



# Table of Contents

## EXPLORE

Accepting the Challenge	3
Analyzing the Landscape	4
Defining the Target: The Transitioners	5
Developing the Methodology	6
Understanding the Brand	7
Discovering the Barriers	8
The Big Idea	9

## EXPRESS

Creating the Movement	10
Launching the Movement	11
Kicking off the Movement: Tinderfest	12
Building the Movement	13
Amplifying the Movement	14
Tapping into Pop Culture and Campus Life	15

## EXPERIENCE

Deepening Digital Engagement	16
Strengthening the Movement with Partnerships	17
Leveraging Owned Media	18
Connecting the Dots	19
Maximizing the Media	20
Closing the Deal	21

# Executive Summary

Tinder has changed the way people meet. It has become the dominant online dating application worldwide by satisfying the needs of millennials. Now, Tinder has a new challenge: to build brand love among a new generation of 18-19 year olds.

Past generations have searched for their specific identity, but Generation Z is different. For Gen Z, having one static “self” doesn’t make sense in the ever-changing, always-connected and instantaneous world. Identity is not a destination; it is a journey.

That is when it became clear to us. What Gen Z wants is the freedom to express the many sides of their persona. They desire freedom to fully and publicly express themselves. They need to be doing, experiencing and living. Yet, they don’t know where to start or how to do it.

This insight led us to our big idea:

***Tinder gives you the freedom to express yourSELVES***

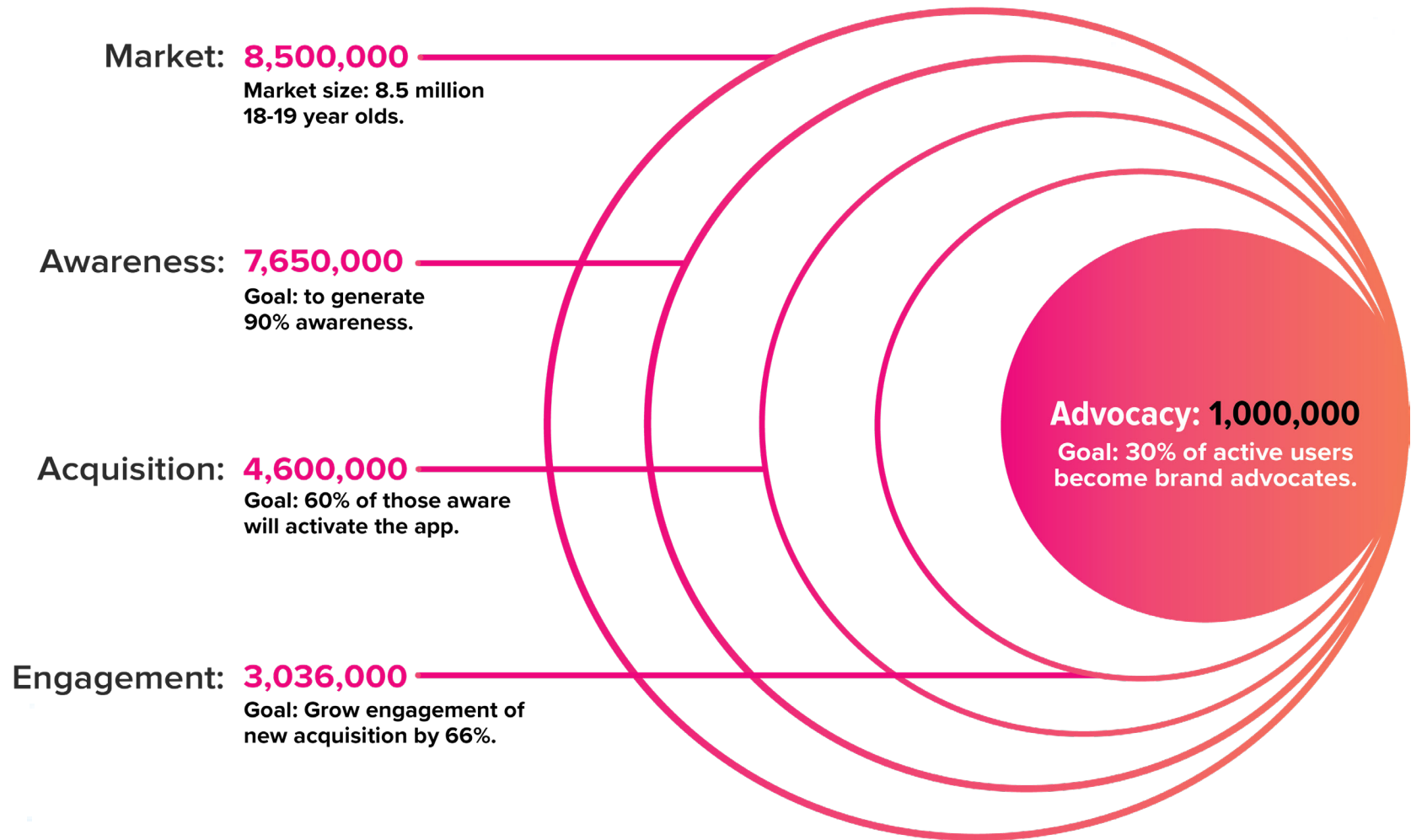
Tinder captures the essence of what Gen Z needs: exposure to different faces, places and experiences. Tinder offers the connection where expressing whomever you are is not only acceptable, it is encouraged.

Our campaign ignites a self-expression movement with Tinder as the gateway.

***Here is our plan to do it.***

# Accepting the Challenge

The challenge is to develop a \$10 million national campaign to increase brand love among 18-19 year olds. To achieve this, we've developed a fully integrated plan that starts with the customer journey.<sup>[1][2]</sup>



## Bottom Line

Increasing acquisition and engagement converts users to brand advocates who promote brand love.

# Analyzing the Landscape

Tinder competes in a very crowded space and is fighting for relevance.



## Company

### Outpacing the Category

Tinder grew 18% in 2020 while the entire dating app category is expected to grow 10.5% in 2021.<sup>[3]</sup>

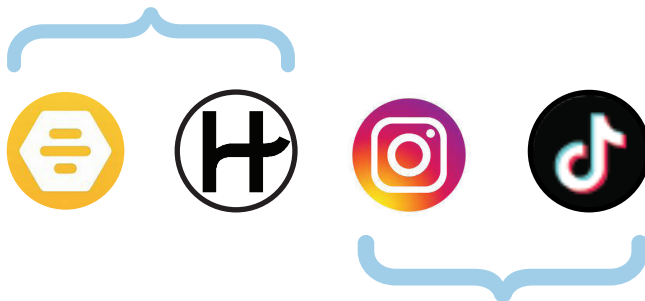
+ 18%



## Competition

### Squeezed From Both Sides

**Direct:** Although Tinder is the market leader, the dating space continues to become increasingly crowded.<sup>[4][5]</sup>



**Indirect:** Social media platforms threaten Tinder as they encroach from the lifestyle space.



## Communication

### It's All About Experiences

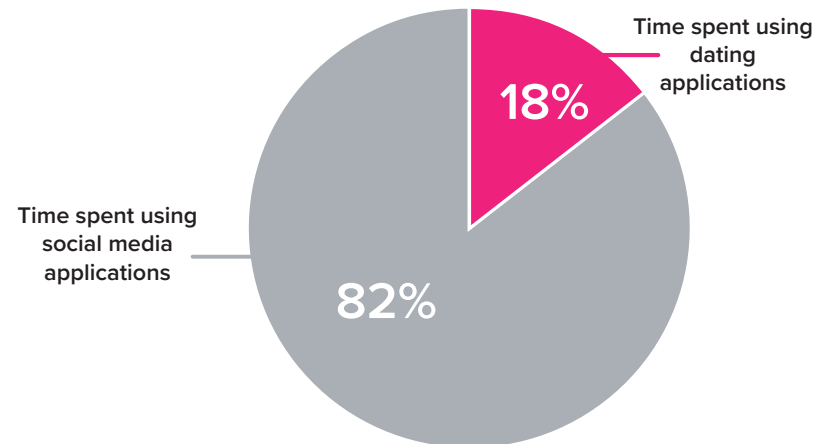
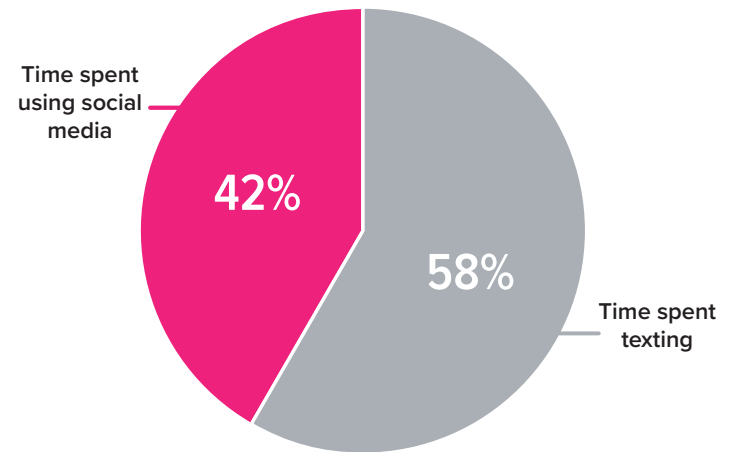
Dating apps encourage developing personal relationships. Lifestyle and social media apps emphasize sharing experiences.<sup>[6]</sup>



## Challenge

### Battle For Screen Time

The true competition is the continuous fight for Gen Z screen time.<sup>[6]</sup>





## Defining the Target: The Transitioners

We call them “The Transitioners” because they are moving from dependence to independence. Transitioners are segmented into three groups based on gender and campus living. While each segment is different, they share a common view on personal identity.<sup>[7]</sup>



Gen Z Men 18-19

*“I’m looking forward to expanding my inner circle.”*

Men are excited to meet new people and try new things. They cannot wait to explore endless possibilities.



Gen Z Women 18-19

*“I’m looking forward to meeting people and having fun, but I’m a little anxious.”*

Women are apprehensive about how they’ll meet new people, but they are looking for opportunities to make new friends.



Gen Zs on Campus

*“Being on campus is a great time to ditch labels, and escape from the norm.”*

Gen Zs on campus are ready to explore their new lives as freshmen. They are ready to get out of their comfort zone and live the college experience.

**Insight:** For Transitioners, having one static “self” doesn’t make sense, for them identity is not a destination, it is a journey to be lived everyday.

# Developing the Methodology

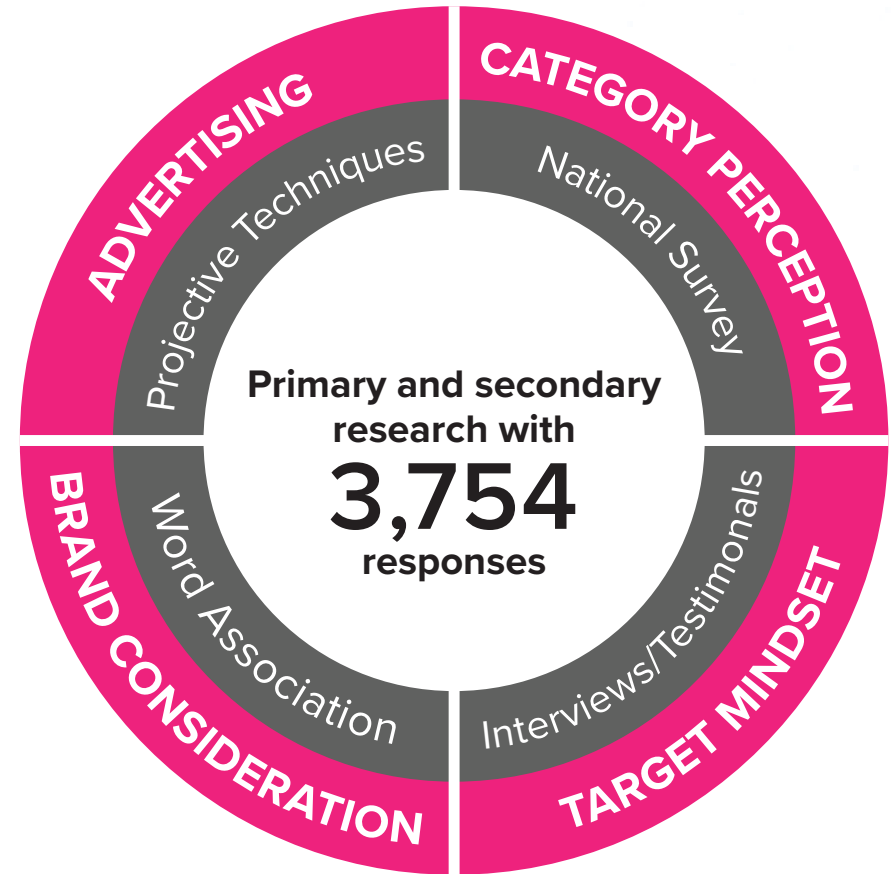
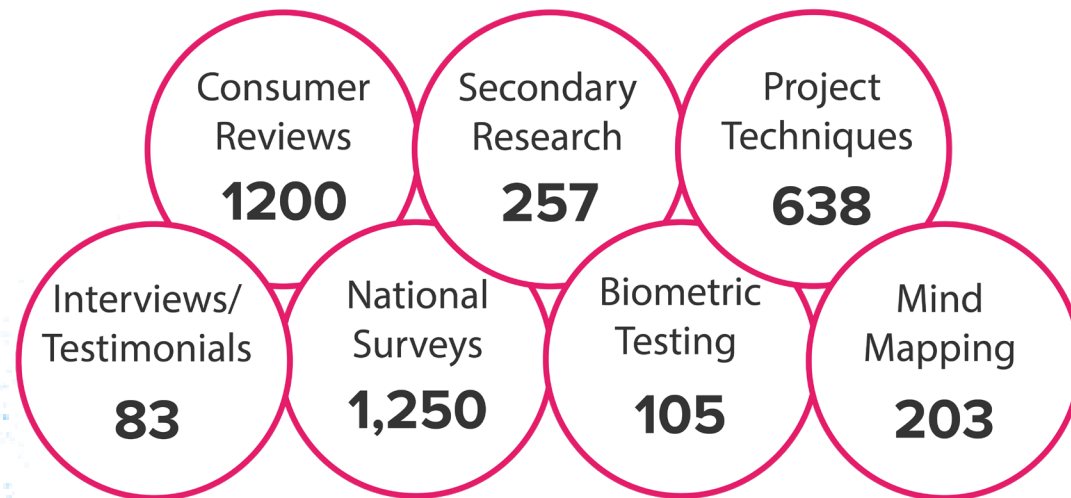
To better understand the target market, we developed a primary and secondary research plan that generated over 3,754 responses.

## Research Objectives

1. Understand the awareness and perception of lifestyle apps
2. Understand Tinder's brand perception
3. Understand Tinder's current advertising campaigns

## Research Methods

To understand the brand and its category, we conducted a variety of qualitative research, a national survey and reviewed secondary sources.



# Understanding the Brand

Research revealed how Transitioners view traditional dating and lifestyle apps with regard to Tinder's brand.

## High Brand Awareness

When Gen Z is asked, "what dating apps are you familiar with," Tinder is the first to come to mind.<sup>[8]</sup>



Tinder  
97%



Bumble  
92%



Hinge  
70%



Match.com  
70%



OKCupid  
60%



Plenty of Fish  
35%

## Negative Brand Perception

Consumers on Tinder associate their experiences with a negative connotation.<sup>[9]</sup>

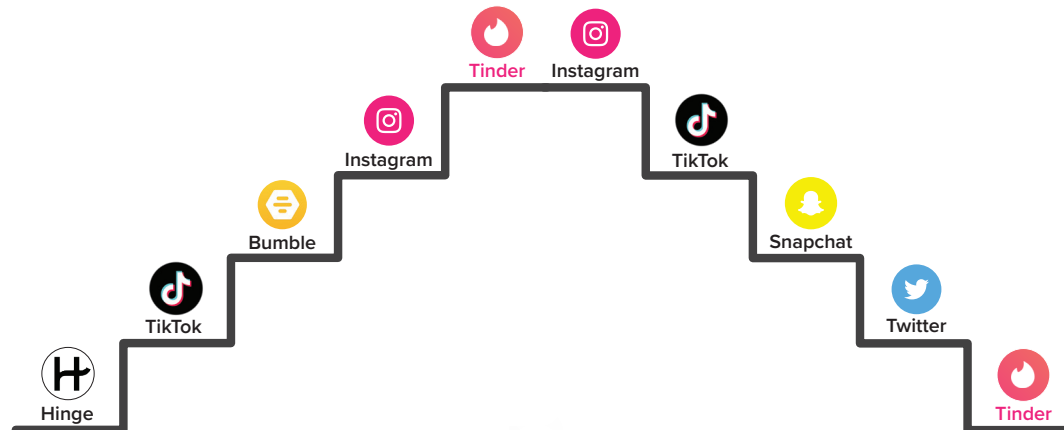
Dishonest  
Cliche  
Unfriendly  
Surprising  
Trendy  
Humorous  
Fun  
Unhappy

## Tied to New Experiences

Tinder leads the competition as the app for creating new experiences.<sup>[10]</sup>

## Lacking Brand Relevance

Tinder struggles to stay relevant in Transitioners' daily lives. Social media and lifestyle apps dominate screen time.<sup>[11]</sup>



# Discovering the Barriers

Relevance, emotional engagement and brand perception are three barriers that Tinder must overcome.

## Gender Divide: Brand Perception

Women's perceive Tinder as more aggressive than men, which has led to a gender user imbalance (1:2).<sup>[12]</sup>

MEN



WOMEN

## Single, Not Sorry Campaign

Tinder's recent "Single, Not Sorry" campaign isn't relevant to Transitioners since they do not have a stigma about being single.<sup>[13]</sup>

*"I'm not really interested in dating right now so it doesn't appeal to me."*



*"Who cares about relationship titles? I'm just trying to have a good time."*



## Tinder Barriers



### Relevance

Transitioners view Tinder as an unnecessary part of their daily lives.



### Emotional Engagement

Transitioners perceive Tinder as a transactional task.



### Brand Perception

Transitioners associate Tinder with hookup culture.

## The Big Idea

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Our campaign gives Tinder an emotional purpose by connecting the brand truth with the consumer insight.



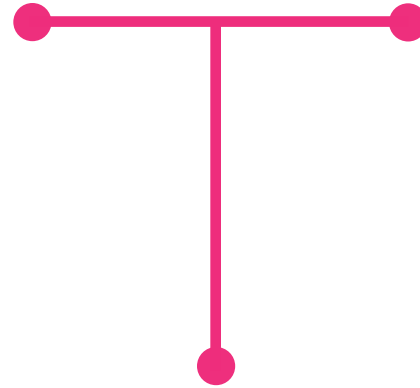
### Brand Truth

Tinder is the world's most popular dating application powered by its unique swiping feature that makes connecting easy.



### Transitioner Insight

For Transitioners, having one static "self" doesn't make sense; it is a journey to be pursued everyday.



*Tinder gives you the freedom to express yourSELVES*

### Why it works...

Our idea positions Tinder as an ongoing part of Transitioners' lives by moving the brand from dating into the growing space of online social-discovery.

# Creating the Movement

The idea of “expressing one's selves” is more than the start of another campaign. It begins a self-expression movement. Every movement needs a leader. Introducing Tina: her mission is to help everyone express themselves with Tinder as the gateway.



My name is Tina.  
I had been trapped in a one-dimensional world.  
Same school, same friends, same me.  
I grew tired of being a spectator. I just wanted to do more. I craved adventure, freedom and excitement.  
I needed to express all of my selves.  
I took a leap. I joined Tinder.  
Now I'm discovering faces, places, experiences.  
I'm finally doing me. It's time for you, to do you.  
Let's do us.  
Simply swipe to express, explore and experience freedom.  
Dare to be bold.  
**DO YOU**

 Watch [Team305\\_Video1.mov - Manifesto](#)

 Sent



## DO YOU Definition

*DO YOU* means to express all of yourselves unapologetically and without justification.



## Rally Cry

Every movement needs a rallying cry. Ours: *DO YOU*. It encourages Transitioners to download Tinder and express themselves.



## Why Tina Works

Her playful confidence captures the spirit of Tinder. She helps correct the gender imbalance currently at play.



# Launching the Movement

Our campaign inspires Transitioners to express their adventurous selves by engaging them in new experiences.<sup>[14]</sup>

## Teaser Trailer

The campaign begins with a teaser daring Transitioners to experience Tinder.



## Campaign Elements:

### Tagline

The campaign's tagline *DO YOU*, emphasizes the importance of self-expression.

### Logo

Commercials conclude with the Tinder logo flame and *DO YOU*.

### Portal

A portal visual throughout the campaign is a consistent element to represent Tinder as a self-expression gateway.

### Audio

The background music reflects the playful and diverse personality of Transitioners and our signature 'match' sound is a mnemonic device that provides a distinct audio signature to the campaign.

### Tone of Voice

The campaign is playful and adventurous to represent the Tinder brand.

## Campaign Kick-off Tinderfest: 30 sec



Watch [Team305\\_Video2.mov](#) - Kickoff



Action: Tina at Tinder Fest.  
Tina VO: "Welcome to Tinderfest."  
Audio: Billie Eilish - bad guy (continues)



Action: Video footage of music festival.  
Tina VO: "Explore"



Action: Video footage of art installation lights.  
Tina VO: "Express"



Action: People walking at a music festival.  
Tina VO: "Experience"



Action: Tina explaining how to get Tinderfest tickets.  
Tina VO: "Download the App, Enter Festival Mode, and tap on the link to get your free tickets, see you there!"



Action: Tinder graphic slides to the right of the portal. "Do You" swipes left from the portal.  
Tina VO: "DO YOU... Tinder"

# Kicking off The Movement: Tinderfest

The campaign kicks off August 21st with a national music festival, Tinderfest. Billie Eilish performs live in Los Angeles with her hologram in Austin and New York City that represent 15% of the US population. This event will amplify Transitioners' Tinder experiences, both digitally and physically.<sup>[15]</sup>



## DO YOU Portal Maze

Attendees enter a maze and make choices that will lead them through a portal, where they connect with like-minded people to create a unique experience.



## DO YOU Partners

Transitioners appreciate brands that are socially responsible. They have the opportunity to discover organizations that align with their personal values.



## Experience Influencers

Macro and micro influencers work with Tina to interact with Transitioners at original art installations where they can create and share content.



## DO YOU Loyalty Program

DO YOU Loyalty Program is designed to encourage Transitioners to share their experiences across social media. They redeem their DO YOU Points with partnered brands on DoYouTinder.com.





# Building the Movement

The movement continues with national events where Transitioners share their experiences to earn DO YOU Points on *DoYouTinder.com*.

## National DO YOU Day



National *DO YOU Day* takes place on October 23rd. Influencers and Tina challenges Transitioners to express their meaning of *DO YOU*.

## DO YOU Halloween



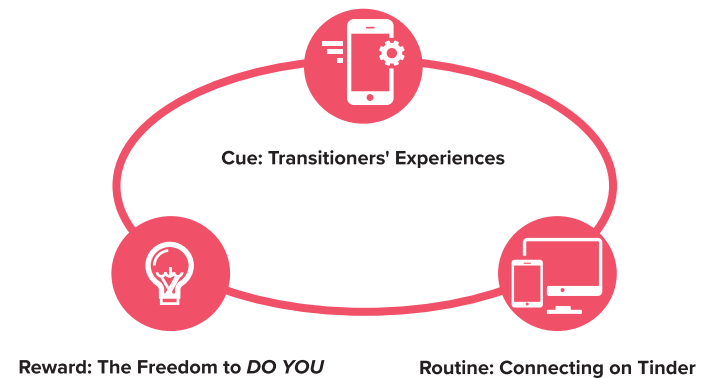
Celebrate Halloween with someone by getting matching outfits for the biggest costume contest ever. Submit your pictures to Tina on *DoYouTinder.com* for *DO YOU Points*.

## DO YOU Wish



Let Tina grant you and your match's wish at 11:11p.m. after submitting your dream experience on *DoYouTinder.com*.

## Creating A Habit Loop



The campaign strategy creates a habit loop where Transitioners' experience are the cue, connecting on Tinder is a routine and the reward is the freedom to *DO YOU*.<sup>[16]</sup>

# Amplifying the Movement

The campaign connects key influencers to each target segment and integrates Tina in everyday pop culture.

## Engaging Influencers

78% of Transitioners follow at least one influencer. We selected macro and micro influencers that align with each segment's specific interests.<sup>[17]</sup>

**Males:** VinnyB and FaZe Blaze are favorites in the gaming community (8 million followers). They join Tina to stream a multiplayer video game match on Twitch where Transitioners can gain *DO YOU Points*.

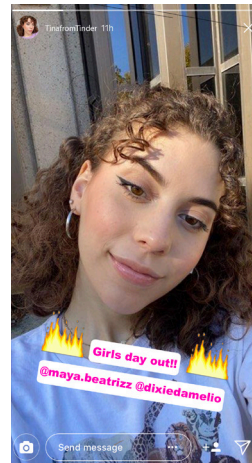
**Females:** Dixie D'Amelio and Maya Beatriz are popular vloggers among female Transitioners (50 million followers). Tina joins them to vlog a "Girl's Day" on Tinder's Instagram.

**College:** Jazzy Anne and Angelica Song are relatable to college Transitioners (2 million followers). Tina and these influencers promote their college experiences at football games by hosting a *DO YOU Tailgate*.

## Joining the Daily Conversation

Every day you can *DO YOU*. Tina taps into pop culture by taking everyday moments and branding them with *DO YOU* on social media. She does this by engaging celebrities, sharing daily news and celebrating Transitioners' rites of passage like getting a tattoo or voting Tina connects with Transitioners through the language of meme culture, a staple in their daily lives.

The campaign has tremendous opportunities for ongoing publicity. Press releases will be sent via Cision to topical journalists who align with influencers and Transitioners.





# Tapping into Pop Culture and Campus Life

By immersing into college cities' culture and working with Tinder ambassadors we increase brand love at the local level.

## Tapping into Local Culture

Major cities with iconic cultural landmarks are branded with *DO YOU*.



## Igniting The Campus Movement

Students love giveaways. Colleges love to save money. Both are accomplished through the *DO YOU* co-op program. Activating the co-op program provides existing campus ambassadors with localized media kits. The kits contain advertising templates to promote campus events and *DO YOU* merch.



 Watch [Team305\\_Video3.mov](#) - TinderU

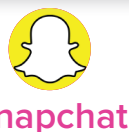
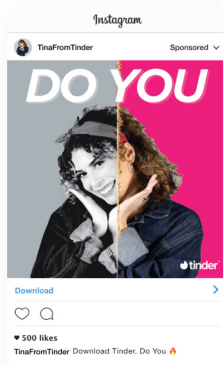
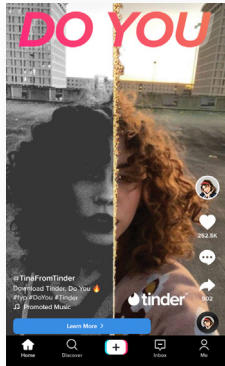


# Deepening Digital Engagement

With Transioners constantly online, the campaign is digitally driven, and messages are tailored to each platform.

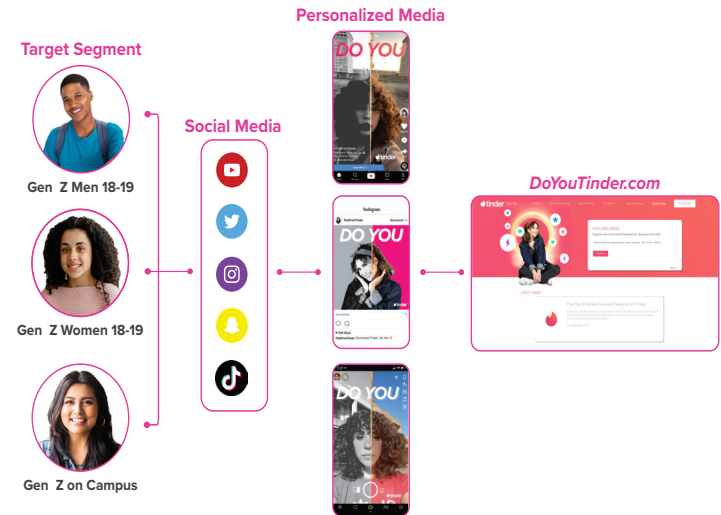
## Digital Customizing

Social media platforms have different advertising formats and user engagement. This provides an opportunity to customize a message.<sup>[18] [19] [20]</sup>



## Digital Message Retargeting

The campaign constantly adjusts and retargets users to increase engagement.



## Message Flexibility

The campaign is flexible and can carry any messages including new features that make Tinder easy to use.

### New Features: 30 sec



Action: Tinder user is on the couch, appearing frustrated until being asked to video chat.  
Tina VO: "Feeling frustrated? Not with video chatting."  
Audio: Billie Eilish - bad guy music (continues)



Action: Tina's hand appears through the portal and grabs the user to video chat.



Action: Tina explains Tinder's new features.  
Tina VO: "Welcome to Tinder! Explore, express, and experience new features."



Action: Tinder user is using Tinder's video chatting feature.



Watch [Team305\\_Video4.mov](#) - New Features



Action: Tinder graphic slides to the right of the portal.



Action: "DO YOU" swipes left from the portal.  
Tina VO: "DO YOU ...Tinder"



# Strengthening the Movement with Partnerships

The **DO YOU** campaign aligns Transitioners' interests and passion points with partnerships and sponsorships.<sup>[21]</sup>

## DO YOU Plant

Transitioners are passionate about the environment. A partnership with the Arbor Day Foundation challenges colleges to plant the most trees.<sup>[25]</sup>



## DO YOU Game

66% of Transitioners say gaming is an important part of their lives. A sponsorship with FaZe Clan (143K+ views per stream), an eSports competitive team, offers Transitioners a chance to play a game with a FaZe member.<sup>[22][23]</sup>



## DO YOU Pop

Gender fluidity is the norm for Transitioners. A partnership with ColourPop lets Transitioners create a *DO YOU palette*. A portion of each sale will be donated to GLAAD, an organization that fights for LGBTQ+ acceptance.<sup>[24]</sup>



## Leveraging Owned Media

Through our microsite, Transitioners can explore the unlimited possibilities of our *DO YOU* campaign across all owned media channels.<sup>[26] [27] [28]</sup>

# DoYouTinder.com

### #DOYOU

Tagged posts and #DOYOU shared by Transitioners on social media will also be posted here.

### DO YOU Partners

Transitioners explore different opportunities to get involved with our partners and sponsorships.

### DO YOU Portal Maze

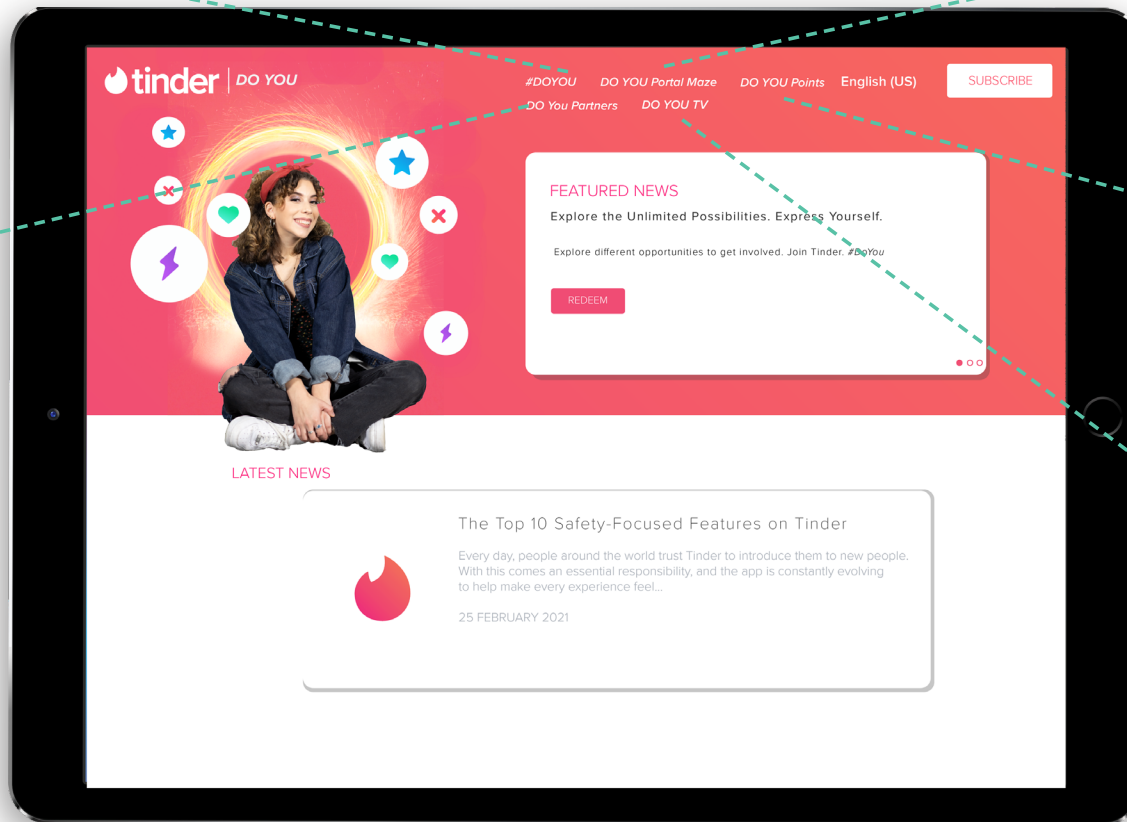
Transitioners can access the *DO YOU* portal maze experience virtually.

### DO YOU Points

Transitioners can redeem their *DO YOU* points for discounts with companies such as Uber, Starbucks and DoorDash.

### DO YOU TV

A reality show on YouTube TV features influencers showing how they use Tinder to #DOYOU.

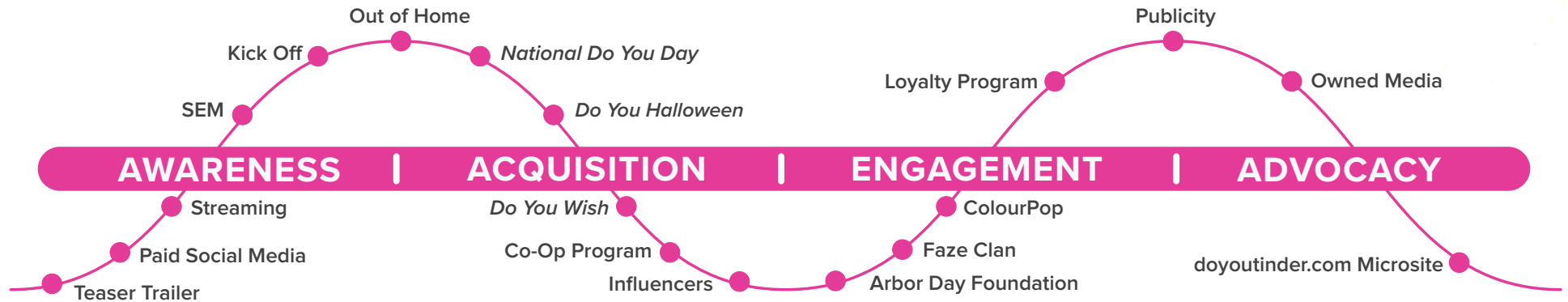


# Connecting the Dots

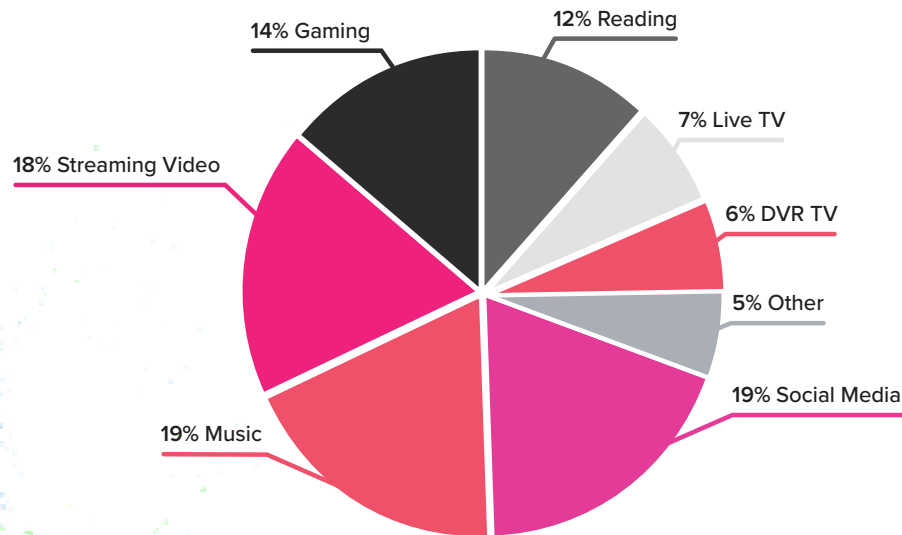
The plan consists of paid, owned and earned media, covering all consumer touchpoints.

## Connecting to the Customer Journey

The touchpoint map below details how each tactic fits into the customer journey.<sup>[29]</sup>



## Gen Z Daily Media Consumption<sup>[31]</sup>



## Paid Media Rationale

### Social Media :10 :15 :30

Social media represents the largest part of a Transitioners' day. On Gen Z top-four most used social media apps: Instagram (63%), Snapchat (61%), Twitter (45%) and TikTok (22%).<sup>[33]</sup>

### Out-of-Home

48% of Gen Z are more likely to click on an ad after being exposed to out-of-home.<sup>[32]</sup>

### Streaming :10 :15 :30

Streaming services optimize exposure for the *DO YOU* campaign. 80% of Gen Z are subscribed to a video-streaming service (YouTube, Twitch), and 58% of Gen Z are subscribed to a music-streaming service (Spotify, Pandora).<sup>[34]</sup>

### SEM

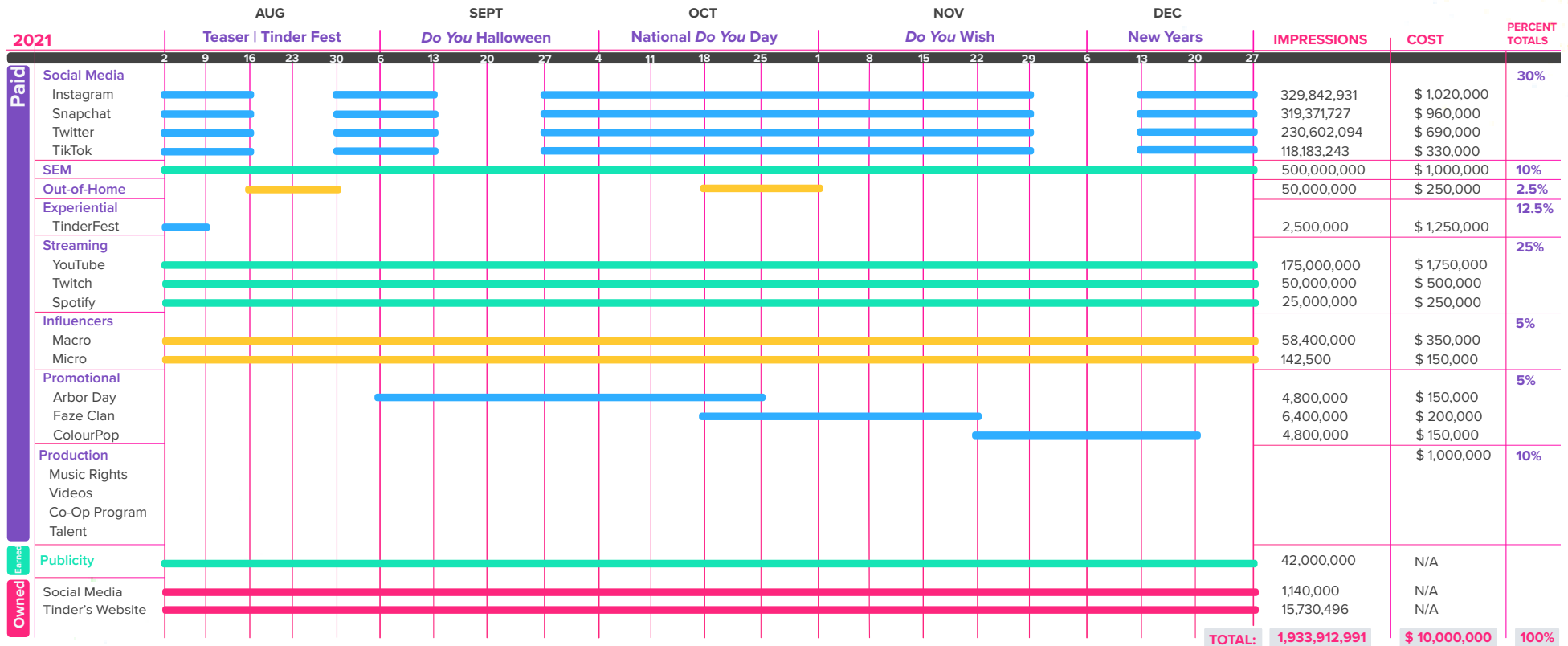
Search drives online traffic to the *DoYouTinder.com* website. Keywords are organized into four broad categories: campaign, activity, partners, competition.<sup>[30]</sup>

# Maximizing the Media Plan

We carefully allocated the \$10 million budget, maximizing Tinder's resources.

## Media Mix

65% of the budget is allocated to digital channels. The plan delivers a 90% reach with a 6.0 average frequency on a four week basis.<sup>[35] [36] [37]</sup>



\*The agency fee and market research are outside this budget as per the case study. Total plan delivery is 95% reach with a 28.4 average frequency.

## Media Scheduling

Media support will be provided on an ongoing basis with emphasis leading into each promotional period. Media impressions will be frontloaded Monday through Wednesday, which is when Transitioners are most active on the app.

## Monitoring KPI's

Market effectiveness for the brand and communication program will be measured on an ongoing basis. Plan adjustments are made accordingly.

### Brand KPI's

- Brand awareness
- Brand perception
- Brand engagement

### Communication KPI's

- Number of app downloads
- Number of likes/shares
- Number of visits to microsite



# Closing the Deal

The **DO YOU** campaign has endless possibilities for Tinder to increase brand love, increase activations and remain relevant to cultural trends.

## Biometric Testing

iMotion's biometric research was used to test the campaign. Compared to iMotion's norms, the campaign tested above average for attention, engagement and likeability.



METRIC	INDEX
ATTENTION	125
ENGAGEMENT	143
LIKEABILITY	155

## Future Thoughts

The **DO YOU** campaign is a self-expression movement that has endless possibilities to be relevant to different cultures, markets and occasions. Tina is the catalyst for the movement with Tinder serving as the gateway.



## Team 305, Our Promise:

Tinder pioneered the way the world dates. By offering an easy to use app, connecting became as simple as swiping right. The **challenge** now is to take the next step and move from simply dating to building a road for social discovery.

By **positioning** Tinder as a platform to express all of your selves; this differentiates the brand and gives it an emotional purpose.

By **creating** the **DO YOU** campaign, we begin a self-expression movement.

By **identifying** usage cues, we create new habits that increase brand usage and loyalty.

We are confident that the **DO YOU** campaign will increase activations and brand love by unlocking the brand's purpose to bring the world a self-expression movement.

Together, **let's start this movement. DO YOU.**

To start, just sign here.

\_\_\_\_\_  
Self-expression signature goes here

View "Citations"  
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