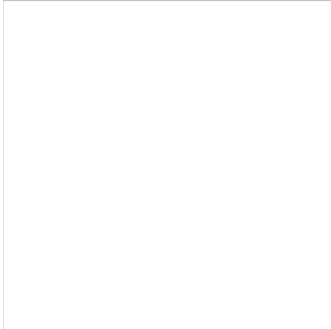


Tinder® Invites Aussies to "Break Out of Your Bubble" This Summer

A Playful Campaign to Encourage Dating Beyond Routine and Familiarity



Sydney, Australia – January 7 2025– Tinder®, the dating app that revolutionised how people meet, has launched its bold new summer campaign, "[Break Out of Your Bubble](#)." The campaign playfully challenges Australians to step outside their comfort zones and embrace new experiences, people, and places through the platform's expansive dating pool.

Rooted in the observation that Australians often stick to familiar social circles and routines, the campaign takes a satirical approach, spotlighting everyday "bubbles" Aussies unknowingly live in. Whether it's the predictable faces at a local house party or the familiar runners on Sydney's Centennial Park loop, "Break Out of Your Bubble" offers a humorous wake-up call and a refreshing alternative: Tinder's diverse community of connections.

This launch comes in time for dating 'peak season' - the period from the end of December until Valentine's Day on 14th February. On Tinder, there are **2.1 million more messages sent per day** and **298.4 million more 'Likes' per day**¹ during this period compared to the yearly average. The busiest day of the year, known as "Dating Sunday," fell on **January 5th, 2025**, when Tinder historically experiences a **15% spike in global 'Likes' and 20% more messages sent** compared to the rest of the year. These stats highlight the heightened opportunities for meaningful connections during the peak summer period.

The campaign's creative heart features a series of short, satirical "news reports," brought to life by some of Australia's most exciting creators. Influencers like **Sam Fricker**, **Ella Jae**, **Oliver Mills**, and **The Fitzy Twins** take center stage as roving reporters, delivering witty and relatable takes on Aussie social tropes. Each segment playfully unpacks familiar habits—like always dating within the same suburb or hanging out with the same "J-names"—while highlighting Tinder as the perfect tool to expand horizons.

Kristen Hardeman, Country Director at Tinder Australia, commented on the campaign:

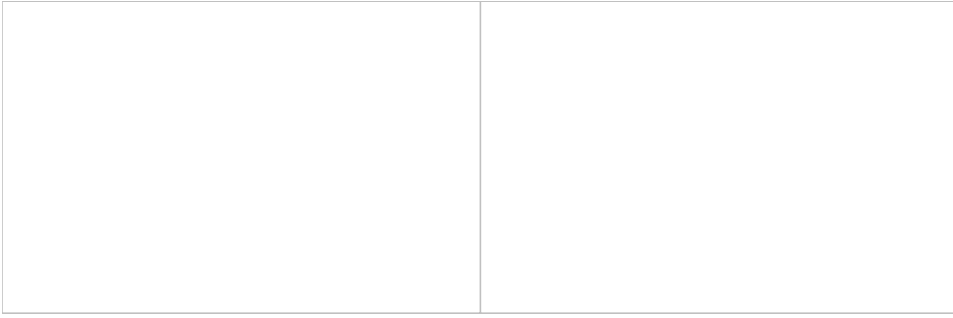
"A new relationship starts on Tinder every three seconds and we believe that the best relationships often start when you try something new. 'Break Out of Your Bubble' is all about inspiring Aussies to break free from their everyday routines and discover the endless possibilities waiting just outside their comfort zones. Summer is the perfect time for new adventures, and Tinder is here to help you connect with someone who can make those adventures unforgettable."

With a digital-focused media plan spanning TikTok, YouTube, Spotify, and Meta, Tinder's campaign will reach audiences across Australia encouraging Aussies to embrace the unexpected this summer.

Featured Creators and Talent:

- **Sam Fricker:** Bringing sharp wit and charm to his segments in Sydney hotspots like Bondi and Centennial Park.
- **Ella Jae:** Spotighting relatable university life moments, filmed at iconic locations like Sydney Uni and Paddington pubs.

- **Oliver Mills:** Infusing humor into Melbourne's quirks, from Fitzroy's trendy streets to house parties in Thornbury.
- **The Fitzy Twins:** Highlighting Melbourne's everyday routines with a playful twist, from running The Tan to crossing the Yarra.



Visit the [Tinder Australia YouTube channel](#) to check out some of the videos from Tinder's "Break Out of Your Bubble" campaign..

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Please see all available media assets [here](#).

About Tinder

Launched in 2012, Tinder® revolutionised how people meet, growing from 1 match to one billion matches in just two years. This rapid growth demonstrates its ability to fulfil a fundamental human need: real connection. Today, the app has been downloaded over 630 million times, leading to over 100 billion matches, serving approximately 50 million users per month in 190 countries and 45+ languages - a scale unmatched by any other app in the category. In 2024, Tinder won four Effie Awards for its first-ever global brand campaign, "It Starts with a Swipe™".

Tinder is a registered trademark of Tinder LLC.

[1] Internal Tinder data comparing the period of 1 January to 14 February 2024 with yearly averages.

[2] Internal Tinder data comparing 7 January 2024 with yearly averages.

[3] Tinder, the preferred dating app for singles under 30, completed a study highlighting dating app relationship behaviours in 2023. This survey identified respondents who entered into a relationship through Tinder in the past year. For more information, visit tinderlove.com.

<https://au.tinderpressroom.com/TinderInvitesAussiestoBreakOutofYourBubbleThisSummer>