



sparks *bly*
✦ AGENCY

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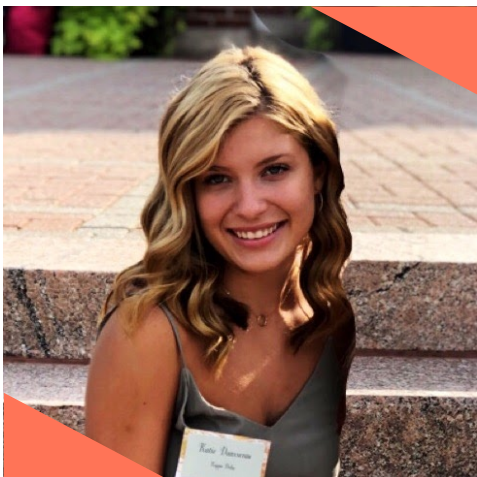
Agency Credentials

Emma Atkinson



Emma is currently in her third year at Quinnipiac University pursuing a Bachelor's degree in Advertising and Integrated Communications. With a minor in Fine Arts and working towards a Public Relations graduate program, Emma loves creating content that excites while remaining tactical about creative approaches. An organized and detail oriented individual, she strives to work creatively with clients to give their brand the direction and strategies it needs to reach their goals.

Katie Dansereau



Katie is in her third year at Quinnipiac University pursuing a Bachelor's degree in Media Studies. She is currently minoring in Strategic Communications and Spanish. After graduation, she will be continuing her education to obtain a Master's degree in Public Relations. In the meantime, Katie appreciates reading, hiking, and keeping up with current events.

Brianna Mejia



Brianna is currently in her 3rd year pursuing her Bachelor's degree in Advertising and Integrated Communications. Her love for creative writing and design has motivated her to also pursue an accelerated Master's Degree in Interactive Media and Communications. Outside of the classroom, Brianna is a School of Communications Student ambassador and secretary of Order of Omega honor society. She also enjoys blogging and painting in her free time.

Heather Popovics



Heather is in her third year at Quinnipiac University. She is obtaining her bachelor's degree in Advertising and Integrated Communications. She will also be receiving her MBA while at the university. Heather is extremely passionate about her field of study and is excited to see what future projects will bring her. In her spare time, you can catch Heather singing in the Legends Acapella group on campus, as well as running various social media accounts for different companies.

Campaign Scope

Client: Tinder

Timeline: July 2021 – June 2022

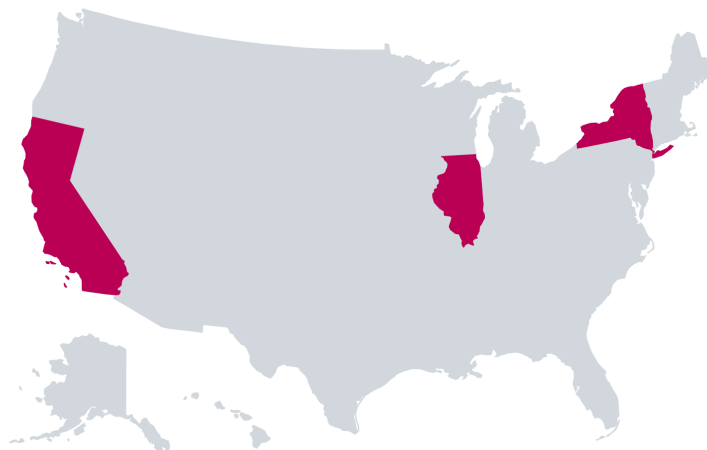
Budget: \$5,000,000

Locations:

- ◆ Los Angeles, California
- ◆ New York, New York
- ◆ Chicago, Illinois
- ◆ San Francisco, California
- ◆ Boston, Massachusetts

Communications Objectives

- ◆ Increase market share by engaging more Gen Z users
- ◆ Increase app downloads and active users





tinder

Situation Analysis

Brand Analysis

History

Tinder is an American, online-dating app that uses features of swiping to either like or dislike other profiles. With its unique swiping feature, Tinder allows for matches to occur and instant messaging. Founded in 2012, Tinder launched in Los Angeles and specifically targeted college fraternities and sororities. In just two months of being launched, Tinder made over a million matches.¹² Founded by Sean Rad, Tinder is still one of the most popular dating apps used amongst people. In 2019, Tinder brought in a total of \$1.2 billion in revenue, making it the most valuable asset to its parent company, Match Group.⁶

App Features

Basics

Tinder allows you to swipe left or right depending on your likeness of the person. You can view the person's name, age, and to a certain point, their interests. Tinder allows profiles to link other social accounts, such as Spotify or Instagram, to get a better understanding of the person. A small bio is also provided to grab an individual's attention when deciding which way to swipe. These basic features contribute to the overall feeling that Tinder creates as an app: fast-paced dating. Tinder is completely free unless you want to upgrade for certain premium factors.

TinderU

TinderU is a feature that allows college students to easily connect with other students around them. Tinder verifies the student is in college by having them link their university email to the account. Once a verified college student, a badge appears in your profile to show what university you attend.

Tinder Plus, Gold, & Platinum

Tinder offers different perks for each of these premium subscriptions. *Tinder Plus* is the most basic of the subscriptions and the least expensive. It offers minimal premiums but enough to get unlimited likes and use the “rewind” feature. *Tinder Gold* is more expensive and offers even more perks including seeing who likes you before you even swipe. *Tinder Platinum* is the ultimate subscription that offers every perk imaginable. Offering the same perks as the other two, this subscription also offers two new perks. Every paid subscription is ad-free. Each subscription varies in price depending on where you live and how old you are. *Tinder Plus* typically starts around \$10.00 a month.

Swipe Surge

When an increased number of people are using Tinder in a certain geographic area, Tinder notifies app users that a “Swipe Surge” is occurring.¹⁶ This means that your chances of matching are increased for that time period. People who are currently on the Tinder app will appear in your feed.



Social Media Analysis

Instagram



- ◆ 327k Followers
- ◆ 569 Posts
- ◆ Following 182
- ◆ Average Likes : 1,093
- ◆ About 1 post every day
- ◆ Very graphic-artistry. Very appealing to the young adult age-range.

Twitter



- ◆ 174, 863 Followers
- ◆ 12,294 Tweets
- ◆ Following 293
- ◆ Average Likes : 168
- ◆ About 2-3 Tweets everyday
- ◆ Very casual attitude.

Facebook



- ◆ 1,593,964 Followers
- ◆ 1,575,507 Likes
- ◆ Not very active on their Facebook account

YouTube



- ◆ 50k Subscribers
- ◆ 119 Uploads
- ◆ 40,411,690 Total Views
- ◆ Post new videos very sporadically. Average of about once a month.
- ◆ Incorporate celebrities into their videos.

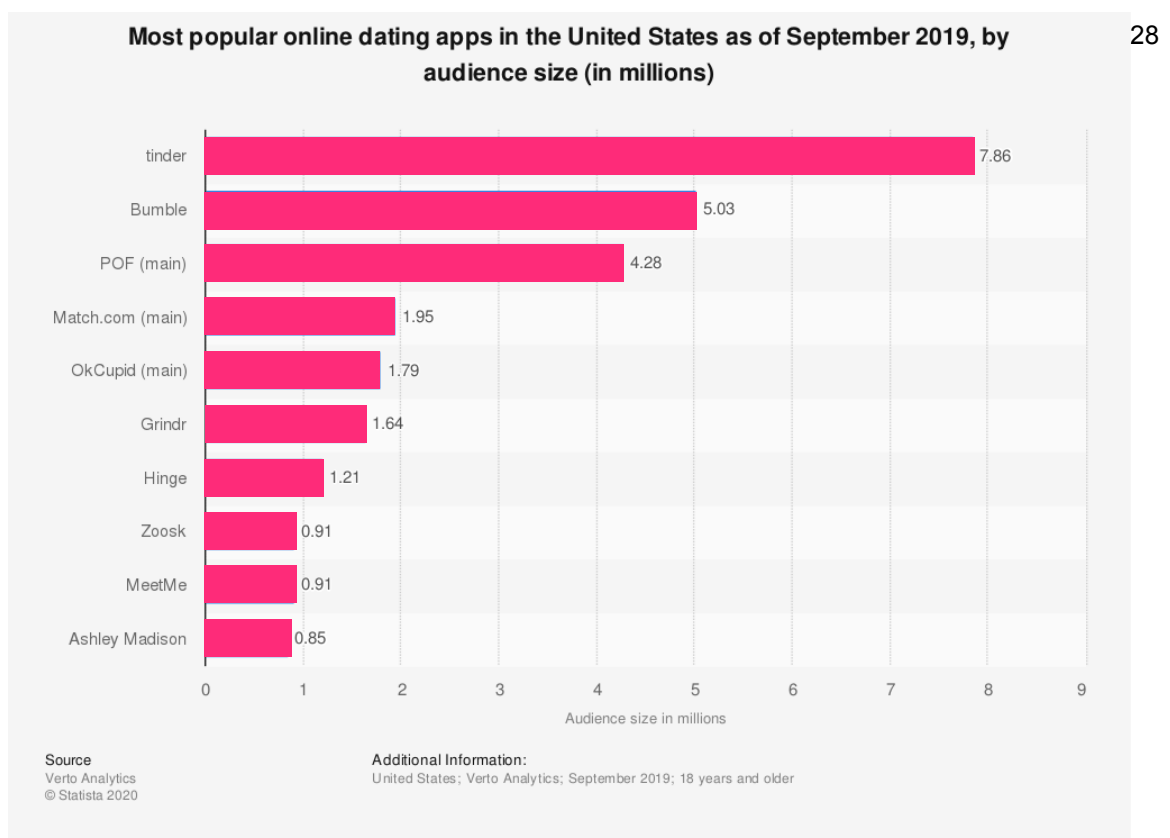
Overall, Tinder sends the same message across all platforms. Each platform blends well with the other and is also very on brand. The Tinder logo is present on each platform as well as the promotion of app features. Their YouTube videos have the potential to be very successful. Facebook is the least used out of all of the platforms.

Market Analysis

There was once a time not so long ago when going on a date with someone that you met on a dating app was considered taboo. Now, millennials have led the change in transforming the stigma around dating apps to make them universally accepted.

According to a Pew Research Center study conducted in February of 2020, three out of every 10 US adults have claimed to use a dating site or app: though it's important to note that these statistics vary significantly by age and sexual orientation. Although the concept of online dating has grown in popularity, 46% of Americans have increasing concerns about the safety of these apps and websites according to the same study.³⁰

The online dating industry has the highest amount of available services and the highest amount of users; however, there are few services that are making any significant revenue. The most common business model is offering basic services for free with an upsell to more advanced, paid subscriptions with more enticing offers. Tinder is a good example of this type of business model. In fact, according to Statista, as of September of 2019, Tinder was the most popular online dating app in the United States by audience size by 2.83 million users.²⁹





Geographic DMA Analysis

Location

According to the GlobalWebIndex¹⁷, 76% of Tinder users reported living in urban settings with 17% suburban and only 7% rural. A report done by Business Insider¹⁵ shows that Tinder is most popular in some of the largest cities in the country. It is estimated that 83% of the United States population lives in urban areas that span the entire country²⁸. Of these cities, the top five cities with the greatest number of active Tinder users are Los Angeles, California, New York, New York, Chicago, Illinois, San Francisco, California, and Boston, Massachusetts. These cities' populations total approximately 16 million compared to the population of the entire United States at 330 Million.



*Los Angeles City , California **

Population estimate (July 2019): 3,990,469

Female Percentage: 50%

% of Population that is single: 58%

67% if between the ages of 18-64

*Note: This information is for the city of Los Angeles, not to be confused with LA County, the larger area.



New York , New York

Population estimate (July 2019): 8,398,748

Female Percentage: 52%

% of Population that is single: 56%

64% if between the ages of 18-64

Chicago , Illinois

Population estimate (July 2019): 8,398,748

Female Percentage: 52%
% of Population that is single: 56%

64% if between the ages of 18-64

San Fransisco County, CA

Population estimate (July 2019): 883,305

Female Percentage: 49%
% of Population that is single: 58%
70% if between the ages of 18-64

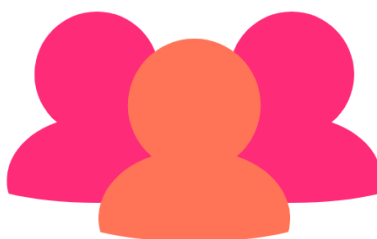
Boston, MA

Boston, Massachusetts
Population estimate (July 2019): 695,926

Female Percentage: 52%
% of Population that is single: 67%
72% if between the ages of 18-64

These five cities have a very similar culture and psychographics. Since they are all cities, the lifestyles are often fast paced. Most of the population is college educated and value the fine arts as well as education and creativity. Residents find socialization and status to be some of the most important factors. Due to the large populations of singles living in these cities, they have some of the lowest household sizes and a large dating scene. People who live in these cities often rent their living spaces and do not own cars (they rely on Uber and public transportation).

We are focusing on these 5 cities because we know that Tinder already has a solid user base. However, as we stated, Tinder has a negative stigma around it when it comes to younger users. By targeting these cities, we can change the attitudes and opinions of our already active user base and hopefully change the way that they interact with the app.



Competitive Analysis

Hinge

Hinge is a dating application founded by Justin McLeod in 2012. Hinge struggled financially in its early days, due to both the costs of developing a mobile app and the small number of users on the platform²⁴. Hinge operates like other dating applications by letting users see profiles of potential matches in their area. To reduce ghosting, the feature “Your Turn” reminds users to respond to their matches. Hinge is a competitor as it is a dating app with a strong focus on creating meaningful connections. A strength of Hinge is their strategy to increase relationships; they added key features such as detailed profiles, prompts, most compatible users, and limited likes to surpass the superficiality of online dating profiles¹³. A weakness of Hinge is that they only connect users with mutual friends or third degree connections, which limits the amount of people users can interact with on the platform.



Bumble

Bumble Trading Inc. is an Austin based social application that was co-founded by Whitney Wolfe Herd and Andrey Andreev in 2014. Bumble has a similar swiping system to other dating applications, but they differ in their messaging guidelines. For heterosexual matches, only females can send the first message, as a way to encourage gender equality and reject typical relationship power dynamics¹⁹. Bumble is considered to be a competitor as it offers a modern spin on the traditional dating app format, as well as offering non-romantic connections¹⁹. A strength of Bumble is its feminist roots, as it encourages female users to take the initiative in developing their own connections. A weakness of Bumble is their cancellation policy, as they faced a class action lawsuit for refusing to refund users when cancelling their subscription².

Grindr

Grindr, a LGBTQ+ dating app, was launched in Los Angeles by Joel Simkhai in 2009, with the free version providing profiles of 100 men in the nearby area. Today, Grindr has over 3 million users across 200 countries¹¹. Grindr is a competitor as it provides a networking service specifically tailored for the LGBTQ+ community, whereas prior there was a lack of space for the modern LGBTQ+ lifestyle on similar dating applications³. A strength of Grindr is their massive global presence, as they have expanded to 200 countries across the world. A weakness of Grindr is the general displeasure of users across the app, as in 2019 a study found that Grindr was the top app that left users unhappy for reasons such as data leaks and the amount of advertisements within the application²³.

Coffee Meets Bagel

Coffee Meets Bagel is a dating application that was launched in 2012 by sisters Arum Kang, Soo Kang, and Dawoon Kang. Profiles, or “bagels”, are given matches daily, which are gathered from mutual Facebook friends or people within the area⁹. Coffee Meets Bagel is a competitor because of their focus on creating successful matches for their users through features such as in-depth profiles and personalized icebreakers⁹. A strength of Coffee Meets Bagel is their female friendly features, such as “Ladies Choice”, which allows female users to receive five matches a day from men who have liked their profile⁸. A weakness of Coffee Meets Bagel is when a user doesn't log onto the app for 14 days, their profile is put automatically on hold⁸.

Plenty of Fish

Plenty of Fish is a Canadian-based online dating platform that was founded in Vancouver by Markus Frind in 2003²². Over its 17 year run, Plenty of Fish has acquired 150 million registered users worldwide, with 57 million new connections made every week²². Plenty of Fish is available in 11 languages and over 20 countries globally²¹. Plenty of Fish is a competitor based on their long-term experience in online dating, as well as the significant amount of active and new users daily (4 million active users and 65,000 new users each day)²¹. A strength of Plenty of Fish is their extensive matching system, with over 70 personality questions and a 30-question psychological assessment⁵. A weakness of Plenty of Fish is that they only have a men and women match option, which discludes users who identify as bisexual or non-binary⁵.

SWOT Analysis

Strengths



- ◆ 174, 863 Followers
- ◆ Top of the consumers mind. When you think of dating apps Tinder is most likely one of the first that comes to mind (dominates the market)
- ◆ Easy user interface which includes swiping right or left. This is easy for the consumer to navigate
- ◆ Matches are anonymous until both users have swiped right
- ◆ Able to connect to other apps such as Spotify and Instagram
- ◆ Anyone can start a conversation after a match. This is unlike bumble, which limits who can start the conversation to only women.

Weaknesses

- ◆ Cat-fishing is a big weakness of the app. Although Tinder has recently launched the Facial Verification, it is still easy to be cat-fished on an online dating app.
- ◆ Too expensive for college students. If Tinder offered its premium perks for more reasonable prices, their target market would be more willing to pay for the perks.
- ◆ One of Tinders former exec has filed a lawsuit against Tinder's ex-CEO, dating service Match and parent company IAC, alleging sexual harassment. This is not a good look for the Tinder company.

Opportunities

- ◆ As of 2020, 19% of Tinder users within the study sample were between the ages of 30-44¹⁸. Tinder has a chance to connect with older generations that aren't typically drawn to their app, and expand the ages of those who are using the app.
- ◆ Tinder should offer more female friendly features to their app, as 72% of their users are male⁴. With the addition of features females are interested in, there is an opportunity to increase the amount of female users on the app.
- ◆ Build trust throughout users of the app by taking measures to prevent cat-fishing. This may be done successfully with a more in-depth verification system.

Threats



- ◆ The competitive nature and popularity of the dating app industry in itself proposes a big threat to Tinder
- ◆ With the fast-paced environment in the technology industry, it is possible that a threat could easily arise quickly of new competition that could push Tinder out of the market
- ◆ Other applications similar to Tinder offer services and features that are very appealing to a large group of online dating users that poses a threat to Tinders current position in the market
- ◆ With the increase in legislative attention on data mining and privacy concerns, it is possible that there could be legislative changes that interfere with the basic operations of Tinder making it virtually impossible to operate

Target Market

Primary and Secondary Target

Our campaign is focusing on generation Z, more specifically men and women aged 18-30. Although many users of Tinder already fall in this age range, we want to remove the stigma around the app and market it as a serious dating platform.

First Profile: College Student

Emily

- ◆ Age: 20
- ◆ Profession: Student
- ◆ Income: \$7,500²⁵
- ◆ Relationship Status: Single
- ◆ Location: Boston, MA
- ◆ Interests: social media, watching movies, going to restaurants, and trying new things.



Hi! I'm Emily. As an undergraduate living in Boston, I like to pass time exploring the city and meeting new people. When I'm not studying or working at my part-time job, you can find me at the newest restaurants or checking out trendy attractions with my friends. I constantly am on social media apps like Instagram, Tik Tok, or Snapchat. I care about my social media presence, and like posting my lifestyle for my followers. Because I'm only 20, I'm not looking for a serious relationship, but I like to spend time with new people I connect with.

Second Profile: Teacher

Mike

- ◆ Age: 27
- ◆ Profession: Math Teacher
- ◆ Income: \$44,782²⁶
- ◆ Relationship Status: Single
- ◆ Location: Los Angeles
- ◆ Interests: traveling, watching sports games, movie enthusiast, spending time with friends



Hi! I'm Mike. Starting my new career as a teacher, I've learned the importance of doing things you enjoy outside of the classroom. In my spare time, I try to catch the football game or travel with my friends. I care about being financially stable, and living a healthy adult lifestyle. I use technology for things like listening to music and reading the news, but also maintain social media profiles to stay in touch with friends. I've dated casually in the past, but feel as though I'm at a place in my life where I may want to pursue someone more seriously.

Research Insights

According to Business Insider¹⁰, 38% of Tinder users are between the age of 16 and 24, 45% between 25 and 34, and 13% are aged 35 to 44. Due to the fact that the platform is a smartphone application, it already caters to a younger audience. Tinder's user base has been historically millennials, but as these users grow up and ditch the app, we are focusing on a new generation.

Although generation Z is technically aged 5-24, users of the app start at age 18 so by extending the age range, we are able to focus on a larger demographic that is still in the same life stages. The younger millennials (late 20s), are often at similar points in their life compared to younger generation z, which is why we chose to include them. According to a study done by Bentley University³¹, the median age at first marriage is now 27 for women and 29 for men which is much higher than it was compared to 1960. This means that millennials are getting married later than ever and including them in our campaign would be targeting a key demographic.

Media Objectives

Ad Spend just achieve at least 50% Digital Media

Media Placements must include:

- ◆ Social media plans
- ◆ Augmented Reality (AR)
- ◆ Search Engine Marketing (SEM)
- ◆ web banners (list of at least 15 sites to greenlight for ad servers)
- ◆ Out Of Home (OOH)
- ◆ Traditional Media (print and or broadcast)
- ◆ 2 Partnership recommendations: pick from Influencers, Celebrities, Non-profits, other Brands (not direct competitors)
- ◆ 1 Native advertising tactic



Tagline: “Find your spark”

Through our campaign, we want to re-energize a generation who may feel like online dating is a lost cause. Technology has changed society and it has also changed the way we interact with each other and date. Just because things may have shifted virtual does not mean you have to take love any less serious.

The stigma surrounding dating apps, especially Tinder, has become increasingly negative in the past few years since a new generation has come of age. We need to communicate to this target demographic that they can find meaningful connections and a spark that lasts.

In our advertising we will heavily feature people in our target market using and interacting with the app while also going on dates and finding love through the app. We will also use testimonials of real people who have found love on tinder. By using actors and real people that fit into our demographic, we are effectively showing our target market that they can be one of these people too. We will emphasize technology and social media as it is one of the main ways our target demographic communicates. Our tagline, “Find your Spark” goes with the fire theme of Tinder while also referencing finding someone that you can make a meaningful connection with, and these meaningful connections are what we want to emphasize.

Through our tactics, we will show that finding love is possible on Tinder and that it can be used for so much more than what it is used for now.

Creative Brief

What specifically are we advertising?

We are advertising a dating app but more specifically the idea that Tinder is more than just an app for hookups or only for older generations. Tinder is an app that can be used seriously by a younger generation to help them find love.

Why are we advertising?

We want to appeal to a new generation of Tinder users who do not take the app seriously. We need to change the stigma that is around the app. Our goal is to make Tinder a more serious environment where young adults go to actually find a significant other.

To whom are we advertising [target market]?

Our campaign is focusing on generation Z, more specifically single men and women aged 18-30 who are looking to find a significant other. Our target market includes an age range outside of the typical generation z age range because of the fact that many in their late 20s are in similar life stages.

What do they [target market] currently think?

The current target market believes that Tinder is not a serious app where you can find a significant other. There is a stigma that the app is used for hookups or for an older generation of millennials. Our target market may also use other dating apps in place of Tinder that are considered more “serious”.

What do they [target market] currently think?

The current target market believes that Tinder is not a serious app where you can find a significant other. There is a stigma that the app is used for hookups or for an older generation of millennials. Our target market may also use other dating apps in place of Tinder that are considered more “serious”.

What do we want them [target market] to think/ feel/ do after exposure to the advertising message(s)?

We want the target market to consider Tinder a serious dating platform that is used by young people. We want to increase downloads of the app among this generation as well as increase the number of profiles. Ultimately we want them to pick Tinder over other platforms they consider more serious.

What is the single most persuasive idea or Unique Selling Proposition about the product that differentiates it from competition?

Tinder offers access to the largest pool of singles, greater than any other dating app. This is what makes it so appealing since almost every other dating app there has taken the Tinder model and stolen it, modifying it only a little bit. The more people on the app, the more access you have to more singles which increases your chances of finding someone you like. Swiping right and left to “match” is a feature that Tinder created but has been replicated by so many other apps.

What is the personality of the brand?

Tinder is an exciting brand with a fun and energetic personality. They are passionate and romantic but their colors and branding give off a young feel. Their copywriting is young and playful and their “swipe surges” and other features are meant to be fast paced and energetic.

What is the personality of this particular campaign [vision/ theme]?

The personality of this campaign wants to maintain the fun and exciting tone of the brand itself while presenting the app as serious and intimate. The campaign should emphasize Tinder’s ultimate goal of helping people find meaningful connections and relationships, rather than a hookup app. We will use our tagline “Find your spark” as a play on words with the fire theme.

What are the media objectives of this campaign?

For this campaign, we will focus on digital, traditional, out of home, experiential media, as well as partnerships and other public relations outreach.

What is the budget of this campaign?

The budget of this campaign is \$5,000,000. Approximately \$200,000 of this is a contingency fund.

What is the geographic designated market area for this campaign?

The geographic designated market areas for this campaign are major cities across the United States, such as New York City, Boston, Los Angeles, San Francisco, and Chicago

Flights and Tactics

Streaming Services Commercial

- ◆ Media Type: Digital Media
- ◆ Details: 30 Second Ad
- ◆ Cost: CPM \$6.50
- ◆ Impressions: 4mil
- ◆ Frequency: 16, 2 times a month on Hulu, 2 times a month on Apple TV
- ◆ Total Cost: \$416,000
- ◆ KPI: click-through-rate, engagement, reach

By placing Tinder ads on streaming services such as Hulu or Apple TV, we can pick when we want these ads to be placed based on the genre of what the customer is watching. For example, if it is a romantic movie, we can choose to place the Tinder ads with that movie. To ensure that our target audience is reached, we can narrow down to mature rated movies that adults will be watching. Our ad will be short, only 30 seconds. It will highlight how Tinder can help you “Find Your Spark.”

Radio Ad

- ◆ Media Type: Broadcast
- ◆ Details: 30 Second Ad
- ◆ Rate: CPM \$12
- ◆ Impressions: 400,000
- ◆ Frequency: 20, 5 times a month
- ◆ Total Cost: \$96,000
- ◆ KPI: Reach, App downloads

Tinder can benefit by having radio ads because we can narrow down the radio shows by audience and target market. For example, a lot of young adults listen to Elvis Duran and the Morning Show. By placing a Tinder ad during the show, we can ensure our target market listens. There are also various shows that incorporate phone tabs into their content, so having a Tinder ad play while someone is pranking their significant other can be extremely beneficial. This ad will be short, at only 15 seconds. It will talk about the uniqueness of Tinder and how you can “Find Your Spark” with the app.

Flight 1: Increase Brand Awareness

July 2021 - October 2021

Billboard Ad

- ◆ Media Type: Print Media
- ◆ Details: Over a Freeway
- ◆ Cost: \$6,000 per 4 weeks
- ◆ Frequency: 4, 16 weeks total
- ◆ Impressions: 1,500,000 per month
- ◆ Total Cost: \$24,000
- ◆ KPI: reach, hashtag use, app downloads

A billboard is a must when trying to increase brand awareness. This billboard will be bright and eye-catching. It should appeal to people and make them want to download the app. The billboard should be placed in busy areas of the allocated cities to ensure maximum viewership of consumers. “Find Your Spark” should be the focus of this ad.

Macro Social Influencer

- ◆ Media Type: Collaboration
- ◆ Details: Jake Mitchell @itsjakemitchell
- ◆ Total Cost: \$2,000
- ◆ Impressions: 446,000
- ◆ Frequency: Twice a month (8 ads total)
- ◆ Total Cost: \$16,000
- ◆ KPI: Hashtag use, engagement, conversions, promo code use

By partnering with Jake Mitchell, Tinder can reach their desired target audience. Mitchell regularly posts videos to YouTube and pictures to his Instagram account. They are normally funny videos that incorporate his friends and members of his family. He definitely hits on the Gen Z audience.

TV Commercial

- ◆ Media Type: Digital Media
- ◆ Details: 30 Second Ad Spot
- ◆ Rate: CPM \$19.50
- ◆ Impressions: 8,000,000
- ◆ Frequency: 3, Once for the first three months
- ◆ Total Cost: \$312,000
- ◆ KPI: Reach

By placing Tinder commercials on networks that air The Bachelor or rom coms, we think that Tinder can efficiently hit their target audience. Ads will benefit highly from airing on these types of channels because these are usually the people who are interested in love. We also believe that a Tinder commercial can benefit from being on a sports channel that is playing college level football. Usually this audience consists of people who have just graduated college, which will be exactly in our age range. There should be two different ads, one to target the women and one to target the men. Each should have their own spin on the “Find Your Spark” theme.

Flight 1 Cont.

Magazine Ad

- ◆ Media Type: Print Media
- ◆ Details: Full Page
- ◆ Rate: CPM \$50
- ◆ Frequency: 3 issues : 2 ads each issue; 6 ads total
- ◆ Impressions: 1,000,000
- ◆ Total Cost: \$300,000
- ◆ KPI: Reach, App downloads

Tinder can benefit tremendously from being in magazines like Cosmopolitan and GQ. The target audience range for Cosmopolitan is women between the ages of 18-35 and the average age of a man who reads GQ is 26 years-old. By incorporating a bright pink ad into these magazines, we can be sure to capture people's attention.

Radio Streaming Services

- ◆ Media Type: Digital Media
- ◆ Details: A visual should be placed on these services
- ◆ Cost: CPM 15
- ◆ Impressions: 1 million
- ◆ Frequencies: 4
- ◆ Total Cost: \$60,000
- ◆ KPI: Reach, click-through-rate, conversions

Whether it's Spotify, Pandora, or Amazon music, there are always people in our target market on these apps. By promoting Tinder on these platforms, we can really zone in on our audience. Tinder can zone in on age, demographics and even on the songs people like. This ad can be in the form of a digital poster or a short 15 second video. It should be to the point and incorporate our tagline.

Intern

- ◆ Media Type: People Power
- ◆ Details: \$12/ hour, 20 hr weeks for 48 weeks
- ◆ *Intern will work for the duration of the campaign throughout the three flights*

An intern specifically focused on social media and event based needs will help manage promoted posts as well as monitor Influencer and organization collaborations to ensure that they are being posted on time and in accordance with agreements. They will also monitor engagements, analytics, and conversion rates.

Flight 1 Cont.

Hoodies

- ◆ Media Type: Merchandise
- ◆ Details: The Tinder logo will be printed on various items of clothing.
- ◆ Cost: \$75,000 per unit
- ◆ Impressions: 2 units
- ◆ Total Cost: \$150,000
- ◆ KPI: Item Sales

To ensure that the Tinder merchandise is exclusive, we will release limited amounts of each product. These items should be trendy, maybe oversized and tie-dye colored. By building off of Supremes aesthetic, we can make Tinder seem cool and make people want to buy/wear their merchandise. Tinder should focus on designing different styles for the different people they are trying to reach. Overall, “Find Your Spark” should be somewhere of the merchandise, whether written small in the back or on the front.

Bus Wrap Exterior Ads

- ◆ Media Type: Print Media
- ◆ Details: An ad should be place on the side of a bus.
- ◆ Total Cost: \$350 per ad (10 ad minimum)
- ◆ Impressions: 80,000 per month per ad
- ◆ Frequencies: 2 months, 16 ads
- ◆ Total Cost: \$5,600
- ◆ KPI: Reach, app downloads

By finding a bus that goes through a busy city or town, we can ensure that many eyes will see this ad. Sitting in traffic can be boring, but when you look over and see a bright colorful ad, it will grab your attention. These ads should incorporate our tagline and be as bright as possible. Using different colors for various ads can ensure that people will look at them.

Instagram Promoted Posts

- ◆ Media Type: Digital Media
- ◆ Details: Should includes links to download Tinder.
- ◆ Rate: CPM \$7
- ◆ Impressions: 700,000
- ◆ Frequencies: 40, 10 per month
- ◆ Total Cost: \$196,000
- ◆ KPI: Click-through-rate, engagement, conversions, promo code use, hashtag use

Instagram is a great place to promote ads. By narrowing in directly on their target audience, they can ensure that the exact people they want to see the ad, will. These ads should be eye catching and bright. They should highlight that you can “Find Your Spark” with Tinder. Each post should promote that Tinder is the place to find your match. Maybe by including real Tinder love stories into these posts could be beneficial to the target audience.

Flight 2

Instagram Promoted Posts

- ◆ Media Type: Digital Media
- ◆ Cost: CPM \$7
- ◆ Impressions: 700,000
- ◆ Frequency: 35 ads throughout the flight
- ◆ Total Cost: \$171,500
- ◆ KPI: Engagements, conversions, Click through rate

We will schedule Instagram promoted posts for 2 or 3 times a week (35 ads spread through the flight), which can be targeted towards our target demographic and do not require much labor. Our intern can monitor conversions based on this post which includes likes, comments, profile visits, and link clicks.

Macro Social Influencer

- ◆ Victoria Fuller
- ◆ Media Type: Collaboration
- ◆ Cost: \$2,000
- ◆ Impressions: 575,000
- ◆ Frequency: twice a month (8 ads total)
- ◆ Total Cost: \$16,000
- ◆ KPI: Hashtag use, increase downloads

Victoria Fuller was a contestant on season 24 of the Bachelor and is a very well known contestant. As someone who has been looking for love on the show, she is the perfect person to advertise Tinder (since she herself is still single). Her 574k followers are comprised of our target market and she can use our #findyourspark to encourage her followers to use Tinder to find their significant other. She will post once a month and can use the swipe up features on stories to encourage downloads.

Flight 2: Increase Product Trial

November 2021 - February 2022

University Newspapers

- ♦ Media Type: Print Media
- ♦ Cost: CPM \$6
- ♦ Impressions: *The Daily Bruin*- 9,000³², *Washington Square News*- 10,000³⁴, *The Daily Free Press*- 5,000³⁵, *UIC Today*- 5,000³⁶, *The Daily Californian*- 10,000³³
- ♦ Frequency: 3 ads a week/ newspaper
- ♦ Total Cost: \$9,126
- ♦ KPI: app download, click through rate

Tinder can benefit from placing ads in university newspapers across the country as this is the exact demographic that we are looking to target. Newspapers included will be University of California Los Angeles (The Daily Bruin), New York University (Washington Square New), Boston University (The Daily Free Press), University of Illinois at Chicago (UIC Today), and University of California Berkeley (The Daily Californian). Each of these universities have at least 31,000 undergraduate students. The ads will include our tagline #findyourspark and encourage downloads by directing viewers to the app store with a QU code. These university newspapers align with our geographic designated market areas as well. Three ads will be placed in each newspaper a week for 13 weeks.

Snapchat Sponsored Lens

- ♦ Media Type: Digital Media
- ♦ Impressions: 50 Million
- ♦ Frequency: 1 Day
- ♦ Total Cost: \$450,000
- ♦ KPI: reach, engagement, app downloads

Our snapchat lense would feature the Tinder logo in the top right corner as well as hearts that would cover the eyes of the user that would flash and the hashtag #findyourspark would also be featured at the bottom. Snapchat is a great place to reach our target demographic because snapchat is mainly used by only Generation Z. It is interactive and can be shared on Snapchat stories which would lead to others using the filter. It will also include a swipe up feature that leads you to the app store to download the app.

Flight 2 Cont.

Non profit organization partnership

- ◆ Joyful Heart Foundation
- ◆ Media Type: Collaboration
- ◆ Frequency: 2 organic posts per month (total 8 posts)
- ◆ Total Cost: \$350,000
- ◆ KPI: App Downloads and engagement

The Joyful Heart Foundation is a foundation dedicated to transforming society's response to sexual assault, domestic violence, and child abuse³⁷. Since this foundation is an avid supporter of healthy relationships partnering with Tinder would show that Tinder cares about the nature of relationships formed on the app while also donating money to the cause. The Joyful Heart Foundation would receive a sizable donation as well as national attention to a smaller organization. They would also be able to help more people because they would be connected to all Tinder users as a resource. The two would partner up and Tinder would pledge \$350,000 if they reached 100,000 new Tinder users by the end of flight #3. They would share information on their sponsorship and the foundation would promote to their 50k Instagram followers.

Minor Celebrity Partnership

- ◆ Chris Harrison
- ◆ Media Type: Collaboration
- ◆ Cost: \$500,000
- ◆ Impressions: 3 million
- ◆ Total Cost: \$500,000
- ◆ KPI: App Downloads

Chris Harrison, popular host of the Bachelor and Bachelorette, is a minor celebrity that is extremely well known by our target market. He is known for being the host but also giving advice to contestants on the show and is associated with love and relationships. Chris Harrison would appear in one of our youtube ads and encourage the audience to find their happily ever after using Tinder to help them. His familiar face would be recognized immediately and encourage viewers to download the app.

Flight 2 Cont.

Youtube Ads

- ◆ 15 second ad
- ◆ Media Type: Digital
- ◆ Cost: CPM \$5
- ◆ Impressions: 500,000
- ◆ Frequency: 30 ads
- ◆ Total Cost: \$75,000
- ◆ KPI: Hashtag use, App Downloads

We will schedule 15 second youtube ads on channels that align with our target market and who we want to micro target on channels such as Bachelor Fantake, Cody Ko, Love Island USA etc. Youtube ads are a great way to reach our target demographic who are avid Youtube watchers. Since there is no way to skip them, they are a quick way to grab people's attention. The commercial will feature testimonials of real Tinder users who have found their significant others on the app as well as a guest appearance from Chris Harrison (host of The Bachelor series). The testimonials will be men and women in our age range speaking about finding their "spark" on the app. The commercial will prompt them to find their spark and download tinder and start swiping.

Computer Stickers

- ◆ Media Type: Merchandise
- ◆ Cost: \$5000
- ◆ Impressions: 5000 per unit
- ◆ Frequency: 5 units
- ◆ KPI: item sales

We have budgeted to print 25,000 stickers which can be placed on laptops, water bottles, and cars. Since word of mouth is such a powerful form of advertising, people will be likely to ask about the sticker or see it on one of the personal items of the person carrying it.

Flight 3

Instagram Promoted Posts

- ◆ Media Type: Digital
- ◆ Details: should include link to Tinder upgrade
- ◆ Rate: CPM \$7
- ◆ Impressions: 1 million
- ◆ Frequency: 16
- ◆ Total Cost: \$112,000
- ◆ KPI: Engagements, conversions

This Instagram post will advertise the Tinder Gold membership to a wide audience of users. The post should highlight some of the key features Tinder Gold unlocks in order to “Find Your Spark”. The goal in showing these features is for users to see the benefits of the upgrade, and make them interested in expanding their membership with Tinder. Instagram is a great platform to promote Tinder Gold, as the demographic we hope to reach are very present across all social media platforms. We can measure the success of these promoted posts through tracking conversions and user engagement with the post.

Snapchat Discover Ad

- ◆ Media Type: Digital
- ◆ Details: should include link to Tinder upgrade
- ◆ Rate: \$50,000
- ◆ Impressions: 5 million
- ◆ Frequency: 4
- ◆ Total Cost: \$200,000
- ◆ KPI: Premium Upgrades, click-through-rate

Tinder can benefit by utilizing Snapchat Discover ads in order to emphasize the best features from Tinder Gold. The ad will appear on Snapchat users’ discover pages, and will show how upgrading to Tinder Gold will maximize your social experience on Tinder. The ad should include a link or redirect to upgrade their Tinder account, so users can easily join Tinder Gold.

Snapchat Discover Ads reach a massive amount of people, which is ideal for getting as many impressions as possible. The more people we can reach, the more people will upgrade their Tinder accounts.

Flight 3: Increase Increase Customers Chances of Upgrading

February 2021 - June 2022

In App Ad

- ◆ Media Type: Digital
- ◆ Details: Pop up ad
- ◆ Rate: \$15,000
- ◆ Impressions: 250,000 per month
- ◆ Frequency: 4
- ◆ Total Cost: \$60,000
- ◆ KPI: premium upgrade, click-through-rate

This ad would appear in the Tinder app promoting the Tinder Gold upgrade. The ad would detail features of the Tinder Gold package that regular members of Tinder don't have access to. The ad may appear to users of the app once a month, with a limited time discount to have a Tinder Gold account. Current users of Tinder may consider upgrading their account to try out new features, especially if there is a discount. We want to prioritize upgrading current users of the app, as it is easier to persuade them to upgrade for more features, rather than get new users to upgrade to Tinder Gold right from the start of their use.

Digital Billboard

- ◆ Media Type: Out of Home
- ◆ Details: 5 locations across major U.S. cities:
 - ◆ NYC, Los Angeles, Chicago, Boston, San Francisco
- ◆ Rate: \$4,000 per billboard
- ◆ Impressions: 2,500,000 per month
- ◆ Frequency: 20 (5 billboards for 4 months)
- ◆ KPI: hashtag use

Tinder will have digital billboards in five major cities across the United States. The states in consideration are New York City, New York; Los Angeles, California; Chicago, Illinois; Boston, Massachusetts; and San Francisco, California. These billboards will have bold, eye-catching colors, and will be in focal areas of each city. We will put the billboards in places where many people who live in the city go, such as Time Square in New York City. We are trying to reach as many people living in these areas as possible for the most amount of impressions. The billboard will advertise for Tinder Gold, with the tagline “#findyourspark” - to catch people's attention as they pass by. We will monitor the effectiveness of the billboard ad by hashtag use.

Flight 3 Cont.

Twitter Promoted Post

- ◆ Media Type: Digital
- ◆ Details: should include link to Tinder upgrade
- ◆ Rate: CPM \$5.50
- ◆ Impressions: 1 million
- ◆ Frequency: 28
- ◆ Total Cost: \$154,000
- ◆ KPI: click-through rate, engagement, conversions

Tinder can use Twitter promoted posts in order to advertise Tinder Gold to users. The advertisement should be short, as Twitter only allows for 280 characters, and should focus on how Tinder Gold will help Tinder users “#findyourspace”. The advertisement should provide a link that redirects Twitter users to an upgrade page for Tinder Gold, where users can learn more about the features Tinder Gold offers to their members. Twitter is another great social media platform to advertise for Tinder Gold, as our demographic makes up a large part of users on Twitter.

Podcast Ad

- ◆ Media Type: Broadcast
- ◆ Details: 45 Second ad spot
- ◆ Rate: CPM \$18
- ◆ Impressions: 1,000- 5,000 (over 3 months)
- ◆ Frequency: 16
- ◆ Total Cost: \$1,440
- ◆ KPI: Promo code use

This ad spot would be aired on podcasts that speak about dating advice and love. The host will explain that Tinder Premium is an even better way to meet your future significant others and provide a description of what features come with it. They will also provide a coupon code for a free trial and percentage off. The demographic that listens to podcasts is exactly who we want utilizing our platform and the coupon code will encourage them to either download the app or upgrade their account which leads to more Tinder use. We have our eyes on “Call Her Daddy” for our podcast advertisements, as they have been a massive success since their start in 2018. The podcast, hosted by Alexandra Cooper, features advice and stories about relationships and sex for people in their twenties. Call Her Daddy has been at the top of the charts for podcasts on iTunes and has the same demographic we are trying to reach with our campaign.

Flight 3 Cont.

Search Engine Marketing

- ◆ Media Type: Digital
- ◆ Details: Google AdWords
- ◆ Rate: CPM \$115
- ◆ Impressions: 500,000
- ◆ Frequency: 8
- ◆ Total Cost: \$460,000
- ◆ KPI: Click-through-rate of SEM terms

Tinder will use Google AdWords in order to reach more customers when they are searching on Google. Some search engine marketing terms Tinder will use to promote Tinder Gold are *dating, tinder, love, grindr, bumble, hinge, relationship, and single*. All of these terms are related to Tinder Gold, so users searching these terms are more inclined to be interested in the service. Some SEM terms should be competitors of Tinder, so customers can be swayed from other sites to try Tinder Gold. We hope to capture the attention of those searching these terms, and sway them to want to upgrade or join Tinder Gold in order to find their special someone.

Augmented Reality

- ◆ Media Type: Digital
- ◆ Details: Valentine's day Snapchat lens, should include tagline "#findyourspark" and Tinder logo
- ◆ Rate: \$700,000
- ◆ Impressions: 50 million
- ◆ Frequency: 1 (Valentine's Day)
- ◆ Total Cost: \$700,000
- ◆ KPI: premium upgrades

Tinder will have an Augmented Reality Filter on Snapchat on Valentine's Day. The filter will be promoting a special Tinder Gold deal for Valentine's Day. The filter will feature Tinder's logo, and the tagline "#findyourspark". The filter will create fireworks in the shape of hearts on the screen of users. The filter is meant to capitalize on Valentine's Day by making users want to connect with others using Tinder Gold. We want to remind Snapchat users of the romantic holiday, and that they may be able to find someone special by upgrading to Tinder Gold (at a discounted rate).

Intern

- ◆ Media Type: People Power
- ◆ Details: \$12/ hour, 20 hr weeks for 48 weeks
- ◆ *Intern will work for the duration of the campaign throughout the three flights*

An intern specifically focused on social media and event based needs will help manage promoted posts as well as monitor Influencer and organization collaborations to ensure that they are being posted on time and in accordance with agreements. They will also monitor engagements, analytics, and conversion rates.

Media Menu

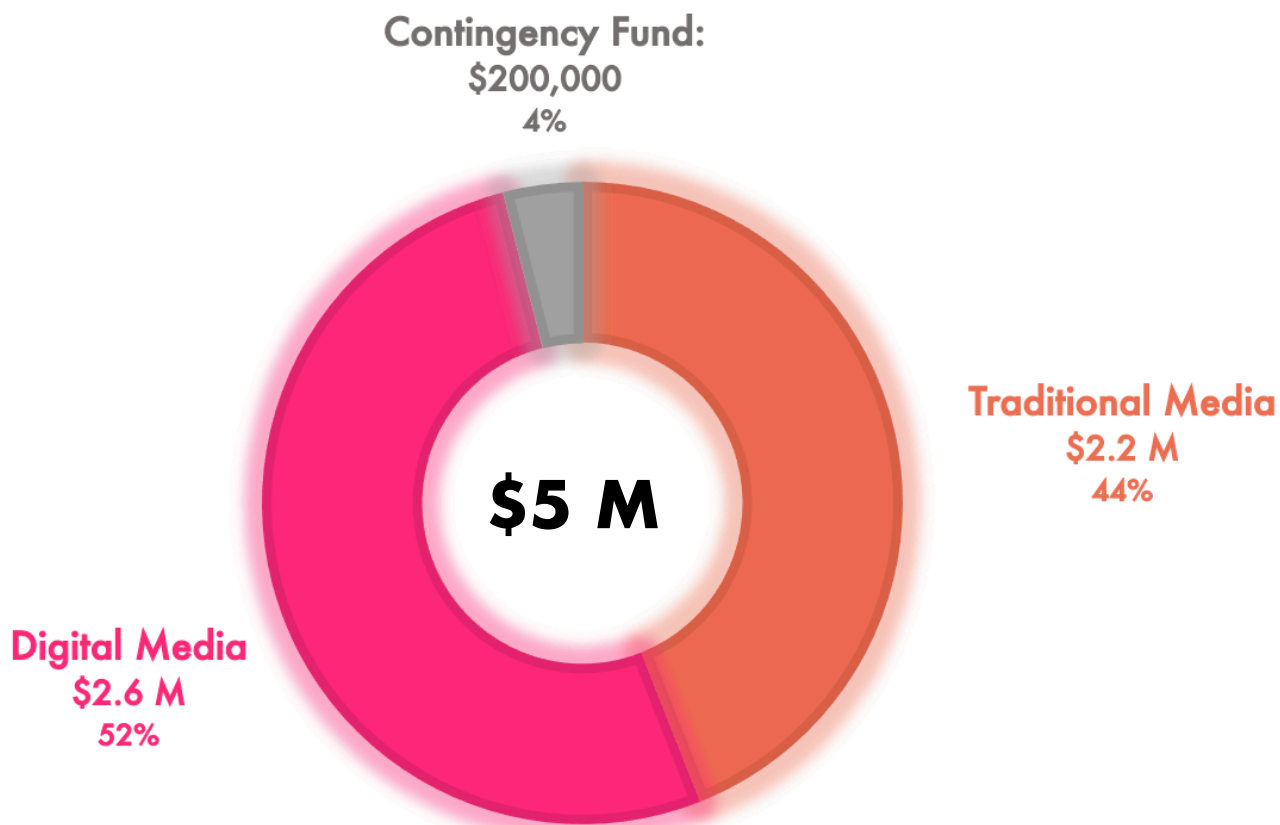
Traditional Media:

Traditional			
Broadcast Media	Media Specs	Cost	Imperssions (minimum - maximum)
Radio Broadcast Station	:30 second ad spot	CPM \$12	50,000 - 12 million
Radio Streaming Services (ie. Pandora)	:10 second ad spot	CPM \$15	10,000 - 7 million
Podcast	:45 second ad spot	CPM \$18	1,000-5,000 / 3 month period
Television Broadcast Station	:30 second ad spot	CPM \$19.50	1 million - 25 milion
Video Streaming Service (ie. Hulu)	:30 second ad spot	CPM \$6.50	100,000 - 1 million
Out Of Home (OOH)	Media Specs	Cost	Imperssions
Billboard	4 weeks	\$6,000	1,500,000 / month
Digital Billboard	4 weeks	\$4,000	2,500,000 / month
Kiosk Board	4 weeks	\$2,000	800,000 / month
Poster Board	4 weeks	\$800	300,000 / month
Junior Poster	4 weeks	\$300	125,000 / month
Transportation	Media Specs	Cost	Impressions
Bus Wrap Exterior	10 ad minimum	\$350 per ad	80,000 / month per ad
Bus Wrap Interior	10 ad minimum	\$175 per ad	10,000 / month per ad
Public Bench	10 ad minimum	\$100 per ad	200 / month per ad
Bus Stop Takeover	1 Location includes 6 Ads	\$4,000 per ad	18,000 / month per location
Print Media	Media Specs	Cost	Impressions
University Newspaper	1 issue / 2 ads each	CPM \$6	1,000 - 30,000 range
Local Town Newspaper (ie. New Haven Register)	2 issue / 2 ads each	CPM \$9	50,000 - 250,000 range
Local Metropolitan Newspaper	1 issue / 2 ads each	CPM \$12	
Regional Newspaper	1 issue / 2 ads each	CPM \$14	
State Magazine	1 issue / 2 ads each	CPM \$40	
Regional Magazine	1 issue / 2 ads each	CPM \$50	
Merchandise	Cost Per Item	Unit Cost	Impressions
T-Shirt	\$5	\$25,000	5000 per unit, no maximum
Hoodies / Sweaters	\$15	\$75,000	5000 per unit, no maximum
Coasters	30 cents	\$1,500	5000 per unit, no maximum
Koozies	80 cents	\$4,000	5000 per unit, no maximum
Computer Stickers	20 cents	\$1,000	5000 per unit, no maximum
Collaborations	Details	Cost	Impressions
Major Celebrity Partnership	1 appearance in ad or at event	\$3,000,000	over 10 million
Minor Celebrity Partnership	1 appearance in ad or at event	\$500,000	1 million - 10 million
Celebrity Influencer	following of over 1 million	\$30,000	over 1 million
Macro Social Influencer	following of 150,000 to 1 million	\$2,000	150,000 - 1 million
Micro Social Influencer	following of 1,500 to 150,000	\$300	1,500 - 150,000
Non-Profit Organization Partnership	minimum donation	\$200,000	estimate based on nature of collaboration
People Power	Details	Cost per hour	
Intern	min 15 hours, max 40 hours per week	\$10	
Freelancer	per hour rate	\$35	

Digital Media:

Digital Media			
Promoted Ads	Media Specs	Cost	Impressions
In App Ad	4 weeks	\$15,000	250,000 / month
Google AdWords	1 word rate	CPM \$115	
Google Adsense (ie. Ad served on website)	Display ad rate	CPM \$2	
Snapchat Sponsored Lense	1 Day	\$450,000	50 million
Snapchat Sponsored Lense Holiday Rate	1 Day	\$700,000	50 million
Snapchat Discover Ads	1 Day	\$50,000	5 million
Sponsored Local Geofilter for a brand pop-up eve	1 Day	\$7	up to 25,000
Sponsored Local Geofilter for a public event	1 Day	\$10,000	over 25,000
Facebook promoted post		CPM \$9	
Instagram promoted post		CPM \$7	
Twitter promoted post		CPM \$5.50	
LinkedIn promoted post		CPM \$6.50	
YouTube video ad	pre-roll :30 second ad	CPM \$7.50	
YouTube video ad	pre-roll :15 second ad	CPM \$5	
Pinterest promoted pin		CPM \$3.50	
Yelp Ad		CPM \$6	

Budget Breakdown



Traditional Media Spend

Broadcast

Radio: \$156,00
Podcasts: \$1,440
Television: \$312,000
Streaming: \$416,000

People Power

Interns: \$23,040

Transportation

Bus Wrap Exterior: \$5,600

Print

University Newspaper: \$9,126
Regional Magazine: \$300,000

Collaborations:

Minor Celebrities: \$500,000
Macro-Influencers: \$32,000
Non-Profits: \$350,000

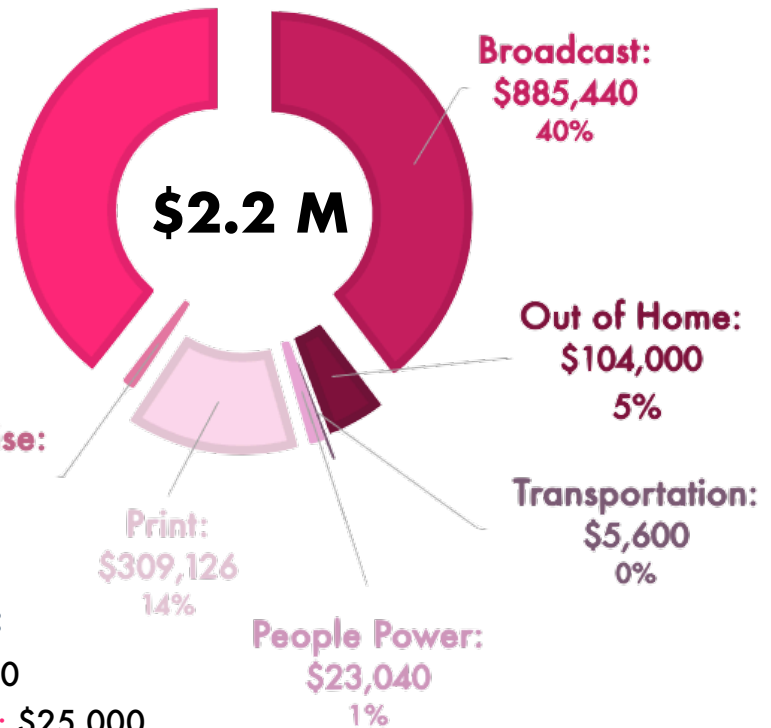
Collaborations:
\$885,440
39%

Merchandise:

Hoodies: \$150,000
Computer Stickers: \$25,000

Out of Home

Digital Billboards: \$80,000
Billboards: \$24,000



Total: \$2,234,206

Digital Media Spend

Snapchat

Sponsored Lens: \$450,000
Discover Ads: \$200,000

Twitter:

Promoted Posts: \$154,000

YouTube

15 Second Ads: \$75,000

Instagram

Promoted Posts: \$479,500

Other:

In-App Ads: \$60,000
Augmented Reality: \$700,000
Search Engine Marketing: \$460,000

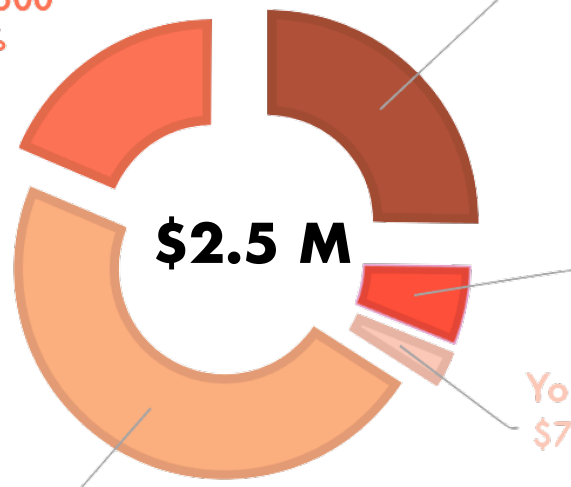
Instagram
\$479,500
19%

Snapchat
\$650,000
25%

Twitter:
\$154,000
6%

YouTube
\$75,000
3%

Other
\$1.2 M
47%



Total: \$2,578,500

Flow Chart Highlights

Flight 1

September is the month when most of our demographic is returning to school or moving away from home for the first time. We want to focus on promoting Tinder during this time as a great way to meet new people in a new area or school and a perfect resource for finding a new spark in a new city.

2021-2022		SEPTEMBER																													
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
		W	Th	F	Sa	Su	M	T	W	Th	F	Sa	Su	M	T	W	Th	F	Sa	Su	M	T	W	Th	F	Sa	Su	M	T	W	Th
FLIGHT 1: Increase Brand Awareness																															
Digital Media																															
Streaming Services Commercial: Hulu																															
Streaming Commercial: Apple TV																															
TV Commercial																															
Instagram Promoted Posts																															
Radio Streaming Services																															
Broadcast																															
Radio Ad																															
Print Media																															
Magazine Ad																															
Billboard Ad																															
Bus Wrap Exterior Ads																															
Merchandise																															
Hoodies																															
Collaboration																															
Macro Social Media Influencer																															
People Power																															
Intern																															

Flight 2

FLIGHT 2: Increase Product Trial		FEBRUARY																											
Digital Media		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28
Youtube Ad		T	W	Th	F	Sa	Su	M	T	W	Th	F	Sa	Su	M	T	W	Th	F	Sa	Su	M	T	W	Th	F	Sa	Su	M
Instagram Promoted Posts																													
Snapchat Sponsored Lense																													
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Print Media																													
University Newspapers																													
Merchandise																													
Computer Stickers																													

Valentine's Day can either be a joyful or a dreaded holiday. During the month of February we are heavily promoting Tinder Premium as the best way to secure a date for the holiday and find a potential new spark to kick off the New Year right.

Flight 3

FLIGHT 3: Increase Customer Upgrades		FEBRUARY																											
Digital Media		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28
In App Ad		T	W	Th	F	Sa	Su	M	T	W	Th	F	Sa	Su	M	T	W	Th	F	Sa	Su	M	T	W	Th	F	Sa	Su	M
Instagram Promoted Posts																													
Snapchat Discover Ad																													
Twitter Promoted Post																													
AR Snapchat Lense																													
Search Engine Marketing																													
Broadcast																													
Podcast Ad																													
Out of Home																													
Digital Billboard: Los Angeles, CA																													
Digital Billboard: San Francisco, CA																													
Digital Billboard: Chicago, IL																													
Digital Billboard: Boston, MA																													
Digital Billboard: New York, NY																													
People Power																													
Part-time Intern																													

Campaign KPI Summary

Key Performance Indicator	Justification
App Downloads	By tracking the number of app downloads during the campaign we will be able to gauge the success of our first two flights with brand awareness and increased product trial.
Premium Upgrade	Monitoring the number of consumers who upgrade to premium will show the overall effectiveness of our third flight tactics.
Click-through-rate	Click-through-rate will show the connection between the links that we use in our tactics and how many people actively used them to view the app or a product.
Engagement	Tracking likes, shares, comments, and views we can determine the level of success for individual posts.
Conversions	Conversions will allow us to track revenue brought in by a specific post and will help show a more direct link between engagement and revenue.
Item sales	Item sales will show us how much merchandise is purchased which will allow us to monitor brand awareness as well.
Promo code use	Tracking promo code use will allow us to gauge the success of specific posts, collaborations, and advertisements.
Hashtag use	Monitoring hashtag use online will allow us to evaluate the success of static ads such as billboards as well as overall brand awareness.
Reach	By tracking the reach of our tactics we will be able to see how many people certain ads were seen by, which will be helpful for overall brand awareness.

Call to Action

We would like to thank you for the opportunity to submit a proposal and work with Tinder on this project.

Sparks Fly Agency is confident that we can help you build a successful campaign that will increase brand awareness, product trial, and upgrades while reinvigorating a generation who has lost faith in online dating.

Our agency is willing and able to adapt to meet your needs during the campaign and we can not wait to work with you in the future. Again, thank you for the opportunity and let's work together to help people find their spark!



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