"GROUNDBREAKING"

"A FIRST-OF-ITS-KIND"

DEADLINE

"GEN Z LOVES IT"

Entertainment

BACKGROUND

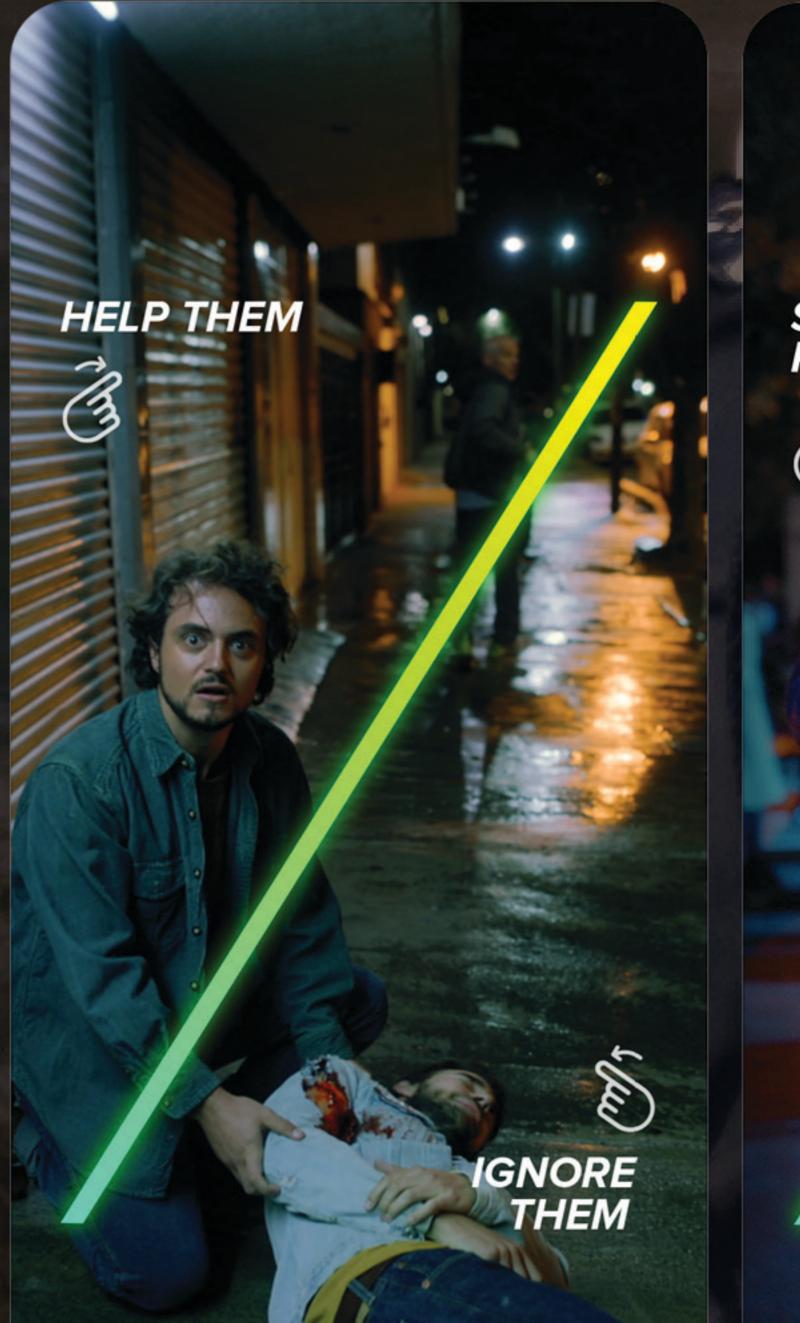
Through its now universally recognized swipe, Tinder quickly became the leading online dating platform for young people. But after seven years, Tinder faced steep competition and user fatigue, particularly among digitally native Gen Z. For them, it became a mindless pastime, not an engaging way to connect. Our goal was to give them a more meaningful way to match, while breathing new energy and cultural relevance into the brand. While we contemplated creating a traditional marketing campaign to shift perception, we realized that the most powerful tool for resetting their relationship with Tinder was Tinder itself.

Swipe Night is a first-of-its-kind, interactive miniseries inside th Tinder app where you make a series of choices that drive the story forward and impact who you can match with. The choices are the key: while fun on the surface, they reveal something deep about your personality, give you a pool of more compatible users to choose from, and serve as icebreakers after the experience. Swipe Night reimagines what branded content can be. There's no brand messaging. It's pure, Hollywood-standard storytelling inside the Tinder app that serves a distinct purpose: foster more meaningful, real-world connections.

PART 1: YOUR CHOICES DRIVE THE STORY FORWARD

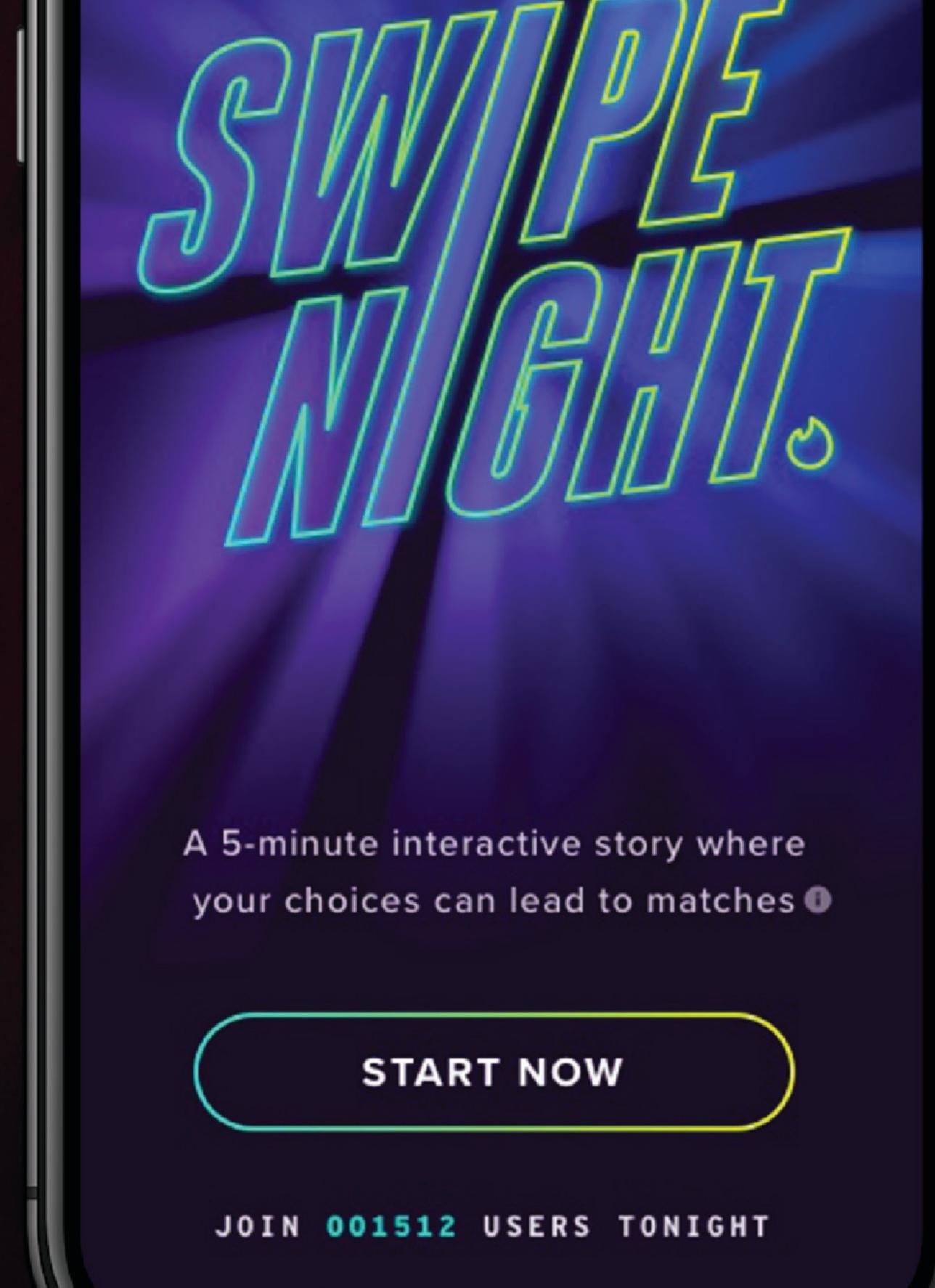


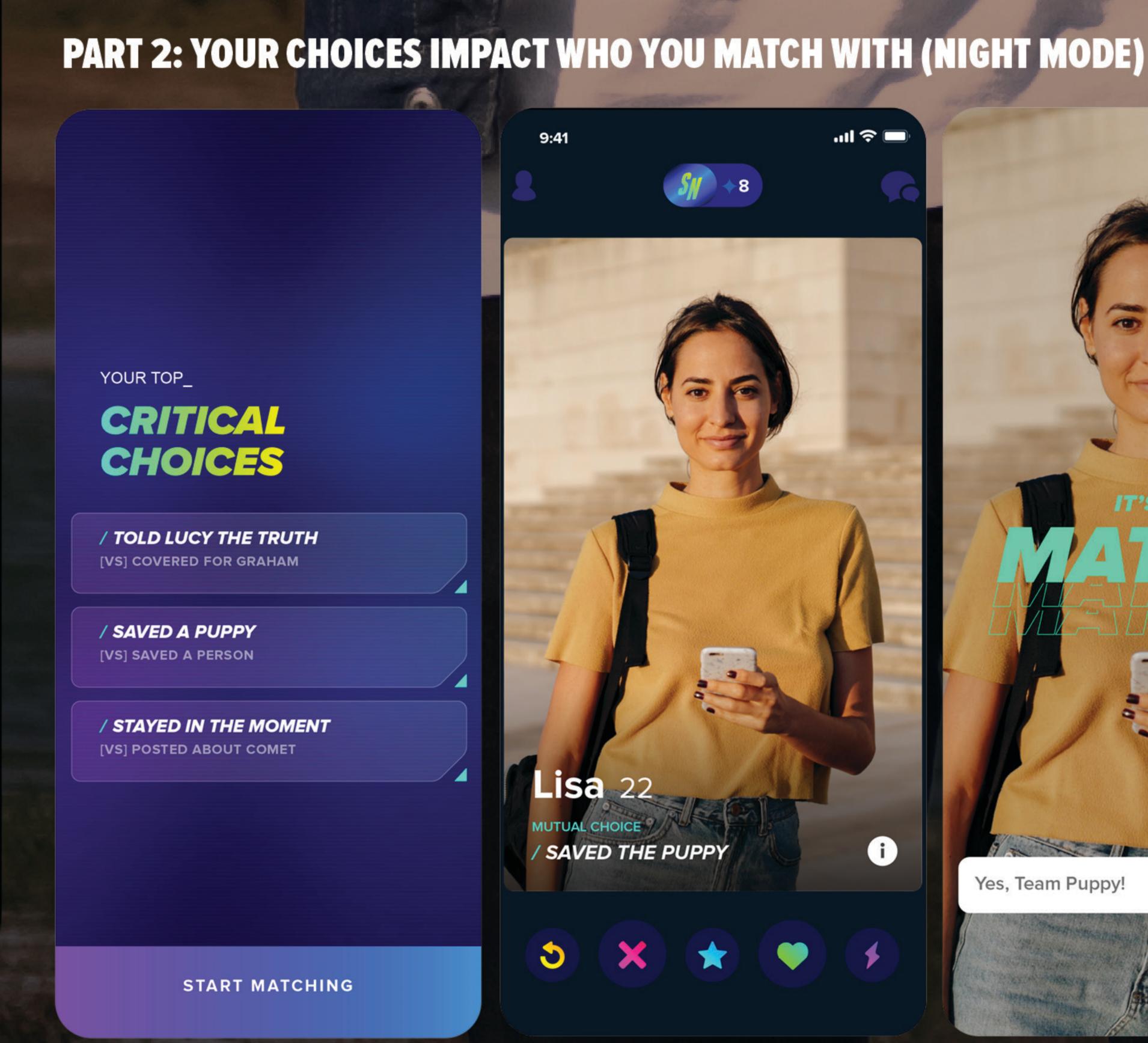


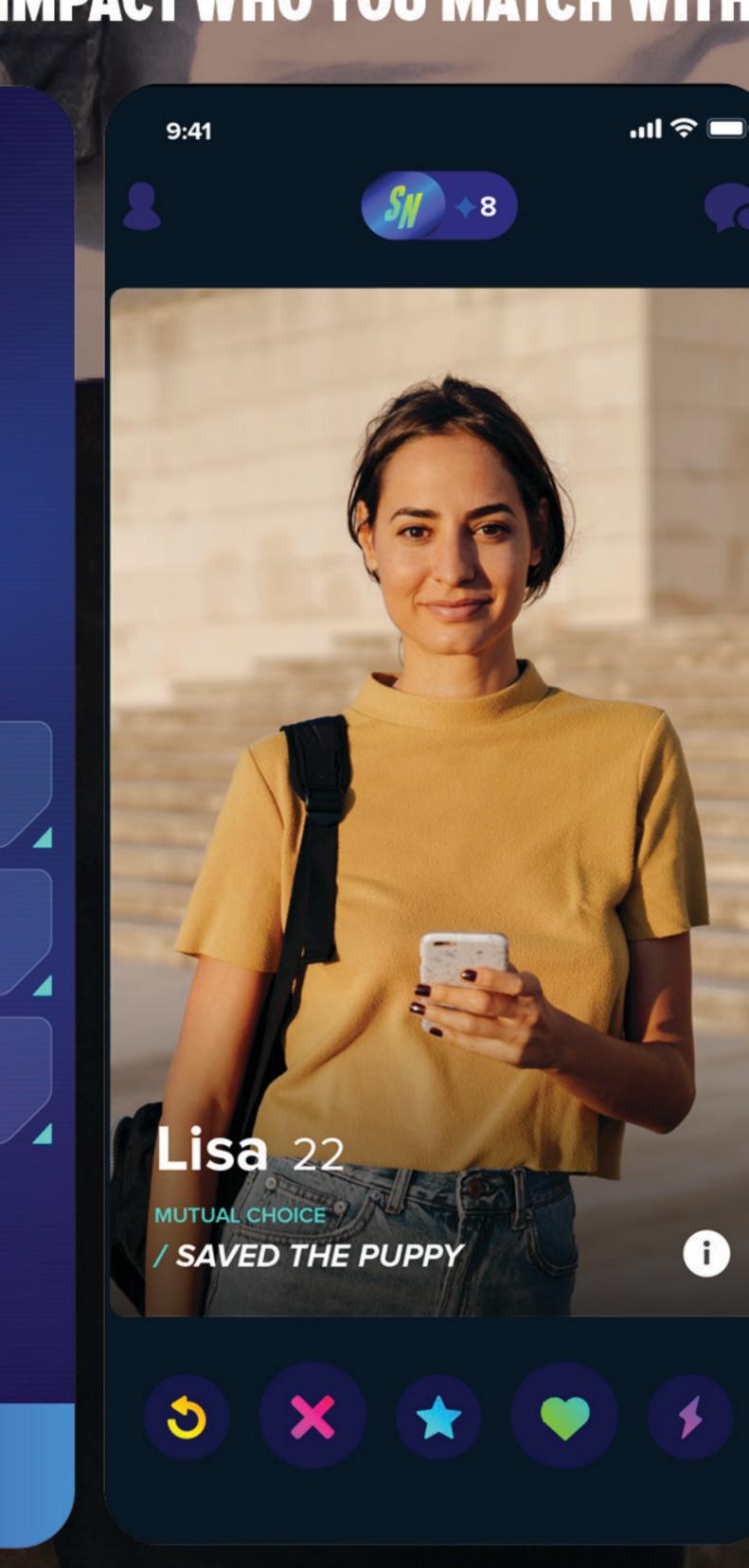


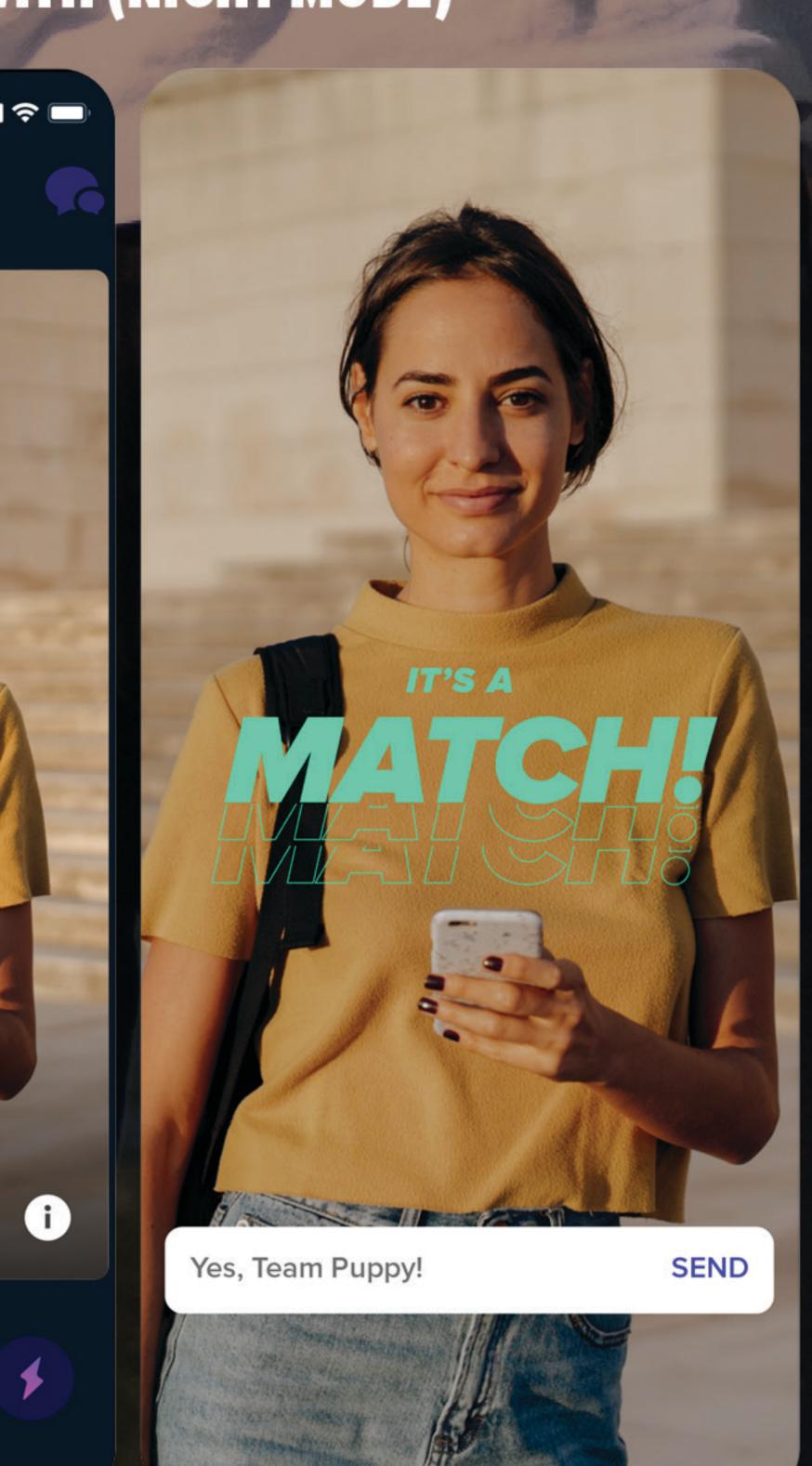












EXECUTION

It's Sunday night and you open Tinder, but instead of swiping on people, you enter a first-person POV, apocalyptic adventure where ou swipe to make high-stakes, highly-revealing decisions. With st seven seconds to choose, you have to go with your gut. Each choice results in thousands of unique story paths filled with easter eggs like celebrity cameos and features like haptic feedback, push notifications from characters, and a live-view counter to see the number of people playing. After each 5-8 minute episode, you enter Night Mode: a redesigned version of Tinder that displays everyone's choices on their profile, making it easier to match and chat. It's a game-changing hybrid of entertainment, marketing, dating, and technology.

IN-EXPERIENCE FEATURES



THOUSANDS OF BRANCHING PLOTLINES



SIMULATED TEXT NOTIFICATIONS



MOBILE HAPTIC FEEDBACK



LIVE VIEW COUNTER

RESULTS

4 BILLION IMPRESSIONS



THE BACHELORETTE

