

TAKE IT OFF

Agency 695

 **tinder**

aaf national
student
advertising
competition

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EXECUTIVE SUMMARY

Since 2012, Tinder has created a world where individuals are free to form relationships without restrictions, expectations, or judgements. To continue paving the way for future connections, the brand strives to build a more intimate relationship with consumers through the establishment of trust and meaningful shared experiences.

Agency 695 will highlight the shared values of the brand and consumer to show the target audience that Tinder is an ally committed to helping individuals own the experience beyond the app. By bringing the brand's most authentic attributes to light, Agency 695 will boost brand love and attributable growth through a series of playful, relatable activations.

Agency 695 developed a campaign that ditches the restrictions placed on individuals all while celebrating our differences and supporting the idea that on Tinder, anything is possible, even redefining the way the world sees connections.

OBJECTIVES & METHODS

275

SURVEY RESPONDENTS

112 CONCEPT TESTS

42 47 16

Q-SORT
PARTICIPANTS

F2F & ZOOM
INTERVIEWS

FOCUS GROUP
ATTENDEES

1

CREATE AN EFFECTIVE MULTI-TOUCHPOINT CAMPAIGN THAT WILL BUILD BRAND LOVE AMONG 18 TO 19-YEAR-OLDS IN THE UNITED STATES

DEVELOP ATTRIBUTABLE GROWTH (NEW REGISTRATIONS AND ACTIVATIONS) FROM USER INTENT TO JOIN TINDER FOR THE FIRST TIME

2

THE **APPROACH**

Agency 695 administered extensive primary and secondary research studies in order to fully grasp the initiatives needed to facilitate brand love and a loyal consumer base.

THE **METHODS**

The study included a series of surveys, interviews, focus groups, and concept tests to understand the industry, trends, and business needs of the target audience. To dive deeper, an analysis of academic and industry articles provided insight into Gen Z values and market behaviors.

THE **GOAL**

Agency 695's goal was to obtain a deeper understanding of the target audience's current perception of Tinder, what drives their brand relationships, and how Tinder fits into their lifestyle.

BRAND RELATIONSHIPS

Q-SORT GROUPS

GROUP 1 SOCIAL-MEDIA-BASED



GROUP 2 VIDEO STREAMING



GROUP 3 TINDER



"I THINK TINDER IS THE
ODDBALL OUT HERE."
- LANDRY

Agency 695 conducted Lifestyle App Q-Sorts to understand where Tinder fell in relation to Gen Z's top lifestyle brands. When asked to categorize the apps into three groups, participants placed Tinder into its own 100% of the time. To understand why Tinder stood out in the Q-Sort, Agency 695 asked focus group participants their overall thoughts on Tinder as a lifestyle brand. The majority of individuals argued that Tinder wasn't a lifestyle at all because they believe the experience is limited to the app.

"TO BE A LIFESTYLE BRAND, IT HAS TO BE A CONTINUOUS THING. ONCE YOU FIND THAT ONE PERSON YOU LOOK FOR, YOU GET OFF [OF TINDER]." - TREY

Surveys further showed that users in the target audience have an inconsistent relationship with Tinder.

69% stated that they've deleted and redownloaded the app.

To gain insight into how Tinder can further develop their image as a favored lifestyle brand, Agency 695 analyzed a series of brand love articles and investigated the trends that drive Gen Z's brand relationships. Primary and secondary research revealed that the target audience has a deep affinity for companies that are:

SINCERELY AUTHENTIC **87%** of Gen Zers say they expect more from brands than just products.¹

"Brands should be proactive and prove that they are still working towards the effort when the cause isn't trending."
- MICHELLE

CONSISTENTLY INTERESTING **87%** of people say that they want meaningful interactions with brands.²

"I love when brands are funny; it makes me want to respond."
- BENJAMIN

ALIGNED WITH THEIR VALUES **77%** say they feel more positively towards a brand that promotes equality on social media.³

"It makes a big difference to me when a brand believes in the same things I do."
- EMILY

KEY TAKEAWAY:

ESTABLISHING A SENSE OF TRUST AND SELF-CONGRUITY WITH GEN Z IS VITAL TO BUILDING BRAND LOVE.

MISSING THE LOVEMARK

SLEAZY
CREEPY
OPEN
FRIENDLY
UNRELIABLE
MALE
BOLD

Agency 695 asked individuals in the target market, “If you had to describe Tinder as a person, how would you describe them?” Their responses were sleazy, creepy, open, friendly, unreliable, male, bold. While there were positive attributes associated with the brand, overall, the target audience personified Tinder as “someone you don’t really want to be friends with.” Agency 695 analyzed primary research and discovered three consumer perceptions holding Gen Z back from developing a meaningful attachment with Tinder.

HOOKUP APP

47%

When asked what comes to mind when thinking of Tinder, 47% of respondents stated “hookups,” or another phrase for casual sex.

“There’s no reason to try and find love on an app when everyone just wants to hookup.” - DANIEL

UNSAFE

70%

of non-users view Tinder as unsafe.

The majority of focus group participants viewed the positioning statement, “On Tinder, you jump into a dating world where anything is possible,” as scary.

49%

of users were unaware of Tinder’s numerous safety features.

JUDGEMENT BASED

100%

of interviewees agreed that there is judgement on Tinder.

“The whole point of the app is to judge.” - BRAD

KEY TAKEAWAY:

IN-APP STEREOTYPES SURROUNDING TINDER PREVENT GEN Z FROM ESTABLISHING A SENSE OF TRUST AND SELF-CONGRUITY WITH THE BRAND.

UNDERSTANDING GEN Z

The 18 to 19-year-old target segment was born into a world of set expectations that hold them back from fully expressing themselves. Despite this, they are unapologetic about who they are and aren't afraid to speak out against the standards that earlier generations hold them to. Their progressive mindset leads them to defy notions of normalcy and break free from restrictions. ***This understanding led to the term:***

REDEFINERS

A group of individuals who refuse to conform, even if that means redefining the world as they know it. Agency 695 discovered a pattern of central psychographics that comprise **REDEFINERS**.

ADVENTUROUS



REDEFINERS are curious about all aspects of life. They crave experiences and desire to walk away with a story. Whatever unpredictable adventure lies ahead, they are *here for it*.

DIVERSE



REDEFINERS are the most racially and ethnically diverse generation to date. Their openness to a variety of experiences demonstrates their *multifaceted* nature.

ANXIOUS



REDEFINERS absorb an overwhelming amount of information as a result of their high media exposure. This has created a heightened sense of anxiety from an early age, with over 91% of Gen Z stating that they experience physical or emotional symptoms of stress⁴. In efforts to suspend the seriousness, **REDEFINERS** use their bizarre sense of humor to cope with reality. While every day is unprecedented, **REDEFINERS** manage to keep it *purposefully playful*.

SOCIAL ACTIVISTS



REDEFINERS are passionate about leaving the world better than they found it. More than four in five 18 to 21-year-olds believe that youth can effect change⁵. As complicated as the world is, **REDEFINERS** never lose hope, which exhibits their *upbeat realist personality*.

IT'S A MATCH!

Primary research revealed that Tinder and **REDEFINERS** share an overlapping set of values and behaviors. Agency 695 will utilize these similarities to bridge the gap between brand and consumer. Messaging and executions will establish a sense of trust and self-congruity by showing **REDEFINERS** that Tinder is a platform where they can be their most authentic selves.

KEY INSIGHTS

1 **REDEFINERS VIEW TINDER AS AN APP, NOT A BRAND**

All primary research revealed that in-app interactions dictate **REDEFINERS'** perceptions of Tinder. This key insight further proved that **REDEFINERS** are aware of *what* Tinder is, but not *who* Tinder is.

“THEY’RE NOT EVEN A BRAND; THEY’RE JUST AN APP.”

- MIKE

2 **REDEFINERS REFUSE TO BE DEFINED**

REDEFINERS live in a world dictated by societal expectations, stereotypes, and labels. These oppressive standards hold them back from expressing their true identities and limit their potential for authentic connections.

“I FEEL LIKE I’M CONFINED BY THE EXPECTATIONS THAT OTHER PEOPLE SET FOR ME.”

- JULIA

POSITIONING STATEMENT

Agency 695 will establish a meaningful connection between Tinder and **REDEFINERS** by highlighting their shared values. In doing so, this campaign will position Tinder as a proactive lifestyle brand that empowers **REDEFINERS** to break free from the restrictions that hold them back from authentic connections.



BIG IDEA

TAKE IT OFF

Agency 695 proposes that *REDEFINERS* ditch the restrictions and reevaluate the expectations placed on individuals, relationships, and Tinder.

Whatever connection *REDEFINERS* are looking for, labels can hold them back. This campaign invites them to step out of the stereotypes and find others that are doing the same.

WITH TINDER AS AN ALLY, THIS CAMPAIGN EMPOWERS *REDEFINERS* TO
TAKE A STAND, TAKE CHARGE, AND TAKE IT OFF.

CREATIVE EXECUTIONS

tinder

“SHE'S BOSSY”

A STEREOTYPE
CAN HOLD YOU BACK

TAKE IT OFF

tinder

“JUST A HOOK UP APP.”

A LABEL
CAN HOLD YOU BACK

TAKE IT OFF

tinder

“JUST FRIENDS”

A STEREOTYPE
CAN HOLD YOU BACK

TAKE IT OFF

tinder

“SIZE MATTERS”

AN EXPECTATION
CAN HOLD YOU BACK

TAKE IT OFF

All multi-channel static and video executions will enhance Tinder’s brand persona outside of the app by avoiding app-centric visuals and “swipe” language. Each headline appears in the form of a quote, representing a restrictive societal statement. The body copy recognizes how an expectation, label or stereotype can hold **REDEFINERS** back, while visuals challenge the headline by showcasing an authentic connection that came from taking that restriction off. Video executions will bring the static ads to life by showing individuals act out the given scenarios in short and playful spots.

MESSAGING STRATEGY

TAGLINE BREAKDOWN

TAKE

reflects **REDEFINERS** desire to control their own identities.

IT

refers to any expectations, labels, or stereotypes that hold them back from the connections they're looking for.

OFF

communicates the freedom that comes from ditching the restrictions.

TAKE IT OFF demonstrates Tinder's playful personality while shining light on a deeper message. The tagline empowers **REDEFINERS** to ditch societal restrictions that hold them back from developing genuine connections. This balance of playful and meaningful messaging will add depth to Tinder's brand persona, creating greater awareness, consideration, and acquisition.

CONCEPT TESTING

Research revealed that 82% of concept test participants held incredibly positive sentiments towards the static and video executions.

"THESE ADS MEAN A LOT TO ME BECAUSE THEY ARE VERY INCLUSIVE TO DIFFERENT SEXUALITIES AND PRESENT DIVERSITY." - DEJA

"THEY HIGHLIGHT THE DIVERSITY AND FUN THAT APPEAR IN A VARIETY OF RELATIONSHIPS. I LIKE HOW THEY TAKE DOWN THE BARRIERS OF WHAT OUR EXPECTATIONS ARE AROUND TINDER, RELATIONSHIPS AND LABELS." - JACOB

"BRILLIANT ADS! THEY ENCOURAGE PEOPLE TO TAKE OFF STEREOTYPICAL THOUGHTS, AND FOCUS ON BEING HAPPY." - KYLE

MANDATORIES

TINDER WORDMARK

The incorporation of both the flame and wordmark will ensure brand recognition within the ads.



COLORS

Agency 695 will use a color-blocked, monochromatic palette reflecting both Tinder and **REDEFINERS'** purposefully playful behaviors.



FONTS

The headlines will use a combination of the fonts Elastic Lad Wide and Proxima Nova Extra Bold Italic, while the body copy and tagline use only the latter.

PROXIMA NOVA

ELASTIC LAD WIDE

TAGLINE

"TAKE IT OFF" will be accompanied by a ripping graphic element to visually communicate this call to action.



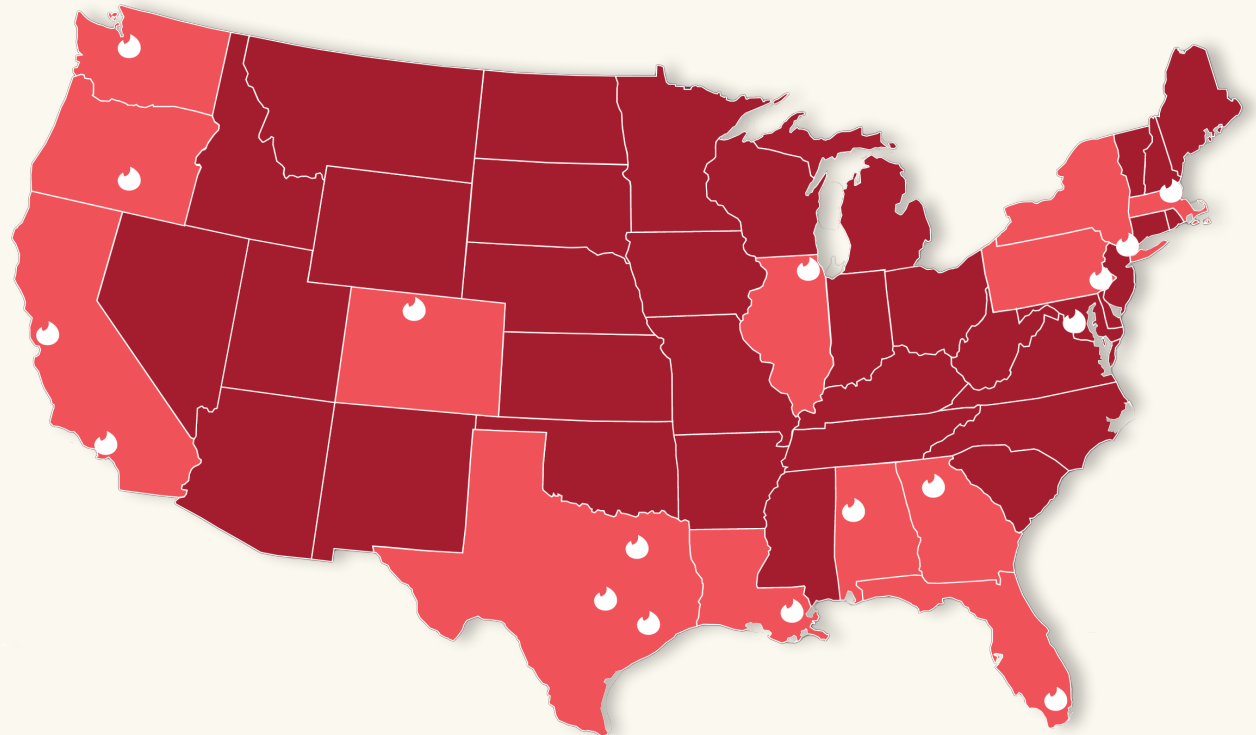
MEDIA OBJECTIVES

Agency 695 will implement a holistic media strategy with content marketing, paid advertising, and social influence. The TAKE IT OFF campaign will utilize a full-funnel marketing approach by using multifaceted platforms that are top-of-mind among *REDEFINERS*. A pulsing schedule will highlight important dates during the campaign timeline, and will use programmatic advertising to maximize targeted reach. The campaign will emphasize frequency with paid and organic content to establish high-interactivity between Tinder and *REDEFINERS*. Paid content will be used more heavily at the beginning of the media timeline to generate brand awareness, while organic content will be emphasized in the latter months to further build brand love.

SPOT MARKETS

Agency 695 selected the following spot markets based on *REDEFINERS*' population and undergraduate college enrollment. These markets represent 2.4 million 18 to 19-year-olds across the U.S.

- ATLANTA, GA
- AUSTIN, TX
- BOSTON, MA
- BOULDER, CO
- CHICAGO, IL
- DALLAS, TX
- HOUSTON, TX
- LOS ANGELES, CA
- MIAMI, FL
- NEW ORLEANS, LA
- NEW YORK, NY
- PHILADELPHIA, PA
- PORTLAND, OR
- SAN FRANCISCO, CA
- SEATTLE, WA
- TUSCALOOSA, AL
- WASHINGTON, DC



STREAMING SERVICES

SPOTIFY & HULU

Spotify and Hulu provide a discounted bundle subscription for undergraduate college students. Student subscribers have access to Spotify premium and Hulu with limited commercials. Although not all *REDEFINERS* are in college, Spotify has 156 million monthly ad-supported users⁶ and reaches half of the 16 to 24-year-olds in the U.S. each week⁷. According to Simmons Insights, 18 to 19-year-olds are 113% more likely than the general population to have used Spotify within the last seven days and 86% are more likely than the general population to have used Hulu in the last 30 days. Agency 695 will place interactive 30-second commercials on Hulu and implement eye-catching leaderboard ads on Spotify to engage with *REDEFINERS* while they stream their favorite shows and music.

156
MILLION
monthly ad-supported users

PLACEMENT: **NATIONAL** TIMING: **ENTIRE CAMPAIGN** PRICE: **\$750,000** IMPRESSIONS: **20,270,270**

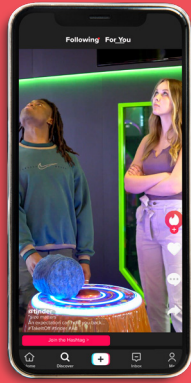


YOUTUBE

Simmons Insights reports that 18 to 19-year-olds are 59% more likely to have used YouTube⁸ in the past week. Video serves as an outlet for *REDEFINERS* to unwind and engage while establishing meaningful brand connections through streamlined storytelling. Agency 695 will leverage the target audience's passion for content consumption by placing playful 6-second bumper and display ads to targeted users on the platform.

77%
OF 15 TO 25-YEAR-OLDS
USE YOUTUBE

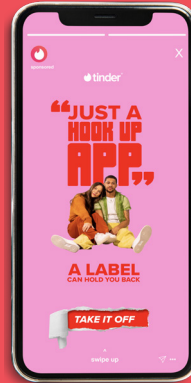
PLACEMENT: **NATIONAL** TIMING: **ENTIRE CAMPAIGN** PRICE: **\$500,000** IMPRESSIONS: **116,279,070**



TIKTOK

REDEFINERS catapulted TikTok to become the fastest growing social media platform in history, with 60% of its users being Gen Z⁹. The opportunity for self-expression through video content makes TikTok the most favored and followed platform among *REDEFINERS*. The **TAKE IT OFF** Campaign will maximize brand engagement by displaying upbeat 15 to 30-second in-feed video spots and organic video content.

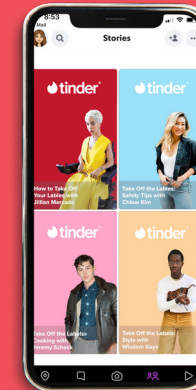
PLACEMENT: **NATIONAL** TIMING: **ENTIRE CAMPAIGN**
 PRICE: **\$600,000** IMPRESSIONS: **60,000,000**



INSTAGRAM

Instagram has a large population of *REDEFINERS*, with 67% visiting the platform multiple times a day¹⁰. Simmons Insights reports that 18 to 19-year-olds are 91% more likely than the general population to have accessed Instagram in the last seven days. Agency 695 will reach *REDEFINERS* in this aesthetically pleasing environment through explore page ads, sponsored carousels, story ads, and organic content.

PLACEMENT: **NATIONAL** TIMING: **ENTIRE CAMPAIGN**
 PRICE: **\$650,000** IMPRESSIONS: **97,014,925**



SNAPCHAT

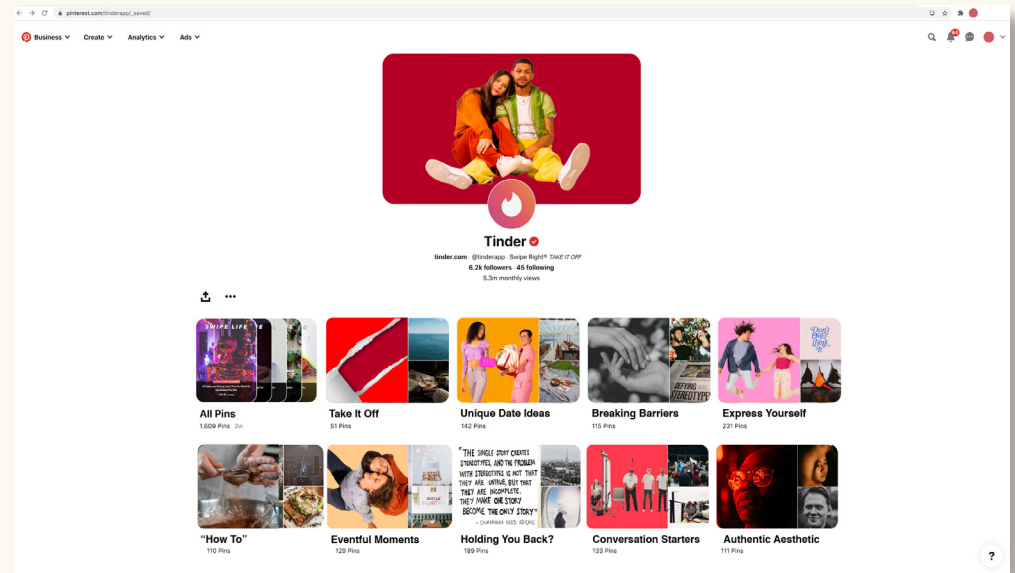
REDEFINERS report that they use Snapchat more than any other social media platform, with 69% of the population having an account¹¹. Agency 695 will tap in to this hub of interconnectivity by featuring campaign influencers on an engaging discovery video series, further integrating Tinder into their daily lifestyle habits.

PLACEMENT: **NATIONAL** TIMING: **SEPTEMBER**
 PRICE: **\$1,000,000** IMPRESSIONS: **32,600,000**

PINTEREST

One of Pinterest's fastest-growing segments is Gen Z, with their app interaction increasing by 50% in the past year¹². *REDEFINERS* use Pinterest to seek content about social issues and inspiring movements. The **TAKE IT OFF** Campaign will maximize interactions by placing standard pins, app install pins, and organic content on the platform during key moments in the campaign. Pins will display all campaign promotional material that users can purchase upon direction to the **TAKE IT OFF** microsite.

PLACEMENT: **NATIONAL** TIMING: **ENTIRE CAMPAIGN**
 PRICE: **\$400,000** IMPRESSIONS: **80,000,000**



INFLUENCERS



SIR CARTER

CATEGORY: FASHION & BEAUTY
TIK TOK: 4.1 MILLION
INSTAGRAM: 701K



EMMA TOPP

CATEGORY: LIFESTYLE & FASHION
TIK TOK: 58.5K
INSTAGRAM: 72.6K



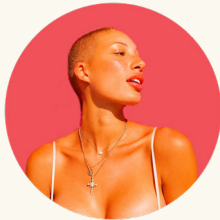
WISDOM KAYE

CATEGORY: FASHION & PHOTOGRAPHY
TIK TOK: 5.2 MILLION
INSTAGRAM: 865K



JEREMY SCHECK

CATEGORY: COOKING
TIK TOK: 2 MILLION
INSTAGRAM: 185K



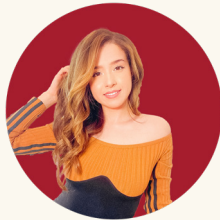
MALIA HOPE

CATEGORY: MOTIVATIONAL
TIK TOK: 1.4 MILLION
INSTAGRAM: 65.5K



JILLIAN MERCADO

CATEGORY: DISABILITY ACTIVISM
TIK TOK: N/A
INSTAGRAM: 65.5K



IMANE ANYS

CATEGORY: GAMING & LIFESTYLE
TIK TOK: 4.6 MILLION
INSTAGRAM: 5.7 MILLION



CONNOR WOOD

CATEGORY: COMEDY & LIFESTYLE
TIK TOK: 651.9K
INSTAGRAM: 101K



JAX JAMES

CATEGORY: ACTIVISM & LIFESTYLE
TIK TOK: 2.7 MILLION
INSTAGRAM: 251K



HARRY JOWSEY

CATEGORY: LIFESTYLE
TIK TOK: 3.8 MILLION
INSTAGRAM: 3.6 MILLION



CHLOE KIM

CATEGORY: OLYMPIC ATHLETE
TIK TOK: 37.3K
INSTAGRAM: 681K



DANNY DUNCAN

CATEGORY: COMEDY
TIK TOK: 3.6 MILLION
INSTAGRAM: 2.7 MILLION



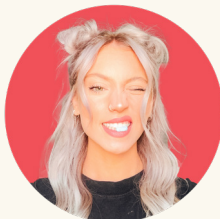
CHASE HUDSON

CATEGORY: MUSIC & LIFESTYLE
TIK TOK: 30.1 MILLION
INSTAGRAM: 11.2 MILLION



BROOKE AVERICK

CATEGORY: COMEDY
TIK TOK: 803.9K
INSTAGRAM: 66.2K



RILEY HUBATKA

CATEGORY: LIFESTYLE & COMEDY
TIK TOK: 6.4 MILLION
INSTAGRAM: 2.1 MILLION



LINDA DONG

CATEGORY: COMEDY
TIK TOK: 10.8 MILLION
INSTAGRAM: 774K

Influencers lead to long-term profits, increase brand awareness, and create brand trust¹³. Agency 695 will recruit a diverse group of Gen Z influencers to maximize campaign outreach initiatives. For the campaign's duration, this group will lead a captivating "how-to" video series on Snapchat, post monthly content, and attend promotional events, empowering **REDEFINERS** to break free from restrictions and expand their curiosity.

SNAPCHAT VIDEO SERIES

The influencers will address familiar societal stigmas, such as "Guys don't cook" or "She needs a man to protect her," while also resolving common stereotypes surrounding Tinder. They will promote awareness of the app's many safety features, personalization options, and the wide range of gender identities and sexual orientations.

PLACEMENT: NATIONAL TIMING: ENTIRE CAMPAIGN
PRICE: \$341,481 IMPRESSIONS: 39,000,000

SEARCH ENGINE OPTIMIZATION

Agency 695 will utilize Search Engine Optimization with keywords, affinity audiences, detailed demographics, and in-marketing targeting to drive *REDEFINERS* to visit the Tinder microsite and app. Increasing Tinder’s search rank will expand awareness, leading to greater brand love¹⁴. Suggested keywords for the campaign include: TAKE IT OFF, expectations, stereotypes, and labels.

PLACEMENT: NATIONAL TIMING: ENTIRE CAMPAIGN
 PRICE: \$75,000 IMPRESSIONS: 1,442,308

TAKE IT OFF MICROSITE

TINDERTAKEITOFF.COM

Agency 695 will create a TAKE IT OFF microsite to serve as the hub for engaging *REDEFINERS* with the campaign. The site will highlight promotional events, spotlight influencers, campaign partners, and feature an obvious link directing visitors to download the Tinder app. *REDEFINERS* will be able to access the microsite for voting opportunities throughout the campaign as well as purchase campaign merchandise.

PLACEMENT: NATIONAL TIMING: ENTIRE CAMPAIGN
 PRICE: \$4,500 IMPRESSIONS: 11,319,000



PROMOTIONS

Agency 695 created a variety of experiential activations to further engage **REDEFINERS** with the **TAKE IT OFF** campaign. Events and promotions coincide with media placement strategies and drive interactive connections among **REDEFINERS**. All touchpoints were developed first and foremost to maximize brand love while also encouraging Tinder downloads.

TAKEOFF



Agency 695 will ignite the **TAKE IT OFF** message by inviting the campaign influencers to star in real-life versions of the static ads. They will work with Tinder to create their own video interpretation of the ads, complete with headlines representing specific restrictions they overcame to transform into their authentic selves. Three-dimensional moving set pieces will form a dynamic backdrop mimicking the campaign aesthetic.

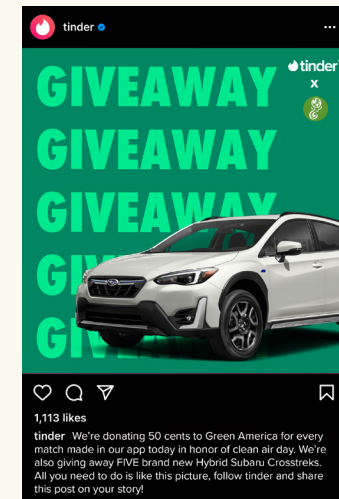
On August 1st, all influencers will post their **TAKE IT OFF** videos simultaneously on social media, flooding **REDEFINERS'** feeds. The influencers' transparency will spark a conversation about the expectations, labels, and stereotypes that restrict **REDEFINERS**. Soon after, Tinder will release a campaign hype video on their social media platforms and microsite.

PLACEMENT: NATIONAL TIMING: AUGUST PRICE: \$167,327 IMPRESSIONS: 13,000,000

CSR: SWIPE GREEN

Research shows that 90% of **REDEFINERS** have a strong connection to brands that take action on social and environmental issues¹⁵. Agency 695 will utilize Tinder's massive platform to help **REDEFINERS** take off environmental pressure and take one step closer to a sustainable future. On International Clean Air Day, Tinder will donate 50 cents to Green America for each match made in the app. Green America is a non-profit organization dedicated to promoting social and environmental activism¹⁶. Tinder will continue to drive nationwide awareness of the cause on social media in one exciting eco giveaway. Individuals can follow Tinder on Instagram, like and share the brand's photo, and post on their stories for the chance to receive a brand new Hybrid Subaru Crosstrek, loaded with eco-friendly campaign merch. Not only will Tinder receive national press coverage and boosted engagement, but **REDEFINERS** will see that the brand's values align with their own.

PLACEMENT: NATIONAL TIMING: SEPTEMBER 7TH PRICE: \$435,000 IMPRESSIONS: 22,000,000





MASCOT MATCHUP

Anything is possible on Tinder, even a rivalry romance. At select college football games, a short video displayed on the jumbotron will show the home team’s mascot matching with the rival’s mascot on Tinder, as well as their plans to meet up for a date at the game. Viewers will be encouraged to visit the Tinder **TAKE IT OFF** microsite, where they can vote to determine the date’s outcome and watch it play out live on the sidelines. Individuals will also receive eco-friendly Tinder merch with QR codes that they can scan to access the site. Mascots won’t be the only ones scoring big. At halftime, students will be encouraged to download Tinder and participate in a stadium-wide Swipe Surge on Tinder U where they’ll have the opportunity to find their own forbidden flame. Five lucky matches will be awarded scholarships during the third quarter, and all Swipers will receive a redeemable Lyft coupon. Taking off restrictions can lead to unexpectedly delightful connections, even if it’s behind enemy lines.

PLACEMENT: **12 SPOT MARKETS** TIMING: **AUGUST-OCTOBER**
 PRICE: **\$1,476,600** IMPRESSIONS: **1,632,000**

DATE-IN-A-BOX

Research indicates that **REDEFINERS** prefer shopping at Target for their grocery and home needs¹⁷. For this reason, Tinder will partner with Target and invite **REDEFINERS** to suspend the seriousness of date night planning and opt for a more playful way of building connections. Limited edition Tinder Date-In-a-Box curated by the campaign influencers will be put on digital display in high-traffic areas of the store. Agency 695 will place shelf ads in various aisles to guide shoppers to the display. Each eco-friendly box will contain date-specific products from a variety of Target’s internal brands, as well as a series of Take It Off questions for **REDEFINERS** to ask their date, so conversation never runs dry. Don’t have a date? Don’t worry; each Date-In-a-Box will contain a QR code to download Tinder for those who have yet to find their flame.

REDEFINERS can post their experience on social media with #TinderTakeItOff for the chance to win a Target gift card and a shoutout from a campaign influencer. Individuals can purchase additional boxes on the campaign microsite, and all proceeds will be donated to Green America. Agency 695 will send press releases to local media to showcase this charitable action. This CSR initiative will strengthen the relationship between **REDEFINERS** and Tinder while boosting earned media, leading to greater brand love and increased registrations.

PLACEMENT: **SPOT MARKETS** TIMING: **SEPTEMBER-OCTOBER**
 PRICE: **\$377,250** IMPRESSIONS: **4,837,200**

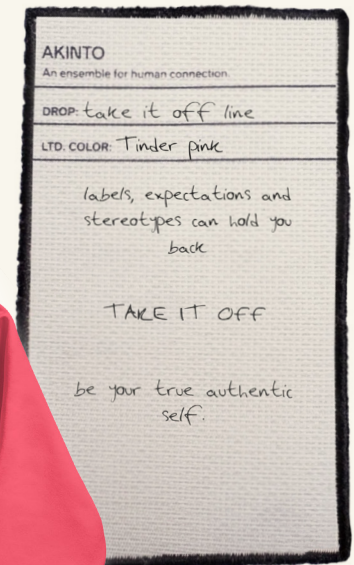
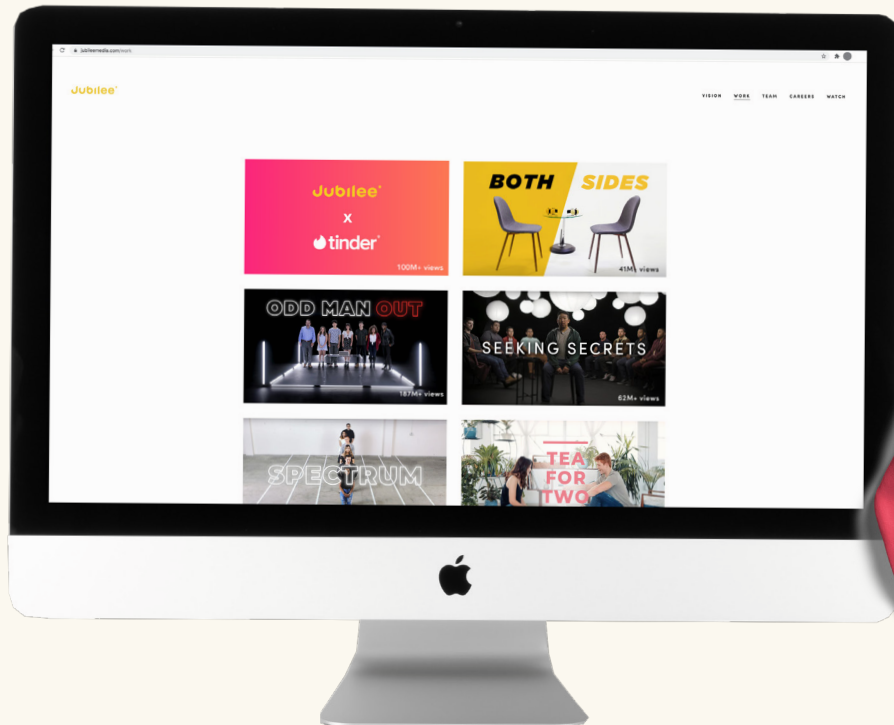


TINDER X JUBILEE

Jubilee is a progressive media company committed to creating “a movement of empathy for human good.”¹⁸ Their social experiment videos have racked up over one billion views on Youtube¹⁹, sparking discussion and demonstrating multiple perspectives to achieve deeper human connection. Tinder will collaborate with Jubilee to produce dynamic videos that explore the connections *REDEFINERS* can make when they take off their restrictions. *REDEFINERS* from each spot market will star in the traveling video series, with local college students hired to assist with production.

Tinder will also collaborate with Jubilee’s organic clothing line, Akinto, to create a limited edition Tinder pink sweatshirt. The company is motivated to create authentic connections through clothing and features encouraging handwritten notes from other buyers stitched into each sweatshirt’s interior. Series participants will sport the merch in all video executions, directing viewers to the microsite for purchase. A QR code displayed at the end of each episode will prompt individuals to download Tinder, with the first 500 receiving Tinder Gold free for one week.

PLACEMENT: SPOT MARKETS TIMING: SEPTEMBER-DECEMBER PRICE: \$148,410 IMPRESSIONS: 9,300,000



EXPRESS YOURSELF SHOW

In honor of taking off restrictions and making new connections, Tinder and Glossier will collaborate with **REDEFINERS** to produce one enormous celebration of Gen Z self-expression. **REDEFINERS** from across the nation will be invited to design sustainable apparel, create inspired makeup looks, plan set pieces, and produce video content for the **TAKE IT OFF** Express Yourself Show in New York City. The event will feature headliners SZA and Conan Gray, as well as Jubilee’s Akinto clothing line. Individuals can apply to be a part of the runway show by submitting their work on the campaign microsite, where Tinder will select a series of finalists and allow engages to vote for their favorites. Winners will receive an all-expense-paid trip to the show where they’ll work alongside campaign influencers, receive a shoutout on Tinder and Glossier’s social media, and get \$5,000 to kickstart their careers. Individuals from across the nation can post their #TinderTakeItOff stories on social media for the chance to win an all-expense-paid trip to the finale. Additionally, all winners will receive Lyft coupons for their travel to and from the hotel. Tickets will be available for purchase on the microsite, and all proceeds will go to Green America to support their commitment to sustainable textile production, fair trade, and responsible labor practices.

Guests can stop by the Glossier Glam Booth for exclusive swag bags and head over to a 360 GlamBOT to take video portraits for social media. Local food trucks will also be at the event, along with pop-up shops where **REDEFINERS** can purchase apparel pieces featured in the show. The event will be live-streamed on the campaign microsite and on Tinder’s social media platforms, which influencers will take over for the day.

PLACEMENT: **NEW YORK CITY** TIMING: **DECEMBER 11TH** PRICE: **\$1,540,052** IMPRESSIONS: **43,024,100**



BUDGET

DIGITAL MEDIA	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	IMPRESSIONS	TOTAL BUDGET	% OF BUDGET
SPOTIFY & HULU	\$187,500	\$175,000	\$137,500	\$175,000	\$75,000	20,270,270	\$750,000	7.50%
YOUTUBE	\$125,000	\$110,000	\$100,000	\$115,000	\$50,000	116,279,070	\$500,000	5.00%
SEO	\$15,000	\$15,000	\$15,000	\$15,000	\$15,000	1,442,308	\$75,000	0.75%
MICROSITE	\$900	\$900	\$900	\$900	\$900	11,319,000	\$4,500	0.50%
								13.30%
SOCIAL MEDIA								
TIKTOK	\$150,000	\$140,000	\$110,000	\$140,000	\$60,000	60,000,000	\$600,000	6.00%
INSTAGRAM	\$177,500	\$145,000	\$117,500	\$145,000	\$65,000	97,014,925	\$650,000	6.50%
SNAPCHAT	\$0	\$1,000,000	\$0	\$0	\$0	32,600,000	\$1,000,000	10.00%
PINTEREST	\$120,000	\$80,000	\$80,000	\$80,000	\$40,000	80,000,000	\$400,000	4.00%
INFLUENCERS	\$0	\$113,827	\$113,827	\$113,827	\$0	39,000,000	\$341,481	3.41%
								29.91%
PROMOTIONS								
TAKE OFF	\$167,327	\$0	\$0	\$0	\$0	13,000,000	\$167,327	1.67%
SWIPE GREEN	\$0	\$435,000	\$0	\$0	\$0	22,000,000	\$435,000	4.35%
MASCOT MATCHUP	\$369,150	\$738,300	\$369,150	\$0	\$0	1,632,000	\$1,476,600	14.77%
DATE-IN-A-BOX	\$0	\$0	\$188,625	\$188,625	\$0	4,837,200	\$377,250	3.77%
TINDER & JUBILEE	\$0	\$49,470	\$49,470	\$49,470	\$0	9,300,000	\$148,410	1.49%
EXPRESS YOURSELF SHOW	\$0	\$0	\$0	\$0	\$1,540,052	43,024,100	\$1,540,052	15.40%
								41.45%
FEES & PRODUCTION								
PRODUCTION							\$750,000	7.50%
STAFFING							\$350,000	3.50%
CONTINGENCY							\$434,380	4.34%
								15.34%
CAMPAIGN TOTAL	\$1,312,377	\$3,002,497	\$1,281,972	\$1,022,822	\$1,845,952	551,718,873	\$10,000,000	100.00%
								100%

BUDGET BREAKDOWN

DIGITAL MEDIA
13.30%
\$1,329,500

SOCIAL MEDIA
29.91%
\$2,991,481

PROMOTIONS
41.45%
\$4,144,639

FEES & PRODUCTION
15.34%
\$1,534,380

KPI & CONCLUSION

Agency 695 will utilize key metrics to evaluate the **TAKE IT OFF** campaign's success in achieving the given objectives. Through a monthly assessment of digital and social media analytics as well as primary research conducted following promotional events, an accurate measurement of the brand's emotional and attributable growth can be determined.

KEY PERFORMANCE INDICATORS

PAID DIGITAL & SOCIAL MEDIA

Adobe social listening
Post engagement tracking (saves/
shares/likes/comments/follows)
Influencer engagement tracking
Ad click through rate
Microsite analytics

PRIMARY RESEARCH

Brand tracking surveys
Consumer sentiment
focus groups

PROMOTIONS

Event attendance
Swipe surge match tracking
Date box sales
Lyft coupon redemption
Earned media

BRAND LOVE

New user downloads
Re-activations
Time spent in app

DOWNLOADS

IN CONCLUSION

Agency 695 will take off the stereotypes surrounding Tinder and build a loving user base through relatable messaging, dynamic creative executions, and strategic media placements. By bringing the brand's most authentic attributes to light, *REDEFINERS* will see beyond the swipes and recognize Tinder for who they really are – a trustworthy and self-congruent lifestyle brand invested in helping individuals find real connections. Furthermore, the **TAKE IT OFF** campaign will establish an ownable platform within the industry and make the possibility of sparks between Tinder and *REDEFINERS* a reality.