



## The Ask

**Create a social-first idea** that shows Gen Z women that Tinder is for wherever they are in life, and whatever they're looking for on their dating journey.

## Target audience

**18-24yo women don't feel like Tinder is for them.** At best, they don't feel like they need Tinder or other dating apps with the plethora of other ways to meet people online or IRL. At worst, they've heard the bad dating stories and perceive Tinder to be a bit of an unknown. They're diverse, and so are their dating intentions; but importantly, committing to someone isn't the goal; primarily, they're committing to themselves, and what makes them happy.

## Consumer problem

What can we help them overcome?

**When you're happily single and down to date — without necessarily committing to something more serious — the apps and idea of going on a 1:1 date with a stranger can feel like too much pressure.** Instead, young Aussies are more drawn to meeting someone as friends first, through other friends, or in group situations feel a lot easier and more relaxed.

## Key insight to unlock the opportunity

An obvious truth or tension that your strategy can solve

**Being single is the epitome of fun and freedom.** It's not always about ending up with someone or adding to the list in your notes app, it's about new life experiences.

## Creative Proposition

## MADE FOR YOUR SINGLE ERA

## Reasons to believe

Claims, facts, brand points of view, distinguishing feature

1. Tinder has the biggest, most diverse user base in Australia vs other dating apps, so it has a wider range of people, identities and perspectives, across more of the country.
2. Tinder was made to support life experiences. Whether it's a new adventure with a new friend, or the potential of a new match, it's about the journey, not the destination.

## How do we behave differently?

**Tinder isn't 'designed to be deleted'.** It's there to fuel whatever adventure you're chasing.