

Analyzing Tinder's "It Starts with a Swipe" Campaign

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Abstract: Designed specifically for the Generation Z audience, Tinder's 2024 campaign showcases a remarkable brand transformation. It is transitioning from being merely a casual encounter network to becoming a significant maker of meaningful relationships. This report thoroughly examines how the campaign ingeniously leveraged romantic comedy tropes and captivating user-centric stories to deeply connect with this highly relationship-focused demographic. By integrating user-generated content, infusing humor, and presenting relatable scenarios, Tinder aspires to forge an emotional bond with its users and establish a strong sense of credibility. Through integrated marketing communications, it effectively employs social media platforms and engaging videos to firmly reinforce its powerful message of brand repositioning. Nevertheless, there is room for improvement. For instance, it could be enhanced by highlighting a broader range of relationships, encompassing diverse forms of connections beyond the traditional. Additionally, embedding more interactive features would enable deeper engagement with users. As a result of this comprehensive analysis, although Tinder has made substantial progress in enhancing its brand image, it still needs to implement some further adjustments to remain relevant and appealing in today's rapidly evolving digital landscape. Only by continuously evolving and adapting can Tinder truly thrive and meet the ever-changing expectations of its users.

Keywords: globalization, cultural hybridization, nationalism, K-Pop, "America First".

1. Introduction

Tinder's 2024 campaign, "It Starts with a Swipe," emphasizes real connections over casual encounters, especially targeting Gen Z. This ad, created with Mischief @ No Fixed Address, uses romantic comedies to rebrand Tinder as a platform for genuine partnerships [1][2]. To portray this new brand identity, the campaign's writing and visual methods use a variety of techniques to engage and resonate with a younger, relationship-focused audience. Structure, language, tone, clarity, precision, engagement methods, and consistency will be examined to determine the campaign's efficacy and areas for improvement.

2. Analysis

2.1. Structure

The campaign's language style is structured to guide readers through a familiar and compelling story. Campaign tools including press releases and social media posts include "Real Messages, Real

Romance" and "A New Relationship Starts Every Three Seconds" to grab attention [3]. The marketing is immediately linked to common romantic situations by these headlines. The plot follows a romantic comedy arc, introducing a scenario, developing it with relevant humor, and ending with a happy ending. This framework engages the viewer and discreetly supports the campaign's premise that Tinder starts real, meaningful connections. Furthermore, this campaign's structure includes storytelling depending on the region. The difference reflects diverse cultural backgrounds and international perspectives on relationships. For example, the campaign's video uses a song by Vijay Benedict, a popular Indian singer with a dancing scene [4]. This characteristic fits for Indian. By changing the way of promotion depending on countries, Tinder positions itself as a platform that facilitates "meaningful connections" for people across the globe, resonating with a broader, global audience.

2.2. Language and Tone

The campaign uses informal, approachable language and playful, sincere tones to appeal to Gen Z's desire for authenticity and relatability. The campaign uses Tinder members' first texts in a funny, endearing way. In replicated romantic scenes, "IDK, shrug emoji," and "So hot," resonate with the target audience's communication style [2]. It strengthens emotional resonance by using language that deepens emotional connections, making the user experience more engaging and personal. To promote Tinder as a modern "meet-cutes." platform, the tone is lighthearted and positive. This tone demystifies online dating, making it more human and less transactional [5].

2.3. Clarity and Precision

The campaign's aims and strategies are clearly stated in all materials. Tinder repeatedly emphasizes that it fosters genuine relationships, eliminating the uncertainty that plagues dating app promotion. Statistics, such as "a new relationship starts every three seconds on Tinder," provide the campaign clarity and establish its romantic tale in truth [3]. Clear language and exact facts boost the campaign's credibility, making the narrative more convincing for a skeptical audience that values transparency and sincerity. In addition, the campaign's advertisement shows the process of younger who use Tinder to meet their partner and make a relationship. By doing so, the campaign emphasizes and reinforces Tinder as a reliable platform for building authentic relationships.

2.4. Engagement

The campaign uses multiple engagement tactics to keep viewers' interest. These attempts focus on storytelling, using romantic comedy clichés to evoke nostalgia and relatability. The campaign capitalizes on audiences' love of rom-coms by starring Lana Condor and Evan Mock in scenes that mimic them and making them laugh with unexpected twists like digital communication's awkwardness. Real user messages and other persuasive methods make the advertising more relatable and engaging. Calls to action, such as invites to Tinder's Single Summer Series, increase engagement by pushing users to join outside the app [3]. Young adults today are eager to explore new experiences, forge connections, and embark on journeys of self-discovery [6]. They're all about finding the right vibe, meeting up, and navigating situations. The campaign's visual design and messages imply that Tinder can continue to inspire these daters by showing how thrilling it can be to take a chance on someone or something new.

2.5. Consistency

The "It Starts with a Swipe" campaign emphasizes consistency, with the writing style, tone, and language remaining uniform across digital ads, social media, and press releases. This uniformity reinforces the campaign's primary ideas and brand identity across various touchpoints, which is crucial for building a strong brand presence [7]. The integration of written information and visual elements contributes to a unified narrative, aligning with the principles of integrated marketing communications, which suggest that cohesive messaging across platforms enhances brand recall and reduces consumer confusion [8]. Unified messaging not only minimizes confusion but also boosts the campaign's credibility [5][9]. This consistent branding strategy ensures that users continuously recognize Tinder's core values, a key component of brand equity [10]. Moreover, it is important to ensure that the in-app experience aligns with the campaign's message, thereby creating a seamless user experience. Recognizing Dating Sunday as the busiest day of the year for online dating, the campaign effectively launches related sub-campaigns that focus on specific target groups or themes, all while maintaining a consistent brand message, thus enhancing the overall effectiveness of the campaign.

3. Recommendations for Improvement

The "It Starts with a Swipe" marketing campaign has been somewhat successful, though there is room for improvement. One recommendation is to increase the diversity of relationships represented in the campaign. Currently, the campaign effectively portrays heterosexual partnerships in romantic comedies, but integrating LGBTQ+ couples could broaden the campaign's appeal and underscore Tinder's inclusivity [1]. The inclusion of diverse relationships aligns with the growing consumer demand for representation in media, which is increasingly recognized as a factor in brand loyalty and engagement [11]. While romantic comedy themes are effective, the campaign could benefit from employing more inventive storytelling strategies to appeal to a broader, more diverse audience that may not connect with rom-coms [12]. Another area for improvement is the expansion of interactive features. While social media challenges and influencer partnerships have proven effective, incorporating more user-generated content or interactive storytelling could further boost engagement [2]. For example, allowing users to narratively share their Tinder success stories could personalize the campaign and make it more relatable, enhancing user engagement and fostering a sense of community [13].

4. Conclusion

In conclusion, Tinder's 2024 "It Starts with a Swipe" campaign has demonstrated the power of strategic writing and content design in transforming brand identification. Through its well-structured writing, relevant language and tone, clear and precise messaging, engaging storytelling, and consistent brand voice across various platforms, the campaign has successfully repositioned Tinder as a platform for meaningful connections, particularly among Gen Z users. However, there is still room for improvement. For instance, increasing the diversity of relationships represented in the campaign and expanding interactive features could further enhance its appeal and effectiveness. By incorporating these recommendations, Tinder can better meet the evolving needs and expectations of its diverse user base, captivating a broader target audience and continuing to change brand perception in today's digital landscape.

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