

TINDER

SERIOUSLY?



Introduction

Mobile dating apps have become more and more popular and diverse throughout the years. In 2013, Tinder revolutionized the online dating world by using gamification features that would soon be iconic, making the app a dominant leader in this domain (Timmermans & De Caluwe, 2017). Simplifying the process of online dating, Tinder was the first app which focused more on the appearance, than on people as a whole, thus dividing the dating pool into sites focused on serious relationships and websites focused on casual dating.

Quite fast, Tinder started owning the reputation of a hook-up app, especially when other dating websites, such as Bumble, Hinge or eHarmony began emerging (Seidman, 2017).

From 2015 to 2017, the success of online dating was somewhat linear, as site and app revenue struggled to breach the \$2 billion mark. Starting with 2018 however, revenue hit \$2.38 billion, reaching \$5.61 billion in 2021, the highest raise being in 2020-2021 with the rise of the pandemic which make physical meeting more difficult (Curry, 2022).

When it comes to people's perception, a study shows us that 51.5% of the respondents said they believed Tinder was designed for hooking up, 33.5% said dating, and 15% believed the app is designed for meeting people (Seidman, 2017).

Statistics show us that Tinder is the most popular dating app around the world. In US, it represents 32% of the market, while UK is the second largest contributor to Tinder's revenue (Stojcheva, 2022). However, the increase in popularity of other apps might threaten Tinder's market position in the future.

Campaign Idea

As stated above, even though Tinder's popularity and usage is superior compared to other dating apps, some of them are starting to take parts of the market share. The biggest issue with dating sites, in general, is a somewhat disproportionate female-male ratio. As such, more men are on the majority of these apps, compared to women. Moreover, the female empowerment move makes trust in strangers, especially men, far more difficult than before. All of these observations are leading to an opportunity: changing people's perception about Tinder's reputation, in a fun way. With the help of volunteers and influencers, we can recreate a first date offline, with a twist: the 2 people meeting for the date are blindfolded and they can get to know each other using their words, mimicking the usage of the app.

Using the power of social media, we can change not only the perception people have about Tinder, but also the general perception about online dating.

Goals

- Increase the number of app downloads by 10% in UK, regaining a part of the market share back.
- Increase the number of paid subscriptions by 20%.
- Change the perception people have about Tinder, by promoting it as a serious dating app.
- Attract and enlarge the number of women on the App, from 15% now (Stojceva, 2022), to 35%.

Target Audience

This particular campaign's primary audience will consist of women, between 18 and 35 years old. They can be described as active and outgoing. From a behavioral point of view, they are concerned about their appearance, are easy going, ambitious and determined. From a psychological stand point, these people enjoy exploring, testing their limits and spending time with their loved ones, either family or friends. Moreover, they have medium-high incomes and are highly educated.

Considering the dynamic of this service, an indirect audience (which will only be used in the media amplifications), consisting of men between 18 and 45 years old will also be targeted indirectly, as the increase of the number of women on the app will automatically increase the number of men. This will further lead to more payments since men are more willing to pay for subscriptions on dating apps (Statista, 2018).



Personas

Mary is in her last year of university, studying Business Economics. In her free time she enjoys hiking together with her dog and binge watching classic rom coms. She likes spending the weekend away from home, either relaxing in nature, or exploring the night life and the busy streets with her girlfriends. Because a career is very important to her, she does not neglect her studies, especially during the last year of university. She would like to find someone to share her passions with, but, at the same time, give her space so she can focus on her career and friends. She used dating apps in the past, but she has the same odds of meeting a partner in real life, as well.

Ursula, a 26 years old, with a degree in law, just started working at a good law firm. The late hours she is working, coupled with the need for a healthy lifestyle, occupies most of her time. She is a regular at the local gym and farmer's market, as she loves to cook her meals at home. After hours she likes spending time with her colleagues at the local pub. Even though she invests time and money in her appearance, she is quite shy, which makes it difficult to connect on a more personal level. Being spontaneous and flirting are one of her weak spots and these make her more comfortable using dating apps to meet new people.

Sarah is the center of attention in a room. She is overly confident and relaxed. She spends her days in restaurants, developing professional relationships and her nights in pubs, dancing with girl friends. Being 30 years old, with a stable, over the average income Sarah manages to attract men around her, but she is trying to meet someone who understands her on a more deeper level. She enjoys travelling a lot, as part of her lifestyle and work related, thus all her photos on her social media are with her integrating in different cultures and enjoying life. As she likes being in the center of attention, she uses every social media platform. Dating apps seem a good choice especially because they give her the opportunity to meet new people in places where her time is limited.

Gina is a 27 years old single mom. Life for her was on the harder side, but she managed to pull through, going through university while being pregnant. Getting married at a young age resulted in many fights and ultimately led to her custody of the child. By being challenged financially, she began her influencer career, sharing tricks and tips of being a mom. She spends her day recording her life and taking care of her child. Between these and friends she has very little time and few opportunities to meet new people, especially men. Dating apps seem a very convenient and less time consuming resource for her.

About the Campaign

SERIOUSLY?

This campaign will be based on transmedia, where the content will be systematically dispersed across multiple platforms.

The campaign will be divided into 6 parts.

The first part of the campaign will be represented by a teaser announcing the experiment.

Following the teaser, a dedicated landing page will collect information about the people willing to participate in this experiment.

The main focus of the campaign will be a series of videos reflecting the first date between volunteers. As mentioned before, **SERIOUSLY?** aims to change the perception people have about dating websites and apps. The series of video will consist of 2 volunteers each, blindfolded, trying to connect on a deeper level. We will not be providing any support because the conversations need to be natural. After their date, a short individual interview will also be recorded. The dates and interviews will further be edited into 4 minute videos, which will be shared on social media and Tinder's website. For an even higher reach and engagement, 4 influencers will be involved as well.

Following the interviews, the results will be posted on social media platforms and amplified using media budgets, representing the 4th step.

These amplifications will act as a bridge between personal experiences and the experiment. People will be encouraged to share their personal online dating stories, dating conversations or any details related to their time spent on dating apps.

The 5th part of the campaign uses real life dating experiences shared by people to educate and enhance healthy behaviors. As such, a prize, consisting of a paid meal for a couple at Il Borro Tuscan Bistro in London will be given to 2 people who were willing to share their stories.

The last step of the campaign is represented by several promotional codes offered to the people who viewed the campaign videos and landed on the dedicated landing page. These codes will offer discounts on the paid subscription plans, giving women the possibility to unlimited featured access and men the possibility to try the Tinder Plus and Tinder Gold Subscriptions for free.

Social Media

Website

Tinder's website will be used from the beginning, as on the main page will be a short teaser, asking people: "SERIOUSLY? Would you do it?". By clicking the video, volunteers will be diverted to a landing page, explaining the experiment. Details will include: the purpose of the experiment, details about the interactions, recording and GDPR details and a submission form for them to apply. People will need to fill out their names, age, interests, a photo, a reason why they want to take part in the experiment and how they heard about it. They will also have to read and agree to all the conditions stipulated. From here, a specialized team, consisting of behavioral psychologists will analyse the forms submitted and, based on several factors, such as age and interest, form potential pairing between the volunteers, similar to how machine learning functions for the app.

In parallel, the same short teaser will be posted and shared on the Facebook, Instagram and TikTok pages of the brand. The posts will also be amplified using Meta Ads Manager and TikTok Ads Manager, with a budget of 1.000 GBP each. The main objective of these campaigns will be of awareness, but a button to the campaign's landing page will also be included.

After the pairs will be decided, the filming process will start. As stated above, no scrip will be provided, in order to keep the interactions real and authentic. 18 videos of 4 minutes each will be made using the footage from the dates and the individual interviews.

Another 2 videos with dates between two macro influencers and two micro influencers will also be included, reaching a total of 20 videos. Involving different influencers will allow the campaign to unfold more quickly, as the macro influencers have a high reach and exposure, while the micro influencers benefit from high engagement rates.

6 of these videos, including the ones with the influencers, will further be posted on the main page of Tinder, in a carousel format, the rest of them being included in the SERIOUSLY? campaign's landing page.

SERIOUSLY? Landing Page

This landing page will be used before the actual campaign, explaining the role of the experiment, being a tool in gathering participants and sharing the results.

Furthermore, the 20 videos representing the actual experiment will be posted here, along with conclusions. The page will contain the Tinder profiles of the participants, using some of the information provided. Between the two profiles, the dating video will be placed.

The team responsible for collecting the data and matching the participants will also be in charge of concluding and offering insights about each of the simulated dates. These conclusions will be placed below each video.

Social Media

Facebook and Instagram

The Facebook and Instagram platforms will be used both with organic features, as well as paid features. As such, the teaser video will be posted on the pages and amplified with 1.000 GBP on each of them. Since these platforms overlap Tinder's audience, another 10.800 GBP will be added, in order to promote the videos representing the experiment. Each of the videos will receive 600 GBP, to be divided between the two platforms, or not, depending on multiple factors such as: the age and interests of the participant. It is not necessarily to promote the same video on both of the platforms, as the decision will be made after the execution. An additional 3.000 GBP will be invested in the influencer dates videos.

Amplifying the organic content will give us more results, especially since Facebook and Instagram have a wide variety of targeted interests, in order to form a relevant audience for the campaign.

The media strategy used will focus on awareness, and, as an objective, we will buy reach and video views. Even though our efforts concentrate on awareness, buttons leading towards the dedicated landing page will be used for every post.

One of the important parts is that we can also measure a brand lift at the end of the campaign, where we can observe how many people remember our ads.

A secondary focus will be placed on engagement. In this regard, the dates between the influencers will be amplified using an engagement objective and will act as an anchor between the experiment and our audience. This is why the copy of the posts will encourage people to share their dating and online dating experiences in order to win a paid meal for 2 at one of the best restaurant in London.

Social media is an important tool, especially since people can share their own stories. The campaign encourages people to be bold, cautious and respectful towards one another. Using hashtags will be easier to monitor Tinder's presence and to listen to real life dating adventures. That is why #seriouslytinder will accompany every post and ad.

TikTok

TikTok is a visual platform with a very high potential of becoming viral. Furthermore, statistics show us that approximately 59% of the total users are female, with more than 17 million UK users on the platform in 2022 (Nasr, 2022).

Social Media

TikTok

TikTok is growing very fast, especially in USA, less developed countries and UK, meaning that the audience here changes, while the more mature audience we find in Facebook and Instagram is starting to become stagnant.

Regarding the ads, 7.000 GBP will be invested in the platform as it has the potential to reach 32.6% of the total number of internet users in UK and 40% of adults over 18 years old (Kemp, 2022).

The ads will have an awareness strategy, similar to Facebook and Instagram, however, we will only buy video views, with a higher number of viewed seconds. The video cuts from 8 videos out of the twenty will be promoted with 500 GBP each, which will lead to the designated landing page of the campaign. The influencer dates video assets will have a separate budget of 1.000 GBP each. Additionally, the original teaser will also be posted and will have a budget of 1.000 GBP.

Since TikTok recommends a broad audience, the only limit will be the age, when promoting the content.

Youtube

In UK, Youtube is one of the most popular platforms. Recent figures show us that the most active age group in UK is 25-44, representing 44% (Shepherd, 2022).

Considering that we want a high reach and an efficient budget spend, this platform completes the other options, as here we can reach a more mature audience, compared to TikTok. Moreover, Youtube is a good visual option.

Here, the campaign objective is awareness and we would buy brand awareness and reach using video assets. Furthermore, the campaign will use 3 different formats: bumper ads (for the teaser), skippable in-stream ads and non-skippable in-stream ads.

Regarding the budget allocations, the bumper will be promoted with 1.000 GBP, while cuts from 8 of the actual campaign video dates will be promoted with a shared budget of 6.000 GBP, with a campaign budget optimization, which will permit the best performing video to be more visible. An additional 2.000 GBP will be invested in 2 non-skippable cuts which capture the influencer dates.

Considering the targeting options offered by the platform, we will use keyword based targeting, as well as in-market and affinity audiences.

Budget

The total budget needed is between 90,500 GBP and 122,500 GBP. Most of the budget will go into the production of the short videos, the equipment and the crew.

ACTIVITY	ESTIMATED BUDGET
FILMING AND EDITING	40,000 - 60,000 GBP
SOCIAL MEDIA AMPLIFICATIONS	31,800 GBP
SOCIAL MEDIA POSTS EDITING (COPYWRITING & CONTENT)	5,000 GBP
WEBSITE	3,000 - 5,000 GBP
INFLUENCER FEES	10,000 - 20,000 GBP
CONTEST PRIZES	700 GBP
TOTAL	90,500 - 122,500 GBP

Timeline

DESCRIPTION OF WORK	WHEN
<p>PHASE 1 Release the teaser in social media, app and website</p>	10 weeks before
<p>PHASE 2 Collect volunteers for the experiment</p>	8 - 6 weeks before
<p>PHASE 3 Film the videos</p>	5 - 2 weeks before
<p>PHASE 4</p> <ul style="list-style-type: none">• Post and share the videos on website, Facebook, Instagram and TikTok• Start the contest	
<p>PHASE 5 Announce free access to the website's features for 30 days, using a promotional campaign code</p> <p>Announce contest winners</p>	1 day after 30 days after

Campaign Goal Measurement

	EXPOSURE	ENGAGEMENT	PREFERANCE	IMPACT	ADVOCACY
<p>PROGRAMME METRICS</p> <p>Increase awareness of online dating in UK</p>	<p>public awareness and education about dating and online dating</p>	<p>-social media engagement. -video views. -website visits. -app downloads. -increase in paid subscriptions</p>	<p>increased awareness and knowledge about online dating and dating apps</p>	<p>-changed perception about Tinder app -increased number of users -increased number of female users -increased number of paid subscriptions</p>	<p>comments, likes and shares</p>
<p>CHANNEL METRICS</p> <p>-Promote using video ads, Instagram posts, TikTok posts -Increase traffic on all platforms. -Increase searches and online mentions.</p>	<p>-number of video posts, Facebook & Instagram posts and TikTok posts.</p>	<p>-Likes, shares, hashtag usage, increase in followers,</p>	<p>-people's support regarding online dating and dating experiences</p>	<p>-increased traffic on Tinder's Instagram, Youtube, Facebook and TikTok pages</p>	<p>online mentions</p>
<p>BUSINESS METRICS</p> <p>-Increase the amount of women on Tinder app with 20%. -Increase the number of paid subscriptions with 20%. -Increase the number of users with 10%.</p>	<p>-measure the increase in the number of women on the app -measure the increase of the users on the app</p>	<p>responses in press and social media channels</p>	<p>public attitude towards online dating</p>	<p>-awareness increase -engagement increase</p>	<p>follows and shares from influencers or brands</p>

Launching and Promoting

The success of the campaign is also dependent on the press releases and this is why the following publications should be considered:

- 1 Daily Mail
- 2 Harpers Bazaar UK
- 3 Elle
- 4 GQ

Since online dating is a difficult subject to approach, a more diverse portfolio was chosen, in order to reach a varied audience. Together with these publications, we will also use the services of PRfire for a more business oriented approach.

The subject of the press releases will focus around how the pandemic affected human behaviors in the last 2 years and what are these consequences. Furthermore, we can use the voice of the macro and micro influencers chosen for the campaign to share their opinions about the experiment they are willing to take a part in.

Furthermore, an accent will be placed on the positive aspects of online dating, sustained by worldwide and UK statistics. The negative aspects of online dating will further be discussed within the integration of the experiment. This will allow readers to understand, share and learn from raw dating experiences, leading to women having more trust and men being more supportive and attentive.

Conclusion

Online dating stigma is still real, despite many people meeting their long life partners on dating apps. For many, dating apps are still a place where people hook-up or have affairs, designed for the desperate and lonely. Tinder's statistics do not help this situation, considering that more than 70% of the users are men. This campaign aims to educate people about both the dangers and the benefits of dating, by teaching that even though the "dates" first take place online, they are not an excuse to bring the best out of each other. Recreating the well known "swipe" by replacing the virtual chat box with a real life date, the experiment might increase the number of women on Tinder app, as well as the number of total users because more women will attract more men.

Competing with other specific oriented dating apps, such as Bumble, where women are put on the first place, being offered more features, Tinder can get a part of the market share back. Furthermore, the results can also be measured in relation to posts engagement and traffic on the website, dedicated landing page and in the app.

In conclusion, with the help of social media, we hope to reach the designated audience and educate people about online dating so that their experience will lead to long partnerships and love.

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