for fun... flirting... fooling around,

not just for f*cking



EXECUTIVE SUMMARY

HERE'S THE FACTS, NO CAP

Tinder's purpose, put simply, **is to connect users with the people and experiences they're looking for.** But, let's be honest—Tinder has a reputation…one that may be intimidating to the average romantic.

Through our research, we found that **our audience perceives Tinder as a hookup app,** making them question if the app can match them with the connections they seek. Our out-of-the-box and bold campaign addresses these concerns and throws them out the window. Tinder isn't just for f*cking; **it's for whatever the f*ck you want.**

Our campaign seeks to **shatter the stigmas surrounding dating apps** and instead emphasizes the possibilities that users can experiment with to fit their individual needs. This builds brand love by promoting inclusivity, openmindedness, and a "no-pressure" environment, reiterating that **Tinder is an app for everyone to use.**

In this digital age, our target audience needs a good reason to download yet another app to spend time on. This is where our campaign will stand out – we'll target our audience with original, interactive messaging that **is honest, accessible, and consistent with Tinder's brand.**

Team 516 cuts to the chase in its bold campaign—it's not just for f*cking.

Through brand partnerships, influencer marketing, pop-up events, and exclusive Tinder merch, we will build brand love and increase brand consideration, preference, and positive sentiment. Our campaign will also increase growth in registrations among 18-19-year-olds by convincing Gen Z that swiping is a **low stakes, easy, and carefree** way to meet people and start new relationships.

So without further ado, let's swipe right in.



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OBJECTIVES

PRIMARY

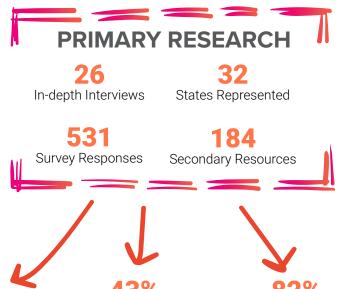
Build brand love and increase brand consideration, preference, and sentiment.

SECONDARY

Increase growth in registrations of 18-19-year-olds.

RESEARCH

Team 516's research employed multifaceted primary research, such as surveys and in-depth interviews, as well as extensive secondary research including articles, observational studies, research papers, and behavioral studies.

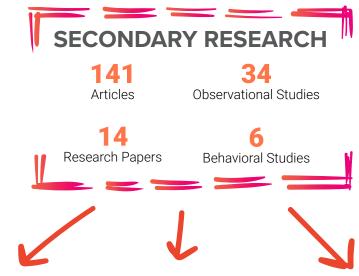


of survey participants say their primary use for Tinder is just for fun, but they don't see their usage increasing due to its hookup reputation.

of survey participants have not used Tinder. primarily because they don't see a need for it in their daily lives.

82%

of Gen Zers trust their friends and family over any other source when making a purchase decision or engaging with new brands.



9 million

users have joined online dating apps since 2017 in the **United States** alone. However. online dating still faces a negative social stigma.

99%

of social media users access platforms, such as Instagram, TikTok, and Pinterest, via their mobile devices. 6 in 10

Gen Zers agree it's possible to have a meaningful friendship through purely online interactions.

TARGET AUDIENCE

Our target audience is 18-19-year-olds, considered part of Generation Z, who are transitioning into the next stage of their lives. They crave independence, excitement, and opportunities to meet new people. However, Gen Zers are hesitant to register for Tinder because they perceive it as a hookup app, and don't want to be judged by friends and peers based on their usage.

PROBLEM STATEMENT

Our target audience is hesitant to register for Tinder because they don't see a purpose for the app at their current age and stage of life. In addition, they want to avoid being associated with the negative hookup reputation that Tinder currently holds.

GETTING TO KNOW GEN Z

"Most of the ads I see on a daily basis are on Instagram Stories and TikTok videos. I've always liked that they're quick and targeted to me."

- Jared, male, age 18

Gen Zers prefer interactive content and short videos that are applicable to their experiences and personalized to them.

92% of 16-24-yearolds watch short online videos, with 53% sharing the videos with others.

Engage Gen Zers through interactive and shareable content or short videos that they can use as a conversation starter

QUOTE

"I wouldn't download Tinder to fall in love. I'd just download it to meet new people."

- Avery, female, age 18

"I like brands that are forward, direct, and honest."

- Jon, male, age 18

FINDING

Gen Zers look for ways to avoid, escape, and relieve stress. They will likely be drawn to brands that can offer them feelings of consistency and comfort.

Gen Zers want to express themselves through the brands and products they use. Therefore, finding authentic brands is important.

STATISTIC

Gen 7ers are far more likely to feel anxious, frustrated. and dissatisfied than other generations.

79% of Gen Zers trust companies more if the images the brand uses are not Photoshopped and 84% trust a company more if it uses actual customers in its ads.

KEY TAKEAWAY

Communicate to Gen Zers the idea that Tinder can offer fun and engaging experiences that help them relieve stress and interact with others.

Communication with Gen Zers must be truthful and transparent. Tinder should convey that it is a carefree and fun way to meet new people, regardless of your intentions.

"I'm looking for a wellknown and trusted dating app that other people use and like. I wouldn't use something random or unheard of."

- Nora, female, age 18

Gen Zers are skeptical and critical of traditional advertisements because they feel like companies lack transparency.

When Gen Zers are asked to rate their trust in the media on a scale of 1 (low trust) to 10 (high trust), on average, they would rate their confidence at a 3.

Finding and implementing innovative and authentic advertising techniques will increase interaction, trust, and credibility.

with others.

RESEARCH FINDINGS

Since its founding in 2012, Tinder has been a trailblazer in the online dating industry. To inform our campaign, we conducted extensive primary and secondary research on how Tinder is perceived by Gen Z today.

QUESTIONS		ANSWERS		SUPPORT
Why do 18-19-year-olds, use dating apps?	>	Our audience is using dating apps for fun, most similar to social media. They believe dating apps are good for seeking casual relationships, rather than for finding a long-term partner.	>	Our primary research found that 50% of survey participants chose 'fun' as their primary reason for using a dating app.
How do 18-19-year-olds currently perceive Tinder?	>	Our audience describes Tinder as bold, flirtatious, spontaneous, and social. They also perceive Tinder as a hookup app, making them question if the app attracts the connections they seek.	>	Our 18-19-year-old survey sample disagreed with a statement indicating they would use Tinder for a serious relationship (average rating of 4.4 on a five-point scale with five being strongly disagree).
How will we build brand love for Tinder among 18-19-year-olds?	>	We will build brand love by positioning Tinder as a lifestyle brand that engages with our audience through lighthearted social media and video content.	>	52% of survey respondents said that short videos, such as TikToks, are the preferred type of content they wish to see.

SWOT ANALYSIS

STRENGTHS

- High level of brand awareness among Gen Z
- Gen Z uses Tinder for meeting people, for example: swipe nights
- Tinder's features are flexible to fit the user's needs, such as sexual orientation and preference filters

WEAKNESSES

- Tinder's negative hookup reputation hinders registrations among Gen Z
- Gen Z fears being judged by peers for using Tinder
- Tinder lacks a distinct brand niche compared to other dating apps

OPPORTUNITIES

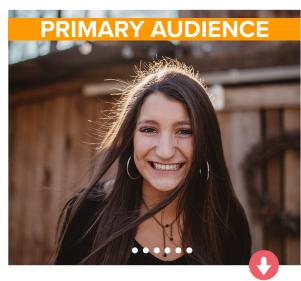
- Gen Z is in a transition phase and is open to new experiences
- Gen Z prefers marketing that focuses on the brand story itself, not the product
- Gen Z values collectivity and is easily influenced by others

THREATS

- The market is heavily saturated with advertisements targeting Gen Z
- Gen Z may assume they will meet people naturally in their new environments
- Gen Z's attention is scattered due to the variety of social media apps

TARGET AUDIENCES

Based on psychographics and behavioral traits, Team 516 identified the two types of Gen Zers who will encourage others to register and use Tinder more frequently and create a more positive perception of Tinder's brand as a whole.



The Cautious Observer: Taylor, 18

- Described as tentative, practical, intentional, reliable, modest, and observant
- Routine-oriented and thoughtful decision maker
- Traditional when it comes to dating, and seeks lasting connections and organic relationships
- Requires an "extra push" to try new things from influential people in their life











The Fearless Seeker: Alex, 19

- Described as bold, flirtatious, social. positive, outgoing, and adventurous
- Confident socialite who seeks new experiences and loves to bring others along
- Doesn't take life too seriously and has a "whatever happens, happens" mentality, especially with dating
- Constantly engages with current trends and actively posts on social media



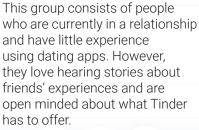




TERTIARY AUDIENCES

We have also identified two tertiary groups that can serve as future opportunities for Tinder. While our campaign will unintentionally build awareness among these groups, targeted marketing efforts will be necessary in order to build brand love.

The Curious Partner, 18









The Progressive Activist, 19

This group is made up of passionate, cause-oriented, and "woke" individuals. Priding themselves on cultural and political awareness, they're vocal about their beliefs and make an effort to hold brands accountable.







INSIGHTS & KPIS



KEY INSIGHTS

Tinder's purpose, often misunderstood, is to connect users with the people and experiences they're looking for.



TURN THE PAGE WITH TINDER

18-19-year-olds are entering a new chapter of their lives (such as graduating high school or moving out on their own). We will show how Tinder can help them adjust to new environments.

SHATTER THE STIGMA

We will show 18-19-year-olds that swiping is a low-stakes, easy, and carefree way to meet people and start new relationships.

CRAFT A MESSAGE THAT STICKS

To reach 18-19-year-olds, we have to share a message that is honest, accessible, and consistent with Tinder's brand by using platforms like Instagram, TikTok, and Pinterest.



KEY PERFORMANCE INDICATORS

We aren't just f*cking around, evaluating success is key.

INCREASE BRAND CONSIDERATION

We plan to increase consideration of Tinder by **50%**, tracked through social media management tools, analytics sites, and QR code scans.

INCREASE PREFERENCE

We plan to increase preference of Tinder by **20%**, tracked through surveys, polls, questionnaires, and positive mentions or reviews.

INCREASE POSITIVE SENTIMENT

We plan to increase positive sentiment of Tinder by **50%**, and track engagement provided by social media posts and digital ads including number of followers gained, shares, and click-through rates.

INCREASE REGISTRATIONS

We plan to increase registrations among 18-19-year-olds by **10%**, tracked through user data and App Store Connect.

FULL FUNNEL APPROACH

ATTITUDES	CONSUMER STRATEGY Our campaign shifts perceptions of Tinder from being solely a hookup app to a connection app, with many uses based on the individual's goal, thus building brand love.	Hesitant Taylor is off to new adventures — leaving for college and moving to a new city. It's exciting, but scary. Taylor wonders "How will I meet new people?"
INTEREST	Our advertisements on social media platforms and influencer partnerships pique our audience's interest in the Tinder brand and encourage users to engage with Tinder's content.	Taylor gets a part-time job as a barista at Starbucks and meets the Fearless Seeker, Alex. Taylor was surprised to learn Alex met their previous partner on Tinder and their other coworkers loved swiping on the app.
CONSIDERATION	After internalizing our campaign message, Tinder's users consider the countless other possibilities that the app offers. They consult friends and peers about their experiences.	At work, Taylor loves hearing about all the brave, spontaneous, and exciting things Alex did over the weekend. Taylor starts to wonder – "What if I downloaded Tinder? Would meeting people be easier?"
CONVERSION	18-19-year-olds register for Tinder and develop a newfound excitement and interest. They look forward to using the app in their daily lives to make connections.	Taylor mentions to Alex that they are thinking about joining Tinder. "It's not what people think it is," Alex responds. "Just try it out! It's a lot more fun than you think." Taylor registers for Tinder after work.
EVALUATION	Our audience evaluates their usage of Tinder and realizes they find swiping to be fun and enjoy the opportunities to meet others.	Taylor becomes immersed in their new city by chatting with people on Tinder, and frequently grabs coffee with their matches. Alex teases, "How did you ever live without Tinder!"
ADVOCACY	Our target audiences have found their "why" for Tinder. They frequently engage with the brand on social media platforms and are vocal with their friends about the benefits of the app.	Taylor shares with friends how much fun they've had on Tinder. On social media, Taylor shares their story of how Tinder helped make the new city feel like home and encourages friends to use the app too.



not just for f*cking

Our bold and unapologetic slogan will capture Gen Zer's attention, while communicating that the app has more than one purpose. Tinder is not just for f*cking. Tinder is whatever you want it to be; for flirting, finding friends, having fun, and so much more.

CAUTIOUS OBSERVERS >>

Our primary target audience is hesitant to be associated with the negative stigma that Tinder holds. By showing them that Tinder can be for anything they want, we eliminate the notion that Tinder is solely for hooking up. This will encourage them to think of Tinder as a platform where they can step out of their comfort zone.

WHY IT WORKS FOR...

FEARLESS SEEKERS >>

We shift the perception of Tinder in the eyes of our Fearless Seekers by refreshing them on all the opportunities the app provides, making sure to build brand love through humorous and relatable content. This campaign gives Fearless Seekers a reason to fall back in love with Tinder's fierce, bold, and unapologetic brand.

TINDER >>

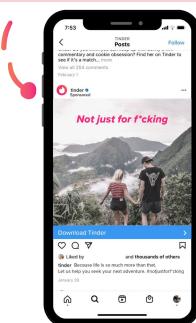
Our audience doesn't want to register for an app perceived to be for solely hooking up. Our campaign works for Tinder because it rewrites the narrative and shows our target audience the many uses of the app. By redefining the app's purpose, we are widening the audience interested in exploring Tinder all while increasing brand love and registrations.

SOCIAL MEDIA

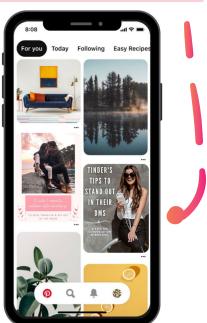
GOAL: Increasing brand consideration and sentiment

TRACKED THROUGH: Social media management and analytics sites such as Sprout Social, Facebook Business Manager, Hootsuite, and others.

INSTAGRAM TIKTOK **PINTEREST** Tinder's Instagram account will Tinder's TikTok account will Tinder's Pinterest account will **ORGANIC** continue to post content with continue to post content with continue to post to its boards the goal of increasing brand the goal of increasing brand with the goal of increasing brand TACTIC consideration and sentiment. consideration and sentiment. consideration and sentiment. Tinder will introduce Visual-first Tinder will share its brand voice Tinder will utilize a TikTok Topview PAID ads that appear as organic content through in-feed ads, allowing our ad, with an advertisement video in users' feeds, for example "DIY **TACTIC** placed at the top of user feeds to audience to better understand the date night," "couple goals," and app, its purpose, and personality. engage the viewer immediately. "self-love" searches. Our target audience is 110% more Our target audience is 17% more likely to use Instagram than the Our target audience is 33% more likely to use a social media platform **RATIONALE** general population. 32% of people likely to use Pinterest than the that allows photo and video sharing want brands to showcase personality general population. than the general population. through the content produced.







15S & 30S VIDEO SPOTS

- > GOAL: Increasing brand consideration
- TRACKED THROUGH: Buzz generated, such as the mentions of Tinder's new spot across platforms

hulu Vevo You Tube

TACTIC:

"Tinder Talk with Emma Chamberlain" would be filmed in Chamberlain's home for a casual but personal ambiance as she communicates the message that Tinder is not just for f*cking. These 15 and 30-second video spots would be displayed on Hulu, Vevo, and YouTube.

RATIONALE:

Emma Chamberlain has 9.98 million Youtube subscribers. with **86.11%** between the ages of 18-24. In the year of 2021, Chamberlain grew 21k subscribers weekly and is projected to have 10,933,723 subscribers by January 2022.

HULU:

36% of Hulu customers in the United States are between the ages of 18 and 29, making it one of the most popular streaming services amongst Gen Z. With over 25 million users on ad-supported packages, an ad on Hulu will reach millions of people.

VEVO:

Our target audience is 124% more likely to use Vevo than the general population.

YOUTUBE:

Our target audience is 42% more likely to use YouTube than the general population.

30-SECOND SPOT STORYBOARD



Shot 1 - Front door opens: "Hi I'm Emma Chamberlain, I'm 19-years-old, and I understand what it's like to be single. Meeting people is hard, but Tinder makes it easy."



her kitchen: "No, it's not just for hooking up, Tinder is whatever you want it to be. I know it's scary but put yourself out there because you'll never know until you try."



an iced coffee: "Wouldn't it be fun to meet someone to grab a coffee or take Insta pics with? Tinder is the perfect place to meet someone fun!"



Shot 4 - Emma walks back

to her front door: "Your turn. Time to give yourself a chance to find something great on your own terms "



Shot 5 - Opens front door: "Time to take my advice and go make some moves! Byeeee!"



Shot 6 - Final screen: End screen with the Tinder logo and fade into flames.

H&M PARTNERSHIP

WE F*CKING CARE ABOUT THE PLANET

Gen Z prioritizes activism and is concerned with social issues. Since the environment is an important consideration for our target audience, a partnership with an environmentally conscious brand, such as H&M, will appeal to Gen Z.

TACTIC:

H&M's new Conscious Collection is taking the lead on reducing the fashion industry's environmental impact. Partnering with H&M's trendy and affordable brand, shows that Tinder cares about the environment -- while also giving Gen Z the opportunity to wear fun and provocative merch which emphasizes the brand's message of "not just for f*cking."

RATIONALE:

93% of Gen Z believes brands have an obligation to take a stand on environmental issues. The merch creates a sense of community, one of Gen Z's values, as our influencers, event helpers, and Tinder U reps are given apparel to wear throughout the campaign.



- **GOAL:** Increasing positive sentiment and preference
- > TRACKED THROUGH: Apparel purchases and "add to cart" goal completion through SimilarWeb and Google Analytics





CELSIUS PARTNERSHIP





WE GOT THE HOOK UPS

Tinder and Celsius will partner to create a bold, new flavor, known as Flirty Fruit Punch, giving our Fearless Seekers and Cautious Observers the energy to go beyond their comfort zone. The cans, distributed at college move-in events, will incorporate Tinder's iconic colors and a unique QR code that scans directly to a LinkTree.

TACTIC:

New students will find Tinder's move-in event tent in a central campus location and experience an immediate sense of excitement, curiosity, and community. Open to new experiences, students will crack open a Celsius, scan the can's QR code which will direct them to Tinder's LinkTree. There, they'll gain exclusive access to additional promotions.

RATIONALE:

College move-in day is exciting, yet exhausting, for thousands of new students across the U.S. each year. Tinder plans to increase students' energy and decrease their stress by providing a welcoming, low-pressure area centered around meeting new people.

- > GOAL: Increasing brand consideration
- TRACKED THROUGH: The number of Celsius cans passed out, number of QR codes scanned and actions taken through the Linktree

THE NEWBIE NECESSITIES

Nothing says welcome to college like a ton of free sh*t. Those who scan the QR code may have the opportunity to rep Tinder's merch on campus.

TACTIC:

Students who scan the can's QR code and sign up for Tinder through the LinkTree, will have a chance to win The Newbie Necessities merchadise package. 1 in 1.000 new users who scan the QR code will receive the following items:

FLAME HAT

OR CODE CARD

HYDRO FLASK

KEY RING

PHONE WALLET

STICKER

RATIONALE:

Each of these items is highly popular among our 18-19-year-old target audience. As the winners wear and use these products, it will continue to promote the company and cultivate brand love.



INFLUENCERS

- **GOAL:** Increasing brand sentiment and consideration
- TRACKED THROUGH: Influencer management platforms such as IZEA

CODY KO AND KELSEY KREPPEL



Cody Ko **Kelsey Kreppel** @kelseykreppel @codyko **5.41M** subscribers **776K** subscribers

29-year-old YouTuber Cody Ko found success through his comedic videos. Ko's variety of social followings are no match for his **5.39 million** subscribers on YouTube. Kreppel is a "lifestyle focused" YouTuber who vlogs and collaborates with her boyfriend, Ko.

TACTIC:

Wearing Tinder H&M merch, Cody and Kelsey Kreppel will create a series of three TikToks and one YouTube video reviewing best and worst pickup lines, using funny submissions from his viewers.

RATIONALE:

Our audience is 42% more likely to use YouTube than the general population. With a subscriber count in the top 1%. Ko is the perfect candidate to represent Tinder through his bold and comedic videos.

POKIMANE



Pokimane @pokimanelol 7.52M followers

Twitch is one of the most popular streaming services, with 26.5 million daily active users and 140 million monthly active users. Advertising on Twitch consists primarily of stream-integrated advertisements.

TACTIC:

In September 2021, Pokimane will wear Tinder H&M merch in five Twitch livestreams. These organic product placements reach a wider audience than traditional socials, showing that Tinder is for everyone.

RATIONALE:

Pokimane is the seventh most popular streamer on Twitch with an average of 166,458 daily video views. Gen Z is also 281% more likely to use Twitch than the general population.

MICRO-INFLUENCERS

These micro-influencers will partner with Tinder to combat the false notion that Tinder is only for f*cking by highlighting the endless possibilities that can come from the app.

OUR PICKS FOR INSTAGRAM



Jenna Palek @iennapalek **16.5K** followers



Tristan Watson @tristan_watson **15K** followers



Abby Asselin @abby.asselin **25K** followers

OUR PICKS FOR TIKTOK



Gabe Austin @gayboston0 **24.4K** followers



Ditshap @ditshap



Gracie Birmingham @graciebirmingham **49.3K** followers **181.6K** followers

TACTIC:

Micro-influencers will receive Tinder H&M merch to wear in at least two posts. Each influencer will exercise creative control to align the promotion with Tinder's brand. Recruiting these niche influencers allows us to reach a broader audience of dedicated followers.

RATIONALE:

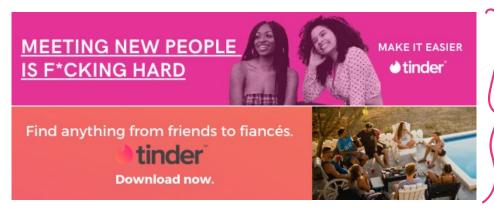
30% of users trust accounts with smaller followings over accounts with larger followings. Tinder can tap into the high levels of trust and engagement by partnering with these micro-influencers.

BANNER ADVERTISING

Quizlet, Ticketmaster, and BuzzFeed are all popular websites among our target audience. Therefore, developing website banner advertisements and in-app pop-ups will directly engage Gen Zers. Additionally, location-based targeting will be utilized by geo-fencing university campuses.







- GOAL: Increasing brand consideration
- TRACKED THROUGH: Programmatic: specifically throughout the click-through rate and conversion rate to the LinkTree

QUIZLET

TACTIC:

Tinder's banner ads on Quizlet will promote the H&M partnership. We will start these ads in October and continue through the end of November. This will increase audience awareness and consideration of purchasing Tinder H&M products during Black Friday and Cyber Monday.

RATIONALE:

19% of the users on Quizlet are ages 18-24 making Quizlet a prime location for reaching our target audience.

TICKETMASTER

TACTIC:

Tinder banner ads will run on Ticketmaster prior to Tinder's attendance at the Governors Ball music festival. With this festival taking place in September, these ads will run from August through September.

RATIONALE:

Our target audience are 59% more likely to visit Ticketmaster than the general population.

BUZZFEED

TACTIC:

Tinder's banner ads on BuzzFeed will be targeted towards college students. These ads will encourage students to get out of their comfort zone and meet new people through Tinder. These ads will run from September through November, during a majority of the fall semester.

RATIONALE:

Our target audience are 135% more likely to visit BuzzFeed than the general population.

YES THEORY PARTNERSHIP

MEET YES THEORY



Names of Hosts: Thomas Brag, Ammar Kandil, & Matt Dajer

Subscribers: 6.42 million Total Views: 737 million Avg weekly views: 7.92 million









- **GOAL:** Increasing positive sentiment
- TRACKED THROUGH: Number of video submissions received. Yes Theory video analytics, and **Tinder mentions**

SAY LESS, SAY YES TO TINDER

Thomas Brag, Ammar Kandil, and Matt Dajer are the founders of the digital media brand and YouTube channel Yes Theory, which currently has more than **6.4 million** subscribers. Yes Theory's mission to "seek discomfort" remains, capturing life's beautiful moments, and making meaningful connections.

TACTIC:

The rules are simple:

Submit a video introducing yourself and sharing your dream date. Tinder will handle the match-making, and Yes Theory will make it happen. Be ready to step outside your comfort zone and see the endless possibilities with Tinder. One lucky match will be chosen, and a video spot will be filmed of their dream date to be used after the campaign has ended.

RATIONALE:

Gen Z is 42% more likely to use YouTube in comparison to the general population. Yes Theory aligns with Tinder's mission of taking risk for experience and connection, a step required to meet our brand objectives.

GOV BALL SILENT DISCO

TURN UP @ TINDER'S TENT

Tinder will be sponsoring a silent disco tent at The Governors Ball music festival

THE GOVERNORS BALL

Location: **New York, NY**Date: **September 24-25**

Estimated number of attendees: 150,000



TACTIC:

Prior to Governors Ball, we will utilize location-based targeting through Ticketmaster banner ads in the surrounding cities of the festival. These ads will promote our central idea, Tinder is not just for f*cking, as well as share the tent's purpose, having fun with others. Tinder will provide 500 attendees with headphones that are queued to three DJs playing Tinder playlists on Spotify. With users dancing and partaking in the silent disco, they can search for a person listening to the same playlist — facilitating new friends and connections.

RATIONALE:

26% of all Spotify users are members of Gen Z. **69%** of Gen Z Spotify Users support the idea of finding a sense of community through music. We chose to have Tinder attend this festival because of the location and popularity among college students in the surrounding area.

- > GOAL: Increasing positive sentiment
- TRACKED THROUGH: Number of tent attendees, feedback from attendees, Tinder mentions, QR code scans, and LinkTree analytics









FOOTBALL GAMES

PUT ME IN, TINDER

And a touchdown for Tinder, their section goes wild! Sporting events provide an opportunity to score big on brand objectives.





TACTIC:

Besides incentivizing Tinder downloads at the Celsius movein event, scanning the OR code will also allow the user to enter a drawing to win a seat in an exclusive stadium section. The QR code directs individuals to a LinkTree where they can enter the drawing; 50 lucky winners will receive a Tinder H&M shirt to wear and rep on game day in the Tinder section.

RATIONALE:

81% of Gen Zers want to attend large events post COVID-19, with 35% of Gen Zers most excited to attend sporting events.

- **GOAL:** Increase brand love and positive sentiment
- TRACKED THROUGH: Measuring conversion rates post football games to calculate the number of Tinder registrations based on student attendance

OUR RIVALRY GAMES



Stanford University at University of Southern California

Saturday, September 11 Section cost - **\$4.275**





University of South Carolina at University of Georgia

Saturday, September 18 Section cost - \$14,940





University of Texas at University of Oklahoma Saturday, October 9

Section cost - \$18,675





Pennsylvania State University at University of Maryland

Saturday, November 6 Section cost - \$3,375





The Ohio State University at University of Michigan Saturday, November 27th

Section cost - \$13,500



HOW DID WE CHOOSE THESE GAMES?

In 2019, there was an average of 41,477 fans per NCAA Division I game, and these five games soared well above those averages. Collectively, these schools drew in 412,254 fans in 2019, averaging **82,450** people attending each game. These rivalry games are also held at some of the largest stadiums in the United States, with Michigan's stadium coming in at number one.

SCHEDULE & BUDGET

We've created a fully-integrated national media campaign from August 1, 2021 to December 15, 2021. Google Trends indicates that interest in Tinder is highest during the first week of September, influencing our decision to spend heavily throughout that month. We will introduce the campaign in August to capitalize on back-to-school events and end in December prior to the noise of the holiday season. Now that's f*cking fire.

Attitudes → Interest → Consideration → Conversion → Evalutation → Advocacy Sept Dec **Budget Tactic** Aug **Strategy** Oct Nov Owned Social.....\$90.000 Paid Instagram..... L.....\$400,000 **Social** l.....\$450,000 Paid TikTok..... Paid Pinterest.....\$250,000 **2**,000,000 Video **Partnerships**\$782,575 \$1.244 **Influencers** Gracie Birmingham..... Cody Ko & Kelsey Kreppel..... Ticketmaster..... Web\$512,487 **Events Other Expenses** Optimization Fund......\$300,000 **Total**

[★] We will utilize our optimization fund and adjust our spend at the end of each month in the campaign to ensure the maximization of every dollar.

CAMPAIGN EVALUATION

MAINTENANCE

Our four-and-a-half-month campaign will be monitored and optimized based on performance. In week four of each month we will gather the reports of each execution and evaluate the highest performing content. We will then make adjustments based on new considerations.

EVALUATING PREFERENCE AND SENTIMENT

Monitor feedback

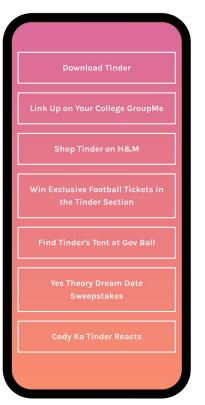
- Positive reviews and mentions on social media platforms, forums, blogs, articles. TikToks and YouTube videos
- Attendance at move-in events, football games, and the silent disco tent

Conduct further primary research

• Focus groups, polls, questionnaires, in-depth interviews, and surveys

EVALUATING BRAND CONSIDERATION, SENTIMENT, AND REGISTRATIONS

- Impressions, participation, followers gained, shares, and engagement through IZEA, Programmatic, Sprout Social, Facebook Business Manager, and Hootsuite
- Click-through rate, conversion rate, goal completion through SimilarWeb, Google Analytics, H&M website, and LinkTree analytics
- User data and App Store Connect



LINKTREE TRACKING

TACTIC:

All of the QR codes utilized throughout this campaign will link directly to Tinder's LinkTree. LinkTree is a social media reference page used to organize websites and platforms for engagement.

RATIONALE:

Through the analytics, such as views, clicks, and an average click-through rate, directly offered through LinkTree.

TOTAL PROJECTED SUCCESS

20,870,324 Engagements Generated 298,451,610

Impressions Generated

2,605,267Mentions Generated

812,276 Event Attendees

121,174 QR Code Scans

154,211New Registrations

33,839 New Brand Advocates

CONCLUSION

HERE'S A RECAP, NO CAP

Throughout our campaign, Team 516 has turned the page, shattered the stigma, and crafted a message that sticks. We have fulfilled your objectives by building brand love, increasing consideration, preference and sentiment while boosting registrations among 18-19-year-olds thanks to a **full-funnel marketing approach**.

Tinder is a journey that, through research, has shown to be untraveled because of the negative and confined perception of the brand among the Gen Z audience. As a result of this campaign, the Cautious Observers consider the app for themselves; with the help of the Fearless Seekers, they register for Tinder.

Finally, the **experience** can work its magic. Experiencing Tinder cultivates a new sense of wonder as users realize the joy and excitement Tinder adds to their lives, motivating them to **share** the experience with others.

WE MET YOUR OBJECTIVES BY:

- Identifying our Fearless Seekers and Cautious Observers as our target audiences and utilizing both audiences to help each other through the full-funnel approach
- Using social media to meet and engage with our audience to spark interest by redefining the app's purpose
- Addressing the negative perception of Tinder in our bold campaign slogan to grab our target audience's attention and rewriting the narrative
- Partnering with influencers and brands that our target audience responds to in order to increase consideration and preference
- Creating unique experiences and events for our target audience to meet new people, building brand love
- Utilizing channels with measurable outcomes for evaluation of campaign success

We know that you have many options to swipe through, but we hope you'll match with **Team 516** because we aren't f*cking around.

- Team 516