



Yeah...and?



Yeah, our subheadings
are song titles...and?
Scan in Spotify*



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EXECUTIVE SUMMARY LET'S GET IT STARTED

Since 2012, Tinder has set the standard for dating apps to be the new normal. With over 57 million active users, Tinder is becoming a household name for Gen Z.¹ Yet, outdated misconceptions still fog users' reality, causing them to hide their dating app notifications and make up fake stories about how they met. As a newer, younger crowd joins the scene, Tinder is presented with the opportunity to flip this narrative.

With a diverse user pool and anti-curation standard, each swipe on Tinder is a world of possibilities and every match is a new adventure. Users' first opportunity to have a Tinder account is when they turn 18—an age that comes with the newfound rights to vote, to buy a lottery ticket, to get a tattoo, and to go on a late-night drive with whoever the hell they want. Their freedom to choose is awakened.

Tinder aims to target 18-19 year olds to help grow the ever-evolving pool of potential matches. The Yeah...and? campaign addresses Tinder's two main objectives:



Grow Brand Love



**Increase App Downloads
for Users 18-19 Years Old**

This campaign encourages Gen Z to celebrate what makes them who they are, ignore the judgement, and redefine relationships. After all, Tinder is the new normal.

*Scanning QR codes is only a suggestion as it is not essential for understanding the campaign.



TARGET AUDIENCE MY TYPE

Gen Z defies social norms set by past generations and redefines their own. They are the Defiers. Not only are they the most racially diverse generation in America, but they also vary in family structure and dynamic.² Immense social changes such as the first Black president of the United States and the legalization of gay marriage occurred during their childhood and shaped their worldview.³ An adolescence infused with diverse people, political opinions, and peak social media usage has led them to be the most progressive generation yet. Defiers are leaders in embracing what makes others different—whether it be race, gender, sexual orientation, or anything in between.

Viewed by the world as a generation of activists, it is no surprise that Defiers have the capability to change the landscape of online relationships as we know it. While past generations did not grow up with the internet, Defiers find comfort and familiarity online. As digital natives, they have been connecting with others on YouTube, Instagram and TikTok for years.⁴



**So why should Tinder
be any different?**



Defier, 18-19

United States

looking for someone to change
the world with

progressive, outspoken advocate,
socially spontaneous

follow me on twitch @asmrgal24

RESEARCH JUST GIVE ME A REASON

Meeting new people is already hard enough. After finally finding someone great, we all dread having to answer, “Where did you two meet?” While a millennial may dance around the truth about where they met their significant other, Tinder wants Defiers to own it. “Yeah, we met on Tinder... and?” After all, what is there to be ashamed about?

“I met my girlfriend on Tinder but when my grandma asked at Christmas dinner, I made up a story on the spot and said we met in class. She doesn’t get it. But I kind of wish I had just been honest.” —Mia, 18

Tinder gave two straightforward goals: grow brand love and increase app downloads. To achieve these goals, the Yeah...and? campaign challenges the misconceptions that tarnish the reputations of dating apps. By formulating research questions around the stigmas, fears, and doubts surrounding online dating, it was determined that the hopefulness and anticipation of creating new bonds outweigh any of the possible bleak situations that might occur.

Defiers innate progressive outlook causes them to challenge the wrong in the world—inequalities, social reform, environmental sustainability—they are revolutionary. Where Defiers met their partner should be the last thing to make their grandmas quake at the dinner table.



23
IN-DEPTH INTERVIEWS



107
RESEARCH ARTICLES



347
SURVEY RESPONSES



198
ASSOCIATION TESTS



15
STATES REACHED



It’s not controversial. It’s 2021, damnit.

CURRENT MINDSET RUMOR HAS IT

It's not a secret that there are stigmas surrounding dating apps and their users.⁵ The stereotypical dating app connoisseur is deemed desperate and lonely. So why do these misconceptions persist despite the fact that we all know people that have found deep and meaningful connections on these apps?

The answer is simple. People are scared to challenge the stigmas.

STIGMA 1: HOOKUPS

Whether it be a one night stand or your third Netflix and Chill night of the week, the idea that Tinder only plays into hookup culture causes hesitation as people approach the app. Combatting this perception and acknowledging Tinder's versatility allows for a much needed acceptance amongst users—Defiers and beyond.¹ Tinder can be whatever you want it to be—simple.

STIGMA 2: SUPERFICIAL

Defiers crave purposeful connections.⁶ We want to prove that Tinder creates an environment that embellishes these sought after connections, rather than one that diminishes it. Tinder users are far from one-dimensional. Tinder consists of real people with real stories looking for real relationships—simple.

STIGMA 3: WEIRD

Talking to strangers online or offline is often considered unorthodox. But when done correctly, there's potential for that stranger to become a best friend, partner, or even an adventure buddy. Tinder unites people with all kinds of interests, inspiring authentic connections. Tinder is a place to be you—simple.

This campaign combats these stigmas and replaces the falsehoods with the genuine truth—Tinder builds meaningful relationships.



INSIGHT TRUTH HURTS

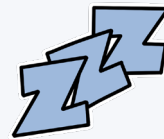
Defiers are trend setters and trend followers. They control what becomes popular—how else can you explain the comeback of yoga pants or in Gen Z terms, flared leggings? They've coined tons of trends—no cap. So, why not make Tinder their own as well?



87%
of Gen Z have deleted dating apps⁵



39%
deleted dating apps because they entered a new relationship⁵



57%
deleted dating apps because they were bored and didn't like them⁵



81%
had a positive reaction when receiving a match⁵



36%
felt validated when matching with someone⁵



45%
felt happy and excited when matching with someone⁵

i can't believe they met on tinder...

57%

BELIEVE THERE IS A NEGATIVE STIGMA AROUND DATING APPS⁵

i know lol...



CAMPAIGN MANIFESTO



It's human nature to want to make connections.


Smiling at the girl who's in your lecture class or noticing that someone else is reading the exact novel you just finished gives us a glimmer of excitement into the unknown. We all want to explore what's to come and to follow the sparks of new relationships, but not every time does that fluttering feeling in your stomach turn into something tangible other than a fleeting thought of fantasy.

Relationships are messy, challenging, and filled with growing pains. We worry about what others think and if our friends will like the new person we are talking to, but what if we throw out all the expectations of what our relationships should look like and just let ourselves be free.

To be authentic in who we are and what we want. To fight the societal constructs of where we should meet our next partner. To have a laissez-faire attitude, or a f*ck it attitude, if you will.

Let's celebrate what makes us who we are. There are 7 billion people in the world. The quirky habit you hold or the unique hobbies you do make you stand out from everyone else.

Be yourself. Be quirky. Be fun. Be different. Be crazy. Be you, because people will love you for who you are and life is too short to be anything but happy.



**So if someone
questions you, say
“Yeah...and?” and
keep doing you.**

CAMPAIGN GOALS CAN'T STOP THE FEELING



**Grow
Brand Love**
25%

Why is it that Defiers, a generation who naturally connects with others online, is not the largest group on Tinder? As of 2020, 19% of Tinder users were 30-40 years old, whereas only 15% of users were 18-29.⁷ The Yeah...and? campaign wishes to celebrate the growing pains of relationships and encourage consumers to trust in their Tinder journey. With this in mind, the campaign aims to increase brand love by 25%, reversing the negative stigma surrounding dating apps and increasing brand loyalty for Tinder.

NEW LOVERS OF TINDER
1,692,375



**Boost
Registrations
& Redownloads**
8%

Why do so many users delete the app? Whether it's for love, boredom, or general dislike, 87% of consumers surveyed delete dating apps.⁵ The goal of the Yeah...and? campaign is to address the reason for the discrepancy between users and their experience on the app. The campaign aims to increase Tinder registration and redownloads by 8%.

NEW USERS ON TINDER
3,068,880

CREATIVE CONCEPT

COME AND GET YOUR LOVE

The Yeah...and? campaign is ingrained with three fundamental values: inclusivity, authenticity, and connectivity. Defiers have been using the internet daily since childhood. This experience has shaped them as a generation to be trailblazers in the digital realm.

28% of surveyed consumers fear coming across people they know while on dating apps, and 64% turn off their notifications entirely.⁵ Why is there a fear of being seen by someone you know on a dating app? Tinder users should embrace creating new connections and never feeling embarrassed about being on a dating app. The Yeah...and? campaign normalizes unconventional ways of meeting people. Not only romantic connections, but also new friends, yoga pals, business partners, and a plethora of other people are just a swipe away.

The Yeah...and? campaign celebrates the growing pains of creating new relationships and shows that there is no need to be ashamed of your authentic self.

This campaign's creative pieces meet Defiers on the digital platforms they love, elevating their unique interests. By targeting new, niche media outlets, the Yeah...and? campaign embraces who the Defiers are, encouraging them to be authentic and own what makes them different. Placed throughout the campaign are collectible, funky stickers that showcase quirks and hobbies, allowing Defiers to relate to the campaign and remember that Tinder appreciates their weirdness.

Partnering with brands the Defiers identify with creates widespread reach into their everyday lives. These consistent reminders that Tinder accepts all aspects of the Defiers help normalize dating apps and encourage them to break out of societal standards.

The Yeah...and? campaign allows Defiers to define their own normal...the new normal.



Inclusivity



Authenticity



Connectivity

TRADITIONAL SIGN OF THE TIMES



Direct Mail



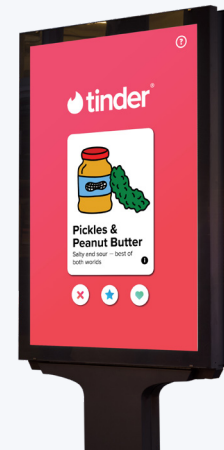
Defiers love to bring back old trends—so why not good ole snail mail?⁸ Tinder will cut through the never-ending social media notifications and directly reach their target by mailing postcards to college freshmen all over the United States. The brightly colored postcards will catch their attention, and the QR code will lead them to Tinder's curated Spotify playlists. The postcard will also include a fun peel-off sticker for them to keep as a reminder of Tinder whenever they see it.

TINY MEAT GANG

Podcast



Podcasts are the hidden gem in reaching Defiers. Over 32% of Gen Z consider themselves regular podcast listeners. A mid-roll ad plays on the podcast "Tiny Meat Gang," where Cody Ko and Noel Miller, two YouTubers, talk with each other about anything from Charlie Puth, to Bitcoin, to The Bachelor.⁹ Podcast ads are most effective when listeners respect the opinions and find entertainment from the hosts, which Cody Ko and Noel Miller have achieved. 3 out of 4 Defiers listen to comedy podcasts.¹⁰ As #14 on Spotify's Comedy playlist, Tiny Meat Gang is the perfect podcast to reach the ears of Defiers.¹¹



Out-of-Home



Interactive touchscreens are one of the most successful ways to draw consumers in, and get them to engage with advertisements. 69% of viewers took action after seeing a digital screen, whether it be searching for the advertiser, visiting their website, or posting to social media.¹² Tinder's touchscreen kiosks called The Deal Breakers will be positioned around the country on college campuses. Reaching thousands of Defiers, word-of-mouth will spread excitement about the Tinder brand. With the rotating schedule of the kiosks, students will only know if they have Deal Breakers when it arrives on their campus. The kiosks will allow users to swipe on weird habits, hobbies, or interests that they might feel alone in liking. If they swipe right, users will find out how many people they matched with creating a sense of unity and connectedness throughout the campuses.

VIDEO U CAN'T TOUCH THIS



YouTube



Youtube features many types of channels from beauty to daily vlogs to cooking. Defiers can watch whatever matches their interests on the site. With almost 2 billion users worldwide, Youtube is the go to for entertainment and knowledge, making it an ideal platform for Tinder ads.¹³ The spots portray weird interactions that tap into Defiers's crazy habits. After viewing the short ads, Defiers will understand that there is no room for judgement—everybody's got their quirks.

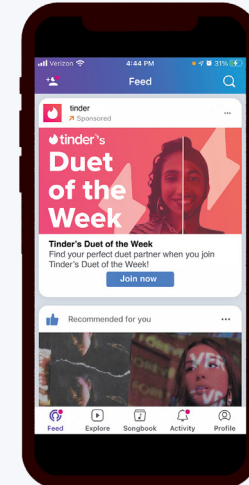
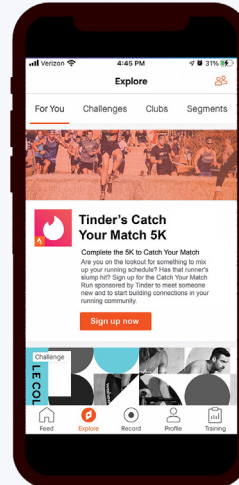
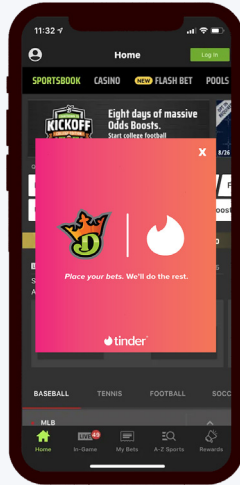


Hulu



In quarter one of 2021, Hulu had 39.4 million paying subscribers on their streaming service.¹⁴ With the variety of interests the Defiers hold, Hulu is the perfect pair because of their wide array of movies and TV shows. The Yeah...and? campaign features ads placed on Hulu that plays into Defiers' dry humor. These 60 second spots will grab the Defiers' attention with their wacky premises like a hyper-aggressive karate kid and using a rotary dial phone instead of a smartphone.

NEW MEDIA PARTNERS SPARKS FLY



DraftKings



In 2019, the sports betting industry made over 908 million dollars in revenue.¹⁵ That's no pocket change for sure. As Tinder's corporate social responsibility, they will partner with DraftKings to help raise funds for **Dreamscapes**—a non-profit that helps sports become more accessible for children with disabilities.¹⁶ With banner ads across DraftKings' website encouraging college-aged students to place bets on Week 4 of the NFL 2021 Season, Tinder will match whatever is raised and donate to Dreamscapes all while increasing their brand recognition. Participants should check with their state and local laws before placing bets on DraftKings.

Strava



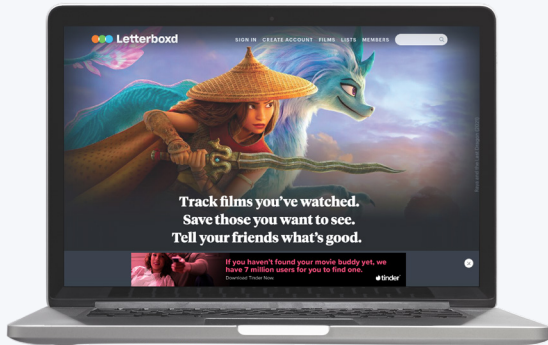
With 55 million users on their platform, Strava is the ideal app for Defiers to connect with other people who love to run.¹⁷ Tinder strives to support its users in their efforts to form new relationships by leaning into what makes them who they are. By sponsoring the Catch Your Match Run, a 5K race with a twist, participants will be randomly paired with other runners registered. Together, they will have to complete the race tied to one another, bonding literally and figuratively over their shared passion of running. Participants can sign up for the Tinder Group on Strava to form a community even after they have completed the race.

Smule



From Cee Lo Green to Kelly Clarkson to Lewis Capaldi, Smule users can sing with some of the biggest music industry stars on the planet. Whether Defiers love classic rock, country, or pop, they can find their niche on Smule just like they can find their person on Tinder. Sponsoring a Community Meet-Up and featuring a Duet of the Week will connect Smule and Tinder to form a one of a kind sponsorship that embraces people's talents and brings like-minded individuals together.

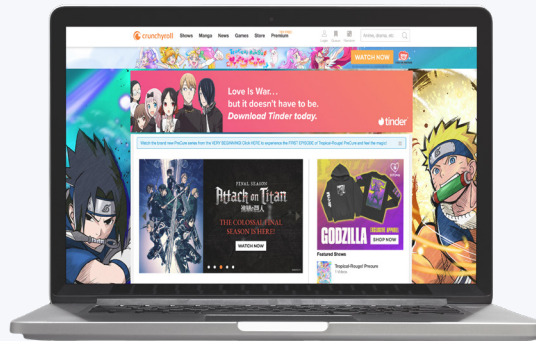
NEW MEDIA PARTNERS DON'T YOU FORGET ABOUT ME



Letterboxd



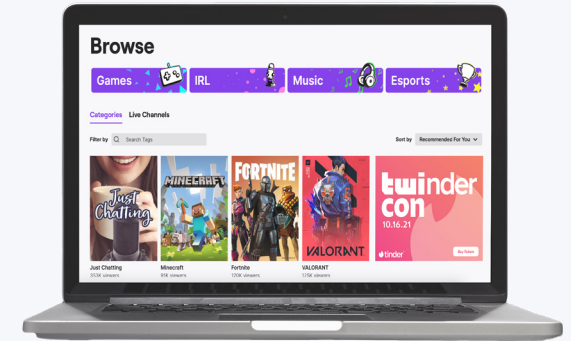
Everyone loves movies. Heck, what's the most common first date—dinner and a movie! Partnering with Letterboxd, a fast-growing movie app, Tinder will reach their 3 million users with the Tinder x Letterboxd recommendation list.¹⁸ Tinder encourages Letterboxd users to put their favorite movies in their bios to help them match with like-minded people. With banner ads placed on Letterboxd's website, Tinder will not only create awareness of their app but tap into the infamous movie lovers niche.



Crunchyroll



As the leading anime streaming service, Crunchyroll is the best place to reach anime lovers. With 90 million subscribers, a banner ad on the website will help Tinder reach this niche target audience.¹⁹ The ads will reference popular shows like Kaguya Sama (aka Love Is War) to help show the consumer that with the Tinder community they can find a friendship as strong as Naruto and Sasuke and a love as deep as Misaki and Usui.

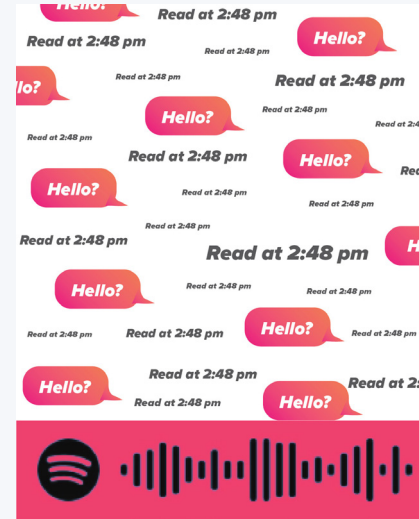


Twitch



In 2020, Twitch boosted over 41.5 million users on their live streaming platform for gamers.²⁰ While many social media sites have similar characteristics in connecting people, Twitch goes a step further by combining community and entertainment. Partnering with Twitch, Tinder will sponsor a live stream on the platform once a month from August to December, as well as host TwinderCon, a gamer convention in Philadelphia. At TwinderCon, participants will have the opportunity to meet their favorite streamers and others who hold common interests, making it a great place to find someone new.

BRAND PARTNERSHIPS IF I AIN'T GOT YOU



Spotify Premium Bundle



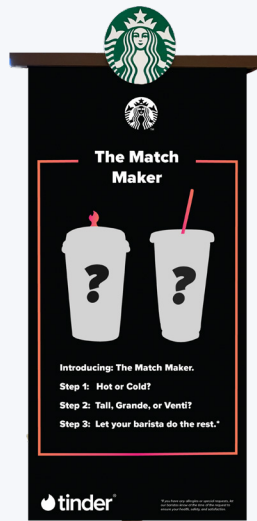
Living on a college budget, Defiers love deals that help them live the life they want for cheap. One of the most popular student packages young people use today is the Spotify/Hulu/Showtime student deal. Tinder will make the deal even sweeter for college students around the country by including Tinder+, just in time for their freshman year. With this package, Defiers will meet more people on their campus and build connections during a time that can be difficult. For \$5/month, Tinder+ will be included with the Spotify Premium deal for 5 months.

Spotify Curated Playlists



Besides music's ability to form connections, it also is a major part of people's lives. In 2017, the average Spotify user spent 25 hours a month listening to their favorite playlists.²¹ With Tinder curated Spotify playlists, Defiers will be able to have a playlist for all their needs from getting ready for their first date to headbanging down the highway. Not only are these playlists another way Tinder is guiding their users to create new relationships with those around them, but they also bring awareness to the Tinder brand on another platform that is near and dear to the hearts of Defiers.

BRAND PARTNERSHIPS LEAN ON ME



Starbucks



In 2019, there were 15,041 Starbucks locations in the United States.²² From James Charles boosting the popularity of the Pink Drink to the ever-favorite pumpkin spice latte, Starbucks is ingrained in Defiers' culture. With 34% of Starbucks visitors being between the ages of 18-29, it is the perfect place to reach Defiers.²² Tinder will partner with Starbucks to create a new promotion that plays off of the unpredictability of meeting new people. Customers interested will ask their local barista to make them a "surprise drink," called The Match Maker. Hot drinks will come with a pink stopper with the iconic Tinder flame and have Tinder's distinct orange and pink gradient. All cups, whether hot or cold, will come in biodegradable packaging to encourage environmental sustainability—a social cause close to Defiers' heart.

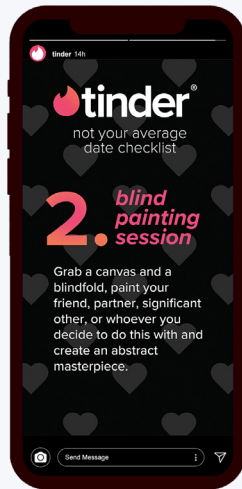
Ben & Jerry's



Defiers have big hearts. Research found that 76% of Gen Z are more likely to purchase a product or favor a brand that shows support for causes they care about.²³ Ben & Jerry's has been outspoken about the social issues they believe in such as racial justice, climate change and LGBT equality for years.²⁴ Together, Defiers and Ben & Jerry's are the perfect match. Tinder's partnership with Ben & Jerry's features a limited edition flavor, Blind Date, and 2 for \$7 pint deals. In storefronts, customers will get a pink cup or cone when they pair the Blind Date with another flavor. This partnership will bring vital brand awareness and positivity to reinforce Tinder's stance on social issues helping to grow brand love.

SOCIAL MEDIA

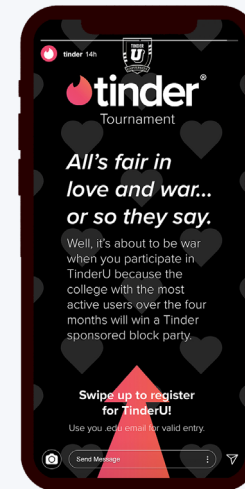
KISS ME THROUGH THE PHONE



Not Your Average Date



Dating can become monotonous after a while of going on the same types of dates. The Yeah...and? campaign wants to change that and spice things up. With Not Your Average Date Night, whether completed as one-off dates or a complete challenge, Tinder matches are encouraged to add some spark into their time together. A variety of fun, new date ideas like a blind painting session and a sandwich roulette game, Not Your Average Date Night is just another way Tinder is helping their users form connections. Those who participate in this challenge will tag Tinder for a chance to be featured on their social media.



TinderU Tournament



College students are always game for a little rivalry with other universities. With this in mind, the Yeah...and? campaign sponsors the TinderU Tournament, a competition to see which United States college campus can get the most app downloads and sign-ups. Participants must register for TinderU with their .edu email address for their entry to be counted. The college with the most active participants, calculated by percent of population, will win a Block Party. This event will not only benefit Tinder users with the possibility for adventure, but it also will support local businesses for whichever town wins.

GUERRILLA I'M DIFFERENT



Mini Mural Project



Murals are memorable. From Banksy's pop-up art in the East End of London to the famous angel wings painted in the Nashville streets, tourists and locals alike notice new colorful additions to their city. This campaign capitalizes on the cost-effectiveness and high exposure murals bring to advertising campaigns. Tinder will use Instagram stories to get feedback on users' favorite food combos, wackiest habits, and most outlandish hobbies for inspiration. After Tinder finishes their polling, they will invite local artists to participate in painting small-scale murals across the United States. Mini murals are a reminder that no matter where Defiers are, they are a member of the Tinder community.

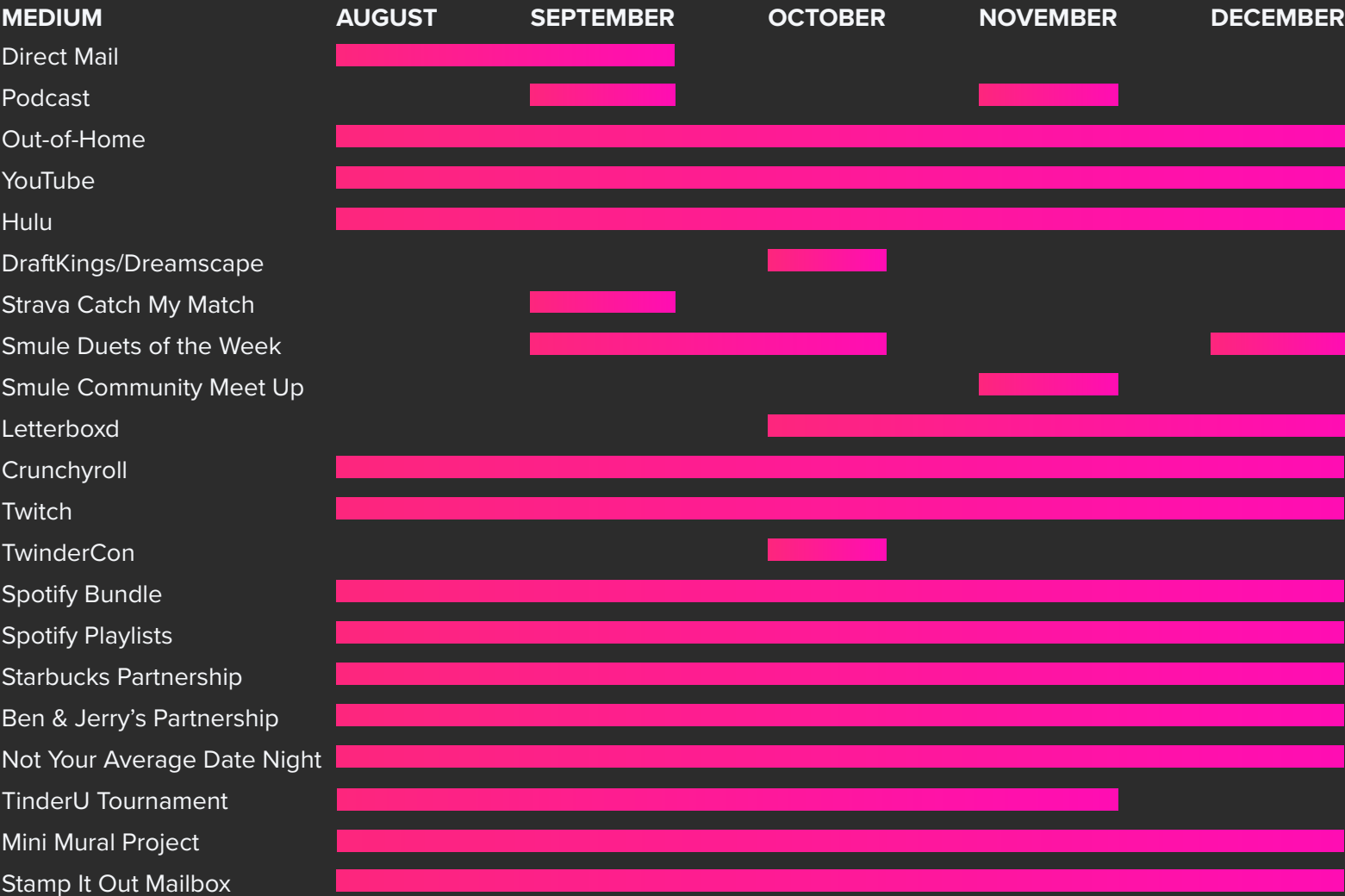


Stamp It Out



Tinder never claimed that embracing what makes your partner unique is an easy thing to do. There's always a curveball every once and a while, but welcoming those challenges and holding onto hope for the future can bring possibilities never imagined. Tinder wants to help its users through the hills and valleys every relationship experiences. As a way to get things off their chest, the Yeah...and? campaign will bring the Stamp It Out mailbox to major cities. This mailbox will allow users to write anonymous handwritten notes about how they are feeling as a therapeutic way to talk about the issues their relationships are facing. Defiers are normalizing discussions around mental health and the Stamp It Out mailbox will aid in this effort by creating a safe and confidential space.²⁵

MEDIA STRATEGY NONSTOP



BUDGET

B*TCH BETTER HAVE MY MONEY



The Yeah...and? campaign utilizes the full \$10 million budget by reaching the Defiers where they regularly consume media enhancing brand love and increasing registrations and redownloads for Tinder. The campaign runs from August 1st to December 15th with the majority of the budget going to brand partnerships and new media partners.²⁶

The effectiveness of the campaign is monitored throughout the period and includes a contingency budget of \$100,000. This allows Tinder to allocate funds where the largest opportunities lie to gain the most impressions.

Medium

Direct Mail	\$1,558,900	21,674,930
Podcast	\$157,320	23,490
Out-of-Home	\$356,210	18,384,940
YouTube	\$623,695	109,194,885
Hulu	\$623,695	161,292,328
DraftKings	\$75,780	3,563,910
Strava	\$17,230	284,670
Smule	\$185,600	6,056,314
Crunchyroll	\$57,460	1,678,830
Letterboxd	\$43,840	2,913,408
Twitch	\$1,539,670	8,452,470
Spotify Bundle	\$2,425,000	157,856,300
Spotify Playlists	\$1,452	18,217,643
Starbucks Partnership	\$1,210,000	37,210,734
Ben & Jerry's Partnership	\$757,000	26,672,390
Not Your Average Date Night	\$2,032	25,073,026
TinderU Tournament	\$12,500	950,938
Mini Mural Project	\$25,126	41,928,460
Stamp It Out Mailbox	\$27,490	1,295,007
Dreamscape Foundation	\$200,000	
Contingency	\$100,000	

Cost

Impression

TOTAL \$10,000,000 642,724,673

EVALUATION SIGNED, SEALED, DELIVERED



Brand Love

Meeting people on Tinder is something to be proud of. Breaking the stigmas around Tinder allows for more connections to form as they show their authentic selves on the app. The Yeah...and? campaign sparks a newfound confidence that Tinder is the place to find what the Defiers are looking for when creating new relationships.



Registrations and Redownloads

By growing brand love for Tinder and breaking the stigmas around dating apps, the registrations and redownload will increase. The Yeah...and? campaign reaches new media partners, venturing into unique niches on well-loved platforms. Through our diverse marketing strategies, this campaign highlights the values of inclusivity, authenticity, and connectivity.

wait a minute ... you met on Tinder?

Yeah ... and?

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MILLION REASONS

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