

#writeyourownrules
#WRITEYOUROWNRULES

tinder
 **tinder**[®]

EXECUTIVE SUMMARY

Tinder's target audience is willing to risk being tear-gassed at a protest, but gets nervous to order pizza over the phone. They aren't children anymore, but they definitely aren't ready to be adults. **They're The Inbetweeners.** Behind their cavalier, unconventional personas, are socially anxious kids, who spend much of their time preoccupied with what others think of them.

Tinder, however, is unapologetically itself. Tinder is a trailblazer in the world of online dating, making it accessible, mainstream, and gamified. Tinder lowered the stakes of putting yourself out there, which made it easier to meet new people and **take safe risks.**

Our team conducted extensive quantitative and qualitative research on Tinder's brand, competitors, and both current and potential consumers over a four month period. One driving consumer truth emerged: the target wishes they were confident enough to not care about what others think. It's time to convince The Inbetweeners that **confidence is not "They will like me," but rather, confidence is "I'll be fine even if they don't."**

How can we leverage Tinder's brand to best convince this radical generation that confidence is within their reach? By showing them that taking risks and breaking norms can build their confidence. As they enter this time in their life with more freedom than ever, it is time for The Inbetweeners to **write their own rules.**

The largest barrier to entry for The Inbetweeners to join Tinder is a fear of judgement that is magnified by anxiety. Convincing the target that Tinder can counter this anxiety by building confidence will increase downloads, and associating risk-taking with the Tinder brand is a surefire way to build brand love. Through humorous, relatable messaging and innovative executions, the Tinder **Write Your Own Rules** campaign will encourage the Inbetweeners to harness the power of their individualism during this pivotal time in their lives.

OBJECTIVES

Increase brand consideration, preference, & sentiment of 18 & 19 year olds in the U.S. by **38%**

Increase confidence and risk taking of 18 & 19 year olds in the U.S. by **35%**

Increase growth in account registrations and reactivations of 18 & 19 year olds in the U.S. by **22%**

TABLE OF CONTENTS

Research **02**

Campaign Manifesto **07**

Creative Strategy **08**

Media Strategy **09**

Creative Executions **10**

Campaign Evaluation **19**

The Pitch **20**

01

#WRITEYOUROWNRULES

THE TERRIFYING TRANSITION

Tinder's target market, 18 & 19 year-olds, are on the cusp of adulthood making arguably the biggest transition of their lives. Whether going to college, starting a new job, or just trying to get used to what adulthood has to offer, The Inbetweeners are not quite ready for the big changes ahead. **What makes this transition so scary?**

1

The Inbetweeners

These potential users are not children, and definitely not adults - the uncertain future makes them feel insecure.

2

Mental Health

Gen Z is the most socially anxious generation, making the transition even more difficult.

3

Judgement

Gen Z cares about what their peers think and want to impress everyone around them.

New roof, new rules: The Inbetweeners are adjusting to a new lifestyle, free of rules set by a parent or guardian.

52% of Americans aged 20-29 and **47%** of those aged 30-45 believe that people never truly become adults.

91% of Gen Z reports feelings of stress when it comes to getting out there and meeting new people.

College students today appear to be more stressed and anxious than ever before. **75%** of mental health conditions start by the age of 24.

86% of teenagers feel pressure to fit in socially.

45% of Gen Z says social media makes them feel judged.

40% of teens report being bullied before they turn 18.

tl;dr

The Inbetweeners have **more freedom** than ever before, but anxiety and judgement are holding them back from exploring this newfound freedom.

THE ANXIOUS GENERATION

The Inbetweeners are too nervous to explore what being a young adult has to offer. They struggle with **social anxiety** and **fear of judgement**, which deters them from taking social risks.

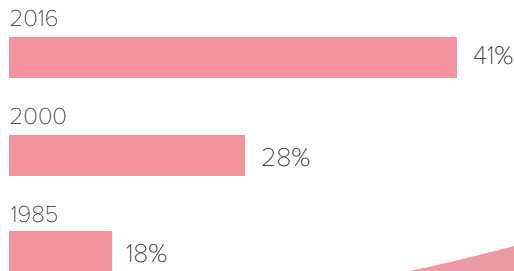
86% of health care professionals have seen an increase in anxiety and stress among patients in high school or the first year of post secondary school.

63% of college students felt overwhelming anxiety in the past year.

1 in 3 teens aged 13-19 are affected by social anxiety disorder.

“ Starting college has been a stressful combo of social pressure, academic pressure, and adjusting to living on your own. You are also constantly hearing that these are the best years of your life, so there’s pressure to make sure that’s true, and **you can feel like you’re failing if you’re not making crazy memories.** ”
-Isabelle, 18

Incoming college freshmen who feel overwhelmed, by year



main character syndrome: a mindset, a lens through which to see the world that encourages you to confidently take charge of your personal narrative

THE COLLEGE TRANSITION SPURS INBETWEENER ANXIETY

Teens face the sharpest increase in anxiety, stress, and depression of their lives when they first enter college, and these high stress and anxiety levels remain elevated throughout their first year of college and beyond. This is not only a pivotal time in their lives, but a pivotal time in their mental health journey.

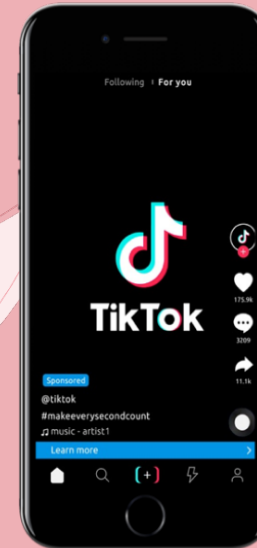
Harvard Health Publishing

BUT ROMANTICIZING HELPS THEM COPE

“ Romanticizing everyday activities adds a little spice to your life; it also helps with anxiety and loneliness. It’s a way to fill this emptiness in us that questions what the point of life is. It reminds me that challenges are temporary and flexible. **It makes my anxiety about all my problems slowly dissolve.** ”

-Diana, 17

#romanticizyourlife
19M views



#maincharacter
4.9B views

tl;dr

Tinder has an opportunity to take advantage of The Inbetweener’s main character syndrome.

WHAT ELSE IS HOLDING THEM BACK?

DATING IS NOT A PRIORITY

The Inbetweeners prioritize friendships, self-love, and mental health over dating. Although some are saying “no” to Tinder - **45%** of survey respondents reported that they would never even consider downloading Tinder - many are **saying no to dating as a whole**. They would prefer to use online dating tools for entertainment or friends, over finding a romantic partner.



of Gen Z believe self love is more of a priority than finding love. Additionally, 1 in 3 Gen Zers think marriage is obsolete.

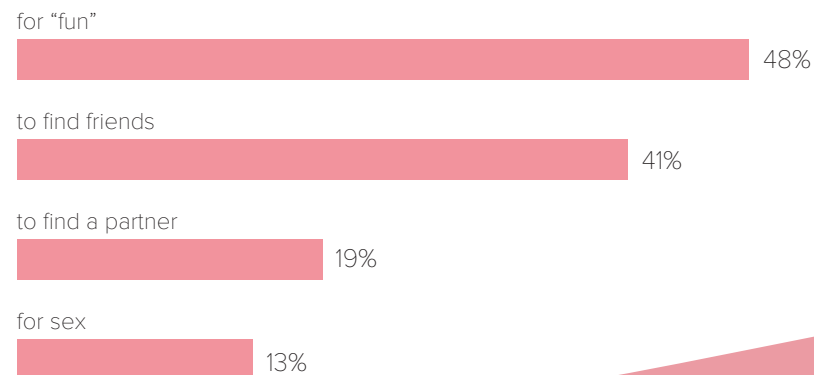


of Gen Z say they want to start a career before the age of 30, whereas only 20% say they want to get married before the age of 30.



of young people see being single as beneficial in ways beyond just their love lives.

Online daters say they are looking...



Anxiety is not the only obstacle standing in the way of The Inbetweeners feeling fully confident in their own skin. To them, Tinder comes with a stigma of being a “hook-up app” - something that the impressionable Inbetweeners **do not want to be associated with**. Gen Z does not even want to be associated with dating at the moment, focusing more of their attention on **building relationships with themselves and friends**.

THE HOOK-UP STIGMA

According to younger Gen Z, Tinder is simple & casual, but they are **not yet convinced it is fun**. So, what’s holding them back? Well, they think **Tinder is pretty intimidating**, and has a sleazy reputation as a “hook-up app.” Because of this, they worry they will be judged by their peers for using Tinder.

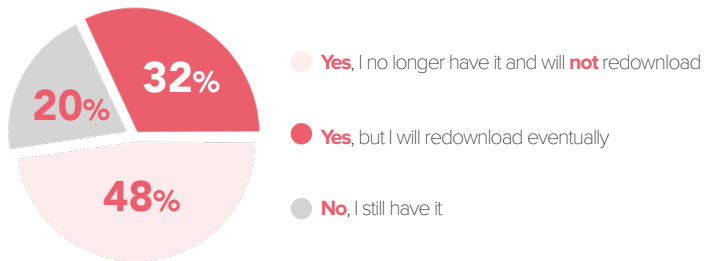
“ There’s a stigma about people our age who use Tinder. People **view you as slutty or unappealing** because you’re so young and have given up on meeting someone in person. - Adele, 18 ”

“ I got it 75% for fun and to work on flirting and 25% to maybe meet someone. **Everyone our age seemed weird about it**, so I deleted it quickly. Maybe I’ll try again in college. - Matt, 18 ”

WHERE THE F@&% IS GEN Z?!

If they're not on Tinder, then where are they? The Inbetweeners are looking for a community, a boost in confidence, a chance to go viral, and a sense of identity, **but they are not looking on Tinder...**

Have you deleted the Tinder app since downloading it?



How can Tinder get users back on the app?

Bumble has garnered considerable **brand love** with their feminist twist on dating

SOCIAL, STREAMING, & DATING APPS



TikTok is providing users with **authentic bitesized content** and gives everyone the opportunity to "go viral"

2+ billion downloads in 4 years

Grindr users average **935 minutes** per month, **highest user engagement** of any dating app

51% of Gen Z check in on a daily basis

41% of male Gen Z use Twitch

"Twitch is building the future of live, interactive entertainment **one community at a time**"

tl;dr

The target uses many lifestyle brands to navigate the terrifying transition, but Tinder is not one of them. **What can Tinder offer to meet a Gen Z need?**

CULT BRANDS

A cult brand refers to a product or service with a **loyal customer base** that approaches fanaticism. Cult brands popular among Gen Z are Glossier, Lululemon, and Trader Joe's.

62% of Gen Z and millennials believe brands have the power to create communities.

Sometimes called the "**Loneliest Generation**," Gen Z loves brands that encourage community. They care less about what the product actually does and more about **being a part of something authentic**.

Tinder cannot just cultivate a brand to like, they need to create a cult to join.

How can Tinder encourage The Inbetweeners to use their newfound freedom for the adventures they seek?

FINDINGS



SUPPORT



TAKEAWAY

To older Gen Z (20-23 year-olds), Tinder is casual, light, and fun

According to the survey, **61%** of older Gen Z users say the app is “fun,” and **80%** say the app is casual.

According to younger Gen Z (17-19), only **32%** of non-users think of the app as “fun,” and only **56%** see the app as “casual.”

Tinder needs to convince The Inbetweeners what their slightly older counterparts have been loving about the brand.

Tinder boosts its users’ confidence levels

44% of U.S. college students say they use Tinder mostly for confidence boosting.

“My friends were talking about how attractive people were who matched them that they expected would be out of their league. I downloaded it in that same vein of trying to understand how attractive other people perceive you to be, **like a confidence boost.**” - Myles, 20

Tinder can draw in their target audience by offering the perfect mix of **risk and reward.**

Tinder breaks tradition

Tinder pioneered the now **ubiquitous swiping function**, revolutionizing the world of online dating.

Since the advent of Tinder in 2013, online dating participation **has tripled** by those aged 18 to 24.

Tinder is already rewriting the rules, so **shouldn't The Inbetweeners follow suit?**

CAMPAIGN MANIFESTO

You're 18. You've been playing by someone else's rules your whole life. Whether it's coming from your friends, your parents, or society as a whole, you've always been told who to be and how to act. **Well now, that time is over.** Stop waiting to live your life. Everything you want is on the other side of fear. And the only way to get there? Start by **taking a few risks.**

On Tinder, there's an endless world of possibilities. No expectations, no judgement, and nothing to lose. The worst that could happen is a left swipe. Don't let your newfound freedom go to waste. It's time to take charge.
It's time to write your own rules.



WRITE YOUR OWN RULES

#writeyourownrules

CREATIVE STRATEGY

1

Universal Truth

No one is quite ready for the transition into adulthood.

2

Consumer Insight

The Inbetweeners are ready to take risks and be the main character, but their anxiety is holding them back.

3

Perception Shift

Position Tinder as risky, not risqué. Convince The Inbetweeners to explore their newfound freedom.

what?

The Write Your Own Rules campaign leverages a universal truth and consumer insight that focus on the transition from high school to adulthood. In order to shift perceptions about Tinder as a whole, the creative strategy will emphasize that Tinder is the nudge The Inbetweeners need to be a little risky and write their own rules.

how?

The Write Your Own Rules creative executions attempt to make the audience feel as if they have just stumbled upon them by chance, hence the phrase often used in the creative executions “this is the sign you’ve been looking for.” Since The Inbetweeners are digital natives, the creative executions focus on being sharable and “Instagrammable,” while creating a memorable experience and celebrating life’s little risks. Executions will do one of the following:

1

Play on common experiences of kids and teenagers around growing up and always being told what to do.

2

Appear as a “sign from the universe” urging The Inbetweeners to go for it, take that risk and download Tinder.

3

Convince The Inbetweeners that taking risks and being bold can make them happier and more confident.

TAGLINES

MAIN/CALL TO ACTION: Write Your Own Rules

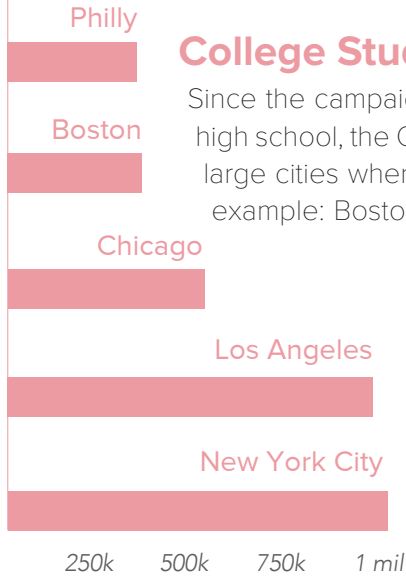
SUPPORTING/CREATIVE: This is the Sign
You’ve Been Looking for

TONE

The executions will feature a tone that is playful and risky, slightly challenging the audience. The messaging seeks to serve as the cool older sibling showing The Inbetweeners the ropes, and at times, knowing when to call them out on their colorless decision making.

MEDIA STRATEGY

The Write Your Own Rules campaign will roll out in two phases since the campaign is seasonally based. **The first phase** caters to back-to-school as well as the transition from summer to fall. **The second phase** centers around college breaks and the holiday shopping season.



College Student Population by City

Since the campaign concentrates on Gen Z making a transition to life post-high school, the OOH executions will take place mostly in college towns and large cities where many members of the target market attend college. For example: Boston, Los Angeles, New York City, Chicago, and Philadelphia.

250k 500k 750k 1 mil

Launch **OOH and interactive executions** to generate buzz around the campaign.

After initial exposure, **release video execution** to gain mass exposure. Simultaneously begin **social media and digital** campaign.

Launch **pop-up experiential execution** when students are experiencing a lull in the semester.

Roll-out **Dunkin' partnership**. The Iced Matcha Latte deal should occur before colder weather, and donuts are a fall staple.

Begin **ColourPop collaboration** to encourage holiday shopping. This will encourage Inbetweeners to write their own rules via giving or receiving the risk themed eyeshadow palette.

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER

Executions will be within the following channels: **Out of Home** **Video** **Social Media** **Digital** **Experiential** **Partnerships**

OUT OF HOME - GUERRILLA MARKETING

Unconventional advertisements will increase exposure for the campaign. Rather than placing these messages on traditional spaces, such as billboards, they will appear on sides of buildings, trucks, and other public places. Tinder is the nudge The target needs to be pushed in the right direction of risk-taking and rule-writing. The catchy tagline for the out of home creative **This is the Sign You've Been Looking for** represents that nudge. Placed in major cities and college towns, these displays will feature **motivational quotes, the call to action #writeyourownrules, and the Tinder logo.**



Another form of unconventional ads include **stop sign stickers**. These stickers tell the target to STOP living by someone else's rules, STOP letting fear hold them back, STOP avoiding risks, et cetera. This form of advertising is not illegal if the sticker is easy to remove. It may be a risky form of advertising but that's what the campaign is all about!



The unconventional advertisements will be the **boosts of confidence** the target audience is looking for in order to overcome their fears, write their own rules, and go for the things they have always wanted. Placed in unconventional locations for the target to stumble upon, the messages will appear as "signs from the universe," encourage the target to take risks, and associate risk-taking with the Tinder brand. Additionally, the Instagrammable nature of guerrilla marketing will result in **increased social media impressions.**

OOH - INTERACTIVE

This is the sign you've been looking for is also a great way to garner impressions organically via stickers and displays that encourage the audience to interact, take photos, and share their experiences online.



INTERACTIVE DISPLAY

The interactive magic 8 ball display will be put in college towns and some major cities. It leverages the insight that people are often indecisive and need a nudge to take certain risks. The display prompts the user to press the 8 ball to shake it, revealing a decisive, confident, and maybe even risky answer to their uncertainty, giving them the “sign from the universe” that they should take that risk.

- Like the campaign, the purpose of the stickers is to challenge the rules. Along with giving out blank stickers on college campuses, Tinder will distribute stickers with a QR code to campus ambassadors and task them with placing them on walls, bathroom stalls, poles, or wherever they see fit, giving whoever comes across the stickers a “sign from the universe” that they should take a risk, break a rule, or do whatever they want to do.

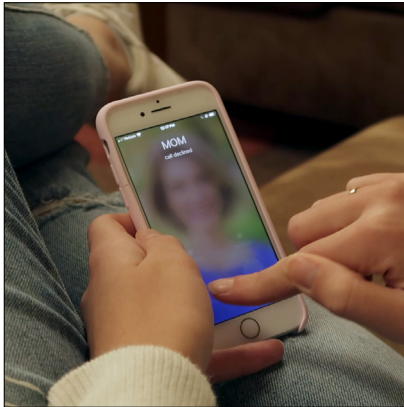
MERCH

- The sticker is the little nudge the target needs to convince them to take a risk. There are many possibilities behind the QR code, including a **redeemable code to receive a Tinder care package full of merch, one year free of Tinder Gold, or a personal motivational message** that is made to be a phone background or shareable to an Instagram or Snapchat story.



VIDEO

Each 60-second spot features clips that alternate between two teens going against the rules they grew up with, thus writing their own rules. Each video spot ends with the teens matching on Tinder and meeting up with each other, depicting that being on Tinder is another way to write their own rules and a place for people **who want to be a little risky**.



Incoming call with Mom breaks the silence, depicting that parents can be very demanding. Girl declines the call, taking advantage of her newfound freedom.



The girl turns the volume up on a speaker, "Go Your Own Way" by Fleetwood Mac plays.



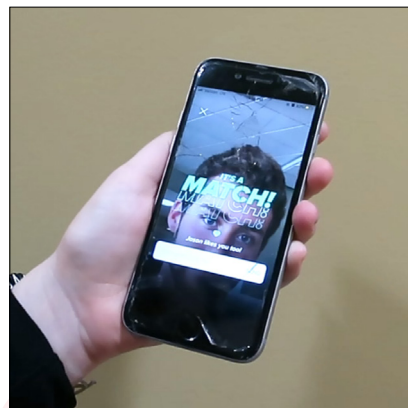
Boy pulls gallon of milk out of the fridge and proceeds to drink straight from the jug.



Girl jumps up and down on the couch.



Boy gets a tattoo.



Girl swipes right on the boy and they match on Tinder.



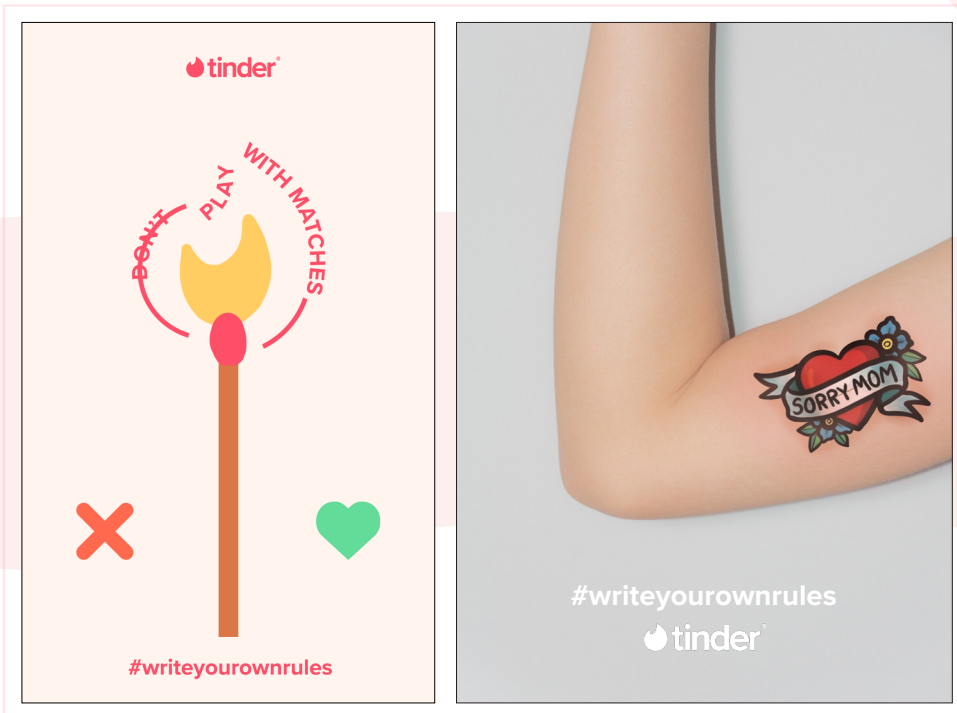
The two meet up in person.



The spot closes by showcasing the logo and the campaign tagline.

DIGITAL - SOCIAL ADS

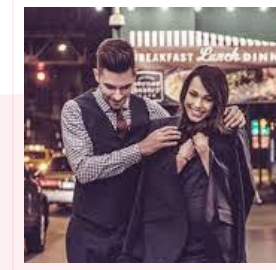
These social executions focus on raising campaign awareness and understanding of its core message before the launch of more tangential executions. The **“Sorry Mom” tattoo** is an eye catching reminder of a commonly broken childhood rule. Tattoos, once a taboo, especially in the target’s parents’ generations, are now more and more commonplace, especially with younger crowds. The tattoo idea also connects with a scene in the core campaign video, to again build campaign awareness and **cohesion across executions**.



These **snackable video spots for Instagram and Snapchat** remind the audience that breaking the rules can lead to unforeseen positive outcomes. These videos will be effective with or without sound, as many social ads are viewed silently. They help set the tone of the campaign as light and playful, while also nudging the audience to try it for themselves.



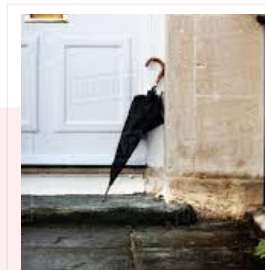
A parent’s voice calls “don’t forget your jacket,” while teen is leaving without one, rolling her eyes



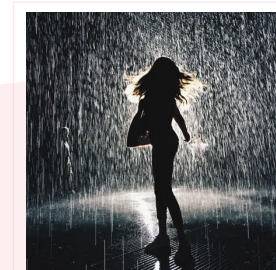
Later seen with her date as he offers her his jacket



Cuts to tagline screen



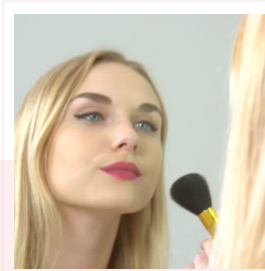
Rainy day, girl looks at umbrella and ignores it



Frolics in the rain, jumping and dancing around



Cuts to tagline screen



Clip of girl, where it looks like she’s applying makeup



Cut to her in full facepaint at football game



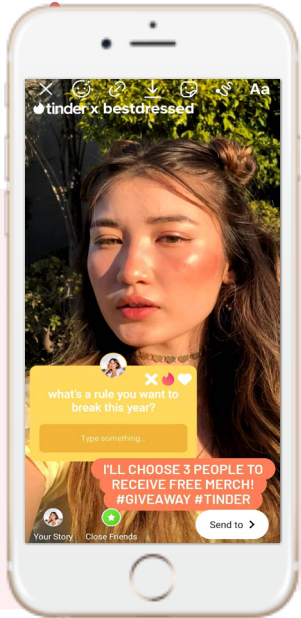
Cuts to tagline screen

DIGITAL - SOCIAL MEDIA

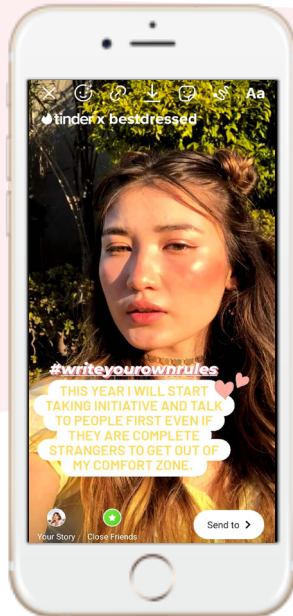
Gen Z is the first generation that grew up with tech at their fingertips. Although social media is a source of stress, over half of Gen Z resort to social media to find support during hard times and help **cope with anxiety**.

75%

of 18-24 year olds are on Instagram, and 65% of Gen Z check the app daily



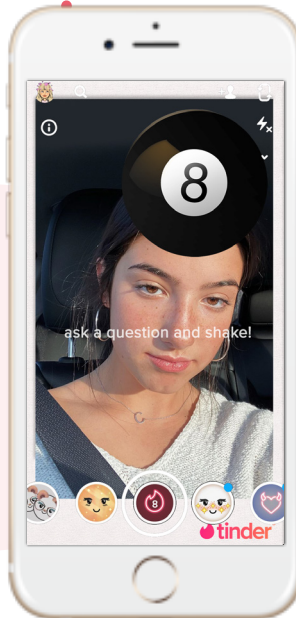
Influencers on Instagram will encourage their followers to write their own rules by **broadcasting their own risky goals** and asking their following about their risky endeavors.



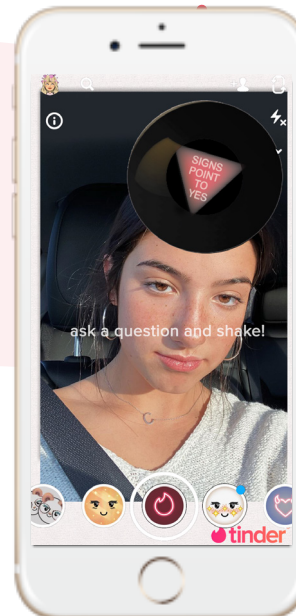
Those who respond are **entered in a giveaway** to win Tinder merch.

73%

of 18-24 year olds are on Snapchat, and 51% of Gen Z check the app daily

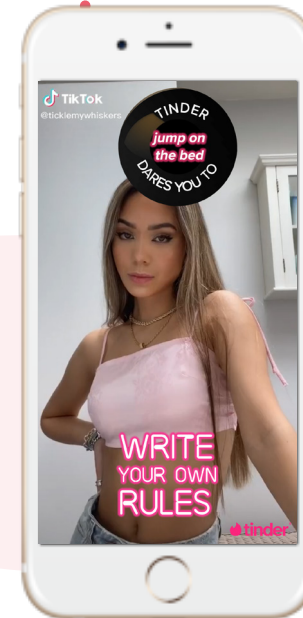


Snapchat filters will present a magic 8 ball on the user's forehead, prompting them to ask a question. The magic 8 ball will **confidently tell them to take the risk**.

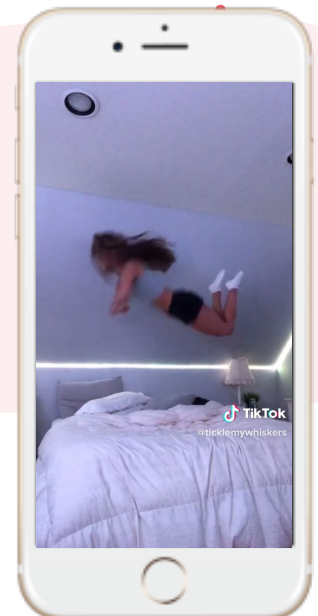


60%

of all TikTok users are Gen Z



TikTok #writeyourownrules challenge encourages users to take risks and film them, **encouraging others to participate as well**.



DIGITAL - BANNER

Placed on websites highly frequented by Gen Z, including BuzzFeed, Refinery29, and YouTube, these banner ads call out to Gen Z, telling them **“This is the sign you’ve been looking for.”** This statement catches their attention and leads them to the campaign tagline and call to action **#writeyourownrules**. Clicking on these banner ads will redirect the user to the App Store to download the Tinder app on mobile or send them to the Tinder website on desktop.



BUZZFEED

BuzzFeed reaches approximately **170 million** Gen Z globally per month and **44%** of the Gen Z digital audience in the U.S.

REFINERY29

Refinery29 Chief Revenue Officer Melissa Goidel said when choosing campaigns to advertise on Refinery29, she prefers to focus on campaigns with KPIs like **perception, awareness and brand lift**.

YOUTUBE

YouTube is the **most visited** website by Gen Z. The site offers in-video banner ads as form of advertisement.

OOH - EXPERIENTIAL POP-UP

The ~~Don't~~ **Don't Talk to Strangers** experiential pop-up revolves around the installation of a payphone on a bright pink wall. The pop-up encourages passersby to pick up the phone and talk to strangers, something they've been advised against their whole lives. This execution spins breaking childhood rules into a playful, sharable, and fun experience.



So how does it work? After curious passersby pick up the phone, they will be greeted by a voice on the other end using voice recognition technology. The voice will say, **“Learn a stranger’s secret by sharing one of your own. Go ahead get it off your chest. After all, they’re only strangers.”** The participant will then anonymously share anything they want to get off their chest; it will be recorded and entered in a pool of recordings. The participant will then hear a randomly-selected secret recorded by someone else who used the phone. This exchange not only gets the participant out of their comfort zone in a safe, low-stakes way, but also allows them to share a connection with a complete stranger. No personal information is exchanged, and all secrets will remain anonymous. The voice on the other end will conclude by saying, **“How did it feel to write your own rules, take a risk, and talk to a stranger? Don’t let this be the biggest risk you take today, use this momentum to write your own rules in your daily life. If you need a low-stakes place to start, download Tinder.”**

THE POWER OF PINK

More than **100,000** people annually post pictures in front of the famous pink wall on Melrose in Los Angeles, making it the **second most photographed wall** behind the Great Wall of China.

PARTNERSHIPS

tinder x DUNKIN'

It's a Match-a!

Dessert before dinner?
#WriteYourOwnRules



Happy Hour is 3-5PM
Get a free donut with purchase of a drink

This partnership encourages Gen Z to enjoy their “**dessert before dinner**” at Dunkin’ - breaking another rule they were told to follow as a kid. If customers come in between “Happy Hour” (3 - 5 p.m.) they will receive a free Match-a donut with purchase of a Match-a latte. The matcha flavor is a hit among Gen Z who enjoy the superfood because of its health benefits, anti-crash caffeine effects, and **Instagrammable** qualities.

It's a win-win for both companies: Tinder will receive publicity for the **Write Your Own Rules** campaign on the Dunkin’ social media platforms and Dunkin’ will receive more customer traffic during the quieter, off-times.

tinder X COLOURPOP



swipe it on
tinder

The Tinder, “Swipe It On” palette, features bright, Tinder-themed colors, encouraging customers to **step outside their usual “look”** and get bold with unconventional hues. The names of the shades will also encourage confidence such as: **Risk taker, rule breaker, and main character.**

Whether they are attending their first college party, going to their first class, or maybe going on a first date, the Swipe It On palette will allow the target market to **express themselves** while transitioning into the best version of themselves.

- **1.2 mil** people follow the Dunkin’ Instagram, 35% of which are 18-24 year olds.
- **89/100** The company’s page has an influence score of 89/100, meaning they effectively drive action among their followers.

- **53%** of ColourPop’s Instagram followers are Gen Z.
- **98/100** The company’s page has a high influence score of 98/100, and is known for collaborating with trending popular culture influencers and companies to create limited edition makeup ranges.

CREATIVE EVALUATION

The team showed a pool of 17-20 year-olds the Write Your Own Rules creative executions and asked for detailed feedback on how the campaign made them think and feel. The conversation was prompted by questions including: “Do these executions alter your perception of Tinder in any way?” and “Do these executions resonate with you as a member of Gen Z?”

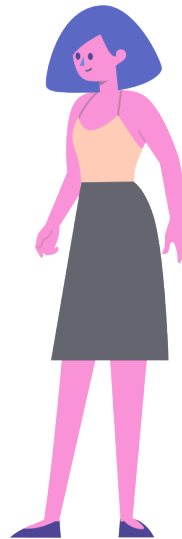
“Some people don’t share secrets because they don’t want to talk to people they already know. I would love to learn more about people. The pink wall also really catches my attention. It looks like something people **would post on Instagram**. Also, I’ve never seen an 8 ball filter before. I would definitely use it.” -SaraRose, 17

“I think this would be one of those videos where it’s funny and **people would be excited to see what rules they’d change** each time, to find one they relate to doing.” -Nikki, 18

“I think the implementation of guerilla marketing gives the campaign a greater platform to **circulate throughout social media spheres**. It’s unconventionality paired with its relatability make it memorable to consumers.” -Maggie, 19

“The team **encapsulated Gen Z’s thoughts about dating and hook-up culture**. The marketing plan is far-reaching and creative. It is sure to grab the attention of people walking down the street or scrolling through social media. I’ve never thought about downloading Tinder but if I saw someone wearing the merch or had the opportunity to go to the “Talk to Strangers” wall, **I would have to rethink my position**.” -Gretchen, 19

“Looking at each of the campaign executions, I realized each one **influenced my perception of Tinder** in a way. Like when I see a sticker on a stop sign, I think it’s trendy and I’ll post it or take the quote to heart as if it’s a sign from the universe. Growing up I had a lot of rules so I also thought it was creative how the writing your own rules **campaign focused on my generation**.” -Sonya, 20



Overall, the executions were well received and resonated with members of the target market. **The team is optimistic that the creative strategy of the Write Your Own Rules campaign will accomplish campaign objectives.**

CAMPAIGN EVALUATION

To ensure the Write Your Own Rules campaign meets the campaign objectives, key performances indicators (KPIs) will be tracked and measured. Primary KPIs will **evaluate brand love** for Tinder, both before and after the campaign. Secondary KPIs will evaluate the campaign's efficacy of increasing the target's **confidence in risk taking**. Tertiary KPIs will measure **new downloads and redownloads** of the Tinder app.

MARKETING OBJECTIVES

EVALUATION

EXPECTED RESULTS

01

Increase brand consideration, preference, and sentiment of 18-19 year olds in the U.S. by **38%**



Social listening software, net promoter score, and pre and post campaign surveys and interviews



Increased positivity from social listening and sentiment analysis, greater prevalence of 9s and 10s on net promoter score, responses denoting high brand love from surveys and focus groups

02

Increase confidence in risk taking of target by **35%**



Pre and post campaign interviews, surveys, and focus groups with targeted questions regarding confidence and risk-taking



Responses denoting increased confidence and risk-taking by target, up 35% or more from pre campaign levels

03

Increase growth of account registrations of 18-19 year olds in the U.S. by **22%**



Count of registrations from 18-19 year olds in the U.S. before and after campaign



Increase in Tinder account registrations among target audience from **786,000** to **959,000+**

THE INBETWEENERS WROTE THEIR OWN RULES

Generates an increase in brand love

This campaign differentiates Tinder from its competitors who are solely focused on dating. Instead, it provides a solution to a core struggle for Inbetweeners: being held back by anxiety. Through relatable executions poking fun at common childhood experiences, signs from the universe, and partnerships with brands they already know and love, Inbetweeners are nudged to take a risk and free themselves.



Increases confidence of the Inbetweeners

The campaign meets the target at a tumultuous, anxiety stricken time in their lives. They are simultaneously told that these are the best years of their lives, and they desperately want that to be true, but this anxiety is holding them back. This campaign serves as the nudge they need to put themselves out there and find the adventure they seek. The campaign gives them the freedom to write their own rules, and build confidence by forging their own path.



The campaign increases new user registrations for Tinder

The Write Your Own Rules campaign implores Inbetweeners to take risks and write their own rules in all aspects of their lives, constantly reminding them that Tinder is the perfect place to start. Recognizing that dating isn't a priority for the target, the campaign highlights Tinder as a place to build confidence and pursue the adventure they crave. Tinder's identity as a rule-breaker in the dating world solidifies this strategy as truly authentic - something Gen Z values in a brand.

#writeyourownrules



At 17 during snow days, **Julia** and her sister thought it would be funny to throw snowballs at moving cars. Her mom, well, she thought it was a lawsuit just waiting to happen. **#writeyourownrules**



At 17, **Allie** was at boarding school on a lake that you were not allowed to swim in. But one hot day, Allie and her friend, equipped with swan floaties, swam across the lake, and wandered around an island, before unfortunately, choppy water pushed them far from their destination, and concerned passerby's had the police, firemen, and EMTs extract them and their swans from the water. While EMTs posed with the floaties as this was apparently the funniest call they'd ever received, and having to explain the situation to the headmaster, Allie learned to pick her rule breaks more wisely. **#writeyourownrules**



At 17, **Joy** seemed like a goody-two-shoes in school but she was tired of listening to her mom's rules at home. When her favorite boy group came to tour in America and her mom wouldn't let her go, she devised a plan and hitched a ride with a stranger on the way to New York and slept in a cardboard box outside the concert venue to be the first in line. And it was the best concert of her life. **#writeyourownrules**



When **Libby** was 18, she went on a school trip to Europe. The number 1 rule was "don't go anywhere without a buddy." When she was ordering ice cream from a shop in Prague, she noticed that her buddy had disappeared. The employees insisted that her buddy had left and she started to get worried. Instead of patiently waiting inside the ice cream shop, Libby decided to wander the streets of Prague, alone and without cell service, searching for someone she recognized. After about ten minutes of searching in a foreign city, Libby finally stumbled upon her group of friends and teachers, along with her buddy. Turns out she was in the ice cream shop bathroom the entire time. **#writeyourownrules**



Claire has never followed a rule in her life. **#writeyourownrules**

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