



Tinder

Sponsored National Geofilter Campaign

For Valentine's Day, Tinder partnered with Snapchat to let Snapchatters show that they're definitely worth a date.

SNAPCHATTERS REACHED: 29M **TOTAL VIEWS: 84M**

Source: Millward Brown Digital Audience Insights and Brand Lift Insights among single Snapchatters

The Story

Are you "swipe right material?" Last Valentine's Day, Tinder and Snapchat partnered to let Snapchatters prove their worth. Tinder's cheeky Geofilter was visible to Snapchatters across the US for a full day, yielding over 84 million views. More remarkably, nearly one in four Snapchatters who saw the Geofilter decided to send it to a friend, a testament to the Geofilter's clever, shareable creative prompt and perfect contextual timing.

As "swipe right" enters the cultural lexicon, Tinder guaranteed that even Snapchatters who've never used Tinder could make a statement in a Snap, or by posting the Geofilter to their Story.

Objectives

- Promote awareness of Tinder among Snapchatters.
- Provide Snapchatters with a playful, funny piece of creative that even those not familiar with Tinder could relate to.
- Create a contextually relevant ad product for Snapchat.

Strategy

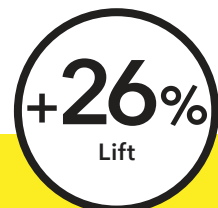
- Make a Sponsored National Geofilter available to Snapchatters across the US, and leverage Snapchat's 18+ age targeting capabilities.
- Employ a clever slogan and charming creative relevant to a wide range of Snapchatters.
- Launch the Geofilter on Valentine's Day.



Ad Recall



Brand Favorability



Download Intent

"Snapchat was the perfect platform to drive top-of-mind awareness and intent for Tinder during Valentine's Day. We connected with exactly the audience we were looking for and delivered significant impact to our business KPIs."