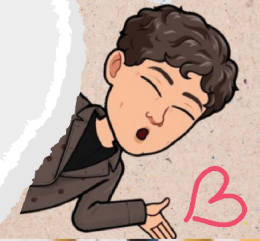




JUST A swipe AWAY



NSAC
 NATIONAL STUDENT
 ADVERTISING
 COMPETITION

Team 233

DISCLAIMER: All visual media was made in accordance with state and school safety protocols for photo and film production.



Introduction

Tinder has a problem...

A roadblock of misconceptions stands between their target audience, Generation Z, and their path to endless possibilities on Tinder.

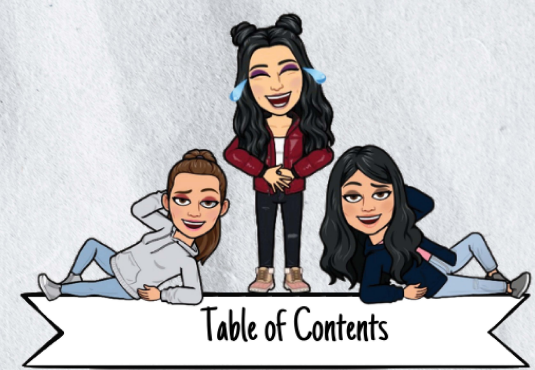
Our young, impressionable audience has come to stigmatize Tinder as a brand that supports an unsafe, disposable lifestyle not capable of integrating with their values. These assumptions have pushed Gen Z away from engaging with the Tinder app while simultaneously clouding their vision for the natural integration Tinder could have in their lives. Despite these misconceptions, the truth remains; Tinder is a safe, authentic virtual gateway that enhances and enables any and all social lifestyles. Its ability to orchestrate real world experiences by connecting people beyond social lines fits perfectly into Gen Z's dream of finding adventure and creating new meaningful connections.

Little does our audience realize, that dream is actually **Just A Swipe Away**.

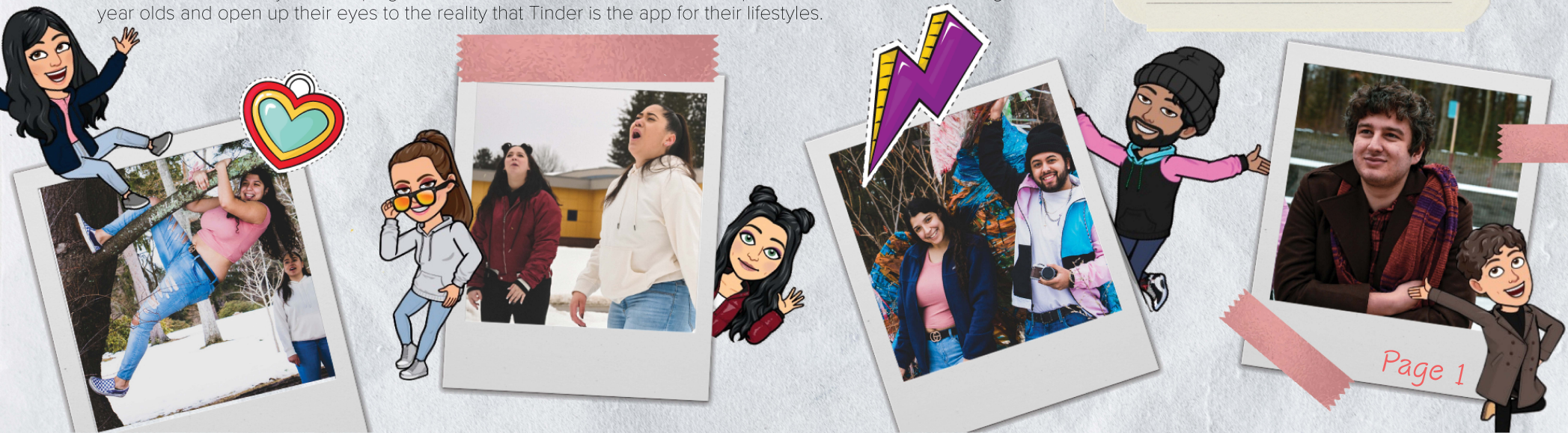
Tinder asked us to build brand love among this fall's 18-19 year olds. Through extensive target audience research, we were able to discern the personalities and desires of Gen Z. We realized in order to captivate our audience and redefine their understanding of Tinder, our campaign must:

- Reflect and embody the personality of Gen Z
- Bridge real world experiences with the virtual landscape Gen Z inhabits, reflecting the natural usage of the app
- Animate the endless possibilities that come with Tinder and expand beyond the way Gen Z currently perceives Tinder

With a 10-million-dollar budget, we plan to showcase Tinder's true colors by telling a visual and immersive story starring Gen Z. Through peer-driven tactics, Gen Z-inspired design, and an authentic voice that aligns with Tinder's brand identity, our campaign will remove the roadblock of misconceptions, build brand love among 18-19 year olds and open up their eyes to the reality that Tinder is the app for their lifestyles.



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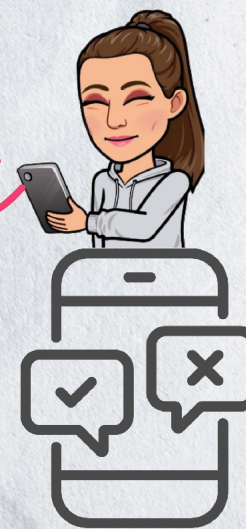
The Ask & Our Methods

The Ask:

We were asked to develop an innovative campaign aimed at this year's 18-19 year olds. The campaign is meant to foster brand love for Tinder in a way that creates user sustainability, lifestyle relevance, and overall understanding of Tinder's true potential.

Our Methods:

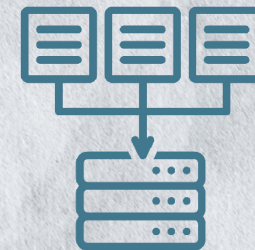
We began our research by gaining understanding of our audience's current perceptions and attitudes towards Tinder as a brand. To fully grasp their perceptions and attitudes, we obtained primary data through online surveys, questionnaires, and instagram polls, as well as secondary sources such as statistical data, academic papers, news reports, and scholarly articles. Our data overwhelmingly revealed three striking misconceptions that are preventing our audience from seeing how Tinder could be relevant to them and their lifestyles. These misconceptions have created a roadblock that must be broken down in order to lead Gen Z down the road of possibilities that Tinder has to offer. Before we could break down the roadblock, we had to dive deeper into the psychology behind Gen Z's choice and usage of lifestyle brands. To accomplish this, we need to understand our audiences' predilections, sensibilities, and what they want from their social experiences.



3,060 Instagram Poll Responses



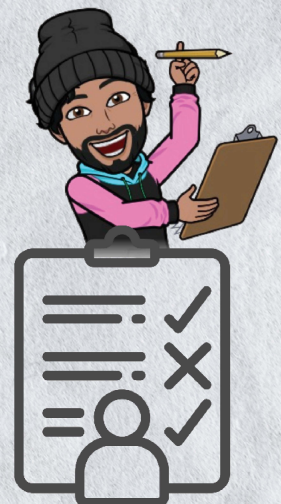
1,594 Survey Respondents



10 Academic Papers



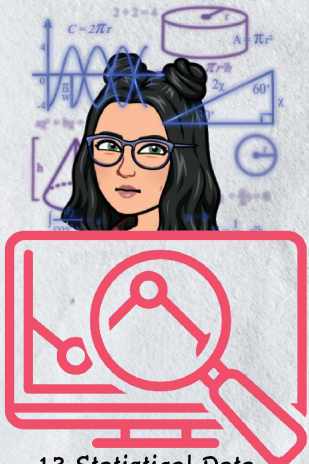
4 News Reports



5 Questionnaires



70 Focus Group Participants



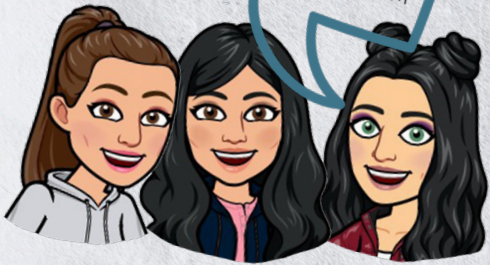
13 Statistical Data Sources

Meet Our Swipers

Our Swipers make up this fall's up and coming 18 to 19 year old Gen Zers. To best describe our audience, we decided to give them the name Swipers. The term refers to the continuous cycle of media consumption that they are deeply familiar with. The repetitive motion of swiping through various amounts of creative content is a lifestyle Gen Z has immersed themselves in from a young age. With the swarm of media buzzing at the tips of their fingers, we have determined with aid from our research that our Swipers can best be known...

69% of participants say that it is important to meet new friends on the wild path of life

77% of survey respondents say that having new and exciting experiences are important to them



As Social Beings

These young adults are ready to break free of the constant restrictions of being told what they can and can't do from their adolescent years, and move into the true embodiment of who they are as social individuals. They're eager to explore the world where they can grow their social networks, revel in the freedoms of adulthood, and embrace the lifestyles they can have with their peers.

As Digital Devotees

For our target audience, access to the internet has never been out of reach. As a result, Gen Z has seamlessly adapted to transitioning between the physical and digital worlds. Maintaining connections with friends and family is essential, and their everyday lives have been documented and broadcasted through social media.

Their preferred platforms, which integrate well with their current lifestyles, include Instagram, TikTok, Snapchat, YouTube, and Twitter.⁸



As Consumers

Our Swipers gravitate towards any products that offer a personalized experience.

They value...

Authenticity: "Gen Z wants to support and participate in brands that they believe in and that reflect them." - Focus Group Participant

Honesty: 75% of survey respondents say they like when brands openly accept and acknowledge, and/or humorize their given stereotypes.



What do They Want to See?

Gen Z won't integrate Tinder into their lives until they feel as though Tinder becomes relevant to their digital lifestyles, understands their social reliance, and delivers on their need for honesty and authenticity. We went straight to our Swipers to discover their expectations for a lifestyle app like Tinder.

In Order to Reach Them:



67% of our target audience express that they want to see themselves reflected in advertisements.



78% are influenced by their peers openly using and talking about an app.



59% of our target audience responded "yes" when asked, "Does seeing multiple types of successful relationships from Tinder broaden your perception of what the app can be used for?"

"I want to relate to what I'm seeing."



"I trust my friends' recommendations."



"I want an app for all types of connections."



Our Swipers have spoken, and for a moment we thought they were describing Tinder! It's important to Gen Z to personalize their experiences and relationships...while hearing all about what's hot from their peers! They crave new and meaningful friendships, deeper relationships, and to have an overall fulfilling social experience. Our audience wants to wield the power of choice while listening to what their peers have to say. Matching what our audience has told us they are looking for, with what Tinder is able to provide, we have concluded that Tinder is the app for THEM, we just have to show them why.



Target Audience

Meet The Swipe Squad



After hearing what our audience expects from Tinder, we went to the drawing board to create a diverse cast of personas who exemplify our audience's eclectic lifestyles, while concurrently showcasing the unique customizations Tinder has to offer. Using what we learned from our research, we developed five specific personifications of Gen Z as a generation, as well as individuals with their own unique personalities. Each persona also exhibits a unique relationship with the Tinder app, reflecting the many lifestyles and desires Tinder can enhance. The personas provide comfort and familiarity by authentically embodying and bringing to life the friends and peers Gen Z has come to know.



The Anti-Social Butterfly

There's no place like home, and the Anti-Social Butterfly thrives knowing they can meet new people with just a few swipes. Before meeting in person, they use Tinder to stay safe and get to know their matches better.

Research: 73% of surveyed respondents would be open to meeting friends online.



The Networker

By day, the Networker uses Tinder to connect with and find the perfect models for their photography. By night, they relax and have fun with their friends, who they met thanks to Tinder.

Research: 90.7% of surveyed respondents stated they would use online platforms to look for various professionals such as models and influencers.



The Passive Swiper

To the Passive Swiper, Tinder is just one of the many lifestyle apps that occupy their social mind. Sure, Instagram, Twitter, and TikTok are all available, but Tinder is the app that will end their passive swiping and enable them to meet new people and live life in the moment.

Research: 86.8% of surveyed respondents stated that they often find themselves passively scrolling through media everyday.



The Wild Card

Adventurous, bold, and always seeking new friendships, the Wild Card will always bring the fun. Chasing the thrills of life and the experiences that come along the way, Tinder is instrumental to their social journey.

Research: 60% of surveyed respondents stated that they consider themselves adventurous people always on the lookout for something fresh and new.



The Honeymooner

Happy and content in their current relationship, they have already found someone special thanks to Tinder. Now the Honeymooner searches for new friendships and seeks out other free spirits to live life to the fullest.

Research: 66.7% of surveyed respondents have met a significant other online.

Now that we've met our Swipers, let's take a look at what stands between them and their journey on Tinder.

Removing The Roadblock

In order to break down the roadblock between our audience and Tinder, we must understand Gen Z's current misconceptions holding them back from truly embracing Tinder as their lifestyle app.



Misconception #1: Hookups

"Tinder is just for hookups."

97.7% of surveyed respondents believed that people go to Tinder in search of strictly hookups.

58.3% of surveyed respondents stated that the association with hookup culture led them to not want to download the app.

"Tinder is an app used to develop connections with others. Those connections can range from romantic relationships to unexpected friendships. Each experience will guide Gen Z further along in a way that is comfortable and holds true to their core values.

We discovered that 59.6% of surveyed respondents stated that they have considered using Tinder as a resource to find friends and adventure buddies.

We also discovered that 73.1% of surveyed respondents would be open to finding friends online."



Misconception #2: Safety

"Tinder is unsafe."

55% of surveyed respondents felt that Tinder was not a safe place to meet people.

"Did you know Tinder actually possesses features such as photo verification, reporting on suspicious behavior, and many other features that can be found in the Tinder Safety Center? Tinder prides itself on keeping users safe!"



With the lack of safety awareness and the current hookup stigma, Tinder also faces an issue with disposability...



"Tinder is temporary."

When asked, "how many times have you deleted Tinder and redownloaded it?" 70.1% of surveyed respondents said more than two times.

"63% of surveyed respondents stated that they would use Tinder if it didn't have a hookup stigma and a safety concern."



Our Strategy

Objective

Our campaign is designed to dismantle the current misconceptions and propel our audience down the path of embracing Tinder as a fixture in their lives. By reforming Gen Z's understanding of the Tinder brand, we will build brand love, generate new downloads from our target audience, and build app sustainability among users. By meeting these objectives, Tinder will no longer be perceived as a disposable app used just for dangerous hookups, but as the holistic lifestyle brand they truly are. Our campaign will lead our audience to the conclusion that Tinder is **THEIR** lifestyle brand.



Creative Strategy

Our Swiper's Dream

Tinder's young audience told us they crave authenticity and honesty within the brands they consume and the connections they make. Therefore, it is our intention to provide a genuine and immersive manifestation of Gen Z's dream of finding adventure and making new meaningful connections as they spring into adulthood. Our campaign is designed to show Gen Z that their dream is **Just A Swipe Away**.

Taking the Leap

With just one swipe, our audience will find themselves in a new experience, made for them and their desires. Any social experience can be made real when they choose Tinder. Through our campaign, we will visualize their peers having already chosen Tinder. Once our audience sees the lifestyle their peers have been able to achieve, they will be ready to take the leap themselves.

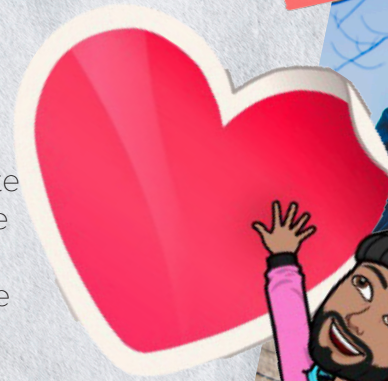
Beyond the Screen

Our campaign will shed light on the Tinder sized puzzle piece that's been missing from Gen Z's lives all along. Through an experiential, innovative, and intentional awareness campaign that utilizes peer driven content, immersive advertising, and a highly visual design, we will inspire Gen Z to stop mindlessly swiping behind the screen, and instead, use Tinder to take their first active step into a world that is **Just A Swipe Away**.

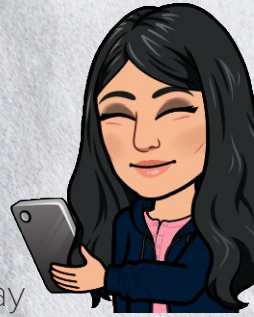


Media Plan

To engage our audience as they step into a new world of experiences, we developed tactics that will seamlessly integrate themselves into Gen Z's media consumption. With Just A Swipe Away, our peer to peer advertising will allow our audience to relate to what they're seeing, and encourage them to join in the conversation with their friends. The content of our campaign will also meet our audience in the virtual landscape that they inhabit, while simultaneously bringing them into the real world with experiential and interactive advertisements. This method will reflect the versatility of the app in moving between virtual and real-world experiences. Our campaign will give Gen Z a taste of what their reality will become when they choose Tinder as their lifestyle brand.



Commercials & Justifications



Our Swipers were brought to life as a realistic and relatable group of friends embarking on the #JustASwipeAway Challenge. The challenge enables our Swipers to break out of their comfortable lifestyles and adventure headfirst into a new social reality. Our audience will first be introduced to our gang of friends in the form of six short and relatable “vlog style” videos that serve as a peek into the almost endless experiences they can have on Tinder.



Commercials & Justifications

Each Swiper will take our challenge by capturing their unique Tinder experience in a short video and posting it on social media. As our campaign progresses, our Swipers' multitude of experiences will spread across popular platforms including TikTok, Snapchat, and Instagram, where they will blend in with our audience's natural feed of content and encourage them to join in on the challenge and discover what they've been missing out on.



Tactics

#Selfies

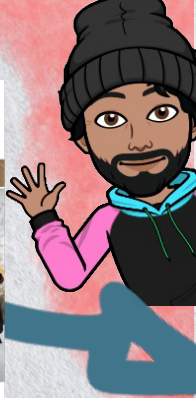
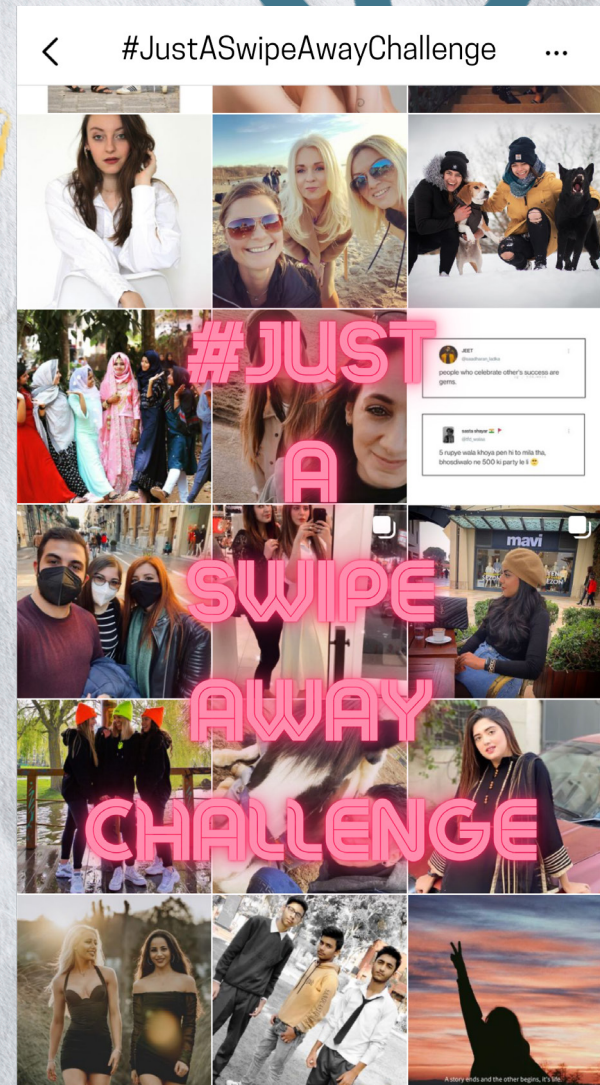


Photo Advertisements

Keeping in par with our #JustASwipeAway Challenge commercials, we will use a combination of stills and motion pictures to further visually emphasize and exemplify the numerous experiences Gen Z can have on Tinder. Similar to our commercials, these images will be spread across our audience's favorite social networks like Instagram, Snapchat, and TikTok[®]. These images will also be pushed on these platforms as paid promotional ads that our users can click on and be led right to the Tinder app. Using images that visually connect our audience to the potential experiences they can have on Tinder, we are able to effortlessly make them feel like they are not being marketed to, but rather invited in on an experience many of their peers have already embraced.

#JustASwipeAway Challenge

After seeing our commercials, it will be Gen Z's turn to take on the challenge. Using the #JustASwipeAway, they too can capture their Tinder experiences and spread them across the internet. Through platforms like Instagram, Tik Tok and Snapchat, our own audience will become the vehicle of our campaign, spreading the trend to their peers as they strive to meet all the new hot crazes online. This challenge will act as the real world connection to the content of the commercials and push our campaign's narrative into internet virality, fueled by our audience's own curiosity.

Tactics



Stitch This!



Tik Tok Series

TikTok is currently one of the hottest apps on the market! With 60% of their audience being Gen Z⁶, the outreach this app has is enormous. With the ability to make a variety of content from crafts and comedy to acting and visual storytelling, we feel that our campaign is a natural fit into the content already being streamed to its viewers. Our commercials will be uploaded on this app to kickstart the campaign with the introduction of the #JustASwipeAway Challenge. The challenge will be aimed to encourage users to share their stories and interact with Tinder in a way that is less intimidating for them. Other interactive activities we will use are the #StitchThis, This or That, and keeping up with the characters' videos. These short clips will further our creative strategy by continuously encouraging visual storytelling from our audience while also humanizing Tinder in a way that will clear away the misconceptions our audience holds.

Instagram Stories

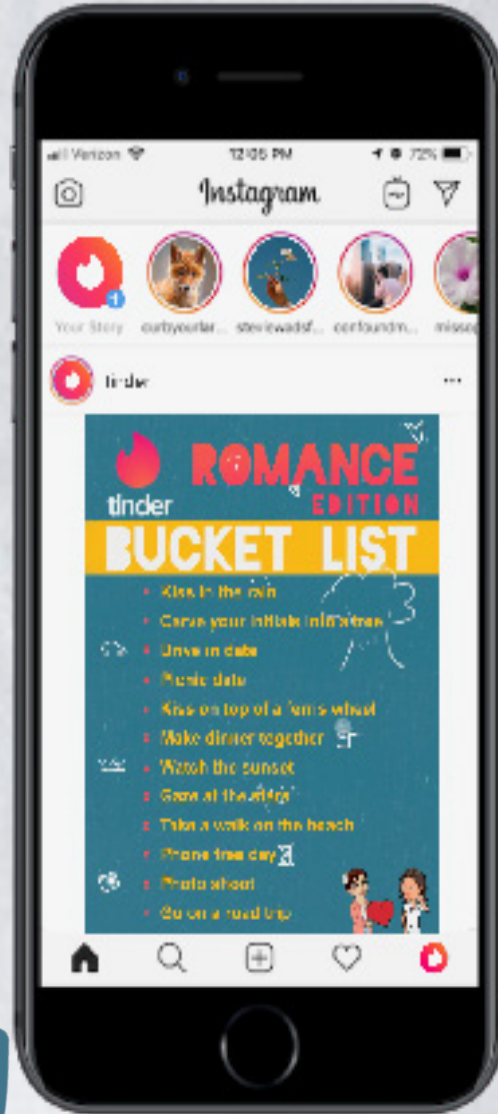
Instagram is a social platform where a large portion of its users are 18-24 year olds⁵. With Instagram enabling our audience to express their social and creative lifestyles in the form of visual storytelling and expressive imagery, it is only natural that we capitalized on this opportunity. By utilizing Instagram's current ability to successfully showcase Gen Z's storytelling abilities, we will join our audience on Instagram by enhancing Tinder's page's stories. We will place our photo ads and #JustASwipeAway commercials on our stories to maximize audience reach. To keep our audience engaged with our postings, we will also incorporate interactive content such as Tinder Bingo and This or That stories that encourages our audience to interact with the Tinder brand and spread our campaign's content on their own stories.



Tactics

Tinder Bucket List

We all have bucket lists, so when do you start? With the Tinder Bucket List, users will have the ability to choose a bucket list that suits their specific tastes. The importance of the journey and power of choice is at the heart of our campaign. Therefore, our bucket lists will appeal to a range of those looking for romantic first dates, to wild adventures with new friends, allowing complete customization for each audience member. We will post the lists on our Instagram, Snapchat, and TikTok accounts to allow viewers the ability to screenshot and save for their next adventure.



Youtube Series: The Cut

By partnering with popular YouTube channel The Cut, we will be able to get our campaign's message across to millions of people in a series of sponsored videos. As our research indicates, Youtube is a platform that resonates heavily with Gen Z's digital intake. Our partnership will capitalize on our audience's deep affiliation with this social platform, by connecting with The Cut's 10.8 million subscriber base on YouTube. With this partnership our campaign will be able to reach a large percentage of Gen Z in a single video. The Cut's content focuses on breaking down boundaries and misjudgements through fun games and exercises among a cast of participants who are often just meeting for the first time. A series of Tinder-based videos would seamlessly blend in with their usual content and align with our campaign's objectives to destigmatize Tinder and encourage our audience to embrace new connections.

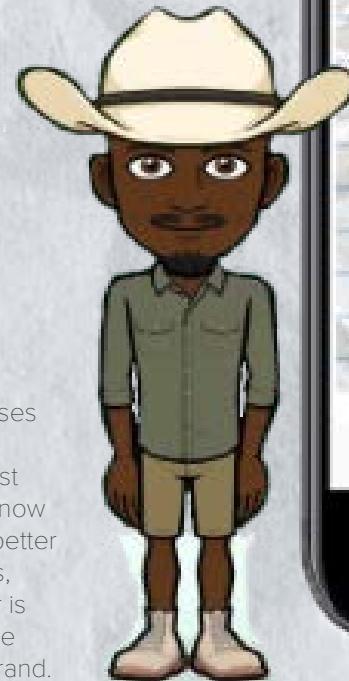


Tactics



Tinder Survival Guide

Have you ever wished there was a little guide helping you along your day to day life decisions? Well, we present the Tinder survival guide! This guide is meant to serve as a variety of tips and tricks aimed at helping our young, impressionable audience navigate through their journey into adulthood. From tips on how to set up their Tinder bio and maximize match potentials, to humorous pickup lines and memes that allow our audience to have a much needed laugh, our survival guide will act as a vehicle guiding Gen Z into their new life. Our survival guide will be posted across all of Tinder's social platforms to build Tinder's social presence and bolster a conversation between the brand and our audience.



LOL

Meme Culture

Meme Culture has always been around, and Gen Z especially uses memes as a means of self expression. We will utilize memes to spread our message that Tinder can be utilized for more than just hookups and unsafe experiences. Based on our research, we know our audience loves when brands humorize their stigmas. What better way to get the message across to Gen Z than a short, humorous, meme that both emphasizes our campaign message that Tinder is a great space to make honest and meaningful connections, while also using humor to draw away any negative feelings with the brand. These memes will be posted on Twitter, Instagram, and Snapchat in order to reach our audience in their virtual spaces.

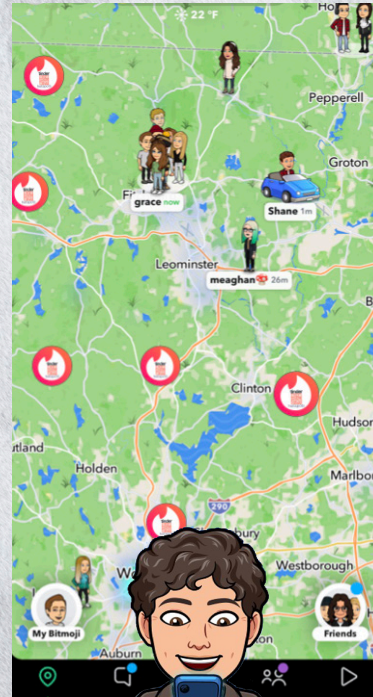
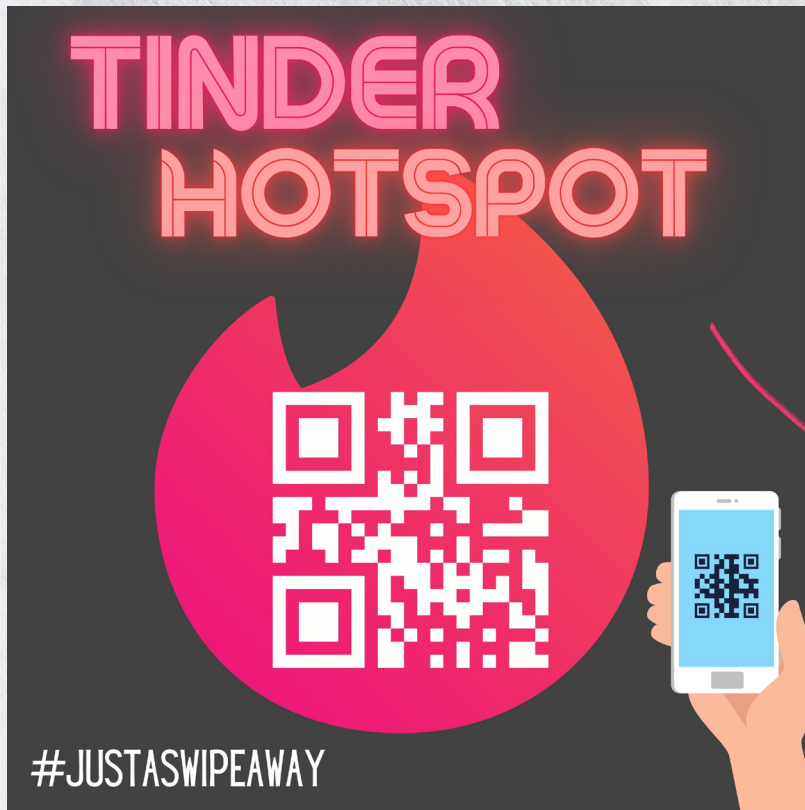


Tactics

#IRL

Tinder Hot Spot

To combat the stigma our audience has in regards to Tinder's safety, as well as take action against the true dangers in the real world, we've created Tinder HotSpots. These hotspots are **QR codes** found on a specialized sticker that will be dispersed to numerous popular chain restaurants and stores. These businesses will gain more patrons and be recognized as a safe date or hangout spot. Our audience will have the ability to scan a QR code that pulls up a list of emergency hotlines. Tinder HotSpots will allow our users to feel safe and secure when taking the leap into finding new connections.

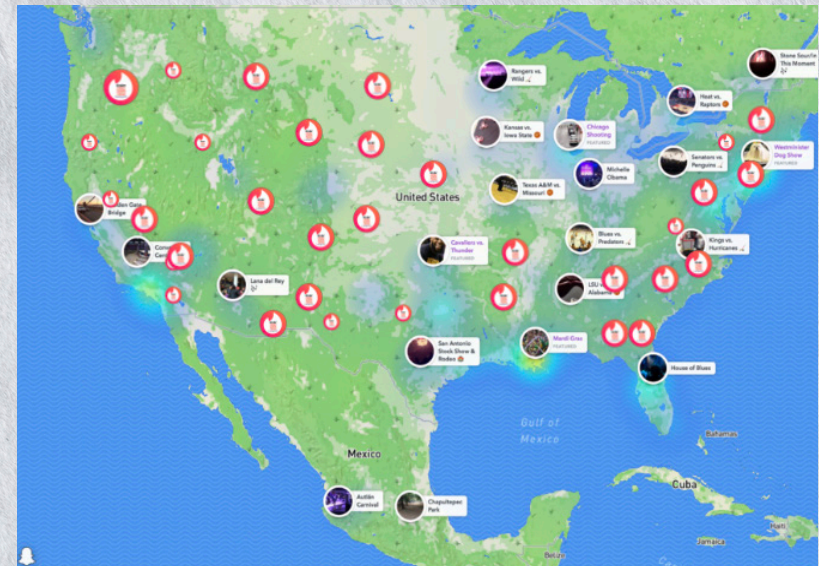


According to Snapchat analytics,
73% of users fall between
18-24 years old.



Snapchat Partnership

Our research indicates our audience has a higher percentage of discovering new and exciting things through Snapchat. We will reach Gen Z snapchatters by partnering with Snapchat and utilizing the Snapmap feature. Our Tinder HotSpots will be represented on the Snapmap. Users can post stories of their Tinder experiences on their Snapmap, making the map a great way to search for that perfect spot to meet up with your match. Our users will be able to open up their Snapchats as they would normally do and discover a world of safe possibilities to plan for their next adventure.



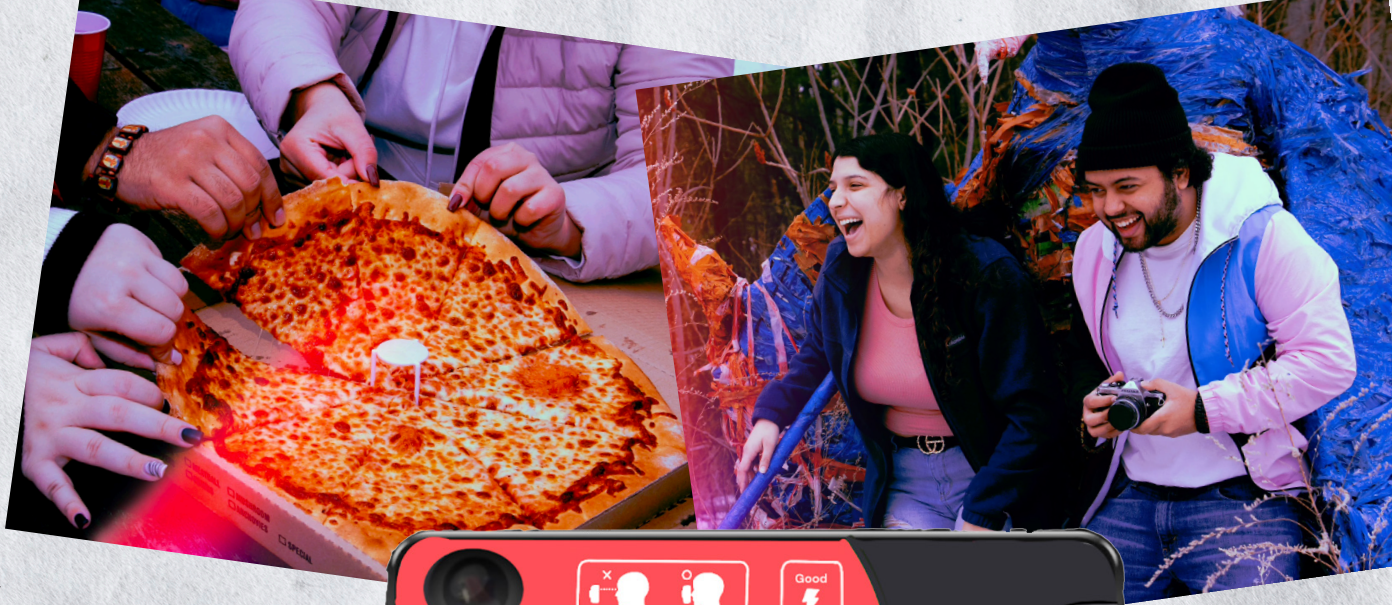
Tactics

#IRL

Tinder Disposable



We see across various social media platforms that camera apps mimicking polaroid and disposable film aesthetics are making a comeback thanks to Gen Z. In order to hop on the trend, we developed the Tinder Disposable. Tinder Disposable will be a quick and easy way to get that timeless feel that our audience is trying to capture with just the click of a button. With the app being available to download right to their cell phones, Gen Z will be able to capture endless experiences no matter where they are. When our users post their Tinder Disposable photo to their social media accounts, they will open the eyes of their peers to the true Tinder experience that lives just a swipe away.



Tinder Bike

Just as Tinder merges the virtual world with physical experiences, our Tinder Bikes will enable our audiences to meet up with their matches beyond the screen. Despite their virtual lifestyles, 45% of respondents stated that meeting in person is more fulfilling than online. Rental bikes have been rising in popularity as a fun and easy way to explore the big city in the past few years⁵. Tinder Bikes will be available at 5 specialized stations across 20 U.S. cities that are ranked the most popular among Gen Z for apartment rentals according to RentCafe¹. To access the bikes, users must scan the QR code on the station bringing them to a link that will allow them to input their Tinder login and unlock the bikes. The adventure begins when our audience chooses Tinder Bikes.

Tactics

#Partnerships

Episode Interactive Game

Episode, a titan of the mobile gaming industry, has proven to be extremely popular within Gen Z. With tens of millions of downloads, the app features user generated characters and lets the player choose their own adventures. Through a unique partnership with Episode, a few games or “episodes” within the app will follow a Tinder match where our audience can decide the fate of their characters’ experiences. By working Tinder into a game that is all about customizability, adventure, and opportunity, we will naturally begin to reveal the truth of what Tinder can be to Gen Z.



It's a Match!

UBER x tinder



Send message

Use our code
MATCH21 to receive
20% off your next ride



UBER EATS x tinder

Collaboration with Uber/Uber Eats

In a partnership with Uber, Tinder will offer discounts on purchases made when using Uber Eats and ride services for Tinder match experiences. A partnership with Uber would serve well for both parties as they share a similar target audience of 18 to 19 year olds. Around the time of our campaign, our audience will be trying to balance school, work, and their social lives. To cater to this busy lifestyle, Uber can make rides and meals easy. A collaboration between these companies would aid the diverse lifestyles of Gen Z, making Tinder match experiences more accessible. We will promote discount codes for Uber Eats and ride services across all Tinder's social platforms.

Campaign Schedule

Our campaign is set to run August 1st to December 15th, 2021. To maximize our engagement with Gen Z, we plan to spend the largest amount of our budget towards the beginning of our campaign. With a larger quantity of our budget going towards the beginning, we will be able to capitalize on our audience gearing up for their fall semester at a new university. Our campaign will provide the comfort and familiarity Gen Z is searching for as they begin their unfamiliar journey into adulthood. After the initial kickstart of our campaign, we will shift our focus to putting the remainder of our budget towards methods of visual storytelling and collaborations between popular platforms that resonate and integrate seamlessly with Gen Z's lifestyle.

	AUG	SEP	OCT	NOV	DEC	COSTS
SOCIAL PRESENCE						
Instagram						
Bucket list	Within Social Media Manager cost					
Photo ads	\$15,000					
Snap						
Tinder Survival Guide						\$7,500
Twitter						
Meme	Within Social Media Manager cost					
Tik Tok						
Duet Me	Within Social Media Manager cost					
Promoted hashtag	\$350,000					
Commercials	\$1,100,000					
Branded Hashtag Challenge	\$150,000					
YouTube						
The Cut Series						\$300,000
Commercials	\$22,750					
OTHER						
Tinder Disposable	\$250,000					
Collab with Uber	\$2,000,000					
Social Media Manager	\$300,000					
Graphics Designer	\$300,000					
Tinder Episode Partnership	\$1,200,000					
Tinder Bikes	\$2,500,000					
						TOTAL: \$8,305,350



Evaluation

Key Performance Indicators

We will monitor our campaign's pre/post success and efficiency by using Google Analytics, Sawtooth Software, Marketo Engage, and more to track new user registrations, app churn rates, and brand consideration/preference.

Retention

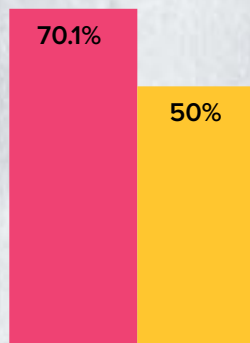
a.) Objective: Maintain continuous user interaction on app

b.) Measure:

- App Store Analytic
- Google Analytics
- Marketo Engage

c.) Expected Results:

- Decrease users who are deleting the app from **70.1%** to **50%**



Sentiment

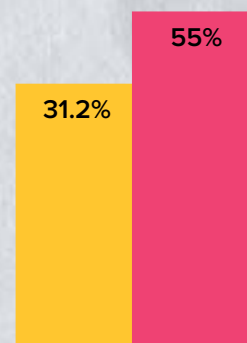
a.) Objective: Boost brand consideration and preference for overall brand love.

b.) Measure:

- Hootsuite
- Talkwalker
- Union Metrics
- Sawtooth Software

c.) Expected Results:

- Increase the probability of 18 year olds using Tinder from **31.2%** to **55%**



New User Downloads

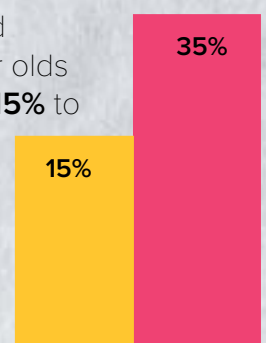
a.) Objective: Increase first time user downloads

b.) Measure:

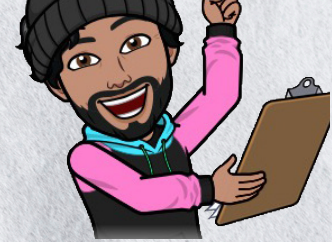
- Google Analytics
- Appfigures
- App Store Analytics

c.) Expected Results:

- Increase download amongst 18-19 year olds from their current **15%** to **35%**



Campaign Success & Forecast



You asked us to build brand love by emphasizing Tinder's brand messaging and the role it can play in Gen Z's lives... we did just that! To gauge the success of our campaign, we presented elements of our advertising to hundreds of 18-19 year olds. The respondents showed a positive shift in their perceptions of Tinder in regards to their previously held misconceptions. With the misconceptions no longer holding them back, our audience has fully embraced Tinder as their lifestyle app.

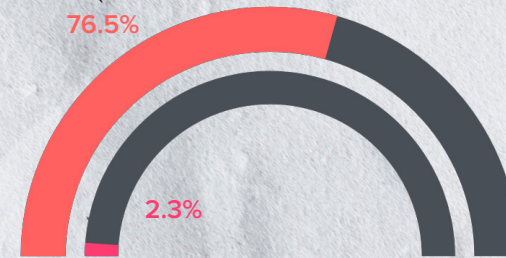
Objectives:

- Increase audience engagement and retention through innovative advertising
- Build brand love through increased awareness and misconception breakdown
- Drive new user downloads and registrations
- Utilize media outlets to enhance the creative strategy
- Develop a budget plan aimed at maximizing audience engagement

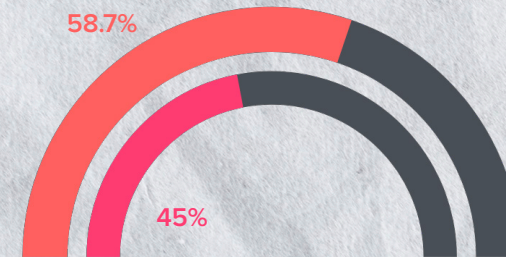
Misconceptions:

Objective: Increase percentage of our target audience who believe:

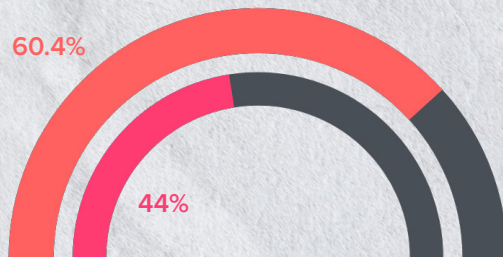
- Tinder is for more than hookups
- Tinder is a safe way to meet new people



After viewing tactics of our proposed campaign, **76.5%** of our target audience indicated that they would feel more comfortable using and engaging with the safety features on the app.



After viewing tactics of our proposed campaign, **58.7%** of our target audience indicated that the campaign led them to believe that Tinder could be used for more than just hook ups.



After viewing tactics of our proposed campaign, **60.4%** of respondents stated that they would be more likely to adopt Tinder as their lifestyle brand.

Our campaign has proven to break down the misconceptions, rebuild Tinder as a lifestyle brand, and drive new user registrations. The results are in. Our forecasting calculations show evidence of widespread, efficient, and effective messaging that led our campaign to be a complete success! Gen Z now claims Tinder as THEIR lifestyle brand and have come to realize that their dreams are truly **Just A Swipe Away**.

- Instagram** - 153,216,000 impressions
- Snapchat** - 284,928,000 impressions
- Tik Tok** - 56,875,000 impressions
- Twitter** - 29,904,000 impressions
- Youtube** - 22,680,000 impressions
- Uber** - 1,605,800 impressions
- Disposable** - 6,000,000 impressions
- Episode** - 29,400,000 impressions
- Bikes** - 7,000,000 impressions

Totals:

591,713,800

Total Impressions

630

Total GRPs

70%

Total Reach Percentage

Effective Frequency: 3.2 based on Ostrow Model to indicate audience engagement