMessage pool, our target will see how easy it is to use Tinder when it's **all fun and games!**

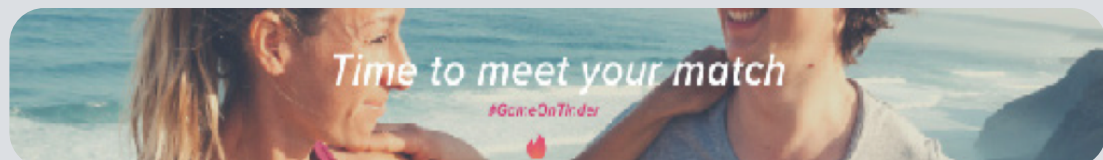
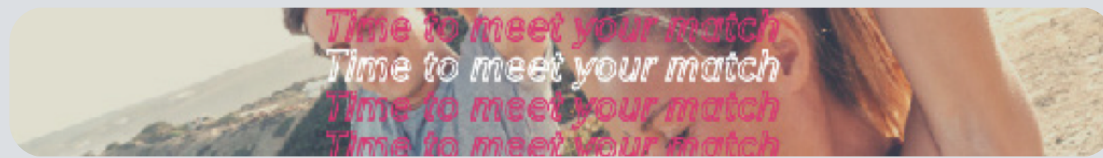
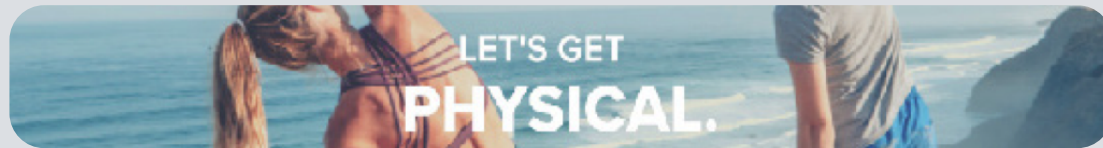
# LET'S GET DIGITAL

The digital age is among us.

Sixty-four percent of our target say they are constantly connected online, with 97% owning a smartphone and 69% owning a PC (Ad Colony, 2020). Additionally, 18-19-year-olds' ability to be online 24/7 means that **both web and mobile display ads are an effective way to reach them and will drive real and meaningful ROI** (Sobo).

We've animated our banner and portrait display ads to quickly capture our target's attention within eight seconds. Both our web and out-of-home display ads will allow us to measure Tinder downloads.

## Website Ad Banners



151M  
Impressions

Brand  
Love



## Out-of-Home

Out-of-home digital ads provide a content-first experience, avoiding the clutter of the internet (Olenski, 2018). They can't be skipped, fast-forwarded, or ignored, and they are strong complements to web and mobile display ads (Olenski, 2018).



# PRESS PLAY

329M  
Impressions

Brand  
Love



## Online Video

When 18-19-year-olds aren't playing games, they're watching videos. Video and streaming platforms, such as YouTube and Hulu, provide national reach and consistent viewership. Additionally, one-third of our target audience has watched video content in the last seven days (Simmons, 2019).

So, what better way to reach our target than with videos? We have created various short, "snackable" videos to showcase how using Tinder can be just as enjoyable, if not more, as playing a game. These videos will all be approximately fifteen seconds and will be placed on video and streaming platforms, including YouTube and Hulu, to provide the most reach.

**25%**  
of adults added  
a new streaming  
service to their  
mix last summer  
(MediaRadar, 2020).



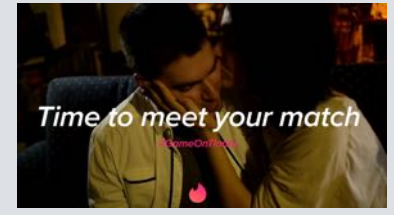
A couple is playing a competitive set of video games.



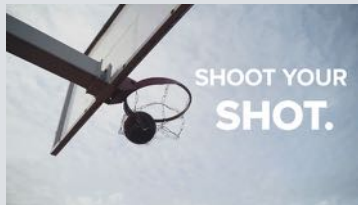
The woman claims victory and the man sits in defeat.



The woman continues to playfully gloat as she succeeds to take to control.



She plants a kiss on the man's cheek as the sound of the Tinder match plays.



A basketball flawlessly enters the basket.



A couple competes in a casual pick-up game of basketball.



The male player makes a lay-up to shoot his shot.



The basketball swooshes through the net as the sound of the Tinder match plays.

**76.6%**  
of the target visits  
YouTube each month  
(Simmons, 2019).

**19.5%**  
of the target visits  
Hulu each month  
(Simmons, 2019).



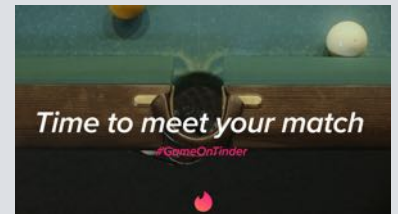
A couple starts a friendly game of pool.



The couple moves closer to each other indicating the flirtatious tension.



The woman queues up her shot to make her move.



Like her date, the shot was successful as the sound of the Tinder match plays.

See the video in Dropbox:  
Team628\_VideoSpot1.mp4

# THE PLAYBOOK

Activations 

Brand Love



In sports, a team's playbook holds all the plans and strategies for a winning game.

**The Playbook works the same way.**

Matching on Tinder is the easy part. It's the date-planning where the stress often arises. The Playbook will serve as our target's right-hand-man, guiding them and their matches to an out-of-the-box first date that appeals to the both of them. It's time to abandon the boring coffee date and **trust The Playbook to lead you to victory.**

Whether it's suggesting an eccentric friend-date or a romantic night-on-the-town, The Playbook will serve as a guide for users to plan, document and reflect on their Tinder experience. The first 5,000 new users to download Tinder will be eligible for an exclusive hard copy of The Playbook, although a digital copy will be available for all users. Everyone can share their date experience through the hashtag **#GameOnTinder** on social media, influencing others to hop on The Playbook trend.

5,000  
Physical  
Copies

Unlimited  
Digital  
Copies



To excite our target audience and to encourage downloads, we will also roll out a Birthday Edition of The Playbook for our fresh-faced 18-year-olds, who are newly allowed into the Tinder-sphere. This edition will feature of-age activities and games, including a Tinder to-do list with eighteen objectives.

Our vision for The Playbook is that a new edition will be released annually, tailored toward the trends of our target audience. Each year's edition will be **inspired and curated by Tinder's users.** People can submit themes and date ideas for The Playbook, making this campaign interactive and reflective of what Tinder users want.

See The Playbook in Dropbox:  
Team628\_ThePlaybook.pdf



**SHOOT YOUR  
SHOT.**









*Time to meet your match*

*#GameOnTinder*



A man and a woman are playing pool in a dimly lit room. The woman, on the left, is wearing a white, textured sweater and is holding a pool cue. The man, on the right, is wearing a black turtleneck and is also holding a pool cue. They are standing over a pool table with green felt. The room is lit by two circular pendant lights hanging from the ceiling. In the background, there is a dark wooden table and chairs. The text "MAKE YOUR MOVE." is overlaid in large, white, bold letters across the center of the image.

**MAKE YOUR  
MOVE.**





*Time to meet your match*

*#GameOnTinder*

