

National Student Advertising Competition

presented by 2021 competition partner:



team 384



FIND COMFORT IN YOUR CONNECTIONS



TEAM 384

EXECUTIVE SUMMARY

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Tinder is the #1 dating app in the world for a reason. The playful brand’s popularity with young people is apparent: 18 to 25-year-olds account for more than half of Tinder members.

If our goal is to attract more 18 and 19-year-olds to the app, we need to understand their needs and desires. This age group is trying to decide what they want out of their lives and relationships. In essence, they want to know who they are outside the confines of their homes. Tinder accelerates this self-discovery process by bringing people from various backgrounds with different values, hobbies, and interests together so that everyone can discover what resonates with them.

The problem is that, while 18 and 19-year-olds are going on Tinder to find themselves and their perfect match, many receive messages that make them so uncomfortable they stop swiping right. It is other users who ultimately drive them to delete the app. To those users, Tinder no longer feels like a safe space for discovery.

Over the past year, however, Tinder has implemented safety measures that directly combat these unwanted messages. There will always be people who try to misuse the app, but these new features give your users their power back. Our campaign, which shows off these safety features, will make the target demographic comfortable returning to the app and swiping right.

Our campaign reveals that you can indeed find comfort and be confident in your connections.

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SWIPING THROUGH THE DATA

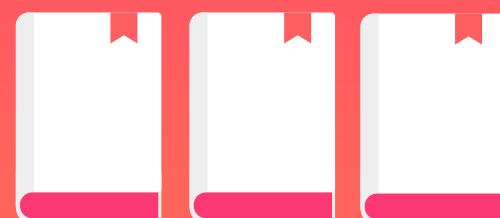
Over the last six months, our team swiped through hours of secondary data and conducted primary research to get into the Tinder user's minds, figure out what teens thought of dating apps, how they used them, and the current perceptions of Tinder. Thousands of swipes, a handful of awkward dates, and hundreds of peer-reviewed research papers later, we learned a lot about what would make Tinder an even better match for our target audience.

 12
TINDER DATES

30,000 
PAST TINDER SWIPES

 100+
HOURS OF RESEARCH

OVER 200
 SURVEYED STUDENTS

64 
SECONDARY SOURCES

FOCUS GROUP 50 
PARTICIPANTS
FROM 15+ COLLEGES

KEY FINDINGS

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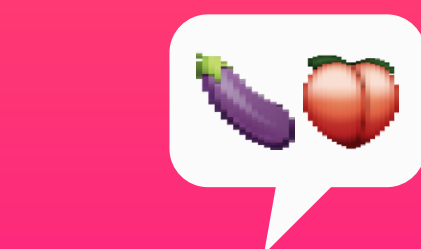
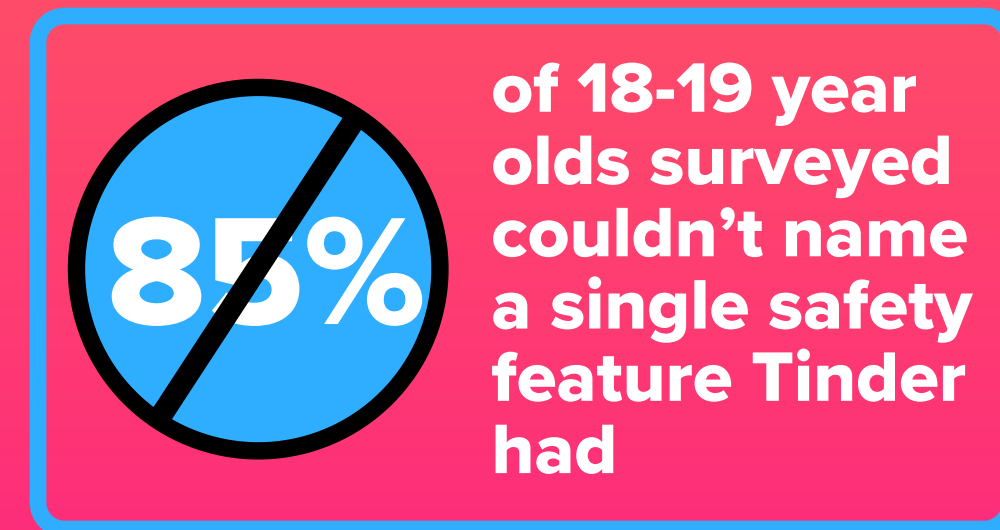
KEY FINDINGS



Across our findings, a single opinion prevailed: "There's not a problem with the app, there's a problem with the type of people who use the app." In every response we got, the 18 to 19-year-olds said they wanted more assurance before meeting a stranger. Subjects often described feeling afraid that the person they matched with was not whom they said they were, and this feeling only multiplied after receiving "creepy" messages from other users.

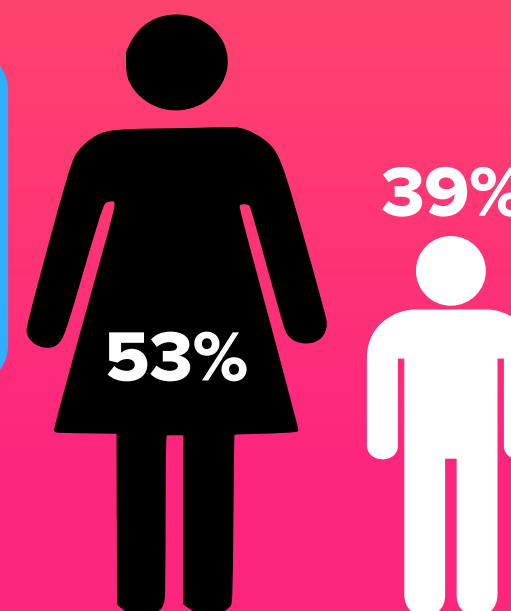
These problems the 18-19-year-olds face are not unique. In a study conducted by Pew Research on online dating, they found that female users consistently have "concerns about scams or harassment" and "belief[s] that these platforms facilitate superficial relationships rather than meaningful ones" This parallels our own research with women where we heard that "conversations were smooth then suddenly sexual." Some additional troubling statistics include:

top two safety concerns they have experienced



57% report another user has sent them an explicit message/image they didn't ask for

19% say they have had someone threaten to physically harm them



women are far more likely than men to say dating apps are **not a safe way to meet people**

With an inbox filled with unwanted messages, 18 and 19-year-olds feel **overwhelmed** and **uncomfortable**, changing Tinder's perception from fun and exciting to **creepy** and **scary**.



I'm sure you already know, but those black/white pants look really good on you. I'd say they'd look better on the floor beside my bed but that's just too forward for a first message.

Hey

Exactly what I am looking for

Asian bisexual 🥰🥰

Are you in for a threesome ?

Are you from Ireland

No why?

✓ Sent

Because my ~~name~~ is Dublin

Hey are you a piece of bread cause I want to split you in half 🤪

Good sorry I was spending some time with my girlfriend

Does this message bother you?



A CLOSER LOOK
A CLOSER LOOK
A CLOSER LOOK

According to our research, teens know about Tinder but are making a conscious decision not to join due to misconceptions they have about the app, which generally fall into these two categories:

"It's Too Casual"

Relationship-seeking teens think Tinder users are only interested in casual conversation and hooking up.

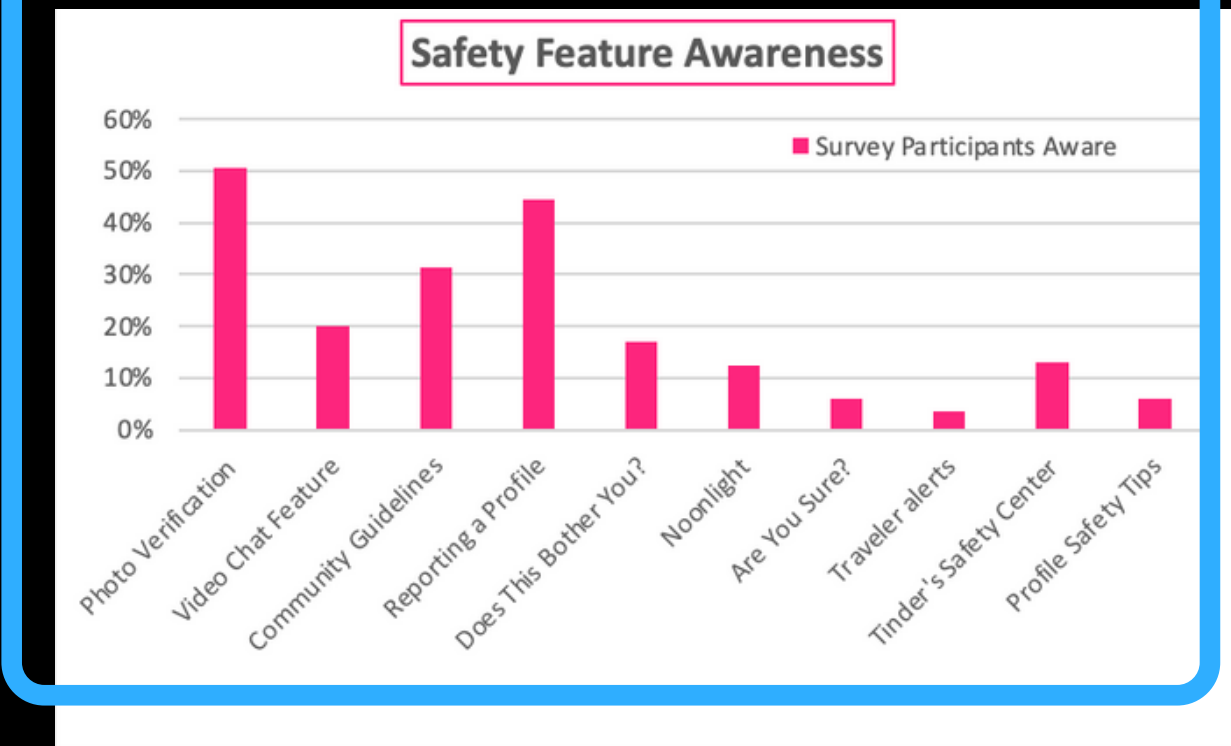
Reality: Most Tinder users are in fact looking for a relationship.

47% females 47% males

"It's Not Safe"

Some teen users take issue with a perceived lack of safety. They think joining will inevitably lead to harassment without recourse.

Reality: The majority of users are not aware of Tinder's safety features.



CAMPAIGN MANIFESTO

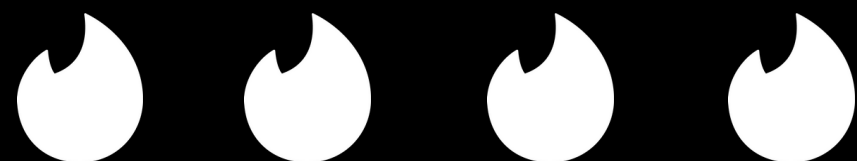
CAMPAIGN MANIFESTO

CAMPAIGN MANIFESTO

THE CONSUMER does not feel comfortable expressing themselves in a community of strangers. People who showcase inappropriate behavior aren't aware or do not respect the intentions/interests of the people they are matching with. Less than satisfactory experiences on the application result in the termination of accounts and the app's deletion.

THE BRAND's safety measures have been misconceived. Tinder did it first: the only online dating was on the desktop until Tinder stepped in and made it as easy as a swipe. Tinder was first introduced as 'Match Box: the flirting game' on college campuses in 2012 to solve the fear of rejection. This brand persona supports casual, short-term relationships, which is not what the target market is interested in pursuing. Today, this same brand perception persists. However, now, it has an adverse effect on the consumer. 18 and 19-year-old users are often in different stages of their personal lives and have varying intentions for their relationships. There is a disconnect between the brand and these users that cause matches that aren't interested in the "hook-up" aspect to be uncomfortable and turned off by the app.

Our campaign promotes the existing safety features available to users. This captures the attention of 18 and 19 years olds who feel Tinder is "superficial" and "trivial." We are also promoting the ramifications of not following the Tinder Safety Guidelines and making the app an "unsafe" place. By advancing these features and guidelines, we are punishing the unwanted users: the more users report, the fewer "creeps" on the app. Ultimately, we are promoting and emphasizing the power of the Tinder community. Creating a sense of community and shared responsibility ensures reassurance and safety that people they match with aren't complete strangers with questionable motives.

 **FIND COMFORT IN YOUR CONNECTIONS**

Cautious

Cara

is open to things that have been proven safe and are "the norm."



"The idea of meeting up with someone from a dating app terrifies me."

Introverted vs Extroverted



Off-Tinder vs On-Tinder



Pos. vs Neg. Perception of Dating Apps



Casual Looker vs Relationship Seeker



Slow-Starter vs Trend-Setter



Thrill-Seeking

Thea

is open to things that are exciting and experiential.

"I'm all about meeting new people and trying new things."

Introverted vs Extroverted



Off-Tinder vs On-Tinder



Pos. vs Neg. Perception of Dating Apps



Casual Looker vs Relationship Seeker



Slow-Starter vs Trend-Setter



Groupie

Grace

is open to opportunities that better her image and social life.



"I saw that my friends were on Tinder and figured I'd be into it too."

Introverted vs Extroverted



Off-Tinder vs On-Tinder



Pos. vs Neg. Perception of Dating Apps



Casual Looker vs Relationship Seeker



Slow-Starter vs Trend-Setter



TINDER TELLER

The Crystal Ball of Online Dating

Meet The Tinder Teller and get the chance to find your final match. Tinder Teller will be in a secret location with a screen displaying his bow and arrow.

The user taps the screen to generate their “fortune,” which is in the form of a QR code, uniquely generated for each user/visitor, which can then be scanned by the user’s smartphone, returning a potential Tinder match - someone who already liked this user and is waiting for a response.

If you haven’t yet downloaded Tinder, it will prompt you to make an account and find a match based on age and location.



TINDER TELLER

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Consumer Value

Unlike traditional swiping, Tinder Teller provides one person: the final match and encourages users to message that person right now. Since the machine will pop up in random locations, unannounced, people will have to rush to get a chance at getting Tinder Teller's "fortune" and hope that the quick-forming lines do not eliminate their luck at finding their match. In addition to a new match, Tinder Teller provides a fun and social experience to connect with other Tinder users in real life.

Brand Value

Tinder Teller will only stay in each place for 48 hours with a limited amount of QR codes, so people will have to rush to get a chance at finding their final match. The only way to learn of Tinder Cupid's location is through word-of-mouth and social media, and the sense of excitement that builds around a limited item creates high demand. Tinder taking the initiative to create meaningful relationships will improve its reputation and secure loyalty among the user-base.



Tinder Teller in Carytown, VA:
Right in between the University of Richmond and VCU.

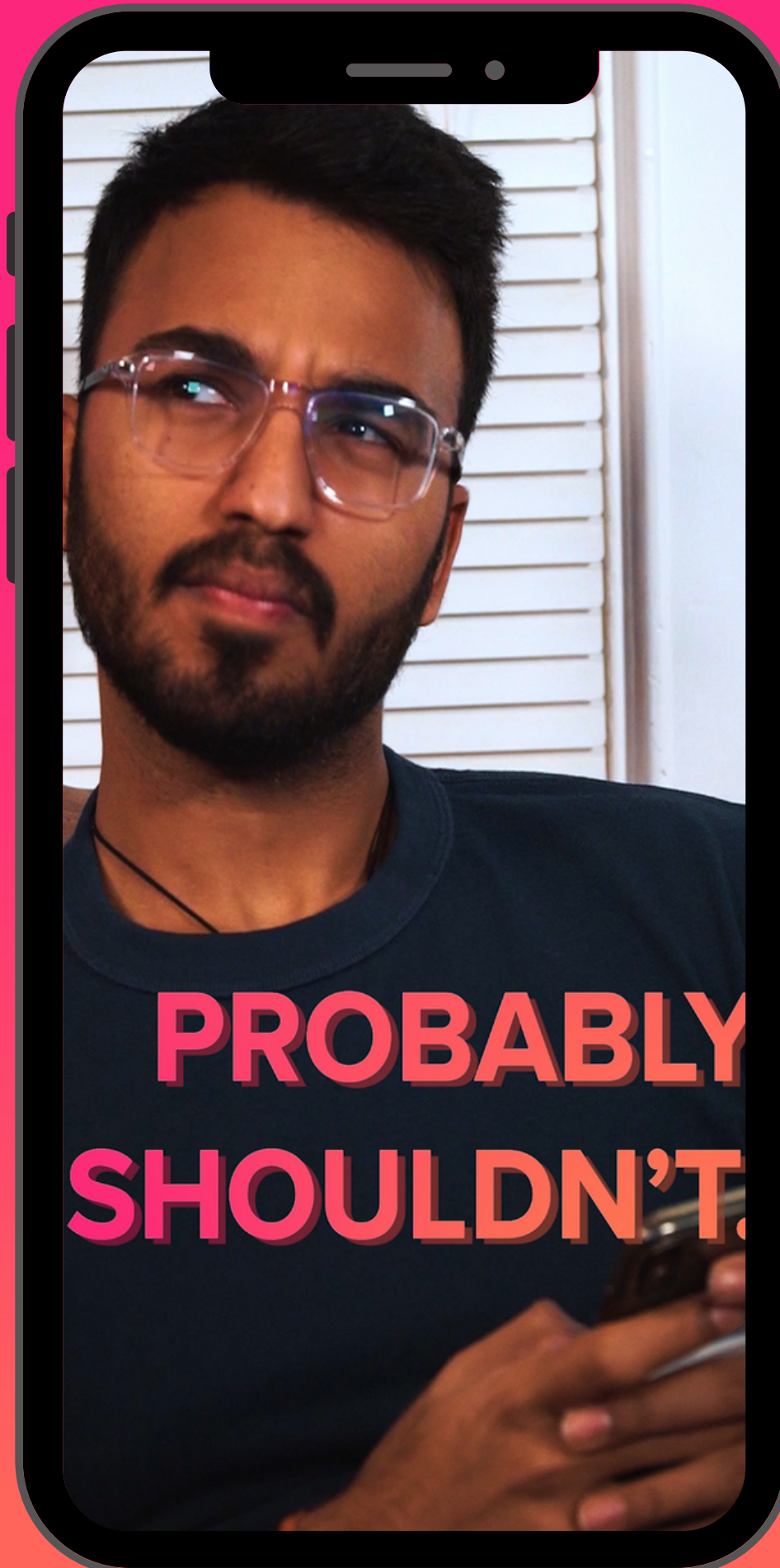
Other Locations

- 1. North Pleasant (Amherst and UMass)**
- 2. Magazine St. (Tulane)**
- 3. Pearl St. (CU Boulder)**
- 4. Main St. (Univ. of Delaware)**
- 5. Burlington (UVM)**

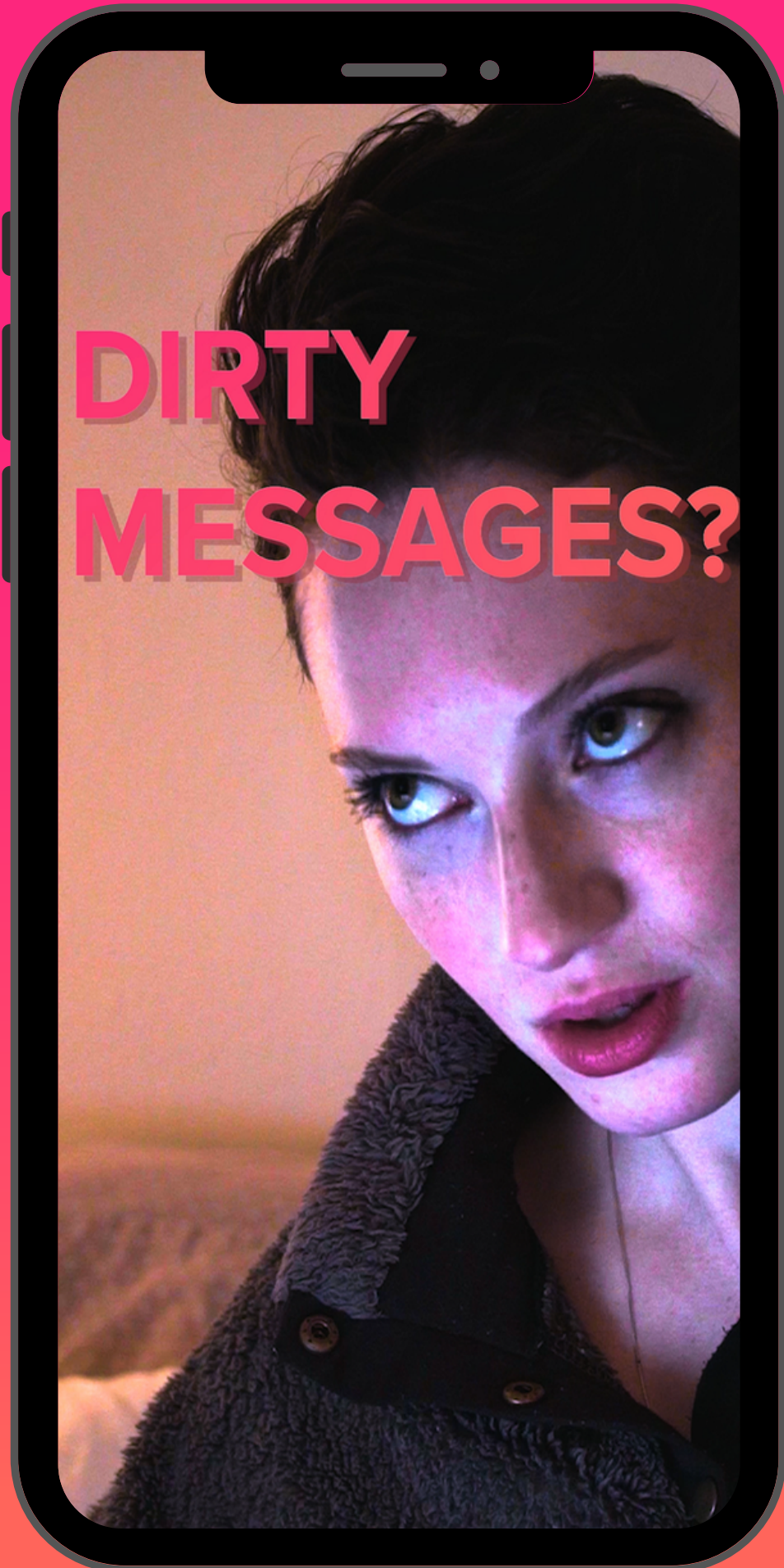
ARE YOU SURE?

Users might send something offensive to a match without realizing it.

Our ad displays this scenario but plays on it in a lighthearted way. A guy tries to send an unintentionally backhanded compliment to a match, but Tinder advises that this might not be such a good idea. The end of the ad says, “Tinder’s Got Your Back,” letting consumers know that they’ll be alerted if they’re about to send something possibly offensive.



DIRTY MESSAGES?



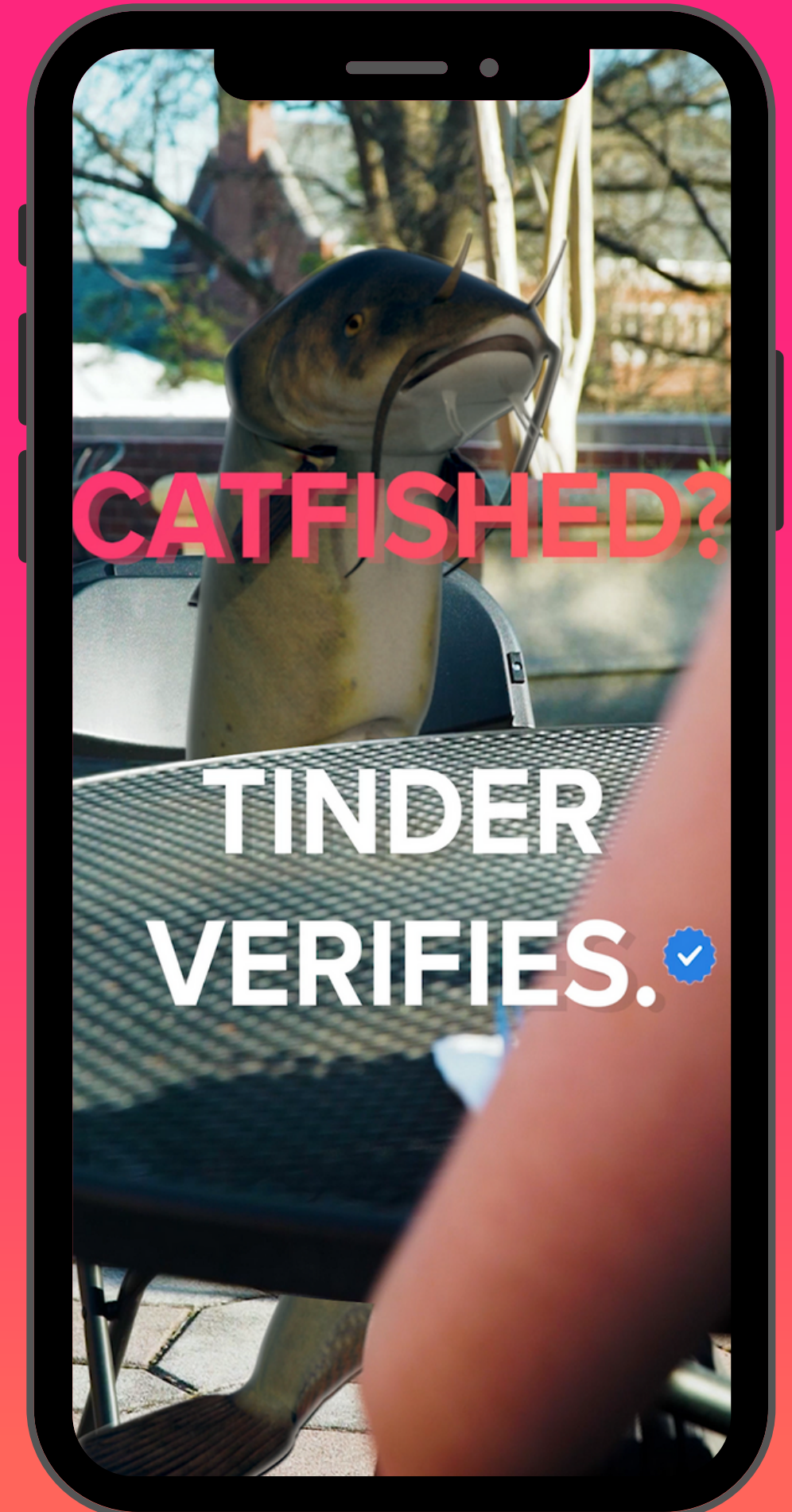
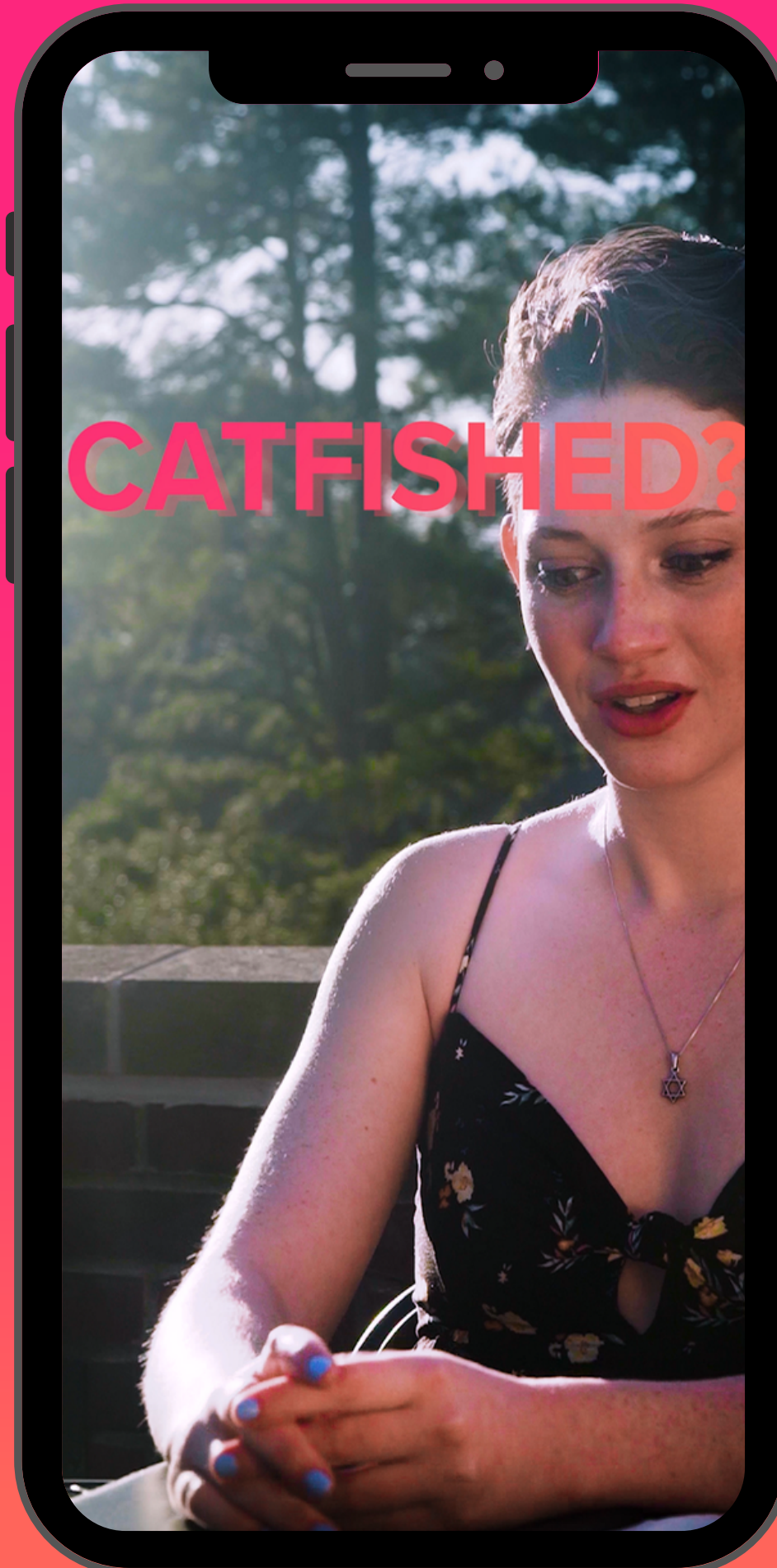
This spot focuses on Tinder's reporting feature. Online dating often lacks accountability, and sometimes users send offensive messages.

Our ad plays on the notion of sending unsolicited "dirty" messages, with a guy sending a photo of his trash can to a girl. The end of the ad says, "Tinder Cleans Up," letting consumers know that this type of behavior does not fly on Tinder.

CATFISHED?

This spot focuses on Tinder's verification feature. A common fear regarding dating apps is that it's too easy to make a profile and pretend to be someone else with a fake name, bio, and pictures.

Our ad depicts a catfishing scenario with a twist; being catfished by an actual catfish! The end of the ad displays, "Tinder Verifies," letting consumers know that they won't be running into any similar issues on Tinder.



MEDIA STRATEGY

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Our Tinder media strategy reflects both our message of 'Finding Comfort In Your Connections' as well as our goal of raising the brand awareness of Tinder's safety features and capabilities.

The campaign will emphasize social, digital assets that fit the feel and look of our designated platforms. To reach every touchpoint for the market of 18-to 19-year-olds, we will start with a rollout of our digital video as 6-second cuts on TikTok, Snapchat, Instagram, Twitter, Facebook, and Reddit, capturing our customers' attention at every opportunity.

To fit the feel and flow of growing streaming platforms, the 30-second cut will be available on Twitch, Youtube, and Hulu, where the audience can take a break with an advertisement that isn't only informative but fits the casual nature of their content. Simultaneous omnichannel marketing will target every other aspect of our target market's ethos. OOH, billboards will reach our college market, which frequently travels to and from school during August and September, and then again in December.

Our experimental work, Tinder Teller, will add a third dimension to our reach. Creating a practical way for users to interact and engage with Tinder.

The campaign will culminate with a heavy push from November onward to take advantage of the increased dating-app traffic and encourage users to return to Tinder for the cold months. Our strategy's goal isn't only to inform and remind users of Tinder but to do so in a way that fits Tinder's existing brand and their expectations of what social advertising should be.

PROMOTION OF SAFETY

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PROMOTION OF SAFETY

Not everyone is looking for the same thing, so understanding your matches' intentions from the start is critical to fostering trust on Tinder. With the implementation of the mandatory "Looking for..." prompt in bios, users are given the opportunity to clearly explain what they are looking to get out of their Tinder experience.

Just got out a long-term relationship and want to take things slow? Write that! Looking only for casual meetups? Say so! This also provides users to clarify their interest in things like explicit messages and photos. A few seconds of extra reading on a profile is much easier than the headache and discomfort of miscommunication. Example: "Looking for something long-term and serious!"

We want to make it known that Tinder has your back. In the event of foul behavior (speech or imagery), Tinder will take care of it with a 'Does this Bother You?' prompt. If you select yes, the other person's account will be banned not only from Tinder, but across all Match Group platforms. In the event that the prompt does not appear after misbehavior, you are encouraged to report it so that Tinder can look into the case.

WE KNOW DATING CAN BE COMPLICATED

commonly used safety methods

93.8%
use
blacklists

87.8%
use
whitelists

91%
use
keyword
targeting

83.9%
use
verification
partners

MEDIA TIMELINE



Our timeline doesn't only place Tinder in front of our target market, it firmly plants Tinder back into the ongoing social conversation among 18-19 year olds with a message they will surely swipe right on.

Our campaign will kick off August 1st and run through December 15th, emphasizing social and digital platforms, focusing on out-of-home mediums, and an experimental channel with "Tinder Teller."

17-23 years old are spending more time than ever on their phones, laptops, and tablets engaging with social media and streaming services. To firmly plant ourselves in their ethos and start a spark, we have emphasized TikTok, Instagram, and Snapchat as the most promising platforms to engage with our target market while paying close attention to Youtube, Twitch, and Hulu as essential streaming services with high engagement.

While our flighting calendar runs from the start of the fall college semester to the end, we wanted to take advantage of some seasonal changes that occur at this time. We emphasized OOH advertising like airport billboards during the early fall and November to account for college traffic to and from school and for flights back home for Thanksgiving. While also ramping up towards the winter months, users are more likely to download a dating app.



FEELING UNSAFE IS THE #1 REASON WHY 18-19-YEAR-OLDS STAY OFF TINDER

Those who have a high school education or less are especially likely to say that dating sites and apps are not a safe way to meet people.



OUR CAMPAIGN WILL LEAD TO REACTIVATED AND NEW TINDER ACCOUNTS

95% of the single people surveyed said they would download or redownload Tinder after showing them the newly added features.



TINDER'S NEWEST SAFETY FEATURES WILL CHANGE THEIR PERCEPTION

After seeing the safety features implemented, all of the people surveyed said that they were impressed with the changes and felt better about Tinder.

**WHY
THIS
WILL
WORK**