

Bestie Chill Thrill-Seekers Lit  
Hobby Passion Delight Binge  
Find Your Flame  Vibe Squad  
Community Soul Gamers  
Friend People Love BF Bae  
Inner-Self FWB GF Crush



# It's Time to Ignite the Flame...



In the past, the only way for people to **expand** their social circle was through those they already knew. Now, Tinder is here to **change the game forever** 🎉. It's no secret Tinder is a **pioneer**, an **innovator**, and **the boss** of dating & lifestyle apps. Tinder offers the largest and most **diverse** member pool, with the easiest and most manageable UI in the industry. That's why Tinder is the app to use as soon as people come of age (18+). **18**, is the most **liberating** age in someone's life, a **metamorphosis**. Until now young adults have been dormant, preparing for the day when all choices would be their own. This is their moment to take on the world and **find their people**, the ones who ignite their inner flame.

Yet, the problem we face is the misperception that Tinder is solely used for casual dating.. So the challenge is clear ... we need to **CHANGE** the perception, **BUILD** our brand love & **INCREASE** user registrations with the target audience, Gen Z (18-19 year olds).

We discovered Gen Z. wants to be empowered. They seek the chance to be **seen**, **heard**, and **unapologetically themselves**, but something is missing and they can't quite place their finger on it. It's their **pursuit** of something more, **something bigger**, that drives, excites and captures their authentic selves. Empowerment means charting their own course on their journey and being handed the reigns, because more than any generation before them, they can handle it. These emerging butterflies have restlessly waited to break free of the cocoon and are ready to boldly step into greatness and be the main characters of their stories. **Enter Tinder.**

**What Role Can Tinder Play in Their Lives?** Gen Z doesn't use apps just for dating, but they want new experiences that give them **human connections** they crave. They can find a fast friend to **discover** new art exhibits and who never misses a photo-op; the one who makes them sing “👉 that's my best friend, that's my best friend” 🎵; **explorers** who **revel** in finding thrift stores in the best parts of town; the encourager who lets them know **You Got This** or someone who makes them **experience** love on a brand new level ❤️. **Tinder's got Gen Z.** The doors of **limitless possibilities** are **open** to them when they join Tinder.

Our “**Find Your Flame** 🔥!” campaign will **illuminate**💡 Tinder's emotional benefit of empowerment. We will remind prospective and former users that Tinder is a safe space to **Break Free** of the cocoon and **Show Off** their **Authentic Selves**, through **new experiences** and **connections** that wouldn't exist without Tinder's platform. Through interactive events and targeted promotions, we will build brand love and attract Flame Finders. This campaign will **reinforce** Tinder's place as the **leader** of lifestyle apps, the **catalyst** for sparking connections and the best place to find the way to their **flame**.🔥

Only Tinder can set Gen Z's personal journey ablaze and help them burn brighter as their authentic selves!

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## Campaign Objectives



Building a Multi-Touch point campaign around increasing Brand Love for Tinder among 18 and 19 year olds in the US



Increase Brand consideration, sentiment and preference



Increase growth in new registrations and reactivations

# Our Research

Based on the challenges given to us by Tinder we have developed the following objectives for our research...

- ✓ How Gen Z perceives Dating Apps
- ✓ What are they looking for in Dating Apps
- ✓ What do they value in their connections and Tinder experiences
- ✓ What are their personalities



101

in-depth  
interviews

1



focus group



Reports from  
**MRI SIMMONS  
INSIGHTS**

&

**MINTEL  
ACADEMIC**

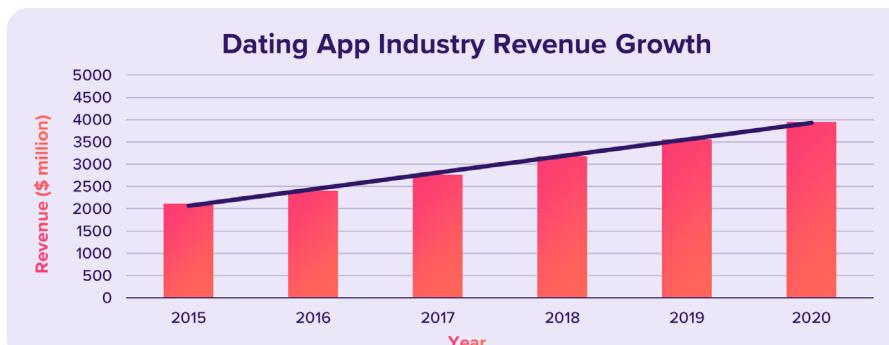
351

respondents for a **qualtrics<sup>TM</sup>**  
survey via **amazon mechanical turk**



Secondary  
research from 78 sources

The industry has grown significantly as new competitors enter the field.

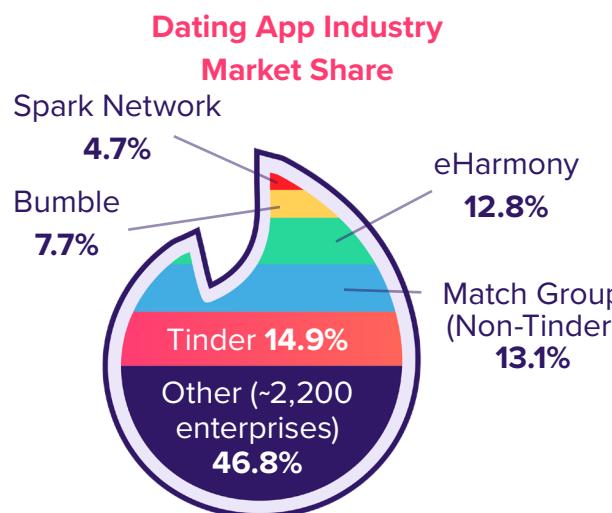


Tinder is the biggest  
dating app despite  
increased competition  
from niche competitors.

66 million  
global active users

50% usage rate

**💡** Tinder needs to remain competitive as new dating & lifestyle apps attempt to extinguish their flame.



*"Tinder because it's the only dating app I know."*  
— Terrell, 19

*"I ended up on Tinder and on TikTok, because I saw that everyone around me was on that so."* — Angie, 18

# People perceive Tinder as a casual dating app, yet use it for more than just that.

## Tinder perceived as “Casual Dating only”

Compared to other apps, Tinder is perceived as the no strings attached dating app.

According to desktop research **40%** of college students say that Tinder is for hookups.

*“Tinder is there for people to mess around, like Bumble is more for a genuine relationship.” — Simon, 19*

*“It seems a little bit slimy in my opinion. Tinder is for people looking for quick hookups.” — Albert, 18*

*“People online are inconsistent — it’s superficial and only for hookups.” — Sienna, 19*

Yet, despite this perception, people used Tinder for many different possibilities.

According to a KU Leuven/Ghent Univ. Study,\* Tinder is used mainly for **13** different motivations.

The diagram consists of a circle divided into 13 segments, each containing a motivation and a small red flame icon. The motivations are: validation (pink), get over ex (purple), social skills (blue), peer pressure (teal), same sexual orientation (light blue), sexual experiences (orange), distraction (red), relationship (pink), belongingness (teal), travelling (blue), seeking (green), curiosity (light blue), and entertainment (pink).

## Not aware that Tinder offers more diversity and ways to connect than most dating apps.

The majority of our survey respondents who used Tinder agree with these statements...

**78%**

say “I’d be open to dating outside of my culture”

**74%**

say “I’d be open to dating outside of my race”

**76%**

say “I’d be open to dating outside of my religion”

**74%**

say “I’d be open to dating outside of class”

**80MM**

new matches to date with the More Genders feature

**50+**

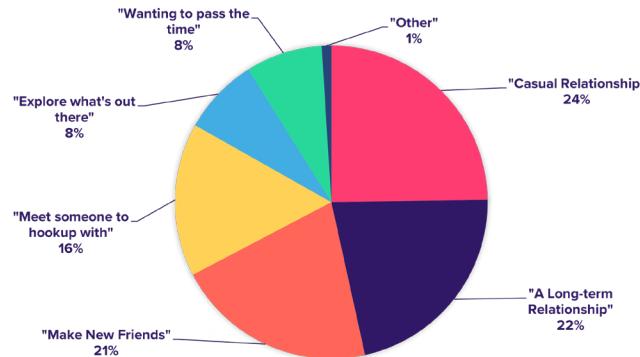
gender identities around the world

up to **9** sexual orientations

# What Tinder needs to know about Gen Z

Gen Zers use dating apps for more than just casual dating, they fulfill a variety of needs on dating apps, such as making new friends and/ or having a fun time.

**Dating app users say the reason they use dating apps is for:**

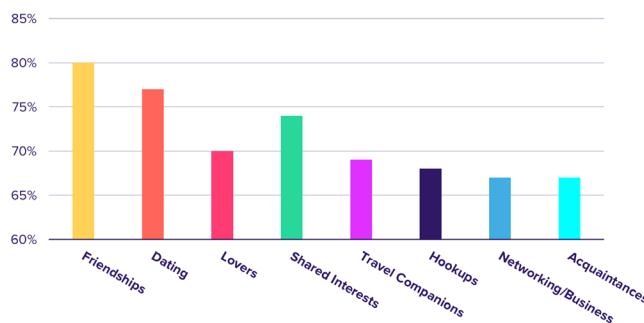


*"I use it to just meet people and have fun. — Harry, 19*

*"Sometimes the person you're trying to date just ends up not being a match but they still give you a good vibe so you become friends from that." — John, 19*

Gen Zers are looking to find a myriad of connections that are authentic and empowering.

**Gen Z seeks more than just casual dating on Tinder!**



*"If you want to try something new, then online dating isn't a bad thing." — Sydnee, 18*



**They want to be empowered and value authenticity.**

64% of Gen Z dating app users agreed with "It makes You Empowered" when asked about what they want in a dating app!

When defining what empowerment meant to them most respondents said it meant **"Independence"**, **"Power/control"**, and **"Confidence"**, which makes sense for a generation getting independent from their parents.\*

**71%**

of survey respondents said they are looking for authentic connections in dating apps

**67%**

of survey respondents age 18-20 say they agree that they identify with "people who care about authenticity"

\*Based on qualitative data

# How Gen Z wants to be talked to

They don't want to be told how things are and who they are.

*"With certain apps on social media I can tell I am being manipulated by ads." — Kimmy, 18*

*"I just need an extension for my happiness, not somebody who I can depend on for my happiness." — David, 18*

*"I like ads that are just being honest. I also like it if they're self-aware sometimes. I think that ads with a whole meta element is cool and I think a lot of people love that." — Anna, 18*

Gen Z don't want to be dismissed. They want to be listened to and know that their opinions matter.

*"As long as you have respect no matter what happens." — Simon, 19*

*"I feel like they need to have mutual respect for you to know with friends you need to know where to draw the line and establish boundaries of not to cross certain things." — Jessica, 18*

## Gen Z has many facets, are complex, and in transition! 💎

Gen Zers were divided between feelings of anxiety and loneliness and more extroverted attitudes which seemed to be in conflict with each other...

According to Simmons, Gen Zers "agree most" or "agree more" with each of the following personality statements than the total adult population:

47% 

"Feel alone in this world"

61% 

"Awkward, absent minded, forgetful, careless"

24% 

"Tense, nervous, excitable, high-strung"

45% 

"Worry a lot about themselves"

But they also "agree most" or "agree more"...

40% 

"Enjoy taking risks"

55% 

"Want to get at the very top of their career"

22% 

They "like to try new things no one else has"

# The Uniqueness of Gen Z's Coming of Age



Gen Z is struggling with a conflict between the stage in life they are currently at and the stage they aspire to reach. Most 18-19 year olds will have just graduated from high school and will be entering college or the workforce. Much of our target will be leaving their parents' home for the first time. We've all been there so we understand becoming an adult is scary. This transition period is the metamorphosis during which our target will go through the process of finding their authentic self.

**The Cocoon Stage** is a dark period filled with isolation and uncertainty about the future. They feel suffocated by circumstances that are inauthentic to their hopes and desires.

*“...people do online dating, like I am anxious to do all of those things.” — Nadira, 19*

*“A lot of us don’t have close friends to go out with on a daily basis but acquaintances...” — Simon, 19*

*“School makes me stressed, I’m constantly bombarded with outlook emails [which] make me so sad” — Sienna, 19*

*“I would like to meet new people and step out of my comfort zone.” — Ryan, 18*

*“I just want to find new interesting people to hang out and talk with...that’s what I was hoping.” — Hana, 19*

*“Definitely feeling like I wanna see new faces... Open to making new friends & meeting new people because after covid its time to get out there.” — Julia, 19*



**The Butterfly Stage** is a period of social liberation when Gen Z can form genuine and exciting social connections. All that boredom, fear and loneliness will quickly dissipate once they have the freedom to live authentically.



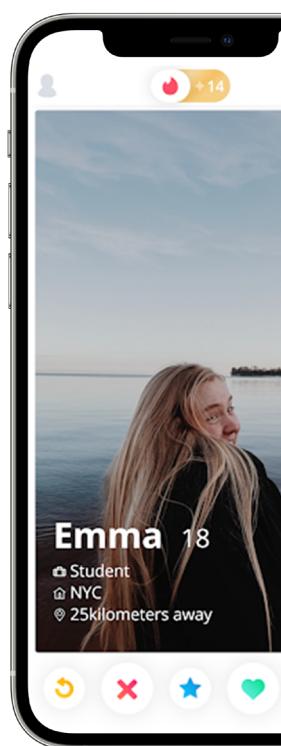
# Bold Experimentalists

We've identified passionate 18-19 y.o. Gen Zers who are driven by creativity and are ready to chart new territories. Meet the Bold Experimentalists who strive to be their authentic selves. These young adults are still figuring out who they are during their Cocoon Stage. Despite this tumultuous and stressful period, Bold Experimentalists continue to dream big and demand more out of life. They have an internal locus of control and are proactive enough to make their dreams a reality. Since our research unveiled what Bold Experimentalists are looking for, we've segmented them into three sub-groups:

## Friend Finder



*"I'm such an extroverted person that I would honestly mope about [not having friends] for days and just be miserable; then after I get over it, I'll push myself to find new friends again cause I like talking to people because my comfort level would be missing." — Laura, 18*

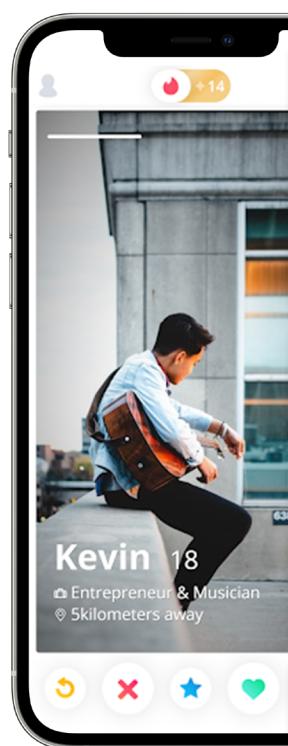


I like to do anything together, going out to eat, binge watch Netflix shows and play games together.  
Whatever I do, I'll convince my friends to come with. I love trying out whatever my friends or favorite influencer recommends, but will also jump on whatever the latest craze is.

## Explorer



*"I love to meet new people because I love speaking to people and there's always a possibility of learning something new from them which I really value" — Gabriel, 19*



I took the non-mainstream route after high school, skipping college and instead, starting my own business selling sustainable sneakers.

Growing up kinda scares me, but I'll be fine with the right people who'll have my back.

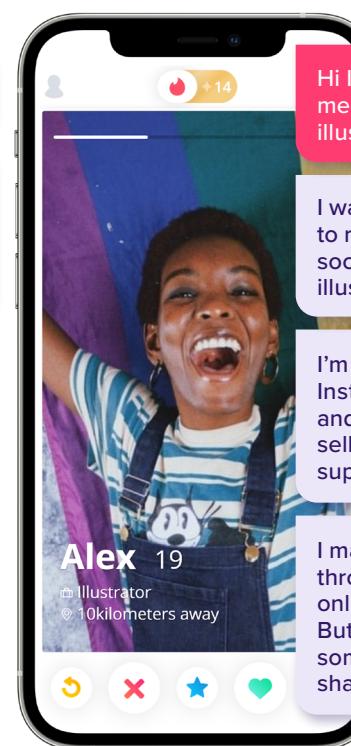
Music is an important part of my life, I'm learning to play the guitar and would love to meet people with the same music taste.

I'm pretty casual, spontaneous and down to meet new people.

## Soul Searcher



*"I'm open to having relationships. I would think what can different people bring into my life? What impact will they have on my life?" — Ryan, 18*



I make a lot of friends through my classes and online art community. But I'm looking for someone to really share my passions with.

Hi I'm Alex! Queer mental health advocate, illustrator and cat lover!

I want to use my platform to raise awareness of social issues through my illustrations.

I'm active on Twitter, Instagram, Snapchat and Tik Tok. I also sell my art on Etsy to support local charities.

I make a lot of friends through my classes and online art community. But I'm looking for someone to really share my passions with.

# What do Bold Experimentalists want?

Through our in-depth interviews, we discovered that Bold Experimentalists are looking for interpersonal relationships that enable them to find their authentic self. In our creative research, they responded strongly to messages that talked about finding themselves, empowerment, encouragement to be their authentic selves and the power of choice.

64% 

want to feel empowered

67% 

care about authenticity

*"I felt like I was masking my real self and I couldn't be authentic" — Laura, 18*

*"I want to be who I really am without feeling judged" — Nadira, 19*

## How does Tinder give them what they want?

*"Tinder gives me the opportunity to be myself and be comfortable. No judgement, not being looked down upon. Gives you a way to be who you are." — Robert, 18*

Tinder smooths the process of metamorphosis by offering Bold Experimentalists a wealth of genuine and exciting social experiences. These experiences will aid them on their journey to finding their authentic selves, thus bridging the gap between the Cocoon Stage and Butterfly Stage.



## How do we communicate this?

We conducted a two phase qualitative research process to test alternate creative concepts and slogan in search of finding the best way to communicate to Bold Experimentalists. The creative concept and slogan below emerged victorious and resonated strongly with Gen Z. We had found a clear winner.

Find Your Flame 

Only Tinder, with its limitless connections and diversity can help ignite the fire within you to find your authentic self.

*"It sounds inspirational. I feel motivated to find someone who shares my passions." — Kevin, 19*

*"I feel empowered when reading this text, like this made me feel special in that I am the sole focus and main priority of this app. In doing so, I feel like I am the one in control of my experience." — Ethan, 18*

*"I like this message overall because it all talks about the possible experiences I'd be offered by discovering my inner 'flame.'" — Elizabeth, 19*

*"It motivates me to try tinder and it is pushing out of my comfort zone and pulling me to find new experiences." — Allen, 19*

# Swipe Right,

YOUR INNER FLAME is what drives you. It is what makes each person unique and is developed overtime. Your flame can be discovered through the exploration of your passions, the causes you support, and through meeting people of all different kinds.

On Tinder, we break perceptions and focus on the possibilities.

Only Tinder, with its limitless connections and diversity can help you on your journey to find your flame, the real you.

By swiping right you connect with others and form relationships that will enable you to find your place in this world.

Tinder empowers you to create your reality, to own your experiences, to find your people, essentially to find your flame .

So go ahead. Explore the many sides of you with a swipe. Whatever you're into, we're here for it!

# Find Your Flame

# Media Strategy

Our Multi-Media campaign will help ensure that our Bold Experimenters look to Tinder to help them find their authentic selves... their individual Flame"...

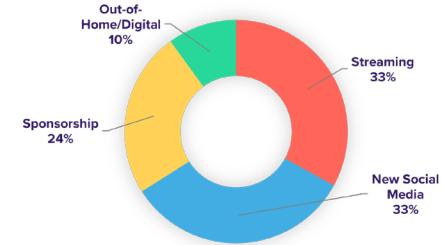
We know our target likes to be out and about. They like to be everywhere that interests them and participate in all kinds of activities and occasions. Our innovative strategy is based on maximizing reach and frequency, heighten awareness, achieve trial and drive new app installation. We choose media platforms that best match our strategy and reach our target based on the following:

- Strong introductory phrase to increase awareness**
- Follow up Holiday phase to heighten awareness and achieve trial and engagement**
- Top 10 DMA Heavy-ups (25% of populations) as 43% of Gen Z'ers live in metropolitan areas**

## Top 10 Markets:



## Media Mix:



## New Media

As the first true digital natives, Gen Zers are quite adaptable to newer tech that comes to market. They are also finding new ways to be themselves in the digital world. Which is why we've chosen TikTok and Twitch as our top media vehicle. We'll integrate short and fun videos that will surely capture their attention.

## Social Media

Since Gen Zers are constantly scrolling on their mobiles through their various news feeds at any given time of day, we've chosen Instagram, Twitter, and Snapchat as the best platforms to reach them. We'll incorporate micro-influencers who will in turn integrate sponsored videos/content that would redirect the audience to downloading the app (is this sentence okay?).

## Streaming Media

As we all know, Gen Zers don't want to be tied down to a serious relationship, given they just turned 18. So they're cutting the proverbial cord and choosing to stream whatever they want, whenever they want. As a result, we've chosen a variety of subscription and free streaming services that we believe are popular with our target audience.

## Out-of-Home

As our target is always on the go, we need to capture their attention wherever, whenever. This is the perfect medium to capture them when they are out and about in their cars and just strolling the metropolitan areas. It fits perfectly with the creative message and helps publicize the many integrated marketing events and activities.

# Media Schedule

Our goal is to be top-of-mind every month this campaign is running to heighten awareness and increase engagement using Streaming Media, New and Social media, Out of Home and sponsored content.

Our target wants to celebrate life and all the holidays they have missed out on during Covid. So we will heavy-up around holidays to help our target audience find their flame, stoking the fires of Tinder's brand love.

## Holidays



Back to School



Summer End



Halloween



Singles Day



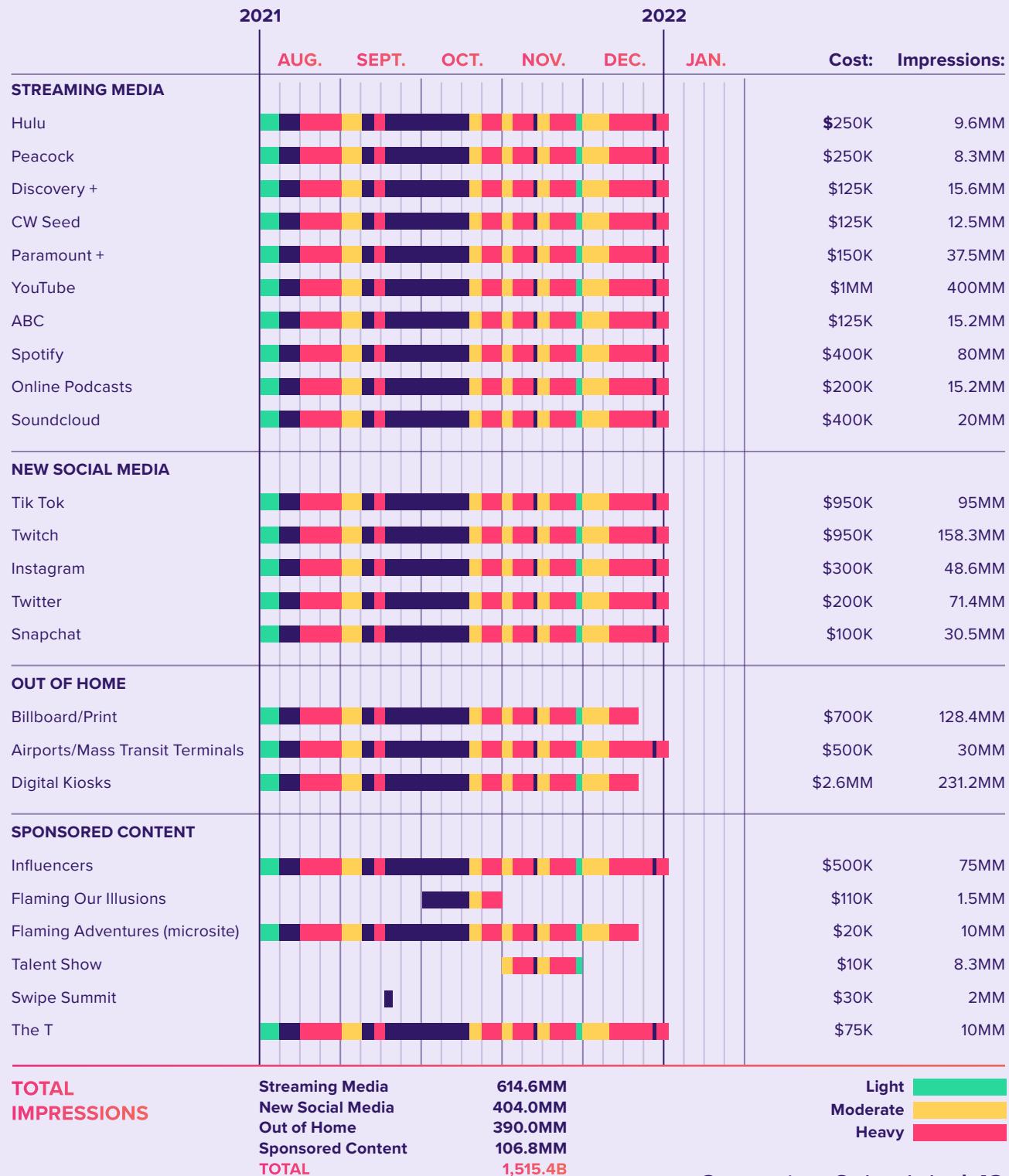
Friendsgiving



Friendsmas/  
Christmas



New Year's  
(only online)



# Media Schedule

Our goal is to be top-of-mind each month for the duration of the campaign in order to heighten awareness and increase engagement using Streaming Media, New and Social media, Out of Home and sponsored content.

Our target wants to celebrate life and all the holidays they have missed out on during Covid. So we will heavy-up around holidays to help our target audience find their flame, stoking the fires of Tinder's brand love.

## Holidays



Back to School



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Singles Day



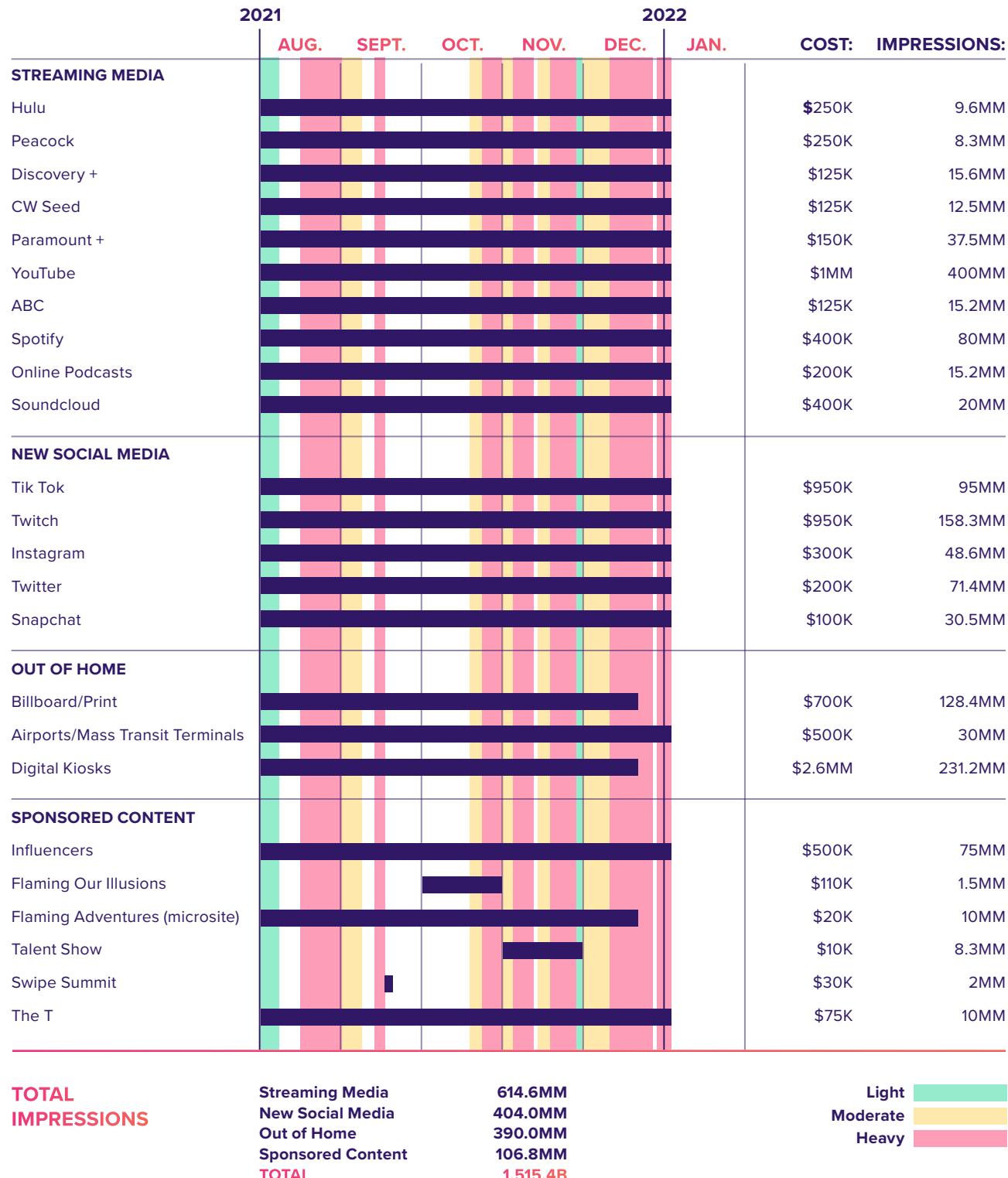
Friendsgiving



Friendsmas/  
Christmas



New Year's (only  
online)



# Video Storyboard

## Find Your Authentic Self



Watch Video

Through our in-depth interviews, we discovered that Bold Experimentalists are looking for interpersonal relationships that enable them to find their authentic self. They responded strongly to messages that talked about **finding themselves, empowerment, encouragement** to be their authentic selves and the power of choice.

Our video campaign is based upon the positioning that **"only Tinder, with its unlimited connections and diversity can help you on their journey of Metaphorphasis from Cocoon to Butterfly stage to find their authentic selves."**

**The 30-second video centralizes in finding your authentic self and the journey to discover who you are. The clips show empowering Gen Zers who want to find their flame, in the process of finding their interest, vibe, passion, flow, and people.**

## Swipe Right... Find Your Flame



Watch Video

Our 15-second video depicts the explorative spirit that embodies our target audience. Through a series of clips we show how using Tinder allows people to develop and follow their passions and find themselves in the process. These commercials will be released and shown digitally, online and on streaming platforms.

**In the video, we depict the many ways one can explore their interests on Tinder. From meeting new people, to going to different events, to finding new hobbies. The video ends with a focus on the individual to represent the result of swiping right on Tinder is finding oneself.**

# Out of Home

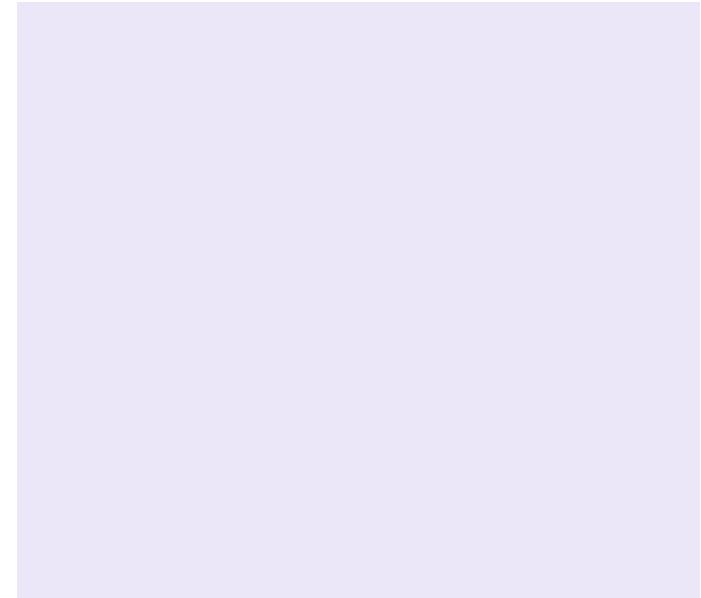
We know our target audience loves to be about and on the move as they continue their journey of finding themselves. . They are always driving around town, exploring their city or visiting a larger metropolitan area. Our campaign will touch them whether they are driving, on the highways or strolling past urban billboards throughout the metropolitan areas.

# Kiosks

We know our target audience loves to be about and on the move as they continue their journey of finding themselves. . They are always driving around town, exploring their city or visiting a larger metropolitan area. Our campaign will touch them whether they are driving, on the highways or strolling past urban billboards throughout the metropolitan areas.

# #FindYourFlames TikTok Challenge 🎵

Since Gen Z frequently uses social media to share their lives and be creative in an effort to find their real self, we devised a testimonial style challenge via Tik Tok for users to express how they found their flame. Whether a relationship, forever friendship or shared experiences, these users create a video sharing their favorite story that ignited from Tinder, using the hashtag **#FindYourFlame**. The challenge will be promoted via Tinder's social media and micro-influencers. Winning videos will be randomly chosen and posted on Tinder's Tik Tok page with a chance to create a video with Tinder on Tik Tok! Through users sharing personal stories highlighting Tinder, we will increase awareness, brand love and encourage more users to join the app.



## Express Your Flame Talent Showcase 🎉

Based on consumer insights, Gen Zers are **creative** and **bold** by nature. They have found their talents and want to express them, so we at Tinder want to **empower** them to showcase their raw talents alongside other creative souls. It's an opportunity to mingle with other like-minded people and **beam** at our showcase event. This will be held in the 10 largest metropolitan areas and we will spread awareness through public relations, social media, and digital ads to encourage participants to sign up and ignite their flames. Through the showcase, we will increase user activation by building on our creative message to find Gen Z's flame.

### Event Details:

- Individuals or groups will enter through Tinder's microsite
- Judging will be done through audience participation
- Top 10 winners will get to choose where they want to spend a day in their life



# Flaming Adventures

## *The Adventure Challenge x Tinder*

Gen Zer's are drawn to new adventures, and actively pursuing their flame. As an experiential event, Flaming Adventures Hunt, in partnership with The Adventure Challenge, is an exciting way to spark a connection—both in person and virtually—by partnering with 1 or more other explorers to get to know their cities better.

Prompted by social media and micro-influencers, users from the Adventure Challenge site and Tinder App will be directed to a branded microsite that fires up user registration and engagement by sharing memorable photos and tales. We'll stoke interaction with users on Twitter with the hashtag #flaminadventures. The first 3 pairs or groups to complete all the adventure challenges during the month will be crowned the winners. By giving Gen Zers a chance to connect with other users searching for their flame, we will increase brand love and increase engagement.

### **Details:**

- Scratch off cards with new ideas and challenges
- Adventure x Tinder card decks released each month throughout duration of the campaign
- Special Halloween and Friendsgiving themed adventure challenges
- Prizes awarded: Free tickets to Tinder's Pop-Up Exhibit meet up with an influencer from the Tinder Summit and scrapbook and camera bundle from The Adventure Challenge.

# Flaming Our Illusions

## *Museums of Magic and Illusions x Tinder*

Given Gen Z'ers are flaring trend setters, who have a burning curiosity to try new things, a pop-up exhibit partnering with the Museum of Illusions, a trendy setting made perfect sense. Museums of Magic and Illusions has been an increasingly popular activity in cities all across the country and is an exciting way for users to fire up their flame.

This interactive pop-up experience will happen in 4 rooms featuring a flame illusion or radiating aesthetic with Tinder's brand colors. For example, there will be a background room with neon signs, Tinder's logo and flames where attendees can take insta-worthy pics with a pro-photographer to upload to their Tinder profile. Attendees with active Tinder profiles, each will receive free Tinder merch at the gift shop in the form of a personalized t-shirt, [Name] Ignites their Flame!

Gen Z'ers are socially and environmentally conscious and expect the brands they love to do the same. Therefore, Tinder will be giving 50% of proceeds from tickets to The Coalition for Rainforest Nations whose mission is to seek responsible stewardship of the world's last great rainforests through innovative strategies which integrate social, economic and scientific rationales to achieve environmental and social sustainability. This experience will increase brand love and motivate users to register through the opportunity to participate in a flaming event and supporting a cause that Gen Z is passionate about.

# Flaming Our Illusions

## *Museums of Magic and Illusions x Tinder*

Gen Z is a generation of doers, driven by the desire to ignite their flame and impact the world around them. Today, Gen Zers are launching companies, leading demonstrations, and inventing new ways to solve problems. Now Tinder wants to help.

We recommend creating a Find Your Flame Fund (#FYFF?) to identify and support promising young people who are finding their inner flame in inspirational ways. For Find Your Flame Fund, Tinder will partner with The Advancement Project, a nonprofit using innovative tools/strategies to strengthen social movements and achieve high impact policy changes. FYFF helps Gen Zers with big dreams, and even bigger hearts—develop their hot ideas and get them off the ground. By allowing users to ignite their flame through the program, we will increase brand love and spread the creative message.

- Through social media our target will become aware of the opportunity, applicants will submit a plan to best illustrate their concept (e.g. a sketch, business plan, creative brief, etc.).
- 5 lucky Find your Flame Fellows, will be chosen by a committee of nonprofit leaders to receive up to \$5k in start-up capital, and mentorship from a committee member.

Tinder's Find Your Flame Summit is a virtual conference that brings together Gen-Zer's who are creatives, activists, and influencers for a two-day immersive experience geared towards personal and professional development on one online platform.

Through small live video chat forums and private messaging, Gen Z will have the opportunity to get inspired and make meaningful connections with people they admire from around the world, all from the comfort of their own homes.

We will use a public relations and social media campaign to make our target familiar with the summit and drive brand awareness and activation.

- Brenn Lorenzo and Strawhat Dan will serve as hosts
- Daily workshops led by a micro-influencer in at least 3 key interest categories
- Nightly [music or Cirque du Soleil] performances
- Alternative digital viewing options will steam via YouTube and Twitch.

# "The T" Podcast

## Hosted weekly by Tinder

Because they are overloaded and sometimes overwhelmed with information Gen-Z has learned to learn and also unlearn quickly. This generation craves new ideas and conversations that offer info and perspective.

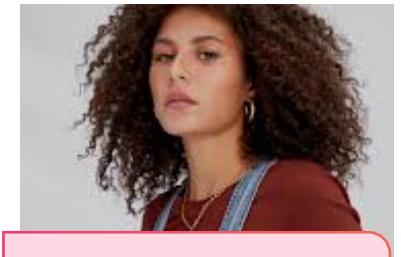
In response Tinder hosts a weekly podcast (The T) available via Apple Podcasts and Spotify, with live and recorded video available on YouTube.

The show will consist of three hosts, and each episode will feature a group of guests made up of influencers and relevant celebrities who discuss current events in pop culture and media. A Q&A session will take place at the end that allows viewers to submit questions via Twitter using the hashtag #TheTTalk. As we share a connection with our users through areas they are interested in, we will increase brand activation and engagement.

## Influencer Spotlight



@strawhatdan



@brennzolorenzo

Our micro-influencers will drive awareness and engagement to our creative message. They will actively be creating and posting content to promote our events and partnerships throughout the entire campaign.

Influencers include **@strawhatdan**, best known for content on TikTok along with his humor, creativity, and support for social causes and **@brennzolorenzo**, a personable and relatable trend setter known for skating and acting.

# Measuring the Flame...

To measure the success of our campaign, we will use a variety of methods used to determine preference and sentiment to ensure a more holistic understanding of the campaign impact.

## Objective #1

Increase Brand Consideration

### Evaluation Methods

We will conduct a custom 3 wave study through (IPSOS, Kantar, ICON pick one) to evaluate consideration, preference and sentiment

Brand equity and attitude study

Abridged specifically for mobile custom study- 10 min survey to track every 3 months for movement 3 mo, 6 mo, 9 mo.

### Expected Results

Increase brand consideration by our target 10%

## Objective #2

Increase brand preference and sentiment

### Evaluation Methods

Social Listening (tools like Trackur, Meltwater) for preference

NPS Net promoter score (NPS) is as a way to measure sentiment

U&A study

### Expected Results

Increase preference among our top 3 competitors by 25%

Achieve a NPS score of 20 minimum

## Objective #3

Increase growth in registrations amongst 18-19 year olds

### Evaluation Methods

New Installs (Daily, Weekly, Monthly)

Tracking CPIS & App Launch to Install Rates

Google analytics

### Expected Results

Increased growth in registrations amongst 18-19 year olds by 5%

# Why It Works

## Objectives

1 Increase brand consideration, preference & sentiment

2 Increase growth in registrations amongst 18-19 year olds

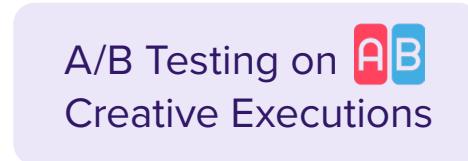
- a) New Users
- b) Reactivations

## Forecasted Results

1. Increase brand consideration by



## Evaluation Methods



### New Users

#### User Acquisition Metrics

- **Cost Per Install (CPI)** (Total ad spend in a period/Total # of installs from ads in a period)
- **App Launch to Install Rate:** (Total # of app launches/total # of app installs) \* 100

### Reactivations

