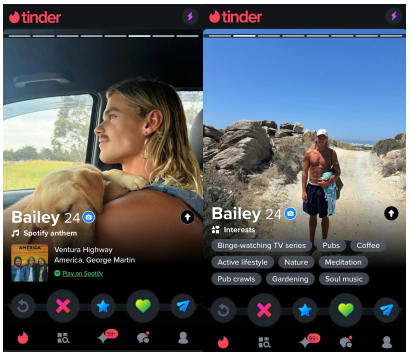
Tinder Newsroom

Tinder® Doubles the Fun with “Double Date” Campaign Featuring AFL Star Bailey Smith and a Squad of Creators

An exciting new campaign bringing fresh energy to how Aussies date



Sydney, Australia: Wednesday, July 9, 2025 - Tinder, the dating app that revolutionised how people meet, is redefining modern dating once again with the launch of Double Date - a brand-new feature that lets users pair up with a friend and match with other pairs, creating a low-pressure, group-first way to explore the world of dating side by side.

To celebrate, Tinder has brought together a dynamic cast of creators for its latest campaign, fronted by AFL star and Gen Z icon **Bailey Smith**.

With his best mate Angus in tow, Bailey leads the social-first Double Date campaign, showcasing the feature’s group-first energy through cheeky banter, podcast cameos and social-first content. Together, the pair bring humour, warmth and serious “best mate” energy to the dating app’s newest innovation.

“Tinder’s Double Date is a fun way to mix things up,” said Smith. *“I’m always with the boys, so bringing them along makes meeting people way more relaxed. I’m giving it a go with my best mate, so match with us and we’ll see you in the group chat.”*

Joining Bailey in the campaign are some of Australia’s most exciting Gen Z voices and online personalities, including content creator duo **Pheveya and Ella**, comedic creators **Georgia Productions** and **Gracie Lane**, and **We Mean Well** podcast hosts **Jack and Lu**. The cast brings authentic friendships, offbeat chemistry and chaotic group chat energy to life, proving that dating with your BFF is more fun. The campaign also includes an integration with the We Mean Well podcast.

Kristen Hardeman, Country Director at Tinder in Australia, commented on the campaign: *“With Double Date, we’re tapping into how Gen Z actually dates - socially, collaboratively and with a sense of fun. We’re excited to have Bailey Smith onboard to try out the new feature - we know there are plenty of young, single Aussies that will be hoping to come across his profile on Tinder!”*

This new feature mirrors how dating is evolving. According to research conducted by OnePoll for Tinder prior to the launch of Double Date, **53% of Australians have already been on a double date, and 74% say they’d be open to double dating[1].** The launch taps into a cultural shift where humour, connection, and social support are shaping modern dating norms.

Early testing of the feature in key markets has shown strong engagement from users, showing women were **three times more likely to Like[2]** a pair than they were individual profiles, and match rates have been significantly higher for those using the feature. Similarly, individual users sent **35% more messages[2]** in Double Date conversations compared to typical one-on-one chats.

Tinder’s Double Date feature is now live in Australia. Check out Bailey’s own Instagram post and head to Tinder’s local Instagram (@tinderau) over the next few weeks to see some of the campaign videos featuring Bailey and more.

How Does ‘Double Date’ Work?
Activating Double Date is simple and fun. One tap. Two friends. Double the fun:

- **Invite Friends To Pair Up:** Tap the **Double Date** icon in the top right corner of the main card stack screen, then select up to three friends to create a pair with.
- **Match Together:** Scroll through your main card stack and Like the Double Date pairs that match your energy.
- **Only One Like Per Pair Needed To Kick Things Off... And Boom!** If there’s a match, a group chat is created.
- **Make Plans with Low Pressure:** Limit the small talk and stress. Because dating shouldn’t feel like a job interview.



Please see all available media assets here.

Credits:

- Marketing and Communications - Tinder
- Creative & Talent - Akcelo & Amplify Activate
- Social rollout - Amplify
- Media - Alley
- PR - alt/shift/

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, the flame logo, Swipe, Matchmaker, and It Starts with a Swipe are all trademarks of Tinder LLC.

[1]One Poll survey on behalf of Tinder of 1,000 Aussies, July 2024.

[2]Internal Tinder Testing Data 2025
