

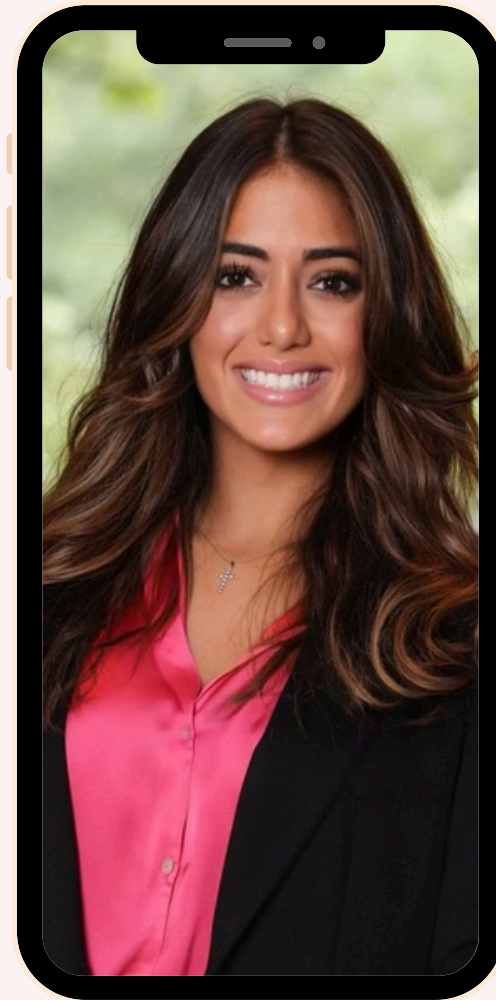


It Starts With A Swipe

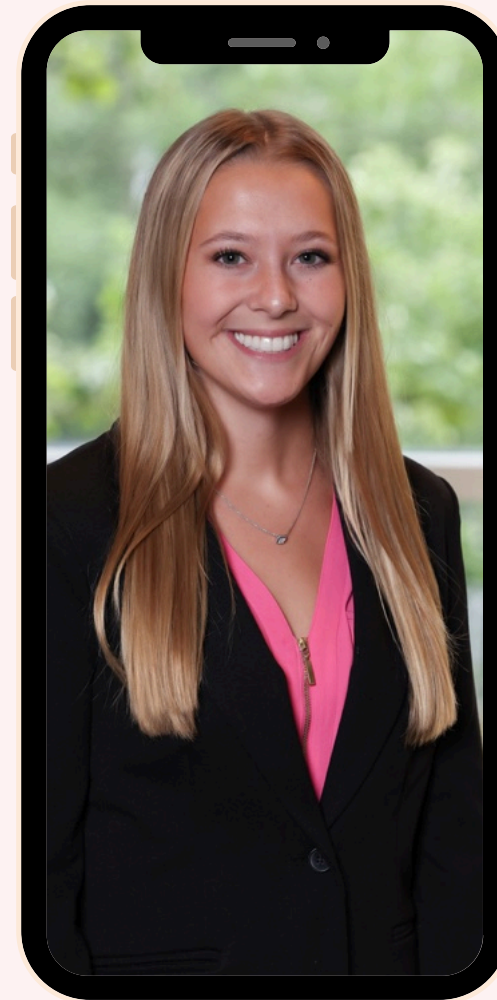
Swipe Right on the Team



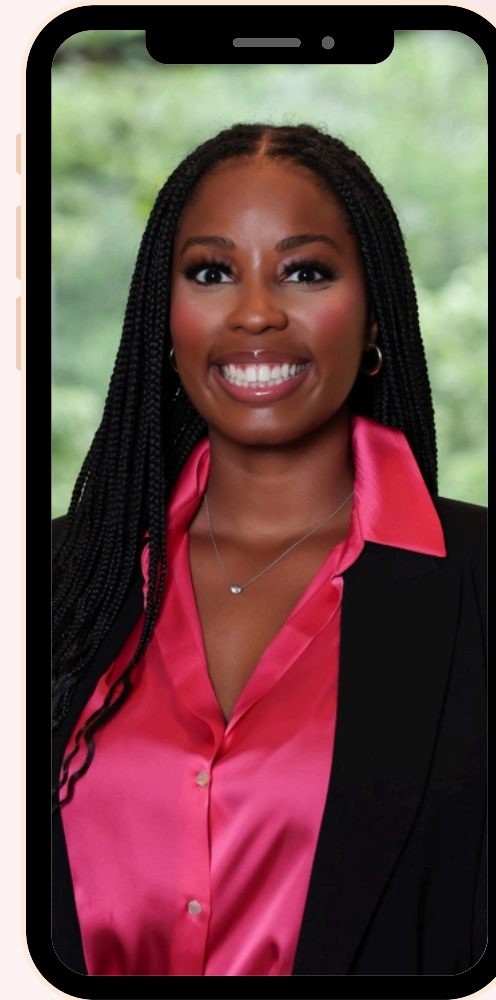
Shanna Adam



Olivia Hinn



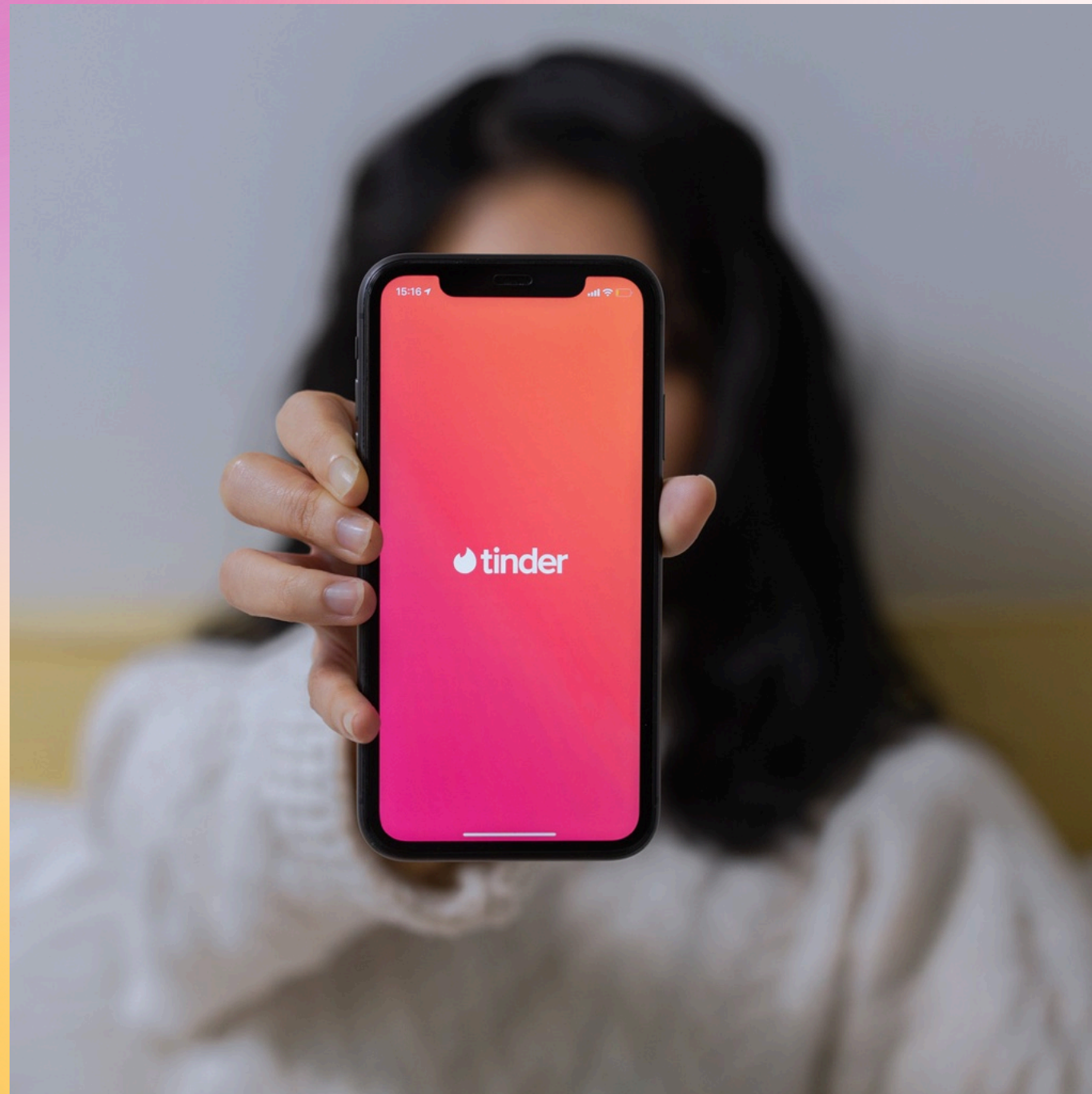
Jenna Yattaw



Sidney Hart



Agenda



- 4 Executive Summary
- 5 Industry Trends
- 6 Segmentation of Tinder
- 8 Segmentation of Competitors
- 10 Promotion Objectives
- 17 Successes
- 20 Failures



Executive Summary

We conducted a deep dive into Tinder's "It Starts With A Swipe" campaign, to determine how the aspects of the advertisements have contributed to executing their overall goal of rebranding. We want to look into the successes and failures of the campaign to determine the effectiveness.

Industry Trends

Online Dating

01

Subscription
Model

02

Diversification

03

Dating Sunday

04

Going back to
classic symbols
of love

05

Instant
Gratification



Segmentation and Positioning of Tinder

Target Market

- 18 – 25
- All genders
- LGBTQIA+ fastest growing group on Tinder

Promotions

- Social Media: TikTok, Instagram, Snapchat
- Audio: Spotify (podcasts)
- Streaming: Hulu, Youtube, Roku





Pricing

- Tinder
- Tinder Plus
- Tinder Gold
- Tinder Platinum
- Tinder SELECT

Product

- Matching and Messaging platform
- Originated the “swipe” interface
- Prompted a modern surge in popularity of dating apps
- Leading online dating app



Features				
Match. Chat. Meet.	●	●	●	●
Unlimited Likes		●	●	●
Unlimited Rewinds		●	●	●
Passport™ To Any Location		●	●	●
Hide Advertisements		●	●	●
*5 Super Likes a week			●	●
*1 Free Boost a month <small>Free monthly Boost only available for 1 month or longer subscriptions.</small>			●	●
See Who Likes You			●	●
New Top Picks every day			●	●
Message before Matching				●
Prioritized Likes				●
See the Likes you've sent in the last 7 days				●



Segmentation and Positioning of Competitors

Hinge

- Launched in 2012
- “Designed to be Deleted”
- Frequently referred to as the “Adult Tinder” as many users move to Hinge to find a relationship

Bumble

- Launched in 2014
- “Make the First Move”
- Females are encouraged to start conversations with their matches

Raya

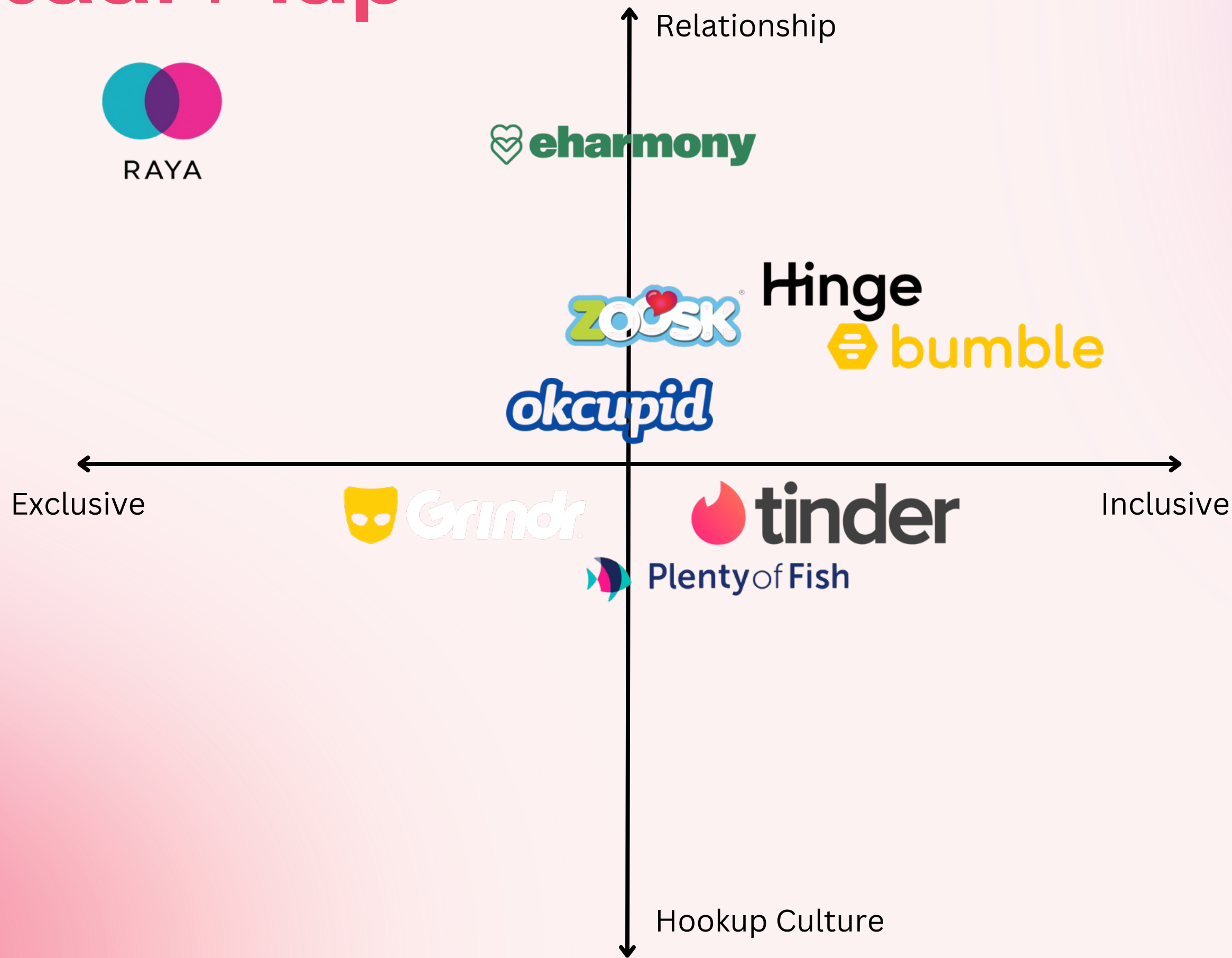
- Launched in 2015
- Private, Membership Based
- Unofficially known as the “Celebrity Dating App”
- Profile’s are not able to be shared or screenshotted

Grindr

- Launched in 2009
- #1 Dating App for the LGBTQIA+ Community
- Most popular dating app for users 54+



Perceptual Map



It Starts With A Swipe

Promotion Objectives



Debunking
Perceptions



Tailoring to
Gen Z



Focusing on
Diversity/Inclusion



Place of
Possibilities



Photo Advertisements

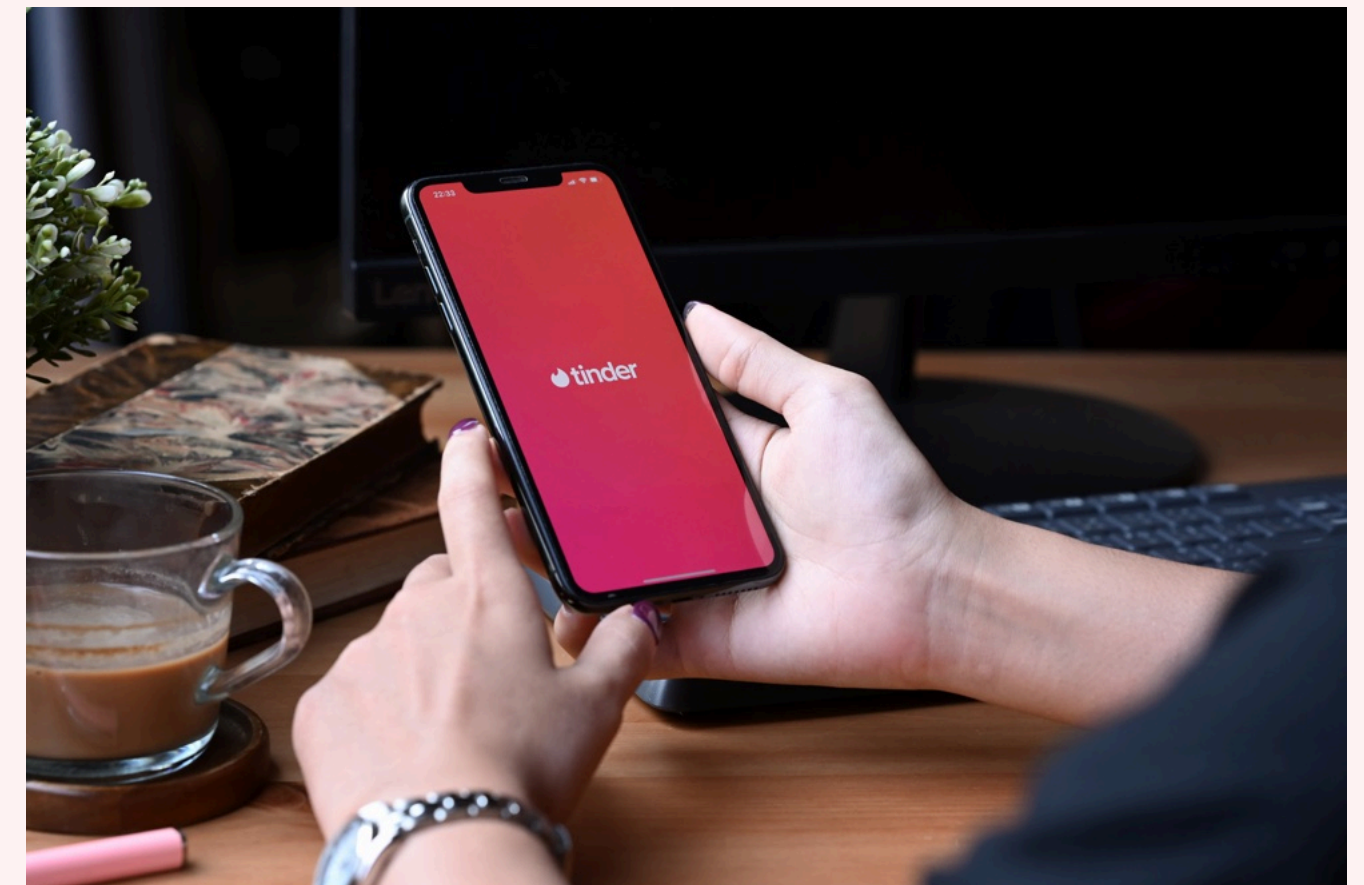


Out-of-Home Advertisements



Creative Ad Spots Explained

- **“New Last Name”**
 - Marriage --> contact switch
- **“A Second Wardrobe”**
 - Scattered clothing --> couple dynamic
- **“A Goodnight Kiss”**
 - Singular kiss --> longterm relationship
- **“All The Right Places”**
 - Innuendo --> date spots
- **“A Toothbrush at Their Place”**
 - Universal symbol of taking the next step





New Last Name | It Starts with a Swipe™




Share

It Starts
with a
Swipe™



tinder

Watch on  YouTube

Must be 18+. © 2023 Match Group, LLC.





Summer Fling - It Starts with a Swipe - Tinder Commerci...




Share

It
Starts
with a
Swipe™



tinder

Watch on  YouTube

Must be 18+. © 2023 Match Group, LLC.



Sales Promotions

Promo Codes

Tinder Select



Successes



Moving With Society

- Following Gen- Z trends
 - zodiac signs
 - changing tinder name
 - love languages
 - spotify partnership



Widening Sexuality Demographics

- More diverse and inclusive in their ads
- Increase in LGBTQIA users



Relatable Brand Image

- Tailor to Gen-Z audience
 - don't need to define relationships
 - playful ads
 - transparent messaging



Successes– Outcomes

Surge in sign-ups

Popular among female users

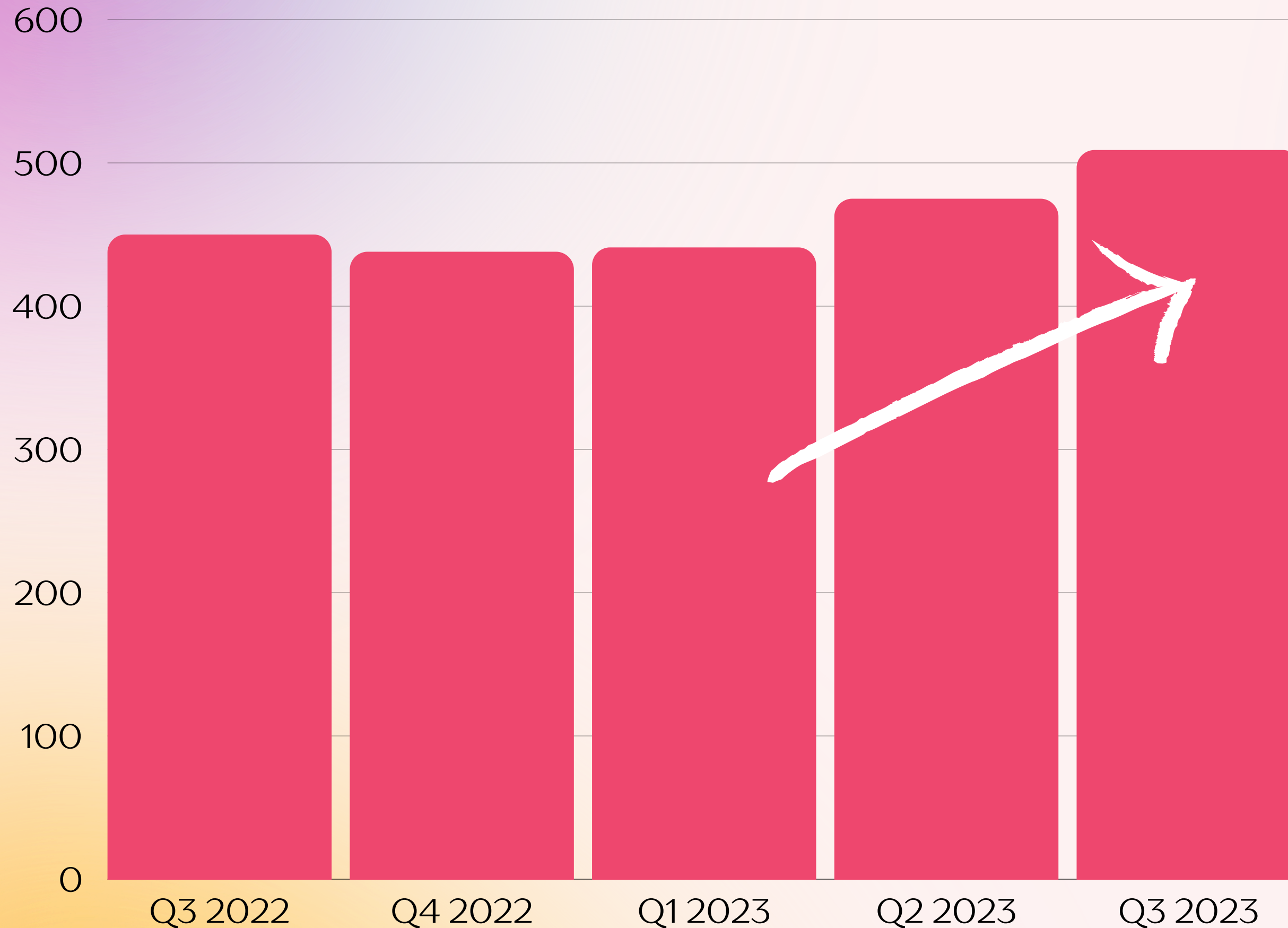
LGBTQIA+ is the fastest growing group on Tinder

80% of 18-25 said that self-care is their top priority

75% of Gen-Z believe they are changing dating standards



Successes- Revenues



Boosted 2nd
quarter sales
by 6%
(\$475M)

Boosted 3rd
quarter sales
by 11% (\$509
M)



Shortcomings



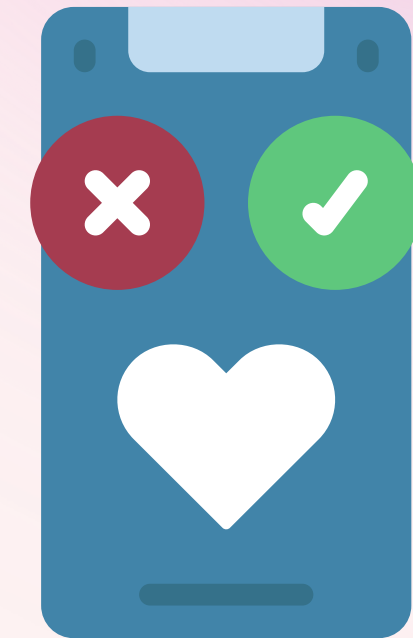
Pushing Away Other Generations

- May alienate Millennials with a strong Gen-Z focus



Does not resonate with all of Gen Z

- Progressive campaign
 - not all of Gen-Z would appreciate this

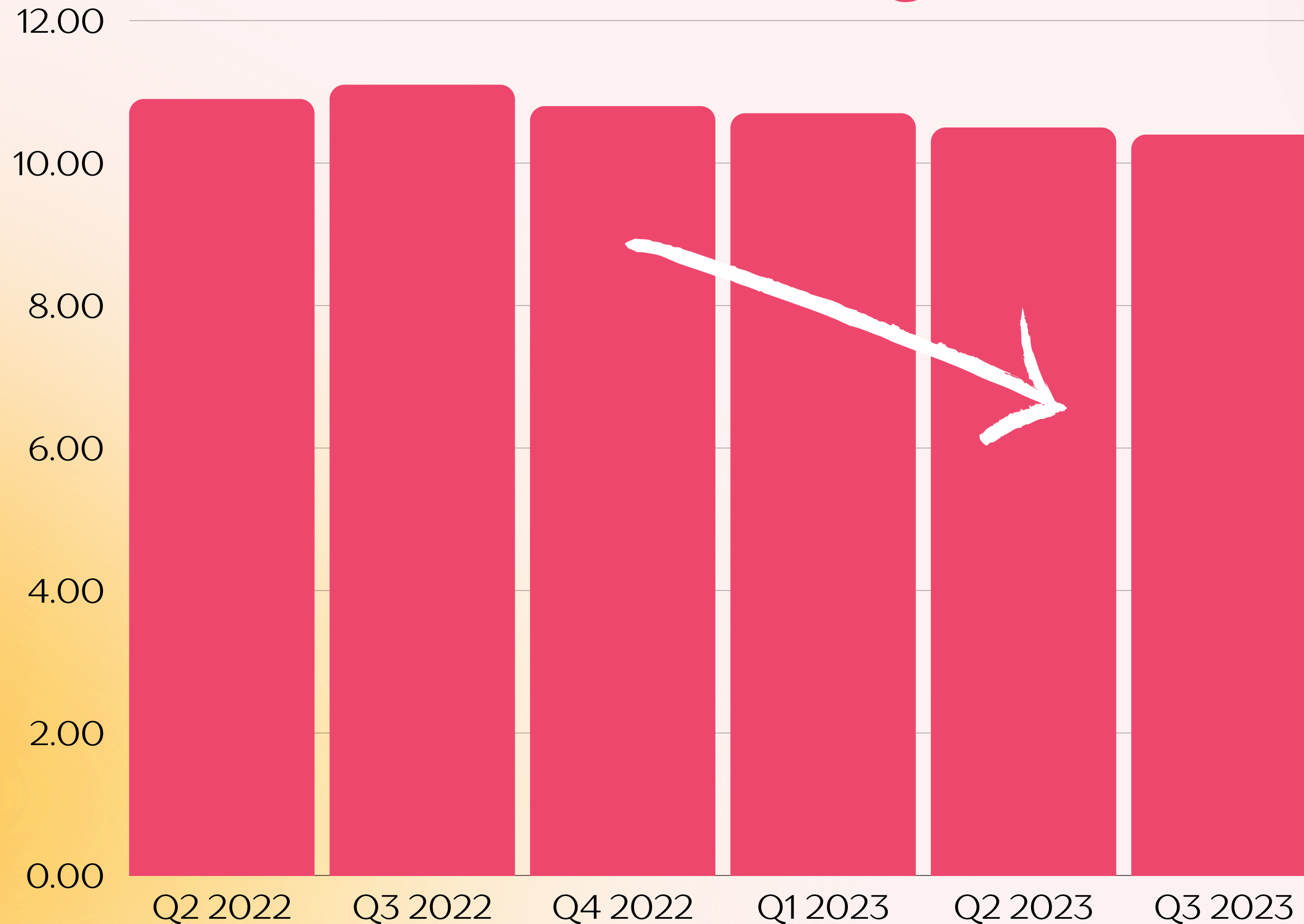


Incorporating Tinder Select During the Campaign

- Exclusive
 - targeted the top 1% of users



Shortcomings- Subscribers



Sign ups
increased but
subscriptions
decreased

lost 700,000
subscribers
from Q4-Q3



Thank you!
Questions?