

## Tinder redefines expectations with new brand campaign that celebrates Gen Z's authentic, fluid and beautiful connections

### Tinder's "It Starts With a Swipe™" Campaign Illustrates How One Like Can Change Your Life

**SYDNEY, 17 April 2023** - Today, the world's most popular dating app, Tinder rolls out its first-ever global brand campaign, "*It Starts with A Swipe™*," Down Under. The brand campaign celebrates the vibrancy, beauty and possibilities that Tinder offers its millions of members, whether they're embracing their gender fluidity or exploring their sexuality, stepping into the dating world for the first time, a consummate veteran, or anything in between.. The campaign - shot by French hybrid photo-digital artist [Pol Kurucz](#) and produced by Early Morning Riot - is evocative of modern day fairy tales, featuring different possibilities, in a vibrant, electrified dating journey.

*"Tinder daters have changed the state-of-the-date by tossing out traditional views and are embracing unconventional experiences and a whole new vocabulary and we are excited to be able to reflect their reality through the vibrant and lush imagery in our campaign. We were inspired by this new generation and how uniquely they look at themselves and their dating lives."* said Melissa Hobley, Tinder Global Chief Marketing Officer, who is bringing alive the brand's vision through this global campaign.

### Powered by Tinder Daters

The campaign aims to challenge everything people have thought about Tinder, including the hook-up perception. Recent data shows that long term relationships are Tinder members #1 Relationship Goal, with 31% of Gen Z members looking for a long term relationship, and *only* 14% looking for a short-term connection<sup>1</sup>. Tinder is the place for everything 18-25 year old singles want in their dating experience, from honesty and authenticity to diversity and inclusion.

Inspired by this new generation of daters, "*It Starts With A Swipe™*" not only celebrates a diversity of possibilities, but also genders, orientations and multiculturalism, all produced with a diverse cast and crew that reflects the fluid and inclusive attitude that is so inherent to Tinder.

Hobley continues, "*Defined as a one night stand ten years ago, only 25% of young daters believe a hookup is defined in the same way today<sup>2</sup>. Tinder doesn't tell you who or how to date, and offers so many different possibilities! We welcome all types of people and relationships whether they last for a few messages exchanged on the app, a day, a night, or a lifetime. No matter what kind of connection you are looking for, it starts here. It Starts with A Swipe™.*"

### A Beautiful and Strong Creative Direction

Created in partnership with Mischief, the campaign illustrates all the possibilities that Tinder delivers - from yes, a modern-day hook up, to relationship milestones like meeting the friends, or leaving a toothbrush at their place, to a more defined commitment and even meeting the parents. The creative also reflects young daters' desire to express and connect on the issues that matter to them most (63% of Tinder members wanting to connect with someone that aligns with their values<sup>5</sup>).

- *"Someone who makes you feel alive"* - There's nothing quite like meeting somebody who makes you feel alive. And with all that's going on in the world, it's a great reminder that you're not actually dead inside. And the best part is getting to share those feelings with somebody else.
- *"A toothbrush at their place"* - You know your relationship is getting serious when you intentionally leave a toothbrush at someone's place. It's a milestone that couples all over the world—from all walks of life—can relate to.
- *"Comfortable Silences"* - When you're just getting to know somebody, silence can feel pretty... uncomfortable. You might feel like you have to resort to small talk just to break the tension. But as you grow closer to someone, sitting in silence with them starts to feel therapeutic in a sense. It's one of the most comfortable feelings in the world when you can enjoy somebody's company without any pressure at all.
- *A Man Who Isn't Afraid to Ask for Directions:* The inspiration behind this one is finding a relationship where *\*all\** your needs are met. Depicting a woman in ecstasy, this creative is in support of Gen Z's appetite for authenticity, honesty and living a sex-positive lifestyle.

For Bianca Guimaraes, ECD and Partner at Mischief: *"Tinder's challenge to us was bigger than a change of brand perception—it was a change of dating perception. For more than ten years Tinder has made it easy and fun for*

*members to meet up, yet along the way, some people have grown cynical about online dating. Today, there's a new generation of people who aren't jaded by dating, nor do they define dating the same way. The opportunity for Tinder is to communicate the infinite possibilities that exist on Tinder that lead to a one-time vibe or a long term relationship. We were inspired by how a match can launch into any one of those outcomes."*

*"Connecting on Tinder is diving into someone else's universe. By extension, this campaign is an immersion into the colourful and diverse worlds of couples born out of a match," say Pol Kurucz, the photo-digital artist who shot the campaign . "The stories, the colours, the diversity of sets, characters and interactions seen in the campaign are a visual allegory to the infinite possibilities a match can create. To convey the depth and intensity of relationships Tinder used a cocktail of unusual chromatic combinations, vibrant colours, contrast and pop aesthetics."*

### **Diversity and Inclusion Shaped The Campaign From A-Z**

In addition to working with Pol Kurucz, the crew that worked on this campaign represented the Tinder member base, with a heavy female representation as well as many BIPOC and LGBTQIA+ team members. For the digital video spots, Tinder worked with Biscuit, which is co-owned 50/50 male/female, and with a 50/50 male/female Director duo, Los Perez. Composed of filmmakers Tania Verduzco and Adrian Pérez, the directorial duo Los Pérez is known for their vibrant and lushly detailed art direction and cinematic world-building across commercials, music videos, and branded content.

The campaign, which has already launched in the US, UK, France, Spain and Germany, will roll out locally across social media and out-of-home placements in Sydney and Melbourne.

### **Key Data about Tinder**

- Tinder is the #1 most-downloaded app by 18-year-olds<sup>4</sup>, with the majority of Tinder members aged between 18-25.
- We also know that according to our [Dating Dictionary](#), historically the term "hook up" means different things here than overseas and it seems like the rest of the world is catching on. For 56% of young daters, the term "hook up" is outdated or means something different to them than it does for older generations<sup>2</sup>.
- LGBTQIA+ members are the fastest growing group on Tinder, and members aged 18-25 that identify as LGBTQIA+ on Tinder have more than doubled in the last 2 years<sup>3</sup>. In fact, 33% of Tinder members aged 18-25 agree that their sexuality is more fluid and 29% say their gender identity has become more fluid in the past 3 years.<sup>2</sup>
- 84% of people polled said they're hopeful and optimistic when it comes to dating and relationships, showing an openness to possibilities that come from making new connections<sup>2</sup>

Background details:

- Social media: TikTok, Snapchat, YouTube and Instagram
- OOH: Transport including large format rail and tram, street furniture and street posters

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### **About Tinder**

Launched in 2012, Tinder is the world's most popular app for meeting new people and has been downloaded more than 530 million times. The app is available in 190 countries and 45+ languages. More than half of all members are 18-25 years old. In 2022, Tinder was named one of the World's Most Innovative Companies by Fast Company.

### **Media assets**

### **Key Credits**

US  
Mischief @ No Fixed Address  
Biscuit Filmworks  
Grayskull (Service Co. for Films)  
Rock Paper Scissors  
Early Morning Riot Production Company  
Parliament

Royal Muster  
Banjo Soundscapes  
Grayson Music Group

AU  
Akcelo  
Alley  
Thrive PR + Communications  
Amplify

<sup>1</sup> Tinder internal data from Relationship Goals profile feature 2023

<sup>2</sup> A study of 4,000 18-25 year old actively dating singles in the US, UK, Australia and Canada between Jan 21, 2023 and Feb 7, 2023 conducted by OnePoll on behalf of Tinder.

<sup>3</sup> Tinder member registration data 2022.

<sup>4</sup> [Pew Research Center, Feb 2023](#); supported by internal Tinder member data, Jan 2023

<sup>5</sup> Tinder In app Survey among Tinder users aged 18-24 in UK, US, AU. Data was collected between 10/18/22 – 10/28/22

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Additional assets available online: [Photos \(3\)](#)

<https://au.tinderpressroom.com/itstartswithaswipe1>