Tinder Newsroom

Tinder announced as 'official casting partner' for Love Island Australia 2021

For The First Time Ever In Australia, Tinder Members Can Apply To Be On The Upcoming Season Via The App

AUSTRALIA, JULY 1, 2021 - For the first time ever, Tinder members can apply for Love Island Australia via Tinder, asthe world's most popular dating app is named 'Official Casting Partner' of the popular show. If selected, they will be added to a 'Priority List' and guaranteed to be seen by the casting team - one stage closer to heading to the Villa, and cosying up by the Love Island pool!

Through July, singles on Tinder can apply for Love Island Australia's 2021 series by making just one Swipe Right in-app, making their Tinder profile the first audition.

Swipe Cards will appear in between Tinder members' stack of potential matches - so all they need to do is Swipe Right on the in-app casting callout and their official Tinder profile will be reviewed and verified by the Tinder team.

If the Tinder profile is then selected, Love Island hopefuls will be contacted via email by Tinder.* The email will ask for confirmation of details, and as soon as these are completed and returned, the Tinder member will be added to a prioritised list for the Love Island Australia casting team.

Tinder members are clearly big fans of the show. Mentions of 'Love Island' in Tinder bios grew by 14% month on month in April 2021, following the announcement that Love Island Australia would be returning to screens. For those Tinder members who fancy giving themselves a chance of heading to the Villa for some summer loving, here are Tinder and Love Island's five top tips to get their profile noticed:

1. **TRUST IN YOUR SAUCE -** When applying for the show be authentic; show off your unique personality by creating a bio that gives us the insight into the real you.
2. **IT'S ALL ABOUT YOU** - Make sure you upload pictures (or videos now!) that best represent you. And by you we mean just you! Ditch the group shots and go solo in front of the camera. Show your main character singleton energy and express your most authentic self through the recently launched Video feature on your Tinder profile.
3. **GOOD VIBES** - Show off what you love to do in your spare time by telling us about your hobbies and interests, add in your Spotify anthems and generally a bit more about you.
4. **LAY IT ON FACTOR 50** - The more you tell us, the more likely you are to get noticed. Make sure you select your 'passions' in your profile.
5. **SERIOUSLY SINGLE -** We need to see that you've been looking for love on Tinder. Have you matched on Tinder recently? If not, get on the app!

Kristen Hardeman, Country Director, Tinder Australia, said: "Bringing together the world's most popular dating app and the iconic dating show is the perfect match! Tinder has the widest and most diverse community of singles Down Under, so as this long-awaited dating season heats up, being on Tinder can change everything... Whether that's sparking new connections, or kicking off your journey to the Love Island Australia Villa! And with our newly launched Video feature for Tinder profiles, it's even easier to catch the eye of the Love Island Australia casting team."

Adrian Swift, 9Network's Head of Content, Production and Development, said: "Partnering with Tinder for casting makes complete sense for Love Island Australia. Both brands are about looking for love and working with Tinder means we can cast our casting net far wider to find fun, fascinating and diverse people to join us in the Villa for Australia's hottest dating show. This is the first time we've worked with a dating app in this way, but it's a perfect match: a partnership that works for Tinder, Channel 9 and most importantly, viewers and singletons across the country."

While Nine's Head of Powered, Liana Dubois said: "We're falling in love all over again, with our new partner, Tinder. The coupling of Love Island and Tinder truly delivers what every great partnership should, that being, mutual benefit and shared success. Tinder delivers to Love Island an elevation of our casting capabilities, adding value to the very core of the show, while Love Island's audience scale and deep cultural phenomena puts Tinder at the heart of looking for love. Supported by a wonderful commercial relationship, we can't wait to see how this match blossoms."

David Mott, CEO ITV Studios Australia said "ITV Studios Australia relishes the opportunity to extend global partnership opportunities to our local broadcasters and the Tinder Love Island sponsorship is a wonderful example of this. Furthermore, diversity is an extremely important component of our productions, the powerful targeting and reach Tinder brings to this partnership will assist us in securing an exciting cast for 2021."

This kicks off a broader commercial partnership with more to look forward to when the show,produced by ITV Studios Australia, airs on Channel 9 and 9Now in Australia later in the year. And for those on Tinder, Love Island in-app experiences will be revealed when the show begins.